

Worthy Conversations

Commuter Connections Employer Outreach Committee

October 17, 2017



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Employer Outreach tasks and responsibilities

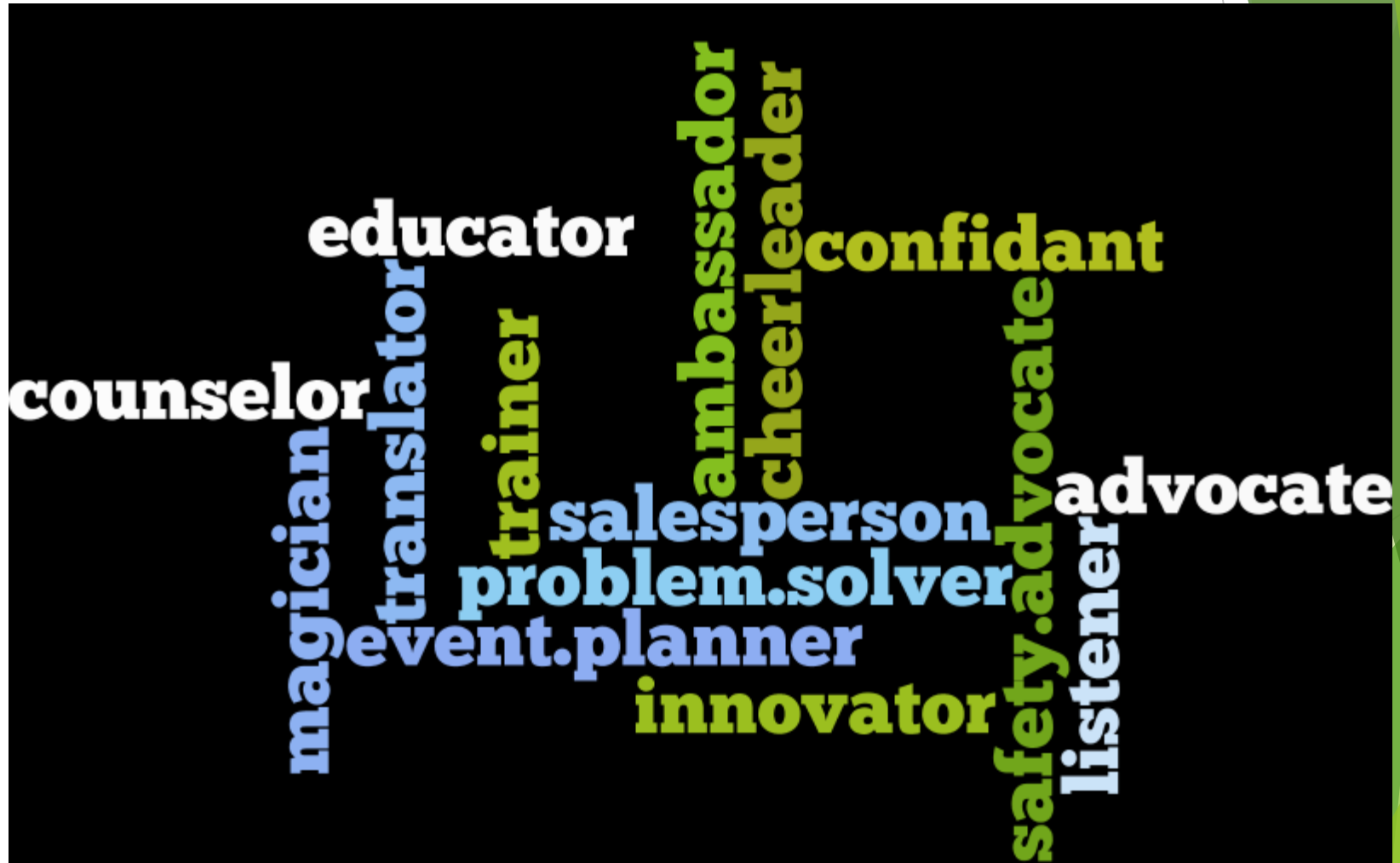
- ▶ Identify and meet with employer contacts
- ▶ Conduct employee commute surveys
- ▶ Establish commuter benefits programs
- ▶ Help reduce parking demand
- ▶ Encourage robust telework programs
- ▶ Maintain records in the regional ACT! database
- ▶ Increase Level 3 and Level 4 employers



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Employer Outreach roles



Know you.
Like you.
Trust you.



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Loudoun County TDM Mission Statement

- ▶ We serve Loudoun County by engaging individuals and businesses with customized travel options, information, advice, and solutions.

*TDM Plan endorsed by
Loudoun County Board of
Supervisors, April 5, 2016*



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Loudoun County TDM Vision

- ▶ A vibrant community where personalized, tailored travel information and assistance is readily available for anyone traveling in, around, and through Loudoun County.

*TDM Plan endorsed by
Loudoun County Board of
Supervisors, April 5, 2016*



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Key words in the mission and vision...

- ▶ Engagement
- ▶ Travel options
- ▶ Information
- ▶ Advice
- ▶ Solutions



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Typical response to an offer for commuting alternatives???



“Sign me up!”



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Or, do these sound familiar?!?

“Need my car”

“Takes too long, costs too much”

“No transit here”

“Not safe, too cold, too hot to bike”

“Nobody lives near me”



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Maybe they just
aren't looking for
a solution.



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Could information influence future travel behavior?



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Outreach topics worthy of a conversation

- ▶ Finding a carpool
- ▶ Using bike share
- ▶ Building a case for telework
- ▶ Using transit benefits
- ▶ Guaranteed Ride Home
- ▶ Forming a vanpool
- ▶ Transform 66
- ▶ And...



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions



Loudoun County Transit

Premium Commuter Bus, Metro Connection, Local Bus
and Paratransit service



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Significant dates for Loudoun County Transit

- ▶ July 2012: Board of Supervisors voted to support Silver Line to Dulles and Loudoun County.
- ▶ February 2013: VDRPT confirmed most of local bus service was no longer eligible for federal funding
- ▶ October 2013: Loudoun County assumed responsibility for local fixed route and ADA service under emergency contract
- ▶ July 2014: Silver Line Metro opened Wiehle-Reston East
- ▶ September 2014: Loudoun County began local and fixed route service contract under new provider



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Loudoun County Transit: discussion topics

- ▶ Silver Line Metro connections
- ▶ Local bus customer service center
- ▶ Trip planning
- ▶ Online local bus map
- ▶ Printed schedules
- ▶ Punch passes
- ▶ “How to Ride” video



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

One rep's approach to outreach conversations

- ▶ Listen
- ▶ Understand barriers
- ▶ Stay committed
- ▶ Be empathetic
- ▶ Seek and offer solutions
- ▶ Maintain integrity
- ▶ Repeat



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

BRAINSTORM: Communicating with employers



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions

Worthy Conversations

Judy Galen, Employer Outreach Specialist
Loudoun County, Virginia
Department of Transportation and Capital Infrastructure
703.737.8044
Judy.Galen@loudoun.gov



**Loudoun County
Commuter Services**

Travel Options > Information > Advice > Solutions