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Management Support Training: It's Good Business

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Presented by
Community Transit

The Business Case for Commute Trip Reduction

- Recruit & Keep Good Employees
- Expand Your Labor Pool
- Expand Your Customer Base
- Increase Workspace (reduce overhead)
- Reduce Absenteeism and Tardiness
- Move People & Freight
- Reduce Your Tax Burden
- Being a Responsible Neighbor

Making a Difference

- 28,000 Vehicle Trip Removed in 2009
- 12,900 Hours of Delay Reduced in 2009
- 27,490 metric tons of greenhouse gasses Removed in 2009
- \$99 million in costs associated with congestion saved in 2009



So Now Management is On Board, Right?



- Did they know?
- Did they care?

Steps to Success

- Know Your Audience
- Tell the Story
- Show How it Will Be Accomplished
- Identify Risks
- Make It Happen

Know Your Audience

- Who Needs to Hear Your Proposal?
- Who Will Be the Decision Maker?
- How Does Your Audience Prefer to Receive Information?

Remember:

Ultimately, the decision maker will have to decide if they want to support the idea or not.

Exercise One

You reviewed your CTR Survey and found that over 30% of your population is interested in biking to work, however, you know from talking to your employees that the biggest barrier is that you do not have shower & locker facilities.

Your department is not involved in facilities management however, you know your manager has monthly meetings with other managers, including ones in charge of the facilities.

Exercise One cont..

You know that having locker and shower facilities would greatly increase your bicycle commuting population, which will reduce your Drive Alone Rate.

What would you do to gain management support for your idea?

Tell The Story

- Make it memorable.
- Make your point interesting.
- Ground it in current issues relevant to your business.

Exercise Two

You have been hearing from your employees that bus service is not great for them and they would love to take the bus if service actually went where they needed to go.

A few years back, you pitched an idea for a private shuttle service but it did not receive approval.

One night while watching the news you saw a news story that talked about how your competitor has recently started their own private shuttle system.

Exercise Two cont...

Your boss strongly dislikes (absolutely hates) that company because of disagreement over intellectual property (she thinks they stole your company's ideas) .

Do you see an opportunity here and if so what would you do?

Show How it Will Be Accomplished

- Describe how your goals will be achieved
- Understand the Decision Maker's Questions

Who Else May Have Questions?

CEO- How does this add value to the organization?

CFO- Where's the return on the investment

COO- Can we execute the plan?

Exercise Three

Every quarter your director has a meeting with Upper Management. There has been recent interest from the “higher ups” in increasing the organization’s efforts in being more environmentally conscious.

You have been talking to Mark Melnyk At Community Transit on how the new RSO system will allow you to track the environmental impact of employee’s commute. He also told you that because the calendar is tracking GHG emissions, you as the ETC, can track your organization’s progress.

Exercise Three cont...

In your conversations with Mark, you talked about launching a pilot program that would involve incentives to get employees to try ridesharing.

Do you see an opportunity here and if so how will you take advantage of it?

Identify the Risks

- There are Always Risks.
- Enlist the help of others in Identifying risks.
- Be ready to address these risks.
- Show how risks can be minimized.

Exercise Four

Your manager just came back from another meeting where she pitched an idea that was ripped to pieces because she could not answer questions about the risk involved.

You have an idea about implementing an ORCA card program at your worksite, but are apprehensive about presenting it due to the recent experience your boss had.

How can you pitch this idea and make sure your boss doesn't have another bad experience?

Make It Happen

- Follow Up
- Be Ready to Launch it
- Be Ready to Report on it
- Be ready to Expand on it

Exercise Five

Your manager is always busy jumping from one meeting to the next. He has asked you to put together a proposal ORCA, which being the incredible employee that you are, did.

This was six months ago and you have not heard anything from him until this morning when he said that the CEO wants you present it to her and make it happen ASAP.

How would you handle this?



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