Get There
Employer Guidebook

get there

Metro



How Your Employees Get to Work Matters

Oregon employers know that the commute experience can affect employee productivity and satisfaction. Get There can help your business connect to resources, tools, and one-on-one assistance to promote transportation options and find better commutes for your employees.

This guide will help you take advantage of all that Get There offers.

What is Get There?

Get There is Oregon's online carpool matching and trip planning tool. Employees can use Get There to:

- Find carpool partners and rides
- Join or start vanpools
- Plan transit, bicycling, and walking trips
- Participate in reward programs and challenges



How can Get There help your organization?

- **Increase productivity and morale:** Happy employees are more productive. Employees can find commutes that are less stressful and save them money.
- **Improve retention and recruitment:** Make your workplace more attractive to current and potential employees with commuter reward programs and challenges.
- **Manage parking demand:** Reduce the need for employee parking and free up parking for customers.
- **Track commute patterns:** Learn how transportation benefits impact your employees and gain insight into their transportation needs.
- **Discover benefits and tools:** Learn about commuter tax benefits that can save everyone money and find best practices for telework programs. Visit **getthereoregon.org/resources/for-employers.**
- **Welcome new employees:** One of the many things new hires are navigating when starting a job is their trip to work. Get There tools can be a part of on-boarding and help them settle into a new routine.

Are your employees working from home? Get There can help improve their experience! Visit **getthereoregon.org/remotework** for tips and resources.

How can Get There help your employees?

- **Carpool and vanpool matching:** Employees can find carpool or vanpool partners who have similar commutes. Carpooling can save time and money.
- **Trip planning:** Employees can use the trip planner to plan commute trips by carpool, vanpool, transit, bike, or foot.
- **Telework resources and tips:** Employees can access resources to make working from home comfortable and productive.
- **Reward programs and competitions:** Employees can participate in commuter reward programs and "challenges" (friendly competitions), and receive encouragement to try new commute options. Employees can also participate in the annual statewide Oregon Get There Challenge in October **(See page 10 for details).**

How do I get started?

1. **Log in or sign up at** GetThereOregon.org.
2. **Email** RTO@oregonmetro.gov to get a network set up for your organization and designate a network manager.
3. **Explore the Network Manager Instructions & Tips at** help.rideamigos.com to learn more.
4. **Encourage employees to sign up** and join your network. See the Promotional Communications section of the Get There Network Manager Guidebook for content.



Network Manager Instructions & Tips

Overview

This guide provides instructions on how Get There works and how you can use it to help employees improve their commutes. The guide is aimed at Employee Transportation Coordinators (ETC) and others who are responsible for supporting employee commute programs at their organization.

Get There is an online carpool matching and trip planning tool provided at no cost by the Oregon Department of Transportation, and supported by Metro. Get There uses a platform designed by RideAmigos, a private third-party company that manages similar platforms for organizations across the United States.

Registration & Networks

A network is a group of Get There users who are associated with the same "parent" organization – their workplace, school, or community. Networks are led by a network manager. A Get There account is required to become the manager of your network.

Registration

Creating a Get There account can be done in three steps:

1. Sign up at GetThereOregon.org
2. Enter your name, email, and zip code
3. Select an employer network to join

If no network exists for your organization or you would like to manage a network, email RTO@oregonmetro.gov.





Network Management

Network managers can access administrative features and use Get There to offer reward programs and commuter challenges to employees. Network managers can also run reports on network members' activity, including trips logged and money saved. Sub-networks can be set up for organizations with multiple worksites or departments.

Networks can be set up as public or private. Public networks can be searched for and joined by anyone, while private networks are invite-only through a web link. It is recommended that you set up your network as public so that employees can see all their carpool and vanpool options and easily join your network. However, some organizations may prefer to have a private network if they have a secure campus.

Once you have a network set up for your organization, encourage your employees to sign up for a Get There account and join your network. Employees who already have an account can join the network after logging in by clicking their name in the top right corner, selecting "**Edit Profile,**" and selecting "**My Networks.**"

Basic User Instructions

Plan a Trip | Find a Carpool or Vanpool

Anyone can use the trip planner on the homepage of GetThereOregon.org to plan commute trips by transit, bike, or foot and preview their carpool and vanpool options. Once registered and signed in, users can access all other functions of the website.

Plan a trip: Enter the start and end destinations and click "Let's Go" to see available carpools, vanpools, and other transportation options.

Find a carpool or vanpool: Registered users can view carpool and vanpool options as either a rider or a driver by selecting their preferred option at the top of the list. Carpool/vanpool matches can be filtered by adjusting the schedule, trip type, and networks on the left side of the page. For example, they may want to only see carpool/vanpool matches from your specific organization's network.

Users can contact a carpool/vanpool match by clicking on the box for the carpool/vanpool they are interested in. This expands the window and allows them to review additional details. They can click "Connect" to send a message to the carpool/vanpool owner that automatically includes their name and email address. Users can include other contact info in the message if desired. Once the user and the carpool/vanpool owner connect, they can work out the details of the trip.

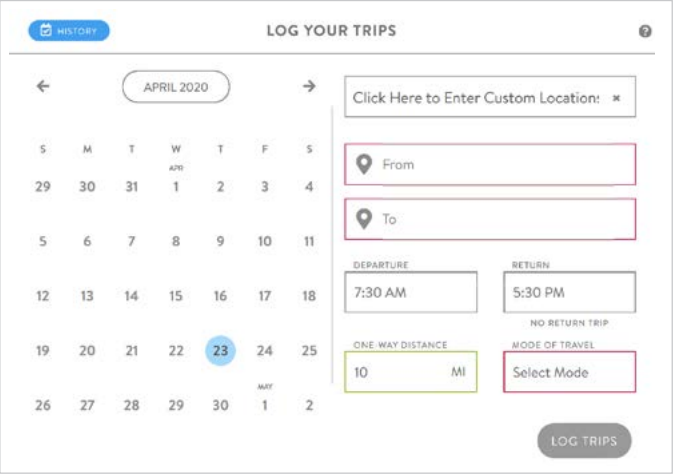
Other modes: Users will see multiple route options and detailed directions for taking transit, biking, walking, or driving. Users can click on the box for the route they are interested in to expand the detailed directions. Users can also filter to see bike share locations, park and rides, and more.



Logging Trips

Get There users can log any trips they take in the trip log calendar located on their Dashboard page. Users who log trips can learn how much money and CO_2 they have saved and how many calories they have burned. Trip logging is optional, but some organizations encourage or require it as a way to analyze how their employees are commuting and to track commuter benefit programs.

Network managers can also administer reward programs and commuter challenges based on trip logs. For example, a network manager could invite employees to log carpool, telework, transit, bike, or walking trips for a chance to win a gift card. For more information on trip logging, visit **help.rideamigos.com/trip-logging.**



Commute Tracker App

The RideAmigos Commute Tracker app offers an easy way for employees to log trips. The Commute Tracker app detects trips between a user's home and work location using their smartphone's location service. As long as their phone is with them and location services are turned on, the app will attempt to detect and track trips. Users then have the option to review each one and confirm, delete, or revise the trip. For information on how to set up Commute Tracker, visit **help.rideamigos.com/setup-commute-tracker.**

Users can also automatically log trips through supported apps including Waze Carpool, Scoop, and Strava. The "**Connected Apps**" page within the user profile settings allows users to integrate the connected apps with the account.

Programs & Challenges

Access

Employees can find information about their reward programs and commuter challenges at the bottom of their "**Dashboard**" and under the "**Programs**" tab. The next section covers the different types of challenges and reward programs organizations can offer through their Get There network.

Challenges

A challenge is a friendly competition (usually run by the network manager for a short time, typically a month) to focus attention on transportation options. Rewards such as gift card prize drawings motivate users to compete with their peers to see who can make more commutes by carpool, transit, bike, or foot. Prizes can be awarded for winning the challenge or through a random drawing for all participants. Prizes could include a gift card, an experience or privilege (e.g., a bonus day off or special lunch), or online badges or bragging rights.

There are three different types of challenges:

- **User challenges:** Users compete individually against other users
- **Network challenges:** Networks compete against other networks
- **Team challenges:** Users create teams and compete against each other

For more information on how to set up different types of challenges, visit **help.rideamigos.com/how-to-challenges.**

See **page 10** to learn about the Oregon Get There Challenge.

Challenge Case Studies

G5, a marketing agency in Bend, Oregon, hosted a summer commuter challenge in 2019. Participants could log any green commute during the month of August to compete in the challenge. The top five participants who logged the most trips won $200 and the top 25 participants were invited to a celebration.

The local transportation options partner, Commute Options, supported G5 by hosting a free pizza lunch where employees could learn about green commutes, Get There, local programs, and the challenge.

Smart Commute Metro North, a nonprofit transportation management organization in the Denver area, offered a regional competition called Go-tober in 2016. Employers competed to reduce traffic and increase commuter satisfaction by encouraging employees to try new commute options for at least four days in October.

Individual prizes included backpacks, water bottles, portable phone chargers, and more. Prizes were awarded for participating or posting on social media. Businesses could earn prizes for all employees including in-office massages, bike tune-ups, and ice cream. To learn more about Smart Commute Metro North's challenge, check out the video here: **academy.rideamigos.com/webinars/go-tober-smart-commute**

Network managers can create challenges by clicking "**Manage**" and selecting "**Challenges.**"

Reward Programs

Get There offers two tools for creating programs where users can earn and redeem rewards: Incentives and Point Programs. To learn more about the differences and decide which tool to use, visit **help.rideamigos.com/incentive-vs-point-program.**

Network managers can set up many types of reward programs, including:

- **Emergency or guaranteed ride home programs:** Commuters can use a voucher for a free taxi or rideshare trip if an emergency occurs on a day when they arrive at work by a way other than driving alone. For more information on how to set up an Emergency or Guaranteed Ride Home program, visit **help.rideamigos.com/set-up-emergency-guaranteed-ride-home-program.**
- **Transportation-specific reward programs:** Commuters log a certain number of trips using a specific mode to be eligible to claim a reward.
- **Commute stores/point programs:** Commuters log trips to earn points that they can redeem for a predetermined inventory of rewards.
- **Reward drawings:** Commuters log trips or take actions during a specific time period to be entered into a drawing for a reward.



Point Program Case Studies

The City of Austin started a Smart Commute Rewards Pilot Program to reach a goal of a 30% reduction in the drive-alone rate among City employees. Employees logged non-drive-alone commute trips to earn prizes or paid time off. Employees could earn up to 16 hours of leave time in a six-month period if they logged trips four days per week. Ten percent of employees participated in the pilot program and 53% of participants made a positive shift to reduce their drive-alone trips, according to a post-program survey.

The University of Arizona (UA) created a commuter store to incentivize the use of alternative modes on campus. One point was awarded per drive-alone trip and three points were rewarded for carpool, transit, bicycling, and walking trips.

Prizes included:

- Sunglasses **(6 points)**
- A journal **(60 points)**
- A UA branded backpack **(240 points)**
- Raffle tickets for items that were worth $200 or more (e.g., Fitbit, Beats headphones) **(36 points)**

To learn more about these case studies, check out this video: **academy.rideamigos.com/webinars/all-about-point-programs**

Tools

Surveys & ECO Rule Evaluation Support

Get There has a survey tool that network managers can use to understand commuter choices and receive feedback about commuter programs.

Employers in the Portland area with more than 100 employees reporting to a work site are required to participate in the Department of Environmental Quality's Employee Commute Options (ECO) program. Under the ECO Program, these employers must provide commute option programs designed to reduce the number of cars driven to work. They must also conduct a survey, which can be conducted in Get There. Learn more about the ECO Program at **oregon.gov/deq/aq/programs/Pages/ECO.aspx.**

Network managers can access the survey tool by clicking "**Manage**" and selecting "**Surveys.**"

Reporting

Get There's reporting tool allows network managers to view statistics for each user in the network or for the network as a whole. The advanced reporting view displays a detailed view of the managed network(s). Reports for users or trip logs associated with a particular network can be viewed by clicking on the corresponding link to the left of the network name. Each of these reports provides a filterable view, pre-populated with specific fields of data. Managers can add data fields, filter, edit the date range, sort, reorder or resize columns, and export. For more information on reporting, visit **help.rideamigos.com/reporting-101.**

Network managers can run reports by clicking "**Manage,**" then "**View all**" under Network Manage.



The Oregon Get There Challenge

Overview

The Oregon Get There Challenge is a 14-day statewide challenge starting on the first Monday in October. The goal of the Challenge is to encourage people who live or work in Oregon to make trips by carpooling, vanpooling, walking, bicycling, transit, or teleworking.

Promotion

The Get There Challenge is a great opportunity to promote Get There and transportation options among your employees. Because there are statewide prizes available through the challenge, employers can offer valuable rewards to employees without having to pay for them. The Get There Challenge is an especially good way to encourage new users to register and log trips.

Visit **GetThereOregon.org** starting in September, click "Resources" and select "Partner Communications Toolkit" for promotional communications and images to quickly plug into staff emails, internal newsletters, or employee bulletin boards.

Email **RTO@oregonmetro.gov** for more information.



Additional Resources

RideAmigos Academy

Go to **help.rideamigos.com** for a complete resource guide that covers everything Get There Oregon offers. This guide includes step-by-step directions, how-to videos, and recommendations.

Statewide Get There Oregon Support

Each region in Oregon has a point person to assist with Get There inquiries. Please contact **Info@GetThereOregon.org** to be connected with the person in your region.

Promotional Communications

Note: When you see brackets **([ ])** *in the text, be sure to insert information that is relevant to your organization.*

Emails

Below you will find template emails that you can use to encourage employees to sign up for and use Get There. Modify or expand these emails as you see fit.

Email #1

Subject: Make the most of your commute trip with Get There.

We know the commute to work can be long, stressful, and expensive. We have good news: you can now see all your commute options in one place!

Get There is a trip planning tool that can make your trip to work easier. Check out your biking, walking, and transit options for a more relaxing and affordable commute.

Register with Get There in three easy steps:

1. Sign up at GetThereOregon.org
2. Enter your name, email, and zip code
3. Select the **[enter employer Network Name]** network

Email #2

Subject: Save money. Save time. Get There.

Tired of paying so much for gas, parking, and maintenance? Chances are your neighbors and co-workers are, too! Share the ride AND the cost by finding carpool partners and rides on GetThereOregon.org. Plus, you can use Get There to explore and plan trips by transit, bike, and foot.

Follow these steps to explore all your commute options:

1. Log in or sign up at GetThereOregon.org
2. Enter your start and end destinations in the trip planner
3. Adjust the schedule, trip type, and networks on the left side of the page
4. View your carpool matches as either a rider or a driver by selecting your preferred option at the top of the list and check out your options for transit, biking, and walking
5. Send a message to connect with a carpool match and coordinate!

Email #3

Subject: Participate in the Get There Challenge this October!

The Get There Challenge is coming this October from **[enter Challenge dates (X - X)]!** Unlock achievements and compete with Oregonians for a chance to win prizes.

Participating is easy:

1. Log in or sign up at GetThereOregon.org
2. Select the **[enter employer Network Name]**
3. Visit "Challenges" and follow the instructions to participate

Blurbs for Additional Employee Communications

Incorporate the following messages in newsletters, websites, and print materials for employees. Modify or expand these blurbs as you see fit.

Short Blurb #1

Tired of paying so much for gas, parking, and maintenance? Chances are your neighbors and co-workers are, too! Share the ride AND the cost by finding carpool partners and rides on GetThereOregon.org. Plus, you can use Get There to explore and plan trips by transit, bike, and foot. Sign up at GetThereOregon.org today!

Short Blurb #2

Do you need help finding a better commute, logging trips, or connecting your Get There account with the Commute Tracker app? We have the perfect resource for you! Check out help.rideamigos.com/hc for step-by-step directions, how-to videos, and more.

Longer Blurb #1

Make the most of your commute trip with Get There. Sit back and relax, get some exercise, or catch up on your favorite book or podcast. Whether it's carpooling, biking, or riding transit, GetThereOregon.org can help you make time for YOU.

Register with Get There in three easy steps:

1. Sign up at GetThereOregon.org
2. Enter your name, email, and zip code
3. Select the **[enter employer Network Name]** network

Longer Blurb #2

Join the **[dozens/hundreds]** of your co-workers who are enjoying a better commute. In fact, our network has logged **[enter number of trips from your network]**, saving **[enter number of dollars saved]**, [**enter CO2 savings]** tons of CO2, and burning **[enter number of calories]** calories, which is equivalent to **[enter number of donuts (total calories/250)]** donuts. Are you ready to join them? Log in or sign up today at GetThereOregon.org to:

- Find a carpool or vanpool match
- Plan a transit, bike, or walking trip
- Track your savings

Longer Blurb #3

The Get There Challenge is coming this October from **[enter Challenge dates (X - X)]!** Unlock achievements and compete with Oregonians for a chance to win prizes.

Participating is easy:

1. Log in or sign up at GetThereOregon.org
2. Select the **[enter employer Network Name} network**
3. Visit "Challenges" and follow the instructions to participate



Glossary

Challenge – A friendly competition between individuals, teams, or networks to encourage alternatives to solo driving.

Commute Tracker – The RideAmigos mobile app that offers automatic trip detection and logging.

Dashboard – The main user interface where users save commute info, log trips, and track their savings.

Emergency/Guaranteed Ride Home – A program that offers employees who commute by a way other than driving alone a free ride home in the event of an emergency.

Employee Transportation Coordinator – A person at an organization that supports or manages employee transportation benefits programs.

Incentive Program – A program that requires a user to achieve a set goal to obtain a reward.

Network – A group of Get There users who are associated with the same "parent" organization – their work place, school, or community.

Network Manager – A designated member of a network who is granted the ability to administer employee commute programs that benefit users who have joined their designated organization network.

Point Program – A program available on Get There where point values are assigned to eligible trips and participants can redeem their points for a predetermined inventory of rewards.

RideAmigos – The private third-party company that designed the Get There platform.

RideAmigos Academy – The resource guide for the RideAmigos commuter management platform, including articles, webinars, and office hours.

Sub-network – A second layer of segmentation within an existing network.