

Phase I eTRIP Implementation Schedule

Marketing Strategies

Measure	Requirement at time of Implementation Schedule
1 HAL Partner	Must be registered as a HAL Partner
2 Employer Rideshare Event	Must be scheduled
3 Employer Alternative Transportation Meetings	Must be scheduled
4 Employer Alternative Transportation Focus Group	Must be scheduled
5 Onsite Transit Information Center	Must be available to employees
6 Employer Alternative Transportation Bulletin Boards	Must be available to employees
7 Attendance at Marketing Class	Must be registered to attend (once scheduled)
8 Employer Rideshare Newsletter	Must be scheduled
9 Best Workplaces for Commuters Recognition	Must be registered
10 Rideshare Flyer	Must be scheduled
11 CEO Communication	Must be scheduled
12 Employer Adopted Alternative Transportation Policy	Must be in place
13 Rideshare Orientation for New Employees	Must be in place
14 Rideshare Agency Registration	Must be registered

Program Support Strategies

Measure	Requirement at time of Implementation Schedule
1 Internal Guaranteed Ride Home Service	Must be in place
2 Internal Ride Matching	Must be in place
3 Personalized Commute Assistance	Must be in place
4 Ride Match Bulletin Board	Must be in place
5 External Ride Matching	Must be registered
6 External Guaranteed Ride Home Service	Must be registered

