



Impact level
Basic

NEW EMPLOYEE ONBOARDING

New employee onboarding is a structured process where a new employee learns the necessary skills and knowledge to succeed in their new position. This process can include:

- Formal new employee orientation
- One-on-one meetings
- Videos
- Online courses or modules
- Printed materials

Evidence shows that employees at companies that have some sort of structured onboarding process have higher job satisfaction, better job performance, and increased knowledge about their role, the company, and the benefits provided by the company.

Commute behaviors are most likely to change when an employee is going through a major change in their life, such as having a child, moving, or changing jobs. Including your company's transportation benefits in the onboarding process, or offering a "commute concierge" for new employees are two extremely effective ways to reduce your DAR.



Themes that many companies include when talking about their transportation benefits and encouraging non drive-alone commutes include:

- We want your commute to be easy and stress-free
- Transit benefits support our company values
 - These could include environmental, neighborhood/ community engagement, or many other corporate values
- We want you to enjoy the neighborhood
- We are committed to employee wellness, and taking alternative transportation aligns with this
 - Transit users are typically more active than car commuters
 - Transit use decreases vehicle emissions, and the health impacts these emissions have

Company Example

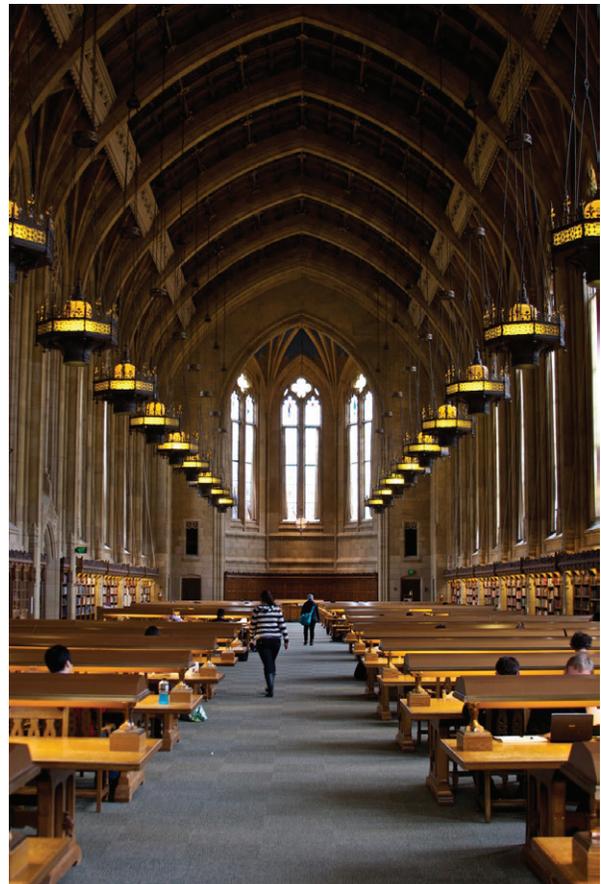
W UNIVERSITY of WASHINGTON

With thousands of new employees every year, the University of Washington has had a lot of practice in perfecting their onboarding process.

Even before new employees start at UW, they are told about their parking and transportation options, and within the first few days of working they are provided with their employer-subsidized ORCA Card.

Beyond the first few days of a new employee's career, the University of Washington Transportation Services team provides resources and continuous information about traffic impacts, bus routes coming to and from their campuses, and opportunities to become involved in their bike buddy program, where seasoned bike commuters can help new commuters find safe routes to and from work, and provide tips on how to stay dry and safe during their commute.

UW also hosts transportation and benefits fairs to keep employees up-to-date on their current transportation options.





NEW EMPLOYEE ONBOARDING CHECKLIST

- Check with your company's HR department and see if there is a dedicated onboarding process, and what is included in that process.
- Begin promoting transportation benefits as soon as possible, ideally during the pre-boarding process.
- If possible, provide your new employee with an ORCA Card, show them their closest bus stop, introduce them to a bike captain or bike commuter, and show them bike parking, showers, locker room, and any other transportation benefits on the first day.
- Continue the conversation about transportation benefits throughout the first few weeks and months, reinforcing your company's commitment to alternative transportation, wellness, the environment, or community engagement.
- Consider offering a transportation fair at least once a year, where representatives from transit agencies, car-sharing companies, bicycling groups, and others come and speak with your employees about the products and services they offer.

Resources

- [Commuter Seattle Onboarding Presentation](#)