



Westside  
Transportation  
Alliance

# 2014-2015 ANNUAL REPORT

Dear Members and Friends,

It's been another exciting year at WTA, and I'm pleased to share some highlights with you.

**Rebranding:** After more than a decade with the same logo, Westside Transportation Alliance rebranded to give the organization a more contemporary look and feel that better reflects the organization today. The outcomes include a new logo, revised Mission statement, and a refreshed website. The rebranding process was just as important though, as it forced us to look both inward and outward about who we are, where we want to go, and what we value as an organization.

**Commove:** We are thrilled to announce that we have launched our very own commuter smart phone app, Commove. Commove helps users find a transportation route to and from work, whether they want to walk, bike, take transit or carpool, and then awards points based on their calories burned, carbon reduced, and money saved by not driving alone. In the Spring of 2015, two worksites in Hillsboro are testing the app during a three month pilot project in which employees are incentivized to use travel options and log their commute trips. We are excited to move forward with the next phase of Commove and share it with all of our members upon completion of the pilot.


**On-Demand Last Mile Feasibility Study:** It is no secret that the "last mile" is a problem for many employers in Washington County. People can take transit most of the way to work, but then many are dropped off a mile or two from their worksite, making transit a less feasible option. In January 2015, WTA kicked off a six month study to explore the feasibility of three different solutions that use technology to connect employees with a ride to complete the last mile between transit and the worksite.

## MISSION

WTA works directly with employers and employees to enhance economic opportunity, improve health, & foster a livable community via transportation options.

**Metro RTO funds:** I am pleased to announce that WTA was awarded funds through Metro's Regional Travel Options grant program for the 2015-2017 cycle. With this award, WTA will be able to continue to provide programs and service to members, conduct a phase two pilot project with the Open Bike Initiative to explore bike share as a last mile solution, and implement a program to increase bike parking in the Aloha-Reedville area. I want to thank Metro for their continued support, as well as Washington County who provided match funds. I look forward to getting these projects off the ground in the coming year, and to continue working with all of our great members and partners.

I continue to be excited by the innovation happening around transportation options in Washington County and the great partnerships that bring these projects to fruition.

  
Jenny Cadigan  
Executive Director

# OUR YEAR IN REVIEW



JUN

## PEDALPALOOZA

Teamed with ODOT, BTA, TriMet, Wash Co, & Washington Park TMA to ride from Beaverton to Portland.

AUG

## WELCOMED CITY OF BEAVERTON



Beaverton City Hall moved to The Round. To help with their transition WTA created travel maps for getting around.

OCT

## REBRANDING

A HUB FOR  
CONNECTING  
COMMUTERS



Gave our logo & website a more contemporary look & feel that better aligns with who we are today.

DEC

## WTA/WEA JOINT MEETING

Partnered with WEA to host a joint transportation meeting, inviting members from both organizations to learn more about the economic benefits of protected bike lanes.

FEB

## AWARDED METRO RTO GRANT

WTA is honored to again receive funding from Metro, & are excited to get started on our 2015-2017 work plan.

MAR

## LAUNCHED COMMOVE

**commove**

Launched our new commuter app, Commove, as part of a three month pilot program with New Seasons Market, Orenco Station, & The Springs at Tanasbourne.

**MAY  
2015**

MAY

## BIKE MONTH



Handed out breakfast on Sunset Trail, led a reverse commute bike ride, left incentives on bikes at worksites & sponsored bike trivia on social media.

JUL

## TRANSPORTATION FAIRS



Attended 17 events over the year to talk to employees about travel options, with summer being our busiest season.

SEP

## BIKE COMMUTE CHALLENGE

Promoted BTA's Bike Commute Challenge & created a WTA league to bolster the competition. Many WTA members participated, including winners, Nike & Vernier.

OCT

## DRIVE LESS CHALLENGE



Joined forces to help reduce 1,082,491 vehicle miles statewide over a 14 day period.

NOV

## BE SEEN. BE SAFE.



Promoted TriMet's campaign by distributing reflective materials & lights to commuters at Beaverton TC.

JAN

## ON-DEMAND LAST MILE STUDY

Kicked off On-Demand Last Mile Feasibility Study, led by Nelson/Nygaard Consulting Associates & guided by a Project Advisory Committee.

## ACTIVE TRANSPORTATION FORUM

WTA presented on the regional significance of commute trip reduction at The Intertwine's "How We Get There Matters" event.

FEB

## BEN PLOWDEN

Co-hosted with several other local organizations to bring Ben Plowden, Director of Surface Strategy & Planning at Transport for London, to discuss suburban cycling & the potential for growth.

APR

## UBER



Hosted a Meet & Greet for members to learn more about this new service.

## LOOKING FORWARD

Below is a description of the three core project areas Metro's Regional Travel Options program grant will fund in FY 2015-2017.

### BUSINESS SERVICES

Continue to engage WTA members in programs that promote transportation options, including promoting our new app, Commove.

### OPEN BIKE INITIATIVE

Work with Open Bike, Inc., the Community Cycling Center and the Transportation Research and Education Center (TREC) to promote bike share as a last mile solution in Washington County.

### BIKE PARKING

Work with the County and Aloha-Reedville business community to increase the availability of bike parking in commercial areas and promote bicycle use.

## OUR IMPACT

As part of our member benefits, WTA helps create and administer customized ECO Surveys. These numbers are derived from 12 WTA employer sites with 2013-2014 ECO survey results, representing westside commutes for 14,021 people.

**8,284,262**

Vehicle Miles Reduced (VMR)  
Reduced by non-drive alone trips

**7,988,690**

Miles traveled by  
transit, carpool, biking, or walking

**402,931**

Gallons of Gasoline saved  
Saved by non-drive alone trips

**\$1,433,177**

Cost of gas & maintenance saved  
Saved by non-drive alone trips

**3,707**

Tons of Carbon Dioxide (CO2) saved  
Saved by non-drive alone trips

## REGIONAL REPRESENTATION

WTA has been involved with the following projects, organizations and committees:

1000 Friends of Oregon Climate Justice Coalition

Beaverton Community Vision

Beaverton Creekside District Steering Committee

Beaverton Economy Technical Advisory Committee

Beaverton Wayfinding Plan

Washington County Community Health Action Response Team

Hillsboro 2020 & 2035 Vision Implementation Committee

Intel Community Advisory Panel

Metro Regional Travel Options Collaborative Marketing Group

Safe Routes to School National Partnership, Pacific NW

Washington County Multi-Modal Performance Measures

Westside Economic Alliance - Transportation Committee

Women's Transportation Seminar (WTS)

# BOARD



**Adam Argo**  
Senior Transportation  
Planner,  
David Evans & Assoc.



**Brad Choi**  
Transportation  
Planner,  
City of Hillsboro



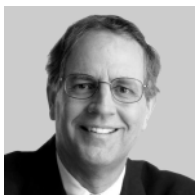
**Todd Juhasz**  
Transportation  
Planning Manager,  
City of Beaverton



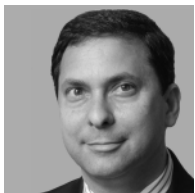
**Tom Mills**  
Senior Transportation  
Planner,  
TriMet



**Aisha Panas**  
Director of Park & Rec,  
Tualatin Hills Parks &  
Recreation District



**Dick Schouten**  
Commissioner  
Washington County



**Steve Silver**  
President,  
Willamette Financial  
Advisors



**Andrew Singelakis**  
Director, Washington  
County Land Use &  
Transportation



**Philip Wu**  
Community Benefit,  
Kaiser Permanente

This past year, the Board said goodbye to Caitlin Kitajchuk from Nike, and Judith Gray, formerly with the City of Tigard. We welcomed two new Board of Directors, Todd Juhasz from the City of Beaverton and Tom Mills from TriMet. Following our 2015 Annual Meeting, Washington County Commissioner Dick Schouten will be stepping down after eight years of dedicated service to the WTA Board, as will Adam Argo, who has served for five years, the past three as Board Chair. We welcome Aisha Panas as our new Board Chair, and Brad Choi as the Vice Chair, both of whom formally joined the WTA Board during the 2014 Annual Meeting.

# STAFF



**Jenny Cadigan**  
Executive Director



**Rae-Leigh Stark**  
Program Manager

# THANKS MEMBERS



Westside  
Transportation  
Alliance

f/WTAOregon @WTAOregon wta-tma.org/newsletter

12752 SW Millikan Way, Ste. 300, Beaverton, OR 97005 | 503.906.7961 | wta-tma.org

Drive less.  
Save more.  
DriveLessSaveMore.com



In partnership with:

Made possible with support from Metro and the Federal Transit Administration