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.

**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

**MISSION**

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

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
LAUNCHED 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.

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

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)

LOOKING FORWARD
Below is a description of the three core project areas Metro’s Regional Travel Options program 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.

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

8,284,262

Miles traveled by transit, carpool, biking, or walking

7,988,690

Gallons of Gasoline saved
Saved by non-drive alone trips

402,931

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

$1,433,177

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

3,707

IN REVIEW

MAY
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.

JUL
JOINING FREEMAN’S 400th ANNIVERSARY RIDE
Participated in a reverse commute bike ride, left incentives on bikes at worksites & sponsored bike trivia on social media.

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

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

DEC
WEA/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

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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.