Dear Members and Friends,

2015 was another busy year for us at WTA. We developed and piloted our commuter smartphone app, Commove, we completed a feasibility study to explore on-demand solutions for commuters in Washington County to make the last mile connection between transit and work, we created a best practices suburban bike parking guide, and began work on our bike parking project in Aloha-Reedville.

In addition, we continued to serve our members and help promote employee travel options through education and outreach opportunities. We attended health and wellness fairs, and helped organize bike rides and events. We conducted commute surveys, advocated for travel options on many local and regional planning advisory committees, revamped our membership structure and welcomed many new members to the organization.

As Washington County, and the region as a whole, continues to see rapid growth, providing safe and efficient travel options for all people will become increasingly important for the health of our communities. Congestion relief, reduced air pollution, less wear and tear on our infrastructure, increased physical activity—these are just a few of the benefits that can be gained when people choose to walk, bike, carpool, or take transit to work. With the strong partnerships in place, emerging technology, and a desire to maintain and improve quality of life, I am confident that together we can continue to foster livable communities through transportation options.

It has been a pleasure to work with our members and partners in Washington County. After three years with WTA, I have decided to take the next step in my career and have accepted a position with OHSU. I trust that new leadership will continue to carry the organization forward and work towards fulfilling our mission. Thank you for your continued support and partnership.

Jenny Cadigan
Executive Director
OUR YEAR IN REVIEW

JUN  WALKING THE WALK
Joined the City of Tigard & other local organizations to host Jeff Speck, author of Walkable City, for a walkability workshop in Tigard.

MAY  BIKE MONTH
Handed out breakfast on Sunset Trail, left bike tools on bikes at worksites & distributed promotional materials for our members.

JUL  ORANGE LINE PREVIEW RIDE
WTA Board & staff rode the Orange line over the Tillikum Crossing before opening to the general public. Thanks to TriMet for hosting!

SEP  E-BIKE EVENT
In partnership with Drive Oregon & GenZe, WTA hosted an e-bike event at the Beaverton Round for people to test ride electric bikes & scooters.

OCT  ON-DEMAND LAST MILE STUDY
Completed the On-Demand Last Mile Feasibility Study, which explores technology based solutions to connect employees from transit to work in Washington County.

NOV  BIKE PARKING GUIDE
Created a user-friendly bike parking guide to help local businesses through the process of determining & installing bike parking that best fits their needs.

DEC  TRANSPORTATION MARKETING WORKSHOP
BRINK Communications shared how employee transportation coordinators can design marketing campaigns that not only raise awareness but drive behavior change.

DEC  BE SAFE. BE SEEN.
Promoted TriMet’s campaign by distributing reflectors & lights to commuters.

JAN  WINTER RIDING WORKSHOPS
WTA & partner organizations hosted two Winter Riding Workshops to share tips for riding year round.

OUR IMPACT
As part of our member benefits, WTA helps create and administer customized ECO Surveys. These numbers are derived from 19 WTA employer sites with 2014-2015 ECO survey results, representing westside commutes for 15,580 people.

- Saved by non-drive alone trips
  - Vehicle Miles Reduced (VMR) Reduced by non-drive alone trips $7,931,346
  - Miles traveled by transit, carpool, biking, or walking $8,241,080
  - Gallons of Gasoline saved Saved by non-drive alone trips $385,766
  - Cost of gas & maintenance saved Saved by non-drive alone trips $1,167,494
  - Tons of Carbon Dioxide (CO2) saved Saved by non-drive alone trips $3,549

Looking Forward
We could not do the work we do without the contributions from our funders. A big thank you to Metro’s Regional Travel Options grant program, Washington County, and all of our members who support the organization and make it possible for us to continue moving our mission forward.

- Busines Services
Continue to engage WTA members in programs and services that promote transportation options and help employees travel to and from work without having to drive alone.

- Westside Bikeshare Pilot
In the upcoming year WTA will conduct a pilot project using bike share to help employees in Washington County make the last mile connection between transit and the worksite.

- Bike Parking
WTA is working with businesses and community groups in the Aloha-Reedville area to increase the availability of bike parking and encourage biking to commercial destinations.

Financial Snapshot
As part of our member benefits, WTA helps create and administer customized ECO Surveys. These numbers are derived from 19 WTA employer sites with 2014-2015 ECO survey results, representing westside commutes for 15,580 people.

- Washington County MSTIP 12%
- Membership Dues 28%
- Metro RTO Grant 58%
- Other 2%

Regional Representation
WTA has been involved with the following projects, organizations and committees:
- Beaverton Community Vision
- Portland Employer Bike Summit
- Hillsboro 2035 Community Plan
- Intel Community Advisory Panel
- Metro Collaborative Marketing Group
- Westside Economic Alliance Transportation Committee
- Women’s Transportation Seminar
- Hillsboro Sustainability Task Force
- Washington County Transportation Safety Action Plan

Infrastructure Improvements Workshop
For the second transportation coordinator workshop. WTA & panelists shared ways employers can make infrastructure improvements, large & small, that encourage travel options.

Marketing Workshop
Promoted TriMet’s campaign by distributing reflectors & lights to commuters.

E-Bike Event
In partnership with Drive Oregon & GenZe, WTA hosted an e-bike event at the Beaverton Round for people to test ride electric bikes & scooters.

On-Demand Last Mile Study
Completed the On-Demand Last Mile Feasibility Study, which explores technology based solutions to connect employees from transit to work in Washington County.

Transportation Marketing Workshop
BRINK Communications shared how employee transportation coordinators can design marketing campaigns that not only raise awareness but drive behavior change.

BIKE PARKING GUIDELINES
Created a user-friendly bike parking guide to help local businesses through the process of determining & installing bike parking that best fits their needs.

BE SAFE. BE SEEN.
Promoted TriMet’s campaign by distributing reflectors & lights to commuters.

WINTER RIDING WORKSHOPS
WTA & partner organizations hosted two Winter Riding Workshops to share tips for riding year round.

BIKE MONTH
Handed out breakfast on Sunset Trail, left bike tools on bikes at worksites & distributed promotional materials for our members.

BIKE COMMUTE CHALLENGE
Awarded the inaugural WTA trophy to Vernier Software & Technology for being WTA league champions in September’s Bike Commute Challenge.

FINANCIAL SNAPSHOT

- Membership Dues 28%
- Washington County MSTIP 12%
- Other 2%

- 2015 INCOME
- Metro RTO Grant 58%
This past year, City of Sherwood Mayor Krisanna Clark joined the WTA Board, as did Chi Nguyen-Ventura, founder of AutoMedic, Inc, and a King City city councilor. While our former program Manager, Rae-Leigh Stark, moved on, Ross Peizer was hired as WTA’s new Business Relations Manager. After five years serving this organization, WTA Treasurer, Steve Silver, is stepping off the Board, and Tom Mills from TriMet will be WTA’s new Treasurer.