



**Westside
Transportation
Alliance**

2015-2016 ANNUAL REPORT

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**

MISSION

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



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.

AUG
WELCOMED ROSS PEIZER TO WTA
WTA was excited to welcome Ross as the new Business Relations Manager, bringing his transportation & non-profit experience from New Orleans with him!

SEP
WTA JOINED INSTAGRAM
Follow us at @wtaoregon to see photos from our events & work with our wesdtside members & partners.



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

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.

MAR
INFRASTRUCTURE IMPROVEMENTS WORKSHOP

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

**MAY
2016**

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



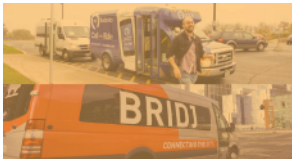
WTA Board & staff rode the Orange line over the Tilikum Crossing before open to the general public. Thanks to TriMet for hosting!

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.

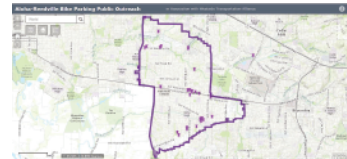


DEC
TRANSPORTATION MARKETING WORKSHOP



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

FEB
BIKE PARKING ONLINE TOOL LAUNCHES



Where would you like to see bike parking in Aloha-Reedville? WTA launched an online crowd-sourcing tool to find out! The input will help determine where new bike racks will be installed.

APR
EARTH DAY EVENTS



WTA kicked off a busy season of Earth Day events to promote sustainable transportation options.

LOOKING FORWARD

With our 2015-2017 Regional Travel Options grant from Metro, supported with match funds from Washington County, the WTA will focus on three program areas:

BUSINESS 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

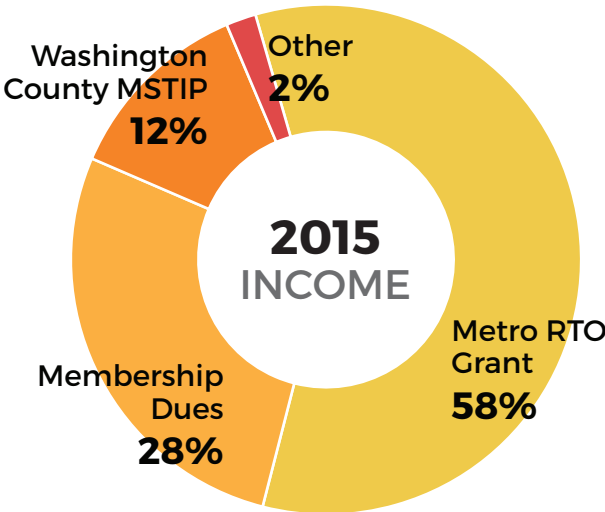
In the coming year WTA will conduct a pilot project using bike share to help employees in Washington County make the last mile connection between transit and the worksite.

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

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.



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.

7,931,346

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

8,241,080

Miles traveled by
transit, carpool, biking, or walking

385,766

Gallons of Gasoline saved
Saved by non-drive alone trips

\$1,167,494

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

3,549

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:

Beaverton Community Vision

Washington County Community Health Improvement Plan

Hillsboro 2035 Community Plan

Intel Community Advisory Panel

Metro Collaborative Marketing Group

Westside Economic Alliance Transportation Committee

Women's Transportation Seminar

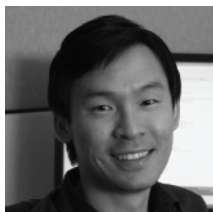
Portland Employer Bike Summit

Washington County Rightsizing the Parking

City of Hillsboro Sustainability Task Force

Washington County Transportation Safety Action Plan

BOARD



BRAD CHOI
Transportation
Planner,
City of Hillsboro



KRISANNA CLARK
Mayor,
City of Sherwood



TODD JUHASZ
Transportation
Planning Manager,
City of Beaverton



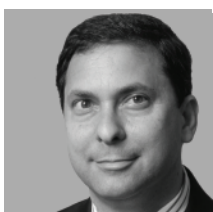
TOM MILLS
Senior Transportation
Planner,
TriMet



CHI NGUYEN-VENTURA
Founder, AutoMedic,
Inc. and City Councilor,
King City



AISHA PANAS
Director of Park & Rec,
Tualatin Hills Park &
Recreation District



STEVE SILVER
President,
Willamette Financial
Advisors



ANDREW SINGELAKIS
Director, Washington
County Land Use &
Transportation



PHILLIP WU
Community Benefit,
Kaiser Permanente

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.

STAFF



JENNY CADIGAN
Executive Director



ROSS PEIZER
Business Relations
Manager

THANKS MEMBERS



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METRO

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