



Westside Transportation Alliance

2019 ANNUAL REPORT

WTA is very grateful for the partnership of all our member organizations. These businesses understand the human resource, sustainability, and community benefits of promoting transportation options to employees. As I reflect on our work in 2019, I think about three main categories:

Incentive programs that encouraged employees to try and then continue using transportation options, including WTA's year-round Commuter Kickbacks program and local incentives exclusively for employees of member organizations during the Bike More Challenge and Get There Challenge.

Workplace events and activities that provided information and assistance to encourage employees to use transportation options, including the third year of the employee bike share at Columbia Sportswear's call center in Hillsboro, workplace events, and Employee Commute Options surveys.

Events and workshops that brought people together to learn and share ideas, invited the community to participate, and helped businesses learn about tools and strategies to help encourage more employees use transportation options.

I'm excited about what WTA and its members accomplished in 2019 and I invite you to read some of the highlights in this report. I am looking forward to another big year in 2020!

Jeff Pazdalski
Executive Director

WHO WE ARE

Westside Transportation Alliance provides employees and member organizations information, incentives, and assistance to encourage transit use, carpooling, bicycling, and walking for commute trips in Washington County, Oregon.



HIGHLIGHTS

Commuter Kickbacks

In its second year, Commuter Kickbacks moved from the Drive Less Connect platform to its new home, Get There Oregon. We're excited to see how the program continues to grow in its new platform!

Commuters who live or work in Washington County and recorded at least four days of using transportation options for commute trips in the month were eligible for monthly incentive prize drawings.

Several special challenge events were introduced in 2019, including:

Commute Resolution Contest
January

Cupid's Carpool Challenge
February

Time Change Challenge
November



With 965 participants and 56 incentive prizes awarded, Commuter Kickbacks encouraged both beginners and experts in commute options to get to work without driving alone.

Columbia Sportswear Bikeshare

For the third year, WTA ran a bike share for employees at Columbia Sportswear's Amberglen Call Center in Hillsboro. A goal of the program is to serve as a first and last mile connection to the nearest MAX station so more employees can use transit instead of driving.

2019 Bikeshare by the Numbers

MORE THAN

2X

the number of
trips in 2018

70%

more participants
than 2018

42%

of trips were
first/last mile

Bike More Challenge

The 2019 WTA League featured 12 teams, and offered a variety of daily, weekly, and monthly incentives that were only available to riders on these teams. City of Hillsboro won the team competition, based on points per rider, and reclaimed the WTA League Champion trophy!



Members of City of
Hillsboro's winning team

WTA awarded more than 50 local incentives, and each team had at least 2 winners. Intel (8), Nike (7), Washington County (6), and City of Hillsboro (6) had the most incentive prize winners.



Sam from Hillsboro won The Street
Trust's "Best New Rider" award

Get There Challenge

WTA offered local incentive prizes exclusively for Washington County participants in the Get There Challenge and engaged social media followers.

Employee Commute Options (ECO) Surveys

WTA conducted ECO surveys on behalf of 6 members. WTA's bi-annual ECO surveys help our members better understand how their employees commute and how they might be motivated to try using transportation options. The 2018-2019 round of surveys showed that 2,200 vehicles were removed from commutes every day as a result of the work of WTA's members.

WORKSHOPS & EVENTS

- ☀️ Two First/Last Mile workshops with Washington County Land Use & Transportation
- ☀️ Lunch & Learn with TriMet about downtown MAX stop closure proposal
- ☀️ Two Get There Challenge Commuter Happy Hours with Washington County Sustainability Team
- ☀️ Unlocking the Power of Habit to Influence Transportation Choices
- ☀️ Bike & Pedestrian Law Workshop with Ray Thomas of Thomas, Coon, Newton, and Frost
- ☀️ Get There Oregon Workshop for Employers



Unlocking the Power of Habit to Influence Transportation Choices: Jennifer from Washington County Sustainability presents

PRESENTATIONS

- ☀️ Oregon Public Transportation Conference
- ☀️ Oregon Active Transportation Summit
- ☀️ Kruse Way Economic Forum



WTA's Executive Director, Jeff, presenting at the Oregon Active Transportation Summit

WORKPLACE EVENTS

- ☀️ WTA supported 30 events at member sites, engaging over 2,300 employees

COMMUTE

STORIES

Michael



Commuter Story Contest Winner

I sold my last car to pay for an airplane ticket back home to Portland. When I found my current job, I was pleasantly surprised to discover a very easy public transit commute. I certainly didn't want to be stuck in traffic every day on crowded freeways. It gets me a couple of miles worth of steps and plenty of time to read and/or write. This change has been fantastic for my physical and mental health, not to mention my bank balance!

Chris



December Commuter Kickbacks Winner

I run about three miles to and from a shuttle offered by my employer, Intel, a couple of days a week and I bike on some of the other days. I recently started learning to ride a OneWheel Pint to avoid driving alone even more days, since I can take it with me on the bus and use it as a last mile option when I have errands. I enjoy being able to take in more of the sights and sounds of my commute such as vivid sunrises and screeching hawks.

David



December Commuter Kickbacks Winner

I've been bike commuting to work since 1994. When I moved out to Oregon, there were good shoulders (bike lanes) all along my way to work plus some back roads that made it easy, and I just kept doing it. The biggest effect on my life is saving about \$100-\$200 a month by not driving the car. I have the longest commute in my family, so I'm filling up the gas tank once a week if I drive. It adds up.

STAFF

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BOARD

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City of Hillsboro

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TriMet

Will Cortez
Oregon Zoo

Stacy Revay
City of Beaverton

Chris Deffebach
Washington County

Charri Schairer
Tualatin Hills Parks
and Recreation

Special thanks to those
who left the board in 2019:

Nicole Hendrix
Nicole Paulsen
Andrew Singleakis



Board member Stacy engages participants at the WTA table during PGE's Earth Day event



**Westside
Transportation
Alliance**

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MEMBERSHIP

PLATINUM



GOLD



SILVER



BRONZE



BASIC



AFFILIATE

