



Westside Transportation Alliance

2020

ANNUAL REPORT

With this report we look back on 2020, and we also look ahead to working with our members on their future plans. Whether employees will remain teleworking, establish a new hybrid schedule, return to worksites after an extended period away, or are frontline and essential employees that have continued reporting to worksites, WTA looks forward to supporting our members and their employees' use of travel options.

We can't predict what the rest of 2021 and 2022 will look like, but we know drive alone commute trips lead to worsening traffic congestion and resulting negative consequences to businesses, employees, and the community. We applaud our forward-thinking members who understand the benefits of encouraging their employees to use travel options, and we look forward to partnering with our members to support their plans.

Jeff Pazdalski
Executive Director

With special thanks to our primary sponsor of the
2020 Annual Report and 2021 Annual Meeting:



WHO WE ARE

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

OUR MISSION

WTA partners with employers, big and small, as well as employees to encourage transportation options for commute trips, thereby enhancing economic opportunity, improving health, and fostering livable communities.

PROGRAMS

Commuter Kickbacks

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

2020 brought many changes to the commute landscape, and Commuter Kickbacks adapted to these changes by emphasizing support for teleworkers and boosting support for frontline and essential workers.



In September, WTA and Commute Options (based in Bend, OR) partnered to conduct a special challenge event that simultaneously highlighted teleworkers and frontline and essential workers. The Commuter Kickbacks meets Telework Perks challenge rewarded sixteen weekly winners and two grand prize winners for their non-drive alone and telework commute trips. The incentives were split evenly between teleworkers and frontline and essential workers.

Emily



"I used to commute by bike to and from work about an hour each way and have been missing it since COVID started. We're still trying to get some morning riding in before working from home everyday!"

Cambia Health
Week Four Winner

Janet



"I commute into work from McMinnville to Hillsboro 2 or 3 times a week on Yamhill County's small buses. I would take the #33 bus in every day if the first one didn't leave McMinnville so early - 6:00am!"

Washington County
Grand Prize Winner

Bike More Challenge

The 2020 WTA League included thirteen teams and offered a variety of daily, weekly, and monthly incentives that were only available to riders on these teams. To increase incentive opportunities and encourage competition between teams of similar size, we divided the WTA League into two divisions.



Members of Kaiser Permanente's
WTA League winning team

The 2020 WTA League team champions were: **City of Beaverton** (Columbia Division) and **Kaiser Permanente Westside Medical Center** (Willamette Division). WTA awarded incentive prizes to seventy-five participants, and each team had at least one winner during the month.



Robin from Washington County represents her team's 2nd-place overall award in the employees workplace category

Get There Challenge

WTA awarded incentives exclusively for employees of members. Weekly drawings included people that logged at least one trip, and grand prize drawings included people that logged at least five trips.

Carolina



I like to walk to the stores near my place and at first, it looks like it does not count much, but with short walks throughout the day I can reach about 10,000 steps. I take this as an opportunity to stay active while I do things around my neighborhood.

Washington County
Get There Challenge
Weekly Prize Winner

EDUCATION AND INFORMATION

- ☀ Information session with ODOT about I-205 and I-5 tolling projects
- ☀ Information session with Shared Use Mobility Center & Toyota about a possible carpool pilot project using zero emissions vehicles
- ☀ Member workshop about employee incentive programs
- ☀ Member workshop to discuss challenges and adaptations to COVID
- ☀ Introduction to Biking workshop for employees of member

Green Travel Maps

WTA created custom maps for members that highlighted transit options, walking and bicycling infrastructure, and suggested routes. The maps educated about travel options available near worksites and helped employees feel more comfortable with accessing destinations near the worksite without a car.



PARTNERSHIPS

- WTA engaged with many groups and committees, including:
- ☀ THPRD Nature & Trails Advisory Committee
 - ☀ City of Hillsboro Environmental Stewardship Committee
 - ☀ Intel Community Advisory Panel
 - ☀ Washington County Advisory Committees:
 - ☀ Tualatin Valley Trail
 - ☀ First & Last Mile Transit Access Study
 - ☀ Transportation Options Group of Oregon

EQUITY AND INCLUSIVITY

Equity Work Group

WTA convened an Equity Work Group made up of representatives from member sites. The group advised on equity-focused employee outreach and engagement at selected member worksites to prioritize the needs of underserved employees. This outreach and engagement will inform WTA's future work with frontline and essential employees.

COMMUTER STORIES



Bethany

Washington County
April Commuter
Kickbacks Winner

I gave up my car in 2013 and haven't missed it. I now get around by public transit, bike share, and walking. I'm more active as a result and enjoy listening to audiobooks and podcasts during my commute. Adjusting to a car-free lifestyle was easier than I thought it would be, and I encourage everyone to give it a try!



Dave

City of Tigard
February Commuter
Kickbacks Winner

One of the most significant ways using a bicycle for transportation has affected my life is to change how I see and navigate cities. Without being confined behind a windshield, one gains a better appreciation for, and understanding of a place.



Fran

Vernier Software
October Commuter
Kickbacks Winner

I like to cheer myself up while working from home by wearing fun hats on days I designate as "Fun Hat Fridays." I post the photos on one of our Slack channels, or show up to zoom meetings wearing a fun hat. Here is a fascinator I wore on one of these fun hat Fridays! I made it myself.

STAFF

Jeff Pazdalski

Executive Director

Caitlin Ahearn

Program Manager

Maddie Billings

Communication & Program Coordinator

BOARD OF DIRECTORS

Cassie Buckroyd
Columbia Sportswear

Stacy Revay
City of Beaverton through July

Brad Choi
City of Hillsboro through December

Adam Haslam
Kaiser Permanente

Will Cortez
Individual

Tom Mills
TriMet

Cindy Dauer
Tualatin Hills Parks and Recreation District

Jean Senechal-Biggs
City of Beaverton beginning August

Chris Deffebach
Washington County

Brad Choi
Stacy Revay

Special thanks to those who left the board in 2020:



WTA Board in January 2020

MEMBERSHIP

PLATINUM



GOLD



SILVER



BRONZE



BASIC



AFFILIATE



12725 SW Millikan Way, Ste. 300
Beaverton, OR 97005

(503) 489-8520

With special thanks to our primary sponsor:



Made possible with support from Metro and the Federal Transit Administration.