



Westside  
Transportation  
Alliance

Westside Transportation Alliance is a nonprofit that provides member organizations with information, incentives, and assistance to encourage employee transit use, walking, carpooling, bicycling, and teleworking for commute trips in Washington County.

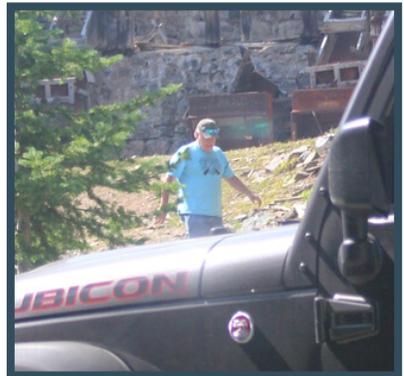
# 2021 Annual Report

With special thanks to our sponsor  
of the 2021 Annual Report and  
2022 Annual Meeting:

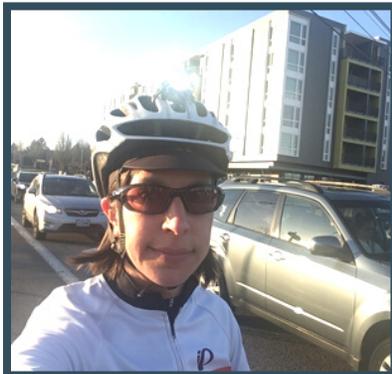


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# 2021 COMMUTER STORIES



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“Someone told me a long time ago that, 'you can always make time for what you love.' I've loved riding bikes since I was a kid, and although it may not be the “easy” mode of transportation, it is worth it.

I started seasonally commuting by bike several years ago, but once I mentally talked myself into giving winter riding a try, I quickly became an avid year round commuter. It was remarkably empowering and I can't imagine going back.

The key to happiness is really about finding little bits of joy that you can fit into your daily routines. And since we live in one of the most beautiful climates in the world, it's a great way to get out and reset daily from what can otherwise be a stressful life. I encourage everyone to get out there and enjoy it every chance they get!

**- Commute Champion**



# INCENTIVE PROGRAMS

## Commuter KICKBACKS

Commuters who lived or worked 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 prize drawings.

In 2021 WTA introduced special opportunities for frontline and essential employees to win prizes and improve their odds of winning the monthly prize drawings. In the months after these special frontline and essential employee opportunities were introduced, 35% of participants and 42% of prize winners were frontline and essential employees. In total, 44 people earned prizes through monthly drawings in 2021.

In 2021, WTA debuted a pilot of a new rewards program open exclusively to employees of WTA members. Participants could earn the title of Commute Champion, prizes, and gain access to exclusive events, perks, and more by logging 60 days with non-drive alone commute trips in getthereoregon.org in 2021. Frontline and essential workers received exclusive incentive opportunities for participating.

11 people representing 6 employers joined the initial class of Commute Champions in 2021. These 11 people had the opportunity to help advise WTA on program improvements and to volunteer to mentor other interested participants at their worksites.



Sponsored by Sustainability Division Metro

## Move More Challenge

WTA supported The Street Trust's Move More Challenge, a revised version of the event formerly known as the Bike More Challenge, with local incentives and competitions exclusively for Washington County. The WTA League awarded championship trophies to two WTA member organizations:

**Columbia Division**  
(Most Trips per Team Member)  
**Washington County**

**Willamette Division**  
(Most Miles per Team Member)  
**Vernier Software & Technology**



WTA held weekly incentive prize drawings for individuals throughout the challenge. Overall WTA awarded \$825 worth of weekly prizes to 32 winners. At the end of the challenge WTA awarded the top scoring individuals from WTA League teams. Congratulations to the winners:

- First place:**  
Jared, Washington County
- Second place:**  
Bethany, City of Beaverton
- Third Place:**  
Nyree, Washington County

The highest scoring individuals from each WTA League team were entered into a drawing for a Burly Bee bike trailer. Congratulations to **Naveed from Intel** for winning the trailer.



# PROGRAMS & ACTIVITIES

## Westside Rides

WTA piloted an e-bike test ride program in partnership with WashCo Bikes. Participating employees received an e-bike for one month so they could experience the benefits of using e-bikes for commutes and other trips. All participants took part in bicycling safety trainings. 60 employees registered for the program in 2021. WTA surveyed participating employees at the end of the program, and 100% of responding employees said the program was valuable to helping them ride more,



Selected quotes from participants:

"It is a well oiled program."

"I can imagine even less regular bike commuters would be very impressed by the difference this type of bike makes."

"Anybody that's on the fence about bike commuting should try a rental e-bike to see if the time savings make it worthwhile for them."

## Transportation Equity

In 2020, WTA convened an **Equity Work Group**, made up of representatives from WTA members, to advise on applying an equity focus to workplace activities. The work group met over several months and, in 2021, recommended that WTA focus on frontline employees since research showed that people from communities of color and lower income households are disproportionately represented in these job types.

Based on this recommendation WTA introduced exclusive incentives and improved chances of winning prize drawings for frontline employees through its incentive programs. WTA also began planning equity-focused employee outreach and engagement at selected WTA member worksites with higher percentages of frontline employees. This engagement will help advance WTA's understanding of what commute equity means to our members and our community; gain insight into the specific commute-related needs, barriers, and opportunities of underserved employees; and inform WTA's future work with a focus on frontline employees.

WTA hosted a Transportation Equity Forum featuring a panel of community leaders working to advance transportation justice in our region. Panelists discussed their experiences and perspectives, their definitions of transportation equity, and ideas for next steps. Following the forum, WTA staff met with representatives from member organizations to discuss lessons learned from the panelists, how transportation equity impacts work in Washington County, and potential next steps.



# EDUCATION

## Classes

A [Bike 101 Webinar](#), led by WTA Board Chair William S. Cortez, that reviewed the basics of bikes and riding safely for people newer to bicycling or considering bicycle commuting.



A hands-on, in-person [Confidence in Traffic](#) bicycling safety workshop with WashCo Bikes that taught the concepts and skills of cooperative cycling - how to "drive" your bike in traffic the safest way possible.

A [Rules of the Road Legal Clinic](#) about the rights and responsibilities of bicyclists and pedestrians. A lawyer from WTA member Thomas, Coon, Newton, & Frost led the clinic and shared insights on Oregon's laws, how to stay safe on the road, and what to do if you are in a crash. This clinic was hosted in partnership with The Street Trust.

Two [Oregon Friendly Driver Classes](#) that educated drivers on the best and safest ways to use the road with people walking or riding bikes. The classes were hosted in partnership with Commute Options.



## Information



An online [Commuter's Guide to Bike and Pedestrian Safety](#) with information to support commuters looking to walk, bike, or take transit. Commuters can also book a Commute Consultation with WTA or request safety materials, travel maps, and customized route planning. These tools were created with support from Oregon Department of Transportation.

Custom [Green Travel Maps](#) for member worksites 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.



An updated [Bike Fix-It Station Map](#) to help bicyclists locate stations to perform basic bike repairs and maintenance,



A virtual conversation with Oregon Department of Transportation about the [Regional Mobility Pricing Project](#) to learn more about the work being done on congestion pricing for I-5 and I-205 and how it will affect communities and worksites.

# STAFF, BOARD, & MEMBERS

## 2021 Staff



**Jeff Pazdalski**  
Executive  
Director



**Caitlin Ahearn**  
Program  
Manager



**Julia Jones**  
Communications &  
Program  
Coordinator

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**Gregg Snyder**  
City of Hillsboro

**Meegan Watts**  
Individual Member

Special thanks to those  
who left the Board in 2021:

**Adam Haslam**  
**Brenda Martin**  
**Tom Mills**

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[wta@wta-tma.org](mailto:wta@wta-tma.org)

(503) 489-8520

[www.wta-tma.org](http://www.wta-tma.org)

2021 Annual  
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