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:
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
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.

**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.
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 disproportionally 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.
**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.
2021 Staff

Jeff Pazdalski
Executive Director

Caitlin Ahearn
Program Manager

Julia Jones
Communications & Program Coordinator

Board of Directors

Cassie Buckroyd | Secretary
Columbia Sportswear

Will Cortez | Chair
Individual Member

Cindy Dauer | Treasurer
Tualatin Hills Park & Recreation District

Chris Deffebach
Washington County

Jean Senechal-Biggs
City of Beaverton

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

Members

PLATINUM

intelli

NIKE

WASHINGTON COUNTY
OREGON

GOLD

Beaverton
OREGON

Columbia Sportswear Company

Hillsboro
OREGON

SILVER

Portland Community College

Kaiser Permanente

PGE

Tigard

AFFILIATE

BEAVERTON AREA CHAMBER OF COMMERCE

BEAVERTON ROUND EXECUTIVE SUITES

HILLSBORO CHAMBER

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