



Westside Transportation Alliance

2022

ANNUAL REPORT

2022 was a busy and exciting year for WTA. We appreciate our members and partners working with WTA to deliver programs and services to increase transportation options usage. We believe that increased transportation options usage will result in stronger businesses and healthier communities in Washington County and the Portland Metro region. In this report we've put the names of our members in bold to highlight the organizations that form WTA.

2022 HIGHLIGHTS

WTA awarded incentives to employees of

City of Beaverton
City of Hillsboro
City of Tigard
Columbia Sportswear
Edwards Vacuum
Genentech
Kaiser Permanente
Intel
Nike
Vernier Software & Technology
Washington County

Employees from **Intel** and **Nike** participated in the Westside Rides try-an-e-bike program.

WTA performed custom employee surveys and planned equity focused outreach to engage shift, manufacturing, and retail employees in partnership with

City of Beaverton
City of Hillsboro
City of Tigard
Columbia Sportswear
Genentech
Lam Research
Nike
Washington County

WTA attended our first in person worksite event of the post-COVID pandemic era at **Edwards Vacuum**.

Thomas, Coon, Newton & Frost and **WashCo Bikes** helped WTA deliver safety classes at local libraries.

Westside Transportation Alliance (WTA) delivers customized programs and services for employees and member organizations, primarily focused on commute trips, to increase transportation options usage in Washington County and the Portland Metro region.

Thanks to all our members and partners!

We look forward to continued collaboration and success in 2023 and beyond!

Jeff Pazdalski
Executive Director

INCENTIVE PROGRAMS

Commuter Kickbacks

awarded prizes to 45 people through monthly prize drawings.

Commuter KICKBACKS

To be eligible, people had to live or work in Washington County and record at least four days per month of using transportation options for commute trips. Prize winners included employees of **Washington County, Intel, Nike, Genentech, Columbia Sportswear, City of Tigard, and City of Hillsboro.**

Commute Champions

Commute Champions

completed its first full year and 56 people joined the program. 20 people reached Commute Champion status by recording at least 60 days of using transportation options for commute trips in the year.

Sponsored by **Metro** and **Washington County Sustainability Division.**

Congratulations Class of 2022

Jerel Catabay
Alex Coleman
Addie Dean
Marc Dickinson
Cody Elizalde
Destiny Fogarty-Olivas
Hall Guttormsen
John Jensen
Wenshuo Li
John Meksavan
Jacob Peterson
Jared Reed
Laura Repass
Courtney Sheedy
Robin Straughan
Syam Vedantam
Zhu Wang
Garrison Winkle-Bryan
Courtney Yan
Anonymous



The **Get There Challenge** in October included exclusive local incentive for people that lived or worked in Washington County. 18 people won local prize drawings, including employees of **Washington County, Vernier Software & Technology, City of Beaverton, and City of Tigard.**



The **Active Transportation Challenge** in May included 87 participants and 8 teams. 22 people won prizes, including employees of **Washington County, Genentech, Vernier Software & Technology, Intel, City of Beaverton, and Kaiser Permanente.**



Carolina and Robin from Washington County's WTA League winning team

Washington County won the WTA League team competition, successfully defending their title from 2021. The **Vernier Software & Technology** team placed second, and the **Nike** team placed third in the final rankings.



The **Luck of the Commuter Challenge** in March was an exclusive opportunity for people that worked in frontline job types. The two lucky winners were employees of **Intel** and **Washington County.**

PROGRAM HIGHLIGHTS

EDUCATION AND INFORMATION

- ☀️ Bicycling & Pedestrian Rules of the Road Legal Clinics, featuring speakers from **Thomas, Coon, Newton & Frost** law firm, in partnership with the Forest Grove, **Tigard**, and Tualatin Public Libraries
- ☀️ A month-long drivers' safety campaign to raise awareness of the importance of safe driving habits to contribute to bicycling and walking safety
- ☀️ Winter Commute Clinic, hosted by **Washington County**, helped people safely use transportation options year round
- ☀️ Oregon Friendly Driver classes in partnership with the Cornelius, Forest Grove, and Tualatin Public Libraries
- ☀️ Get There Oregon Webinar "Fresh Solutions for Flexible Workplaces" was moderated by WTA and featured **Columbia Sportswear, Vernier Software & Technology**, and **Washington County**
- ☀️ Association for Commuter Transportation Webinar "TMAs and Employers: Finding Joint Value in Partnerships" featured WTA and **Washington County**



EQUITY

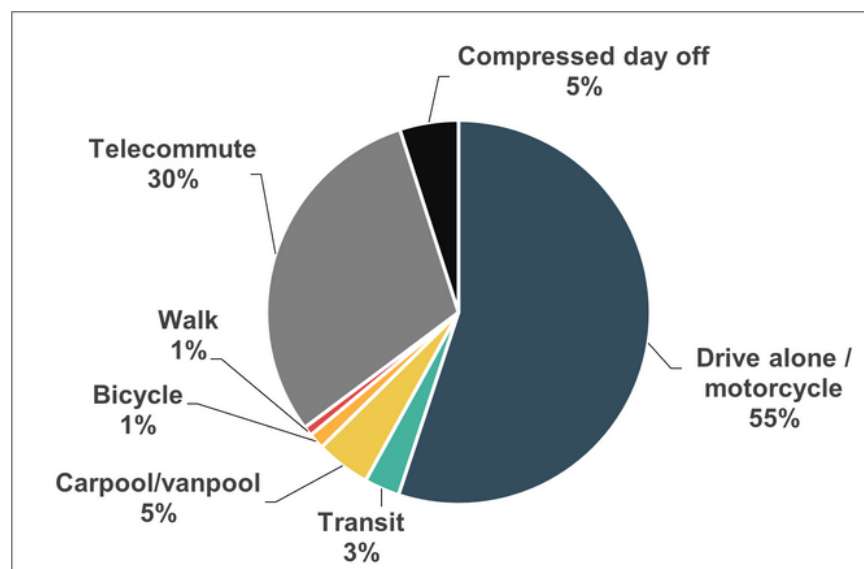
WTA partnered with **Lam Research, Washington County, Nike, and Columbia Sportswear** to plan targeted workplace outreach activities to engage employees that work in frontline job types. These activities will collect information to better understand the transportation options interests, challenges, and ideas from people that work in job types that have been underserved by previous commute programs.

WTA's incentive programs included exclusive and additional opportunities for employees in frontline job types to win prizes. 28% of all participants eligible for Commuter Kickbacks prize drawings in 2022 and 48% of the prize winners worked frontline or essential jobs.

2022 MEMBER SURVEY COMMUTE TRIP SUMMARY

CUSTOMIZED SURVEYS

WTA's surveys for **Washington County, City of Beaverton, Nike, Columbia Sportswear, City of Tigard, Genentech, Lam Research, and City of Hillsboro** helped these employers strengthen their HR and sustainability outcomes and satisfy the Department of Environmental Quality's Employee Commute Options requirements. WTA also conducted a student survey for **Portland Community College**.



WESTSIDE RIDES

WTA partnered with **WashCo Bikes** to deliver Westside Rides. Westside Rides gave employees from **Intel** and **Nike** the opportunity to try an e-bike for one month. The program included safety training and support to encourage active transportation for commute and other trips.



KEY RESULTS

Increased bike commute rates

36% increase in participants that reported bike commuting occasionally or regularly

Decreased auto commute trips

9% of participants reported eliminating drive alone auto commutes

Increased use of other transportation options

Participants at both worksites reported increasing walk, transit, and carpool trips

PARTICIPANT QUOTES

"I'm having a blast with this bike! I already find myself thinking about errands and commutes in bicycle terms. I will very likely be in the market for an ebike after I am made to return this one."

"Now that I've borrowed one for a month I am addicted and committed to using an e bike to commute to work."

"It helped me bike commute again after a spine injury. I also learned what I am looking for in an e-bike. The program was extremely valuable to me."

"The program definitely opened my eyes to the value of electrical assisted bikes."

"Having a bike that could take me fairly long distances to do things like grocery shopping and travelling to work was very helpful as an alternative to a car."

"This program was extremely valuable to me as I may not have realized the e-bike movement or benefits previously. It also allowed me to be more comfortable using it as a mode of transportation for quick grocery store runs and other pickups around my neighborhood that I would normally take a vehicle for."

STAFF



Jeff
Pazdalski

Executive
Director



Caitlin
Ahearn

Program
Manager



Jordan Del
Valle Tonoian

Program
Assistant

BOARD OF DIRECTORS

Cassie Buckroyd
Columbia Sportswear

Michael Ray
TriMet

Will Cortez
Individual
through February

Jean Senechal-Biggs
City of Beaverton

Cindy Dauer
Tualatin Hills Parks
and Recreation District
through July

Gregg Snyder
City of Hillsboro

Chris Deffebach
Washington County

Meegan Watts
Individual

Special thanks to the following whose board service ended in 2022: Will Cortez & Cindy Dauer



Westside
Transportation
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Administration.

MEMBERSHIP

PLATINUM



GOLD



SILVER



BRONZE



BASIC



AFFILIATE

