



**Westside
Transportation
Alliance**

2016-2017 ANNUAL REPORT

Dear Members and Friends,

This past year was another busy one for the WTA. We installed new bike parking at businesses in Aloha-Reedville to promote active transportation, and we launched a bike share pilot program to help expand transportation options for employees of two WTA members. We welcomed several new member organizations, new board members, and new staff leadership. We remained active with representing our membership on a variety of regional groups and committees, assisted with planning regional events, appeared at many events at our members' sites, hosted transportation coordinator workshops for our members, and helped member organizations complete their Employee Commute Options surveys and update their plans to promote transportation options.

This report also marks the WTA's 20th anniversary. Without a doubt many things have changed during the WTA's history, but one thing that hasn't changed is Washington County's status as Oregon's economic engine. Washington County is home to more than 240,000 jobs and that number is expected to grow by 50% in the next 20 years.

The WTA's work plan from 1998 included the goal of increasing transit usage, and encouraging transit usage still remains an important part of WTA's work. When the WTA was founded MAX service to Hillsboro would not open for another year and WES Commuter Rail was still more than 10 years from opening. Advancements in technology have also had a significant impact on transportation services with the introduction of options including car-, bike-, and ride-sharing.

In 1997 it would have been nearly impossible to comprehend how the county would change by 2017 and how integral new transportation options would become in Washington County. I am excited to see what advancements become commonplace during the next 20 years. Thank you for your support and partnership with the WTA.

Jeff Pazdalski
Executive Director

MISSION

WTA works directly with employers and employees to enhance economic opportunity, improve health, & foster a livable community via transportation options.



OUR YEAR IN REVIEW



BIKE MONTH & BIKE MORE CHALLENGE

WTA held a bike commuter breakfast, distributed promotional materials to members, and conducted Ride for a Prize events at member worksites. City of Beaverton won the WTA League Trophy.

EMPLOYEE COMMUTE OPTIONS SUPPORT

WTA surveyed employees at thirteen member sites to comply with Oregon Department of Environmental Quality regulations.

NEW MEMBERS

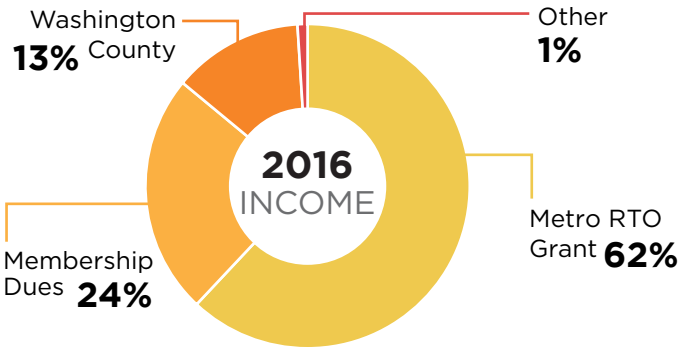
Amazon, AutoMedic, Cynergy E-Bikes, Forth, GenZe, Intertwine Alliance, ReachNow, Ride Connection, Scoop, The Street Trust, TriMet, & WeDriveU joined WTA.

TRANSPORTATION COORDINATOR EVENTS

WTA hosted a workshop with Scoop - an on-demand carpool service - to explore a possible expansion into Washington County and a networking event to foster sharing of challenges and best practices.

FINANCIAL SNAPSHOT

Thank you to Metro's Regional Travel Options grant program, Washington County, and all of our members who make it possible for us to continue moving our mission forward.



OUR IMPACT

Transportation options and non-drive alone trips reduced vehicle miles traveled by 5.6 million miles. This reduction saved 258,247 gallons of gasoline and removed 3,002 tons of carbon dioxide and carbon monoxide emissions. These numbers are derived from 27 WTA employer sites representing commutes for 22,603 people.

BIKE SHARE PILOT

The summer 2017 pilot project will serve employees of Columbia Sportswear Amberglen and Kaiser Permanente Westside Medical Center. To conduct the pilot WTA received a donation of 30 bikes and formed partnerships with Open Bike Inc, Go By Bike, PSU's Transportation Research and Education Center, and the Washington County Bicycle Transportation Coalition.

ALOHA-REEDVILLE BIKE PARKING

WTA installed bike parking at nine community-identified business locations to promote active transportation options.

ASSOCIATION FOR COMMUTER TRANSPORTATION INTERNATIONAL CONFERENCE

WTA presented during a session on how employers can keep up with the changing mobility expectations of employees.

METRO RTO GRANT AWARD

WTA received a 2017-2019 Regional Travel Options grant, supported by matching funds from Washington County. The grant will support continued engagement with WTA members to promote transportation options and reduce drive alone trips and will support an expansion of services.

REGIONAL REPRESENTATION

WTA participated with the following projects, organizations, and committees:

- City of Beaverton**
- Active Transportation Plan
 - Land Use Advisory Committee
 - Western Avenue Employment Area

- City of Hillsboro**
- Sustainability Task Force
 - Transportation Safety Action Plan
 - Transportation System Plan
 - 2035 Community Plan

- Washington County**
- Community Health Improvement Plan
 - Travel Options Assessment
 - Transportation Safety Action Plan
 - Rightsizing the Parking Code

- Westside Economic Alliance**
- Transportation Committee
 - Economic Development Bike Ride

Intel Community Advisory Panel
Metro Collaborative Marketing Group
Oregon Active Transportation Summit and Portland Employers Bike Summit Planning Committees

20 YEAR HIGHLIGHTS

TRANSIT EXPANSIONS

The Westside MAX connecting to Hillsboro opened in 1998 and Westside Express Service (WES) connecting Wilsonville to Beaverton began in 2009.

WTA PUBLICATIONS

Getting to Work - A Handbook for Employee Transportation Coordinators helps employers create transportation demand management programs. (2001)

Open Bike Initiative Bike Share Guidebook outlines how businesses can implement bike share programs for their employees. (2013)

Reimagine Suburban Bike Parking presents a how-to guide for creating bike parking in Washington County. (2015)

Suburban Transportation Demand Management for a Diverse Workforce explores strategies to reduce congestion and improve health in suburban areas with diverse workforces. (2013)

Ten Steps to Success - Developing an Effective Auto Trip Reduction Plan provides tools to design and oversee successful workplace auto trip reduction plans. (2010)

WTA PROGRAMS & ACTIVITIES

Administered shuttle bus for employees in the Nimbus Business Park. (1999-2003)

Partnered with Portland Community College to train transportation coordinators through a regional travel options training course. (2007-2009)

WTA's Carefree Commuter Challenge ran for 11 years and was awarded "Program of the Year" by the Transportation Options Group of Oregon. (1999-2010)

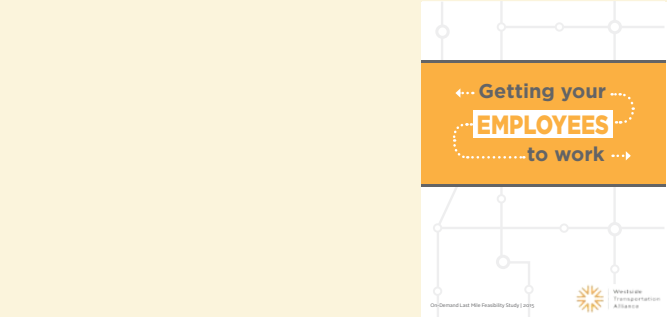
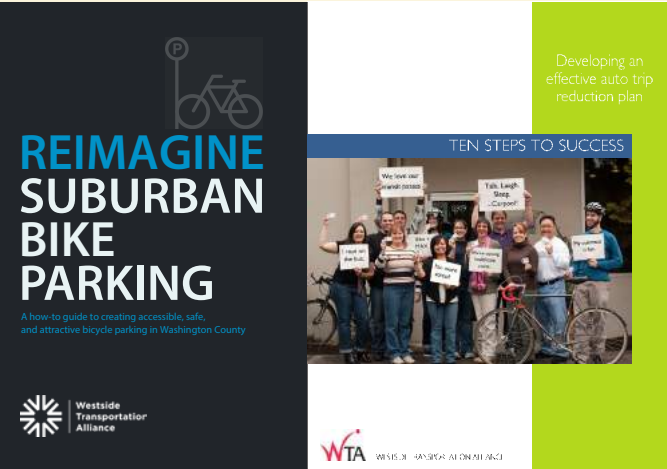
Led On-Demand Last Mile Feasibility Study to explore technology based solutions to connect transit stops and worksites. (2015)

Promoted active transportation in Tigard by installing 25 bike parking racks at retail locations. (2010)

Piloted smartphone app - Commove - to promote transportation options in partnership with New Seasons Market Orenco Station and The Springs at Tanasbourne. (2015)



Vice President Al Gore at the Westside Max Opening

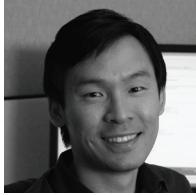


On-Demand Last Mile Feasibility Study



WTA Installed Bike Parking in Tigard

BOARD



BRAD CHOI
Transportation
Planner, City of
Hillsboro



KRISANNA CLARK
Mayor,
City of Sherwood



WILL CORTEZ
Production Supervisor,
Vernier Software &
Technology



DANIELLE GREGOIRE
Business Rental Sales
Executive, Enterprise
Holdings



ADAM HASLAM
Director of Hospital
Operations, Kaiser
Permanente



TODD JUHASZ
Transportation
Planning Manager,
City of Beaverton



TOM MILLS
Senior
Transportation
Planner, TriMet



CHI NGUYEN-VENTURA
President/CEO,
AutoMedic, Inc. & City
Councilor, King City



AISHA PANAS
Director of Park & Rec,
Tualatin Hills Park &
Recreation District



NICOLE PAULSEN
Urban Planner,
Tualatin Hills Park &
Recreation District



ANDREW SINGELAKIS
Director, Washington
County Land Use &
Transportation



DR. PHIL WU
Community Benefit,
Kaiser Permanente

WTA welcomed new board members Will Cortez, Danielle Gregoire, Adam Haslam, and Nicole Paulsen.

A fond farewell to departing board members Dr. Phil Wu and Aisha Panas.

PLATINUM MEMBERS



GOLD MEMBERS



SILVER MEMBERS



BRONZE MEMBERS



BASIC MEMBERS



STAFF



JEFF PAZDALSKI
Executive Director



ROSS PEIZER
Program Manager



**Westside
Transportation
Alliance**



/wtaoregon



@WTAOregon



@wtaoregon



wta-tma.org/
newsletter

12752 SW Millikan Way, Ste. 300, Beaverton, OR 97005
503.906.7961 wta-tma.org

In partnership with:

**Drive less.
Save more.**
DriveLessSaveMore.com



Metro

Made possible with support from
Metro and the Federal Transit Administration