

Columbia Sportswear Bike Share Amberglen Call Center Summer 2018 Program



Westside
Transportation
Alliance



Columbia
Sportswear Company



Metro

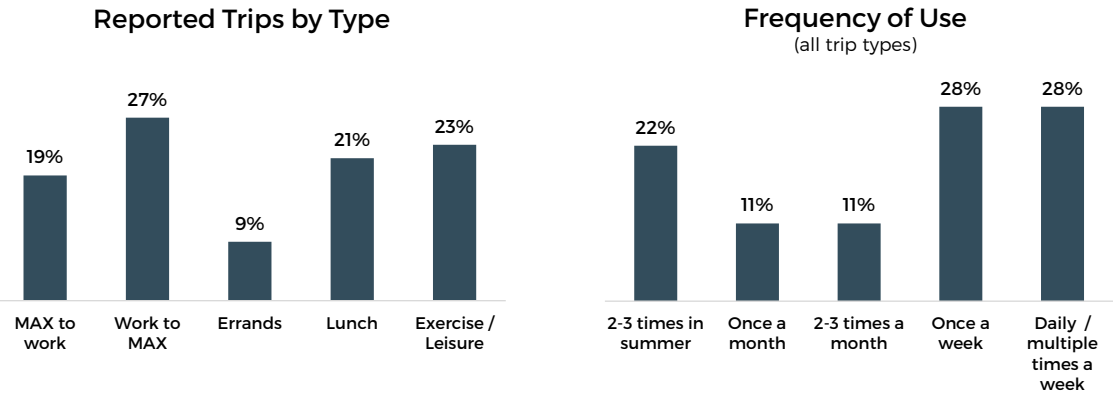
In Summer 2018, Westside Transportation Alliance (WTA) partnered with Columbia Sportswear to manage a closed bike share program for employees at its Amberglen Call Center in Hillsboro, Oregon. This was the second iteration of the program after a 2017 pilot project demonstrated that an employer-sponsored bike share system is a viable **last mile solution** that connects employees with transit and is a transportation benefit that supports **employee attraction and retention**.



WTA managed all programmatic aspects for Columbia Sportswear’s 2018 bike share system, including:

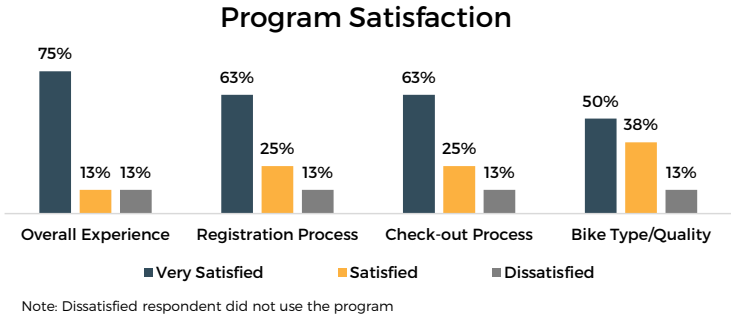
- Supplying, transporting, and maintaining the bike fleet
- Setting up, activating, and monitoring the back-end technology used for registration and checkout processes
- Weekly check-ins to ensure the bikes were balanced and in working order
- Communicating planning, launch, maintenance, and wrap-up activities with Columbia Sportswear staff

The 2018 Columbia Sportswear Bike Share program ran from July to October. Employees used the system as a last mile solution to get to and from the Quatama MAX station (46% of trips) and as an active travel option for midday breaks and errands (54% of trips).

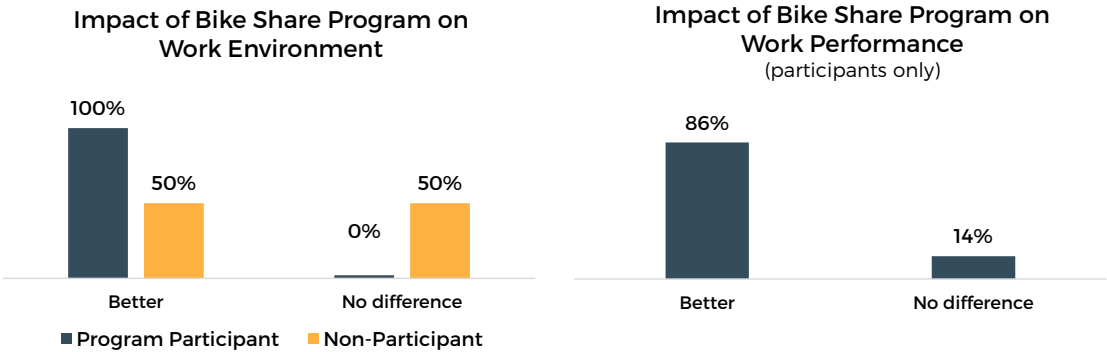


*WTA derived the trip number from a combination of checkout data and survey data, as users verified that the system did not record all checkouts.

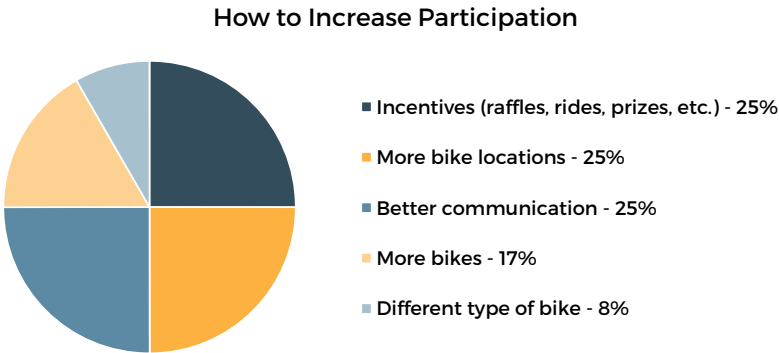
Program participants were satisfied with all aspects of the program, including the registration process, checkout system, and bike quality and maintenance. WTA learned that respondents who reported a negative experience had been hired after the bike share launched and were dissatisfied with communication, as they were not informed about the program’s availability.



Among program participants, 100% thought that the program improved the work environment at Columbia Sportswear and 86% thought it improved their personal work performance. Even employees who did not participate in the program appreciated its availability, with 50% noting that it improved the work environment.



Employees who did not participate in the program noted that improved communication, incentives, more bikes, and more bike locations could encourage them to use it in the future.



Employee Feedback

I really enjoyed having the bikes during the summer. I was able to travel farther for lunch and lounge at the park without feeling rushed to go back to work!

A coworker and I would take time to bike around the surrounding area for fresh air and sunlight as a break from our computers.

It's a great program, I know a lot of people really enjoyed the bikes.

I would like for the program to be offered again next year. I think it was a cool program and would take advantage of it if it comes back.

Bring it back next year!

It would be good to start the program sooner so that we have more time in the Spring and early Summer to use the bikes.

Columbia should host riding events to increase usage.

I really appreciated the program, but only one bike was placed at the Quatama Station, so often there were no bikes in the morning for my commute.

I started in August and wasn't provided information on the program. I didn't even know that it had an end date.

Recommendations

For future bike share programs, WTA suggests the following improvements:



Improve the communication strategy to ensure that new employees are informed; encourage non-active registrants take the next step and check out a bike.



Manage a weekly or monthly raffle so that employees are eligible to win prizes for using the program and checking out the bikes correctly; organize a promotional event or ride.



Add 2-3 more bikes to ensure there are enough at the Quatama MAX station; start the program in early June so that employees have more opportunities to use the bikes.

Westside Transportation Alliance

Mission: To work directly with Washington County employers and employees to enhance economic opportunity, improve health, and foster a livable community via transportation options.



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