



**Westside
Transportation
Alliance**



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

Recap

- Identify your networks
- Spur competition
- Share feedback
- Remove barriers
- Introduce incentives (and disincentives)
- Create a plan for implementation

BRINK

**BUT MARKETING CAN ONLY BE EFFECTIVE IF
SAFE, CONVENIENT TRAVEL OPTIONS
ARE ACCESSIBLE.**

Our Competition:



Our Competition:



What infrastructure
improvements can
promote travel options?

Barriers





**Transit
takes too long.**

**There are
no showers
at my workplace.
I don't want to
show up to
work sweaty.**

**I already
own a car, it
seems silly to
pay for a transit
pass or a
vanpool.**

**What if I have
an emergency?**

**My office is
about a mile
and a half from
the closest
transit stop.**

**I have to pick
my kids up after
work.**

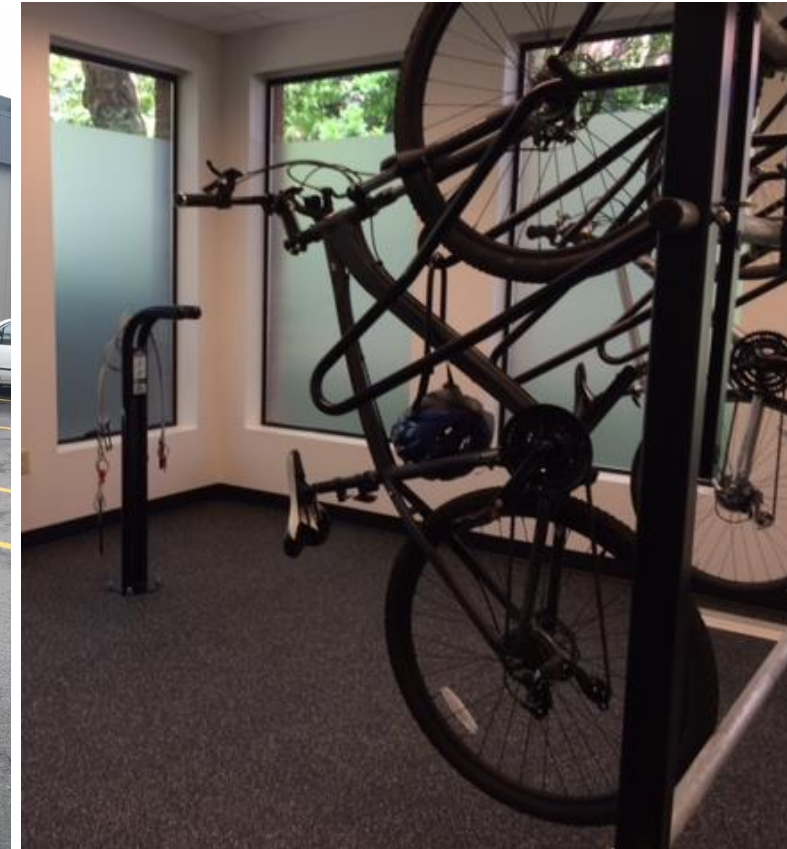
**I need access
to a car during the
day for meetings
and/or errands.**

**I don't feel
safe biking.**

End of trip facilities

- Secure, covered bike parking
- Lockers and showers
- Preferential carpool parking

There are
no showers
at my workplace.
I don't want to
show up to
work sweaty.



On site access to car (or bike!)

- Zipcar
- Uber/Lyft
- Car2Go
- Fleet cars
- Fleet bikes/bike share
- Provide amenities onsite

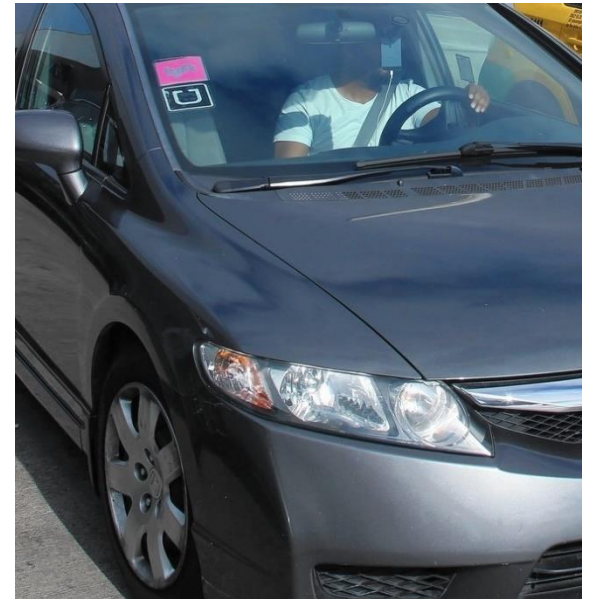
I need access
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day for meetings
and/or errands.



Emergency Ride Home Programs

- TriMet ERH program
- Uber/Lyft

What if I have
an emergency?



Subsidized Transit

- Transit pass programs
 - Universal pass
 - Annual or monthly pass
 - Pre-tax payroll deduction
 - (comes with ERH program)
- Vanpool
 - Cost savings with longer commutes
- Rideshare
 - Free (share cost of gas) through organically formed carpools or DriveLessConnect
 - LyftLine service coming soon?

I already own a car, it seems silly to pay for a transit pass or a vanpool.



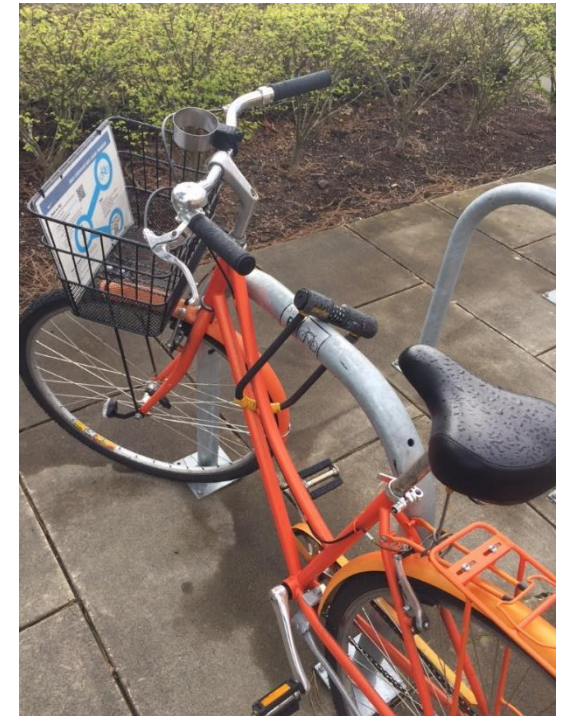
Example of savings with pre-tax payroll deductions

	Employee	Employer
12 Adult 1-Month Passes	\$1,200.00	0
Approximate federal tax savings (15%)	(\$180.00)	0
Approximate FICA savings (7.65%)	(\$91.80)	(\$91.80)
Approximate unemployment tax savings (3.3% average)	0	(\$39.60)
Approximate state tax savings (9%)	(\$108.00)	0
Total savings with pre-tax deductions	(\$379.80)	(\$131.40)

Last Mile Connections

- Bike share
- Shuttles
 - Public and private
- Taxi service
- Lyft/Uber

My office is
about a mile
and a half from
the closest
transit stop.



Cargo Bikes and SRTS

I have to pick
my kids up after
work.

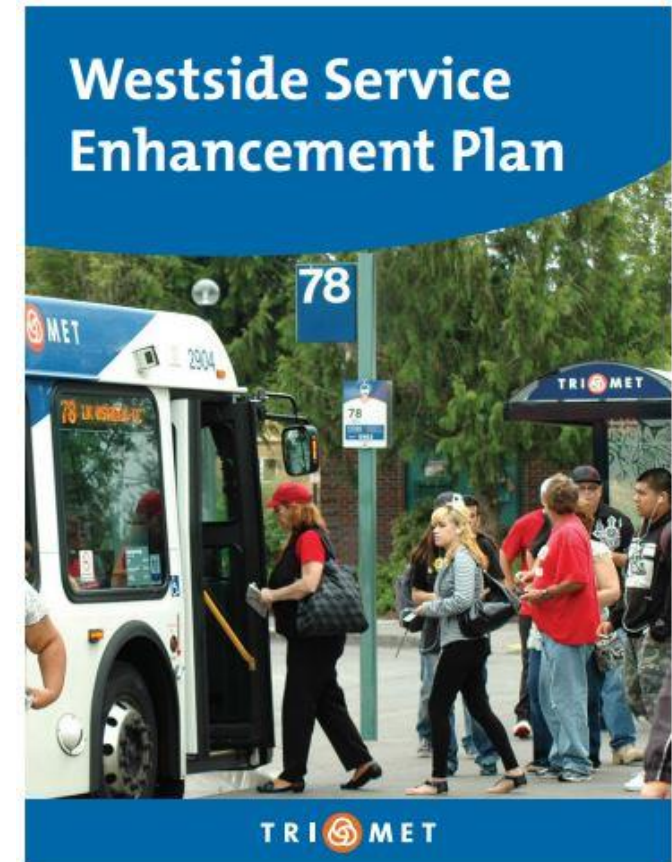
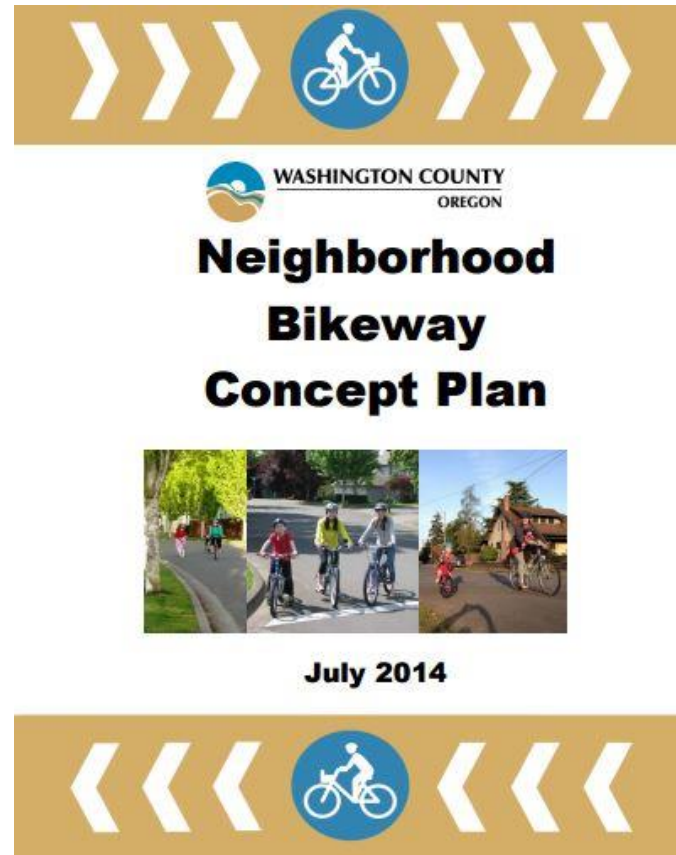
SafeRoutes



Work with public agencies to improve road safety and transit access.

I don't feel
safe biking.

Transit
takes too long.



Other things you can do

- Transit screens and/or customized transit tracker links
- Challenges and competitions
- Cash back/rewards program
- Tie to health benefits
- Umbrellas
- Partner with neighbors
- EV charging stations
- Telecommute or flex scheduling
- Transportation options kiosks



Other things you can do



- Host commuter clinics
- Bring mobile mechanics on site for tune-ups, repairs, bike fitting
- Assist with route planning
- Have a designated person at your worksite who is in charge of employee transportation options
- Education/awareness/marketing
- Make it a part of corporate culture
 - Establish worksite wellness policies
 - Create a green team
 - Find internal champions
 - Casual dress code when appropriate
 - Group rides

Case Study- Vernier Software and Technology

- Bikes
 - Indoor bike storage, and outdoor bike rack
 - Showers and lockers
 - Bike pump and bike tools
 - Dedicated bike and helmet available for use
 - Bike Commute Challenge participants
- Transit
 - Universal Pass program
 - Green Team
- Carshare
 - Two hours of Zipcar use per month for personal use
- Monthly commuter challenge and fitness challenge
- Green Team
- Priority parking for carpools and Evs
- Electric charging station
- Transit tracker screen
- Company founders commute to work via transit



THANK YOU.

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