



Westside
Transportation
Alliance

Strategic Plan Summary

for 2020-2022



WHO WE ARE

Established in 1997, Westside Transportation Alliance (WTA) is a private nonprofit that works with its members to encourage employees' behavior change for commute trips by providing information, incentives, and assistance about transportation options including using transit, bicycling, walking, carpooling, and teleworking.

MISSION

WTA partners with employers, big and small, as well as employees to encourage transportation options for commute trips, thereby enhancing economic opportunity, improving health, and fostering livable communities.

VISION

Employers, employees, and communities in Washington County are stronger and healthier because more people use transit, bicycle, walk, carpool, telework, and use other transportation options to get to work.

Adopted April 2020

Why focus on commute trips?

Commute trips can be easier targets for shifting behavior because they are generally predictable, frequent, and typically occur at times of peak traffic congestion. Changing habits about commute choices is a low-cost strategy with far-reaching impacts, and the positive benefits can be realized more quickly than waiting for new roads, trails, or transit services and less expensively than acquiring new parking.

Commute trip choices affect employees, employers, and the community:

- 50% of employees say their commute is stressful¹ and arriving to work stressed negatively impacts health, engagement, and productivity
- 23% of employees have voluntarily left a job because of a bad commute²
- Employers without commute benefits have a harder time attracting and retaining high quality employees, resulting in increased costs and decreased productivity
- Drive alone commutes cause the community to experience ever increasing traffic congestion and resulting air pollution



¹Robert Half. (Nov 5, 2019). Survey: 50% of Workers Say Their Commute is Stressful [News Release]. Retrieved from rh-us.mediaroom.com/2019-11-05-Survey-50-Of-Workers-Say-Their-Commute-Is-Stressful

²Runnerstrom, Natalie. "A Scary Realization: People are Quitting Their Jobs Due to Horrifying Commutes." TransitBlog, TransitScreen, Oct 25, 2018, blog.transitscreen.com/top-reasons-for-quitting-a-job-bad-commute-average-trip-time-over-30-minutes-how-to-improve-your-commute

Our Goals

1

PROGRAMS

Employees of members increase usage of transit, biking, walking, carpooling, and teleworking for commute trips.

Success Measures

- Participation in WTA's programs will increase
- All WTA members have developed and implemented internal strategies to encourage their employees to use transportation options

2

EDUCATION

Members and their employees rely on WTA for information about transportation options for commute trips.

Success Measures

- WTA actively supports at least 25 workplace education events annually
- Increasing number of people receive WTA newsletters and engage on WTA's social media channels
- Attendance at WTA events (i.e. workshops and trainings) grows annually

3

PARTNERSHIPS

Members view WTA as a trusted partner that positively impacts their business, employees, and the community.

Success Measures

- Increasing revenue from member dues and fee-for-service agreements
- Increasing number of members and their employees
- Local governments are members

4

EQUITY & INCLUSIVITY

WTA's programs serve employees at all wage levels, shift types, and from other underserved communities.

Success Measures

- WTA has alliances with organizations representing underserved communities
- Representatives from underserved communities are involved in program planning and design



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www.wta-tma.org



wta@wta-tma.org



(503) 906-7961