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.

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.
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

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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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**Westside Transportation Alliance**

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