



**Westside  
Transportation  
Alliance**

# 2017 ANNUAL REPORT

Dear Members and Friends,

Guided by member input, WTA updated its strategic plan in 2017. The plan reaffirms WTA's commitment to partner with employers to increase **usage** of existing commute options, while collaborating with public agencies and transportation service providers to improve the **availability** of commute options.

In 2017, WTA completed two projects that improved mobility options in Washington County. A pilot project demonstrated how employers can leverage open source technology to create flexible, low cost bike share programs that reduce employee drive alone commute rates and provide additional employee benefits. Also, new bike parking installed at Aloha-Reedville businesses helped promote active transportation for customers and employees.

Partnerships and collaboration continue to be the foundation of WTA's work and new strategic plan. I feel fortunate that WTA has so many strong partnerships, and we look forward to deepening these relationships as well as introducing new partners to WTA's work.

Jeff Pazdalski  
Executive Director



## MISSION

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

# 2017 HIGHLIGHTS



## ALOHA-REEDVILLE BIKE PARKING

To promote active transportation, WTA installed bicycle parking at businesses in Aloha-Reedville. The sites were identified through an extensive community input process. After installation, 50% of businesses reported seeing more people bicycling than before having the racks, and 75% affirmed that bicycle parking helps their business. Installing bicycle parking in Aloha-Reedville demonstrated benefits for a diverse array of groups: businesses, youth, families, entrepreneurs, employees, customers, and the general community.

## WESTSIDE BIKE SHARE PILOT

To study the viability of bike share as a last mile solution for commuters, WTA piloted a bike share program for employees at Columbia Sportswear's Amberglen Call Center and Kaiser Permanente's Westside Medical Center. Key outcomes included:

### Created a viable commute alternative to driving alone

- 42% of participants said the bike share allowed them to choose transit instead of driving alone
- 37% of reported checkouts occurred during traditional morning or afternoon commute times

### Positive business impacts

- 83% of participants felt more positive about their employer because of the bike share
- Participants reported feeling happier and more productive on the job because of the bike share

### Leveraged innovative model

- Utilized a technology platform developed by the Open Bike Initiative (OBI), a pilot launched by Intel employees in 2013
- The platform is scalable to any type and number of bicycles; the checkout interface relies on text-messaging, making it easily accessible to users

### Potential to recreate program

- A new guide provides step by step directions for using open source OBI technology to set up future bike share programs without prior technology experience
- 75% of participants wanted to use the bikes more than they did, suggesting an opportunity to expand program engagement

This project was done in partnership with Columbia Sportswear, Kaiser Permanente, and Washington County Bicycle Transportation Coalition.

**These projects were made possible with support from Metro and the Federal Transit Administration**

## 2017 IMPACT



1,246

FEWER AUTO COMMUTE TRIPS EVERY WORK DAY



295,037

GALLONS OF GASOLINE SAVED



399

NUMBER OF TIMES WTA MEMBERS' ACTIVE TRANSPORTATION TRIPS WOULD CIRCLE THE EARTH

*Based on 2016 & 2017 surveys at 68 WTA member employer sites representing commutes for 24,571 people.*



## WTA MEMBER EVENTS

WTA events provided information on the future of multi-modal commute options, dynamic carpooling and how it can benefit employers, and how technology can impact last mile solutions. These events also provided opportunities for members to share best practices and discuss potential areas of collaboration.

## BIKE MONTH & BIKE MORE CHALLENGE

Incentive events and Ride for a Prize days promoted active transportation at member work sites with City of Beaverton, City of Hillsboro, City of Tigard, Intel, Kaiser Permanente Westside Medical Center, Vernier Software & Technology, and Washington County.

City of Hillsboro was crowned the 2017 WTA League Champion with City of Beaverton and Vernier Software & Technology finishing second and third. WTA also recognizes Washington County for having the largest number of riders and City of Tigard for having the highest percentage of new riders on their team.

## TABLING EVENTS

WTA provided information, resources, and incentives to promote non-drive alone commute options directly to more than 1,600 employees at events held at member sites, including Amazon, City of Hillsboro, City of Tigard, Columbia Sportswear, Intel, and PGE.

## TRAVEL OPTIONS SURVEY SUPPORT

WTA surveyed people at 20 sites to better understand how to engage employees in non-drive alone commute options and to comply with Oregon Department of Environmental Quality (DEQ) regulations. WTA advised three member sites in the creation of auto trip reduction plans that were approved by DEQ.

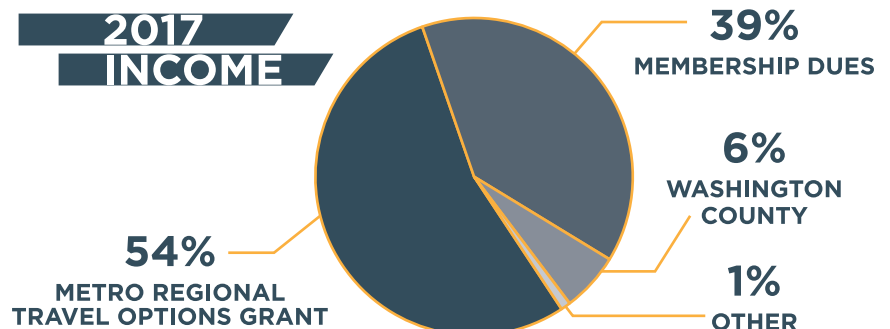
## ENVIRONMENTAL IMPACT

Reduced emissions from WTA members' non-drive alone commute trips equaled the carbon sequestered in one year by a forest the size of City of Forest Grove.

## REGIONAL REPRESENTATION

WTA served on numerous committees in partnership with City of Beaverton, City of Hillsboro, City of Wilsonville, Intel, Metro, Oregon Active Transportation Summit, Oregon Drive Less Challenge, Bike More Challenge, Washington County, and Westside Economic Alliance.

**\$**  
**\$1,158,575**  
**SAVED ON AUTO OPERATING COSTS**  
**BY REDUCING COMMUTE TRIPS**



## BOARD

**Brad Choi**  
City of Hillsboro

**Will Cortez**  
Community Representative

**Danielle Gregoire**  
Enterprise Holdings

**Adam Haslam**  
Kaiser Permanente

**Todd Juhasz**  
City of Beaverton

**Tom Mills**  
TriMet

**Nicole Paulsen**  
Tualatin Hills Park & Recreation District

**Andrew Singelakis**  
Washington County

WTA thanks the following individuals who left the board in 2017: Krisanna Clark, Chi Nguyen-Ventura, Aisha Panas, and Dr. Phil Wu.

## STAFF

**Jeff Pazdalski**  
Executive Director

**Valerie Egon**  
Program Manager

**Olivia Holden**  
Program Manager

## PLATINUM MEMBERS



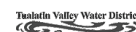
## GOLD MEMBERS



## SILVER MEMBERS



## BRONZE MEMBERS



## BASIC MEMBERS



**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



**Metro**

Made possible with support from  
Metro and the Federal Transit Administration