Expanding travel options: faster, smarter and more affordable

Commute Trip Reduction (CTR) Program & Board Evolution

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Roger Millar, Secretary of Transportation
Keith Metcalf, Deputy Secretary of Transportation
Key elements of the foundational CTR Program

- Legislatively mandated, statewide transportation demand management (TDM) program
- Employers work with employees to encourage alternative commute trips to driving alone
- Performance-focused
- Locally driven
- Targets peak-hour commutes to and from worksites
Statewide network of partners

1000+ Employers
- Support and encourage employees to ride a bus, train or bicycle; carpool; vanpool; walk and telework.

12+ Transit Agencies
- Operate public transit; coordinate services and administrative support with local governments.

More than 550,000 commuters statewide

60 Local Governments
- Develop local plans; provide assistance and services to help employers reach program goals.

6 RTPOs/MPOs
- Coordinate regional planning for participating jurisdictions.

State Legislature
- Enacts CTR laws and policies; approves program funding.

CTR Board
- Creates state program policies; determines grant allocations; reports program progress to Legislature.

WSDOT
- Administers grants; analyzes program performance and data; provides technical assistance.
Foundational CTR Program is high-performing and supported by the business community

- For every dollar the state invests in CTR, employers commit roughly $20 more to support their employees.
- Commuters left about 22,400 cars at home every weekday, instead opting to commute by bus, vanpool, train, walking, biking or teleworking.
- CTR-affected employees increased their non-drive-alone trip rate from 34 percent to 39 percent: 43 percent higher than the state average, and 66 percent higher than the national average.

“Investing in employee commute options creates a competitive advantage for hiring and retaining the best workers at Seattle Children’s. It also reduces the land and development costs associated with building parking garages, ensuring scarce real estate is used for a higher and better purpose: treating, preventing and eliminating pediatric disease. Moreover, commute options improve air quality, which is essential to the children we serve.”

Jamie Cheney
Director of Transportation, Seattle Children’s
Commuters in the CTR program significantly increased their use of non-drive-alone modes while the average rate for commuters in the state and nation did not increase.

Source: WSDOT analysis of CTR survey and American Census Survey data
Opportunity and support for more solutions

- Partners across Washington and the Puget Sound want more solutions.
- Foundational CTR program captures narrow trip market.
- Traffic is bad and getting worse— and not just during AM/PM peaks.
CTR strategic plan takes advantage of these opportunities

- Invest in strategies that work best for our partners and jurisdictions.
- Expand focus beyond traditional CTR.
- Increase support for TDM solutions.
- Streamline program administration.
- Focus resources on program delivery.
CTR Board evolution: tiered governance structure

Executive board – Secretary Roger Millar, Chair
- Big picture
- Roger’s peers at the table
- Politically influential, can effectively advance the board’s priorities
- Quarterly, 90-minute meetings
- Annual meeting with the Governor

Technical committee – Assistant Secretary Marshall Elizer, Chair
- Focused on supporting the vision and direction of executive board
- Fulfills RCW CTR Board requirements
- Member composition similar to that of existing CTR Board
- Potential member overlap with executive board
- Meets more frequently (bi-monthly or as needed)
# Partners to serve on executive board, technical committee

## Executive Board
- Business leaders
- Governor’s office
- WSDOT
- Freight
- Transit agency GMs and/or executives
- Ecology and/or Commerce director
- Higher education
- Cities and counties
- Public health

## Technical Committee
**Municipal or county jurisdiction representatives**
- Amy Shumann, Public Health (Seattle and King County)
- Kristina Walker, Downtown on the Go (City of Tacoma)
- One vacancy

**Transit agency representatives**
- Matt Hansen, King County Metro
- Jennifer Hass, Community Transit

**Citizen representatives**
- Ted Horobiowski
- Bryce Yadon, Futurewise

**State government representatives**
- Brian Lagerberg, Department of Transportation
- Veronica Jarvis, Office of Financial Management
- Nancy Pritchett, Department of Ecology

**Employer representatives**
- Molly Beeman, Everett Community College
- Melissa Wideman, Office of Financial Management
- Two vacancies

**Regional jurisdiction representatives**
- Karen Parkhurst, Thurston Regional Planning Council
- Larry Mattson, Yakima Valley Conference of Governments
Executive board

Purpose
Maximize affordable, multimodal transportation investments that effectively increase the efficient movement of people, goods and services; support economic vitality and a clean, healthy environment.

Goal
Increase the percentage of Washingtonians using alternative transportation commute methods to 29 percent by 2020 (Results WA).

Target
Remove an additional 26,000 daily SOV commute trips by 2020 (roughly double CTR performance).
Executive board roles and responsibilities

- Educate, advocate and advance smart, efficient, cost-effective transportation investments
- Empower other partners to support board’s goals
- Elevate TDM’s effectiveness and importance in supporting a strong economy, public health, and sustainability goals
- Influence WSDOT, regional and local TDM investments
- Establish TDM vision, targets, priorities
- Pursue additional TDM revenue
Next steps

• Launch new board in early February

• Recruit membership for executive board, technical committee

• Work with partners to refine goals, targets

• Develop bylaws
Thank you!

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