

# Expanding travel options: faster, smarter and more affordable

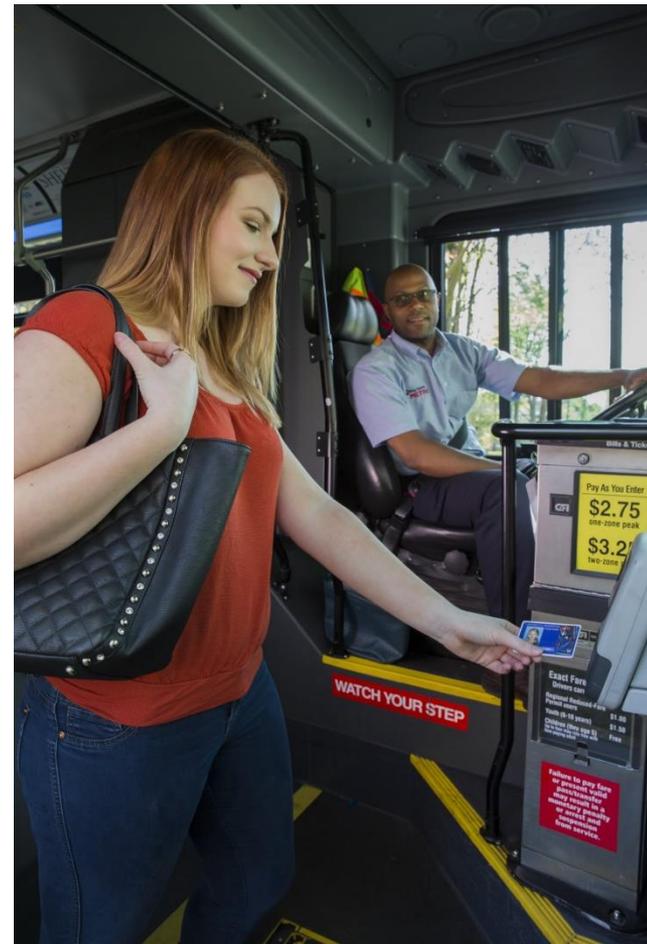
## Commute Trip Reduction (CTR) Program & Board *Evolution*

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Joint Transportation Committee  
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Roger Millar, Secretary of Transportation  
Keith Metcalf, Deputy Secretary of Transportation

# Key Elements of the Foundational CTR Program

- Legislated statewide transportation demand management (TDM) program
- Employers work with employees to encourage alternative commute trips to driving alone
- Performance focused
- Locally driven
- Targets AM/PM commutes to and from worksites
- Statewide program



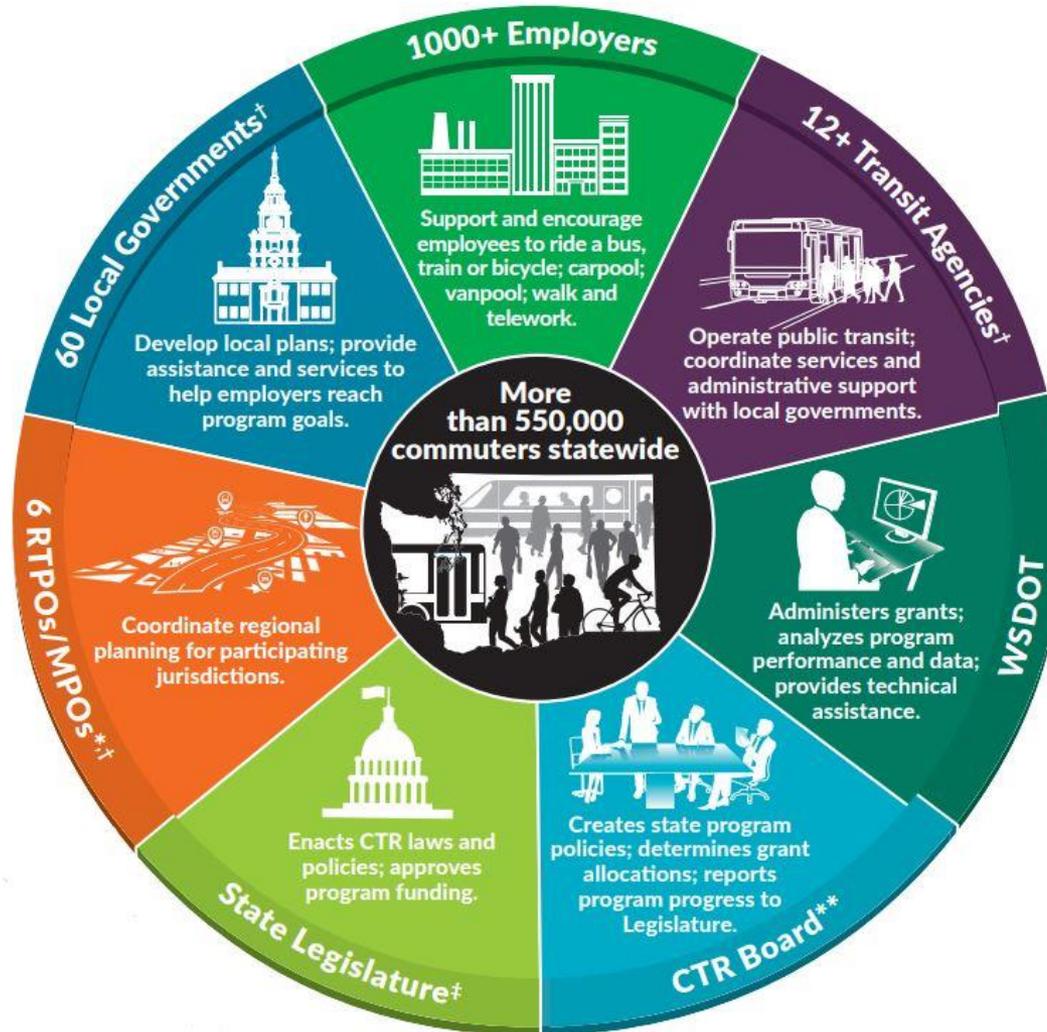
# Transportation demand management (TDM) description

Transportation demand management is a term that encompasses a broad set of strategies intended to reduce or diffuse travel demand among modes, time, or routes within a regional or local transportation system.

By providing choices and incentives for travelers to diversify their travel mode or behavior, TDM strategies relieve disproportionate pressures on segments of a transportation system.

Land use patterns can serve as either a source of or a solution to transportation demand.

# Statewide network of partners



# Foundational CTR Program is high performing and supported by the business community

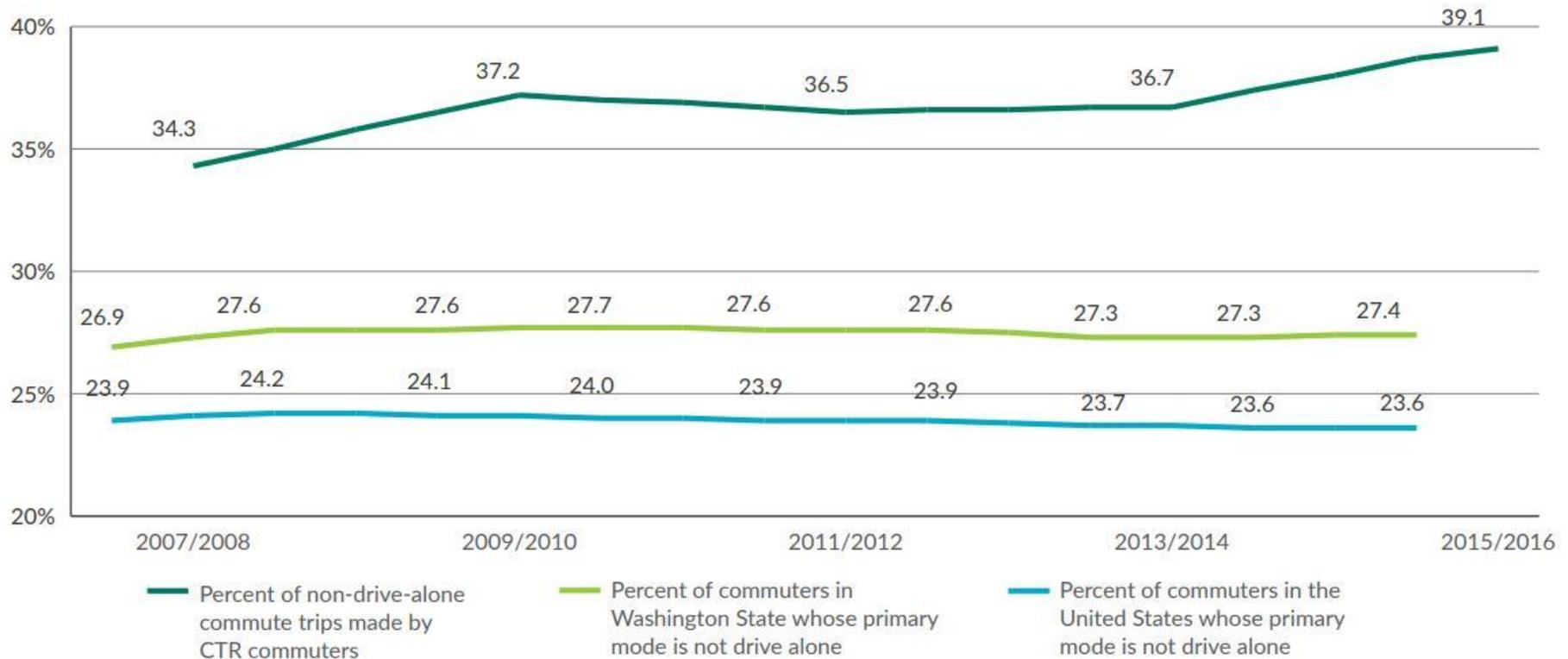
- For every dollar the state invests in CTR, employers commit roughly \$20 more to support their employees
- They left about 22,400 cars at home every weekday, instead opting to commute by bus, vanpool, train, walking, biking or teleworking
- From 2007 – 2016 the CTR program reduced 7.4% of vehicle miles traveled per employee, eliminating 33,500 metric tons in greenhouse-gas emissions annually

“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*

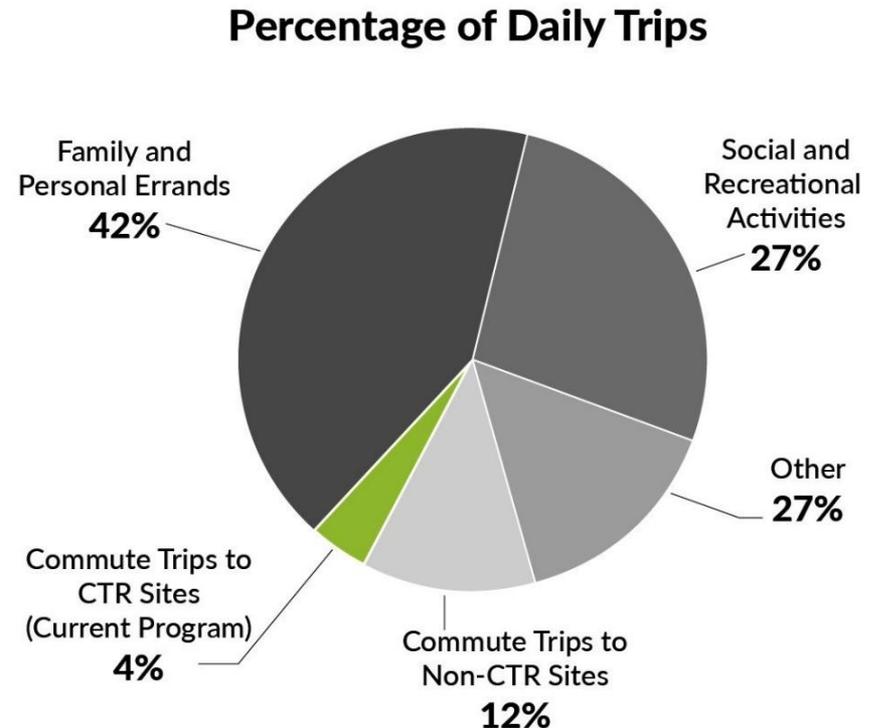
# Commuters in the CTR program significantly increased their use of non-drive-alone modes while the average rate for commuters in the state and nation did not increase



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, getting worse and not just during AM/PM peaks



## CTR strategic plan takes advantage of these opportunities by advancing three goals

- Increase the use of high-efficiency transportation options for commutes
- Expand the availability and use of transportation options
- Increase policy makers' support for TDM



# 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, 90min 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 existing board members
- 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 Commerce Directors
- Higher education
- Cities & counties
- Public health

## Technical Committee

### Municipal or county jurisdiction representatives

- Kristina Walker, Downtown on the Go (City of Tacoma)
- Two vacancies

### 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, supports economic vitality and a clean, healthy environment

## Goal:

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

## Target:

Remove an additional 26,000 daily SOV commute trips by 2020 (roughly double CTR performance)

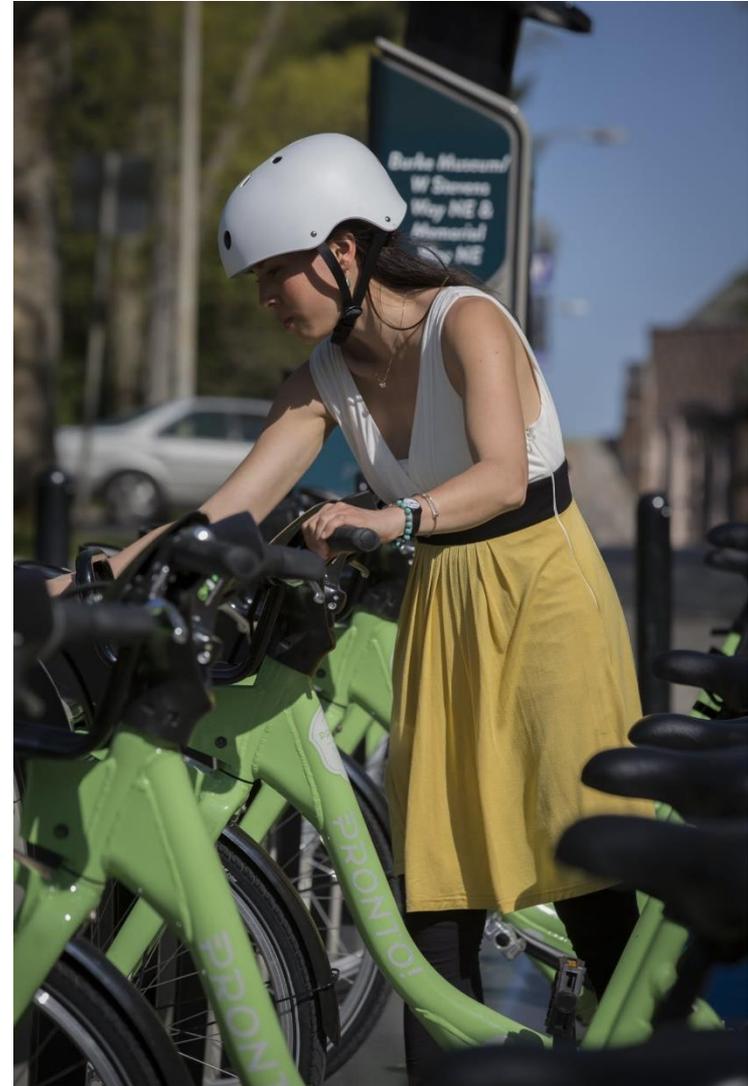
# Executive board roles and responsibilities

- **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

- Executive board, technical committee member recruitment
- Board launch in early February
- Work with partners to refine goals, targets
- Develop bylaws



# Questions?

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