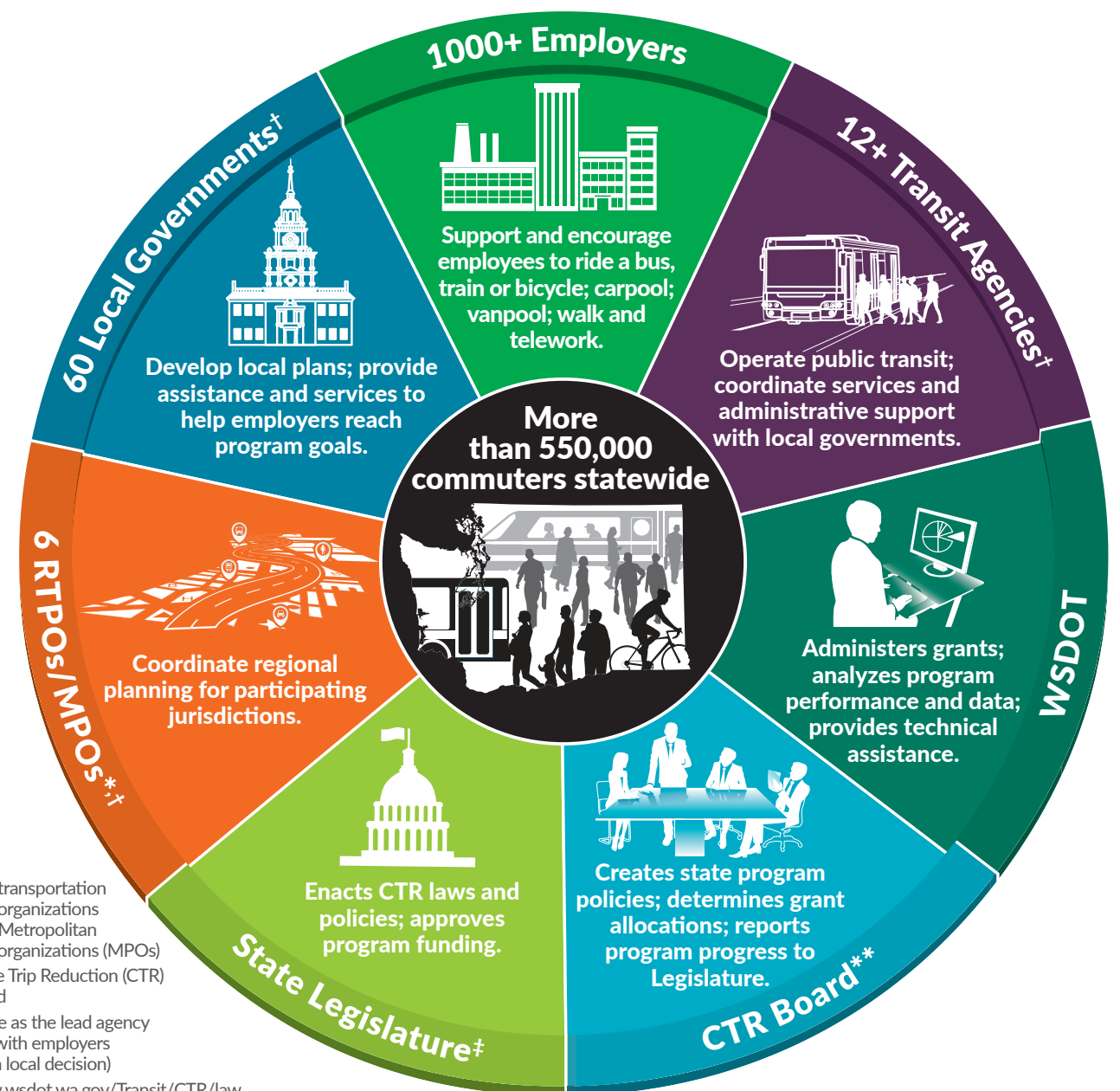


2017 REPORT TO THE LEGISLATURE

# CTR partnerships help people and the transportation system

The Washington State Commute Trip Reduction (CTR) program efficiently gets people to work and helps employers thrive by bringing businesses, policymakers, transit agencies, transportation planners and other community leaders together to develop and

implement solutions that are good for our economy, environment and transportation system. Through public-private partnerships, CTR supports major employers<sup>1</sup> in urban areas who encourage their employees to explore different ways to travel.



\* Regional transportation planning organizations (RTPOs)/Metropolitan planning organizations (MPOs)

\*\* Commute Trip Reduction (CTR) law/board

† May serve as the lead agency working with employers (based on local decision)

‡ See [www.wsdot.wa.gov/Transit/CTR/law](http://www.wsdot.wa.gov/Transit/CTR/law) for more information on the CTR law

## Washington Recognized as a National Leader

Washington state boasts the nation's only comprehensive statewide employer-based CTR program. Many local, regional and state government and planning agencies from around the country turn to Washington's example, experience and expertise when developing and implementing their own local programs for employers and schools.

"The state of Washington has led the CTR effort nationally," said Philip Winters, director of transportation demand management at the Center for Urban Transportation Research in Tampa, Florida. "They're definitely well known for what they've done."

## Local Jurisdictions Spur Innovation

In 2012, three cities (Seattle, Tacoma and Tukwila) and two counties (Snohomish and Yakima) began field-testing demand management programs (known as alternate plans) tailored to meet specific local needs. They tested strategies to increase CTR performance, streamline administration, and reach additional communities and businesses. Many of these innovations are now being adopted on a more widespread basis.

### Footnotes

<sup>1</sup> A "major employer" is an employer that employs 100 or more full-time employees at a single worksite who begin their regular workday between 6 and 9 a.m. on weekdays for 12 continuous months.

<sup>2</sup> 2009 CTR Report to the Washington State Legislature, using calculations from the Puget Sound Regional Council's model and WSDOT's Assessing Cost of Travel Annual Update from 2009.

<sup>3</sup> WSDOT calculation based on historical gas prices published by the US Energy Information Administration and typical fuel efficiency published by the US Environmental Protection Agency.

<sup>4</sup> WSDOT calculation based on Greenhouse Gas Equivalencies Calculator published by the US EPA.

<sup>5</sup> Chad Frederick, William Riggs and John Hans Gilderbloom (2017), "Commute Mode Diversity and Public Health: A Multivariate Analysis of 148 US Cities," International Journal of Sustainable Transportation.

<sup>6</sup> Calculation based on information from the EPA's Benefits Mapping and Analysis Program (BenMAP).

<sup>7</sup> Estimate is based on \$149 million in revenues for 2016 from ORCA Passport and Employer Choice Programs. CTR employers represent the majority of ORCA spending. A conservative estimate of \$75 million spent by CTR employers each year is a 24-to-1 ratio for the \$3.1 million of state CTR funding. The ORCA program represents only the investment in four of the nine CTR affected counties, and only a portion of investment by CTR employers in those counties. A 20:1 estimate for investment is therefore an extremely conservative estimate.

"We support CTR because it is our way of making employees' lives better and a great way to give back to our community."

Doug Ennett  
Operations Site Manager,  
Alorica Downtown, Spokane

"It's great riding my bike or walking to work. I fit in my daily exercise, save money and reduce wear and tear on my vehicle. Plus, I am doing my part to keep our air clean."

Carl Gross  
Spokane Regional Clean Air Agency

## MORE INFORMATION

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For information on the state agency CTR report, see [ctr.wa.gov](http://ctr.wa.gov)

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Thank you to Billy Norton of the Spokane County Commute Trip Reduction Office for helping develop the infographic.

## CTR HELPS PEOPLE GET TO WORK AND IMPROVES TRANSPORTATION SYSTEM PERFORMANCE

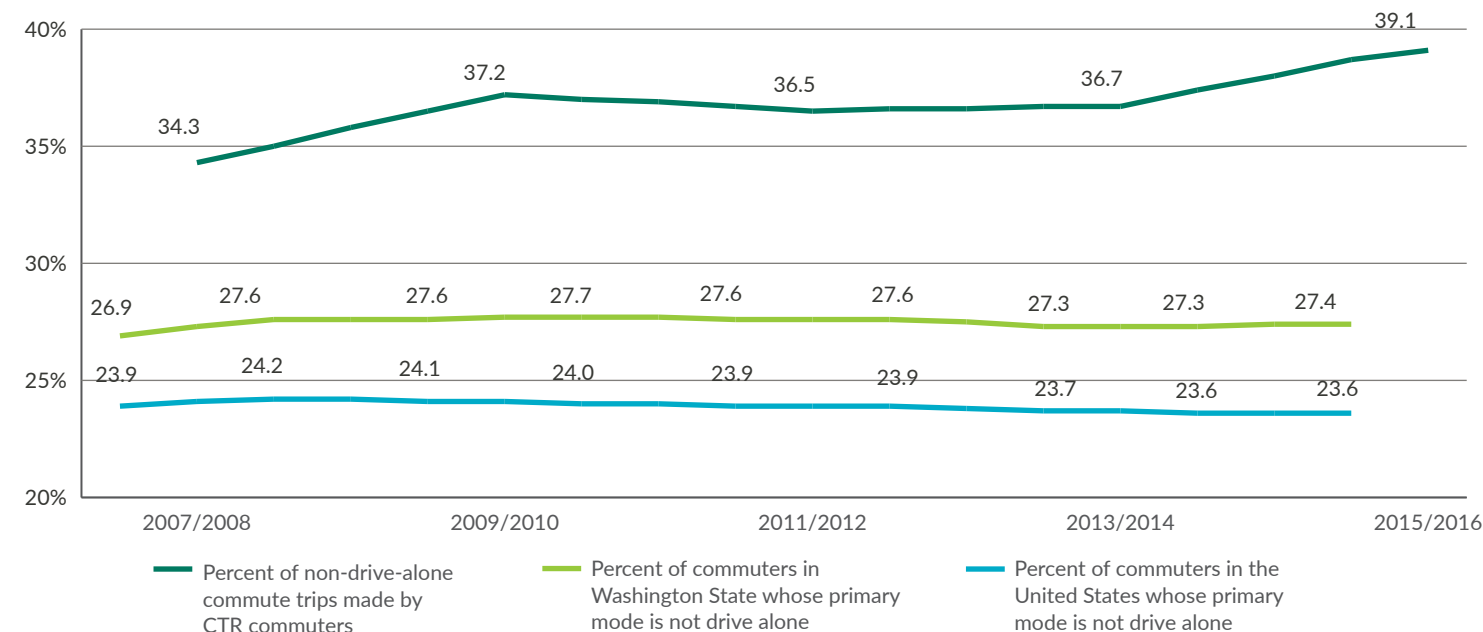
Informed and supported by their employer's CTR program, employees make choices that reduce highway delay, maximize existing infrastructure investments, provide job opportunities for more people, improve health, reduce air pollution, and build stronger communities.

### CTR's Impressive Performance from 2007 to 2016

In the past decade, CTR commuters increased their use of non-drive alone choices:

- Half a million employees at more than 1,000 CTR-affected worksites increased their non-drive-alone trip rate from 34.3 percent to 39.1 percent— 43 percent higher than the state average and 66 percent higher than the national average (see chart below).
- They left about 22,400 cars at home every weekday, instead opting to commute by bus, vanpool, train, walking, biking or teleworking.

**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

## CTR Supports Economic Success and Keeps Our System Moving

CTR helps maximize the current system by delivering increased performance from existing roads.

- The cars left at home by CTR commuters every weekday represents about one lane of bumper-to-bumper traffic for 74 miles (from Ritzville to Spokane or Issaquah to Olympia).
- The construction of 74 freeway lane-miles would cost billions. An example: the Tacoma/Pierce County HOV program, roughly a \$1.6 billion investment in 16.7 HOV lane miles of state highways in Pierce County.
- Analysis of the central Puget Sound region in 2009 showed that the program's performance reduced congestion nearly 8 percent, equating to a reduction of 12,900 hours of delay and saving \$99 million in congestion costs due to lost time and wasted fuel<sup>2</sup>.

## CTR Saves Commuters Money and Reduces Air Pollution

CTR reduced 7.4 percent of vehicle miles traveled per employee from 2007 to 2016 (from 10.9 to 10.1). This means 3.7 million fewer gallons of fuel used each year, saving commuters almost \$10 million<sup>3</sup>. This is an annual reduction of 33,500 metric tons in greenhouse-gas emissions, the same amount of carbon sequestered

annually by about 31,500 acres of forest<sup>4</sup>. That's enough trees to cover almost 60 percent of Seattle.

The program supports employers and commuters in both urban and rural areas. More and better travel options can expand the areas where people look for jobs. More travel options improve public health, with increased physical activity, less air pollution, and fewer automobile crashes<sup>5</sup>. The use of non-drive-alone travel provided statewide health benefits of more than \$725,000 in 2016<sup>6</sup>.

## CTR Provides a Strong Return on Investment for Businesses

For every dollar the state invests in CTR, employers commit roughly \$20 more to support their employees<sup>7</sup>. They know it's a wise investment strategy, because CTR programs help recruit and retain top employees. CTR survey results also allow employers to assess their programs and tailor their CTR strategies.

**“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*

## THE CTR BOARD AIMS TO GROW THE PROGRAM

The CTR Board seeks to build on the program's success by expanding to new communities and travel markets. This broader focus would further enhance the program's benefits for people using the transportation system.

- With help from local partners, WSDOT continues to improve its ability to integrate demand management into all phases of transportation projects and programs.
- In 2017 WSDOT and the CTR Board engaged employers, community members and transportation experts to hear new perspectives and develop a strategic plan for the program's future.

## Strong Demand for the New Grant Program

During its 2017 session, the Washington State Legislature created a \$250,000 pilot grant program to test new approaches to trip reduction.

In a competitive process, eight applicants requested \$1.1 million in funding and demonstrated local commitment to new strategies with \$518,000 in matching funds. WSDOT selected two projects. One focuses on a comprehensive program for all full- and part-time SeaTac employees. The second project expands CTR to small- and medium-sized businesses. Unfunded projects include residential-based marketing; increasing bike parking near high-capacity transit stations; promoting vanpooling to new markets; developing bike shelters, racks, and valet services for events; shifting long commutes to a large company to nearby branches; and focused marketing for rideshare coordination.

## CTR BOARD'S AGENDA FOR 2018

The CTR Board will work with partners to develop a funding request for the 2019 legislative session.

1. Build on the success of the CTR Program and the Pilot Grant Program to expand and improve CTR.
2. Use the CTR Strategic Plan to shape the future of the program.
3. Use CTR and other transportation demand management strategies and partnerships to support Practical Solutions.