



Tukwila CTR Pilot Program: Final Reflections

Pilot Program Overview

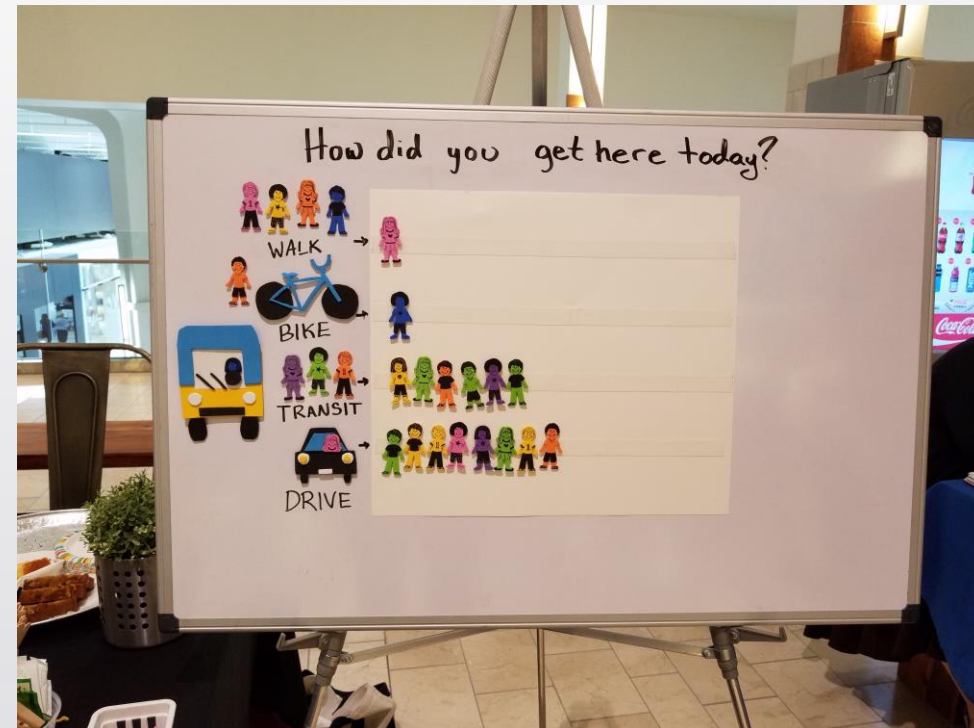
- Strategy: Local adaptation for greater effectiveness
- Focus:
 - Implement unfunded GTEC in Tukwila Urban Center (TUC)
 - Increase outreach to Manufacturing/Industrial Center (MIC)
- Emphasis on **all** trips while continuing regular CTR program
- Develop City of Tukwila TDM Plan



Hopelink Public Transportation Options (PTO) training with ReWA ESL class
September 2016

Implementation Strategies

- Small business outreach
 - Public Transportation Options trainings
 - Assistance with RideshareOnline.com (RSO)
 - Customized outreach
- Public events in TUC and MIC
 - Southcenter Mall
- Frequent RSO challenges



Outreach at Southcenter Mall employee event
Fall 2016



Performance Measurement: Methods

RideshareOnline.com data

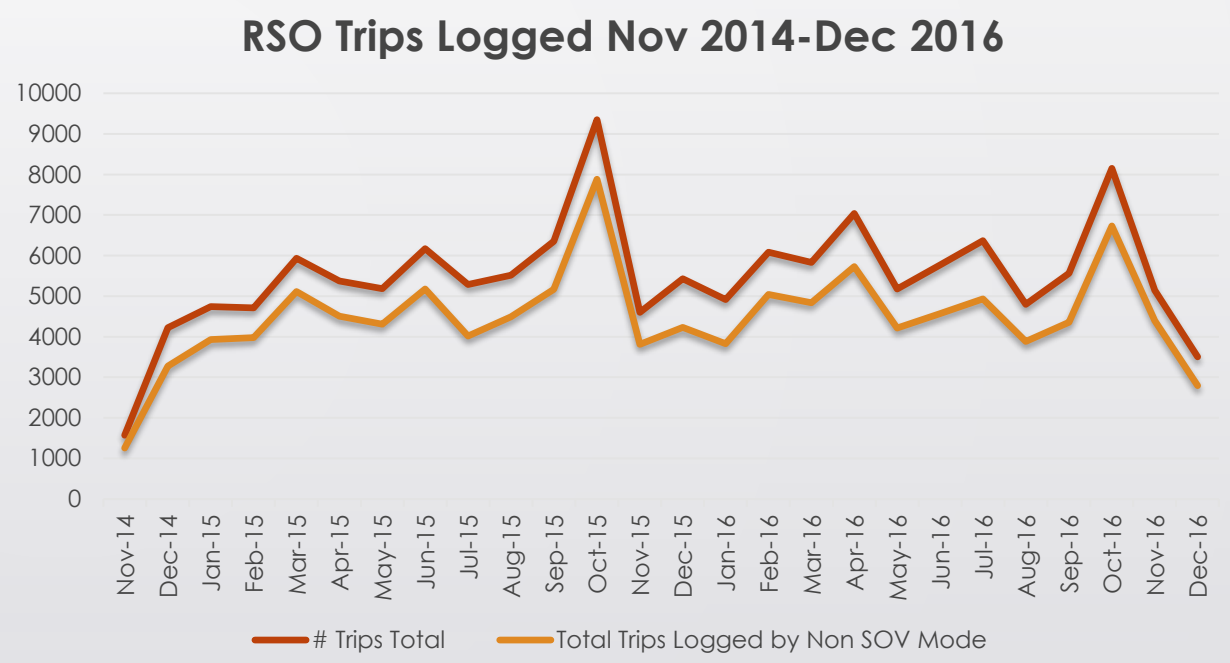
- Pros:
 - no additional cost
 - established method
 - easy to collect
- Cons:
 - data not archived for >2 yrs.
 - not direct measurement

Traditional CTR Survey data

- Pros:
 - no additional cost
 - established method
 - Consistency for affected employees
- Cons:
 - snapshot of one week represents 2 yrs.
 - lengthy format for employees
 - not direct measurement

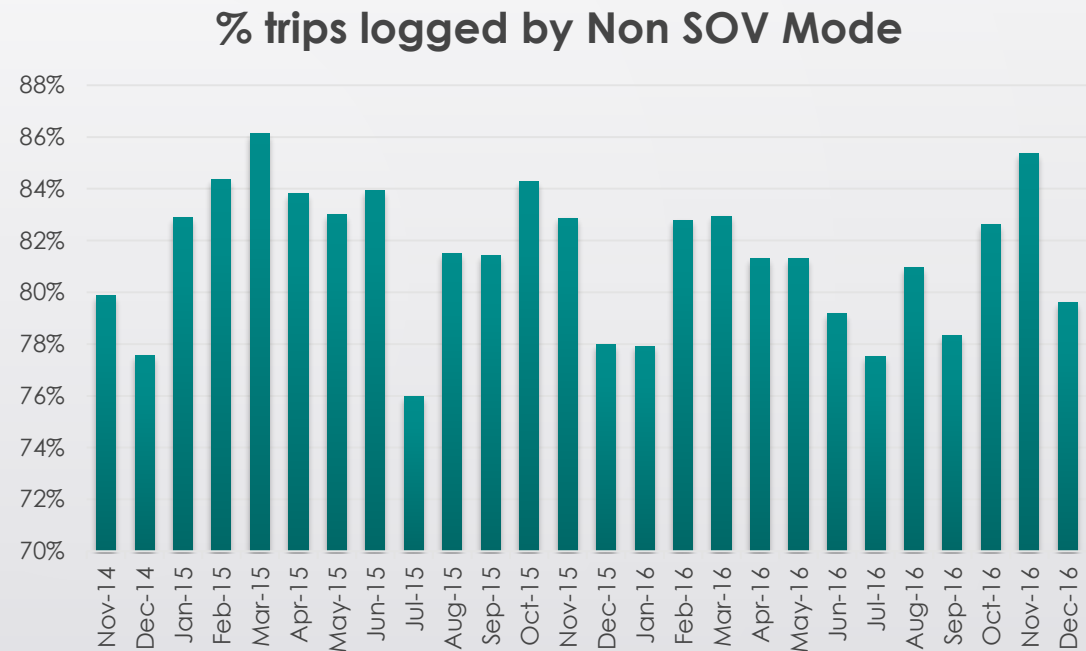
Results: RideshareOnline Data

- Initial increase in total trips and non-SOV trips logged
- Spike in activity in October 2015 & 2016 correlates with Wheel Options campaigns
- Other peaks may correlate with smaller events/RSO challenges



Results: RideshareOnline Data

- Seasonal variation in reported non-SOV trips apparent
- Limitations:
 - Doesn't reflect the same group over time
 - Only two years of data accessible

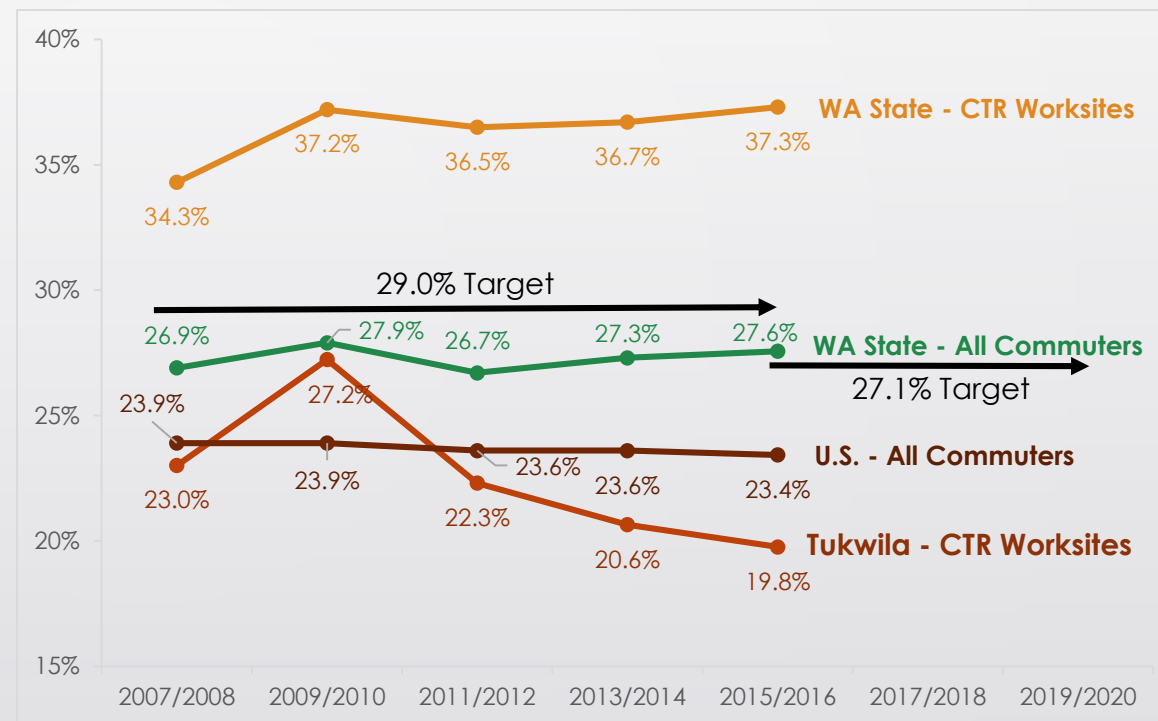


Results: CTR Program Employer Survey

Non Drive Alone Travel

- State and national commuter data offer perspective
- Demonstrates difficulty of achieving CTR goals in suburban jurisdictions
- Potential impacts of economic pressures

Historic NDAT Targets and Results

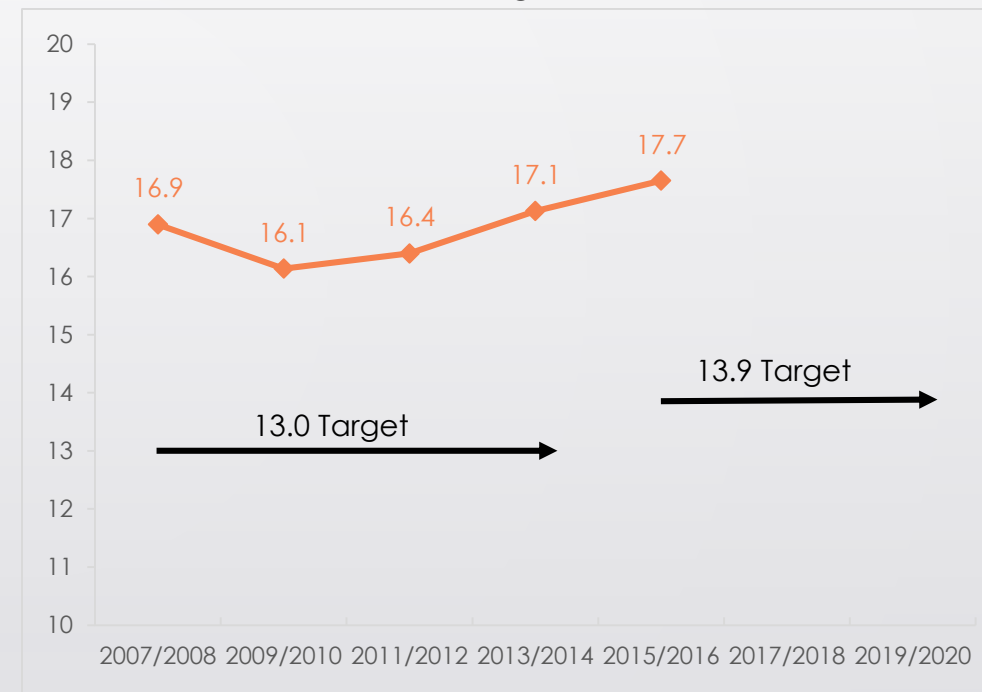


Results: CTR Program Employer Survey

Vehicle Miles Traveled

- Inverse relationship with NDAT
- Non-attainment points to need for greater (dis)incentives (within and outside of CTR program)
 - E.g. availability of free parking, convenience of transit

Historic VMT Targets and Results



TDM Plan



Image: Metropolitan Planning Council (Chicago)

- Plan drafted and under review
- Based on Bellevue TDM Plan
- Supporting document for CTR Plan and Transportation Element of Comprehensive Plan
- Will provide context for past Tukwila TDM programs and flexible structure for future efforts

Recommendations for Future CTR Programs

- Continue WSDOT mentorship
 - Community Liaison role is valuable
 - Provide assistance with performance measurement metrics early in the project
- Support on-the ground approaches
 - Ensure funding is adequate to hire outreach staff (regional staffing?)
 - Allow agencies to sub-contract with local organizations and non-profits



*TDM outreach staff at Sound Mental Health Open House
September 2016*



Recommendations for Future CTR Programs

- Continued flexibility to try innovative performance measures
- Maximize utility of RideshareOnline
 - Ensure ridesharing database is maintained
 - Improve visibility of apps (Trip Logger, Ride Matcher)
- Explore economies of scale for procurement (e.g. bike racks)
- Centralize marketing/materials development
- Coordinate trainings
 - Reinstate regular training for program implementers
 - Provide regular regional ETC trainings

Thank you!



Hopelink PTO training with ReWA ESL class
December 2016

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