

# Snohomish County CTR Alternate Plan

Update to the CTR Board – May 30, 2014



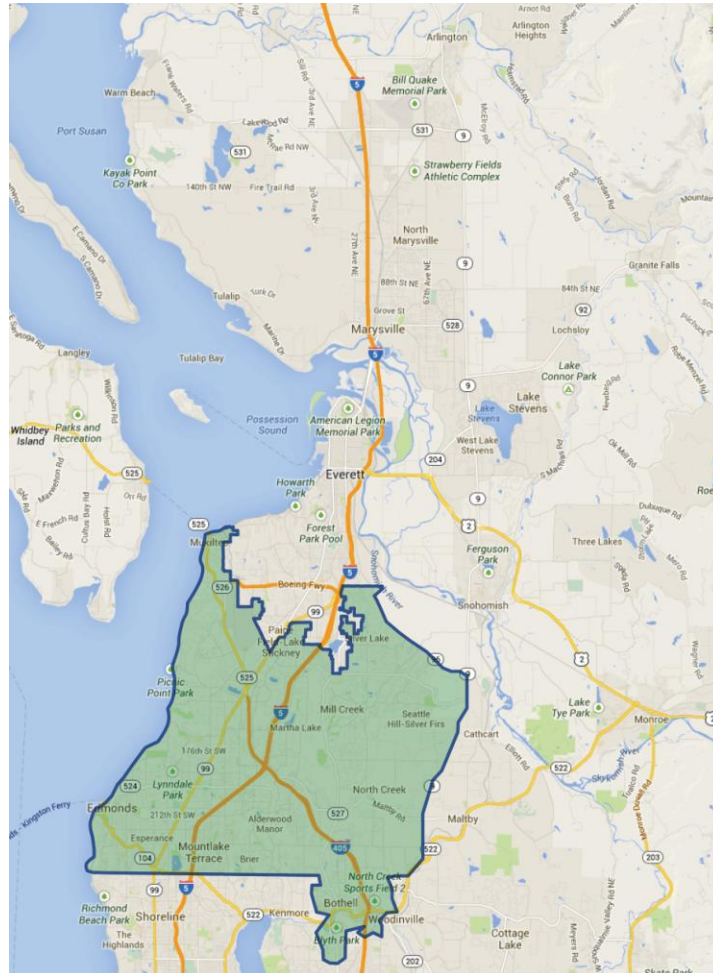
# Purpose of Alternate Plan

*To develop a TDM program in Snohomish County that merges the successful strategies from our traditional employer-based CTR program with our corridor-based trip reduction program, creating a unified program that focuses resources on areas with the greatest trip reduction potential and return on investment.*

# Key Elements of Alternate Plan

- Target 6 jurisdictions located within Snohomish County's Southwest Urban Growth Area (56 worksites)
  - Employers receive an expanded menu of programs and services
  - Data collection through RideshareOnline.com (RSO) trip calendar
  - Annual report is replaced by shorter quarterly reports
  - Higher trip reduction requirement – 15% over 4 years
- Remaining 3 jurisdictions located outside the SW UGA (10 worksites)
  - Continue to receive same level of employer-based services
  - Lower trip reduction requirement - 5% over 4 years

# Snohomish County Southwest Urban Growth Area (UGA)



# Developed Brand for Alternate Plan



- Choice Connections Program
  - Combines employer and residential TDM programs
  - Highlight personal benefits of transportation options
  - Directs users to RSO
- Innovative Transportation Programs
  - Smart Commuter Rewards
  - Curb the Congestion

# Choice Connections Marketing

**Choice Connections**  
Innovative Transportation Programs

You have a choice when it comes to **how you get to work!** Get connected now.

- INCENTIVES and REWARDS**  
Choice Connections is a new program that rewards you for choosing a better commute and offers you the tools and resources to get started.
- LIVING BETTER**  
When you choose a smart alternative to driving alone, your efforts reduce traffic, save money and time, and help the environment.
- SAVING TIME and MONEY**
- HEALTH BENEFITS**

**Sign up, log your trips and see the rewards!**

[www.communitytransit.org/ChoiceConnections](http://www.communitytransit.org/ChoiceConnections) | 425-438-6136

Choice Connections | Innovative transportation programs to reduce traffic congestion and pollution while encouraging healthy travel options.

**Choice Connections**  
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- INCENTIVES and REWARDS**
- LIVING BETTER
- SAVING TIME and MONEY
- HEALTH BENEFITS

You have a choice when it comes to **how you get to work!** Get connected now.

**How does Choice Connections benefit you?**

**INCENTIVES and REWARDS**

When you choose a smart alternative to driving alone, you reduce stress, save money and help the environment. And when you log your trips by carpool, vanpool, biking, bus or walking, you earn rewards! You may even qualify for recognition as our Smart Commuter of the Year. *We call that a win/win.*

**Sign up, log your trips and see the rewards!**

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# Curb the Congestion Program

- Targets residents and commuters along 5 corridors in SW UGA
- Funded through federal grants and development fees
- Utilizes RSO trip calendar for consistent tracking
- Engages small businesses along the corridors
  - Program Consultations
  - Promotions and Materials
  - Transportation Fairs



Save more. Stress less.  
**It pays to choose a smarter trip.**

Ride the bus, carpool, vanpool, bike or walk – instead of driving alone – and get **\$50** a month for three months!

Learn more and sign up at  
[www.communitytransit.org/CurbIt](http://www.communitytransit.org/CurbIt)



**curb** the congestion  
A partnership between  
Community Transit and Snohomish County

Eligible corridors include: 128th St · 164th St · 196th St · Bothell-Everett Hwy · I-405

Curb the Congestion is a program to reduce traffic and encourage healthy travel options on congested roadways. The following corridors are funded by Snohomish County through developer mitigation and federal grants: 128th Street, 164th Street, 196th Street and Bothell-Everett Highway.

**Communities InMotion - I-405** is funded by King County.  
*\* When eligibility requirements are met.*

# Plan Implementation Timeline

## **June – August 2013**

- Created SW UGA Network in RSO and wire wrap
- Developed implementation plan
- Conducted ETC and Small Business surveys

## **September 2013**

- Met with jurisdictions and CTR employers

## **October – December 2013**

- Held one-on-one meetings with ETCs
- Developed Choice Connections brand and materials



# Plan Implementation Timeline

## January – February 2014

- Transitioned Curb the Congestion tracking calendar to RSO

## March 2014

- Created new quarterly report
- Developed comprehensive ETC training
- Collected baseline trip data

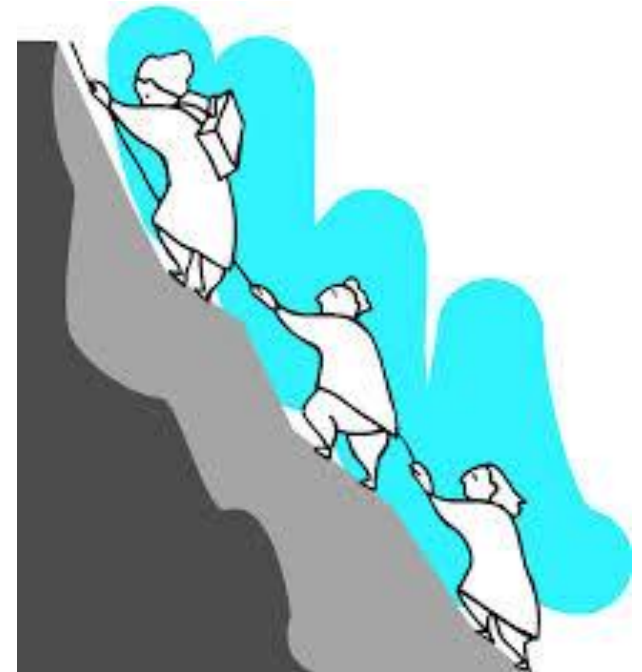
## April – May 2014

- Quarterly report follow-up



# Our Challenges

- There is an RSO learning curve for ETCs
  - RSO network hierarchy
  - Pulling reports to complete quarterly report
  - Familiarity with end user functionality
- Data management
  - Mining data from RSO database



# Employer Challenges

- Employees don't have email and/or access to computers at work
- ESL population with multiple languages spoken at worksite
- Union regulations or company policy prevent ETC from importing employee information to RSO
- Employees already participate in another incentive program to receive company subsidy and now have to log trips on two calendars



# What's Working for Us

## Success

- Increased RSO registrations by 800% at CTR worksites from 10/01/13 to 04/30/14
- Upgraded the RSO system with addition of trip time data collection
- 100% completion of first quarterly report

## Benefits

- Greater engagement with ETCs
- Allows for dynamic data collection through RSO
- Review worksite data quarterly and recommend proactive changes
- Better representation of trip reduction activity & trends



# What's Working for Employers

## Success

- Updated subsidy program to utilize RSO calendaring and reports
- Exploring additional program improvements to roll out with RSO logging requirements
- 18% have met RSO baseline goal of 15% population registered

## Benefits

- Re-energized ETCs to evaluate CTR programs & make updates
- Wide range of incentives available to employees
- Opportunity to track subsidy and incentive participation
- Creates efficiencies in CTR program reporting

# Program Results To-Date

RSO Data (01/01/14-04/30/14)	Choice Connections Worksites	Curb the Congestion <small>(duplicate users removed)</small>	Total
Total registered users	1,908	478	2,386
New registered users	361	466	827
Trips Saved	43,594	14,209	57,803
CO2 Emissions Saved	719,215	168,973	888,188
Fuel Saved	36,554	8,794	45,348
Non-SOV Miles Logged	1,091,439	267,826	1,359,265

- Also collecting mode split
- Baseline trip data pulled from RSO for Q1 2014 on 03/31/2014

# Looking Ahead

- Increase number of alternative commute trips logged
  - Promote iCarpool TripLogger app
  - Promote Choice Connections incentives
- Create customized plans for challenging worksites
- Update RSO training with feedback from ETCs
  - Network hierarchy
  - Managing networks
  - Communicating with employees
  - Link RSO calendaring to an employer's subsidy program to increase participation



