

Unique ideas generated by five statewide transportation workshops

Idea	City	Primary Theme	Secondary Theme	Tertiary Theme	Included in Proposal
Provide safe places for people to ride bikes	Everett	Active transportation	Infrastructure		Focus on active transportation
Connect bike lanes and trails and provide signage	Spokane	Active transportation	Infrastructure		Focus on active transportation
Enlist advocacy groups to get people to services	Seattle	Advocates	Equity		Included in multiple proposals
Better communication and strategic alignment within agencies and regions/regional governance	Multiple	Agency coordination	Regional/network planning		Reorient to regional approach
Create transit agency partnerships to share best practices, collaborate for connectivity between regions and service areas	Everett	Agency coordination	Regional/network planning		Reorient to regional approach
Consolidate services and providers in some cases, streamline services	Everett	Agency coordination	Consolidation		Reorient to regional approach
Efficiently leverage resources as a pool across the community	Yakima	Agency Coordination			Reorient to regional approach
Shared communication platform to connect service providers (e.g., transportation, school, medical, shopping)	Yakima	Agency Coordination	Communication		Reorient to regional approach
Interagency connectivity with feeder service feeder commuter buses along I-5 corridor to rural population centers	Everett	Agency Coordination			Reorient to regional approach
Combine efforts/schedules/pricing between bus, trains, non profits, ferries (one booklet with everything)	Everett	Agency Coordination	Transit pass		Reorient to regional approach
Identify institutional barriers to innovation in transportation	Spokane	Education			Focus on education
Encourage employers to work together to collaborate on vanpool and other non-SOV options	Yakima	Employer collaboration			Included in multiple proposals
Incentivize employer programs to transport workers to appointments and services	Seattle	Equity	Increase private investment		Included in multiple proposals
Invest in areas affected by inequality	Seattle	Equity			Included in multiple proposals
Offer incentives to private companies to invest in service workers' transportation choices	Seattle	Equity	Increase private investment		Attract more private investment in TDM
Organize employees so there is a mix of age and income levels	Seattle	Equity			Included in multiple proposals
Private sector regulated or incentivized to serve people with special needs	Seattle	Equity	Regulations	Increase private investment	Attract more private investment in TDM
Provide vanpool options to people with special needs	Seattle	Equity			Focus on shared mobility
Encourage government to increase support for vulnerable people (free rides, services)	Everett	Equity	Increase public investment		Included in multiple proposals
Fund transportation to school, universities (not just businesses)	Everett	Equity	Increase public investment		Keep CTR, expand TDM
Transportation options for growing elderly population	Yakima	Equity			Idea moved elsewhere for development
Mobility as a service for special needs populations	Seattle	Equity			Included in multiple proposals
For rural areas, rideshare becomes a part of paratransit and transportation system	Seattle	Equity			Included in multiple proposals
Change the way we view employment/job hours; more shift work/remote work	Seattle	Flexible work options			Focus on telework/flexible work options
Increase technology to get clients access to services remotely	Seattle	Flexible work options			Focus on telework/flexible work options
Penalize or incentivize companies to promote telework	Multiple	Flexible work options			Focus on telework/flexible work options
Allow active commute to count as part of an employee's hours for the workday (capped at an hour a day)	Yakima	Flexible work options	Active transportation		Focus on telework/flexible work options
Allow teleworking on buses and trains so people do not "lose" that time	Yakima	Flexible work options	Technology		Focus on telework/flexible work options
Connect rural community to IT jobs	Yakima	Flexible work options	Technology		Focus on telework/flexible work options
Large employers incentivize housing swaps to minimize commutes	Yakima	Flexible work options			Focus on shortening commute distances
Encourage satellite offices in bedroom communities to decrease commute distances	Everett	Flexible work options			Focus on telework/flexible work options
Work with medical centers to shift start times to more transit friendly times for employees	Spokane	Flexible work options			Focus on telework/flexible work options
Incentivize large/mid-sized employers to stagger work start times	Yakima	Flexible work options			Focus on telework/flexible work options
Improve east-west freight connections	Olympia	Freight			Idea moved elsewhere for development
Invest in improvements to resilience to prevent economic interruptions to local economies and freight	Olympia	Freight			Idea moved elsewhere for development
Last mile freight solutions that lessen congestion in city centers	Olympia	Freight	First/last mile		Idea moved elsewhere for development
Move freight off of roads and back to rail	Olympia	Freight	Infrastructure		Idea moved elsewhere for development
Expand freight capacity	Seattle	Freight			Idea moved elsewhere for development
Remove freight from major roadways	Multiple	Freight	Regulations		Idea moved elsewhere for development
Restrict freight during commute periods	Seattle	Freight	Regulations		Idea moved elsewhere for development
Develop strategic plan to address efficient use of Stampede Pass (railroad)	Yakima	Freight			Idea moved elsewhere for development
Automated dedicated truck lane on major freight routes	Olympia	Freight	Technology		Idea moved elsewhere for development
Automated freight	Seattle	Freight	Technology		Idea moved elsewhere for development
Fund a reverse commute program	Seattle	Funding	Equity		Idea moved elsewhere for development
Incentivize vanpools (b&o tax reimbursements to businesses, shorten employee hours, reward for time spent on transit)	Olympia	Funding			Focus on shared mobility
Incentivize innovation	Spokane	Funding	Technology		Included in multiple proposals
Pay for performance not modal solutions	Spokane	Funding			Idea moved elsewhere for development
Write health/health equity into transportation plans	Olympia	Health	Equity		Idea moved elsewhere for development
Introduce regulations to discount transit and ridesharing trips related to health	Seattle	Health	Regulations	Equity	Idea moved elsewhere for development
Mobile health clinics	Seattle	Health	Equity		Idea moved elsewhere for development
Fund access to medical/healthcare for non emergency care	Everett	Health	Equity		Idea moved elsewhere for development
Private fleets for day trips for employees	Olympia	Increase private investment			Attract more private investment in TDM
Company sponsored transportation specialist	Olympia	Increase private investment	Marketing		Attract more private investment in TDM
Broader implementation of private car-share for first/last mile connections	Olympia	Increase private investment			Attract more private investment in TDM

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Employer incentivized transportation programs to include amenities (e.g., child care, cafeterias, shuttles, bus passes, less parking)	Olympia	Increase private investment	Facilities		Attract more private investment in TDM
Child care facilities at transit centers or major employers	Olympia	Increase private investment	Facilities		Attract more private investment in TDM
Encourage employers to have showers, lockers to support active transportation	Olympia	Increase private investment	Facilities		Included in multiple proposals
Allow boats to be private commuters	Seattle	Increase private investment			Attract more private investment in TDM
Bring in outside investment (e.g., tourism, industry)	Seattle	Increase private investment			Attract more private investment in TDM
Employees demand more transportation options from their employers	Seattle	Increase private investment			Attract more private investment in TDM
Let private companies run transit/shuttles/vanshares or some portion of those things	Seattle	Increase private investment			Attract more private investment in TDM
Loosen restrictions to allow private companies to work together and incentivize efforts (perhaps no taxes)	Seattle	Increase private investment	Regulations		Attract more private investment in TDM
Privatize solutions to first-mile/last-mile issues	Seattle	Increase private investment	First/last mile		Attract more private investment in TDM
Privatize vanpools	Seattle	Increase private investment			Attract more private investment in TDM
Regulate or incentivize private transportation systems to allow others to use their system (not just their employees)	Seattle	Increase private investment	Regulations		Attract more private investment in TDM
Sell all parking lots to privately owned transit companies; allow them to charge for use and advertise transit to the lot	Yakima	Increase private investment	Land use		Attract more private investment in TDM
Have locker rooms at larger employers so people can shower and change when they get to work after active transportation	Yakima	Increase private investment	Active transportation	Facilities	Included in multiple proposals
Large employers run commute shuttles for employees	Yakima	Increase private investment			Attract more private investment in TDM
Incentivize or invest in employer shuttles in identified corridor hotspots or major park and rides	Everett	Increase private investment			Attract more private investment in TDM
Privatize transit agencies - private does it better and more efficiently	Multiple	Increase private investment			Attract more private investment in TDM
Activate private business/operators for paratransit and first/last mile; grants/loans for retrofitting	Spokane	Increase private investment	First/last mile	Equity	Attract more private investment in TDM
More private transportation options	Seattle	Increase private investment			Attract more private investment in TDM
Expand public transportation routes to cover more of the population	Seattle	Increase public investment	Expand services		Focus on transit
Increase CTR efforts/advocate for CTR funding	Seattle	Increase public investment	Advocates	Funding	CTR at more worksites
Increase investment in bus and rail	Seattle	Increase public investment	Infrastructure	Funding	Focus on transit
Increase investment in high speed rail	Seattle	Increase public investment	Infrastructure	Funding	Focus on transit
Increase transit service levels	Seattle	Increase public investment			Focus on transit
Increase transit service to suburbs	Seattle	Increase public investment	Expand services		Focus on transit
Localized options - cities funding their own transit	Seattle	Increase public investment			Community-driven TDM (GTEC)
Make it cheaper and faster to ride ferries/create fast ferries	Seattle	Increase public investment			Focus on transit
Provide free public transportation to everyone	Seattle	Increase public investment	Funding	Expand services	Focus on transit
State 'UTC' develops a permit process for private entities to provide services within city or state where services are limited	Seattle	Increase public investment	Regulations		Included in multiple proposals
Increased vanpools for rural areas	Yakima	Increase public investment	Expand services		Focus on shared mobility
Target need and create express bus routes to serve the areas	Multiple	Increase public investment	Expand services		Focus on transit
Fund a high-profile pilot project that creates collaboration and reduces reliance on SOVs	Yakima	Increase public investment	Public-private partnerships		Included in multiple proposals
Help shape federal stimulus package so it focuses on transportation solutions	Yakima	Increase public investment	Funding		Focus on smart growth (land use, transit oriented development, etc.)
Paratransit for elderly	Yakima	Increase public investment	Equity		Included in multiple proposals
New funding source for bike/ped/transit	Yakima	Increase public investment	Funding	Active transportation	Focus on active transportation
State-supported bike routes and bicycle amenities	Yakima	Increase public investment	Active transportation		Focus on active transportation
Mobility as a service for first/last mile	Yakima	Increase public investment	First/last mile		Included in multiple proposals
Expand Ben Franklin Transit in rural areas	Yakima	Increase public investment	Expand services		Focus on transit
Invest in bike/ped infrastructure along abandoned rail corridors	Everett	Increase public investment	Active transportation	Infrastructure	Focus on active transportation
Accelerate service frequency to give riders more readily available options	Everett	Increase public investment			Focus on transit
Find ways to decrease number of transfers needed between major transportation areas and hubs	Everett	Increase public investment			Focus on transit
Grants specifically for bike and ped improvements	Spokane	Increase public investment	Active transportation		Focus on active transportation
Redesign bus systems to be more efficient (coverage vs frequency)	Spokane	Increase public investment	Investment prioritization		Focus on transit
More real-time/on demand public transportation	Spokane	Increase public investment			Focus on transit
WSDOT grant programs targeted to the WA people want in future (more place making in city and towns, more complete streets, more local jobs)	Olympia	Increase public investment	Funding		Included in multiple proposals
Bike, ped and transit investments	Olympia	Increase public investment	Active transportation		Focus on active transportation
Free transit	Seattle	Increase public investment			Focus on transit
Countywide public transportation system	Yakima	Increase public investment	Regional/network planning		Focus on transit
Commuter transit throughout Lower Yakima Valley/Rideshare App	Yakima	Increase public investment	Technology		Idea moved elsewhere for development
State funding to support transit systems expanding to nearby rural jurisdictions	Yakima	Increase public investment	Expand services		Reorient to regional approach
Adopt bus rapid transit across Puget Sound	Everett	Increase public investment	Infrastructure		Focus on transit
More reliable commute options to give people predictability in their commute (i.e. more bus routes, connector options to light rail)	Everett	Increase public investment	Expand services		Included in multiple proposals
Rideshare integration to improve first/last mile connections to transit	Everett	Increase public investment	First/last mile		Focus on shared mobility
Real time on demand public transportation	Spokane	Increase public investment			Focus on transit
Sustain funding for rural transportation providers	Spokane	Increase public investment	Funding		Included in multiple proposals

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Funding stability	Spokane	Increase public investment	Funding		Included in multiple proposals
Dedicated public shuttle between Seatac and Olympia	Spokane	Increase public investment			Focus on shared mobility
Rapid expansion of high capacity transit (not piecemeal, whole systems)	Spokane	Increase public investment	Infrastructure		Focus on transit
Free transit for all cities w/>50K population funded through economic growth and lower infrastructure repair costs	Spokane	Increase public investment	Expand services		Focus on transit
Fund programmatic TDM programs more	Spokane	Increase public investment	Funding		Keep CTR, expand TDM
Complete streets policy for all communities/counties; design roads for all users (people of all ages/abilities)	Multiple	Infrastructure	Equity		Included in multiple proposals
Increase rail infrastructure both E/W and N/S to ensure efficient delivery and transport systems.	Olympia	Infrastructure			Idea moved elsewhere for development
Better and safer active transportation infrastructure	Olympia	Infrastructure	Active transportation		Focus on active transportation
Add HOV lanes to existing lanes until permanent HOV lanes can be built	Olympia	Infrastructure			Idea moved elsewhere for development
Expand light rail and express bus service	Olympia	Infrastructure	Expand services		Focus on transit
HOV - Portland to Everett	Olympia	Infrastructure			Idea moved elsewhere for development
Docking stations for kayaks that include lockers	Olympia	Infrastructure	Facilities		Focus on active transportation
Build regional hyperloop between cities	Seattle	Infrastructure	Regional/network planning		Idea moved elsewhere for development
Capital investments that increase transit operating efficiency	Seattle	Infrastructure	Increase public investment		Included in multiple proposals
Charge an impact fee to developers to help pay for infrastructure	Seattle	Infrastructure	Regulations		Idea moved elsewhere for development
Dedicated bus lane on I-5	Seattle	Infrastructure			Idea moved elsewhere for development
Expand light rail across the state	Seattle	Infrastructure			Idea moved elsewhere for development
Separate public transportation from congested roadways	Seattle	Infrastructure			Idea moved elsewhere for development
Shift 3rd avenue in Seattle commercial core to transit only	Seattle	Infrastructure	Regulations		Idea moved elsewhere for development
We need more east-west systems	Seattle	Infrastructure			Idea moved elsewhere for development
Double stack highway lanes	Yakima	Infrastructure			Idea moved elsewhere for development
Open stampede pass for passenger traffic	Yakima	Infrastructure			Idea moved elsewhere for development
High-speed rail to Cle Elum and Ellensburg, as they are bedroom communities for Seattle	Yakima	Infrastructure	Expand services		Idea moved elsewhere for development
Increase electric charging stations infrastructure	Yakima	Infrastructure			Reorient to electric vehicles
Increase travel on the rivers in the area and create more ports	Yakima	Infrastructure			Idea moved elsewhere for development
Increase highway 12 or highway 2 to four lanes	Yakima	Infrastructure			Idea moved elsewhere for development
Widen corridors on two lane highways	Yakima	Infrastructure			Idea moved elsewhere for development
Create more walkable neighborhoods	Yakima	Infrastructure	Active transportation		Focus on active transportation
Inductive electric lanes on I-90 for electric cars	Yakima	Infrastructure			Reorient to electric vehicles
Increase equalization funding for rural transits, accelerating infrastructure projects	Everett	Infrastructure	Funding		Idea moved elsewhere for development
Expand park and rides/add parking to existing lots	Spokane	Infrastructure			Focus on transit
Work with WSDOT to expand shoulder running	Spokane	Infrastructure			Idea moved elsewhere for development
Design for multi-modal	Spokane	Infrastructure			Emphasize modal connectivity
Completion of north-south freeway to include all modes of transportation	Spokane	Infrastructure			Idea moved elsewhere for development
Spend money on infrastructure that creates less maintenance	Spokane	Infrastructure			Idea moved elsewhere for development
Increase capacity on freeway to alleviate congestion on arterials	Spokane	Infrastructure			Idea moved elsewhere for development
Quit road dieting	Spokane	Infrastructure			Idea moved elsewhere for development
Bicycle education for both drivers and bicyclists investment in bicycle infrastructure	Spokane	Infrastructure	Education		Included in multiple proposals
Better coordination of transportation in rural areas	Spokane	Infrastructure	Regional/network planning		Reorient to regional approach
Create more walkable communities	Spokane	Infrastructure			Included in multiple proposals
Implement modes based on safety, including smart designs with good lights, good visibility, and other factors to keep users feeling secure	Spokane	Infrastructure	Facilities		Included in multiple proposals
Focus on road quality (is it comfortable to bike/walk? What condition are the sidewalks in?)	Spokane	Infrastructure			Idea moved elsewhere for development
Get high speed ferries from Olympia - Tacoma (south sound) to Seattle (north)	Olympia	Infrastructure			Focus on transit
Expanded high speed ferry service to cities along the Puget sound I-5 corridor	Olympia	Infrastructure			Idea moved elsewhere for development
Increase access to light and heavy rail (parking stalls, bus connections)	Olympia	Infrastructure			Idea moved elsewhere for development
Increase the number of transit only lanes on main arterials and highways; lanes can also be used by non govt trans vehicles but not simple carpools	Olympia	Infrastructure			Focus on transit
Connect state with regional bike routes	Seattle	Infrastructure			Focus on active transportation
Replace traffic signals with roundabouts	Yakima	Infrastructure			Idea moved elsewhere for development
Amtrak station in Yakima connecting Seattle to Spokane	Yakima	Infrastructure			Idea moved elsewhere for development
Restripe wide local streets to create protected bike lanes	Yakima	Infrastructure			Focus on active transportation
Widen existing infrastructure and use new TDM software	Yakima	Infrastructure	Technology		Idea moved elsewhere for development
Zipper lane (adjustable median barrier)	Yakima	Infrastructure			Idea moved elsewhere for development
More intercity bike lanes (along highways)	Yakima	Infrastructure			Focus on active transportation
Convert one more single occupancy lane to HOV on the I-5 Seattle corridor	Everett	Infrastructure			Idea moved elsewhere for development

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Idea	City	Primary Theme	Secondary Theme	Tertiary Theme	Included in Proposal
Improve bike/ped infrastructure in rural and under resourced urban areas (helps fill connectivity gaps and contribute to community public health/safety)	Everett	Infrastructure	Active transportation		Focus on active transportation
Build more bus lanes and add enforcement	Everett	Infrastructure			Focus on transit
Light rail or buses to rural extensions	Spokane	Infrastructure	Expand services		Focus on transit
Urban center investment leading to hub and spoke transportation system	Seattle	Infrastructure	Investment		Idea moved elsewhere for development
Expand electric vehicle network and electric buses	Seattle	Infrastructure	Sustainability		Reorient to electric vehicles
Improve east/west connections, broadband, business contributions, and disability accessibility	Seattle	Infrastructure	Technology	Increase private investment	Reorient to broadband access
Public/private partnership of service lines (BRT)	Everett	Infrastructure	Technology	Increase private investment	Attract more private investment in TDM
Form bike/ped advisory committees in communities to advise and prioritize projects	Olympia	Investment prioritization			Focus on active transportation
Move up time table for regional light rail and BRT development	Olympia	Investment prioritization			Idea moved elsewhere for development
Labor/political interests lobby for more multimodal, less roads	Seattle	Investment prioritization	Advocates		Emphasize modal connectivity
Reassess funding mix between capital and operations	Seattle	Investment prioritization			Idea moved elsewhere for development
Review transportation project priorities	Seattle	Investment prioritization			Idea moved elsewhere for development
Long-range planning	Multiple	Investment prioritization			Idea moved elsewhere for development
Fund regionwide positions for bike/ped planner/engineer	Yakima	Investment prioritization	Regional/network planning		Focus on active transportation
Invest in bikesharing	Yakima	Investment prioritization			Focus on active transportation
Governments prioritize local investments as opposed to state wide	Everett	Investment prioritization			Reorient to regional approach
Prioritize short term/quick win projects	Everett	Investment prioritization			Included in multiple proposals
Time/shelve major infrastructure projects for when economy is down and projects come at a lower cost	Everett	Investment prioritization			Idea moved elsewhere for development
Prioritize service and funding for BRT	Everett	Investment prioritization			Focus on transit
De-prioritize light rail to focus on more near term projects that have real impact now	Everett	Investment prioritization			Idea moved elsewhere for development
Allow more flexibility in funding	Spokane	Investment prioritization	Funding		Idea moved elsewhere for development
Prioritize funding of local transportation infrastructure projects that employ community members living there	Olympia	Investment prioritization			Idea moved elsewhere for development
WSDOT coordinates long range demand management plan (projects could be implemented by state, regional or local gvt through general funds or environmental mitigation)	Olympia	Investment prioritization			Idea moved elsewhere for development
Streamline transit/transpo permit projects across government entities	Olympia	Investment prioritization	Agency coordination	Regulations	Focus on transit
Improve planning/development process to integrate transit/transportation	Yakima	Investment prioritization			Emphasize modal connectivity
Expand transportation service and frequency	Everett	Investment prioritization	Expand services		Focus on transit
Focus more attention on short distance trips	Spokane	Investment prioritization			Idea moved elsewhere for development
Incentivize more work share spaces; towns and neighborhoods should have shared drop in work space	Olympia	Land use	Flexible work options		Focus on smart growth (land use, transit oriented development, etc.)
Use highway rest stops as park and rides in rural areas	Olympia	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Increase transit oriented development around transit hubs	Olympia	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Abide by growth management act	Seattle	Land use	Regulations		Focus on smart growth (land use, transit oriented development, etc.)
Update zoning around transit	Seattle	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Develop green spaces	Yakima	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Change zoning laws to encourage mixed use and density	Yakima	Land use	Regulations		Focus on smart growth (land use, transit oriented development, etc.)
Remove parking	Yakima	Land use			Idea moved elsewhere for development
Hospitals need visiting staff housing	Yakima	Land use	Health		Focus on shortening commute distances
Rent control near jobs to keep the workers close to blue color/service positions	Yakima	Land use	Regulations		Idea moved elsewhere for development
Land use policies to promote mixed-use development	Yakima	Land use	Regulations		Focus on smart growth (land use, transit oriented development, etc.)
Prioritize park and rides in rural areas where land is cheaper	Everett	Land use	Investment prioritization		Focus on smart growth (land use, transit oriented development, etc.)
Create modern and innovative industrial park centers to house employers in large quantities outside of congested areas	Everett	Land use			Focus on shortening commute distances
Examine land use regulations closely to see if they are enabling sprawl	Everett	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Reduce land size requirements for schools	Spokane	Land use			Idea moved elsewhere for development
Build smaller schools within built environment	Spokane	Land use			Idea moved elsewhere for development
Low-income housing to guard against gentrification	Spokane	Land use	Equity		Idea moved elsewhere for development
Housing and employment in the same/nearby location prioritized in planning	Olympia	Land use			Included in multiple proposals
Support marginal up zoning/density (single family zones allow duplexes; high rise allows more floors)	Olympia	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Job growth in localized areas near residential development	Olympia	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Integrate transit with land use and between modes	Seattle	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Land use density	Seattle	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Decentralized urban centers in all GMO plans	Everett	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Public transportation hubs in rural areas	Everett	Land use	Expand services		Focus on smart growth (land use, transit oriented development, etc.)
Improve multimodal access to light rail stations (freeways are uncomfortable barriers to access stations)	Everett	Land use			Emphasize modal connectivity
Increase connection between transportation and land use, not just cars but transit, bike, walk too	Spokane	Land use			Focus on smart growth (land use, transit oriented development, etc.)
Planning, designing, building communities to make walking, biking and busing more possible	Spokane	Land use			Included in multiple proposals

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Idea	City	Primary Theme	Secondary Theme	Tertiary Theme	Included in Proposal
Private branding of shuttles, vans, etc	Olympia	Marketing			Attract more private investment in TDM
Centralize one source for all information on transportation options	Olympia	Marketing	Consolidation		Idea moved elsewhere for development
Carpooling incentives	Seattle	Marketing			Focus on shared mobility
Create shuttles for areas and focus on competitive markets	Seattle	Marketing			Included in multiple proposals
Electric bicycle incentives	Seattle	Marketing	Active transportation		Focus on active transportation
Focusing on advertising to provide additional revenue	Seattle	Marketing			Idea moved elsewhere for development
Free rides quota	Seattle	Marketing			Idea moved elsewhere for development
Generate demand for existing supply	Seattle	Marketing			Idea moved elsewhere for development
Make transit cool and like private shuttles	Seattle	Marketing			Focus on transit
Market the bus	Seattle	Marketing			Focus on transit
Promote and education multimodal options	Seattle	Marketing			Focus on education
Use social media to encourage carpooling	Seattle	Marketing			Focus on shared mobility
Increased education about transit choices and climate change	Yakima	Marketing	Education		Focus on education
Focus transit reduction on the idea of public health	Yakima	Marketing	Health		Idea moved elsewhere for development
Work on political buy-in through transportation benefit districts	Yakima	Marketing	Advocates		Focus on smart growth (land use, transit oriented development, etc.)
Engage community to put pressure on electorate	Yakima	Marketing	Advocates		Idea moved elsewhere for development
Educate employees on health aspects of transportation options	Yakima	Marketing	Health		Focus on education
Promote education and awareness for complete streets and alternative modes	Yakima	Marketing	Education		Focus on education
Educating community on benefits of transit	Yakima	Marketing	Education		Focus on education
Get more people familiar with transportation options at a young age	Everett	Marketing	Education		Focus on education
Privatize park and rides by allowing advertising	Everett	Marketing	Increase private investment		Attract more private investment in TDM
Improve education on transportation options through legislative and spending opportunities	Spokane	Marketing	Education		Focus on education
Encourage youth transit passes (start them early!)	Spokane	Marketing	Transit pass		Focus on transit
Commitment to active transportation through funding and education	Spokane	Marketing	Active transportation	Investment prioritization	Included in multiple proposals
Early education programs for kids about alternative commute programs	Spokane	Marketing	Education		Focus on education
Expand mobility training programs to create savings in paratransit programs	Spokane	Marketing	Education		Focus on education
Increase travel and mobility training to encourage bike, walk, and transit usage; help people get over the "fear factor"	Spokane	Marketing	Education		Focus on education
Show what spending on public transportation saves in the long run	Spokane	Marketing			Idea moved elsewhere for development
Analyze and publish information on active and public transportation (cost benefit analysis)	Spokane	Marketing			Focus on education
Educate all WA kids about nexus of climate of transportation	Olympia	Marketing	Education		Focus on education
Engaged community TDM group	Yakima	Marketing	Advocates		Community-driven TDM (GTEC)
Identify public transportation as a way to build social capital (people interact when they use active transportation)	Everett	Marketing			Idea moved elsewhere for development
Statewide effort to live X% closer to where you work or where you spend >50% of your time (reduced VMT)	Everett	Marketing			Idea moved elsewhere for development
Target services for people beyond just commuting (too commute focused, it needs to be thought of as an option for every trip made)	Everett	Marketing			Keep CTR, expand TDM
Teach children how to ride the city bus, use pub trans, and other methods	Everett	Marketing	Education		Focus on education
Continue to provide incentives to encourage citizens to get out of their SOV	Spokane	Marketing			Focus CTR resources on incentives
Why not start advertising more about the benefits of CTR	Spokane	Marketing			Included in multiple proposals
Create an origin based transit incentive in addition to already existing destination based employer programs	Spokane	Marketing			Focus CTR resources on incentives
Refine state employee parking incentive programs	Spokane	Parking			Focus on parking management strategies
No free parking for any state employees	Spokane	Parking			Focus on parking management strategies
Reduce tolls rates for HOV	Olympia	Pricing			Emphasize TDM in places with tolls and parking fees
Use tolling to direct behavior	Olympia	Pricing			Emphasize TDM in places with tolls and parking fees
Congestion pricing	Multiple	Pricing			Emphasize TDM in places with tolls and parking fees
Use more tolls to manage demand and generate money	Multiple	Pricing			Emphasize TDM in places with tolls and parking fees
Zone pricing for vanpool services	Seattle	Pricing			Focus on parking management strategies
Parking pricing, at the right amount, that can fund other services	Everett	Pricing			Focus on parking management strategies
Increase gas tax to fund very specific and directly beneficial road projects	Everett	Pricing			Idea moved elsewhere for development
Encourage employers to charge staff for parking by the day rather than by the month	Everett	Pricing			Focus on parking management strategies
Charge for park and rides	Spokane	Pricing			Focus on parking management strategies
Change fare structure to encourage ridership	Spokane	Pricing			Idea moved elsewhere for development
Gas Pass (monthly fee to use roads)	Seattle	Pricing	Regulations		Idea moved elsewhere for development
Price the transportation network (VMT, cordon, ETL's, hot lanes, new car surcharge)	Everett	Pricing	Regulations		Emphasize TDM in places with tolls and parking fees
Follow the development of P3 (PubPrivPartnerships) legislation	Everett	Public-private partnerships	Regulations		Attract more private investment in TDM
Add connective private/public trans from outlying areas that allows additional flexible models	Everett	Public-private partnerships	First/last mile		Attract more private investment in TDM

Unique ideas generated by five statewide transportation workshops

Idea	City	Primary Theme	Secondary Theme	Tertiary Theme	Included in Proposal
Increased partnership between trans agencies, jurisdictions, businesses, residents and community stakeholders	Everett	Public-private partnerships	Agency coordination		Included in multiple proposals
Create a coalition that works with rural/suburban employers to create joint rideshares (% subsidized by employers)	Olympia	Public-private partnerships			Attract more private investment in TDM
Allow for private investment in ferries	Seattle	Public-private partnerships			Attract more private investment in TDM
Improve communication between public and private sector	Seattle	Public-private partnerships	Communication		Attract more private investment in TDM
Incentivize innovation	Seattle	Public-private partnerships			Idea moved elsewhere for development
Political alliances between Health and Transportation	Seattle	Public-private partnerships	Health		Expand partnerships with non-profits
Shift public transportation to public-private transportation	Seattle	Public-private partnerships			Attract more private investment in TDM
Use government investment to support transportation services partnerships	Seattle	Public-private partnerships			Expand partnerships with non-profits
Create stronger public-private partnerships to solve transportation issues	Yakima	Public-private partnerships			Attract more private investment in TDM
Public-private partnerships to fast-track shovel-ready projects	Yakima	Public-private partnerships			Attract more private investment in TDM
Small/struggling companies need extra support, education and funding to assist their employees	Everett	Public-private partnerships			Idea moved elsewhere for development
Free shuttles or circulator with ad revenue (by utilizing or requiring social media sign in?)	Everett	Public-private partnerships			Included in multiple proposals
Partnerships between public and private sectors to development specifically around transportation hubs for multi-use (residential, eating, etc)	Everett	Public-private partnerships			Attract more private investment in TDM
Stronger, strategic partnerships/collaboration with transit and non-transportation sectors	Spokane	Public-private partnerships			Included in multiple proposals
Expand CTR with goal of 15% statewide	Olympia	Regulations			CTR at more worksites
Incentivize rideshare through decreased insurance rates, pre tax \$, etc	Olympia	Regulations			Idea moved elsewhere for development
Consolidation of Car2go/ReachNow	Seattle	Regulations	Communication		Idea moved elsewhere for development
DSHS as statewide advocate for rural areas	Seattle	Regulations			Idea moved elsewhere for development
Reduce regulations to vastly increase the flexibility of how things are funded	Seattle	Regulations	Funding		Idea moved elsewhere for development
Regulate more affordable housing in expensive areas	Seattle	Regulations	Land use		Focus on shortening commute distances
Remove all government regulations on Lyft/Chariot/Uber	Seattle	Regulations			Idea moved elsewhere for development
Tax on downtown employees	Seattle	Regulations			Idea moved elsewhere for development
Increase gas tax to provide funding to do road diets and encourage active transportation	Yakima	Regulations	Active transportation		Idea moved elsewhere for development
Relax environmental regulations	Yakima	Regulations			Idea moved elsewhere for development
Give jurisdictions authority to tax themselves	Yakima	Regulations			Idea moved elsewhere for development
Make HOV lanes 3+	Yakima	Regulations			Idea moved elsewhere for development
CTR for employers <100	Yakima	Regulations			CTR at more worksites
New funding mechanism (e.g. pay per mile)	Yakima	Regulations			Idea moved elsewhere for development
Lessen parking requirements and restrictions when near transit	Spokane	Regulations	Parking		Focus on parking management strategies
Ease the rules on Medicaid spending for bus passes	Spokane	Regulations			Idea moved elsewhere for development
Make disruptive innovation easier (TNCs, bike shares)	Spokane	Regulations	Technology		Idea moved elsewhere for development
Use gas tax to fund CTR	Olympia	Regulations			Idea moved elsewhere for development
Require businesses with over 50 employees to create a commute plan	Seattle	Regulations			CTR at more worksites
Consolidate transit into one entity	Seattle	Regulations	Consolidation		Idea moved elsewhere for development
State income tax for transportation	Seattle	Regulations			Idea moved elsewhere for development
Greater requirements for VMT reduction strategies	Seattle	Regulations			Included in multiple proposals
Local transportation bills allowing local jurisdictions to decide how to spend transportation dollars	Yakima	Regulations	Regional/network planning		Reorient to regional approach
Local sales tax for transportation	Yakima	Regulations			Idea moved elsewhere for development
Automatic enforcement of HOV/ETL lanes (needs legal change), legislative investment in preservation and maintenance	Everett	Regulations			Idea moved elsewhere for development
Remove funding silos	Spokane	Regulations	Funding		Included in multiple proposals
More incentives and/or regulations for developers to build transit-oriented communities	Spokane	Regulations			Focus on smart growth (land use, transit oriented development, etc.)
Expand definition of 'hwy purpose' in 18th amendment to include public trans	Spokane	Regulations			Included in multiple proposals
Implement mileage based regional taxes	Spokane	Regulations			Reorient to regional approach
Tax wealthy businesses and individuals for infrastructure	Seattle	Regulations	Infrastructure		Idea moved elsewhere for development
Data and apps to better integrate various modes	Olympia	Technology			Included in multiple proposals
Expand and improve broadband to more outlying areas to increase telecommuting	Olympia	Technology	Flexible work options		Focus on telework/flexible work options
Create more environmentally friendly planes and trains to service entire state	Seattle	Technology			Reorient to electric vehicles
Emphasize the role technology can play in improving congestion issues	Seattle	Technology			Included in multiple proposals
Focus on technology to help link people to non-SOV options	Yakima	Technology			Included in multiple proposals
Bring back horses as main form of transportation	Yakima	Technology			Focus on active transportation
Put major dollars towards integration technology and ridesharing services with transit	Everett	Technology			Emphasize modal connectivity
Focus on technology as a solution	Spokane	Technology			Included in multiple proposals
Anticipate and incorporate advancements in AV rideshare/taxi tech in state, regional and local policy	Olympia	Technology			Reorient to automated vehicles
Statewide app to allow employers with multiple locations to move employees to branch nearest home	Yakima	Technology			Idea moved elsewhere for development

Unique ideas generated by five statewide transportation workshops

Idea	City	Primary Theme	Secondary Theme	Tertiary Theme	Included in Proposal
Mobility as a service, active rideshare	Yakima	Technology			Focus on shared mobility
Offer Amazon Locker style package delivery in Tri-Cities (not through Amazon)	Yakima	Technology			Idea moved elsewhere for development
Use technology to reduce barriers to mass transit (common app for parking, transit, digital wallet)	Spokane	Technology			Focus on transit
Autonomous vehicle policy and funding	Seattle	Technology	Regulations	Investment	Reorient to automated vehicles
Offer incentives to TNCs to cover trips for essential services	Seattle	TNC			Attract more private investment in TDM
Partnerships with shared mobility	Seattle	TNC			Focus on shared mobility
Promote increase use of car sharing (maybe Uber/Lyft)	Olympia	TNC			Focus on shared mobility
B&O tax credits to provide transit passes to employees	Olympia	Transit pass	Increase private investment		Focus on transit
Expand Orca LIFT - issue cards for EBT clients	Seattle	Transit pass			Idea moved elsewhere for development
Universal bus pass for all	Olympia	Transit pass			Focus on transit
Develop a statewide transit pass	Seattle	Transit pass			Focus on transit
Everyone with state IDs get a transit pass	Seattle	Transit pass			Focus on transit
Tie transit pass to an ID card/driver's license	Seattle	Transit pass			Focus on transit
Subsidize bus passes	Yakima	Transit pass			Focus on transit
Incentivize thriving companies to provide transit subsidies to employees	Everett	Transit pass			Included in multiple proposals
Expand discounted and free employer transit passes	Spokane	Transit pass			Focus on transit
All state agencies served by transit to have transit passes provided	Spokane	Transit pass			Focus on transit
Cross jurisdiction transit passes and ease of use/clarity of cost per fare	Olympia	Transit pass			Reorient to regional approach
Engage millennials (What do they want? Can it be applied to other groups?)	Spokane	Travel data	Advocates	Marketing	Included in multiple proposals
Leverage private data to find new routes	Olympia	Travel data			Attract more private investment in TDM
Utilize and leverage transportation data from private firms to find transportation gaps and streamline services	Olympia	Travel data			Included in multiple proposals
Better data to target CTR investments, biometrics	Seattle	Travel data			Included in multiple proposals
Increase technology and analyze demand for trips, trip generation, reallocate services, and investments	Seattle	Travel data			Idea moved elsewhere for development
New trip tracking and logging apps	Seattle	Travel data			Idea moved elsewhere for development
Study different and evolving driving habits, such as why do young people drive less, and create strategies from information	Yakima	Travel data			Focus on education
Bottom-up: ask employees what they value and then act on that information	Yakima	Travel data			Idea moved elsewhere for development
Share data and technology more openly for efficiency	Everett	Travel data			Included in multiple proposals
Vastly increase use of data collection and analytics to inform all transportation decisions	Olympia	Travel data			Included in multiple proposals
Require CTR employers to measure time value/burden of commutes	Seattle	Travel data			Idea moved elsewhere for development
Implement real time integrated information for all transit routes and park & rides	Everett	Travel data			Focus on transit
One transit system app/location for fare type that can be used across the state	Everett	Travel data			Idea moved elsewhere for development
Provide real time trip planning for bus carpool, vanship, trippool, shared mobility on one app w/discounted fares	Everett	Travel data			Idea moved elsewhere for development