

CTR Alternate Plan Final Report

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CityofRedmond
WASHINGTON

Concept

Redmond invited CTR sites to submit proposals that gave the choice to opt out of traditional CTR by:

- Substituting an alternative idea
- Developed, supported and implemented by consortium of businesses
- Equally or more effective in achieving CTR goals
- Initially 5 employers required, reduced to 4
- Agreements with City and consortium identifying work plan, timelines, performance measures
- Agreement between participating businesses identifying roles and responsibilities



CTR Alternate Plan

- Redmond partnered with Greater Redmond TMA to develop, manage and implement non-traditional approach to CTR
- Designed to allow for:
 - flexibility
 - cost effectiveness
 - efficient approach to CTR goals
- Non-participating employers continued with traditional CTR program (50 sites)

Participating Employers

- Honeywell
- Physio-Control
- UPS
- VMC/Volt

Honeywell



VMC **VOLT**
Workforce Solutions

Value for the Employer

- Implementation & administration at no cost to employer
- Funded by GRTMA & Go Redmond grant
- Minimized regulatory burdens - annual survey and CTR survey were not required



Redmond2go

- Participants used swipe card to track daily trips on card reader
- Card readers located at entrances & exits, using power outlet & phone line
- Telecommuters & compressed workweeks swiped when returned to worksite
- Included all commute modes, including varying sizes of carpools



Reporting

- Monthly activity reports
- Actual usage
 - Enrollment
 - Active users
 - Trips by mode



Why

- Cost effective & representative record of travel habits
- Supported employees with limited computer access



Plan Progression

- GRTMA contracted consultant to manage
- 4 companies signed on
- Launched mid-June 2014
- GRTMA staff turnover May 2015
- October 2015 GRTMA hired part time staff to manage
- Monthly drawing structure changed 2015? To increase number of entries per participant
- Feb 2016 decision to end plan and return to traditional CTR

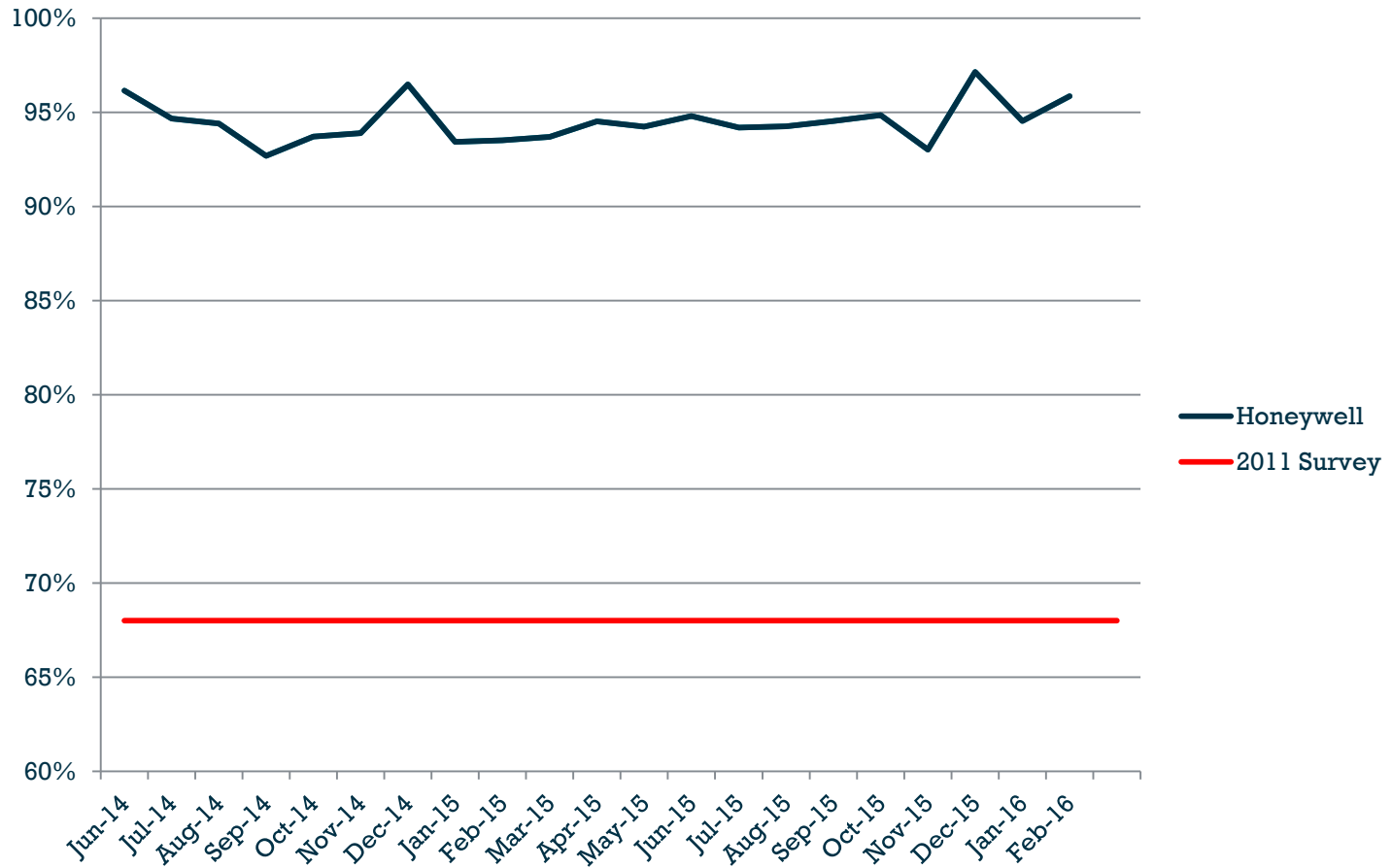


Challenges

- GRTMA staff and consultant turnover
- Difficult recruiting 5th company
- Inconsistent marketing & logging of trips
- Data analysis

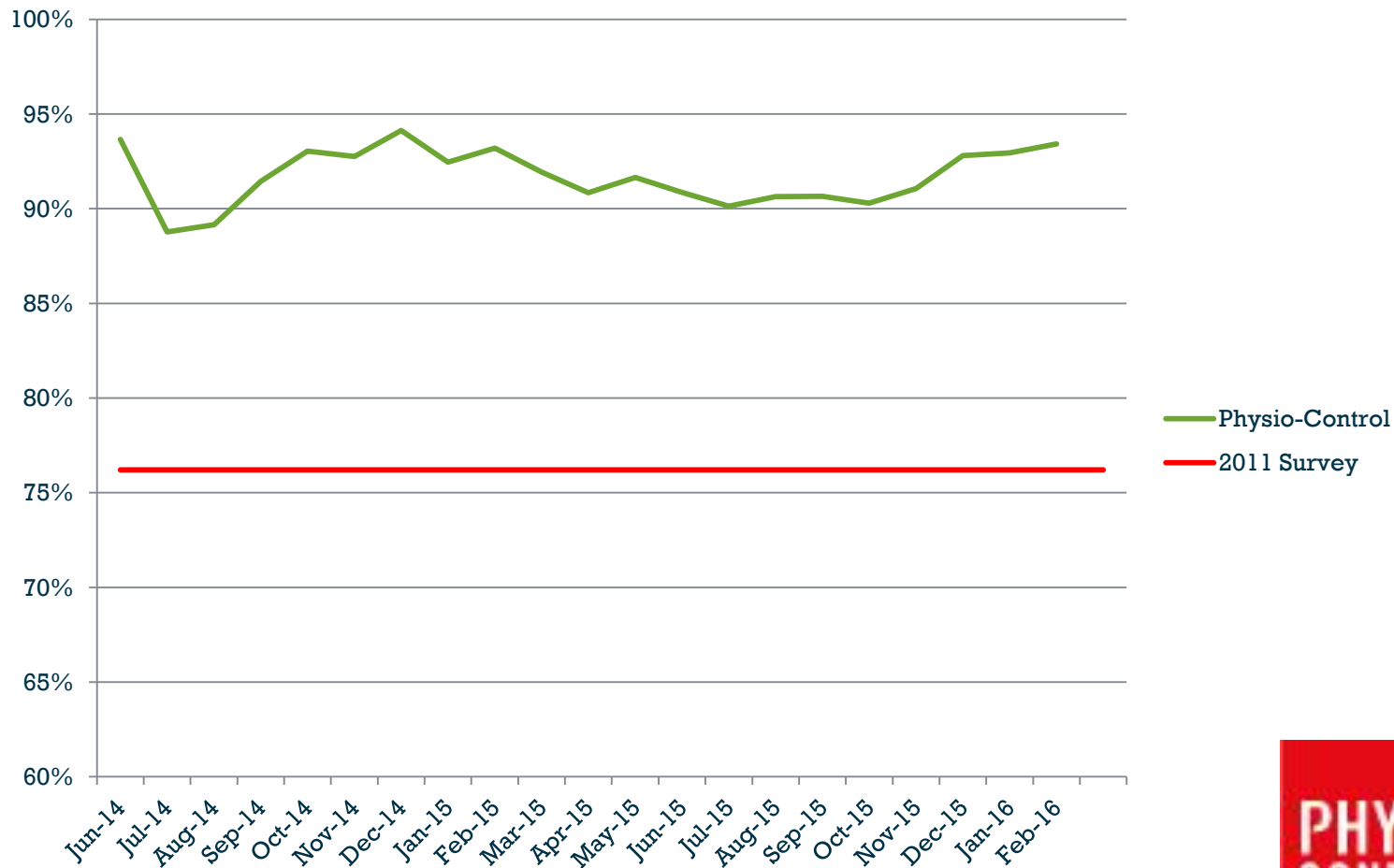
Honeywell Drive Alone Rate

Redmond2go & 2011 CTR Survey



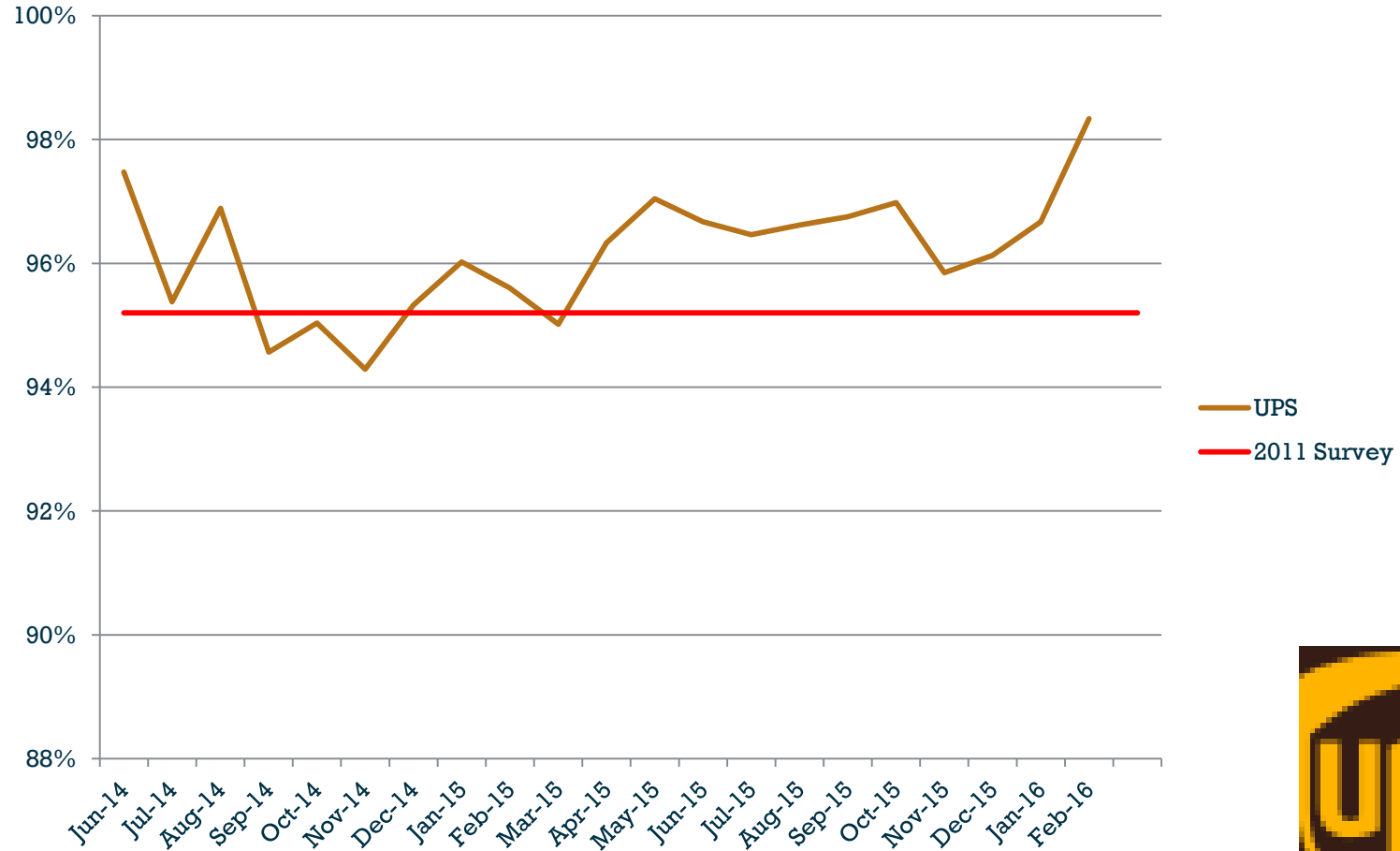
Physio Control Drive Alone Rate

Redmond2go & 2011 CTR Survey



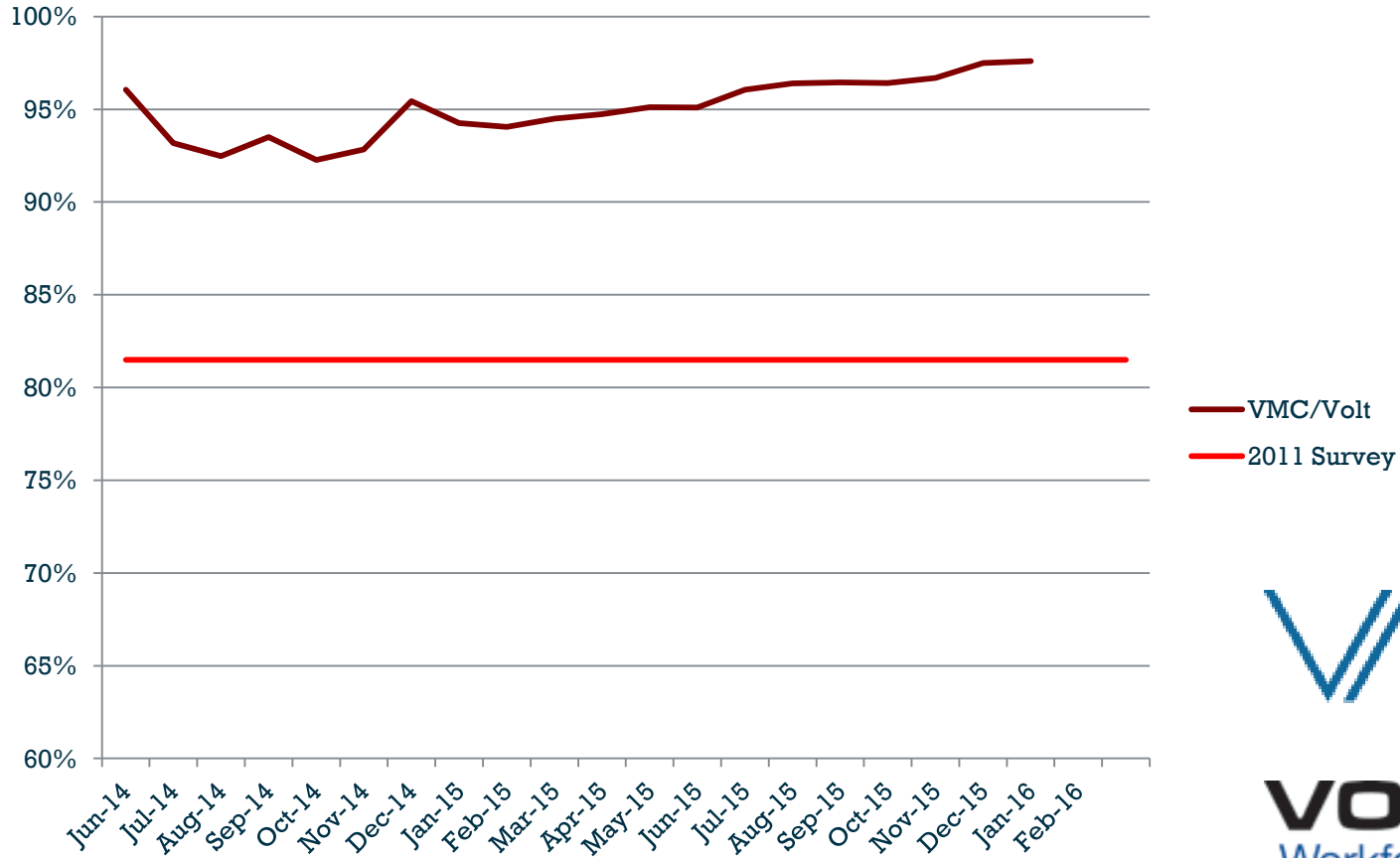
UPS Drive Alone Rate

Redmond2go & 2011 CTR Survey



VMC/Volt Drive Alone Rate

Redmond2go & 2011 CTR Survey



Learnings

- More challenging than expected to recruit companies to try something different from traditional CTR program
- Product requires analog phone line
- Easy to use, difficult to misuse
- Companies with limited computer access had more activity



Learnings

- Reporting issues with teleworkers
- Privacy concerns with daily reporting of trips
- Challenges with Vanpool occupancy date reporting by participants
- Difficulties for some Non-English speakers





City of Redmond

Transportation Demand Management

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