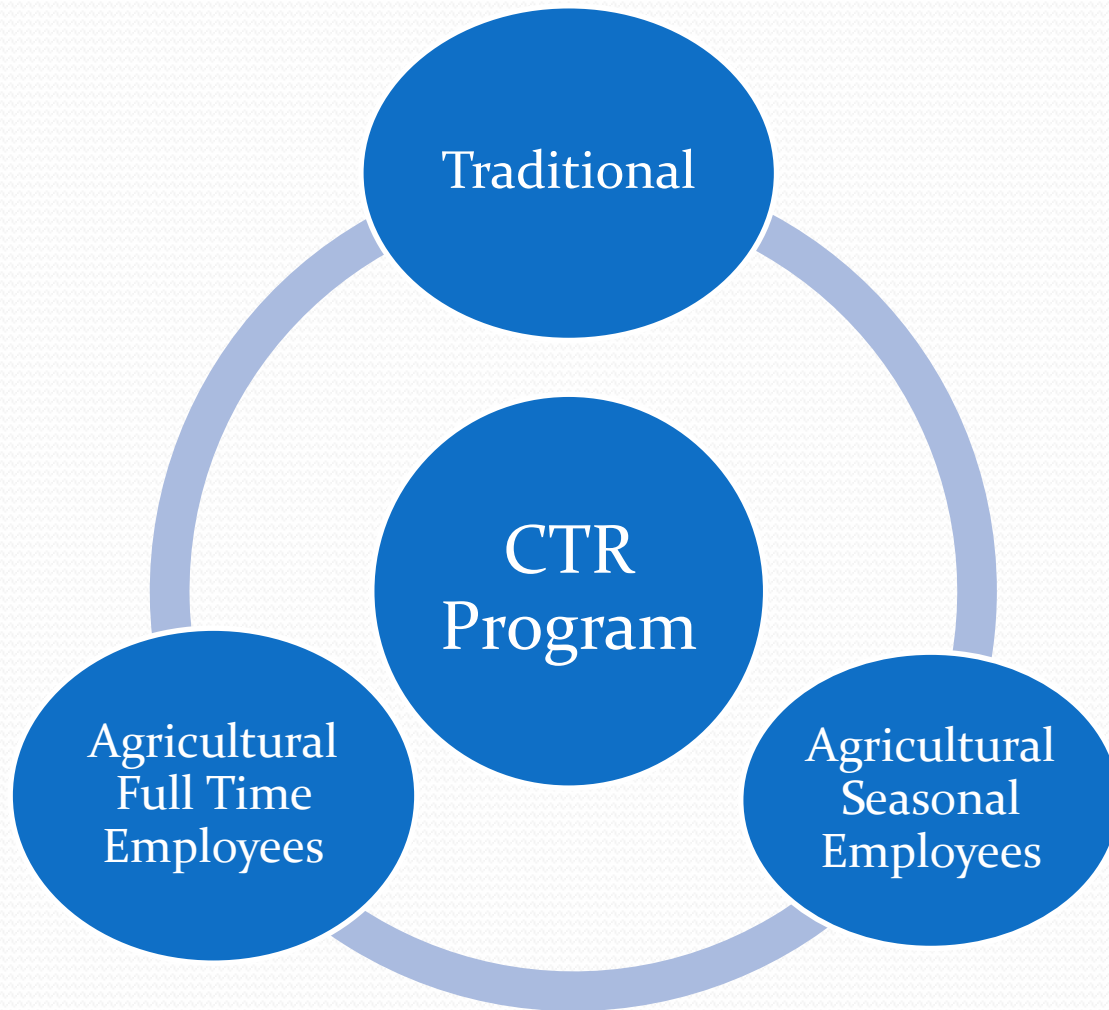




Yakima's Regional Commute Trip Reduction Pilot Program

An Examination of Non-Traditional Worksites Within
the Yakima Urban Growth Area: Agriculture –Final
Report



Alternative Plan Progress

- Established relationships with eight (8) agriculture related employers and the two (2) higher education institutes.
- Conducted “windshield” surveys of worksites to develop DAR data. Anticipate future paper surveys to develop VMT data.
- Our offer to develop maps pinpointing employees home locations to help establish ridesharing opportunities was well accepted.
- Unfortunately due to unpredictable arrival/departure times at higher education institutes it was decided to concentrate entirely on the agriculture worksites.

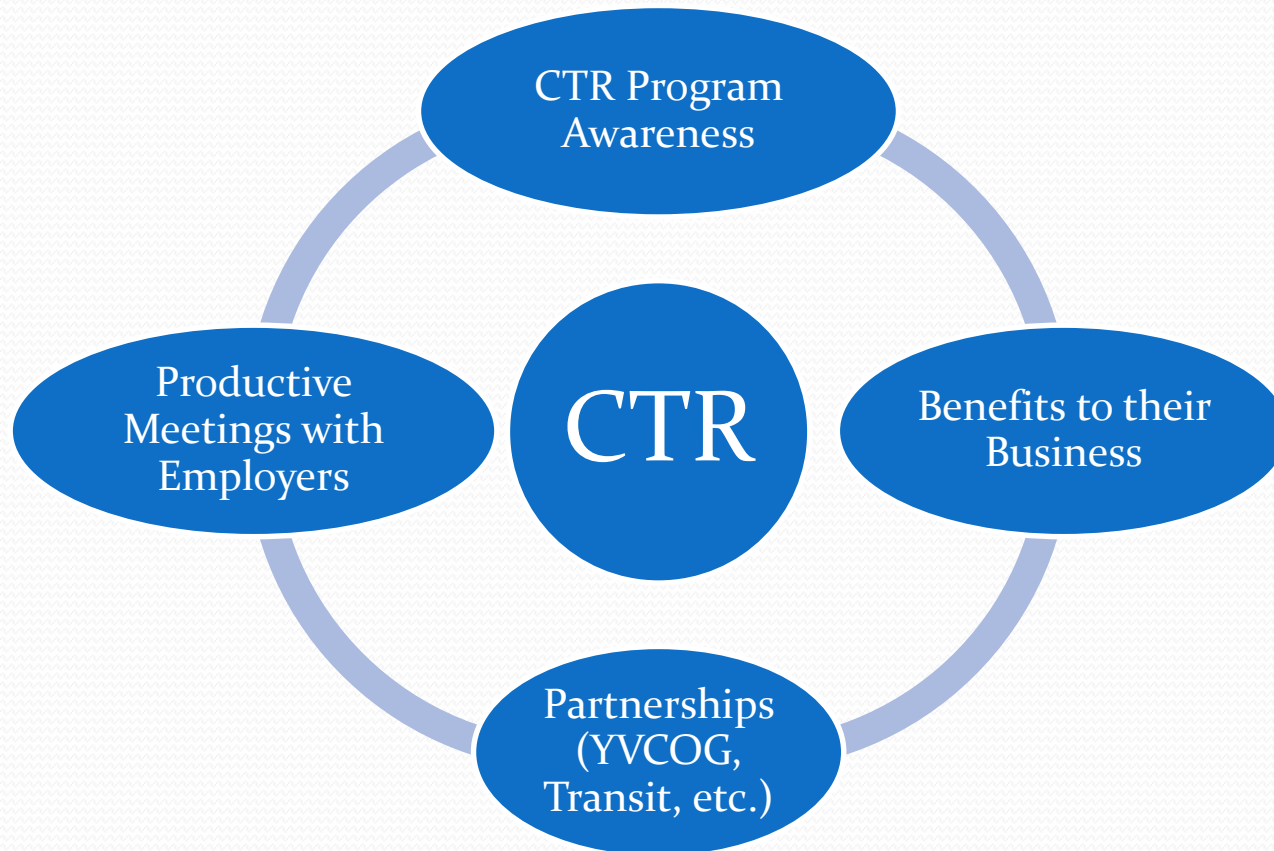
Changes to Alternative Plan From Original

We planned to conduct paper surveys so that DAR as well as VMT could be determined. This was met with some resistance from employers. We proceeded with windshield surveys.

Employer Concerns:

- Disruption of the worksite.
- Employee Privacy.
- It was anticipated that as trust was developed, paper surveys would eventually be allowed.
- **That was not the case, we continued visual surveys.**

What Did We Learn About This Experiment That Worked Well?



What were the Challenges/Obstacles?

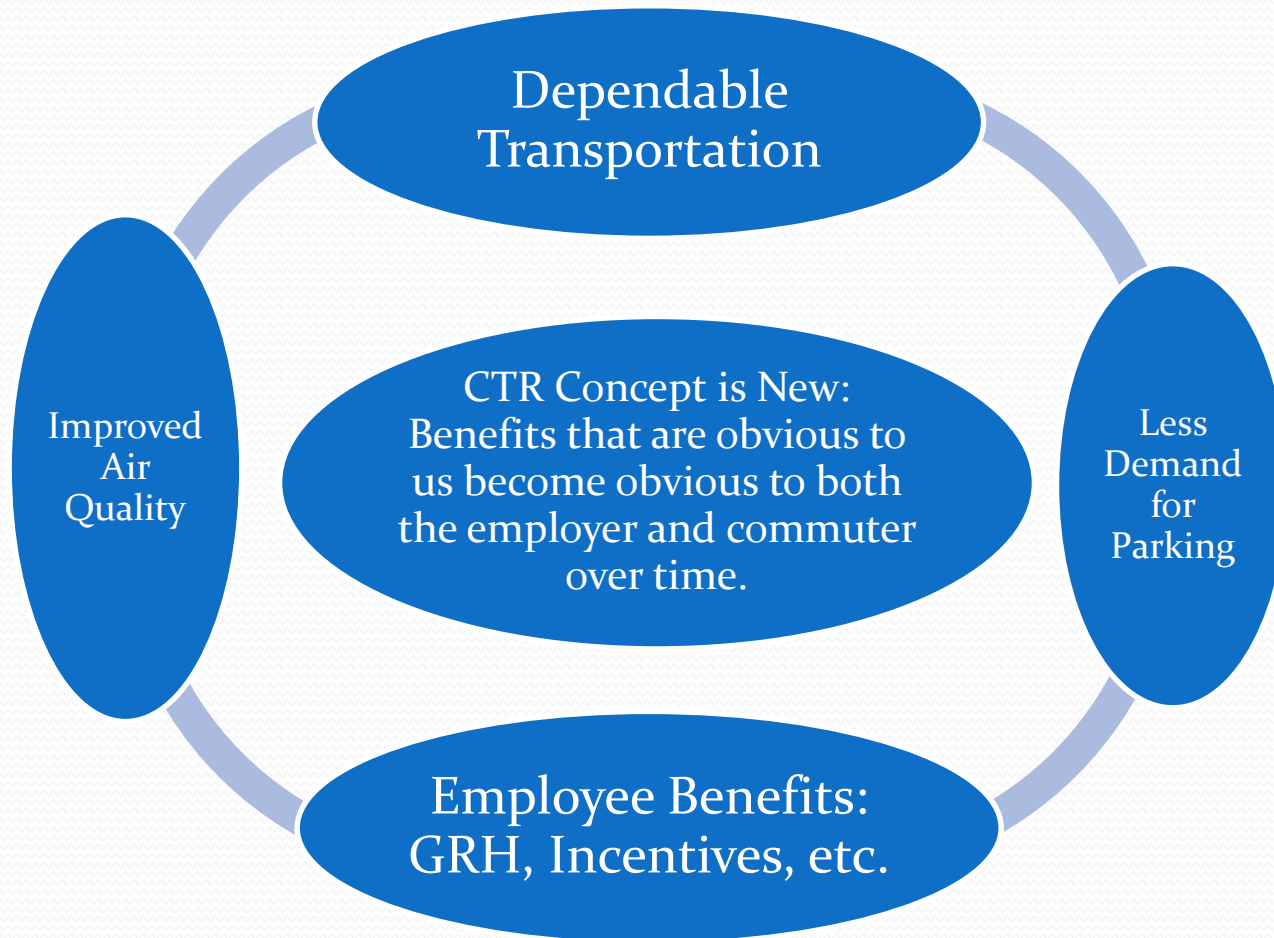
CTR Program not Mandated for Ag or
Higher Ed

Challenges

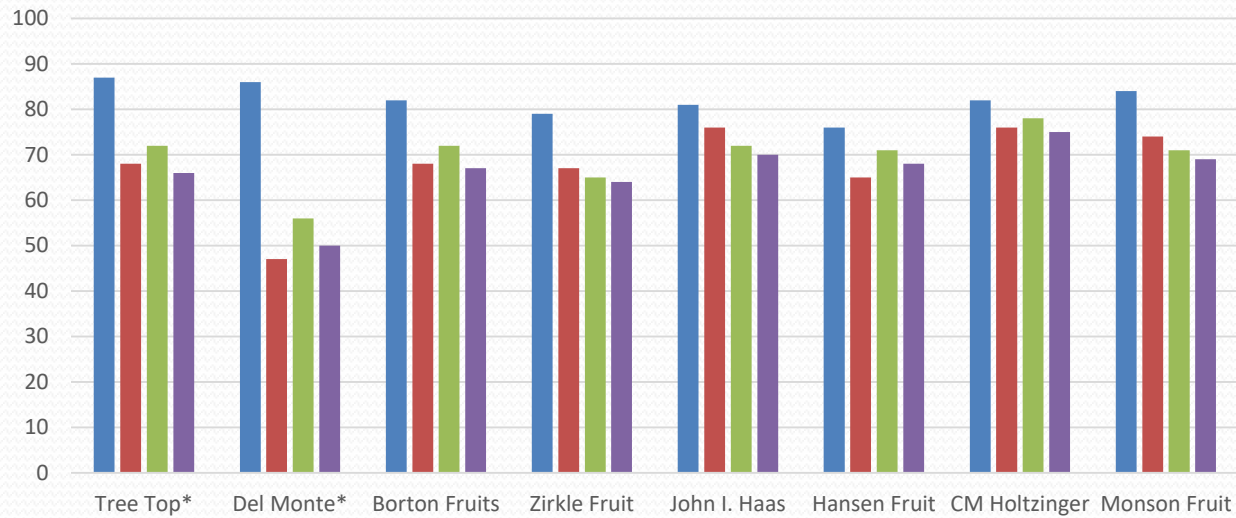
Employers Concern for
Privacy.

Employers Worksite
Disruption

Is this changing local support for trip reduction?
Yes, the more they know about the program, the
more accepting of it they become.



Drive Alone Rate: Full Time vs Seasonal Worker



*CTR Affected Employer

- Agriculture Related Businesses DAR % Full Time Employees
- Agriculture Related Businesses DAR % Peak Seasonal Employee 2013
- Agriculture Related Businesses DAR % Peak Seasonal 2015
- Agriculture Related Businesses DAR % Peak Seasonal 2016

The Highlights of the Grand Experiment:

