

# THE CTR PROGRAM CONTINUES TO EVOLVE

WSDOT and the CTR Board seek to build on the success of the CTR program by expanding to new travel markets in order to provide benefits to more people and the transportation system. A broader focus on more commute trips or more types of trips would further enhance the program's contributions to reducing traffic congestion while supporting a growing economy and healthy communities.

- With help from local partners, WSDOT continues to improve its ability to integrate demand management into all phases of transportation projects and programs.
- In 2017 WSDOT and the CTR Board engaged employers, community members and transportation experts to hear new perspectives and develop a strategic plan for the program's future.

## Pilot grant program

The CTR program addresses a small portion of commute trips around the state. During its 2017 session, the Washington State Legislature created a \$250,000 pilot grant program to test different approaches to trip reduction.

WSDOT received eight requests for \$1.1 million in funding, demonstrating strong local interest in new CTR strategies. WSDOT awarded two projects in a competitive process. One project is focused on a comprehensive CTR program for all employees (full-time, part-time, night shift, etc.) at SeaTac Airport.

## MORE INFORMATION

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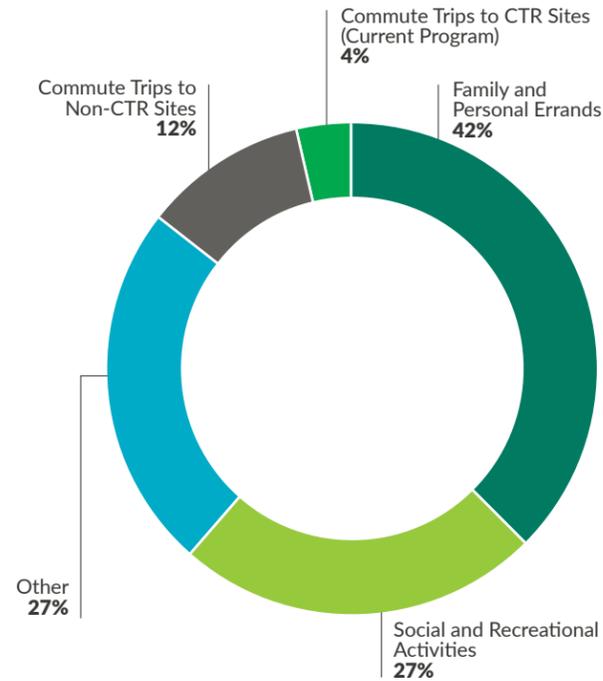
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Thank you to Billy Norton of the Spokane County Commute Trip Reduction Office for helping develop the infographic.

A second project is expanding CTR to small- and medium-sized businesses. Unfunded projects include residential-based marketing; increasing bike parking near high-capacity transit stations; promoting vanpooling to new markets; developing bike shelters, racks, and valet services for events; shifting long commutes to a large company to nearby branches; and focused marketing for rideshare coordination.

CTR is focused on 4% of the state's travel



Source: 2009 National Household Travel Survey

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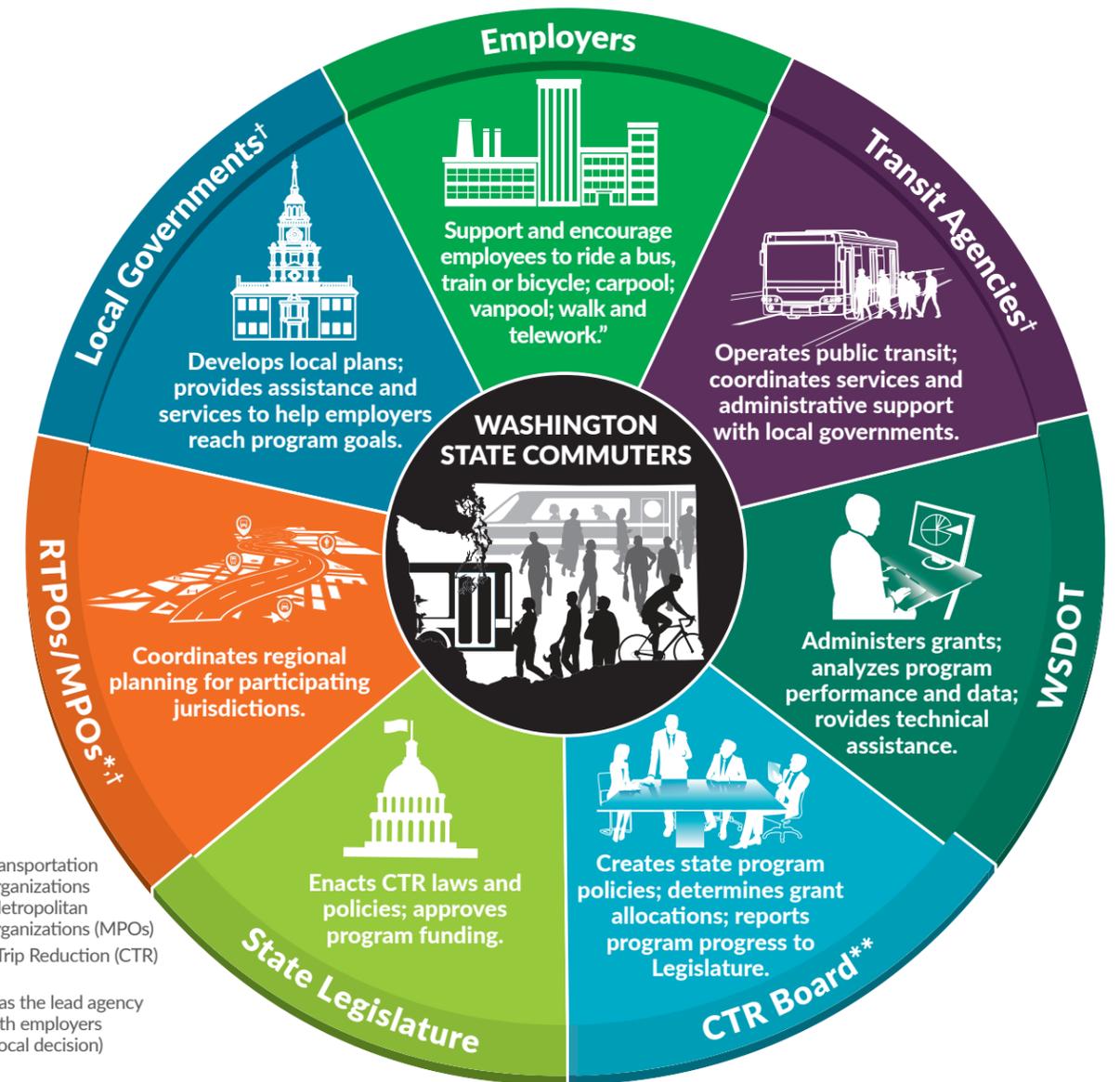


## 2017 REPORT TO THE LEGISLATURE

# CTR partnerships help people and the transportation system

The Washington State Commute Trip Reduction (CTR) program efficiently gets people to work and helps employers grow. How does it do this? Simple: by bringing businesses, policymakers, transit agencies, transportation planners and other community leaders together to develop and implement

solutions that are good for our economy, environment and transportation system. Through public-private partnerships, CTR supports major employers<sup>1</sup> in urban areas who encourage their employees to commute by means other than driving alone.



\* Regional transportation planning organizations (RTPOs)/Metropolitan planning organizations (MPOs)

\*\* Commute Trip Reduction (CTR) law/board

† May serve as the lead agency working with employers (based on local decision)

<sup>1</sup> A "major employer" is an employer that employs 100 or more full-time employees at a single worksite who begin their regular workday between 6 and 9 am on weekdays for 12 continuous months

## CTR BOARD'S AGENDA FOR 2018

The CTR Board will engage with the program's partners to develop a legislative request in the 2019 session. Meanwhile, it will focus on four areas.

1. Continue to support the current CTR program to provide continued benefits for people and the transportation system.
2. Use the CTR strategic plan's recommendations to shape the future of the program.
3. Learn from the pilot grant program to determine how the CTR program could be expanded and improved.
4. Continue to provide a demand management foundation and active partnerships for Practical Solutions.

## CTR HELPS PEOPLE GET TO WORK AND IMPROVES TRANSPORTATION SYSTEM PERFORMANCE

Informed and supported by employer CTR programs, employees in the program make choices that reduce highway delay, maximize existing infrastructure investments, provide job opportunities for more people, improve health, reduce air pollution, and build stronger communities.

### CTR performed strongly from 2007 to 2016

In the past decade, CTR commuters increased their use of non-drive alone choices:

- About 565,000 employees at nearly 1,000 CTR-affected worksites increased their non-drive-alone trip rate from 34.3 percent to 39.1 percent, representing a 4.8 percentage point increase from the original rate.
- They left about 22,400 cars home at work every day, instead opting to commute by bus, vanpool, train, walking, biking or teleworking.
- More than 35 percent of workers in the CTR program commute by methods other than driving alone – 5 percentage points more than the state average for all commuters.

## CTR makes the transportation system more cost-effective and supports a growing economy

CTR helps maximize the current system by delivering increased performance from existing roads.

- The 22,400 fewer drive-alone trips made by CTR commuters every day represents about one lane of bumper-to-bumper traffic for 57 miles (from Seattle to Olympia, Ritzville to Spokane, or Cle Elum to Yakima).
- The construction of 57 lane-miles on the freeway would cost billions.
- Analysis of the central Puget Sound region in 2009 showed that the program's performance reduced congestion nearly 8 percent, equating to a reduction of 12,900 hours of delay and saving \$99 million in congestion costs due to lost time and wasted fuel.

## CTR is a sustainable strategy that saves commuters money and reduces air pollution

The reduction of 7.4 percent of vehicle miles traveled per employee from 2007 to 2016 means 3.7 million fewer gallons of fuel used each year, saving commuters almost \$10 million in fuel expenditures. This also means an annual reduction in greenhouse-gas emissions of 33,500 metric tons– the equivalent of 180 rail cars of coal, or the same amount of carbon sequestered annually by about 31,500 acres of forest. That's enough trees to cover almost 60 percent of Seattle.

The program supports employers and commuters in both urban and rural areas. More and better travel options can expand the areas in which people look for jobs. And fewer harmful emissions from non-drive-alone travel provided annual health benefits of more than \$725,000 in 2016<sup>2</sup>.

## Businesses support and invest in CTR to attract and retain employees and improve their bottom line

Employers understand that it makes good business sense to invest in CTR. For every dollar the state invests in the program, employers commit roughly \$22.00 more to support CTR for their employees. They know it's a wise investment strategy, because CTR programs help them recruit and retain top employees. CTR survey results also allow employers to assess their programs and tailor their CTR strategies.

## Washington is recognized by other states as a national leader

Washington continues to have the nation's only comprehensive statewide employer-based CTR program. Many local, regional and state government and planning agencies from around the country turn to Washington's example, experience and expertise when developing and implementing their own local programs for employers and schools.

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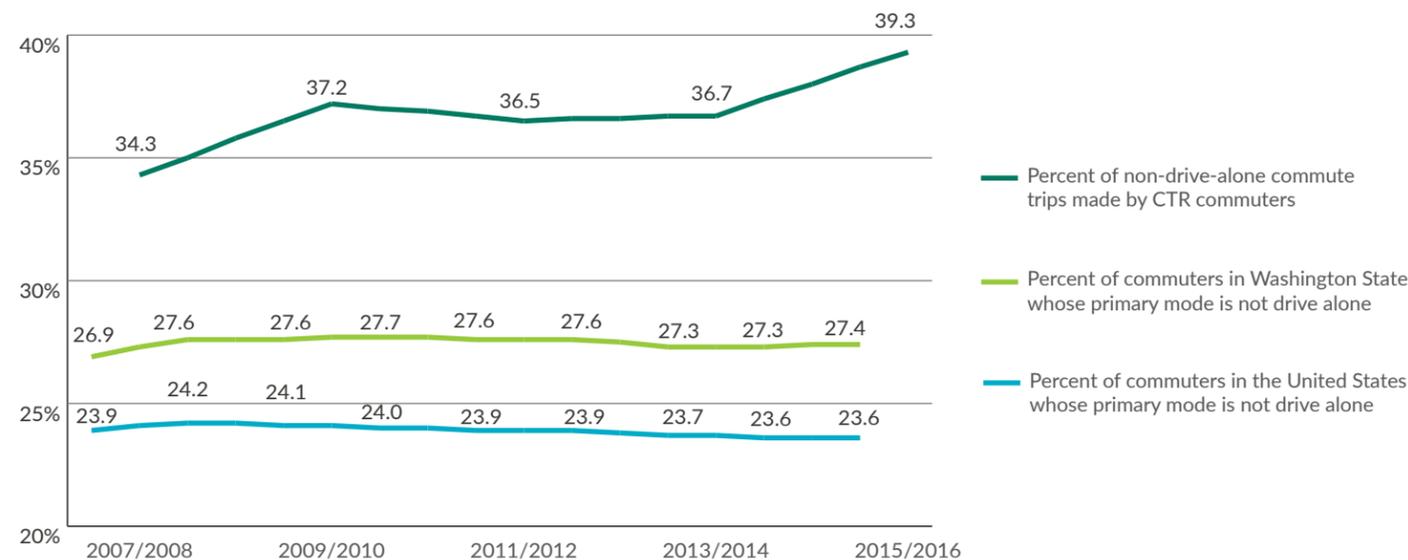
*"The state of Washington has led the CTR effort nationally," said Philip Winters, director of transportation demand management at the Center for Urban Transportation Research in Tampa, Florida. "They're definitely well known for what they've done."*

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## Local jurisdictions spur innovation

In 2012, three cities (Seattle, Tacoma and Tukwila) and two counties (Snohomish and Yakima) began field-testing demand management programs (known as alternate plans) tailored to meet specific local needs. They tested strategies to increase CTR performance, streamline administration, and reach additional communities and businesses. Many of these innovations are now being adopted on a more widespread basis.

Comparison of the non-drive-alone commute trip rate made to CTR worksites to the percent of commuters who do not drive alone in Washington and in the United States



<sup>2</sup> Calculation based on information from the EPA's Benefits Mapping and Analysis Program (BenMAP)