

Association for Commuter Transportation (ACT)

TDM Forum Recap

Ross's Highlights from the two day conference



Day 1

Progressive leadership at WSDOT, Commute Challenges, and Best Practices

Keynote: Roger Millar, Secretary of Transportation WSDOT

- Solving congestion by adding capacity is economically impossible, geographically impossible, socially impossible, environmentally impossible -> “not gonna happen”
- Practical Solutions – ask what’s the problem we are trying to solve?
- We need to move from building highways to maintaining and building a multimodal system
- The cost of congestion is not only economic but costs us lives – 540 lives lost/year on WSDOT facilities = billions of dollars. WSDOT safety budget is inadequate.
- CTR commute trips = 4% of all daily trips in WA State with great strides having helped keep 40% non-SOV
 - Next is to expand to new TDM program and all trips
- Fund the system you want, or get the system you fund

Ross key takeaways:

- Visionary leader at WSDOT
- What we measure will change how we operate



Commute Challenges 2.0 - Meaningful, Measurable, & Mobile

Amount of time for a challenge discussion

- Point2Point and CommutePA both do a week
 - Gives urgency to challenge with a quicker deadline
 - People don't put it off
- Way To Go Maine does 3 weeks and now a month
 - From the premise it takes longer to form a habit

Ross key takeaways:

- No right or wrong way
- Having logic and intentions for why you do a challenge a certain way is important



Commute Challenges 2.0 - Meaningful, Measurable, & Mobile

Way to Go Maine

- Transportation Tuesdays lunch and learn events
 - Answer questions, get feedback, celebrate participants
- Winners get to donate to a charity vs. getting their own physical prize
- Feature stories of winners
 - Normalize act of not driving alone
- 3-4 week challenge

Ross key takeaways:

- Love the intrinsic motivator (donations to a charity of choice) vs. extrinsic (things)



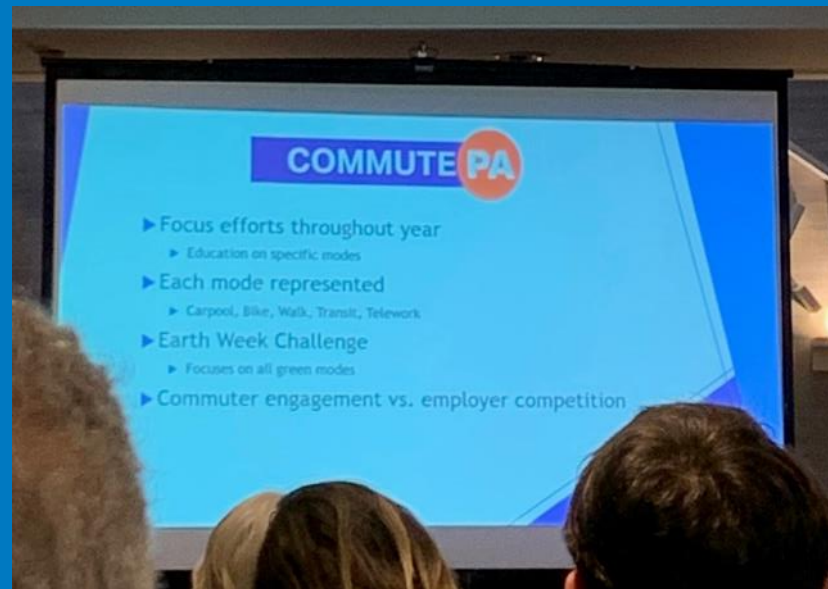
Commute Challenges 2.0 - Meaningful, Measurable, & Mobile

CommutePA

- 1 week per mode
- Telework
 - Not necessarily formal telework policy week of challenge but can use challenge to help consider a formal policy

Ross key takeaways:

- Interesting way to pilot telework perhaps before a formal policy



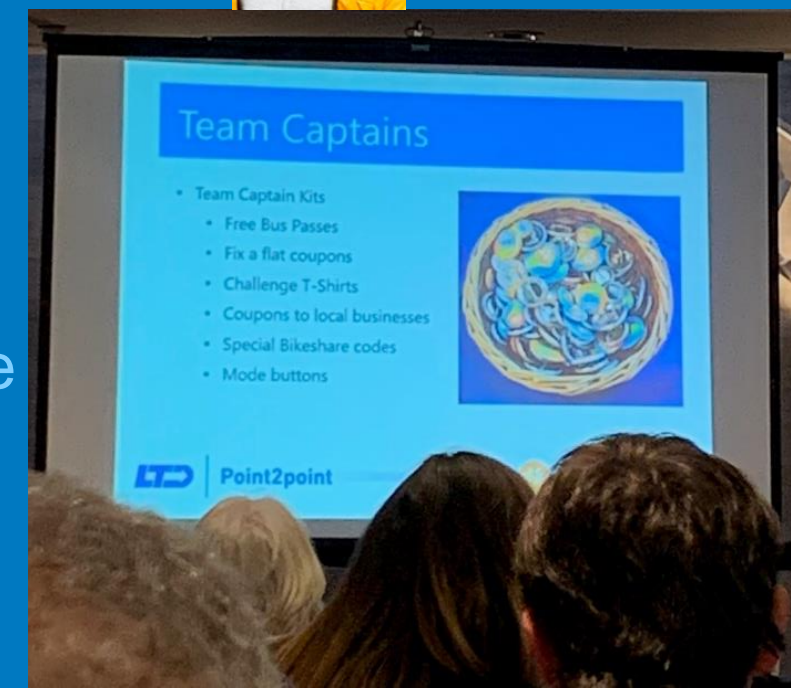
Commute Challenges 2.0 - Meaningful, Measurable, & Mobile

Point2Point Lane Transit District Eugene/Springfield, Oregon

- Make challenge as turnkey with instructions and calendar
- Referral dare didn't work
- Leaderboard did work
- Surveys after challenge
 - How can improve?
 - Did you try new way to work?
- 6 month after survey saw behavior change – people increasing use but not a lot of new users
- Going to integrate theoretical model of behavior change model into program

Ross key takeaways:

- Leaderboard peer pressure / social norms
- Surveys to learn and improve with behavior change focus



Reinventing Transportation for Workplaces and Campuses

- Newoogle orientation goes over local transportation program and benefits
- No employees left FB Austin when paid parking was implemented
 - When paid parking was turned on, saw a 50% reduction in parking demand
- Daily parking rates at Google and Facebook South Lake Union

Ross key takeaways:

- New hires – key opportunity for behavior change
- Paid parking is the best stick to the carrots we offer



Day 2

Employer Programs, Ending Traffic, and Safe Streets

Going Above and Beyond – Bringing a creative approach to challenging employer programs

Downtown Seattle Law Firm

- \$250 in lieu of parking space/month
- Uses WA state B&O tax credit program to get \$5 or \$6K per year
- Focus on key behavior change moments: new hires, moves – use HR data, new child

San Diego private sector gov contractor

- Partnered with Waze carpool
 - Unlimited free rides, drivers paid \$15/ride

Port of Seattle

- Looking into app based carpooling options, first/last mile support
- Trying to create a culture change ex. Transit Tuesdays – don't schedule meetings at beginning or end of the day

Ross key takeaways:

- Again with the new hires
- Partnerships: Waze
- Dynamic carpooling
- First/last mile
- Culture change



Going Above and Beyond – Bringing a creative approach to challenging employer programs

Seattle Children's

Program motivators include:

- CTR regulation
- Development agreement with City of Seattle requires 30% drive alone rate
- Limited parking
- Recruit and retain workforce of the future
- Environmental sustainability > connected to asthma and bronchitis which are two top reasons patients come to Children's
- Think about what motivators are for companies you work with and connect them to TDM

Ross key takeaways:

- What are your program's motivators?
- How do those motivators connect to transportation options?



Going Above and Beyond – Bringing a creative approach to challenging employer programs

Seattle Children's

- Connection to the goal message – posted everywhere and has significant leadership support
- Cherry on the top in layers of TDM is \$4.50/day for not driving alone

Ross key takeaways:

- Love the connection to the goal graphic idea



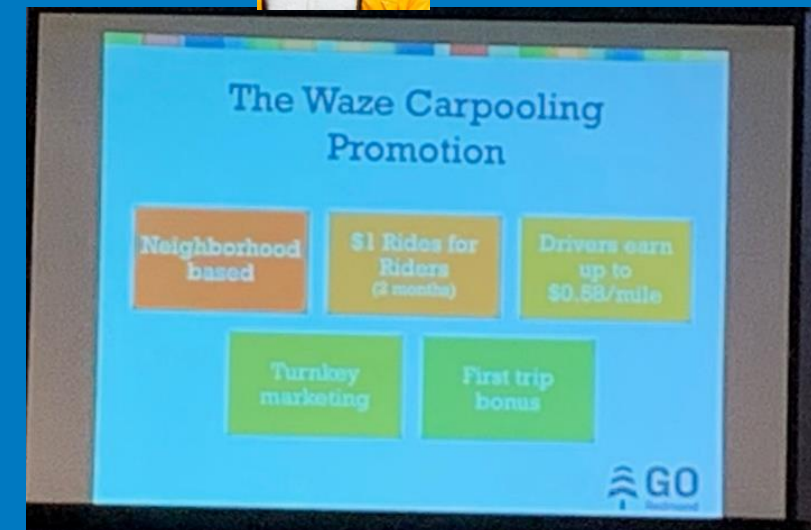
Ending Traffic Together

Go Redmond

- Use Waze Carpool as corridor solution
- Tried to be app agnostic but had issues with Scoop pricing so ended up with only Waze Carpool
- Ads in regular Waze app promoting carpool for everyone driving on Willows Rd
- Waze Carpool used as a corridor solution
- Waze incentives were better than gas cards
- Waze carpool flexibility was attractive as new option
- Targeted approach on Willows Rd helped
- Need smart phone/tech savvy users for it to work

Ross key takeaways:

- Very thorough and holistic program with Waze



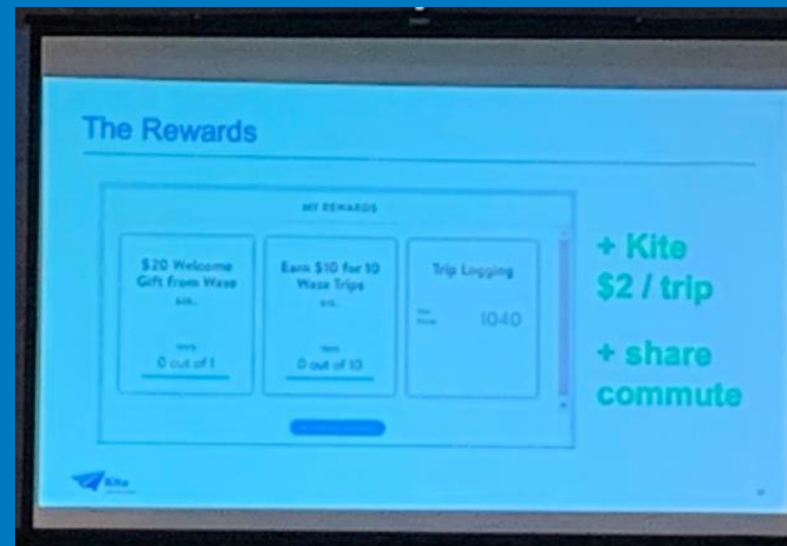
Ending Traffic Together

GoSaMo (Santa Monica, CA) program

- Zip code party – organized tables by zip code
- Rewards in app for signing up, then taking 10 trips = gift cards
- 4 trips is magic number to forming habit

Ross key takeaways:

- Zip code party, Pool Party or Jump in the Pool (carpool/vanpool), other creative ideas? Who wants to host a fun pun named event?



Safe Streets For All - Working towards a better commute for pedestrians, cyclists and scooters

Lime

- 1 in 4 scooter rides would have been in a car
- In app education features
- First Ride Academy to educate new users
- Partnered with Bern helmets for discounts
- Data sharing – Mobility Data Standard (MDS)
- Miami 1st scooter funded bike lane
- Scooters pay 10x more in fees than cars – Joe Cortright economist study

Ross key takeaways:

- Lime is trying to address the barriers to entry and alleviate city and public concerns



Safe Streets For All - Working towards a better commute for pedestrians, cyclists and scooters

Spin

- Creating programs to let advocacy groups have tools to tell the story with data
- Solve problems that cities have and not have resources for
 - Pittsburgh Mobility Collective – working with cities
 - Geofenced parking

Ross key takeaways:

- Opportunities to partner with Spin



Some Upcoming Conferences:

ACT Emerging Mobility Summit

April 28-29, 2020

Pittsburgh, PA

ACT International Conference

August 2-5, 2020

Denver, CO

ACT TDM Forum

November 10-11, 2020

Atlanta, GA

Washington State Ridesharing Organization (WSRO)

Fall 2020 – Location TBD

Websites: www.actweb.org and www.wsro.net

Ross key takeaways:

- Websites/Resources:
www.actweb.org
www.wsro.net

