

Commuter Trip Reduction in Washington State

**Presented by
Matt Hansen
June 22, 2010**



CTR Basics

- Passed in 1991
- Policy Goals
- Targets for 2011
 - 10% reduction in SOV
 - 13% reduction in VMT
- Affects 9 counties / 1,100 employers / 530,000 employees
- \$2.5 million annual budget



CTR for Employers

- CTR Law Requires:
 - Employee Transportation Coordinator
 - Information to employees
 - Program report
 - Biennial survey
- Employer's Discretion:
 - Transit/Rideshare subsidy
 - Parking management
 - Alternative schedules

How CTR Works: Partnerships

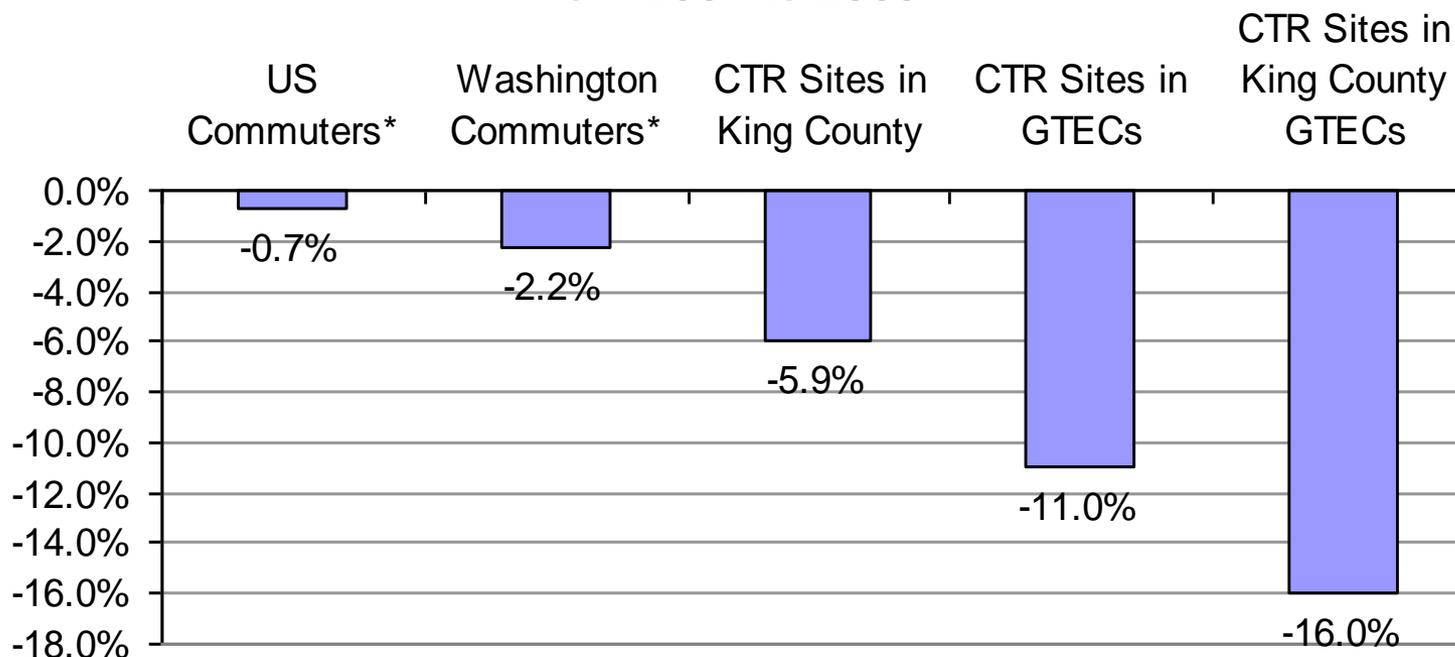


2006 Update to CTR

- Focused on Urban Growth Area
- Shift accountability to cities and counties
- More local flexibility
- GTEC
 - Focus on centers
 - Reach all employers & commuters
 - Local partnership

CTR Works

**CTR Worksites Percent Change in Drive Alone Rate
from 2007 to 2009**



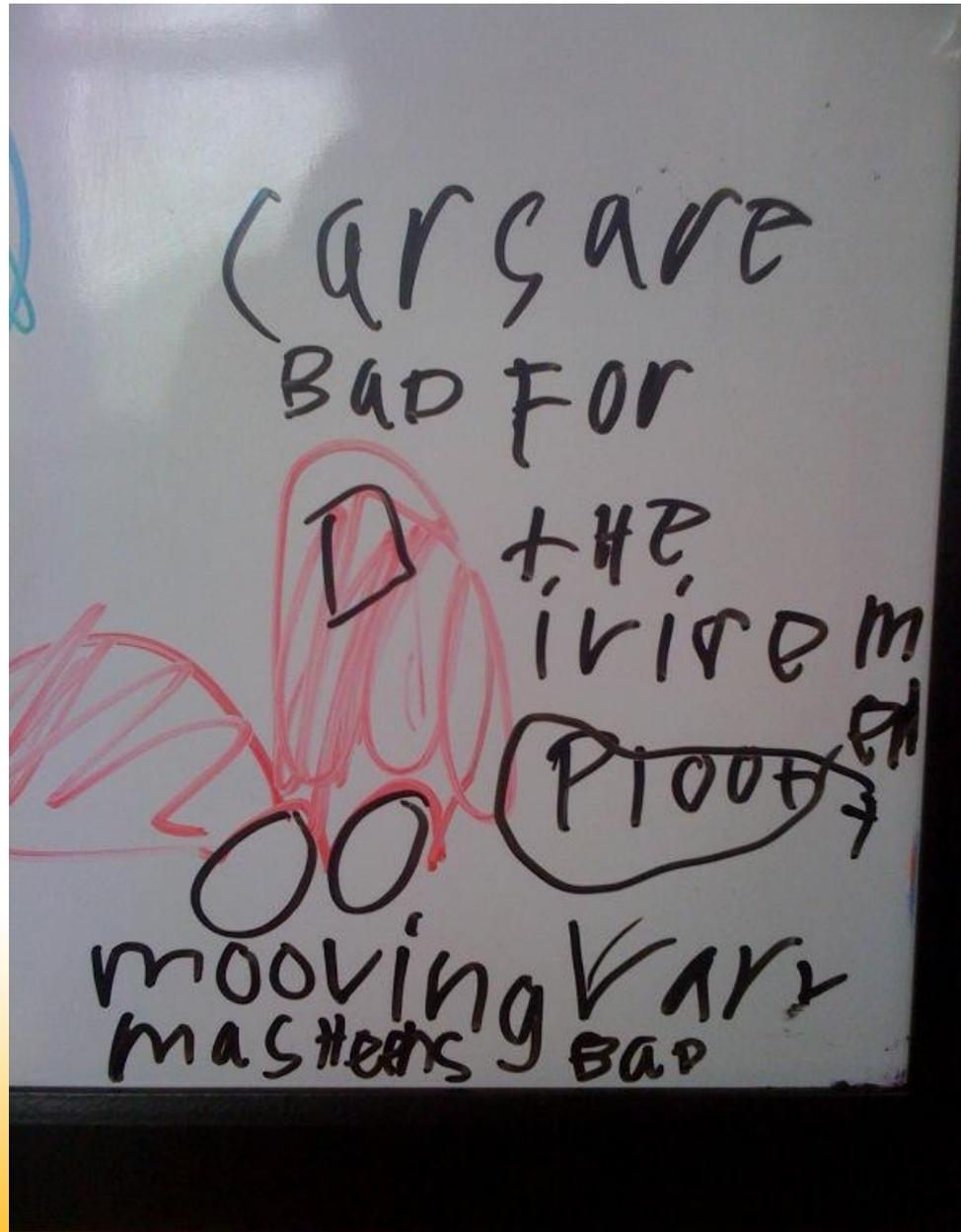
* Change from 2007 to 2008.

CTR Works: Reductions

- 28,000 vehicles from road
- 12,900 hours of delay (CPS)
- 61.5 million VMT
- 3.03 million gallons of fuel
- 27,500 metric tons of CO₂

(Based on difference between 2007 and 2009 CTR Survey data)

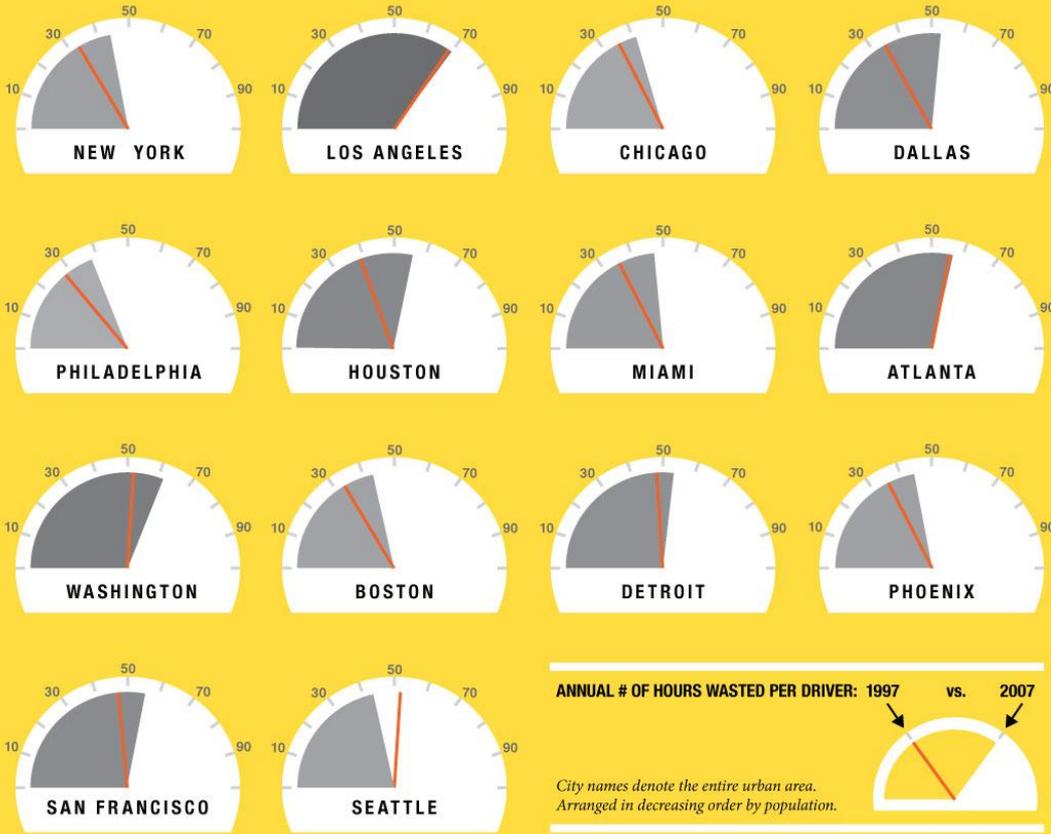
Why Do
We DO
CTR?



Really: Why Do We DO CTR?

TRAFFIC CONGESTION

TIME WASTED DUE TO RUSH HOUR CONGESTION



Martha Kang McGill. Data: Texas Transportation Institute's Urban Mobility Report 2009.

Lessons Learned

- Leverage local policy and resources
- Emphasize partnerships
- Engage employers as conduit to commuters
- Information and incentives work
- Put yourself in the customer's shoes:
ALL THE TIME

Commuter Trip Reduction in Washington State

Matt Hansen

matt.hansen@kingcounty.gov

206-263-3598

<http://www.wsdot.wa.gov/TDM/CTR>