

Trip Reduction Performance Program

Basic and Multi-year Project Implementation

Subcommittee Findings

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Task Force Meeting

August 26, 2005



**Washington State
Department of Transportation**

CTR Task Force Meeting – July 22, 2005

Performance Grant Program

The committee's work on revising WAC 468-60 was presented.

- ✓ Seven recommendations were adopted**

CTR Task Force Meeting

Performance Grant Program

WAC 468-60 Revisions - Recommendation 3

Allow for multi-year projects (3 to 5 years) that are measured at least every two years.

Multi-year Implementation Subcommittee

Conference Call – July 28, 2005

CTR Task Force

WSRO

City of Redmond

Duwamish TMA

WSDOT

Target date for submitting WAC for adoption

- **August 3, 2005**

Basic 1 to 2 Year Project Renewal Option

In addition to working on multi-year projects, the subcommittee looked at “how to implement a renewed basic project.”

Basic 1 to 2 Year Project Renewal Criteria

- ✓ Projects with good performance
- ✓ Resubmit application requesting renewal
- ✓ Subject to review committee approval

**But there were several questions that still
needed to be answered ...**

Basic Project Considerations

- Should startup costs be a part of the renewed contract?
- Should adjustments to the trip price and goal be allowed?
- Does the 1 – 2 year timeframe allow enough time to gauge a project's success?

Startup costs

- The project has already started – why pay to “start” the project again?

✓ **Allow Startup costs**

In some instances startup costs could be necessary in order to continue the project. Some examples are:

- Incentives
- Marketing / prizes
- Purchase vehicles for car sharing

Adjusting the trip price and goal

- Does it make sense to allow adjustments to the trip price and goal?

✓ **Allow adjustments to trip price and / or goal**

In some instances adjustments could be necessary in order to continue the project. Some examples are:

- Fewer opportunities within their target audience
- Analysis shows project unable to match previous level of success
- They may need to expand target audience

Adjustments will be subject to review and approval

Measuring a basic project

- Should a new baseline measurement be conducted?

✓ Use the same baseline

Project must sustain the reduction in trips for it to be a renewed project.

- Projects will be required to use the same baseline*
- The original target audience must be a part of any survey / measurement
- Target audience can be expanded

**It was decided that an applicant would be allowed to submit a multiple baseline measurement proposal that would be subject to review and approval.*

Gauging a project's success

What if the project falls short of making its goal?

Can a review committee still determine potential for success?

✓ **Review committee can gauge a project's potential success**

Previous program results ...

- 25 out of 29 projects either met or exceeded 50% of their goal
- 14 out of 29 exceeded their goal
- Only 4 were unable to reduce trips

Based on these results, it was generally felt that a review committee would be able to determine whether a project had the potential to succeed.

Multi-year Projects (3 to 5 years)

Implementation Criteria

- ✓ Must apply specifically for multi-year project
- ✓ Goals must be identified for each biennium including the overall total
- ✓ Phased startup costs
- ✓ Performance measurement every 2 years (by June 15th)
- ✓ Final measurement (by June 15th)

Once again, there were questions that needed to be answered ...

Multi-year Project Considerations

- How will a multi-year project be measured?
- Should they have the option to change the trip price?

Measuring a multi-year project

- Should there be a one time baseline measurement?

✓ **More than one baseline measurement may be allowed**

A multi-year project must sustain the reduction in trips.

- An applicant will be allowed to submit a multiple baseline measurement proposal that would be subject to review and approval.
- The participants in the original baseline survey must be included in all measurements.

Adjustments to the trip price

- Should the price be fixed for the duration of the contract or should adjustments be allowed?

✓ **Allow adjustments to trip price**

In some instances adjustments may be necessary in order to continue the project.

- Unforeseen expenses or issues that could prohibit continued work on project that otherwise would have had good potential for success

May apply for adjustment every two years

Adjustments will be subject to review and approval

Important Dates to Remember

TRPP Schedule

DRAFT

October 3 - 7, 2005

- WAC 468-60 adopted
- Publish media releases
- Begin mailings to target audience

Important Dates to Remember

TRPP Schedule

DRAFT

October 24 - 28, 2005

- Conduct training sessions

Important Dates to Remember

TRPP Schedule

DRAFT

November 1 – December 1, 2005

- Applications due
- WSDOT prepares applications for review

Important Dates to Remember

TRPP Schedule

DRAFT

January 4, 2005

- WSDOT announces winning projects

TRPP Materials

www.wsdot.wa.gov/tdm/taskforce/tfmaterials.cfm