



Commute Trip Reduction

Pierce County CTR Program

Presented by City of Tacoma, Pierce County,
and Pierce Transit





Who We Are

- Three organizations administer CTR in Pierce County
 - City of Tacoma (1 FTE)
 - Pierce County (1 FTE)
 - Pierce Transit (1.5 FTE)
- Pierce County and City of Tacoma have interlocal agreements with smaller jurisdictions to implement CTR
- We provide technical assistance to 83 employers



Our Goals

- Create efficient and effective employer programs and services
- Work collaboratively with employers to reduce trips and ease traffic congestion
- Evaluate and modify programs on a regular basis using employer feedback
- Seek new funding sources

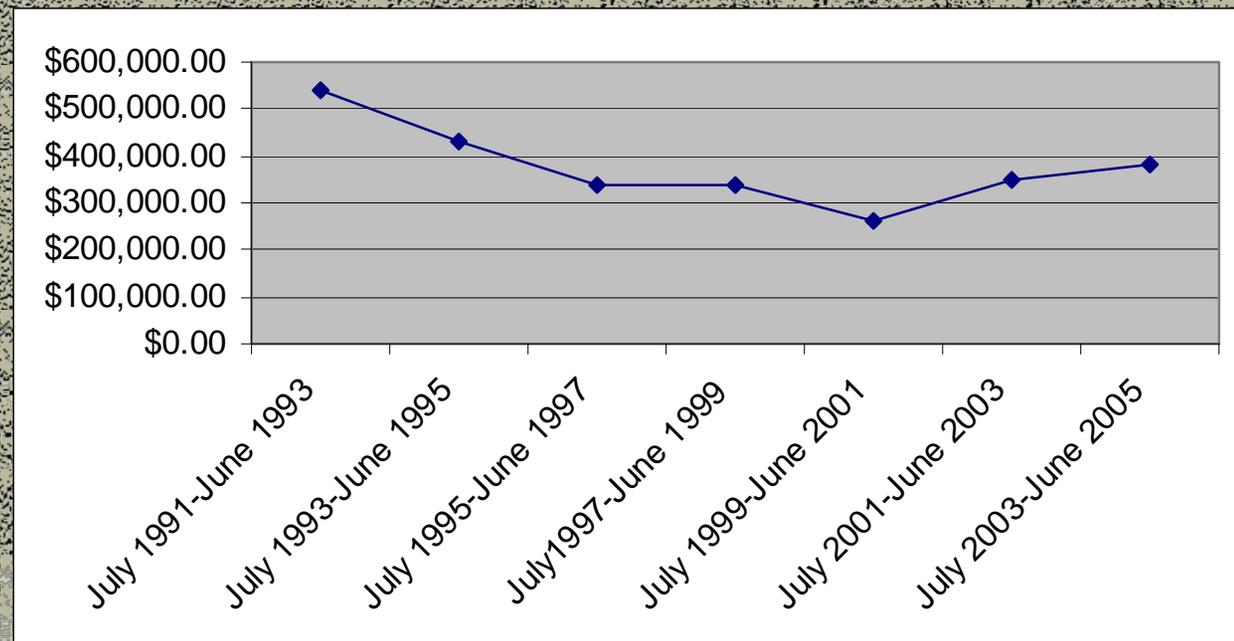


Our Services

- One-on-one assistance
- Free marketing materials and incentive programs
- Free training and network opportunities
- County-Wide recognition program for Top Employers
- County-wide Employer Grant Programs
- Small Employer Program

How are we funded?

- For 2003–2005, Pierce County received \$379,000
- 50% of state funds are allocated to Pierce Transit
- The remaining funds are allocated based on number of affected worksites, with Pierce County receiving 5 percent for coordination efforts





How are we funded?

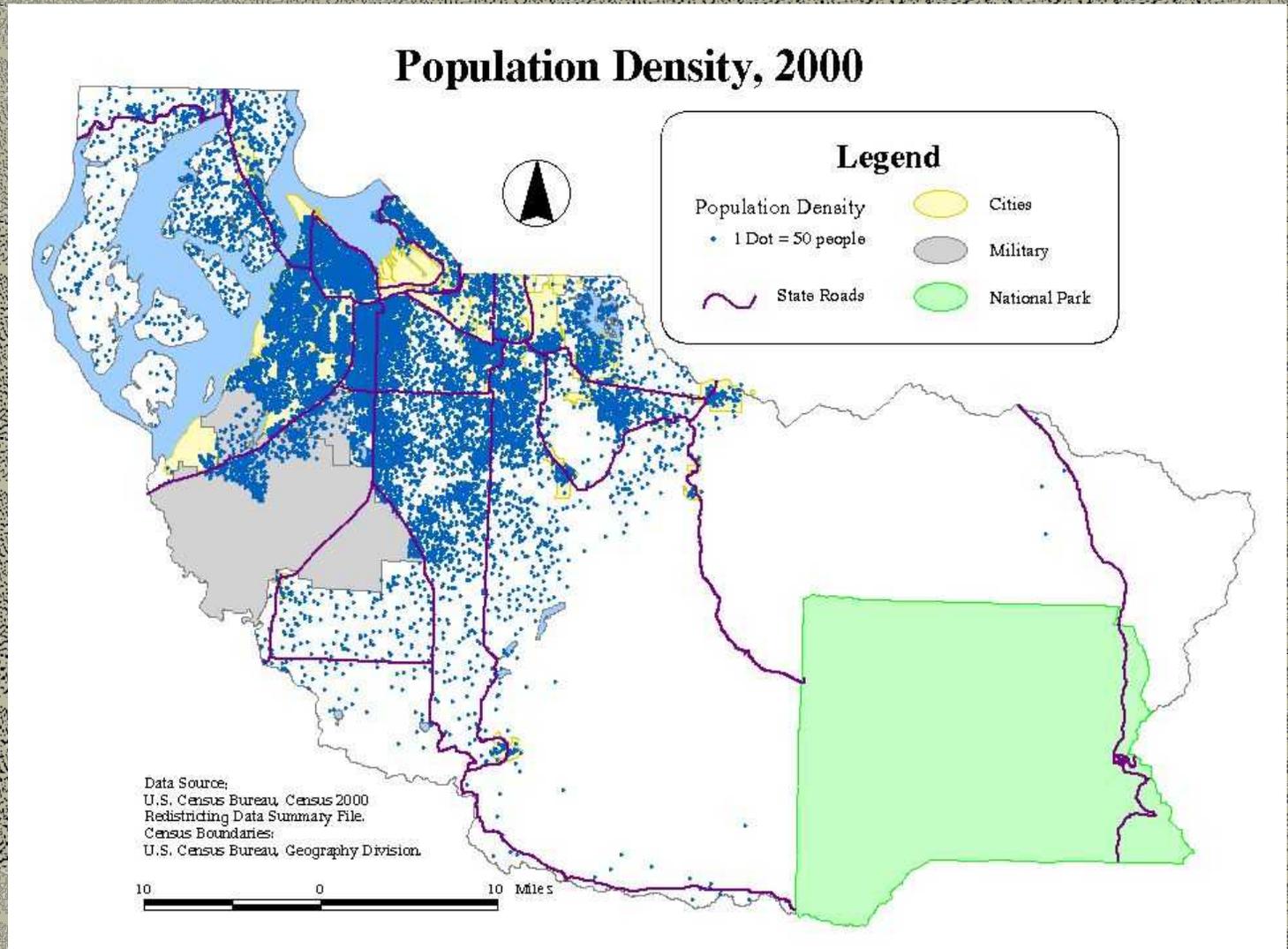
- Since 1998, Pierce County has applied for and received \$1,432,540 in grant funds
- The majority of these funds have been spent on direct services to employers or commuters
 - \$90,000 for vanpool incentives
 - \$240,000 awarded to employers
 - \$31,000 for employer incentive program – Relax Rewards
 - Created Employer recognition program
 - Created Emergency Ride Home program



Pierce County - Demographics

- Pierce County's population is 744,000, more than a 20% increase from 1990
- 30% of employed residents work outside of the county
- Approximately 40,000 military and civilian personnel work at Ft. Lewis, McChord Air Force Base, or Camp Murray

Pierce County - Demographics

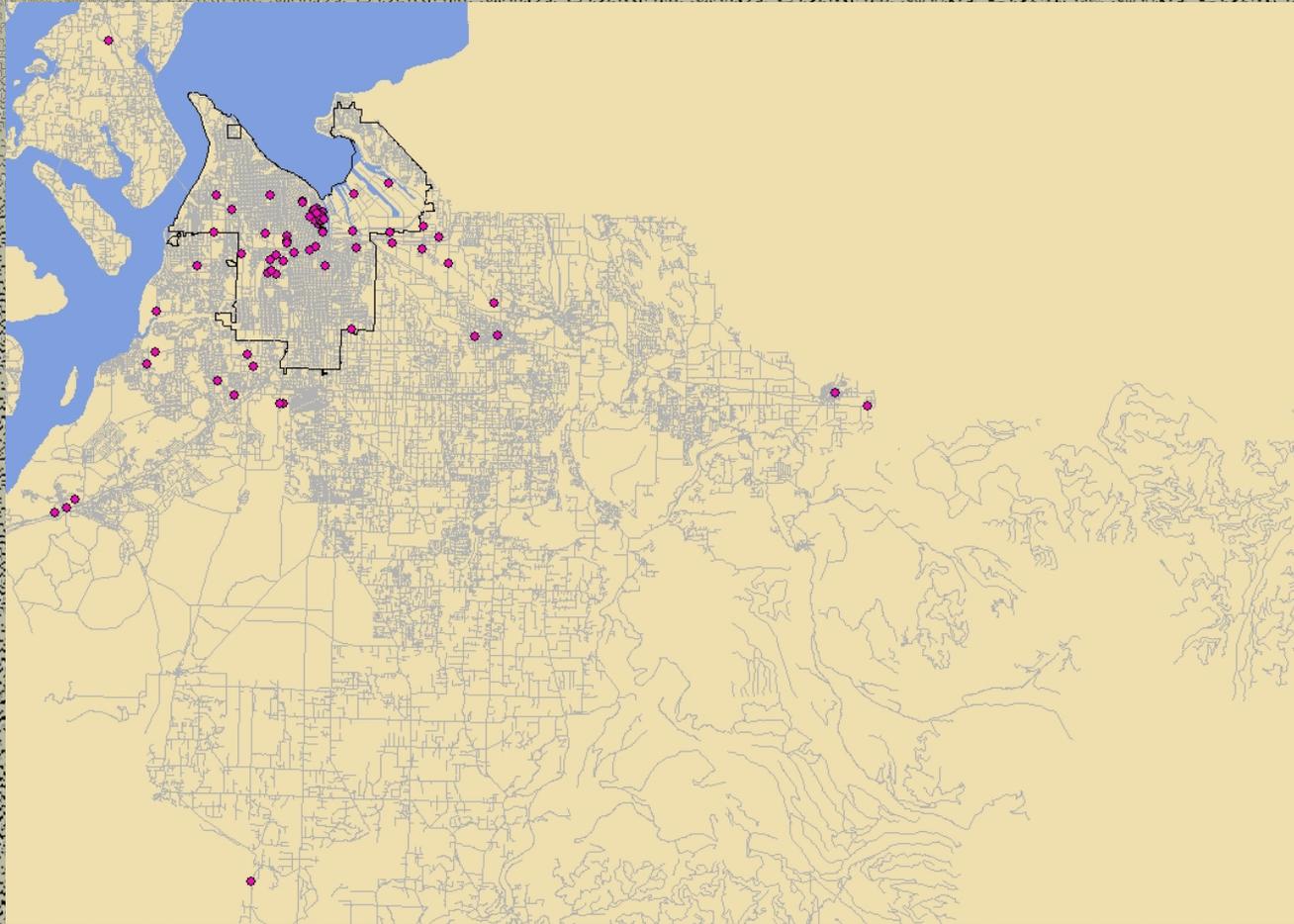




Pierce County - Employers

- Approximately 80,000 employees in Pierce County are employed at CTR-affected worksites
- 57 percent of worksites are located in Tacoma
- The largest employers include Ft. Lewis, McChord Air Force Base, MultiCare Health System, Franciscan Health System, and Pierce County
- These five employers represent approximately 65% of employees who work at affected sites.

Employment Site Distribution





What are our strengths?

- Our Partnerships with Employers
 - Active Employee Transportation Coordinators
 - Active Management Team

- Personalized Assistance
 - Employer Incentive Programs
 - Free Services
 - Ready-to-go Marketing Materials



What are our challenges?

- Military sites

- Inconsistent populations which affects performance funding

- The “Bottom 20”

- Sites consistently close to noncompliance

- Rural and isolated employers

- Require more administration and have limited impact on trip reduction



What changes would improve CTR in Pierce County?

- Establish/Improve partnerships with local and regional organizations
- Restructure Small Employer Program
- Drop commute window
- Focus on specific areas in Pierce County instead of specific employers
 - Office parks, industrial parks, campuses
 - Employment centers/growth centers



How can WSDOT help?

- Provide additional technical assistance to counties, such as:
 - Telework and CWW expertise
 - Best Practices for Small Employer Programs
- Implement Best Workplaces for Commuters
- Coordinate mitigation funds for major highway projects



How can the Task Force help?

- Review structure of CTR
 - Commute window
 - Targeting employment/growth centers
- Fund statewide public awareness campaign
- Appoint a 10-county Representative to the CTR Task Force



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