

Trip Reduction *Performance Grant Program* 2005 Work Plan

In 2003, The Washington State Legislature created the Trip Reduction Performance Grant Program (PGP) to create cost-effective reductions in drive-alone commute trips. The program creates these opportunities by offering to purchase the vehicle trips reduced by program contractors. The following work plan is developed to revise the program to include updating the program rules (WAC 468-60), strengthening the marketing strategies, and considering ways to encourage entrepreneurs to create trip reduction strategies.

Revising WAC 468-60

Problem Statement:

Most indicators embedded in the PGP's design suggest that it is a traditional grant program. The Task Force's objective of creating an "entrepreneurial" program to create new trip reduction services is seen by many as a secondary objective. A research team from the University of Washington found that the program's focus, a grant program's process and a market's emphasis on performance, is confusing and undermines the program's success. The team identified ways to improve the program's design to make the program more effective. To achieve the Task Force's objectives to create cost effective trip reduction, revisions to the program's design need to take place prior to the next round of grants.

Objectives:

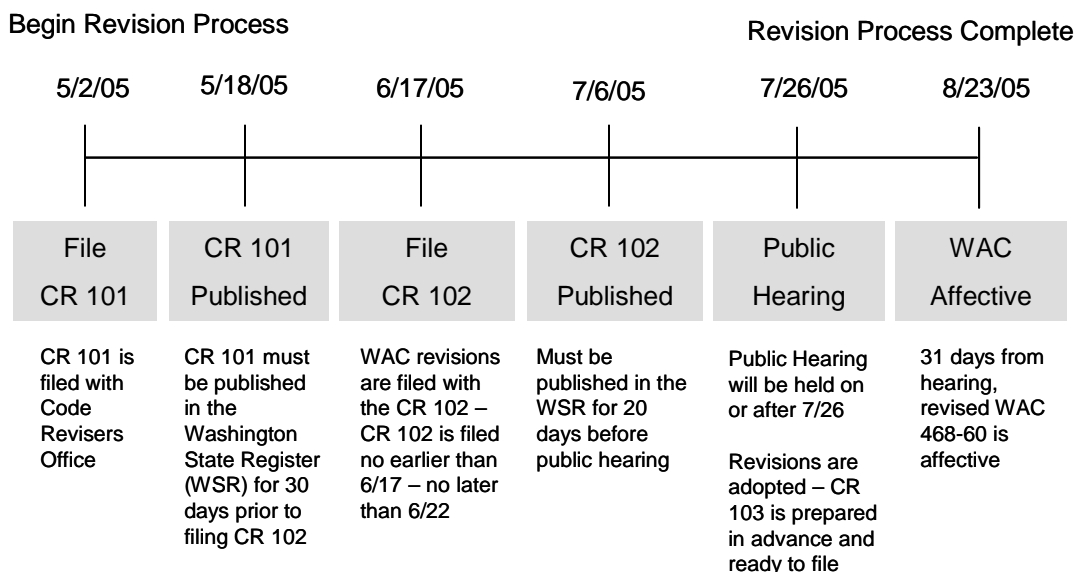
- Revise the language in WAC 468-60 to better communicate the intent of the program.
- Redesign the program to focus the program on attracting entrepreneurs and encourage them to create cost effective trip reduction services.

Timeline:

The WAC language must be revised and submitted to WSDOT Records & Information Management by June 17th in order to file the CR-102 keep on track for the August/September timeframe for awarding new grants. The hearing date will be around July 26th. Once the revised WAC is adopted, the program's communications strategies can be made consistent and we will be on track for soliciting a new round of grants.

WAC 468-60 CTR Performance Grant Program

Revision Process



Revision Process:

1. Issues to Address:

Program's Purpose

Clarify purpose – "What is it we are trying to do?"

- a. Create innovative trip reduction strategies?
- b. Create cost effective trip reduction?
- c. Target trip reduction services?
- d. Create a sustainable trip reduction mechanism?

Messaging

There are mixed messages – The purpose of the grant program does not come across in the WAC language. Areas to address:

- a. Focus on buying and selling avoided trips
- b. Focus on project innovation and trip reduction performance

Redesign of program

- a. Allow for multi-year (3-5 year) projects
- b. Establish program timelines for contracting and implementing projects
- c. Reevaluate project focus:
 - i. General trip reduction strategies
 - ii. Employer based
 - iii. Residential based
 - iv. Cost effectiveness
- d. Reevaluate the purchase price for reduced trips
- e. Reevaluate the payment structure
- f. Geography

Coordination

- a. Clarify how this program is coordinated with local or regional efforts to encourage trip reduction
- b. Coordinate with research being performed on trip pricing

Program's measurement

- a. Clarify the data collection requirements for the program
- b. Baseline and final data measurement deviations need to be clear prior to signing contract
- c. Timeline
- d. Duplicate records
 - i. More than one jurisdiction using same site data for calculating trips reduced
- e. Segregating the sites in Annual CTR survey from sites specific to the performance grant
- f. Aggregation of employers and payments
 - i. King County – B-Trip model vs. lump sum approach

Communication

- a. Need language consistency between WAC, contract, web, etc.
- b. Need to identify the target audience for the program
- c. Marketing to establish effective marketing strategies to reach the target audience

2. Process to develop recommendations on WAC language and pending issues

- a. Create sub-committee consisting of WSDOT, prior grant recipients, and TF members
- b. Brainstorm issues, analyze data and make recommendations

3. CTR Task Force – final recommendation to WSDOT

Person(s) Involved:

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Commuter Trip Reduction Task Force Sub-committee on PGP Revisions (TBD)