



Westside
Transportation
Alliance

Program & Activities Update

WCCC
July 12, 2021

Jeff Pazdalski
Executive Director
Westside Transportation Alliance



*Made possible with support from Metro and the
Federal Transit Administration*



Westside Transportation Alliance (WTA) is a nonprofit that works with governments and businesses in Washington County with the goal of reducing the number of employees that drive alone to and from work.

WTA works with its members to encourage employees' behavior change for commute trips by providing information, incentives, and assistance about transportation options including using transit, bicycling, walking, carpooling, and teleworking.



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New Programs

THE COMMUTERS' GUIDE TO BIKE AND PEDESTRIAN SAFETY

Everything you need to know to get to work safely - without driving alone.




**SCHEDULE A ONE-ON-ONE
COMMUTE CONSULTATION**
with a WTA Team Member


REQUEST RESOURCES
including bike lights, paper maps,
reflective gear and more!

E-Bike Trial Pilot Program



Incentive Pilot Program

**Commute
Champions** 

Sponsored by  Sustainability
Division  Metro



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Equity Outreach and Engagement Plan

Equity Work Group
Approved May 7, 2021

Targeted Incentives

For frontline & essential
employees



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Ongoing Programs



2020 WTA League Champions



Kaiser Permanente
Westside Medical Center



City of Beaverton



Fran
Vernier Software
October Commuter
Kickbacks Winner



Emily
Cambia Health
Week Four Winner

Carolina



Washington County
Get There Challenge
Weekly Prize Winner

Incentive Opportunities

Workshops and Info Sessions

Custom Resources





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Membership



Genentech
A Member of the Roche Group



THOMAS, COON,
NEWTON & FROST
PORTLAND LAW FIRM SINCE 1980





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THANK YOU

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