

Why Commute Trip Reduction Video Voiceover Script and Notes

Slide 1:



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Slide 2:



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Legislators were alarmed about the future quality of life in Washington State. They weighed the costs of building highways to accommodate all the new trips that come with population growth and learned that status quo wasn't sustainable in terms of money, space and preserving quality of life in Washington State.

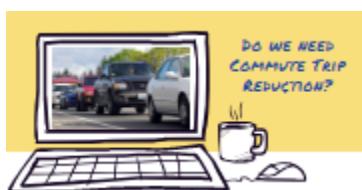
Slide 3:



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To address this concern, the Commute Trip Reduction law was passed to reduce traffic congestion, improve air quality and decrease fuel consumption.

Slide 4:



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Slide 5:



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Can we build our way out of congestion? Not likely due to the following factors:

- 1) More people are moving to the region. Today's state population is 7.4 million. The projected population for 2030 is 8.5 million.

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- 2) There are barriers to widening I-5 between Lacey and Tacoma such as the Nisqually Wildlife Refuge, two bridges that cross over the salmon-bearing Nisqually River, and railway trusses that would need to be moved.

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- 3) The costs to widen just this section of I-5 would go into the billions. Construction improvements will occur over the next 10 years; however, we will not be able to completely build our way out of congestion.

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The state decided that the largest worksites located in the urban counties experiencing the highest levels of traffic congestion must comply with the Commute Trip Reduction law.

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Only employers with one hundred or more full-time employees who are scheduled to begin their workday between six and nine am are required to participate.

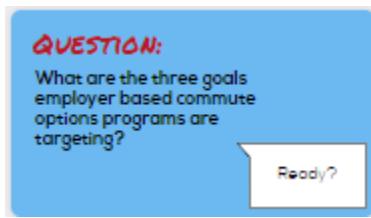
Slide 10:



Notes: _____

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Slide 11:



Notes: _____

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Slide 12:



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Slide 13:



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The state CTR Board adopted program goals for years 2015-2023. These are tied to the governor's goals for the state. Employers will survey in 2024 to measure goal attainment from the 2007 baseline.

Slide 14:



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The goals are:

- 1: Increase the use of non-drive alone modes for commute trips by 6 percent points. For example, if 20% of the trips made are non-drive alone, then the site needs to increase the number of non-drive alone trips to 26%.

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Both Vehicle Miles Travelled and Greenhouse gas emissions need to be reduced by 18%. For example, if the average VMT per employee is 15 miles, VMT needs to be reduced to 12.3 miles per employee. The Greenhouse gas calculations are tied to VMT. If VMT is decreasing, then Greenhouse gas emissions are also decreasing.

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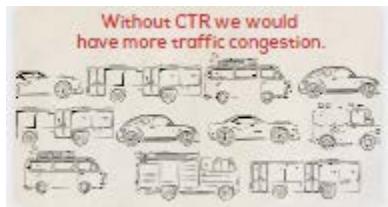


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The average annual savings in the Puget Sound region from commute options programs adds up to:

- 8 million gallons of fuel not burned,
- 160 million miles not clogging our crowded roads, and
- 71,500 metric tons of greenhouse gases not going into our air to breathe.

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Tacoma has the 16th most congested commute in the United States. A Tacoma driver spends on average 41 hours a year stuck in traffic congestion. The price tag per person is one thousand, four hundred and eight-five dollars for extra gas, lost productivity and increased vehicle maintenance costs. That's a lot of lost time and money!

Slide 18:



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Greenhouse gas is mostly comprised of CO₂. Picture a balloon the size of football field. If that balloon was filled with CO₂ would weigh approximately 9 metric tons. Now visualize over 7,000 football field sized balloons. That's a lot of greenhouse gases not going into the atmosphere!

Slide 19:



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CTR employer efforts help:

- Protect the environment,
- Reduce traffic congestion,
- Conserve energy,
- Maintain quality of life,
- Improve health through active transportation choices; and
- Relieves demand on community infrastructures

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Commute Options programs have many business benefits. A well-developed program can support the company's mission statement, be part of a solution, and strengthen commitments to the community. For example, programs can retain talent, establish your worksite as a community leader, increase employee happiness or reduce your parking costs.

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How can a commute options program help your company?

Can your program?

- Provide a low-cost benefit to retain and attract talent
- Reduce parking costs or provide more customer parking or
- Support Sustainability goals

Grab a pencil and paper and pause the video. Click play when you have completed your list.

Slide 22-24:

Questions, Contacts, Completion Form