

Healthy



Connections

Getting Active with TDM



WASHINGTON STATE
RIDESHARING ORGANIZATION

Welcome to the 2016 WSRO Fall Conference in Richland, Washington



Welcome to Beautiful Richland!

Welcome to the WSRO 2016 fall conference, *Healthy Connections: Getting Active with TDM*. We are so pleased that you could join us in beautiful Tri-Cities!



Richland's Howard Amon Park.

We have put much thought into these conference sessions to provide you with insightful and relevant tools and information to help inspire you, whether designing or refreshing your programs. It is our goal to provide you with a wide range of options for CTR program strategies.

Our agenda is stuffed with timely topics and subject-matter expert speakers, but we've also left time for you to network with your peers. Take all the time you like to make new friends and catch up with old ones! We encourage you to join us Monday evening for our Networking Reception!

You will notice that much of the time we have speakers addressing two tracks – one geared toward ETCs and one geared toward TDM implementers; feel free to attend sessions in either track. Our ETCs are the life support of WSRO – we want you to get as much from your conference experience as possible!

If you have a suggestion, question or an issue that needs attention, please find one of your board members and let them know. We welcome and encourage suggestions and comments from our members and attendees.

Again, welcome and thank you for attending!

The WSRO Board of Directors





Getting Active with TDM!



WSRO Fall Conference Sponsor



A special thanks to the Association for Commuter Transportation for helping make the WSRO Fall Conference possible.





About WSRO

Founded in 1988, WSRO is a group of ridesharing professionals in Washington State whose mission is to encourage policy makers, employers and commuters to support the use of transportation alternatives to driving alone. Our goal is to reduce air pollution, traffic congestion and energy consumption throughout our state and the Pacific Northwest. WSRO was incorporated as a 501c(6) non-profit organization in 1989.



WSRO offers its members opportunities to meet on a regular basis and discuss transportation-related issues, as well as build relationships between public and private organizations. WSRO also develops and provides its members with promotional and marketing materials about ridesharing.

We sponsor two workshops each year: a spring conference held in western Washington, and another during the fall in eastern Washington. In recent years, we've reached out to our regional neighbors and co-sponsored joint workshops in Portland, Oregon, and Vancouver, British Columbia. In 1991, we created our Recognition Award to honor those individuals, groups or organizations which exemplify the commitment to our mission and the concept of ridesharing.

We've evolved during the past 28 years to include transportation demand management (TDM) specialists from a range of public- and private-sector professions at the local, regional and state level. Whether your focus is advocacy, policy implementation or planning development (or all of the above!), if you promote the use of sustainable transportation and planning options, we'd love for you to join us!

Not a member yet? We can fix that - speak to a board member today!



Courtyard Richland Columbia Point



480 Columbia Point Drive Richland, WA 99352

Phone Number: 509-942-9400

Amenities

- Free Wi-Fi
- 24-hour Fitness Center
- Pool/Whirlpool
- The Bistro
- Free Parking
- Richland Riverfront Trail Access
- Bicycles Available (limited)
- Business Center

ADA/safety & comfort

Please let any of the WSRO board members know if you need accommodations of any kind.

In Case of Emergency

- Call 9-1-1 from any phone



The Bistro

Inside the hotel

Your food and beverage destination for refreshing breakfast choices in the morning, and a variety of dinner and cocktail options in the evening.

Dinner 5pm – 10pm
 (509) 942-9400



Anthony's

550 Columbia Point Dr.

Dedicated to giving their guests a truly Northwest dining experience, Anthony's has earned the reputation for the finest fresh seafood, perfectly prepared and expertly served with an uncompromising commitment to quality and value.

(509) 946-3474
 Lunch Sunday 11am - 2pm | Dinner 4 - 9:30pm



Monterosso's Italian Restaurant

1026 Lee Blvd

Welcome to Tri-Cities' one and only antique railroad dining car. Monterosso's is committed to providing guests with creative and flavorful Italian dishes both traditional and beyond.

(509) 946-4525
 Closed Sunday | Dinner 5pm - 9pm

Eateries continued on the next page.



Budd's Broiler

450 Columbia Point Dr.

Premier Steakhouse overlooking the Columbia River. Features a variety of cuts of meat from the Northwest's own Snake River Farms and Double R Ranch as well as fresh seafood from Anthony's Seafood Company.

(509) 946-8178

Dinner starting @ 4pm



Atomic Ale Brewpub & Eatery

1015 Lee Blvd

Atomic Ale Brewpub and Eatery offers wood-fired gourmet pizza and hand-crafted beer.

(509) 946-5465

11am – 8pm



Casa Mia

607 George Washington Way

Opened in 1952, this award winning Italian restaurant is known for being one of the first restaurants to serve pizza in the Washington area.

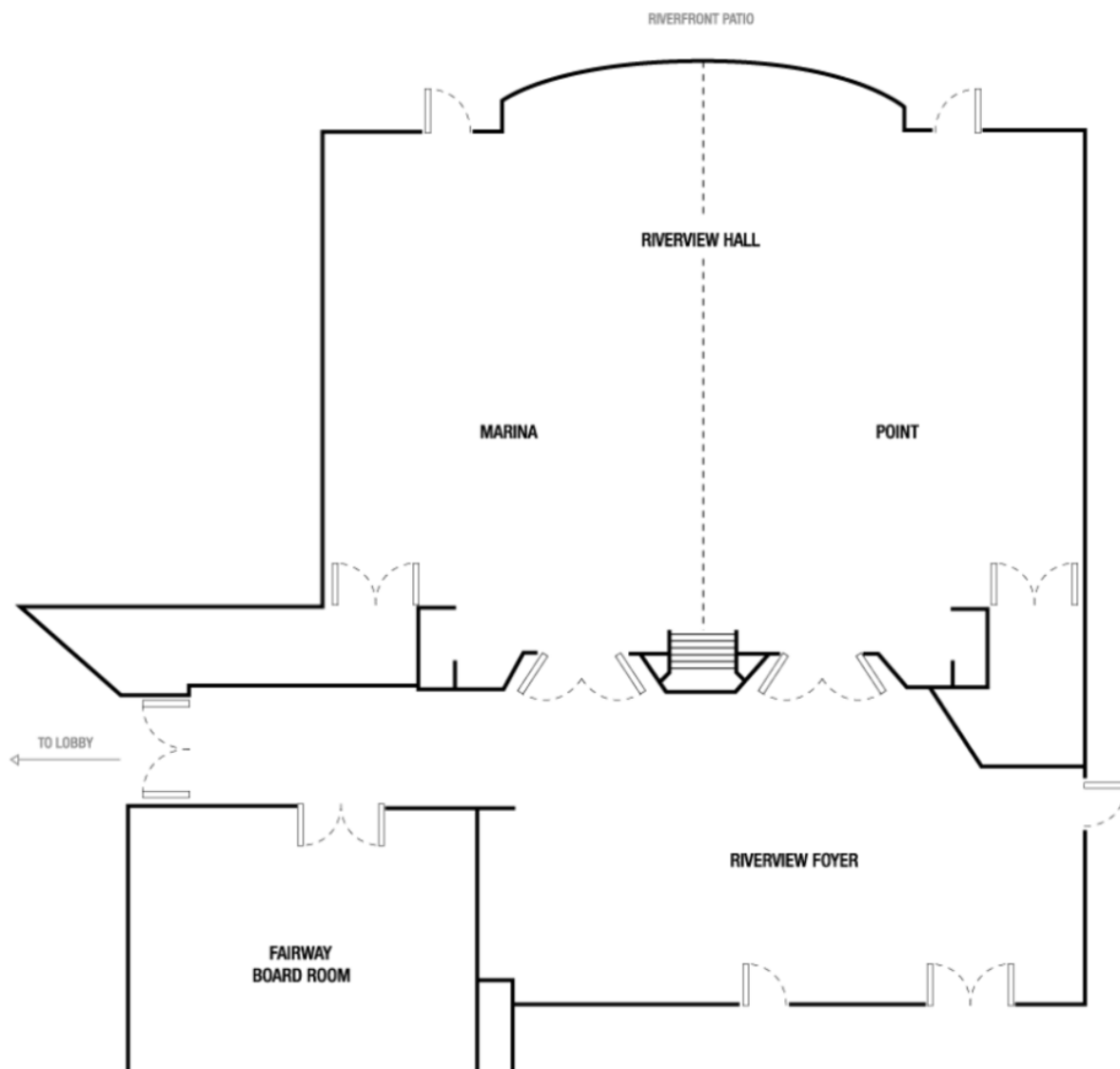
(509) 946-0500

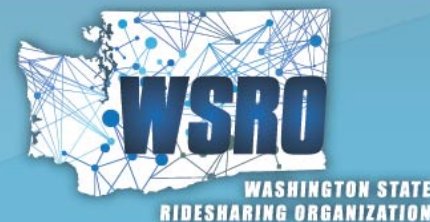
11:30 am – 10 pm

All within a reasonable walking distance!

Our sessions and meals will all be within the cozy confines of Riverview Hall, divided into the Marina Room and the Point Room for our breakout sessions. Registration outside of the ballroom with restrooms across the way.

Please refer to your agenda for session/meal locations and times.





2016 Fall Conference

Sunday, October 9th

Hosted Networking Event

3 p.m.

Monday, October 10th

Track 1 - TDM

Track 2 - ETC

8 a.m. — 4:30 p.m.

Registration Open

8:30 — 9:30 a.m.

Riverview
Hall

Conference Welcome/Breakfast

Gloria Boyce, Ben Franklin Transit

9:45 — 11:00 a.m.

Marina
Room

**Connecting the Dots: Health
and Active Transportation**

Dr. Amy Person and Carol Moser,
Benton - Franklin Health District

Point
Room

Maximizing Your Marketing Power

Debbie Anderson
Community Transit

11:15 a.m. — 12:30 p.m.

Riverview
Hall

Sacagawea Heritage Trail: from Dream to Reality

Kim Shugart, Senior Vice President, Visit Tri-Cities | **Joe Schiessl**, Parks and Public Facilities Director, City of Richland
Rick Terway, Administrative and Community Services Director, City of Pasco
Cheryl Bolin, Parks, Recreation and Tourism Director, City of Kennewick

12:30 — 1:45 p.m.

Riverview
Hall

Lunch Keynote

Mary Williams, Rebels by Bus

2 — 3:15 p.m.

Marina
Room

**Alternative Ways to Fill
Transportation Gaps**

Victoria Tobin and Tom Devlin
King County Rideshare Operations

Point
Room

Social Media & Graphics 101

Billy Norton, Spokane County CTR

3:30 — 4:45 p.m.

Guided Walk/Self - Tour Bike Ride

Joe Schiessl, City of Richland: Adventure begins outside!

5 — 6:30 p.m.

Hosted Networking Reception - Pool Terrace (*weather dependent*) / **Riverview Foyer**

Tuesday, October 11

8 a.m. — noon

Registration Open

8 a.m. — 9 a.m.

Riverview
Hall

Breakfast/WSRO Updates and Meeting

9:15 — 10:30 a.m.

Marina
Room

**Lessons Learned
Wheel Options Around-the-Sound**

Caryn Walline, Community Transit

Point
Room

Marketing Vanpools at Your Worksite

Greg Garrett, Spokane Transit

10:45 a.m. — 12:00 p.m.

Marina
Room

**Get Them While They're Young!
7th Grade Bus Pass Pilot Project**

Kirsten Wert
Whatcom Council of Governments

Point
Room

**Onboarding New Employees to Reduce
Your DAR**

Billy Duss
Commute Seattle

12:15 — 2 p.m.

Riverview
Hall

Lunch & Closing Keynote

David Kroodsma, Cycling the World's Cities

Sunday, October 9th

Join us for

A Tour through Wine Country

(Don't worry – we have a designated driver!)



Barnard Griffin Winery



Market Vineyards

3:00 – 6:00 Sunday evening

Meet in the lobby at 3:15, bus boards at 3:30!



Monday, October 10th

8am – 4:30pm **Conference Registration**

Riverview Foyer

8:30 – 9:30am **Conference Welcome/Breakfast**

Location – Riverview Hall

Gloria Boyce, Ben Franklin Transit

Gloria Boyce, the General Manager of Ben Franklin Transit, welcomes you all to the Tri-Cities and to the Ben Franklin Transit service area. The mission of Ben Franklin Transit is to provide exceptional and cost-effective transportation services that consistently exceed customer expectations while promoting the principles and practices of livable communities and sustainable development. Take a ride and see for yourself how dedicated we are to our mission.

9:45 – 11:00am Breakout Session #1

TDM Track **Connecting the Dots: Health and Active Transportation**

Location – Marina Room

Dr. Amy Person and Carol Moser, Benton-Franklin Health District

Dr. Amy Person and Carol Moser will talk about both Benton and Franklin Counties new Community Health Plan. Both counties currently have a Community Health Improvement Plan that implements active transportation as part of their strategy to help encourage both better physical and mental health within their communities. Coinciding with both Health District and the Health Alliance and their use of active transportation and one of their main policies to help support increased physical activity and reduce obesity rates.

ETC Track **Maximizing Your Marketing Power**

Location – Point Room

Debbie Anderson, Community Transit

You, as the ETC, have the power to make a great success of your CTR program. Your personal assistance working with employees and your ability to creatively market your CTR program can make your program highly successful—even with the most limited budget. This session will explore ways to best market your program to employees - no matter how much is in your program budget.

11am **Snack/Coffee Break**

Location – Riverview Foyer

11:15am – 12:30pm **Sacagawea Heritage Trail: From Dreams to Reality**

Location – Riverview Hall (Joint Session)

Kim Shugart, Senior Vice President, Visit Tri-Cities | Joe Schiessl, Parks and Public Facilities Director, City of Richland | Rick Terway, Administrative and Community Services Director, City of Pasco | Cheryl Bolin, Parks, Recreation and Tourism Director, City of Kennewick

Representatives from area local government and Visit Tri-Cities will discuss the challenges and opportunities developing, maintaining and programming a 23 mile, hard-surface loop trail along the Columbia River in the Cities of Richland, Kennewick and Pasco.





Monday, October 10th

12:30 – 1:45pm

Lunch and Keynote

Location – Riverview Hall

Mary Williams, “Rebels by Bus”

Public Transit organizations have been working for years on CTR efforts. “Rebels by Bus” focuses on LTE; Leisure Trip Expansion. Rebels by Bus celebrates the joy of low cost, fun, and green travel through public transit. Mary Williams, Rebels by Bus creator, will share the story of Rebels by Bus...how and why she started the idea, the Rebels by Bus Blog, and planning and leading trips throughout the greater Puget Sound area.

2 – 3:15 p.m. Breakout Session #2

TDM Track

Alternative Ways to Fill Transportation Gaps

Location – Marina Room

Anne Brusklund and Victoria Tobin, King County Rideshare Operations

Showcasing the efforts of King County and their work with jurisdiction partners to fill transportation gaps due to low or no fixed transit service. Also the efforts to assist residents and commuters outside the urban core to utilize transportation options that reduce traffic congestion, vehicle emissions, and fuel consumption while improving the transportation system.

Attendees will hear new methods for residents accessing transit in a technology focused generation, the challenges integrating Alternative Services into the system, potential barriers, and policy requirements. Plus alternative service products that combine traditional rideshare with pioneering delivery methods, how to provide promotion and outreach that’s cost effective, inventive and provocative to catch potential customers’ attention.

ETC Track

Social Media & Graphics 101

Location – Point Room

Billy Norton, Spokane County CTR

The roll of social media in TDM is greater than some think, and we are a very visual society “Don’t just tell us about it, show us!” The first part of this class will give a brief overview on how social media and imagery affects TDM.

Doing more with what you have, most everyone in today’s workforce has access to Microsoft Word as well as other general software. The second part of this class will feature a tutorial on using Microsoft Word to create customized graphics for your own worksite CTR program.

3:30 – 4:45 p.m.

Guided Walking or Bicycling Excursion

Adventure Begins Outside (Joint Session)

Joe Schiessl, City of Richland

We know you’re tired of sitting indoors all day! Enjoy some fresh air in the beautiful setting created by the thoughtful designers and builders of this unique waterfront trail!

5 – 6:30pm

Networking Reception

Location – Pool Terrace (depending on weather) / Riverview Foyer

Join the WSRO Board of Directors for networking and refreshments.





Tuesday, October 11th

8am – Noon

Conference Registration

Location – Riverview Foyer

8am – 9:30am

Buffet Breakfast/WSRO Updates and meeting

Location – Riverview Hall

Mixing business with the pleasure of your company! WSRO board members will discuss board topics. All conference attendees are welcome!

9:15 – 10:30am Breakout Session #3

TDM Track

Lessons Learned: Wheel Options Around the Sound

Location – Marina Room

Caryn Walline, Community Transit

In 2016, WSRO developed three promotional campaigns for the Puget Sound region, under the Wheel Options brand, that tested new TDM messaging and incentive strategies. This session will provide an overview of the three campaigns and lessons learned.

ETC Track

Marketing Vanpools at Your Worksite

Location – Point Room

Greg Garrett, Spokane Transit

To properly market Vanpool, it is imperative a transit agency build a great relationship with their county CTR program. Spokane Transit Vanpool intentionally made itself available to Spokane County CTR to help with their activities and outreach. We want to help ETCs market vanpool, as well as general CTR, to their employees.

The goal of this presentation is to help ETCs see great benefits by leveraging transit agencies to help promote their worksite programs, and that transit agencies see the huge potential of growing their vanpools and ridership by supporting the ETCs along with the CTR team.

10:30am

Snack/Coffee Break

Location - Riverview Foyer





Tuesday, October 11th

10:45 - noon Breakout Session #4

TDM Track Get Them While they're Young: 7th Grade Bus Pass Pilot Project

Location – Marina Room

Kirsten Wert, Whatcom Council of Governments

In March of 2016, Whatcom Smart Trips kicked off a two-year pilot project to provide transit education and a free quarterly bus pass to every 7th grade student in Whatcom County. The Smart Trips staff created the teaching tools and is providing the instruction. WTA is providing the bus passes, as well as a transit vehicle and driver to be available at every school. The goal of the project is to teach students how to plan bus trips and to encourage them to begin traveling independently. We will present results from our first year of implementation.

TDM Track Onboarding New Employees to Reduce Your DAR

Location – Point Room

Billy Duss, Commute Seattle

Did you know that new employees are most likely to change their commuting habits? Or that new employee onboarding is one of the easiest ways to reduce your company's Drive Alone Rate? This seminar will provide tips and best practices on how to include discussions about your transportation benefits with new employees during your onboarding process, and how these conversations are crucial in building habits that will last for years to come.

12:15 – 2pm Lunch and Closing Keynote

Location – Riverview Hall

David Kroodsmas, Cycling the World's Cities

David Kroodsmas has spent three years of his life traveling by bicycle, and has pedaled more than 30,000 miles across 35 countries. In his travels, he has made a point of visiting major cities, and he has biked major cities ranging from New York to Mexico City to Shanghai to Dhaka.

In his talk, David will share stories, photos, and videos of his firsthand experience of these cities. He will share why biking across Beijing was far easier and more pleasant than crossing Los Angeles, and the insight he gained from this ground-level exploration of urban environments.





Keynote Speakers

Gloria Boyce

Boyce was the administrative services manager for three years. Prior to coming to Ben Franklin Transit, Boyce served as director of capital programs coordination and reporting at Metro in Houston, TX, where she directed the preparation and monitoring of project and program budgets, grant eligibility and FTA reporting for the 3-Line Light Rail Expansion, HOT Lanes and other major capital projects. Before relocating to Houston, Boyce served 6 years with the Sacramento Regional Transit District, lastly as their Chief Financial Officer. Prior to that she worked in the private sector delivering project and contract administration for public agency client's urban design, community master planning and transit oriented development projects. Boyce holds a Bachelor of Arts Degree, with dual majors in Business Administration: Finance, and Economics and an International Business Certificate from Portland State University located in Portland Oregon. Ms. Boyce currently serves as a Washington State Transit Association and Washington State Transit Insurance Pool Board Member, Chair of Finance Officers Leadership Committee; and is a member of the American public Transportation Association small business Operations and Mobility Management Committees.

Mary Williams

Mary Williams, a retired public service administrator from Thurston County, started using public transit in self-defense to avoid the I-5 traffic between Seattle and Olympia. Since retirement in 2008 she has become an enthusiastic public transit advocate. Mary started the "Rebels by Bus" blog in 2010, and has been hosting trips throughout the greater Puget Sound area through the continuing education program at South Puget Sound Community College since 2012. Rebels by Bus trips feature all available forms of public transit... bus, light rail, streetcar, water taxi, state ferries, and train. www.rebels-by-bus.net

David Kroodsma

David has over a decade of experience researching and communicating global environmental issues. Trained in physics (BS) and earth systems science (MS) at Stanford University, he has worked with several nonprofits and foundations as a researcher, consultant, and data journalist, all with the aim of addressing global environmental challenges. A long distance cyclist, he has also used continent-crossing bicycle journeys to draw attention to climate change through his Ride for Climate project, and he is the author of *The Bicycle Diaries*, a Shelf Unbound Notable Book of 2014 and a finalist for both the Montaigne Medal and Forward Review's IndieFab Book of the Year. He lives in Oakland, California. You can read more about his journeys at rideforclimate.com.



Dr. Amy Person

Dr. Amy Person has been the Health Officer for the Benton-Franklin Health District since 2011. Prior to joining the Health District, she was a primary care pediatrician in Milwaukee, WI for 18 years, working with teen mothers and inner city families. Recognizing the impact of health disparities on the lives of her own patients, she pursued a career in public health to better address prevention and the social determinants of health at the population level. She holds a medical degree from University of Illinois as well as a master's in Health Care Informatics and a GIS (geographic information systems) certificate from University of Wisconsin.

Billy Duss

Billy works with Commute Trip Reduction (CTR) affected companies located outside of Downtown Seattle and South Lake Union to fulfill their survey and reporting requirements. After growing up in Wisconsin and studying political science at the University of Minnesota, Billy moved to Seattle in 2009 and immediately knew he was in the right place.

A self-described transit nerd and cycling infrastructure advocate, Billy came to Commute Seattle (*and the TDM world*) after working on dozens of political campaigns across the state, and in Olympia during the legislative session.

Billy Norton

Billy Norton has been with the Spokane County Commute Trip Reduction office as Marketing Specialist for over two years now. With over ten years of experience working in the graphics and marketing field, Billy creates TDM posters, flyers, digital graphics, email messages and other such items to help market CTR to over 130 different worksites throughout Spokane County. Billy is also a member of the Spokane Bike Swap committee and has designed artwork for the event as well as the other Inland Northwest event, Spokane Bike to Work Week.

Caryn Walline

Caryn Walline is a TDM & Outreach Specialist at Community Transit in Snohomish County, where she oversees a corridor-based TDM program, Curb the Congestion. During her career, Caryn has had the opportunity to develop and implement a variety of TDM programs targeting commuters, residents, employers and property managers. Caryn has been an active member of WSRO, serving on the Board of Directors and the Wheel Options Around the Sound promotional sub-committee. She also has Masters in Sustainable Transportation from the University of Washington.

Cheryl Bolin

Cheryl has worked in the public sector for 18 years working in the parks, recreation, and community service areas. She recently relocated back to the Tri-Cities from Austin Texas to join the City of Kennewick as the Parks, Facilities, and Recreation Director. Cheryl earned her undergraduate degree in Leisure Services and Recreation and Political Science from Central Washington University.

Carol Moser

Carol Moser, Benton-Franklin Community Health Alliance

Carol Moser serves as the Executive Director for the Benton-Franklin Community Health Alliance and the Greater Columbia Accountable Community of Health. Prior to her position with the Benton-Franklin Community Health Alliance, Carol served six years on the Washington State Transportation Commission, and ten years on the Richland City Council. Carol received her Master's in Business Administration from Seattle Pacific University, and a Bachelor of Music from Pacific Lutheran University. She is married to Ken Moser and has two adult children, Derek and Emily, both graduates of Richland High School.

Debbie Anderson

Debbie Anderson is a Transportation Demand Management and Outreach Specialist for Community Transit. Debbie has over 18 years' experience in transportation and marketing. For the last 12 years, Debbie has focused on program and ETC development for large employers in Snohomish County.

Debbie provides consultation, support and strategies to help ETCs deliver the best transportation program for their employees. In her free time, Debbie likes providing customer service to participants of the popular Curb the Congestion program and problem solving in RideshareOnline.com.

Greg Garrett

For the last 7 years, Greg Garrett has worked as a Vanpool Coordinator for Spokane Transit. Greg is a graduate of Washington State University where he has earned his Bachelor's degree in Business Administration and Operations. Greg is also a Pastor of a growing church in Spokane's historic Hillyard neighborhood. Greg and his wife Brenda have been married for over 20 years and have two young men, one of which is 16 and learning how to take the bus.

Joe Schiessl

Joe enjoys long walks on the beach and ... oh, wrong bio ;)

Joe has worked for the City of Richland for 16 years and began his work with the city working on planning and economic development special projects and has been the Director of Parks and Public Facilities for four years. He has an undergraduate degree in environmental science and a master's degree in urban and regional planning.

Kim Shugart

As the Senior Vice President, Ms. Shugart is directly responsible for providing leadership in all aspects of tourism development for the Tri-Cities and surrounding region, including wine tourism, convention and sports sales efforts, media outreach, product development and marketing. She provides oversight to the Tri-Cities Rivershore Enhancement Council and the Tri City Hotel-Motel Commission and manages the daily business operations for Visit Tri-Cities, as well as financial reporting to city and hospitality partners.

She has been employed at Visit Tri-Cities since 2003. Prior to joining the organization, Ms. Shugart worked for both regional and nationally branded hotel companies for a number of years. Kim loves the outdoors and can be found running, kayaking, boating, and snow skiing in her spare time.



Session Speakers

Kirsten Wert

Kirsten Wert has worked at Whatcom Council of Governments coordinating the Smart Trips program for 9 years. Her duties include community outreach, working with employer partners (both voluntary and CTR sights) and customer service for all individual Smart Trips Participants. Her work with youth includes implementing a School Smart Trips program and 4 years of summer Smart Trips Adventure Day Camps for 12-14 year olds.

Rick Terway

Rick has worked in the public sector for over 30 years and has been the city of Pasco's Director of Administration and Community Services for the past seven years. Prior to coming to the city of Pasco, Rick has worked at the federal and state government levels, 12 plus years with Washington State Parks. Rick holds degrees in Natural Resources and Business Administration.

Tom Devlin

Tom is a Senior Transportation Planner with King County Metro's Rideshare Operations. Tom helps employers throughout King County with the development of their ridesharing programs and creates promotions and incentive programs to help mitigate the never-ending highway construction projects in the region. Tom is a former WSRO board member and chairperson for WSRO's Promotional Advisory Campaign.

Victoria Tobin

Victoria Tobin, King County Metro Rideshare, oversees formations for the largest and longest-running public commuter van program in the nation. With more than 1,400 vans on the road, her team's business is getting participants in seats...and keeping them there with innovative outreach. Her team is part of King County's Alternative Services venture to find solutions that go beyond fixed route transit—from traditional VanPool and VanShare (first/last mile solution) to piloting concepts such as TripPool, Real-Time Rideshare, Community Hub & Community Van. Victoria has a degree in Marketing from University of Oregon, is a WSRO Board member and a US Navy Reserve Public Affairs Officer.

