

June TDM Technical Committee Meeting

An Introduction and Update on the CTR Program Equity Study

June 6 2024

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Purpose and objectives

Study Purpose

Help WSDOT understand the extent to which the current CTR program is equitable.

Objectives

Key objectives include:

- Defining what equity means in the context of the CTR program
- Identifying methods and metrics to assess equity
- Performing the assessment(s)

Defining Equity

Social: Who is the Program impacting? Who is it benefiting?

Vulnerable populations

Overburdened communities

Tribes

Persons with special transportation needs

Spatial: Where is the Program being applied?

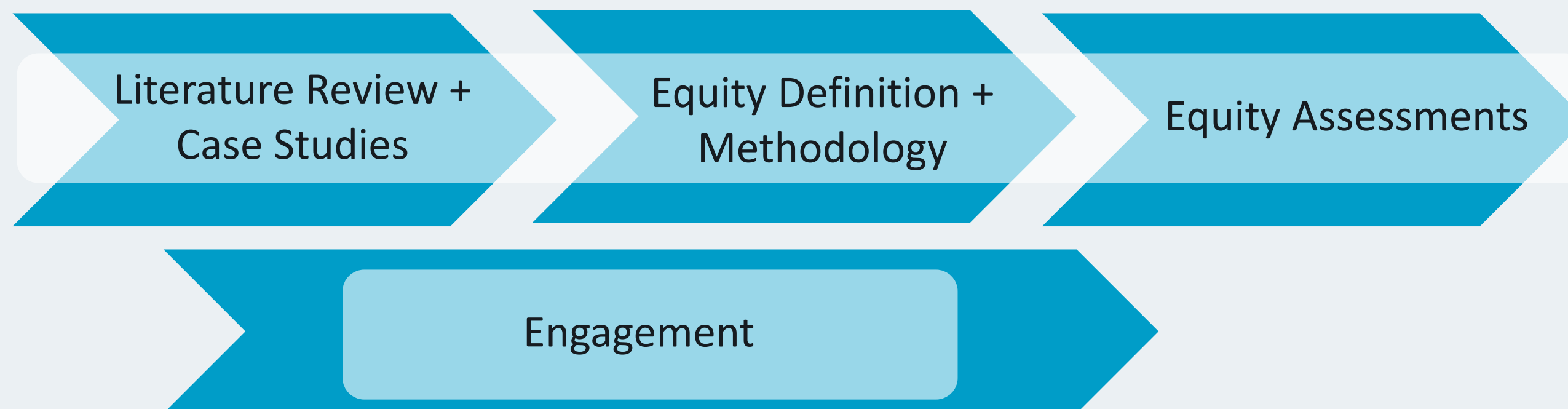
Procedural: How was it developed and how is it being used?

Scope of work and approach

To meet the objectives of this study, we have designed a **3-task scope of work:**

- 1) Literature Review and Case Studies
- 2) Engagement (cross-cutting)
- 3) Equity Assessment, incl. definition and methodology

CTR Program Equity Study



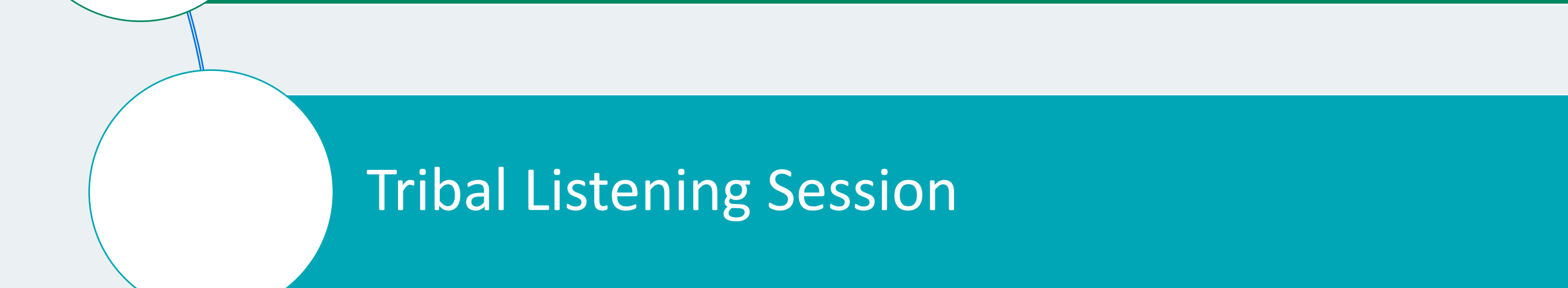
Engagement

Task objectives:

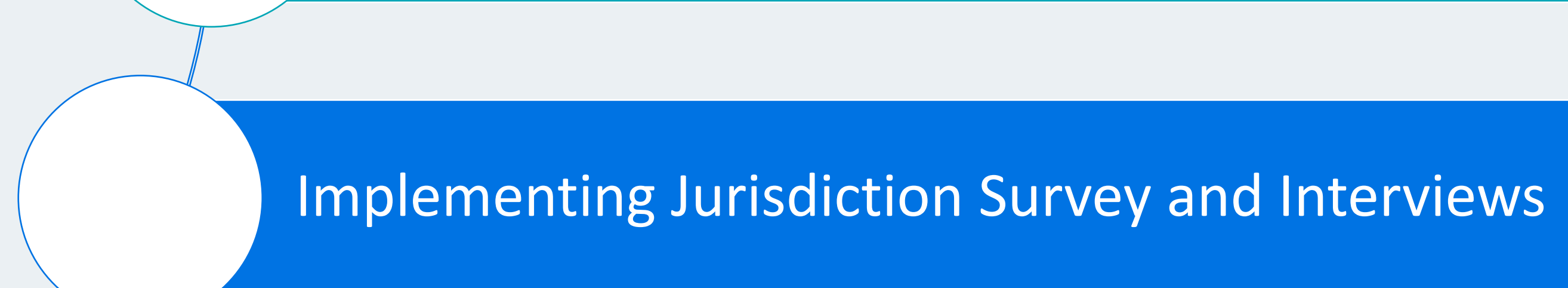
- Inform Program equity definition;
- Understand how the Program serves or underserves equity priority groups;
- Inform equity performance assessment priorities; and,
- Identify engagement opportunities and challenges specific to equity priority groups.



- Every 3 weeks with WSDOT staff
- Support engagement task objectives



- Tribal Listening Session



- Survey (All Implementors > 50% Response Rate)
- Follow-up interviews (8 IJ's)



Employment characteristics:

- Lower-income and vulnerable populations work in **retail, hospitality, manufacturing, and service jobs** that are exempt due to work hours, size, or location.



Data limitations:

- **Lack of consistent data** (socio-demographic, environmental exposure, new worksites) makes it difficult to:
 - Identify and engage with **vulnerable populations**
 - Identify and engage with **new CTR-affected worksites**
- This lack of information can make it difficult to know “who” the Program is benefitting / not benefiting.



Transportation access:

- Access to transportation alternatives varies based on **geography, size, and proximity to transit operators**
 - Rural and suburban areas more limited
- **Long commutes, multiple transfers, misaligned schedules, and lack of off-peak service** pose significant barriers, especially for low-income workers and shift workers.



Program limitations:



- Types of worksites exempt from CTR (e.g. retail, food and beverage, hotels) employ vulnerable populations (e.g. shift workers).
 - Workers may benefit from TDM.
- The current design of CTR is inadequate with respect to equity.
 - Restructuring could better support the needs of vulnerable populations.
- Vulnerable population employers **unwilling/unable to offer transportation benefits beyond the bare minimum.**
 - Turnover with coordinators can worsen this problem.



Need for improved outreach and materials:

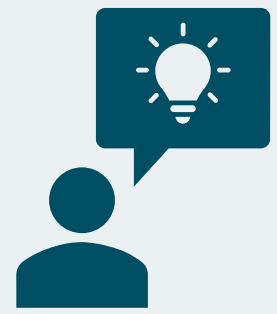
- **Lack of standardized, culturally sensitive outreach materials/approaches** communicate with more diverse communities.
- Jurisdictions need **more state support and funding** to improve in this area.

Engagement

Key Findings



Engagement:



- **Turnover of transportation resource coordinators** makes consistent engagement/education difficult.
- Grappling with **how to improve engagement** to understand needs, in particular equity priority groups.
 - Program **limits funding and flexibility** to serve and engage vulnerable populations outside worksites.
 - Most effort goes into **administering large employers / affected worksites**.

Equity Definition and Assessments

What does equity mean within the CTR Program?

*An equitable CTR Program **provides all commuters at participating worksites the resources they need to choose more sustainable forms of travel to work.** This requires WSDOT, implementing jurisdictions, and employers to acknowledge that **different groups may require different things to make these choices.***

*An equitable CTR Program also **reduces the environmental and public health harms** that people in vulnerable populations experience as a result of single-occupancy vehicle travel.*

Assessment will include:

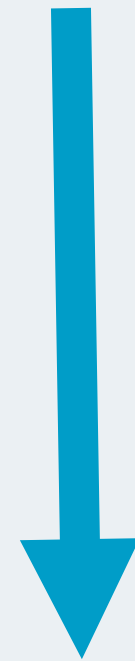
- Geospatial distribution of worksites/jurisdictions in relation to environmental health and social vulnerability
- Statistical relationship between drive alone rates and employment (e.g. full vs part-time)
- Industries that employ more vulnerable populations

UP NEXT:

A PRESENTATION OF ASSESSMENTS AND FINDINGS TO DATE

JULY 11TH TDM TECHNICAL COMMITTEE MEETING

Next Steps



- Continue running assessments
- Present preliminary assessment findings at July TDM Technical Committee Meeting
- Draft and final reporting

QUESTIONS / COMMENTS?

Thank you

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Complex questions
Powerful answers