

CTR Communications

Narrative *vision test*

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Today's agenda



1. Context
2. Narrative 'vision test'
3. Discussion

Context

- WSDOT to publish the 2025 Mobility Report next month.
- WSDOT is developing one-pagers that showcases the program's impact with support from TDM Technical Committee members.

Consider how to showcase the program best.

Instructions

1. Review option A and option B
2. Share your vote in the poll – there are no wrong or better answers!
3. Go with your first instinct

Let's begin with quantitative narratives...

Choice #1: Vote A or B

A: Nearly **59% of employees** at CTR-affected worksites choose an option other than driving alone.

B: **Employer CTR Programs** at **1,100+ worksites** statewide save employees an estimated **\$2,000–\$4,000 per year** in commuting costs.

Results: more meeting attendees voted for B.

Choice #2: Vote A or B

A: Avoided buying nearly half a million gallons of gas each week

B: Saved over \$1.5 million dollars each week by not buying gas

Results: more meeting attendees voted for B.

Choice #3: Vote A or B

A: Mode shift improves air quality: **Each car trip replaced by transit or biking avoids up to 4,000 grams of CO₂.**

B: Reducing drive-alone trips directly lowers crash exposure. In Bellevue, drive-alone commuting fell from **74% in 1993 to 43% in 2023**, reducing congestion and conflicts .

Results: more meeting attendees voted for B.

Let's move on to qualitative narratives...

Choice #4: Vote A or B

A: Reducing drive-alone trips
directly lowers crash exposure.

B: TDM connects people with
opportunity.

Results: more meeting attendees voted for A.

Choice #5: Vote A or B

A: The CTR program is unique in its private investment in programming.

B: Participating employers are located in Clark, King, Kitsap, Pierce, Snohomish, Spokane, Thurston, Whatcom, and Yakima counties.

Results: slightly more meeting attendees voted for B.

Choice #6: Vote A or B

A: Localized TDM efforts are one of the most cost-effective ways to cut VMT and GHGs.

B: Data like vehicle miles traveled (VMT) reductions and the associated GHG savings are measured via CTR surveys and state tools and used across state departments.

Results: more meeting attendees voted for A.

And now for a mix!

Choice #7: Vote A or B

A: TDM connects people with opportunity.

B: Saved over \$1.5 million dollars each week by not buying gas

Results: more meeting attendees voted for B.

Choice #8: Vote A or B

A: Reducing drive-alone trips directly lowers crash exposure.

B: Reducing drive-alone trips directly lowers crash exposure. In Bellevue, drive-alone commuting fell from **74% in 1993 to 43% in 2023**, reducing congestion and conflicts.

Results: more meeting attendees voted for B.

Choice #9: Vote A or B

A: Mode shift improves air quality:
Each car trip replaced by transit or biking avoids up to 4,000 grams of CO₂.

B: Localized TDM efforts are one of the most cost-effective ways to cut VMT and GHGs.

Results: more meeting attendees voted for B.

Choice #10: Vote A or B

A: Participating employers are located in Clark, King, Kitsap, Pierce, Snohomish, Spokane, Thurston, Whatcom, and Yakima counties.

B: The Commute Trip Reduction program has a statewide reach and impact to meet our safety, economic, and carbon reduction goals.

Results: more meeting attendees voted for B.

Let's discuss!

Which of the following topics did you often find most compelling?

- Safety
- Economic
- Access
- Climate
- Statewide reach

Questions to ponder:

- Did your choices surprise you?
- Which ones were the most challenging?
- What did you learn here today?
- What topics would you like further explored?

Questions?
Send us an email:
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