



**Washington State
Department of Transportation**

State Agency Commute Trip Reduction Advisory Board Action Plan

July 2025–June 2027

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Public Transportation Division

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Introduction

The 2025-2027 State Agency Commute Trip Reduction (CTR) Advisory Board Action Plan outlines the board's strategic priorities and coordinated actions to advance CTR across Washington State agencies.

The primary goal of the board and its plan is to reduce single-occupancy vehicle (SOV) commutes by supporting agency efforts to promote multimodal transportation options such as transit, carpooling, vanpooling, biking, and teleworking. This goal aligns with the state's broader commitment to environmental sustainability, employee well-being, and the development of efficient transportation systems.

This biennial plan establishes a framework of actionable goals aligned with practical strategies and measurable outcomes. The plan emphasizes leadership engagement, enhanced data practices, and improved support for employee transportation coordinators (ETCs) as key enablers of success.

By delivering on the priorities in this plan, the board aims to strengthen agency performance, reduce greenhouse gas emissions, and contribute to a healthier, more accessible, and more sustainable transportation future for all state employees.

Goal 1: Foster a culture of commute trip reduction at state agencies

Strategy 1.1: Build state agency awareness and leadership support for commute trip reduction programs

Activities

- Create regular communication channels to leadership.
- Engage agency executives to champion the program internally and externally.
- Create incentives guidance for employers.
- Recognize agency managers and individuals who actively support CTR initiatives.

Outputs

- Newsletters.
- Incentive guidance.
- Engagement and recognition communications.
- Case studies, presentations, and writeups.

Performance measures

- Click-through rate for communications.
- Response rate for communications.
- Number of champions identified.
- Action based: success stories, studies, and presentations.
- Action based: articles posted.
- Action based: newsletters sent.
- Action based: established posting channels.

Strategy 1.2: Encourage development of worksite-specific commute trip reduction strategies that directly target single-occupancy vehicle commute reduction

Activities

- Support agencies in development of strategies (e.g., paid parking programs, incentives development, multimodal amenities).
- Create clear messaging that promotes alternatives to driving alone, focusing on topics such as environmental benefits, personal wellness, financial benefits, congestion reduction, and greenhouse gas reduction.
- Work with active transportation practitioners to address CTR infrastructure challenges.

Outputs

- Messaging templates.
- Parking and infrastructure strategy guidance.
- Library of reference materials.
- Message/challenge log.

Performance measures

- Reach/awareness of SOV commute reduction goals, strategies, and solutions.
- Number of worksites with strategies developed/updated.
- Reach/awareness of reference materials.

Strategy 1.3: Expand and continue to structure the State Agency Commute Trip Reduction Advisory Board

Activities

- Promote consistent participation through regular communication, meetings, and contribution opportunities.
- Review, update, and adopt necessary policies/guidance documents annually.

Outputs

- Newsletters.
- Meeting invites.
- Policies.
- Guidance documents.

- Reference materials.

Performance measures

- Attendance numbers.
- Action based: policy improvements.
- Reach/awareness of documents and materials.

Goal 2: Provide guidance and informational support to network of state agency commute trip reduction staff and leadership

Strategy 2.1: Provide up-to-date guidance and policy documentation for state agencies

Activities

- Provide ETCs with clearly defined responsibilities.
- Support development of promotional and educational materials, including topics such as state CTR benefits and rideshare opportunities.
- Ensure review and maintenance of state CTR webpages for accuracy and functionality.
- Review and update the Joint Comprehensive CTR Plan biennially.

Outputs

- Documentation of ETC responsibilities.
- Promotional and educational materials.
- Policy templates.
- Documentation of rideshare opportunities.
- Updated Joint Comprehensive Plan.
- CTR best practices document for state agencies

Performance measures

- Action based: policy documents updated on time and in accordance with state law.
- Action based: documents available on website.
- Action based: success stories.
- Action based: online guidance resources.
- Action based: readable and clear ETC guidelines.

Strategy 2.2: Build a coordinated network of aligned state agency commute trip reduction programs

Activities

- Collect and connect agency contacts for regular communication.
- Recognize ETC efforts semiannually.
- Provide opportunities to share program resources and insights.
- Encourage full/part-time ETC positions based on agency size and complexity.

Outputs

- Templates.
- Guidance documents.
- Online highlights.
- Certificates.

Performance measures

- Action based: established and effective networking tools and site.
- Reach/awareness of networking tools and site.
- Click-through rate for communications.
- Response rate for communications.
- Action based: resources developed/shared.
- Action based: new/expanded positions.
- Action based: established shared-resource libraries.

Goal 3: Improve commute trip reduction data collection, analysis, and dissemination

Strategy 3.1: Strengthen data quality and usability of commute surveys and program reports

Activities

- Support ETCs in dissemination of biennial survey.
- Discuss staff reporting needs and strategies as they arise.
- Develop CTR survey data guidance
- Help agencies understand/set targets and incorporate them into CTR plan(s).

Outputs

- Documentation of needs.
- Survey improvement documentation/updated process guidance.
- Report on how data is used.

Performance measures

- Action based: timely reporting.
- Action based: posted results.
- Action based: decisions and actions based on data and use of data.
- Action based: best practices tools.
- Action based: feedback on survey content and usability.
- Action based: new/updated survey questions.

Strategy 3.2: Increase employee transportation coordinator participation in data reporting and analysis efforts

Activities

- Hold semiannual forums for ETC discussions and feedback on data needs.
- Provide annual trainings for existing data collection and program monitoring tools.

- Collection and presentation of ongoing collected data.

Outputs

- Documentation of data needs and proposed solutions.
- Training documents.
- Reference and guidance documents.

Performance measures

- Action based: forums held on a regular schedule.
- Action based: data needs met/solutions applied.
- Reach/awareness of training documents.
- Number of ETCs participating in forums and trainings.

Acronyms

CTR	Commute trip reduction
ETC	Employee transportation coordinator
SOV	Single-occupancy vehicle
WSDOT	Washington State Department of Transportation

English

Title VI Notice to Public

It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equity and Civil Rights (OECR). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OECR's Title VI Coordinator at (360) 705-7090.

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by emailing the Office of Equity and Civil Rights at wsdotada@wsdot.wa.gov or by calling toll free, 855-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

Español

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한국어-Korean

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미국 장애인법(ADA) 정보

본 자료는 또한 평등 및 민권 사무국에 이메일 wsdotada@wsdot.wa.gov 을 보내시거나 무료 전화 855-362-4ADA(4232)로 연락하셔서 대체 형식으로 받아보실 수 있습니다. 청각장애인은 워싱턴 주 중계 711로 전화하여 요청하실 수 있습니다.

русский-Russian

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tiếng Việt-Vietnamese

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Chính sách của Sở Giao Thông Vận Tải Tiểu Bang Washington (WSDOT) là bảo đảm không để cho ai bị loại khỏi sự tham gia, bị từ khước quyền lợi, hoặc bị kỳ thị trong bất cứ chương trình hay hoạt động nào vì lý do chủng tộc, màu da, hoặc nguồn gốc quốc gia, theo như quy định trong Mục VI của Đạo Luật Dân Quyền năm 1964. Bất cứ ai tin rằng quyền bảo vệ trong Mục VI của họ bị vi phạm, đều có thể nộp đơn khiếu nại cho Văn Phòng Bảo Vệ Dân Quyền và Bình Đẳng (OECR) của WSDOT. Muốn biết thêm chi tiết liên quan đến thủ tục khiếu nại Mục VI và/hoặc chi tiết liên quan đến trách nhiệm không kỳ thị của chúng tôi, xin liên lạc với Phái Trí Viên Mục VI của OECR số (360) 705-7090.

Thông tin về Đạo luật Người Mỹ tàn tật (Americans with Disabilities Act, ADA)

Tài liệu này có thể thực hiện bằng một hình thức khác bằng cách email cho Văn Phòng Bảo Vệ Dân Quyền và Bình Đẳng wsdotada@wsdot.wa.gov hoặc gọi điện thoại miễn phí số, 855-362- 4ADA(4232). Người điếc hoặc khiếm thính có thể yêu cầu bằng cách gọi cho Dịch vụ Tiếp âm Tiểu bang Washington theo số 711.

العربية - Arabic

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معلومات قانون الأمريكيين ذوي الإعاقة (ADA)

أو عن طريق الاتصال بالرقم المجاني wsdotada@wsdot.wa.gov يمكن توفير هذه المواد في تنسيق بديل عن طريق إرسال رسالة بريد إلكتروني إلى مكتب المساواة والحقوق المدنية على 855-362-4ADA (4232) يمكن للأشخاص Washington State Relay الصم أو ضعاف السمع تقديم طلب عن طريق الاتصال بخدمة 711.

中文 – Chinese

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Af-soomaaliga – Somali

Ciwaanka VI Ogeysiiska Dadweynaha

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Macluumaadka Xeerka Naafada Marykanka (ADA)

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Español - Spanish

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tiếng Việt-Vietnamese

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한국어-Korean

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русский-Russian

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العربية - Arabic

الترجمة خدمات

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Af-soomaaliga - Somali

Adeegyada Turjumaada

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中文 – Chinese

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