

# 2013

## Thurston Here To There: Changing The Way We Travel



*Reaching broader audiences to encourage sustainable transportation choices.*



**THURSTON REGIONAL PLANNING COUNCIL** (TRPC) is a 22-member intergovernmental board made up of local governmental jurisdictions within Thurston County, plus the Confederated Tribes of the Chehalis Reservation and the Nisqually Indian Tribe. The Council was established in 1967 under RCW 36.70.060, which authorized creation of regional planning councils.

TRPC's mission is to **“Provide Visionary Leadership on Regional Plans, Policies, and Issues.”**

**To Support this Mission:**

- A. Support **regional transportation** planning consistent with state and federal funding requirements.
- B. Address **growth management, environmental quality**, and other topics determined by the Council.
- C. **Assemble** and **analyze data** that support local and regional decision making
- D. Act as a **“convener”**, build regional **consensus** on issues through information and citizen involvement.
- E. Build **intergovernmental consensus** on regional plans, policies, and issues, and advocate local implementation.

This report was prepared as part of the Thurston Regional Planning Council's 2013 regional work program.

**2013 MEMBERSHIP  
THURSTON REGIONAL PLANNING COUNCIL**

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# Introduction

## Changing the Way We Travel

In 2010, Thurston Regional Planning Council (TRPC) was awarded a U.S. Department of Energy sponsored Energy Efficiency and Conservation Block Grant, funded through the American Reinvestment and Recovery Act, to reduce transportation-related fossil fuel consumption and its associated greenhouse gas (GHG) emissions in the rural towns and cities of Thurston County. From October 2010 through July 2013, TRPC coordinated a package of marketing, implementation, and monitoring strategies to increase the public's awareness and access to information about the benefits of sustainable travel choices and encourage reductions in drive alone trips among small businesses, residents, employees, and students in the Town of Bucoda and cities of Rainier, Tenino, Tumwater, and Yelm. This report describes this project's activities, accomplishments, and lessons learned.



## Background

Climate change, rising fuel costs, increasing congestion, and sustainability are long-term challenges confronting communities in the Thurston region and the nation. In Washington State, the release of greenhouse gases (GHG) by transportation sources accounted for the majority of emissions between 1990 and 2010. Over 42 percent of the state's total annual GHG emissions are generated by transportation. On-road gasoline travel (22 percent) is the single largest source of GHG emissions in the state.<sup>1</sup> This includes trips to work, school, shopping, medical appointments, other personal travel needs, and some commercial and business activities.<sup>2</sup>



In 1991, Washington State created the

<sup>1</sup> 2012. Washington State Greenhouse Gas Emissions Inventory 1990-2010. Washington State Department of Ecology. Publication no. 12-02-034. <https://fortress.wa.gov/ecy/publications/SummaryPages/1202034.html>

<sup>2</sup> On-road Diesel, which accounts for most freight such as long haul trucks accounted for 8 percent of GHG.

Commuter Trip Reduction (CTR) Law ([RCW 70.94.521](#)) recognizing that automotive traffic in the state's metropolitan areas is the major source of GHG emissions and air contaminants. Increasing automotive traffic aggravates congestion, imposes costs on private sector businesses, public sector agencies, and individuals in terms of lost working hours and delays in the delivery of goods and services.

The state's CTR Law has proved effective at reducing the rates of vehicle miles traveled (VMT), drive alone trip rates, and air pollution. Between 2008 and 2012, CTR slashed more than 60 million miles traveled by vehicles statewide and reduced commuter drive alone rates by 4 percent. In 2011, CTR removed nearly 28,000 vehicles from our state's roadways every weekday morning, conserved three million gallons of gasoline, and cut more than 27 metric tons of GHG emissions (three times the weight of the Space Needle).

In 2008, the State Legislature established goals ([RCW 70.235.20](#)) to achieve the following GHG reductions for Washington State:

- By 2020, reduce overall emissions in state to 1990 levels
- By 2035, reduce overall emissions in state to 25 percent below 1990 levels
- By 2050, the state will do its part to reach global climate stabilization levels by reducing overall emissions to fifty percent below 1990 levels, or seventy percent below the state's expected emissions that year.



While the CTR Law is effective with major employers, it only affects the most populous counties in the state and principally targets worksites with 100 or more employees. However in Thurston County, all state agencies, regardless of their size, must implement a CTR program. Only one out of four workers in Thurston County or seven percent of the workforce in the state may regularly receive CTR information about alternative commuting options or promotions. Small businesses, schools, less populous communities and neighborhoods are not affected by the CTR Law and therefore not targeted by travel demand management strategies or messaging campaigns. Achieving the state's GHG emission reduction goals may be unattainable unless a greater effort is made to reach out to broader audiences to educate and encourage individuals, households, and businesses about the importance of conserving their transportation-related energy demands and travel needs.

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# Scope

## A Multi-Faceted Approach to Reducing Trips

This project consisted of six coordinated tasks focused on trip reduction as a means to reduce fossil fuel energy and GHG emission reductions. TRPC performed the following tasks from October 2010 to July 2013:

1. Promote Trip Reduction at More Schools
2. Expand Existing CTR Program to Smaller Worksites and Residential Neighborhoods
3. Increase the Use of Telework and Compressed Work Weeks
4. Remove Barriers to Infill and Redevelopment
5. Create Community Tools
6. Monitor and Measure

Each of the tasks alone provides a measurable impact to achieving the objectives, however the package of tasks combined achieved a deeper and longer lasting impact. This report principally addresses the activities performed in Task 2 and the relating or supportive activities of Tasks 5 and 6. A separate report titled, "Promoting Commute Trip Reduction: CTR Outreach in Tumwater's City Center Neighborhood" summarizes Task 2's activities and results for the small businesses outreach and education efforts performed along Tumwater's Capital Boulevard from the South Gate Shopping Center near Trospen Road to Tumwater Boulevard. Separate summary reports are also available for Tasks 1, 3, and 4.

## Affected Communities

The grant funding for this project was limited to rural communities. The residents, students, small businesses, and people who worked in the Town of Bucoda and the cities of Rainier, Tenino, Tumwater, and Yelm were the direct recipients of the activities funded by this grant. While the cities of Lacey and Olympia were not directly affected by the activities, some residents who lived in Lacey and Olympia or elsewhere in Thurston County were able to participate in some of the project's programs because they worked, had children enrolled in schools, or were involved in trips having destinations in the communities directly targeted by the project.

## 2010 Thurston County Community Profiles

Community	Population	Households	Jobs
Bucoda*	562	222	138
Rainier*	1,794	656	450
Tenino*	1,292	691	881
Tumwater*	17,371	7,566	23,364
Yelm*	6,848	2,299	4,246
Lacey	42,393	16,949	29,061
Olympia	46,478	20,761	52,899
Thurston County Total	252,264	100,650	128,477

\*Communities targeted by the Thurston Here To There program

[Source: TRPC, Profile 2012](#)

# Activities

## Marketing and Advertising

TRPC branded the CTR expansion program as “Thurston Here To There,” complete with a logo, a website ([ThurstonHereToThere.org](http://ThurstonHereToThere.org)), and a friendly sasquatch mascot named “Thurston.” Thurston Here To There also established social networking sites on Facebook and



Twitter. Thurston and his Bigfoot family are prolific in the program’s advertisements, flyers, posters, bookmarks, website, and email messages, and social networking posts. Thurston and his family as well as his human neighbors are depicted in colorful illustrations using transit, walking, bicycling, carpooling, vanpooling, and teleworking in a fun and engaging style on all of Thurston Here To There’s products.

Thurston Here To There recognizes people have diverse and unique transportation needs. The program’s printed and electronic materials appeal to a broad audience such as residents, visitors, youth, parents, commuters, veterans, seniors, and people with disabilities. Transportation choices are personal and certain values may or may not resonate positively with any single person. A variety of materials with different messages were produced to entice people to consider alternatives to driving alone. A range of messages address people’s preferences and values in transportation choices such as:

- Reducing impacts to the environment
- Saving money or time
- Promoting physical activity or boosting personal health
- Conserving energy
- Having fun
- Balancing work/life
- Trying something different
- Benefitting business

TRPC instituted the placement of the Thurston Here To There logo on meeting announcements, on the print and online versions of the Thurston County Bicycle Map, CTR products, school walking route maps, and continues to encourage



members and partners to use the logo and the website link on appropriate materials as well. At various promotions or stages of the Thurston Here To There program, TRPC used a variety of advertising tools to promote teleworking, carpooling, RideshareOnline.com, bicycling, and the Thurston County Bicycle Commuter Contest. Information was advertised using print and electronic ads with local newspapers, a feature article with [ThurstonTalk.com](http://ThurstonTalk.com), local radio ads, and external side and tail banner ads on Intercity Transit buses.

## ThurstonHereToThere.org

The goal of developing the [ThurstonHereToThere.org](http://ThurstonHereToThere.org) website is to provide a single online resource for South Puget Sound residents to find practical, affordable transportation alternatives to driving alone. Large transportation themed graphic push buttons on the site's homepage connect the site's visitors directly to information they are seeking or to regional transportation service providers such as Intercity Transit, Sound Transit, and many others. The site also includes links to private service providers such as taxi companies and airport shuttles.



All of the website graphics, narratives, and the design are original products developed in-house by TRPC staff. While the website does offer original content, TRPC focused on developing a framework that connects users from [ThurstonHereToThere.org](http://ThurstonHereToThere.org) directly to other service providers' content and minimized duplication of information.

The website is the information hub of the Thurston Here To There program. All of the printed and electronic outreach and education materials and social media posts link to the website. The website has proven especially popular with Employee Transportation Coordinators (ETCs) who manage worksite CTR programs and are in a position to frequently inform their workplace employees about alternatives to driving alone. [ThurstonHereToThere.org](http://ThurstonHereToThere.org) connects visitors to a variety of local and regional transportation services and information relating to:

- Puget Sound Area transit agencies
- Vanpools and carpools
- School transportation
- Walking and cycling
- Telework and flex schedules
- Commute Trip Reduction (CTR)
- Veteran and senior services
- South Sound bicycle trails and other recreational opportunities
- Maps, calculators, and other interactive tools

Prior to the publication of the website, the South Sound area lacked a single comprehensive resource for transportation information. The website is succeeding in filling this gap. Since the site launched in March 2012, the website has attracted more than 8,000 visits with over 40,000 page views.



## **Tumwater Neighborhood Center and Small Business Outreach**

TRPC focused the City of Tumwater’s CTR expansion effort along the east and west neighborhoods and businesses along Capitol Boulevard and its adjacent streets between the South Gate Shopping Center near Trosper Road, south to Tumwater Boulevard. This area has a population of approximately 3,850 residents and 7,325 workers. Nearly 70 percent of the people who work in this area are state government employees. Approximately 680 employees work for local government, and 1,490 employees work for small businesses.

TRPC staff visited nearly 200 small businesses (worksites with less than 100 employees) in these neighborhoods and provided the employers a package of information about the benefits of CTR. In addition, TRPC distributed employee commute behavior surveys to 163 businesses. Of these, 52 businesses returned their employees survey response forms.

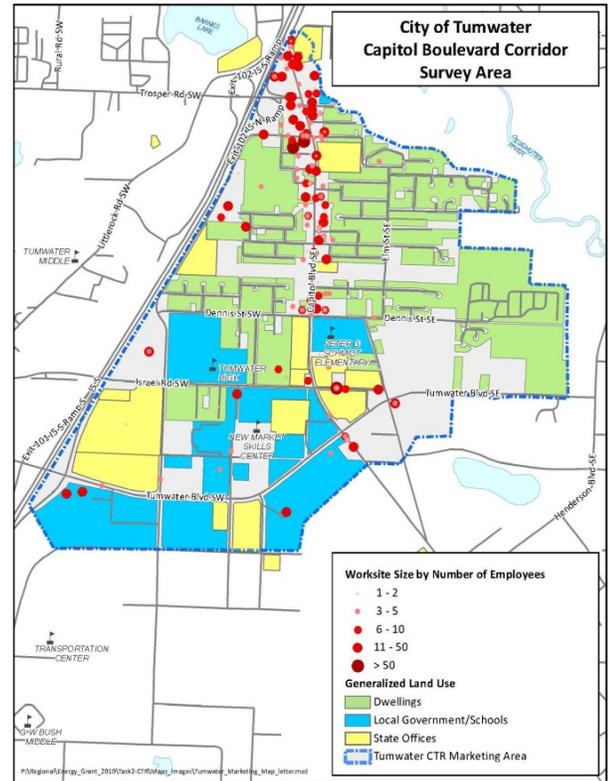
The majority of respondents:

- Live in Tumwater, Lacey, and Olympia (75%)
- Have not changed how they travel to work due to increased gas prices (80%)
- Drive alone (84%)

- Indicated they are not likely to try an alternative mode of commuting or it's not an option
- Report adequate on-site parking (90%)
- Typically use I-5 as part of their commute (51%)

As the initial phase in expanding CTR to smaller worksites along Tumwater's Capitol Boulevard corridor, this campaign:

- Raised awareness about commute trip reduction and alternative transportation modes
- Surveyed employees about their commute behavior
- Initiated relationships with the local business community
- Raised awareness of the City of Tumwater and TRPC's efforts to address traffic and transportation related issues
- Collected data that can guide continued CTR marketing and promotion
- Established mode split and vehicle miles traveled baselines



More information about this effort is summarized in a report titled, *Promoting Commute Trip Reduction: CTR Outreach in Tumwater's City Center Neighborhood*.

## Community Outreach

TRPC participated in public outreach activities with residents in Tumwater and south county communities using several avenues. Posters and flyers promoting the Thurston County Bicycle Commuter Contest, National Telework Week, the Thurston Here To There Travel Challenge, and the [ThurstonHereToThere.org](http://ThurstonHereToThere.org) website were regularly updated and replaced at community venues such as libraries, city halls, coffee shops, gas stations, drug stores, salons, and other local businesses. TRPC routinely mailed informational brochures either directly to households or were folded inside of customers' municipal utility bills. During



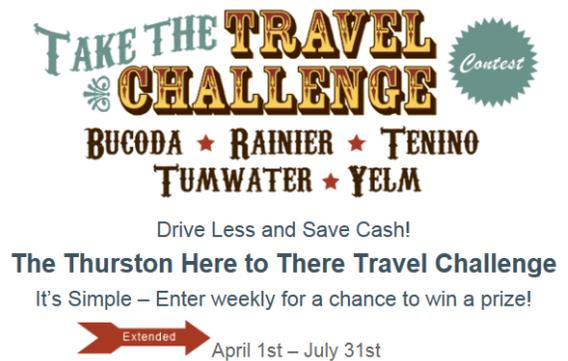
the final months of the program, TRPC wrote and contributed content for its blog on the website. Samples of the outreach materials can be viewed in Appendix A.

Staff also attended community events such as the Yelm Prairie Days, Intercity Transit Fairs, state agency alternative commuter fairs, farmers markets, bike to work day bike station in Tumwater, and community planning meetings to distribute Thurston Here To There information materials, book marks, and to invite people to participate in the Thurston Here To There Travel Challenge.

Thurston Here To There information was regularly broadcast to CTR affected worksites in the form of email messages, ETC Newsletters, and during ETC Networking Sessions and Basic Training. In addition, TRPC regularly posted announcements on Facebook, Twitter, and on RideshareOnline.com. Intercity Transit frequently reposted this content on their social networking sites, expanding the program's outreach.

## Thurston Here To There Travel Challenge

The Thurston Here To There Travel Challenge was created to entice, recognize, and award individuals who used an alternative to driving alone with trips that started or ended in Bucoda, Rainier, Tenino, Tumwater, or Yelm. The challenge was designed to attract people to visit the new ThurstonHereToThere.org website. People who rode the bus, carpooled, vanpooled, teleworked, walked or biked for any practical trip purpose could enter weekly for a chance to win a prize. Winners were selected at random and announced weekly. Prizes included gift cards to the Bike Stand or free bus passes for Intercity Transit.



The challenge gained popularity between the first and second promotional events. During the challenge's first promotion from July 1 to December 31, 2012, the event drew 462 entries, averaging 17 entries per week, resulting in 27 winners. A second travel challenge was run from April 1 to July 31, 2013. A winner was announced weekly in April and May, but two weekly winners were selected in June and July to finish strong. The second event achieved 1,136 entries, averaging 63 entries per

week!

During the initial event, the Travel Challenge was promoted on ThurstonHereToThere.org. In addition, a variety of outreach to Commute Trip Reduction (CTR) affected worksites was emphasized using email, newsletters, announcements at Employee Transportation Coordinator Basic Training and Networking Sessions, book marks, posters, and CTR fairs. Posters were also displayed at businesses, CTR affected worksites, libraries, all three colleges in Lacey and Olympia, and other gathering places throughout the eligible communities. Residents also received information about the challenge by direct mail or via an insert in their water bill. Thurston Here To There also interacted directly with visitors at community events such as the Tumwater Farmers Market, Lacey Parks Department events at Huntamer Park, and at Transit fairs in Olympia. Social media was regularly used to promote events and announce winners.

During the challenge's second event the same outreach efforts were used, but a more comprehensive advertising campaign was added to expand community awareness including print and online ads in local newspapers, exterior banners on Intercity Transit buses, Rideshare Online email messages to subscribers, and sponsorship of the Thurston County Bicycle Commuter Contest.

# Accomplishments

## Measuring how Communities Change the Way they Travel

To measure the effectiveness of Thurston Here To There’s outreach efforts to increase energy efficient travel choices in the targeted neighborhoods and communities, TPRC conducted an annual commute behavior survey of workers in households in Tumwater, Yelm, Rainier, Tenino and Bucoda.<sup>3</sup> Households responded to a two page survey they received in the mail or in their community’s water bill. A core set of questions about how, where, and the distance people travel to work was repeated three times for each community during the late fall/early winter from 2010 to 2013. The first survey established a baseline from which the subsequent results were compared.

Drive alone and vehicle miles traveled (VMT) rates are the two most common measures for assessing the efficiency of people’s travel behavior. The overall drive alone rate for all communities combined did not shift significantly from the baseline. It averaged 81.5 percent over the three year period.

### Survey Results—Drive Alone Rates

	2010/11*	2011/12	2012/13
<b>Bucoda</b>	62.9%	90.4%	77.7%
<b>Rainier</b>	88.8%	89.2%	92.8%
<b>Tenino</b>	86.7%	85.6%	70.0%
<b>Tumwater</b>	81.5%	74.8%	78.1%
<b>Yelm</b>	78.3%	80.8%	84.3%
<b>All Cities</b>	<b>81.8%</b>	<b>81.1%</b>	<b>81.6%</b>

### Survey Results—Average VMT per Commuter

	2010/11*	2011/12	2012/13
<b>Bucoda</b>	18.7	22.8	23.7
<b>Rainier</b>	25.0	28.5	24.4
<b>Tenino</b>	21.6	17.1	23.0
<b>Tumwater</b>	11.6	9.9	10.5
<b>Yelm</b>	21.1	18.7	21.6
<b>All Cities</b>	<b>17.4</b>	<b>16.9</b>	<b>18.0</b>

\*=Baseline Survey Results

The VMT values shown in the table represent a sample of each community’s population of workers. At face value, the average VMT per commuter appears to remained constant when averaged across the three-year period. However, by extrapolating these results as factors with each community’s total number of workers for a five-day work week reveals nearly an 8 percent or 5,818,011 VMT reduction for

<sup>3</sup> Thurston Here To There commute behavior survey data is on file with TRPC

the combined two years following the base year. This finding is consistent with other studies that indicate that per capita VMT is declining nationally.

## How Did We Do?

The 8 percent reduction in vehicle miles traveled reduced GHG by 2,800 tons. Where did we make the biggest difference? The biggest reduction in vehicle miles traveled was in Tumwater. Tumwater is our most urban city, and much of the central area has frequent bus service, linking the urban areas of Lacey, Olympia, and Tumwater, where most of our region's jobs are located. We had less success in the rural cities and towns of Bucoda, Tenino, Rainier, and Yelm. Efforts in those communities began to focus on long term infrastructure such as increasing capacity to telework, and focusing on job growth.



"Sure I carpool. My wife drops me off at the shop on her way to work every morning."

## Lessons Learned

### Influencing Travel Behavior is Difficult

Travel Demand Management strategies such as outreach, education, and encouragement can succeed in lowering drive-alone rates and vehicle miles traveled when implemented in metropolitan communities with high population and employment densities that are regularly served by frequent transit service, have well-connected sidewalk and bicycle infrastructure networks, and charge market-based fees for parking.

For the communities targeted by the Thurston Here To There program, none of the attributes described above are prevalent to substantially influence household's commuting behavior. The drive-alone trip will remain the most popular means of transportation to work for households into the foreseeable future. Distance to work combined with the convenience and relative low-cost of vehicle ownership and operation, and the abundance of free parking will continue to outweigh the benefits of other travel choices such as carpooling, vanpooling, or riding the bus. This is especially true for the residents of Bucoda, Rainier, and Tenino that lack fixed-route transit service.

### People Willing to Try Something Different

The commute behavior surveys reveal that households are receptive to messages that encourage travel behavior that can reduce energy demands. On average, 20 percent of households in all of the communities surveyed reported that the rising cost of fuel is influencing how they travel to work. Nearly 49 percent of small business employees in Tumwater indicated they were willing to try some alternative to driving alone.<sup>4</sup>

The commute behavior survey asked residents to rank their likelihood to try carpooling, vanpooling, cycling, walking, teleworking, working a compressed schedule, or using a park and ride lot. On the most recent commute behavior survey taken by households in November 2012

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<sup>4</sup> Tumwater Business Employee Commuter Survey Results

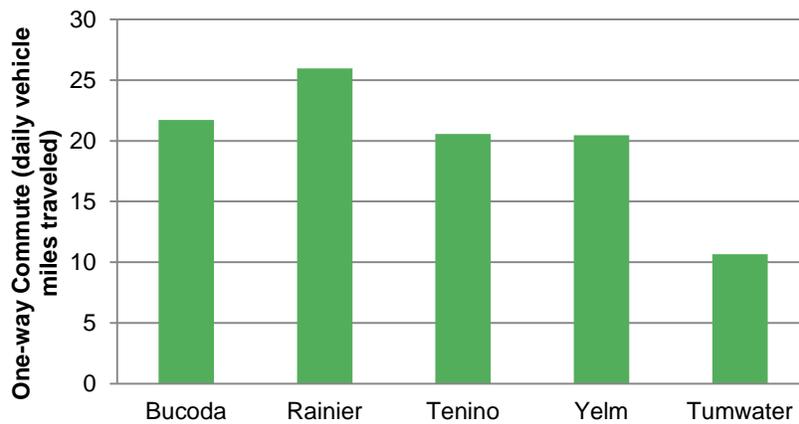
to January 2013, carpooling ranked the highest alternative travel choice. Tenino and Bucoda residents showed the greatest inclination to try carpooling.

### How Likely Would You Be To Start Carpooling?

Carpool	Bucoda	Rainier	Tenino	Tumwater	Yelm	All Jurisdictions
Do Now	17.6%	6.8%	25.0%	12.5%	5.4%	10.4%
Likely	23.5%	16.9%	15.6%	18.8%	18.8%	18.5%
Not Likely	11.8%	32.2%	21.9%	35.8%	34.9%	33.0%
Not an Option	47.1%	44.1%	37.5%	33.0%	40.9%	38.1%

Commute Trip distance for most households in Bucoda, Rainier, Tenino, and Yelm are too far for walking and cycling to be practical. However, nearly 9 percent of Tumwater residents report that they ride a bicycle “now” and 27 percent indicated they would “likely” try bicycling. Tumwater residents also showed the greatest inclination toward trying transit. Twelve percent reported they ride the bus “now” and 19 percent they would be “likely” to try riding the bus.

### Commute Length



### Telework is Underutilized

Working from home or teleworking was reported as the least accessible option, and the opportunity to use a community telework center, if developed, was reported by the majority of households as “not an option.”

### How Likely Would You Be To Start Teleworking?

Telework From Home	Bucoda	Rainier	Tenino	Tumwater	Yelm	All Jurisdictions
Do Now	5.9%	6.3%	8.8%	12.0%	5.3%	8.4%
Likely	29.4%	9.4%	14.7%	13.7%	10.6%	12.7%
Not Likely	11.8%	10.9%	17.6%	14.9%	15.9%	14.7%
Not an Option	52.9%	73.4%	58.8%	59.4%	68.2%	64.2%

### How Likely Would You Be To Start Teleworking From A Community Telework Center, If Developed?

Carpool	Bucoda	Rainier	Tenino	Tumwater	Yelm	All Jurisdictions
Do Now	N/A	N/A	N/A	N/A	N/A	N/A
Likely	0%	9.5%	2.9%	8.1%	4.2%	6.2%
Not Likely	10.5%	20.6%	20.6%	35.0%	21.1%	25.8%
Not an Option	89.5%	66.7%	73.5%	55.6%	73.2%	66.3%

Conversely, CTR affected workers have continually selected telework more frequently over all other items such as a financial incentive, on-site childcare, an employer-provided car for work purposes or errands during breaks, an emergency ride home, or other on-site amenities - as the greatest incentive not to drive alone to work<sup>5</sup>. Research reveals that the greatest barriers to teleworking lie with management's reluctance to establish an official telework arrangement or grant their eligible employees the option to telework. A greater portion of employees could reduce daily drive alone trips if their employer granted eligible employees the opportunity to telework once a week or more. For more information about the effects of telework on employees in Thurston County, see *The Bottom Line on Telework for Thurston County Public Sector Employees*.

<sup>5</sup> 2009 and 2011 State of Washington Commute Trip Reduction Employee Questionnaire results for Thurston County Worksites.

## Conclusion

Water and solid waste utilities and electric utility companies continually encourage and educate their customers on means to use their resources wisely to manage demand, minimize waste, and reduce costs to the customer. The management of the public transportation system is divided among multiple jurisdictions, transit operators, and regulators. The system operators and partners must collectively market travel demand strategies more effectively to operate the system more efficiently and reduce the environmental impacts of the public's transportation demands.

The State's CTR Law is in its 22<sup>nd</sup> year of implementation and it is continually evaluated and adjusted to remain an effective program. The region's CTR program is the primary Travel Demand Management activity in Thurston County and it will continue to play an important role in encouraging commuters from large worksites and all state employees who work in Thurston County to reduce congestion and GHG emissions in and around the region during peak travel periods.

The Thurston Here To There program succeeded in initiating a program that reaches out to new markets by tailoring messages and offering information that is specific to communities, small businesses, neighborhoods, and households about the impacts of people's travel choices and what they can do about it. Thurston Here To There evaluated commute trip behavior, but its marketing campaign encouraged travelers to consider sustainable travel options for all trip purposes at all times. Marketing travel demand strategies with the public takes time. The combination of the six coordinated tasks all play a role in reducing vehicle miles traveled. The long-term effects of the Thurston Here To There program will not be known right away, but information about sustainable travel choices and benefits of the program's goals must be regularly shared and reinforced with multiple audiences.

The education and encouragement outreach activities of the Thurston Here To There program will continue working in concert with the region's CTR program. TRPC will continue to partner with Thurston County communities to market and expand the benefits of reducing drive alone trips and vehicle miles traveled. Maintaining [ThurstonHereToThere.org](http://ThurstonHereToThere.org), using social media, email, posters, and an occasional water bill insert are relatively low cost tools to inform and engage the public about their travel options and the impacts of their travel behavior. TRPC will continue seeking funding opportunities and leveraging partnerships to provide people with information to help them make the best decisions about their transportation needs, promote transportation efficiency, and reduce impacts to the environment.

## CTR Works!

### In 2009 CTR:

- Removed nearly 28,000 vehicles from roadways in Central Puget Sound on an average workday.
- Reduced greenhouse gas emissions by over 27,490 metric tons. In Washington State, more than 45% of greenhouse gas emissions are associated with transportation.
- Reduced petroleum consumption by 3 million gallons, saving Washington's residents an estimated \$7.8 million in fuel costs (\$12 million at current fuel prices).



## RideshareOnline.com

**RideshareOnline.com: Find a Partner. Log Your Trip. Calculate Your Savings.**

Provided by the Washington State Department of Transportation, RideshareOnline.com serves as a commute options resource for Washington.

This convenient and easy to use tool can help employers, commuters, event-goers and parents of school-aged children find different ways to get from Here to There.

RideshareOnline.com assists you by providing free carpool, vanpool and bicycle ridematching services, bus/rail options, schoolpool carpooling programs for parents, and information about the benefits of teleworking from home.

## Give it a try!

Save money and reduce stress by finding alternatives to commuting to work.

Explore carpool or vanpool opportunities through [www.RideshareOnline.com](http://www.RideshareOnline.com). Later this year, RideshareOnline will offer prize drawings for people in Tumwater who try different ways to get from Here to There. According to Intercity Transit the average vanpooler saves \$6,653 a year. For longer distance vanpools, the savings can be up to \$12,341.

Travel as a Family – get fit together by walking your kids to school on your way to work. 40 years ago, 50% of students walked or rode bikes to school. Fewer than 15% do so today.

You could also ride the bus home with your partner for extra family time!

## Contact Us

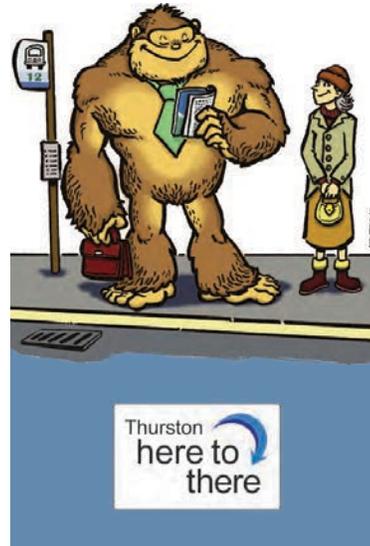
The Thurston Regional Planning Council can help you find ways to get from Here to There. Keep in touch through our website, or twitter or facebook. Get results of neighborhood and business surveys. Find hints and tips. Win contests and prizes. Share your stories and pictures of driving less. Attend public meetings about what you want your community to look like. We need your help. We're all traveling the same road together.

**Thurston Regional Planning Council**  
2424 Heritage Court SW, Suite A  
Olympia, WA 98502

[www.thurstoncommutes.org](http://www.thurstoncommutes.org)  
email: [thurstonheretothere@trpc.org](mailto:thurstonheretothere@trpc.org)  
phone: 360.956.7575



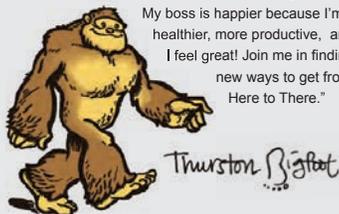
## DRIVING LESS ...easier than you might imagine



## A note from Thurston:

**"Hi,** my name is Thurston and I live in Thurston County with my Sasquatch family. A few months ago, I realized we were spending a lot of money on transportation. I also noticed I wasn't very fit and my stress levels skyrocketed every time I got in the car to drive to work. I want my children to live in a healthy place with less air pollution. My habits were really leaving a mark on my earth, wallet, and waistline!

I began exploring other ways of getting around and discovered *Driving less is easy!* With help from the Here to There program, I've taken the bus, teleworked, and ridden my bike. My boss is happier because I'm healthier, more productive, and I feel great! Join me in finding new ways to get from Here to There."



## How else can I get from Here to There?

**Carpool – Share The Ride:** Take someone along for the ride. A spouse. A work friend. A new friend you met on RideshareOnline.com.



[www.RideshareOnline.com](http://www.RideshareOnline.com)

**Vanpool – Share The Ride Supersized:** Take turns driving. Ride stress free. Share the "wear and tear." Create a community.



[www.RideshareOnline.com](http://www.RideshareOnline.com)  
[www.intercitytransit.com](http://www.intercitytransit.com)

**Work from Home (Telework):** Go green by not-going – no gas, no pollution. Be more comfortable – and productive!



[www.thurstoncommutes.org](http://www.thurstoncommutes.org)



"Give 'em a try!"

**Take A Walk:** Smell the flowers. Add 10,000 steps to your day. Arrive at work invigorated.



[www.thurstoncommutes.org](http://www.thurstoncommutes.org)

**Ride Your Bike:** Pedal your stress away. Fresh air and exercise. Save money. Feel like a kid again.

[www.thurstonbikemap.org](http://www.thurstonbikemap.org)



**Ride The Bus:**  
♪ The wheels go round and round ♪  
without your help - someone else does the driving. Read. Write. Nap.

[www.intercitytransit.com](http://www.intercitytransit.com)



## What is Here to There?

Thurston Regional Planning Council (TRPC) manages Here to There, a program that promotes ways to reduce the number of miles we travel and the impact those miles have on individuals and the community. Reducing drive-alone trips improves air quality, reduces traffic congestion, and minimizes energy consumption.

TRPC helps worksites through Commute Trip Reduction programs. Mandated by state law, these programs require large employers, and all state worksites in the urban areas of the county, to encourage trip reduction. Here to There focuses on



Tumwater, Tenino, Bucoda, Rainer and Yelm, with outreach and help for schools, businesses, residents – all of us! What works in Rainier will be different than what works in Tumwater, so TRPC needs your help to get it right for you and your community.

Later in 2011, [ThurstonHeretoThere.org](http://ThurstonHeretoThere.org) will officially launch, providing a variety of transportation information for the entire region.

# COMMUTE TRIP REDUCTION GOOD FOR BUSINESS

Good for the environment! Good for the community!



"Sure I carpool. My wife drops me off at the shop on her way to work every morning."



"When I decided to ride the bus, Intercity Transit helped me plan the best route. It's easy!"



"I live a few blocks away, so I walk to work most days."



"These gas prices?... Seriously, I just ride my bike!"

## Take the Commuter Survey: Tell us how you get to work!

[www.thurstoncommutes.org](http://www.thurstoncommutes.org)  
[thurstonheretothere@trpc.org](mailto:thurstonheretothere@trpc.org)  
360-956-7575



## Tumwater Commuter Survey (Final, 3 of 3)

The City of Tumwater in partnership with Thurston Regional Planning Council, is evaluating options to expand commute trip choices for its residents. This is the final series of three surveys that captures information about how Tumwater residents travel to work. For more information about local travel options, visit [www.ThurstonHereToThere.org](http://www.ThurstonHereToThere.org).

**You're invited! Tumwater Brewery District Planning Project Community Open House -**

Thursday, February 28, 2013, 6 - 8 pm - South Sound Manor, 455 North Street SE, Tumwater. Come and share your ideas for a vital, walkable commercial and residential area in this historic neighborhood in the heart of Tumwater. For more information please visit [www.ci.tumwater.wa.us](http://www.ci.tumwater.wa.us) under "Emerging Issues" click on "Brewery District Planning Project".

### Instructions

We encourage all workers including full- and part-time, paid, and volunteer to take the survey. If there are no workers in your household, disregard this survey.

MARKING INSTRUCTIONS	
CORRECT: ●	INCORRECT: ○ ⊗ ⊘ ⊙

Please return the completed survey(s) in the enclosed postage paid envelope by March 16, 2013

Thank you!

1. How many workers reside at this household?

- 0                     
  1                     
  2                     
  3 or more

**If more than two workers reside at this household, fill in surveys for the two who work the most hours each week.**

2. Which of the following best describes your employment status?

- Full-time (35 hours or more each week)     
  Part-time (20 to 34 hours each week)     
  Part-time (less than 20 hours each week)

3. In a typical work week, what type of transportation do you use each day to commute TO your usual work location? (NOTE: Mark ONE type of transportation per day),

*\*If you used more than one type, mark the type used for the LONGEST DISTANCE.*

*\*CARPOOLED - Mark if at least one other person age 16 or older was in the vehicle.*

*\*TELEWORKED - Mark if you eliminated a commute trip because you worked the entire day at home.*

*\*COMPRESSED WORK WEEK - Mark your day off if you work a regular 80-hour biweekly work schedule that you complete in less than 10 workdays. Example: four 10-hour days with one day off each week, or nine 9-hour days with one day off every other week.*

	M	T	W	Th	F	Sa	Su
Drove alone (or with children under age 16)	<input type="radio"/>						
Vanpooled	<input type="radio"/>						
Carpooled (2 or more people age 16 or older)	<input type="radio"/>						
Rode a motorcycle/moped	<input type="radio"/>						
Rode the bus	<input type="radio"/>						
Rode a bicycle	<input type="radio"/>						
Walked	<input type="radio"/>						
Teleworked	<input type="radio"/>						
Compressed workweek <u>day off</u>	<input type="radio"/>						
Overnight business trip	<input type="radio"/>						
Did not work (day off, sick, etc.)	<input type="radio"/>						
Other	<input type="radio"/>						

4. If you used a carpool or vanpool as part of your commute, or if you ride a motorcycle, how many people (age 16 or older) are usually in/on the vehicle, including yourself?

- Not applicable                     
  2 people                     
  4 people  
 1 person                     
  3 people                     
  5 or more

# Appendix A

**5. Which of the following most fits your typical work schedule?**

- 5 days a week                       4 days a week (4/10)                       3 days a week  
 9 days in 2 weeks (9/80)                       7 days in 2 weeks                       Other

**6. On average, how many days do you telework in a typical month?**

- No days                       2 days                       4 days                       6 days                       8 days  
 1 day                       3 days                       5 days                       7 days                       More than 8 days

**7. ONE WAY, how many miles do you commute from home TO your usual work location?**

*\* DO NOT use roundtrip or weekly distance.  
 \* Include miles for regular errands or stops.  
 \* Round off to the nearest mile.  
 \* Fill in the corresponding circles.*

Miles		
0	0	0
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9

**10. What community do you work in?**

- Tenino  
 Rainier  
 Yelm  
 Lacey  
 Olympia  
 Tumwater  
 Bucoda  
 Centralia  
 Chehalis  
 Mason County  
 Grays Harbor County  
 Pierce County  
 Thurston County, but outside city limits  
 Lewis County, but outside city limits  
 Other

**8. Where you work, is there enough onsite parking for everyone who drives to work?**

- Yes                       No

**9. Typically, do you use a park-and-ride lot as part of your commute?**

- Yes                       No

**11. Has the cost of gas changed the way you travel to work?**

- Yes                       No

**12. How likely would you be to try the following:**

	Do now	Likely	Not likely	Not an option	Need more information
Ride the bus	<input type="radio"/>				
Carpool	<input type="radio"/>				
Vanpool	<input type="radio"/>				
Bicycle	<input type="radio"/>				
Walk	<input type="radio"/>				
Telework from home	<input type="radio"/>				
Compressed work week	<input type="radio"/>				
Tumwater park and ride lot (if developed)	<input type="radio"/>				
Work from Tumwater community telework center (if developed)	<input type="radio"/>				

**13. Please check all that apply to you about [www.ThurstonHereToThere.org](http://www.ThurstonHereToThere.org), a new online travel information resource for the Thurston County Region:**

- Received information about the website                       Have not visited the website  
 Did not receive information about the website                       Website offers useful information  
 Visited the website

**14. What type of information would be useful to you on [ThurstonHereToThere.org](http://ThurstonHereToThere.org)?**

\_\_\_\_\_ Please return survey in the postage paid envelope and mail to:

# Thurston County Bicycle Commuter Contest 2011

*is coming to*

**Bucoda Rainier  
Tenino Tumwater  
and Yelm**



## Double your chances to win fun prizes!

Register now through May 6 by visiting [IntercityTransit.com](http://IntercityTransit.com) or visit your local Timberland library for registration forms.

Visit [www.thurstonheretothere.org](http://www.thurstonheretothere.org) for more information.



NATIONAL TELEWORK WEEK

THURSTON TELEWORKS!

FEBRUARY 14-18, 2011



**Take the Telework Pledge!**

[www.teleworkexchange.com/teleworkweek](http://www.teleworkexchange.com/teleworkweek)



[www.teleworkexchange.com/teleworkweek](http://www.teleworkexchange.com/teleworkweek)



[www.intercitytransit.com](http://www.intercitytransit.com)



[www.trpc.org](http://www.trpc.org)



[www.thurstonheretothere.org](http://www.thurstonheretothere.org)



[www.recovery.gov](http://www.recovery.gov)

# Sustainable Thurston

## Magazine

SPRING 2011

**NEXT EDITION:  
BIGFOOT'S SECRETS TO  
STAYING FIT & HEALTHY**

**TELEWORK WEEK  
IS HERE!**  
FEBRUARY 14-18, 2011  
ARE YOU  
TELEWORKING?

**EXCLUSIVE**

### THE REAL Thurston BIGFOOT

**NOT A MYTH!**

The iconic creature  
lives a normal and  
sustainable lifestyle.  
Learn about his smart  
choices.

### Thurston Teleworks and Everybody Wins

"Thurston's efforts benefit the  
whole community" says local  
elected official Elizabeth  
Alderman.

"Telework improves air quality,  
keeps work going during a  
disaster, and saves money in  
building and maintaining roads."

#### Bigfoot's boss speaks:

"Telework just makes good business sense  
and improves my bottom line," says local  
small business owner James M. Manager.  
"Productivity's up. Parking costs are down.  
My employees love me!"



MONTERO 1/10

Want to know more? Go to  
[www.ThurstonHereToThere.org](http://www.ThurstonHereToThere.org)  
[www.teleworkexchange.com](http://www.teleworkexchange.com)  
[www.intercitytransit.com](http://www.intercitytransit.com)  
[www.trpc.org](http://www.trpc.org)

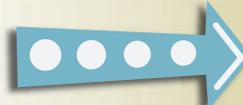


# ThurstonHereToThere.org

YOUR

## ONLINE GUIDE

*to getting* FROM

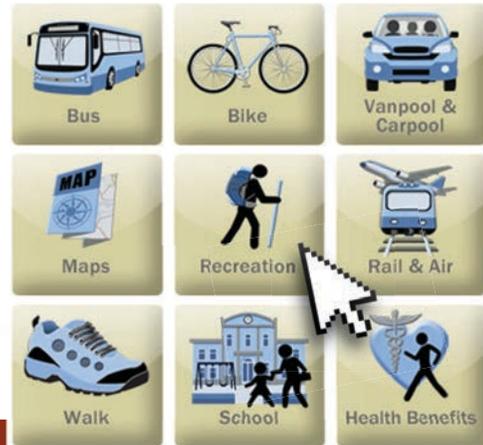
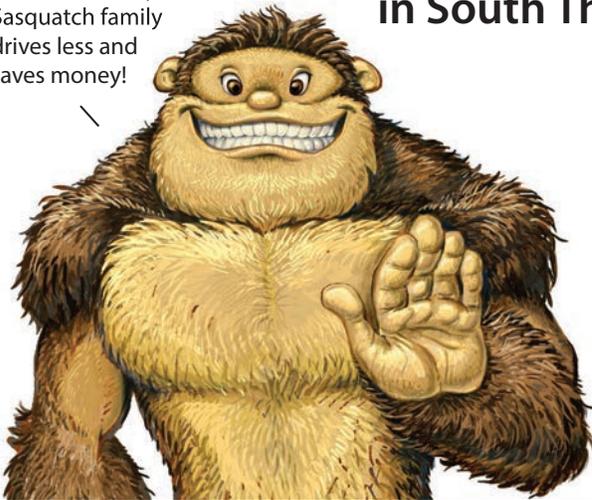


## HERE TO THERE

**Contest**  
see site for  
details

Visit the website to  
find out how my  
Sasquatch family  
drives less and  
saves money!

in South Thurston County



### ThurstonHereToThere.org

- More money in your pocket
- Less traffic and pollution
- Drive less - Huge benefits

Find out how! [ThurstonHeretoThere.org](http://ThurstonHeretoThere.org)



facebook.com/  
ThurstonHereToThere

# ThurstonHereToThere.org

## TAKE THE TRAVEL CHALLENGE

*Contest*  
see site for  
details

BUCODA ★ RAINIER ★ TENINO  
TUMWATER ★ YELM



### Traveling around Thurston County just got easier!

Driving less has huge benefits: less traffic congestion and pollution in your community, AND more money in your wallet! Find the travel options that best benefit you. Go to [ThurstonHereToThere.org](http://ThurstonHereToThere.org) today!



 [facebook.com/ThurstonHereToThere](https://facebook.com/ThurstonHereToThere)

# Appendix A



**ThurstonHereToThere.org**

Thurston here to there

**Cycling** around Thurston County just got easier...



**ThurstonHereToThere.org**

Thurston here to there

**Carpooling** around Thurston County just got easier...

Traveling around Thurston County just got a little easier...



ThurstonHereToThere.org

Traveling around Thurston County just got a little easier...



ThurstonHereToThere.org

Traveling around Thurston County just got a little easier...



ThurstonHereToThere.org

Traveling around Thurston County just got a little easier...

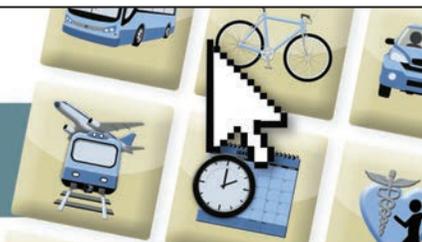


ThurstonHereToThere.org

ThurstonHereToThere.org



Your online guide to getting from here to there in Thurston County. Visit us and explore your travel options today!



Take the Thurston Here to There Challenge - DRIVE LESS, SAVE CASH, WIN PRIZES!

# Appendix A

DISCOVER HOW  
**Tumwater Residents**  
 CAN DRIVE LESS, SAVE CASH, AND WIN!

How do Tumwater residents travel to work? Why is this important?

**75%**  
 Drive Alone

- 7% Carpool
- 5% Telework
- 3% Ride the Bus
- 3% Walk
- 2% Other
- 2% Bike
- 2% Use Compressed Work Schedule
- 1% Vanpool

Three out of four Tumwater residents drive alone to work.

Households can lower the overall cost of transportation if members carpool, ride the bus, walk, and bike when they are running errands, visiting friends, eating out, going to school, as well as going to work.

Sustainable transportation choices can benefit individuals and entire communities by reducing traffic, energy consumption and noise, air and water pollution, as well as increasing neighborhood safety and social interactions.

Regular Gasoline	407 <sup>9</sup> / <sub>10</sub>
Plus Gasoline	417 <sup>9</sup> / <sub>10</sub>
Premium Gasoline	427 <sup>9</sup> / <sub>10</sub>

Gas Prices getting you down?

- Tumwater residents drive an average distance of 10 miles to work one way.
- AAA reports that a medium sized sedan costs 73 cents per mile on average to operate.
- The average Tumwater commuter spends \$320 a month or \$3,850 per year to drive to work!

Travel choices that could save you money:

**Riding the Bus**— Intercity Transit offers \$30 monthly bus passes (state workers can ride free using their STAR pass). Routes 12 and 13 serve Tumwater stops every 15 minutes.

**Carpooling**—Sharing the ride with a spouse, neighbor, or coworker can significantly reduce operating costs when passengers agree to help pay for trips.

**Vanpooling**—This is an affordable option for long distance commuters. The average vanpool fare is \$65 per month. Some major employers may help cover your cost!

**Cycling and Walking**—Using one's own power incurs minimal costs. The added health benefits from physical activity can't be matched by driving.

**Compressed Workweek or Telework**—Consider a flexible work schedule by working 40 hours in 4 days or telework one day per week to reduce your drive alone trips by 20%!

Visit [ThurstonHereToThere.org](http://ThurstonHereToThere.org)

For more information, contact Thurston Regional Planning Council 360.956.7575 or [thurstoncommutes@trpc.org](mailto:thurstoncommutes@trpc.org)

**Contest!**

Take the Thurston Here to There Travel Challenge July 1 to December 31

It's Easy! Report your trips weekly and enter for a chance to win a prize!

Visit [ThurstonHereToThere.org](http://ThurstonHereToThere.org) and tell us if you traveled by carpool, vanpool, the bus, biked, walked, or teleworked. Participate weekly for random prize drawings.

Winners will be notified via email and announced online. Prizes include bicycle helmets, lights, bells, locks, tire pumps, free Intercity Transit bus passes and more!

Visit [ThurstonHereToThere.org](http://ThurstonHereToThere.org) to find another way to travel that works for you and save!

Opportunities to win weekly!

PRSKT STD  
 US POSTAGE  
 PAID  
 OLYMPIA, WA  
 PERMIT NO. 78

INTERCITY TRANSIT Thurston here to there

Thurston Regional Planning Council TUMWATER FARMERS MARKET

Come to a Here to There Travel Fair  
 Discover ways to drive less and SAVE CASH!  
 Next Fair: July 11th, 11-2pm  
 Tumwater Farmers Market

Your online guide to getting from here to there in Thurston County. Visit us and explore your travel options today!

ThurstonHereToThere.org

**INSIDE:** Discover how you can reduce your travel costs

**ThurstonHereToThere.org**

YOUR **ONLINE GUIDE** to getting FROM HERE TO THERE

Contest see other side for details

Visit the website to find out how my Sasquatch family drives less and saves money!

in South Thurston County

ThurstonHereToThere.org

- More money in your pocket
- Less traffic congestion and pollution
- Drive less - Huge benefits

Find out how! [ThurstonHereToThere.org](http://ThurstonHereToThere.org)

Thurston here to there

facebook.com/ThurstonHereToThere

**Contest!**

Save Cash, Drive Less, and Win - Take the Thurston Here to There Travel Challenge!

It's Easy! Report your trips weekly and enter for a chance to win a prize!

Hey South County Residents:

Visit [ThurstonHereToThere.org](http://ThurstonHereToThere.org) from now through the end of the year and tell us if you replaced a drive alone car trip by carpooling, vanpooling, riding a bus, biking, walking, or teleworking instead. Participate weekly for random prize drawings.

Winners will be notified via email and announced online. Prizes include bicycle helmets, lights, locks, tire pumps, free intercity transit bus passes (can be used on Rural & Tribal Transportation (RT) bus service in south Thurston County too), and more!

Opportunities to win weekly!

Gas Prices Getting You Down?

- South Thurston County residents drive an average distance of 21 miles to work one way.
- AAA reports that a medium sized sedan costs 58.5 cents per mile on average to operate (fuel, maintenance, insurance, and depreciation for vehicles that travel 15,000 miles per year). [bit.ly/drivingcosts2012](http://bit.ly/drivingcosts2012)
- Using AAA numbers, the average south county commuter spends over \$540 a month or \$6,480 per year to drive to work!

Travel Choices That Save You Money:

**Riding the Bus**— Intercity Transit offers \$30 monthly bus passes (state workers can ride free using their STAR pass. Yelm is served by Route 94. Tenino, Rainier, and Bucoda residents can use the RT Bus service.

**Carpooling**— Sharing the ride with a spouse, neighbor, or coworker can significantly reduce operating costs when passengers agree to help pay for trips.

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Thurston here to there

Questions and comments, contact Thurston Regional Planning Council 360.956.7575 or [thurstonheretothere@trpc.org](mailto:thurstonheretothere@trpc.org)