Changing the Way We Travel in the Thurston Region

TDM from a Regional Perspective

South Sound Synchronicity

- CTR Law
- Sustainable Thurston
- Thurston Thrives
- JBLM/I-5 Plan
- Thurston Here To There
- Walk and Roll
- Telework
Challenge: The current direction is not sustainable for our communities

We need:

- More compact forms of land use
- Emphasis on place making and job creation
- Efficient use of resources such as water and energy
GOAL: By 2035, 72% of all households within cities, towns, and unincorporated growth areas will be within a ½ mile of an urban center, corridor, or neighborhood with access to goods and services to meet some of their daily needs.

Land Use and Transportation patterns form the backbone of our communities. If we get them right, everything else relating to sustainability becomes easier.

City Centers-North County

Create vibrant centers, corridors, and neighborhoods while accommodating growth.
City/Town Centers – South County

Create safe and vibrant South County city and town centers that foster entrepreneurship, active transportation, civic pride, and a sense of place.

Neighborhoods

Create safe and vibrant neighborhoods with places that build community and encourage active transportation.
Urban Corridors & Centers

Corridors provide our major transportation routes, linking to existing centers. They are served by our region’s most frequent transit service and will transition to walkable areas with nodes of activity.

Health & Transportation

- County Public Health Plan
- Leverages Sustainable Thurston
- Health & the Built Environment
- Multi-modal connections
JBLM/I-5 Congestion Relief Action Plan

• I-5 carries 80% of traffic to and from JBLM
• Improving I-5 mobility is paramount to economy
• Need solutions that meet local and regional growth management objectives

Near-Term Actions

• Increase transit, carpools, vanpools, and telework between Thurston and Pierce counties
• Increase park-and-pool facilities in rural south county communities
• Explore congestion pricing between Thurston and Pierce counties to encourage commute alternatives
• Increase use of vanpools and carpools by JBLM personnel living in the region
• Pursue changes to federal policies that restrict parking pricing, flex schedules, and funding of on-base transit
Thurston Here To There -
Marketing travel demand management

Thurston Bigfoot (Gigantopithecus blackhillsie)
thurstonhetothere.org

It’s More than a Website
Branding for:
• Transit/Alternative Commuter Fairs
• Emails, posters, maps
• Contests and promotions
• Social media
• RideshareOnline.com
ThurstonHereToThere.org
all things to all people…

Key steps to develop a site:
1. Compile
2. Brand
3. Deliver
4. Promote
5. Update/Maintain
6. Evaluate
7. Repeat 3-7
Walk & Roll Program

“Why can’t kids walk and bike to school?”

Health Kids Safe Streets Action Plan

“The Six E’s:”
Engineering, Engagement, Education, Encouragement, Enforcement, Evaluation

GOAL: Increase the number of students who can safely walk, bike, or ride the bus to school

- Safe route mapping
- Walking school buses
- Assemblies
- Bike Partners
- Bike rodeos/events
- Science of Transportation
- Newsletters
- Interjurisdictional coordination
- Grant writing support
- Planning
- Crossing guard support
Telework

Telework - Naming Dragons
Telework – Taming Dragons

Telework

- The Bottom Line Report – Global Workplace Analytics
  - Save $58 M/year
  - Reduce VMT by 14M miles/year
  - Eliminate over 1M vehicle trips/year
  - Reduce GH gases = planting 100K trees
- WSU & WSDOT Efforts – webinar/programs
- Governor Enslee’s EO 14-02
- “How can I manage employees...”
Changing the Way We Travel – and Think

...a multi-faceted, multi-disciplinary, multi-modal, multi-partner regional strategy...

Changing the Way We Travel

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