

Whatcom Smart Trips Scope of Work

Introduction

Whatcom Smart Trips (WST) is the Whatcom region’s transportation demand management (TDM) strategy. The WST program is administered by the Whatcom Council of Governments (WCOG) and collaboratively implemented in partnership with the Whatcom Transportation Authority (WTA).



Consisting of community outreach, education, encouragement, and ongoing communications, WST (WCOG and WTA staff) build and sustain ongoing partnerships with local governments, other public agencies, employers, merchants, and schools to promote transportation by walking, bicycling, sharing rides and riding the bus. The program is designed to benefit people of all ages and focuses on all trip purposes in Whatcom county.

Scope Elements

Public Awareness

The goal of this element is that every person and business in Whatcom County knows what the WST program is; understands the array of transportation options that are available to them, their employers, and customers; and knows how they can easily obtain information or instruction on how to access and use all types of transportation.

This ongoing, overarching, public portrayal of WST is developed and managed in close partnership between WCOG and WTA.

Periodic Coordination Meetings

In addition to ongoing dialog, WCOG and WTA will have at least two programming meetings per calendar year. These meetings will review and establish near-term marketing/media-development activities and expectations for editorial review and finalization. E.g., high profile, broad promotion of trip diary and incentive programs or branding updates should be carefully and collaboratively developed while a single web-page or brochure on a specific WST training opportunity (such as riding an e-bike) is not expected to require review by multiple staff.

Minimally, programming meetings are expected to cover:

- Planned/anticipated WST activities for the next 12 months
 - Timeline (including review and approvals schedule)
 - Cost sharing
 - WCOG and WTA staff roles
- Review of other media to be developed for specific WST activities (e.g., a bike class, customized work-site promotions, etc.) that do *not* require as close coordination and review.

Trip Diaries & Incentives

A foundational element of WST is the recruitment of community members to register, start logging Smart Trips, and achieve TDM results through individuals' choices to use non-single occupancy vehicle trips further reinforced by ongoing WST encouragement and incentives (e.g., prize drawings). This scope element is primarily performed by WCOG.

Trip Diaries

Creates awareness of opportunities to make smart trips by allowing people aged 14 and older to record walking, cycling, transit, and ride sharing trips, and miles traveled at www.watcomsmartrips.org. WCOG Responsibilities include website design and maintenance; materials design and printing; customer service; and data entry.

Incentives

Include discount cards, gift certificates, cash prizes, and recognition for smart trips participants as they reach certain milestones in the number of smart trips made. WCOG Responsibilities include making and maintaining agreements with local merchants; materials design and printing; and materials distribution.

Education

This scope element consists of WST's mobility management work

7th grade bus training (FTA funded)

WCOG staffs and conducts yearly bus education each spring in 7th grade classrooms at all middle schools throughout Whatcom County. Topics cover trip planning, route familiarization, putting a bike on the bus, and rules for riding. Responsibilities include coordination with schools and scheduling; development of presentations and materials; printing; and all classroom duties. WTA supports the creation of program materials and provides a bus and bus driver for hands-on familiarization on site at middle schools. WTA conducts community outreach to create awareness of the 7th grade program.

Senior bus training (FTA funded)

WCOG staff lead guided bus trips featuring useful and interesting destinations. Bus trips are advertised at senior centers and residences. Participants are introduced to individual WTA bus

routes and shown how those routes connect to the rest of the system. Transit guides and maps are shared with participants as well as information about bus passes including Gold Cards. WTA provides bus passes.

Youth summer camps

WCOG staffs and conducts week-long educational camps during summer months teaching 12-14 year-olds to bike, walk, and use the bus for independent transportation. Topics cover riding in traffic, simple bike maintenance, map reading and navigation, trip planning, and bus schedules. Camps are co-sponsored by Bellingham Parks and Recreation.

Bike training classes for groups and individuals

WCOG staff offers free bike training and classes for individuals and small groups. Individuals can sign up for one-on-one instruction including tips for building confidence in riding in traffic, rules of the road, route planning, bike maintenance, and using an e-bike. Staff offers group presentations to businesses, school classes, neighborhood associations, and more.

Work with schools -- principals, teachers, and parent groups

- Promotions of walking, biking, and riding the bus to school
- Curricular integration of transportation system navigation and safety
- Using regional transit services for school events & extra-curricular activities

Provides classroom activities and bicycle skills courses for elementary, middle, and high school students including curricular integration of transportation system navigation and safety. Supports schools with education and encouragement in using active transportation including walking, biking, and riding the bus to school. Responsibilities include recruiting partner teachers and parent volunteers through PTO meetings; teaching class sessions; installing temporary traffic gardents; supporting use of WTA for field trips and after-school activity transportation; materials design and printing.

Employer Partner Activities

Provides assistance to employers who promote Smart Trips to their employees. Responsibilities include: recruitment, training worksite coordinators; materials design and printing; managing First Time Rider passes; development and delivery of employer-partner-specific promotional campaigns including custom promotions for specific sites; leading worksite educational events; and management of required program elements at CTR work sites including but not limited to annual surveys. WTA provides passes for first time riders.

Events and Promotions

- Annual, large-scale promotion
- Bike to Work and School day

WCOG and WTA staff collaborate on planning, promoting, and implementing large scale community wide promotional campaigns and events with the purpose of driving program participation including the registration of new Smart Trips participants and trip logging. Yearly events and roles and responsibilities will be determined at programming meetings.

Community Outreach

WCOG staff provides education, assistance and incentives by partnering with community groups that wish to promote walking, bicycling, sharing rides, and riding the bus. Responsibilities include: communicating through social media; soliciting community groups for speaking engagements; presenting Smart Trips information at community meetings and events; leading guided bicycle rides and bus trips; partnering with organizations who wish to promote Smart Trips to their members and customers; and developing materials needed for these activities. WCOG and WTA represent each other at community events and collaborate on collateral materials.

Emergency Ride Home

WTA provides limited, free taxi service to bus riders and Smart Trips participants who experience an emergency or illness at work. Responsibilities include: managing taxi contract; database design and maintenance; materials design and printing; customer service; and data entry. WCOG promotes this service to employer partners and all Smart Trips participants.

Smart Trips Website

WCOG administers and maintains the WST website. WTA supports various website content and integrates information and tools on its website (ridewta.com) as needed. WCOG is responsible for retaining IT support, data storage, software updates, content updates,

Program Administration, Performance Measurement, and Reporting

- WCOG is responsible for overall administration of the WST program.
- WTA is the recipient of Regional Mobility Grant (RMG) funding for. WCOG and WTA will collaborate to gather data and measure performance relative to vehicle-trip reduction goals presented in the RMG application.
- With regard to the RMG, both WCOG and WTA agree to execute the subrecipient agreement, included with this scope of work as ATTACHMENT 1.