

Introduction

An Employee Trip Reduction (ETR) Program was developed and implemented by the Regional Transportation Commission of Washoe County (RTC) in 1996 to reduce the number of vehicle trips to and from the workplace. The program is offered throughout the Truckee Meadows and its surrounding areas. The reduction in vehicle trips is a critical step toward improving and maintaining air quality in the Truckee Meadows. In the spring of 2006, the title of the program was amended from Employee Trip Reduction to Trip Reduction to reflect the aim of reducing single occupancy vehicle (SOV) trips in general, not just trips by employees to work.

The original marketing name for the trip reduction program was Smart Commute Options. Near the end of FY 2007, the program was rebranded to RTC SMART TRIPS. The revised name is in keeping with the aim of reducing many types of trips as well as the agency's general efforts to brand all of the RTC services with the RTC logo. The program's shorter name footprint also enables a larger font size to be used in the logo which increases text visibility and recognition.

The purpose of the program is to encourage the use of alternate modes of transportation and trip reduction strategies, such as:

- Public transit
- Bicycling
- Telecommuting
- Carpooling
- Vanpooling
- Walking
- Flexible work schedules

The RTC has a full time position, the RTC Trip Reduction Analyst (TRA), dedicated exclusively to promoting the program and administering the program elements. The program is funded through an agreement with the Nevada Department of Transportation. In FY 2023, administrative costs were funded using Surface Transportation Program (STP) Local funds (95% Federal with a 5% local match). Costs associated with the vanpool program were funded using STP Local funds (95% Federal with a 5% local match), and Congestion Mitigation Air Quality (CMAQ) funds (95% Federal with a 5% local match). All other components of the program were funded with CMAQ funds (95% Federal with a 5% local match).

Within this report, references to a given fiscal year, such as FY 2023, refer to the Federal fiscal year period (October 2022 through September 2023). In cases in which

data comparisons are only available based on RTC's revenue year (RY) records (July 2022 through June 2023), the time periods under consideration are clearly outlined.

Overall Program Development

The RTC's trip reduction program offers a free consulting service to local businesses to assist them in encouraging their employees to use sustainable modes of travel and trip reduction strategies. The program has grown substantially since its inception in 1996 and marked growth continued in FY 2023, although not in every area of the program. The vanpool program, RTC VANPOOL, saw a decrease of 8% due to Tesla tightening requirements after the pandemic, the average number of vanpools in the program decreased 8% but shared rides through the program eliminated over 20.2 million vehicle miles of travel, a 7% increase from the previous year. Additionally, the number of registered users on the web-based trip matching service, RTC TRIP MATCH, increased 6.8% to 3,813. The total number of business partners in the program grew to 49. Even our 31-day transit pass sales through the Bus Pass Subsidy Program increased 35% compared to the previous year.

Overall, public awareness and interest in the RTC SMART TRIPS program continues due to:

- The updated web site and the new RTC Smart Trips App.
- A growing desire in the community for more transportation options.
- Concern over fluctuations in fuel prices.
- A variety of advertising and public relations approaches.
- A push from employees who participated in the program through a previous employer.

The administrative focus includes customer relations, one-on-one sales, and employee marketing and communications efforts on behalf of the trip reduction partners along with efforts to reach the public at large. All of the departments at the RTC who support the RTC SMART TRIPS program played a part in the achievement of our goals, including Finance, Administration, Planning, Public Transportation and Operations, and RTC RIDE personnel. We look forward to FY 2024 and continuing to expand and evolve the program.

Bus Pass Subsidy Program

Partnership Growth

The Bus Pass Subsidy Program has provided the cornerstone for the trip reduction program during most of its history. Through the program, the RTC matches each employer's subsidy of its employees' 31-day bus passes in 5% increments up to 20% of the retail value of the passes. Over the years, the RTC has formed partnerships with many of the largest local employers. The number of partners remained at 21 during FY 2023. Combined, partners in the Bus Pass Subsidy Program employ over 35,000 employees in the Truckee Meadows.

Bus Pass Subsidy Partners at the End of FY 2023

ALS Geochemistry	Legacy Casino
Atlantis Casino Resort Spa	Manpower
Cascade Designs	Peppermill Hotel Casino
Circus Circus Hotel & Casino	Renown Health
Eldorado Hotel Casino	Sands Regency Casino & Hotel
Gold Dust West Casino	Silver Legacy Resort Casino
Grand Sierra Resort & Casino	Tamarack Junction Casino
Harrah's Reno	Wal-Mart #3254 (Mae Anne/McCarran)
IGT	Wal-Mart #3729 (Pyramid Way)
The Jay Company	Western Village Inn & Casino
John Ascuaga's Nugget	

In 2019 the RTC began a pass buying program with Token Transit that allows riders to buy their pass online and have it sent directly to their smart phone. We have been working with Token Transit to allow our Bus Pass Subsidy partners to purchase their employees passes the same way. Token Transit sets up a secure link for the companies. The discount is figured on the back end so the companies get billed correctly. Peppermill Casino, ALS Geochemistry, Renown Health, Western Village, The Jay Company and Legacy Casino are participating. We have several more companies that we have set up Token Transit links and are awaiting approval.

Working with developers

In 2023 RTC continued working with a few developers to provide a similar program but designed to target apartments and condo developers. The same discounted rates would apply and a link will be placed in their website to allow residents to purchase discounted pass (s).

Employee Participation

Employee participation in the Bus Pass Subsidy Program has still not rebounded from the steep decline following transit service cuts in FY 2009 tied to the economic impacts of the Great Recession. Ridership closely follows service hours; the more service that is provided, the more people will ride the bus. The current service map looks roughly the same as it did in RY 1993 while many residences and businesses are located further from the service area due to urban sprawl.

Employee participation is measured by the annual monthly average in the number of invoiced passes for each partner. For new partners, the average is derived from the sum of the number of passes invoiced each month divided by the number of months left in the year following their official program launch. For established partners, the total number of invoiced passes is divided by twelve. Employee participation rose to 226 in FY 2023, up from 218 in FY 2022, an increase of 3.7%.

A major cause of the nationwide decline in ridership is still due to the pandemic.

Employees Participating in the Bus Pass Subsidy Program

The average participation rate among all eligible employees in FY 2023 was 2.12%, up from the 1.56% in FY 2022. We can report only 1 of the established partners had over 5% of their employees participate in the Bus Pass Subsidy Program in FY 2023. The partners with the highest levels of participation are shown below:

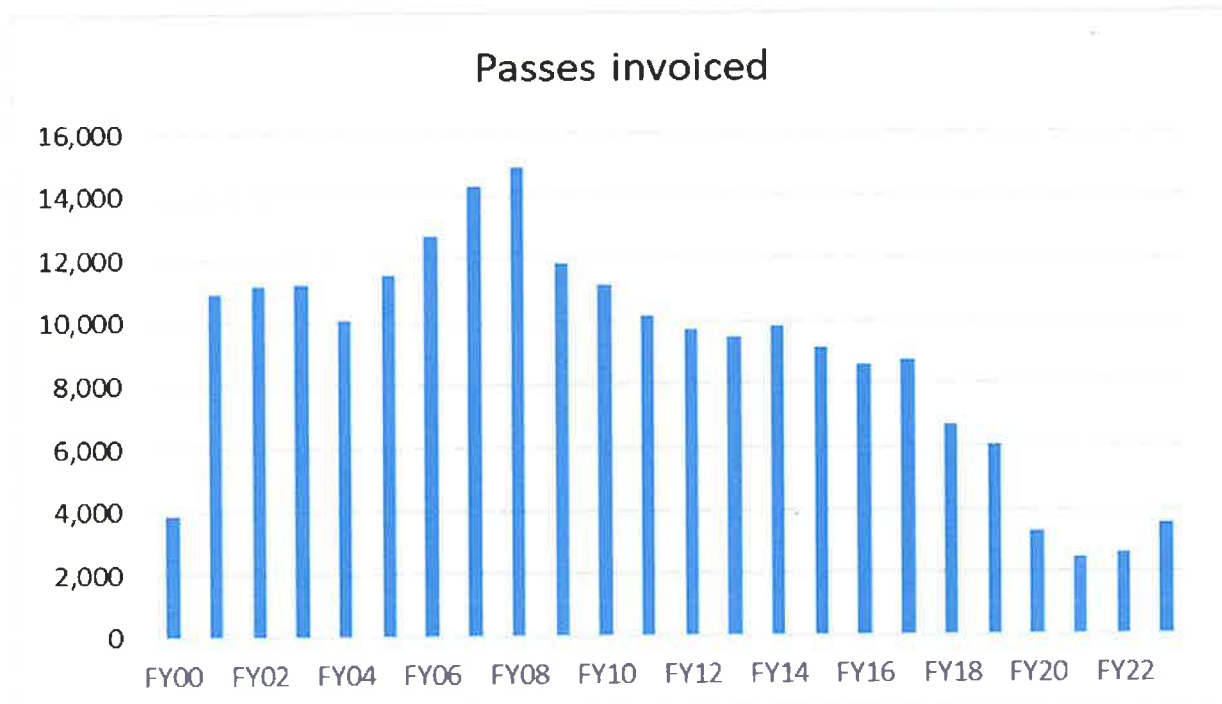
Silver Legacy Resort Casino	5.83%
Atlantis	3.39%
ALS Chemex	3.33%
GSR	2.33%

Passes Sold

During FY 2023, the total number of passes invoiced through the ETR Program was 3,543, a 36% increase from the FY 2022 total of 2,610.

The program pass sales represented 26% of the total 31-day pass sales by the agency during RTC's RY 2023 (July 2022 through June 2023). This is a decrease of 9% of the total 31-day pass sales during RTC's FY 2023.

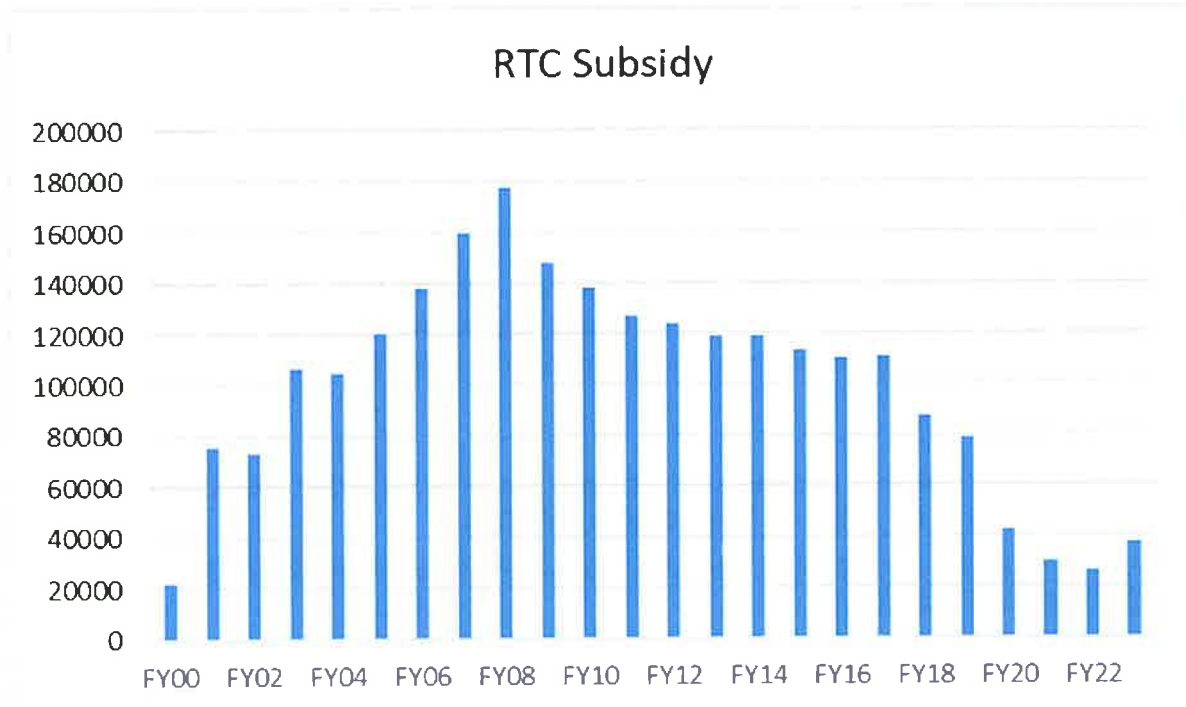
Total Number of Program Passes Invoiced



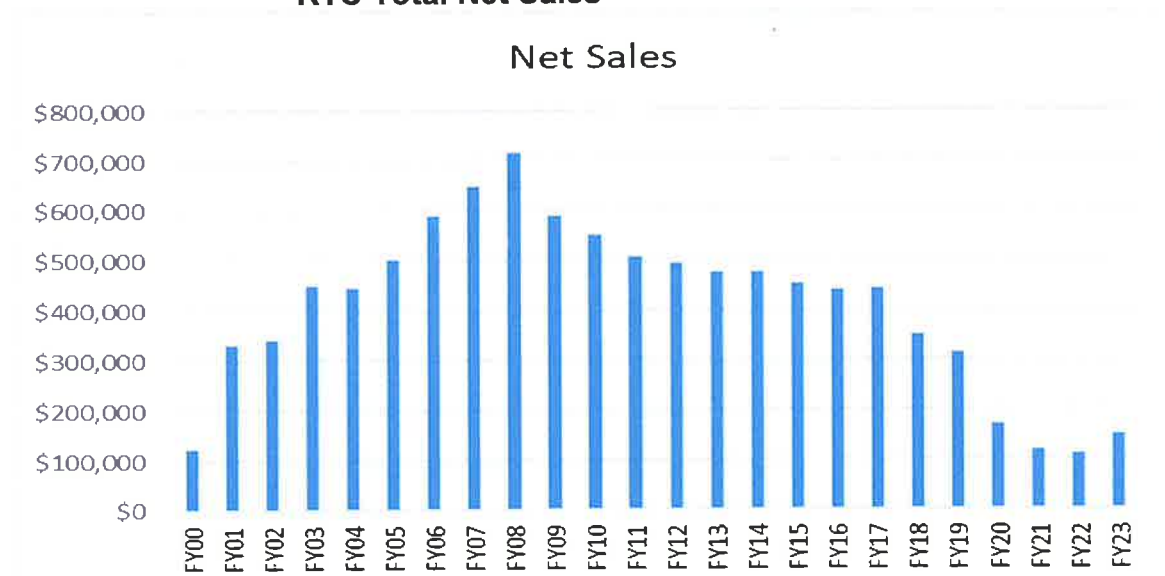
RTC Total Pass Normal Retail Value



RTC Total Subsidy Match



RTC Total Net Sales



RTC INTERCITY

Partners are able to also provide their employees with subsidized passes for the RTC-managed Reno/Carson City/Douglas County service, RTC INTERCITY. Demand for these passes through the program remained at 8 in FY 2023, the same as FY2022.

Program Impact on the RTC

In supporting the subsidy program, the RTC has contributed to its success both philosophically and financially. The RTC bears the entire cost of the transit pass subsidy employer match since federal funds cannot be used in lieu of regular revenue sources.

- The total retail value of passes sold through the ETR Program increased 36%, from \$136,080 in FY 2022 to \$185,608 in FY 2023.
- The total subsidy match from the RTC increased 27%, from \$26,295 in FY 2022 to \$37,122 in FY 202.
- The total net retail sales increased 35%, from \$109,785 in FY 2022 to \$148,486 in FY 2023.

RTC VANPOOL

In July 2005, the RTC added a major new component to the trip reduction program with the introduction of vanpooling. The RTC had been interested in vanpools for many years because of their success elsewhere in reducing traffic congestion and air pollution while augmenting traditional transit services. To operate the vanpool program, the RTC partnered with the nation's leading Vanpool Company Commute with Enterprise which maintains a fleet of over 12,000 vans distributed across the United States



Commute with Enterprise provides the vehicles for program participants and covers their insurance and maintenance costs. Each vanpool maintains a separate agreement with Enterprise as well as RTC. Vanpool participants split the vehicle lease and gas expenses. To encourage participation in the program, RTC provides vanpool participants with a subsidy. During the first month of FY 2016, subsidy calculations were based on 40% of the vehicle lease amount (including taxes). For the remainder of the year, the subsidy was changed to a graduated approach with fixed monthly subsidies of \$400, \$500, or \$600 based on three mileage tier groups. The new approach was adopted because a nationwide analysis of the common factors among vanpool programs that had experienced the most dynamic expansion determined that markets with simple incentive strategies saw better growth over time. A stable dollar value was found to be more appealing and easier for the public to understand than a calculated value.

The RTC VANPOOL subsidy is paid directly to Enterprise and then credited to each vanpool coordinator's account to offset operating expenses. Individual vanpools are funded based on a combination of the RTC subsidy, participant payments, and in some cases an employer subsidy. Depending on how the vanpool is structured and funded, employers and employees can be eligible for a pretax benefit.

The number of employers participating in the program during FY 2023 remained at 8, with Battery Systems leaving the program and Hyatt Regency Lake Tahoe joining the program. There was a decrease in the program as Tesla went back to their pre-pandemic requirements for their vans which removed about 30 vanpool groups. By the end of FY 2023 we had 319 vanpools in the program, an 8% decrease from the 347 in

FY 2023. 31 vans traveled from the Reno-Sparks area to the Sierra Army Depot (SAD) in Herlong, CA, and 19 more to FCI. 4 more vanpools traveled further north to the High Desert Prison and California Corrections Center in Susanville, CA. 242 vanpools traveled east to Tesla in the Tahoe-Reno Industrial Center (TRI-Center). 12 Army National Guard vanpools traveled south from Reno to Carson City while another vanpool with the Army National Guard traveled north into Washoe County from Gardnerville to Stead. Eastern Regional Landfill in Truckee increased to 4 and our newest company, Hyatt Regency had 5.

The accomplishments of the vanpool program during FY 2022 were again positive as highlighted below.

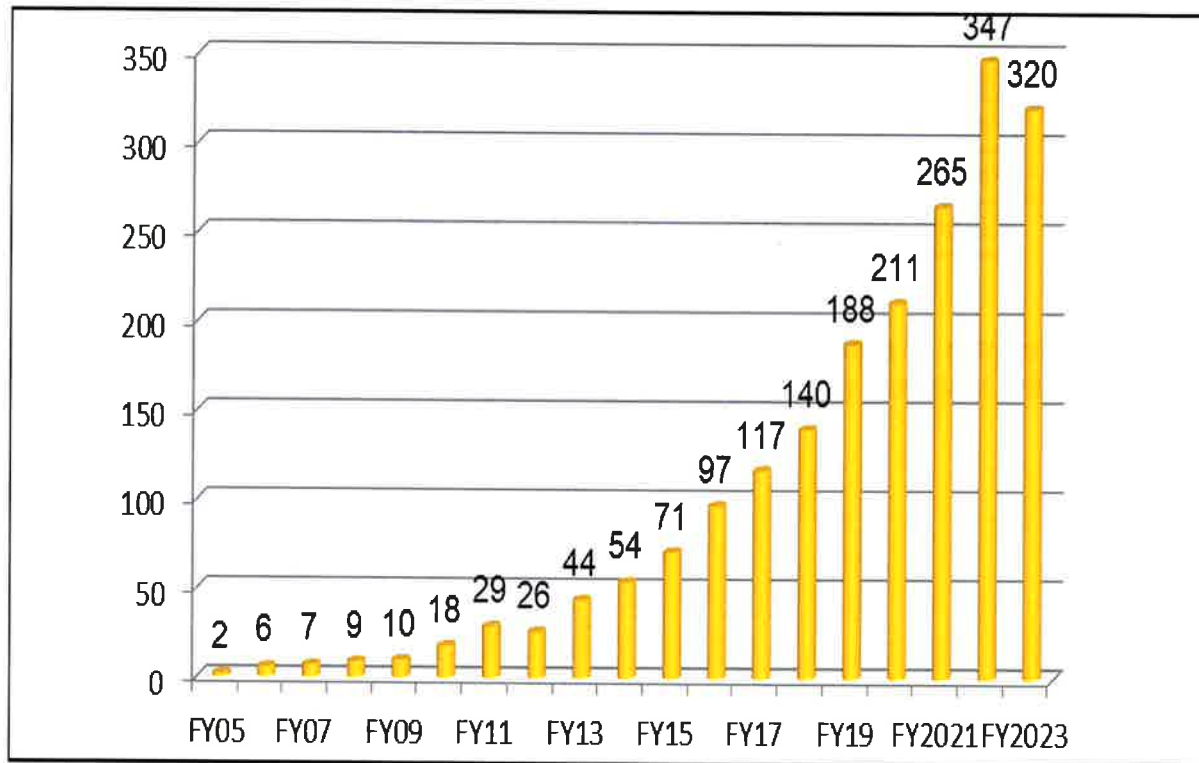
- The average number of vanpools in the program decreased 8%, from 347 in FY 2022 to 319 in FY 2023.
- As a result of shared rides through the RTC VANPOOL program, 544,549 single occupant trips were eliminated in FY 2023, down from 552,278 in FY 2022, a 1.4% decrease.
- The shared rides also eliminated 20,183,620 vehicle miles of travel (VMT) in FY 2023, up from 18,974,611 in FY 2022, a 6% increase.
- Subsidies to participants to encourage vanpooling increased 7%, from \$1,514,800 in FY 2022 to \$1,618,400 in FY 2023.
- The cost per passenger trip (compared to subsidy payments) was \$2.97 in FY 2023, down from \$2.19 in FY 2022 due to decreased ridership.
- The cost per revenue vehicle mile dropped from \$0.34 in FY 2022 to .32 in FY 2023.
- The cost per passenger mile in FY 2023 went up to \$0.68 from \$0.64.

Through the reduced vehicle travel miles, the shared trips also contributed impressively in air pollution reductions as shown in the table below.

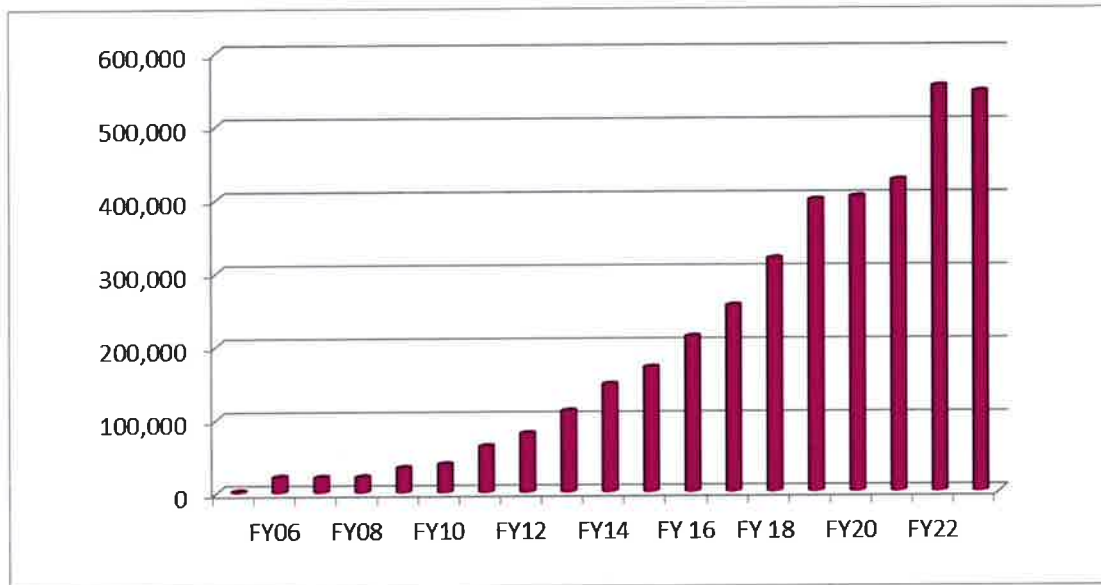
RTC VANPOOL Program	
Air Pollution Reductions (lbs)	
Volatile Organic Compounds (VOC)	63,364.1 lbs
Nitrogen Oxide (NO _x)	35,597.8 lbs
Carbon Monoxide (CO)	471,669.0 lbs
Particulate Matter (PM ₁₀)	253.6 lbs
Particulate Matter (PM ₂₅)	235.8 lbs
Carbon Dioxide (CO ₂)	19,000,332.3 lbs

The vanpool program is marketed under the name RTC VANPOOL. The charts that follow illustrate the historical growth of the program.

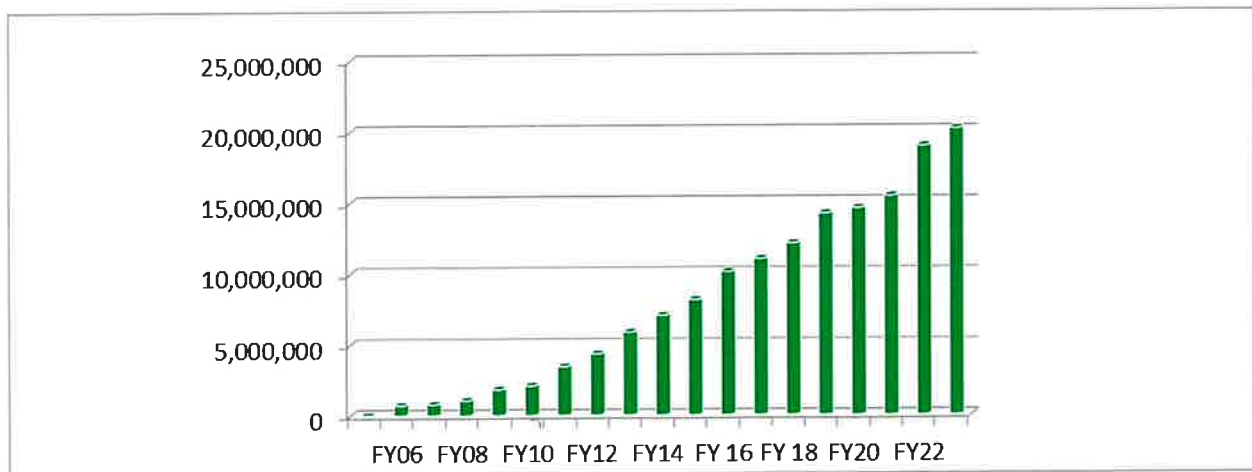
Number of vanpools in program



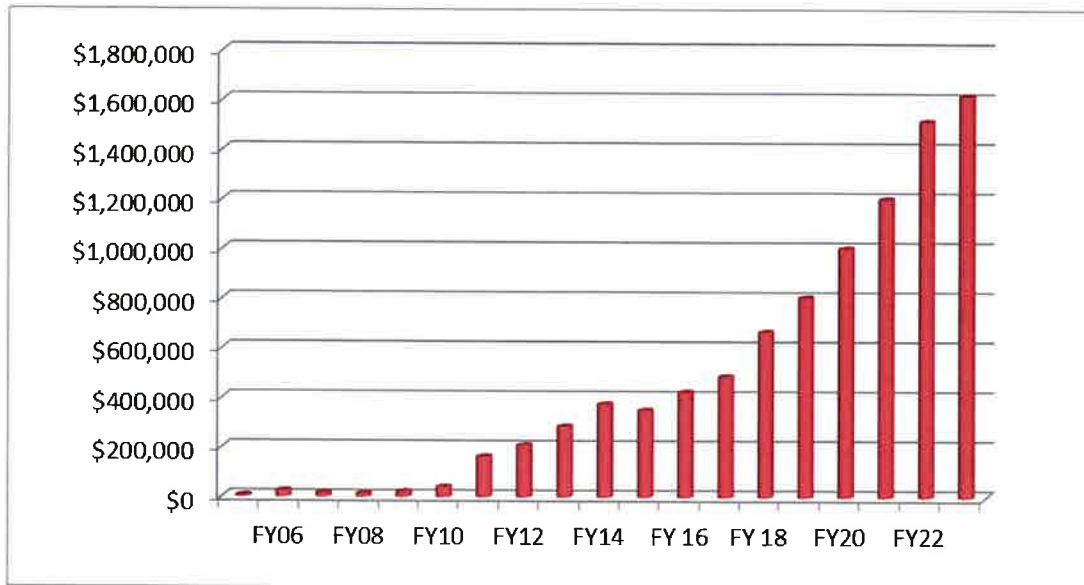
Single Occupancy Trips Eliminated



Vehicle Miles of Travel Saved



RTC Vanpool Incentive Payments



Since March 2010, the RTC has included vanpool data as part of its mandatory report to the National Transit Database (NTD) as a federal grant recipient. Enterprise collects and compiles the data and forwards it to the RTC where staff reviews the data before it is submitted. NTD data is used to determine federal allocations of §5307 and §5339 funds which are distributed to urbanized areas for public transportation capital, planning, and certain operating costs. The grant funds are formula appropriations that encourage operating efficiencies. There is about a two-year lag between when data is reported and its appropriation effect. The vanpool program has a very positive impact on the agency’s appropriation due to the long travel distances and use of volunteer rather than paid drivers. It is estimated the vanpool program data reported for RTC RY 2022 accounted for over \$3,359,609 of the RTC’s §5307 and §5339 apportionments received during RY 2023. Vanpool data from RY 2023 is anticipated to increase the agency’s §5307 and §5339 apportionments during RY 2025 year by approximately \$4,124,082.¹ The additional grant funds could be used as an alternate funding source for the vanpool program and could also be directed to other transit funding needs.

¹ Only a rough estimate is possible at this time since apportionment data unit values will not be published until 2023.

RTC VANPOOL Cost versus Return

	Number of Vanpools	Number of Riders (Includes Driver)	Per Vanpool, Per Month				Total Vanpools Monthly & Annual		
			Revenue Miles	Passenger Miles	Operating Cost	Formula Funds Generated (Includes 5307/5339)	Monthly Formula Funds Generated (Includes 5307/5339)	Annual Formula Funds Generated	Annual Net Formula Funds Generated After Agency Subsidy
FY2021	225	4.97	1,301	6,459	\$718	\$1,396	\$314,034	\$3,768,403	\$2,645,203
FY2022	283	4.93	1,314	6,472	\$825	\$1,412	\$399,676	\$4,796,117	\$3,359,609
FY2023 (Projected)	338	4.93	1,314	6,472	\$825	\$1,423	\$480,874	\$5,770,493	\$4,124,082

The vanpool vehicles now represent the RTC’s largest fleet. During FY 2018 new branding that more clearly differentiates the vanpool vehicles as one of the RTC’s public transit services has been phased in. Branding on vehicles already in the program are being replaced subject to weather and scheduling considerations. The new branding will now say “Commute with Enterprise” and is getting national advertising.



Previous vendor-dominated branding

New program-emphasis branding

RTC TRIP MATCH

When people have access to good carpool matches, ridesharing is a popular commuting option. In the 2016 American Community Survey by the United States Census Bureau, it was the most frequently reported mode of traveling to work by Washoe County residents other than driving alone. Unlike public transportation, it does not require proximity to a transit route; unlike bicycling and walking, it does not lose appeal with the distance to be traveled; and unlike telecommuting and flexible work schedules, it does not require an employer’s cooperation. It does, however, require finding a partner with similar travel patterns.

The RTC has offered a carpool matching service to its trip reduction business partners since 1997. Road signs that advertise a phone hotline to the agency that the general public can use to try to find carpool partners were also installed by the Nevada Department of Transportation at that time. Research shows the easier it is for people to find rideshare matches, the more likely it is they will make the behavioral shift away from driving alone. Consequently, the RTC launched a web-based rideshare matching services in October 2007. Some of the prime features include:

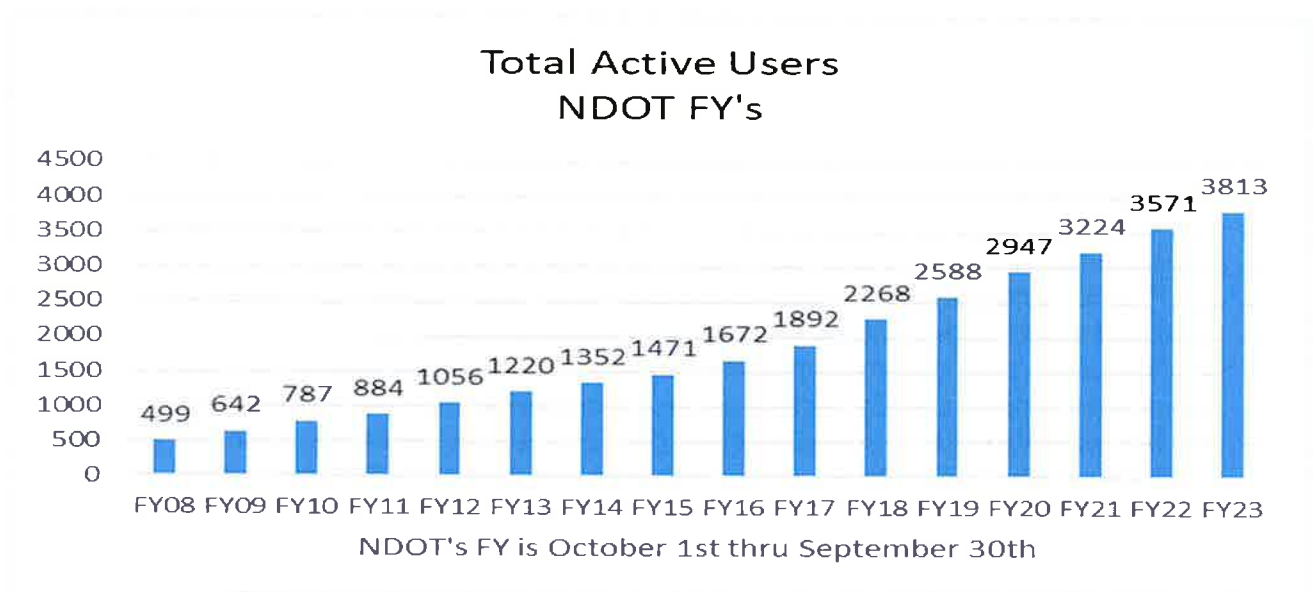
- Route and Origin Destination Matching Methods – the ability for matches to occur along a route corridor between origin and destination, or within a set distance from each end of the trip. Users can modify parameters (such as route, times, start/end points). Users are able to search all available applicants or just within their employer’s group, if it has been designated.
- Pre-drafted email correspondence that can be personalized, if desired, to further increase the ease of finding a match.

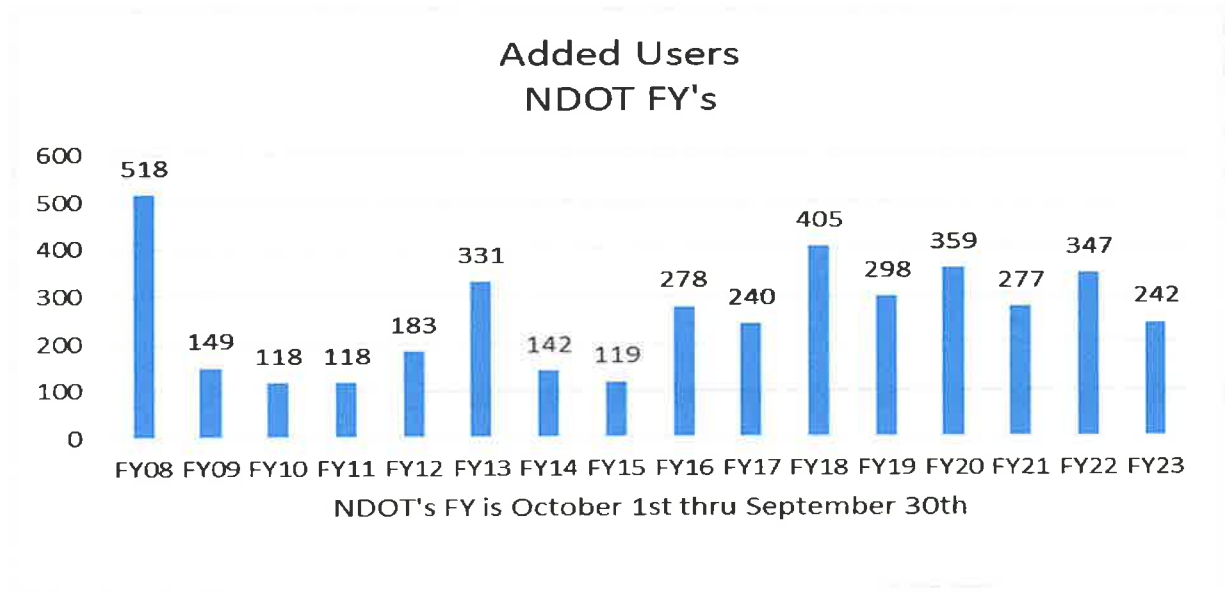
- Predesignated Drop Downs – users have the option to select a residence, park-and-ride lot, employer work site, or a community landmark or facility as a commute point.
- Profanity filter.
- Unlimited Basic Employer Portals.
- Spanish version of the website available.
- Website disclaimers and safety warning acknowledgment prior to registering and finding matches.
- Cluster Mapping – administrators have ability to analyze user locations and travel modes.
- Commute Calendar – a calendar-based interactive commute logging tool allowing for multiple trips per day by all modes, cost savings and pollution reduction summary charts, and data download features.
- Commute Mode Preferences – users can create multiple trip profiles for recurring and one-time trips, and customize matching filters through the selection of travel mode preferences.
- Custom Web Page Management – administrators can post and pin new custom web-pages with rich content.
- Email Domain Filter – administrators can limit email address domains for registered users to increase security.
- Email Templates – administrators can customize their email templates independently.
- One-time Events – administrators can post events for user matching.
- Map Layers – administrators can upload map layers on rideshare match maps such as bus and bicycle routes. Users can select which maps to display.
- Message Center – users can track messages they have sent and received.
- Profile Information – administrators can ask users for additional custom information during the account creation wizard steps.
- Reports – user commute mode distribution reports and charts, and user matching activity reports can be generated and exported to multiple formats.
- Social Networks – administrators can add social networks such as Facebook, Twitter, and LinkedIn so users can add their own profiles and share them with other users if desired.
- Emission and Calendar Controls – administrators can use local emission factors and modify Commute Calendar options such as colors and modes.
- Quickflow Commute Calendar and Weather Alerts – a simple intuitive interface for updating a user’s Commute Calendar using a small form device such as a cell phone; it also displays weather and traffic alerts along the user’s commuting route.

- Quickflow Quick Ridematching Feature – the ability to request instant ride matches on mobile devices from others who have opted into the program; designed to accommodate users with last minute changes to their commute plans.
- School Pool Module – users are able to associate themselves with a particular school and filter matches to other parents and caregivers making similar trips. Each participating school may elect to require participants to enter a shared PIN for added security.

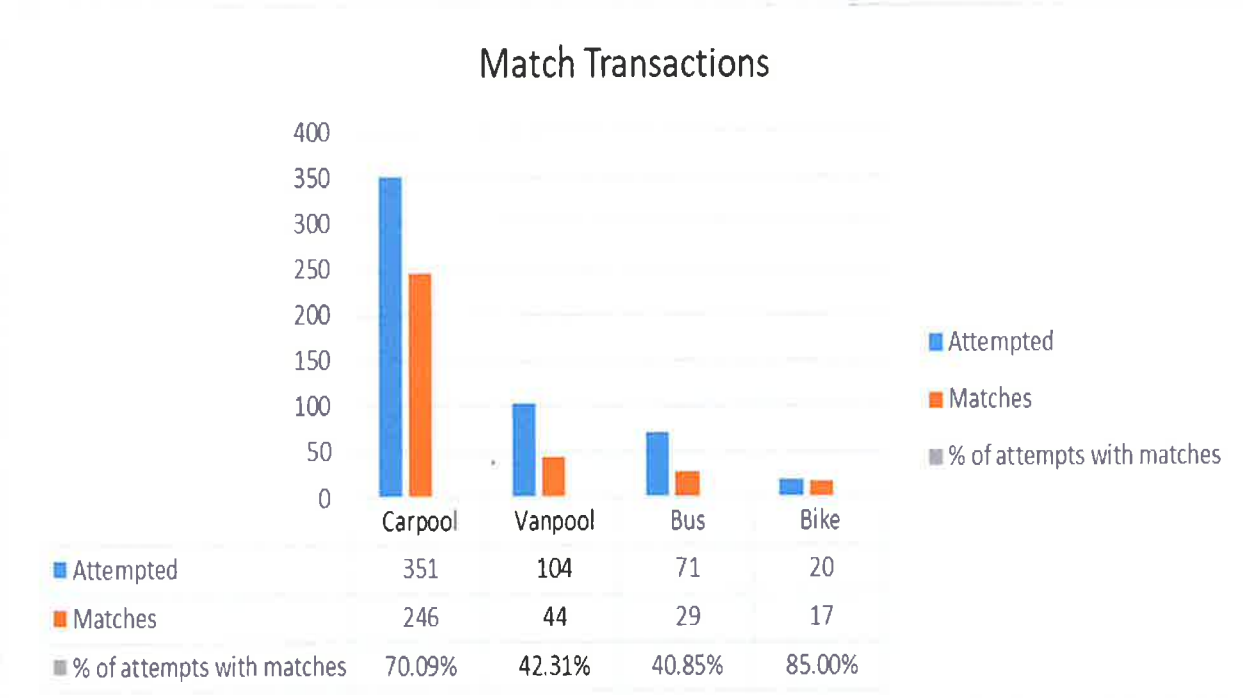
The trip matching service has continued to be an important element of the trip reduction program. The database of active users grew to 3,813 active users in FY 2023, a 6.8.8% increase from the end of FY 2022. Over 200 employers are listed on the website.

Total Active Users

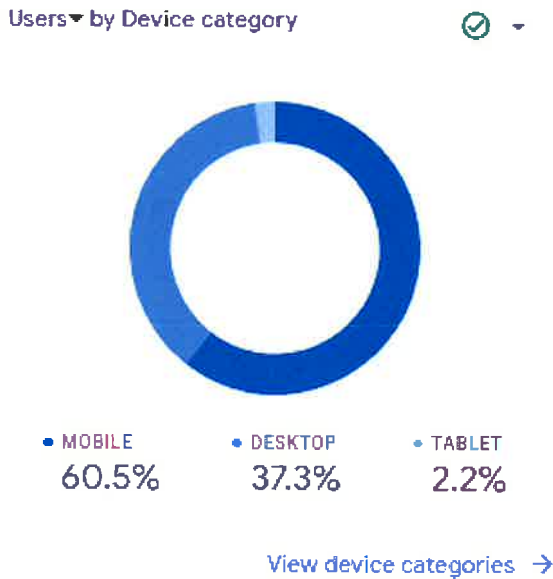




The next chart shows the number of matches attempted and those receiving a match.



The following are the numbers generated from our website:



Page title and screen class	Views	Users	Views per user	Average engagement time	Event count
	20,491	2,809	7.29	2m 07s	59,237
1 Smart Trips Home - Home	7,784	2,089	3.44	36s	21,882
2 Smart Trips Trip - Search	2,441	754	3.24	1m 45s	6,381
3 Smart Trips Home	2,066	291	7.10	2m 41s	5,697
4 Smart Trips Sign In	1,521	286	5.32	1m 03s	4,426
5 Smart Trips How To Topics	1,415	226	6.26	31s	4,202
6 Smart Trips My Account	996	189	6.26	1m 01s	2,759
7 Smart Trips Onboarding	671	380	1.77	34s	1,854
8 Smart Trips Commute Match - Search	659	156	4.22	1m 59s	1,764
9 Smart Trips Preferences	655	142	4.61	1m 57s	1,641
10 Smart Trips What Would You Like To Do?	565	243	2.33	19s	1,545

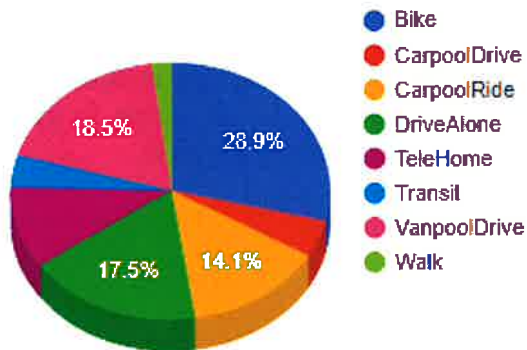
	City ▾	+	↓ Users	New users	E
			2,809 100% of total	2,723 100% of total	
1	Reno		781	707	
2	Sacramento		276	222	
3	San Francisco		192	170	
4	Sparks		159	132	
5	(not set)		142	119	
6	Las Vegas		134	118	
7	San Jose		131	121	
8	Los Angeles		92	78	
9	Carson City		43	36	
10	Portland		39	28	

	Country ▾	+	↓ Users	New users	Engaged sessions
			2,809 100% of total	2,723 100% of total	4,390 100% of total
1	United States		2,673	2,592	4,323
2	Canada		28	28	18
3	China		18	13	0
4	India		15	15	11
5	Germany		8	8	0
6	Philippines		7	7	6
7	Hong Kong		6	6	6
8	United Kingdom		6	6	3
9	Malaysia		5	5	4
10	Netherlands		5	5	0

Users can register carpool partners on the website; but because of potential privacy issues, they are not required to provide the RTC with this information. Consequently, the number of people who have found carpool partners via the website is not known.

Registered users also have the option of reporting on their personal Commute Calendar on the website the days they used any sustainable mode of travel or teleworked at home. This enables them to access a personal report that keeps a running total of the dollars they have saved and the pollutants they have reduced. There were 1,003 recorded trips by users on their Commute Calendars in FY 2022. The recorded trips were associated with a VMT reduction of 28,570 miles. The most commonly reported trip mode was bike followed by vanpool and carpool. We did not have a Dump the Pump campaign again this year. We did have the bike month challenge, although it was a pretty low key event.

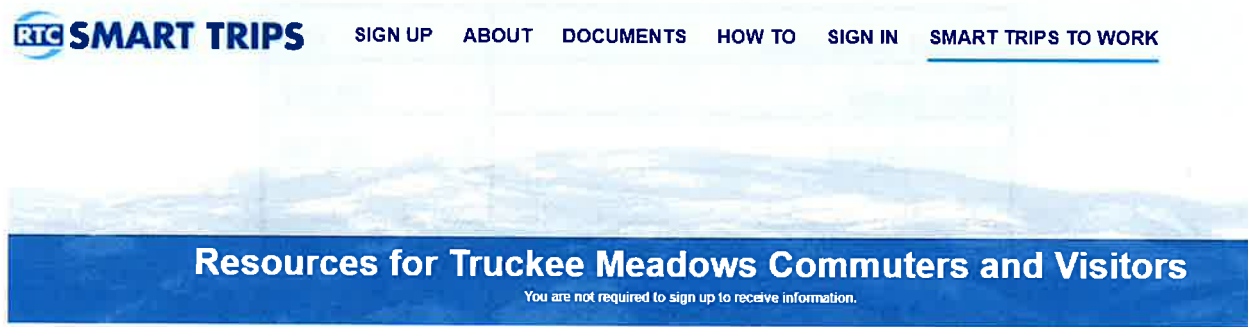
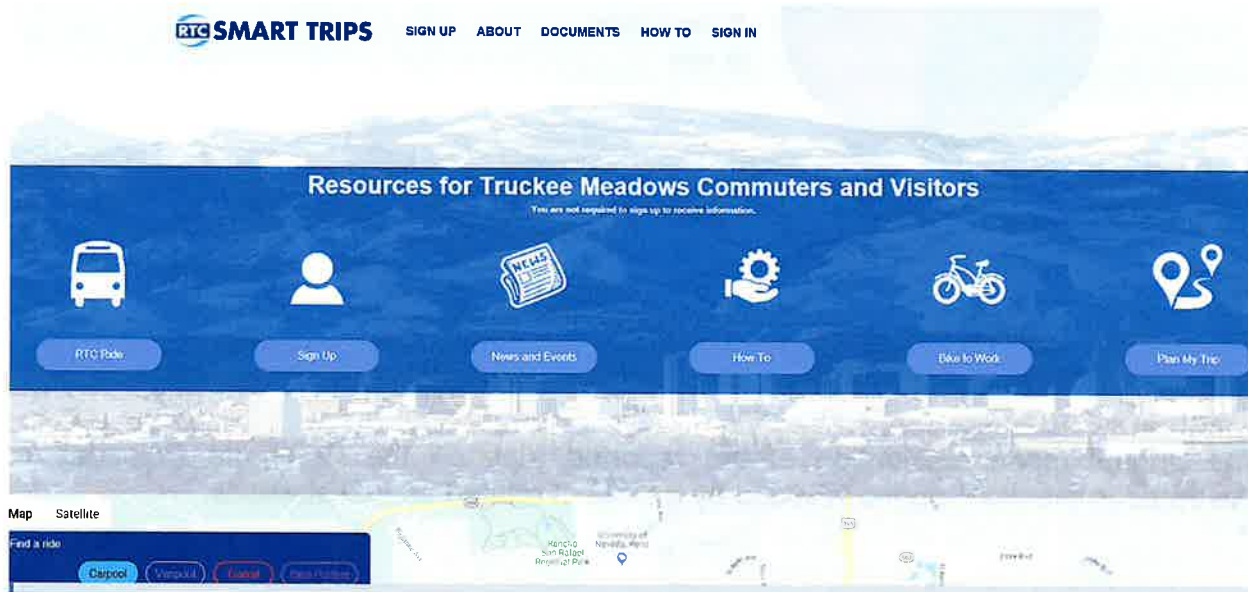
Trip Segments by Mode - entire date range

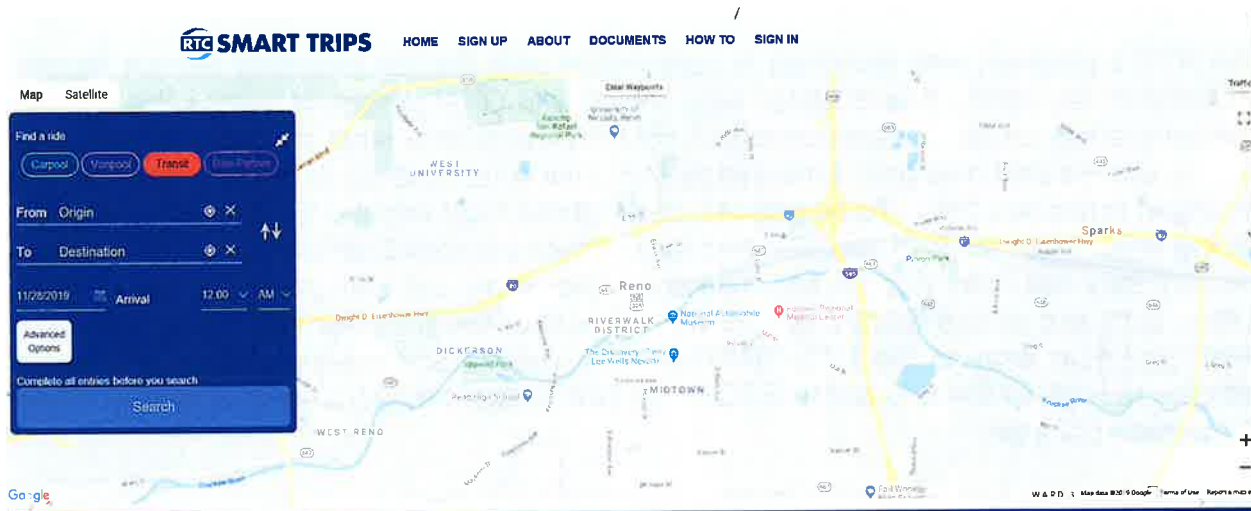


The annual mode distribution of the reported trips on the Commute Calendar is illustrated in the chart above followed by a table of related annual statistics.

Logged Commutes	996
Miles Saved	35,247
Money Saved	\$ 20,796
Air Pollution Reductions (lbs)	
Volatile Organic Compounds (VOC)	110.7 lbs
Nitrogen Oxide (NO _x)	62.2 lbs
Carbon Monoxide (CO)	823.7 lbs
Particulate Matter (PM ₁₀)	.4 lbs
Particulate Matter (PM ₂₅)	.4 lbs
Carbon Dioxide (CO ₂)	33,180.6 lbs

During the FY19 we upgraded the current web site to include all transportation options in the in the Washoe valley including the Lake Tahoe area as well as the airport. It is an apt that can be downloaded onto your smart phone. This allows users to not only find a bus route that serves them but also buy their pass, locate the bus in real time and find a last mile option through ride-hailing. We also added the Smart Trips to Work program and a link that lets you find electric charging stations across the U.S.





Guaranteed Ride Home

One of the most common concerns people have about ridesharing is the fear of being “stranded.” To provide peace of mind and as an added incentive, a guaranteed ride home (GRH) demonstration program was launched in conjunction with the RTC’s trip matching program. The purpose of the program is to remove the psychological barriers to leaving personal vehicles at home. Survey results show that offering GRH consistently decreases drive-alone commuting. For example, a program evaluation conducted in 2004 for the Alameda County Congestion Management Agency found that 47% of those surveyed would not use alternate modes of transportation without a GRH program. In a following 2005 survey, 63% of all respondents reported that the GRH program encouraged them to use alternate modes more days than they would otherwise.

The RTC’s program was launched in conjunction with the trip matching service launch on October 24, 2007. It is modeled after successful GRH programs across the county. The program is for unexpected/unscheduled trips home from work for personal or family illness, unexpected overtime, emergencies or other urgent needs to travel outside of the arranged return trip time. To be eligible, participants must register for the GRH program on the RTC TRIP MATCH website and have either carpooled or vanpooled to work on the day they need the ride home. The commuter must call and pay for a taxi or TNC (Uber, Lyft) and will be reimbursed for the full cost of the trip after submitting an online reimbursement form on the RTC TRIP MATCH website and mailing a copy of it along with the receipt for the ride to the RTC. The GRH benefit may be used up to four times per person per year.

Research conducted during FY 2007 on nationwide experience with GRH programs indicated that they generally require minimal funding and staff time to operate. For example, a 2005 survey conducted on behalf of the Federal Transit Administration (FTA) by the Mineta Transportation Institute of 47 transit agencies with GRH programs found the mean cost per registrant was \$1.69 and the median was \$0.35. The RTC budgeted \$2,000 in FY 2023 for GRH subsidies. No requests for reimbursement were received during that period.

Bicycle/Pedestrian Promotion

Throughout FY 2023, the TRA continued to promote bicycling and walking as important sustainable modes of transportation. Along with RTC promotional material consisting of bicycle facility maps and the program-developed safety information highlighted below, staff distributed safety information from the Nevada Department of Transportation (NDOT) and by the Nevada Bicycle Coalition at public events. The TRA also continued to develop and deepen relationships with other bicycle and pedestrian advocates in the area. With the pandemic hitting in March 2020 all activities were postponed until next year. We did hold a low key bike month in June of 2022 but hope to hold a large event in 2023.

Flyers

In 2010, the TRA developed a flyer educating the public that riding bicycles on sidewalks can be dangerous and is illegal in many places. Bicycling on sidewalks seems safer than riding in the street to many people, but because of conflicts when crossing driveways and intersections it is generally much riskier, particularly when riding against the street traffic flow. Also, bicyclists on sidewalks may be hidden from a driver's view by things such as parked cars, buildings, fences, and trees. The bicyclist's path is also more likely to be blocked by objects (signposts, fire hydrants, mail boxes, benches, etc.) and people (pedestrians, joggers, and people in wheel chairs). The flyer includes information about local and state prohibitions against bicycling on sidewalks. Because some adults are likely to persist in riding on sidewalks and young children generally begin riding there, the flyer includes precautions to lower the risk to themselves and other sidewalk travelers. It is available in both English and Spanish and is distributed at all public events.

“Be Smart, Be Seen” Safety Pamphlet

While only 3% of bicycle trips take place at night, they account for over half of all bicycle fatalities. To help combat this, in 2007, the TRA developed a pamphlet on safe cycling practices when riding at night and in low-light conditions entitled “Be Smart, Be Seen.” The brochure contains information on Nevada's legal requirements, high visibility equipment and clothing, and tips on defensive riding. It is available in both English and Spanish and is distributed at public events.

Bicycle Friendly Community Designation

During FY 2011, RTC staff including the TRA worked with the Fehr and Peers consultant firm on writing and submitting an application to the League of American Bicyclists for the area to be designated a Bicycle Friendly Community (BFC). The BFC award recognizes a community's commitment to improving conditions for bicycling

through investment in bicycling promotion, educational programs, infrastructure and pro-bicycling policies. The application to become a BFC is rigorous and an educational tool in itself. The renewal process and four levels of the award – bronze, silver, gold, and platinum – provide a clear incentive for communities to continuously improve.

On September 14, 2011, the League announced that the Reno-Sparks area was being recognized as a Bronze Level BFC. The award is presented only to communities with remarkable commitments to bicycling and the designations are valid only for four years. The TRA provided some of the data to the RTC Planner who composed and submitted the agency's BFC renewal application. Following a review of the application, the League renewed the RTC's Bronze Level designation during FY 2017. RTC Washoe is a Silver Level Bike Friendly Business.

Reno/Sparks Bike Map

The RTC SMART TRIPS program has funded the printing of a map depicting bicycle facilities in the Reno/Sparks area since 2010. Since the map file is developed in-house, it can be easily updated. The map includes safety information and other helpful information for cyclists. While the map has always included safety information in Spanish as well as English, in FY 2015, a separate map entirely in Spanish was developed and printed. Updates of the map in English and Spanish were published in the summer of 2018. The RTC Citizens Multimodal Advisory Committee (CMAC) and Technical Advisory Committee (TAC) review the information on the bike map prior to publishing. The map is printed on Polyart material which makes it tear and water resistant; it's also 100% recyclable in Category 2 high-density polyethylene (HDPE). An online version of the current map is available on the RTC SMART TRIPS' portion of the RTC website. This map is also available on our RTC Smart Trips app. We will be updating the map in FY24.

RTC SMART TRIPS Demonstration Bike Fleet Program

At the end of FY 2014, the RTC vehicle fleet was expanded to include a bicycle giving RTC employees the option of checking out a bike instead of a car for short trips. Before using a bike, staff must acknowledge reviewing key safety practices available through a DVD video produced by the League of American Bicyclists and an assortment of brochures. Helmets are provided in three sizes. There's also a safety vest available to increase visibility.



It is hoped the Bike Fleet program will reduce auto trips by employees and serve as a potential prototype other businesses in the region can use as a model to encourage their employees to use bicycles for some of their shorter business trips. Unfortunately, following a move to a new facility during FY 2016, the fleet bicycle shown above was stolen. A replacement bike was purchased during FY 2017. Once again the bike was stolen in FY21 and thus the program will end.

Pedestrian Safety Grant, “Street Smart” Campaign

All transportation trips by every mode include a pedestrian component, whether it’s walking through the parking lot of the grocer, walking to a bus stop, or walking to the nearest pharmacy. Nonetheless, walking is often a transportation mode that receives a disproportionately small amount of attention, and both pedestrians and drivers are often unknowledgeable of important safety practices regarding pedestrians. Along with the importance of pedestrian safety awareness and education, evidence suggests that as the number of people who walk increases, the safer streets become for pedestrians.

During spring 2009, the RTC Trip Reduction Analyst, working with staff from the Washoe County Health Department, applied for a 3-year grant from the Department of Public Safety Office of Traffic Safety (OTS) to form a partnership with other organizations to conduct a concentrated effort to promote and increase safe walking. The program aims to:

- Encourage safe walking by Reno/Sparks area residents through the promotion of the benefits and making it fast, easy, and efficient for people to locate walking companions.
- Increase pedestrian safety awareness and education within the community.
- Reduce the number of pedestrian injuries and fatalities within Washoe County.

The campaign’s logo is illustrated below.

City of Reno and City of Sparks Conditioned Projects

Conditioned projects are another avenue the RTC uses to increase the RTC SMART TRIPS client base. The RTC has well-established partnerships with the Cities of Reno and Sparks and city officials understand the need for trip reduction programs at large companies that will have a substantial effect on vehicle miles of travel (VMT) and local congestion. As part of the agency's development review process, the RTC sends letters to the appropriate government entity requesting a trip reduction program be included through conditions in their permitting processes when any business in a new development is anticipated to employ 100 or more people. The standard request format follows:

The applicant shall be required to develop and implement a Trip Reduction Program (hereinafter "Program") that is satisfactory to the RTC and the City/County Community Development Departments at least 30 days prior to the issuance of a Certificate of Occupancy (COO). The applicant shall work with the RTC Trip Reduction Analyst to develop and implement an appropriate Program to mitigate traffic implications from the project. The Program must address a combination of transportation modalities including, but not limited to, transit use, bicycling, walking, carpooling, vanpooling, parking management, flexible work schedules, telecommuting and park and ride. The Program shall identify an onsite Trip Reduction Coordinator. The applicant or successor shall continuously maintain and operate the Program. The Program will be subject to annual review for effectiveness and be subject to reasonable amendments at the discretion of the RTC. Please contact Scott Miklos, Trip Reduction Analyst, at 775.335-1920 for further information on the Program.

During the early years of the trip reduction program, conditioned businesses were required to participate in the Bus Pass Subsidy Program. This approach only worked well for large businesses with good transit service levels. In recent years, a new agreement was developed with the goal of offering businesses more flexibility in achieving trip reduction goals. Due to the growth of other aspects of the program combined with downsizing at the agency that has removed or lessened previous levels of marketing and administrative support, customized programs at other recently conditioned businesses have not been fully developed yet.

In 2021 RTC working with the department of Air Quality developed the Smart Trips 2 Work program (ST2W). Here is an overview of the program:

A larger version of the RTC SMART TRIPS logo, with "RTC" in a blue circle and "SMART TRIPS" in a large, bold, blue, sans-serif font.

Smart Trips to Work (ST2W)

Purpose: RTC's Smart Trips to Work (ST2W) program is a resource for businesses of all sizes to reduce the number of single occupant vehicles (SOVs) during the morning and afternoon commute periods. By reducing the number of SOVs during the commute periods, the number of vehicle trips and vehicle miles traveled (VMT) decreases. Additionally, ST2W has multiple other benefits including:

- Improving air quality, especially ozone,
- Reducing traffic congestion,
- Reducing greenhouse gas (GHG) emissions, and
- Managing existing traffic congestion which may reduce or delay the need for major transportation infrastructure improvements.

The ST2W program can be implemented by every size business, and as the number of employees increases, higher goals can be established. ST2W is designed to satisfy Employee Trip Reduction (ETR) requirements should jurisdictions elect to add this as a condition for land development projects.

Background: RTC developed an Employee Trip Reduction (ETR) program formally adopted in 1996. The program's goal was to help employers informally incorporate elements of the ETR program into their businesses, but few had a complete ETR program that focused on reducing SOVs. ST2W encompasses that objective and incorporates the original direction of the ETR program.

ST2W supports many local planning efforts including:

1. Washoe County Health District's Ozone Advance program,
2. Resolutions supporting the Ozone Advance program,²
3. RTC Sustainability Plan,
4. 2040 Regional Transportation Plan,
5. ReImagine Reno (City of Reno Master Plan),
6. Ignite Sparks: City of Sparks Comprehensive Plan,
7. City of Reno Sustainability & Climate Action Plan, and
8. Reno Planning Commission Goals

² Washoe County District Board of Health, Washoe County Board of County Commissioners, Reno City Council, Sparks City Council, RTC of Washoe County, and Regional Planning Governing Board.

Implementation: Businesses implement a ST2W program under one of two circumstances: 1) Voluntarily, or 2) As required by a local jurisdiction as a condition of a land development project.

If required by local jurisdiction, all businesses will be required to have the following six basic elements:

1. ST2W Bulletin Board [Template to be provided by RTC],
2. Employee ride matching services [RTC currently provides this service],
3. Guaranteed ride home program [RTC currently provides this service],
4. Baseline commute survey [Template to be provided by RTC],
5. Biennial ST2W review by RTC [Assessment and recommendations], and
6. ST2W onsite coordinator [Point of contact for RTC].

Businesses will be grouped into four categories each with higher goals as the number of employees increases. Success will be measured from average vehicle ridership (AVR) which will be determined through baseline and follow-up commute surveys. Businesses will be able to select from a points-based menu of options to meet their goal. Below is a summary of ST2W goals for each group based on business size.

Number of Employees	AVR Goal	Six Basic Elements	Commute Survey	Additional ST2W Points
1 - 19	1.10	Yes	Every 5 years	0
20 - 99	1.15	Yes	Every 3 years	10
100 - 499	1.20	Yes	Every 2 years	20
500 or more	1.25	Yes	Annually	30 (plus 2 points for every 100 employees above 500)

The menu of options available for creating a ST2W program includes measures that:

1. Increase employee awareness of ST2W,
2. Promote ST2W implementation,
3. Increase convenience of ST2W participation, and
4. Provides options to increase ST2W participation through monetary and/or time incentives.

Currently the City of Reno planning department is putting this in their zoning code. Here is section 18.04.606€ of the public review draft released Nov 2019:

Trip Reduction Program⁶⁰

Major employers (employing 50 or more full-time employees) are required to provide a trip reduction program prior to issuance of the certificate of occupancy or business license.

Program features may include, but are not limited to, programs that promote public transit use, alternative working hours, bicycling, carpooling, telecommuting, or walking. The RTC Smart Trip Program may be used as a guide and resource.

We will continue to work with both Air Quality and the city of Reno.

In 2021 RTC's Smart Trips has continued to work with various partners to help to create a Transportation Management Association (TMA) for the Reno Tahoe Industrial Center. Working with EDAWN and NDOT as well as Story County and several business at the TRI Center we have held several meetings and have commitments from 4 of the biggest companies. We have also had a lot of interest in our bus pass subsidy program. We introduced Token Transit to the bus pass subsidy partners as an online way to buy their passes and send them directly to their employee's phones. We have had some participation from companies and the feedback has been positive.

RTC's Ed Pass program

In the spring of FY2019 RTC received a CMAQ grant to begin a pilot program at both UNR & TMCC. That grant was not funded so we applied and received another grant that began in late July 2021. The Ed pass program allows students, faculty and staff to ride all RTC Ride services by just showing their school ID. The program began on July 27, 2021 and will end on September 30, 2022. We have also applied for and received another one year grant to extend the program through September 2024. Although we were not funded for the first grant we thought we were and began the free ride program in July of 2019. Staff has met many times with the student senate and the graduate student senate over the last few years. Staff also met with students on campus to hand out flyers and explain the service to students. Below are examples of those flyers:

BENEFITS OF A U-PASS TRANSIT PROGRAM:

- Less congestion on campus
- Travel to Midtown, Downtown & around town for FREE
- Better parking by reducing the car load around campus
- Students, faculty and staff can use their TMCC ID to ride any route for FREE
- Better community for everyone
- Reduced carbon emissions



University of Nevada, Reno

Visit rtcwashoe.com for complete route and schedule information



RTC 4th Street Station

200 E 4th Street, Reno
Hours: 9 AM – 4 PM Monday-Friday
Phone: 775-348-RIDE (7433)

RTC Centennial Plaza

1421 Victorian Avenue, Sparks
Hours: 9 AM – 4 PM Monday-Friday
Phone - 775-348-RIDE (7433)

Download the
RTC SMART TRIPS
App



Your RTC. Our Community.
rtcwashoe.com



Your School ID is now your key to
FREE Transportation

**ED
PASS**

in partnership with RTC of Washoe County



Your TMCC ID is now your key to
FREE Transportation

ED-PASS

in partnership with RTC of Washoe County

*Visit rtcwashoe.com for complete route and
schedule information.*



Your RTC.
Our Community.



    rtcwashoe.com



Use Your UNR ID and RIDE for FREE!

Students, faculty, and staff travel FREE to Midtown and everywhere RTC transit* goes when you use your UNR ID.

**Visit rtcwashoe.com for route and schedule information.
Download the RTC Smart Trips app for more transportation choices.
You can also plan your trip with Umo, Google, Transit, and Moovit.**

*The RTC Ed-PASS program in partnership with Nevada Dept. of Transportation and the University of Nevada, Reno through September 30, 2022.
Transit services include RIDE, RAPID, and FlexRIDE.

Building A Better Community Through Quality Transportation



RTC

GET ON. GET HAPPY.

**RAPID VIRGINIA LINE
NOW EXPANDED!**

**Use your UNR ID and
RIDE for FREE!**
(RTC Ed-PASS program in
partnership with Nevada Dept.
of Transportation and University
of Nevada, Reno through
Sept. 30, 2022).

Building A Better Community
Through Quality Transportation
rtcwashoe.com

**Your UNR ID is now your key to
FREE Transportation**

Ed-PASS

in partnership with RTC of Washoe County

Benefits of an Ed-Pass Transit Program:

- Less congestion on campus
- Travel to Midtown, Downtown & around town for FREE
- Better parking by reducing the car load around campus
- Students, faculty and staff can use their UNR ID to ride any route for FREE
- Better community for everyone
- Reduced carbon emissions

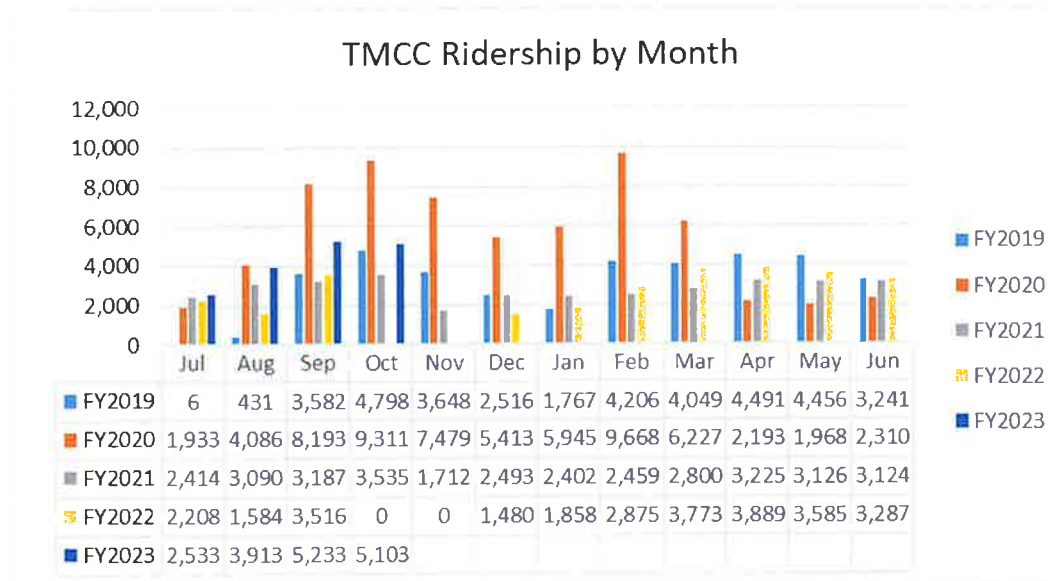
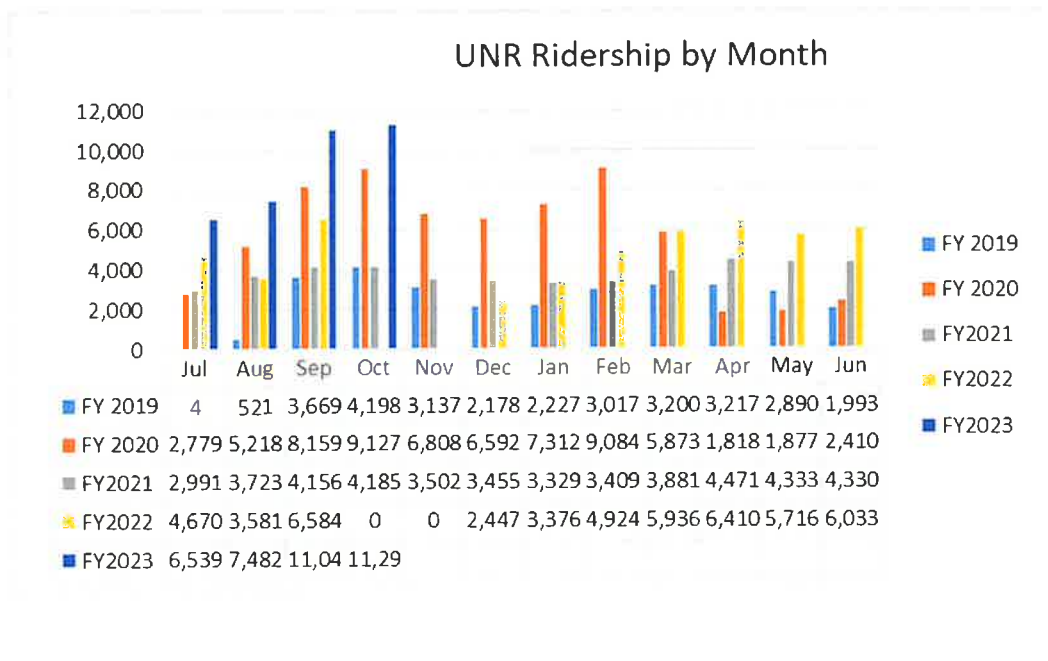
Visit rtowashoe.com for complete route and schedule information



Your RTC. Our Community.
rtowashoe.com



Below are the ridership charts for the pilot:



Special Events

In addition, RTC is a member of the Association of Commuter Transportation's Valley of the Sun chapter and we produced a spring and fall webinar series on Transportation issues. There are 8 different webinars.

Tabled the Peppermill Health Fair on 10-12-22.



Tabled at the Carson City Small Business Fair on 10-18-22



Tabled the Western Village Wellness Fair on 10-20-22



Attended the Transportation, Trail and Tourism Conference at the Renaissance hotel November 8th to 10th

Attended the UNR Infrastructure Forum on November 18, 2022.

Gave an interview with CBS on our Bus Pass Subsidy program on December 12th at the Peppermill Casino.

Road ahead shoot on February 22nd on the Bus Pass subsidy program and the vanpool program. Another on April 5th for Earth day.

Earth day at UNR April 19th



Reno Earth Day



Attended Incline Village Mobility Public Info workshop on April 20th.



Tabled the Reno Aces on May 5th



Interviewed by Kolo 8 for Dump the Pump

Tabled Reno Aces game on June 21st.



On July 18th presented the RTC Smart Trips program at the Chamber of Commerce Green energy business training.

Tabled at the Reno Aces game on July 25th.

Attended the ACT 37th Annual Conference in Seattle July 30th through August 2nd.

Tabled at the Reno Aces game on August 31st.

Was interviewed by Kolo 8 for TDM (Transportation Demand Management) Week, also did a follow-up interview with them on September 15th.

Tabled the Reno Aces game on September 15th

Had a table at the Reno Start up fair on september 26th.



Publicity

Many events were covered in the previous section.

Trip Reduction Program Advertising

Advertising efforts during the year continued to be impacted by staff downsizing in previous years which included the dissolution of a separate RTC Marketing and Communications Department within the RTC agency. In the past, staff from that department has either created or coordinated the program's advertising. Also, the dynamic growth of the vanpool program and efforts to further enhance that program represent a great boon to the community, but have at times prevented attention being devoted to other aspects of the program. The effect of less paid advertising than in some past years was largely offset by continued presence at many special events and earned media opportunities as noted in the Special Events and Publicity sections of this report.

Print

- A half-page full-color advertisement promoting the trip matching program published in the UNR 2022-2023 Visitor's Guide. The guide is distributed free of charge to students and their parents, faculty and staff, alumni, general visitors, and tourists. It is a four-color, glossy publication embellished with a map and building directory, information about current programs and activities, and features highlights of the University campus and the Reno-Tahoe area. The Guide is distributed across the campus throughout the year with an annual circulation of 15,000 copies with an estimated readership of four persons per copy.

FREE Transportation

ED-PASS

in partnership with RTC of Washoe County

Program begins July 1, 2019

Benefits of a ED-Pass Transit Program

- Less congestion on campus
- Travel to Midtown, Downtown & around town for FREE
- Better parking by reducing the car load around campus
- Students, faculty and staff can use their TMCC ID to ride any route for FREE
- Better community for everyone
- Reduced carbon emissions

Visit rtcwashoe.com for complete route and schedule information
Download the new "RTC Smart Trips" App on your smart phone



Your RTC. Our Community.
rtcwashoe.com



**Your UNR ID is now your key to
FREE Transportation**

U-PASS

In partnership with RTC of Washoe County

Program begins July 1, 2019

Benefits of a U-Pass Transit Program:

- Less congestion on campus
- Travel to Midtown, Downtown & around town for FREE
- Better parking by reducing the car load around campus
- Students, faculty and staff can use their UNR ID to ride any route for FREE
- Better community for everyone
- Reduced carbon emissions

Visit rtcwashoe.com for complete routes and schedule information
Download the new "RTC Smart Trip" app on your smart phone



Your RTC. Our Community.
rtcwashoe.com





- A full-page advertisement promoting the RTC SMART TRIPS program published in the RTC Bus Book. Additionally, a one-third-page full color advertisement on the back cover promotes pedestrian safety and directs readers to the Street Smart website which includes information on RTC TRIP MATCH.
- Ten thousand copies of the 2018-19 Reno-Sparks Bike Map in English and 4,000 copies of the map in Spanish were printed in July 2018. The maps were delivered to distribution points throughout the community and an electronic version is available on the RTC website. The maps incorporate information about the RTC SMART TRIPS and Street Smart programs and were distributed throughout 2019, 2020 and 2021. As of 2022 we are out of maps and looking to update the map by summer of 2023.
- Full-color brochures and flyers promoting the RTC SMART TRIPS program and bicycle and pedestrian safety were distributed throughout the year.
- Worked with the RTC Planner overseeing bicycle and pedestrian planning on updating the messages promoting those modes on the digital displays at the transit centers.

- Activity books for children promoting sustainable transportation customized to reflect the RTC SMART TRIPS program were distributed throughout the year at special events along with travel crayon sets. Along with pictures to color, the activity books include different types of educational activities such as puzzles, quizzes, and word games. The books are a great public outreach tool used by the program to educate young people about the benefits of sustainable travel modes. They are also very useful in attracting adults to booths and promotional displays which gives the TRA an opportunity to share information about the RTC SMART TRIPS program.
- Other branded promotional items distributed throughout the year included letter openers, balloons, pens with soft tips that function as a stylus on most electronic devices, RFID credit card blockers, combination jar openers/coasters made from recycled tires, blinking lights to increase safety, and Lycra sleeves that provide convenient storage for credit/debit cards, hotel keys, cash, etc., when attached to cell phones and other electronic devices.
- RTC VANPOOL: working with Commute with Enterprise staff, designed an employer marketing toolkit including a general information brochure, poster, new hire card, employer outreach card and co-branded business cards for Enterprise marketing staff.
- Employers participating in the Bus Pass Subsidy Program are provided with customized posters, flyers and branded administrative forms.

Outdoor Advertising

Phased in vanpool vehicle branding shifting from vendor-dominated decals to enhanced program branding as shown below. Also changing from the vRide logo's to Enterprise.



Previous vendor-dominated branding

New program-emphasis

Social Media

During FY 2023, the RTC continued use of social media to raise awareness of RTC services and provide the public with useful information. Working with the RTC Public Information Officer, trip reduction program-related promotional material was posted periodically on Facebook, YouTube and Twitter. During Calendar Year 2023, the posts reached over 90,000 people. We produced a vanpool video which is on the RTC web page and was placed on the RTC Smart Trips web page along with the Bus Pass subsidy video.

Web Site

During FY 2023, RTC staff updated the RTC SMART TRIPS portion of the RTC website with pertinent information regarding the trip reduction program, mass transit and other modes of transportation. The RTC website includes icons for Transportation Choices and Safety that link to information about the RTC SMART TRIPS and Street Smart programs. The website was updated in summer to a more user friendly website which included an app for Smart Trips. There are many new features to the site including links to the airport, Lake Tahoe transit systems and our bike map. Other new features include a commuter challenge section and our Smart Trips 2 Work program. Companies will be



able to survey their employees on line.

The website continues to be an important marketing and educational forum. Additionally, the RTC SMART TRIPS program is recognized as a major sponsor on the Truckee Meadows Bicycle Alliance and Street Smart websites along with descriptions of some of its services.

Public Transit Advertising

In addition to the advertising specific to the trip reduction program listed above, because the program encourages public transit as a key sustainable mode of travel, it benefits greatly from marketing efforts by the agency to promote all RTC transit services.

Give-a-ways

We ordered no new give a ways in FY23.

E-mail System

We have ensured our databases includes current contact information for our ETR Partner contacts, as well as prospects, and have updated our ETR resources e-mail list for program support, including the City of Reno, City of Sparks, Washoe County Air Quality, and sponsors.

Future Growth

Future Partners

The development goals for the RTC SMART TRIPS program include increasing both the number of participating companies and their diversity as well as extending awareness and participation by the general public. Individual participation increased in most areas of the program. All components of the program continued to play an important role in the community, and the future need for the program's expansion is as strong, if not stronger, than ever.

The RTC plans to continue to target companies with 100 or more employees as business partners since it has been found that this size is conducive to meeting minimum administrative thresholds. In addition to targeting non-gaming industries in terms of size, companies in geographically-concentrated areas of transit service (e.g., South Meadows (Route 56), Damonte Ranch Parkway (Route 57) and areas with dense employment will also be targeted. Other outreach activities that will be implemented to further program goals include:

- Continued presentations to local employers. During FY 2023 staff gave presentations or discussed the program with the following businesses: ALS Mineral; Battery Systems; Boomtown; Cascade Designs; Carson Tahoe Hospital; Chewy; City of Reno; Custom Link; Economic Development Authority of Western Nevada (EDAWN); Great Call; IGT; Jet.com; Manpower; Morningstar Senior Living; My Ride to Work; Natures' Way; Nugget Casino; Panasonic Energy Corp; Patagonia; Peppermill Casino; Reno Sparks Chamber of Commerce, Renown Health Center; SNCorp; Story County; Teleperformance; Tesla Motors; TMCC; UNR; Washoe County; Western Village. Most of these were via phone or zoom meetings.
- Continuing to develop and deepen partnerships with agencies and organizations that support our trip reduction goals, such as the Air Quality Management Division; the City of Reno; City of Sparks; Economic Development Authority of Western Nevada; Washoe County; NDOT; Department of Public Safety Office of Traffic Safety; Truckee-North Tahoe Transportation Management Association; GREENevada, Kiwanis Bike Program; Procrastinating Peddlers; Reno Bike Project; University of Nevada, Truckee Meadows Community College, Reno School of Community Health Sciences and Environmental Health and Safety Departments; Safe Routes to School; State Bicycle Advisory Board; and Reno-Sparks Convention and Visitors Authority
- Added information to the RTC SMART TRIPS section of the RTC website to provide employers and the public with more information on sustainable travel choices, trip reduction strategies, and the RTC SMART TRIPS program.

RTC VANPOOL

The RTC plans to continue to market vanpooling to three targeted population segments: private groups, businesses, and staffing agencies. With the vans distributed into these categories, the RTC will be able to develop a comprehensive picture of how vanpooling works in this region. The RTC also plans to market vanpools to citizens in specific geographic locations, such as the Tahoe-Reno Industrial Center (TRIC), Carson City, Lake Tahoe, Spanish Springs, the north valleys, South Reno and the Tahoe area. All these locations have large populations of commuters who travel congested roadways.

RTC TRIP MATCH

Implementing and expanding the use of the RTC SMART TRIPS web-based trip matching services continues to be a major program goal for FY 2024. In addition to increasing active registered users, objectives include increasing the number of registered users who use of the Commute Calendar to record trips made by sustainable modes – or avoided through teleworking. More community landmarks will continue to be added to the destination address list. The TRA will assist RTC Planning staff in developing a park-and-ride program to compliment the rideshare program. Smart Trips has upgraded the program to include all modes of transportation in the Truckee Meadows area. The web site has become an App for smart phones.

Through marketing of the trip matching services, we will also be creating awareness for the entire RTC SMART TRIPS program. The formation of vanpools requires locating large groups of people with similar travel patterns. This has proved to be easier with the increased numbers of new employers and will expand the vanpool program on both the corporate and citizen levels. While the vanpool program experienced not as much growth during FY 2023, its potential has still hardly been tapped. It is still hoped that the RTC TRIP MATCH services will help accelerate the growth of vanpooling through facilitating the identification of new potential vanpool groups throughout the Truckee Meadows area and surrounding communities.

RTC staff is in the process of developing brochures and posters that will be placed at the Reno Tahoe airport and hotels and resorts throughout the Reno/Sparks/Tahoe area. These brochures and posters will promote the use of our Smart Trips app.

Guaranteed Ride Home (GRH)

Continuing to implement, promote, and monitor the guaranteed ride home program is also a continuing program goal. Since one of the most common concerns people have about leaving their personal vehicle at home is the fear of being stranded without easy mobility, it is hoped the GRH program will increase both carpooling and vanpooling. Research has shown that GRH programs generally require minimal funding and staff time to operate and this has been the case to date. If this continues to be true, in future years, the program may be expanded to include uses of other sustainable travel modes, such as public transit, bicycling and walking.

Bicycle/Pedestrian Promotion

The Trip Reduction Analyst will continue the promotion of both bicycling and walking as sustainable, health-enhancing travel choices. The Bike to Work campaign held in May has proven to develop new bicycle commuters and to encourage increased bicycle trips in general. A new bicycle map that will include the most recent additional facilities was introduced in the summer of 2018. The map has served as a great promotional piece for the trip reduction program.

FY 2024 activities will also include promotion of pedestrian safety and walking as a healthy, sustainable travel mode through the “Street Smart” pedestrian safety website and marketing collateral. Educational material on both safe cycling and walking practices were distributed at a few special events throughout the end of FY 2023.

Trip Reduction Ordinance (TRO)

RTC worked with the Washoe County Health department to create a Smart Trips 2 Work (ST2W) program when we learned that the city of Reno’s planning department was working on a Trip Reduction Ordinance. The ST2W program was described earlier in this report. It was put together to help jurisdictions if and when they adopted a Trip Reduction Ordinance. It works for as small as 1 employee up to however many employees a company may have. RTC Smart Trips has the ability to create on line surveys for companies that will be effected. We are currently working with our web developer to be able to process that data through reports on the website. Reno’s ordinance was sent out for public comment. After public comment the city placed this part of the ordinance on the shelf.

Summary

The RTC SMART TRIPS program will continue to expand and evolve in FY 2023 and in the years ahead as it realizes the following goals:

- Preserve the quality of life in the Truckee Meadows by contributing to improved air quality and enhanced travel mobility through the reduction of single-occupied vehicle trips.
- Convert non-riders, as well as occasional riders, to become more frequent riders of RTC RIDE, RTC RAPID, RTC CONNECT, RTC INTERCITY.
- Target program growth in non-gaming sectors through creative partnerships.
- Expand both carpooling and RTC VANPOOL through continued promotion of the web-based trip matching program, RTC TRIP MATCH, and guaranteed ride home programs.
- Contribute to improved public health through encouraging active transportation modes via the continued promotion of bicycling and walking.
- Assist area businesses in developing broad trip reduction programs incorporating telework, reduced work weeks, and off-peak travel elements.
- Continue to work with the Washoe County Health department and Reno planning department on the Trip Reduction Ordinance.
- Continue to work with our partners, NDOT, EDAWN, Storey County, Enterprise and My Ride to Work to establish the Northern Nevada Transportation Management Association (TMA).
- Use innovative marketing including the internet.
- Look for funding possibilities outside CMAQ/RTC/STP Local funds to replace and/or augment these current funding sources.