SmartTrips Southeast & Northeast 2005 and 2006

PSU, April 2007
Vision  Residents will have a broad range of safe and convenient transportation options and will frequently walk, cycle, carpool, and ride public transit as their first choice of transportation.

Mission  Advance transportation options to promote livability and a safe, balanced transportation system.
**SmartTrips Goals**

Reduce Drive Alone Trips

Increase Biking, Walking, Transit, Carpool, & Car Share Trips

Increase Health and Safety

Promote Local Business
-2002 NW Portland
-2003 Lents and Hillsdale TravelSmart Pilot
-2004 Interstate TravelSmart
-2005 SmartTrips Eastside
-2006 SmartTrips NE
-2007 ST SE/Milwaukie
-2008 ST SW
TravelSmart Individualized Marketing

- Starting a dialogue
- Offering Opportunity
- R’s, I’s and N’s
- Customized information
SmartTrips: Individualized Marketing for Behavior Change

Home-based program

Reach all area residents at least 5 times & interested area residents at least 10 times

with Transportation Options’ messages April to November
Outreach with a direct, hands on personal approach
<table>
<thead>
<tr>
<th>Program Elements</th>
<th>TravelSmart</th>
<th>SmartTrips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Survey</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Pre-Segmentation</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Order Form</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Bike Delivery</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Number of Contacts</td>
<td>Maximum of 4</td>
<td>At least 5, 10+ for interested people</td>
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<tr>
<td>Classes/Rides</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Newsletters</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Party</td>
<td>No</td>
<td>Yes!</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>40-60%</td>
<td>35%</td>
</tr>
<tr>
<td>Follow up Survey</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Choosing an Area

- 20,000 Households, 55,000 residents
- Transit, bicycling and walking infrastructure
- Mix of residential and business
- Housing density
- Follow capital projects (post construction)
1st Contact

We’re coming!
Ready to commit? There’s no catch.
We just want you to bike, walk and ride the bus more often.

1. Tell us where to send your tools and your gift

Please print:
Name ____________________________________________
Address ____________________________________________ Phone __________________________
City ____________________ State ____ Zip _______ Email __________________________

Find the on-line order form: www.GettingAroundPortland.org
and click on Northeast Hub, and Travel Tools

2. Walking

Ten E overturn Walking Kit - Free digital pedometer and other incentives to walk for
short trips and improve your health tool includes:
• Pedometer – count your steps!
• Walking Logs – keep track of your progress
• Northeast Portland Walking Map – show your progress
• Northeast Portland Walks Schedule
• Short Stroll – coupon book to walk to local businesses and save money
• “Walk to the Store” note pads
• Walk to Wellness – check out these great Northeast Portland programs, classes, and information sources

NEW Northeast Portland Walking Map
A detailed local area map of walking, bus, MAX, and bike routes
Northeast Portland Walks Schedule
Get exercise and meet your neighbors on these great walks
Walk to Wellness - Check out these helpful Northeast Portland programs, classes, and information sources
Just Move! American Heart Association guide to physical activity
Senior Stroll: Designed to be easy and fun, these Wednesday morning walks bring seniors together to explore neighborhood points of interest

3. Bicycling

Portland By Cycle Biking Kit - Get all you need to start cycling! Includes:
• Citywide Bike Map & Resources
• Northeast Neighborhood-Friendly Bicycle Map
• Summer Cycle Neighborhood Bicycle Rides Schedule
• Short Trip – coupon book to bike to local businesses and save money
• The Portland By Cycle Guide
• TriMet Bikes on Transit Guide

Women On Bikes - A series of clinics and rides aimed at getting women more familiar with riding
Summer Cycle Neighborhood Bicycle Rides Schedule
Learn Portland’s great bike-ways this summer on these slow-paced bike rides

4. TriMet Bus & Max

Bus Schedules
6 - MLK Jr Blvd
8 - NE 15th Ave
9 - Northeast
10 - NE 33rd Ave
12 - Sandy Blvd
16 - Rivergate/St. Johns
33 - Fremont
47 - Killingsworth/92nd Ave
75 - 93rd Ave/Lombard
77 - Broadway/Halsey

MAX Schedules
Blue Line (Hillsboro/Gresham) & Red Line (Airport)
Yellow Line (N. Portland)

5. Even more Transportation Options

Trip Tools - A Primer for Using TriMetorg
Includes easy-to-use features like trip planning and next arrivals, plus news, maps, and schedules
Honored Citizens Transportation Guide
Your transit guide for seniors and people with disabilities

CarpoolMatchNW.org Learn about this easy-to-use online ride matching service – share a ride to work or school
Schoolpool - Carpool to School
Match up with other parents at your child’s elementary or middle school
Driver Safety Information
Useful information geared towards the older driver

6. More ways to conserve

Save Water! Save Money! Water conservation kits from the Portland Water Bureau will help you cut down your water usage – in the house and yard

City of Portland Bicycle Map & Resources

Neighborhood-Friendly Bicycle Maps
• Northeast
• Southeast
• Other Neighborhoods

The Portland By Cycle Guide
Bicycling tips and rules of the road

Oregon Cyclist Manual
Rules of the road for cyclists

A Perfectly Fitted Bicycle Helmet
An illustrated guide

TriMet Bikes on Transit Guide

Citywide Water Audit – in under one hour, the audit will help you locate leaks and figure water usage for showering and laundry so you can save water and water.

Bathroom Conservation Kit – save water each time you flush, check for toilet leaks, and reduce bathroom faucet flows

Kitchen Faucet Aerator – great pressure, smart use of water

7. Pick your free gift

Send in your order now and receive one of these great gifts! (while supplies last)

Smart Living Class Schedule
Eight free classes on topics like bike repair and bike to boat conversion

Flexcar Sometimes you just need a car. Portland’s Car-sharing program, Flexcar, provides the freedom and mobility of a car without the cost and hassles of ownership

CarpoolMatchNW.org Learn about this easy-to-use online ride matching service – share a ride to work or school

Schoolpool – Carpool to School
Match up with other parents at your child’s elementary or middle school

Driver Safety Information
Useful information geared towards the older driver

Indoor conservation kit includes:
• Rain Gauge – measure rain or your sprinkler flow
• Hose Nozzle – quality metal nozzle
• Rust resistant with a 6-option spray
• Aqua Cone – get water to the roots of your favorite plant

Outdoor conservation kit includes:
• Rain Gauge – measure rain or your sprinkler flow
• Hose Nozzle – quality metal nozzle
• Rust resistant with a 6-option spray
• Aqua Cone – get water to the roots of your favorite plant

Select your first and second choice and then mail this form back to us:

TravelSmart Umbrella
With a lifetime warranty, this red umbrella is excellent for getting around Portland on rainy days!

Cyclemeter
Count your miles on bicycle!

Transportation Options T-Shirt
Choose L or XXL

Portland Hills Walks book
From Portland’s own Timber Press

www.timberpress.com
~22% of households order materials

99% of deliveries by bicycle
Other Resources

TriMet Schedules for bus & MAX routes

Honored Citizen Guide

Flexcar

Carpool Match NW.org

Smart Drips
Week 1: 89 Returns
Returns by Week in the Eastside Hub

Week 3: 266 Returns
Week 4: 232 Returns
Week 6: 340 Returns
Week 8: 254 Returns
Week 9: 175 Returns
Week 10: 679 Returns
Week 12: 564 Returns
Week 13: 252 Returns
Week 22: Total of 4,702 Returns
### Returns by Area

<table>
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<tr>
<th>Sector</th>
<th>Date Mailed</th>
<th>Households</th>
<th>Returns</th>
<th>Return Rate</th>
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<tr>
<td>1</td>
<td>1-Apr</td>
<td>1946</td>
<td>513</td>
<td>26.36%</td>
</tr>
<tr>
<td>2</td>
<td>8-Apr</td>
<td>2372</td>
<td>519</td>
<td>21.88%</td>
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<tr>
<td>3</td>
<td>15-Apr</td>
<td>1916</td>
<td>539</td>
<td>28.13%</td>
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<td>4</td>
<td>22-Apr</td>
<td>2781</td>
<td>524</td>
<td>18.84%</td>
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<td>5</td>
<td>29-Apr</td>
<td>2150</td>
<td>552</td>
<td>25.67%</td>
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<tr>
<td>6</td>
<td>2-May</td>
<td>2107</td>
<td>483</td>
<td>22.92%</td>
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<tr>
<td>7</td>
<td>9-May</td>
<td>2599</td>
<td>613</td>
<td>23.59%</td>
</tr>
<tr>
<td>8</td>
<td>16-May</td>
<td>2138</td>
<td>411</td>
<td>19.22%</td>
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<tr>
<td>9</td>
<td>23-May</td>
<td>845</td>
<td>162</td>
<td>19.17%</td>
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<tr>
<td>10</td>
<td>30-May</td>
<td>1802</td>
<td>273</td>
<td>15.15%</td>
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<td></td>
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<td><strong>20656</strong></td>
<td><strong>4589</strong></td>
<td><strong>22.22%</strong></td>
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<tr>
<td>Sector</td>
<td>Quantity</td>
<td>Returns</td>
<td>% Return</td>
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<td>---------</td>
<td>----------</td>
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</tr>
<tr>
<td>1</td>
<td>2403</td>
<td>446</td>
<td>18.56%</td>
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<tr>
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<td>8</td>
<td>2253</td>
<td>406</td>
<td>18.02%</td>
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<td>9</td>
<td>2340</td>
<td>362</td>
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<td></td>
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<tr>
<td>10</td>
<td>814</td>
<td>89</td>
<td>10.93%</td>
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<tr>
<td>Total in the Hub</td>
<td>23268</td>
<td>4436</td>
<td>19.06%</td>
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<tr>
<td>Outside hub</td>
<td>134</td>
<td>0.58%</td>
<td></td>
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<tr>
<td>Total</td>
<td>4570</td>
<td>19.64%</td>
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<td></td>
</tr>
</tbody>
</table>
Materials Ordered by Mode

- Bike: 7402
- Walk: 8656
- Transit: 3588
- Other: 3382
Most common order was for a combination of modes

- Walking Only: 12%
- Biking Only: 5%
- Transit Only: >1%
- Combination of Modes: 82%
Hands-On Programs
Ten Toe Express Walks

20 neighborhood walks. 400 participants!
Portland By Cycle

18 Summer Neighborhood Rides.
Over 300 participants!
"Women on Bikes"

15 rides, 8 clinics and 120 attendees!
10 Portland By Cycle Classes

Free bike helmet fittings and bike tune-ups
“Get Lit”
Free bike light program

Senior Strolls
Every Wednesday
Transit Tracker
Real-Time Bus Info

Identified the closest stop ID for 3,000 residents who requested TriMet information.

Mailed letter with “Transit Tracker” card to each house.
Small Business Outreach

Get to Work...
...by bike, by bus, by foot, by MAX
Transportation options for improving your business
Evaluation and Results
Specific Contact Goals Met

35% households either orders materials, participated in a SmartTrips event or activity

10,500 households SmartTrips database in two years
Materials Distributed

• 300,000 maps & informational brochures were distributed

• Plus 8,500 incentives (umbrellas, tote bags, bike and walk books, t-shirts, cyclometer)
Measurement Tools

Pre and post phone survey “control” and “test” area

– 300 households in pre and 300 in post.

– March and September
Measurement Tools cont.

- Informal “Program Evaluation” mailed out to all participating households
- Pre and Post bike and pedestrian video counts
- CarpoolMatchNW.org sign up counts
- Transit Boardings
Mode Choice for All Trips: Pre and Post Campaign

- **Drive Alone**: 61.8% (Test Pre), 45.7% (Test Post), 59.1% (Control Pre), 52.3% (Control Post)
- **Carpool**: 18.9% (Test Pre), 21.6% (Test Post), 23.3% (Control Pre), 23.3% (Control Post)
- **Bus/MAX**: 6.1% (Test Pre), 7.2% (Test Post), 6.6% (Control Pre), 6.6% (Control Post)
- **Bicycle**: 3.9% (Test Pre), 9.9% (Test Post), 2.3% (Control Pre), 6.8% (Control Post)
- **Walk**: 6.7% (Test Pre), 14.0% (Test Post), 7.0% (Control Pre), 9.6% (Control Post)
- **Other**: 2.6% (Test Pre), 0.6% (Test Post), 1.4% (Control Pre), 1.5% (Control Post)
Shift in Drive Alone to Environmentally Friendly Mode

8% of “Drive Alone” Trips shifted to a new mode

- Carpool, 22%
- Walk, 14%
- Bike, 10%
- Transit, 7%
- Other, 1%
- Drive Alone, 46%
12.8% Reduction in Drive Alone Trips

Relative Change in Drive Alone Trips:
Test Group and Control Group

-11.50% 12.8% Reduction in Drive Alone Trips

-24.30% -20.00%

-30.00% -15.00%

-25.00% -10.00%

-30.00% 0.00% 5.00% 10.00%
Mode Split and Trip Purpose

Shopping Trips in NE Portland

<table>
<thead>
<tr>
<th>Mode</th>
<th>NE Pre</th>
<th>NE Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>56.2%</td>
<td>46.2%</td>
</tr>
<tr>
<td>Carpool</td>
<td>19.1%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Bus/MAX</td>
<td>6.0%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>10.0%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Walk</td>
<td>11.9%</td>
<td>19.0%</td>
</tr>
</tbody>
</table>

Work Trips in NE Portland

<table>
<thead>
<tr>
<th>Mode</th>
<th>NE Pre</th>
<th>NE Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>62.5%</td>
<td>42.4%</td>
</tr>
<tr>
<td>Carpool</td>
<td>19.1%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Bus/MAX</td>
<td>6.0%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>10.0%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Walk</td>
<td>11.9%</td>
<td>19.0%</td>
</tr>
</tbody>
</table>

% of Work Trips
CarpoolMatchNW.org
50 new members during campaign

Relative change in number of new users on CarpoolMatchNW.org:
April -December 2006

NE Hub: 28.24%
Control Area: 25.87%
Portland Region: 19.86%
Do you think you are driving alone to places more often, less often, or about the same number of times you were three months ago? (test group)
In the past six months, do you remember reading, seeing, or hearing any information from the City of Portland specifically about alternative transportation in your neighborhood?

- No, Do not recall: 28% Test Group, 54% Control Group
- Yes, recall information: 65% Test Group, 40% Control Group
- Don't know: 7% Test Group, 6% Control Group
Qualitative Evaluation

Did any of the SmartTrips programs help you make these new trips by biking or walking?

- Yes: 58%
- No: 29%
- No Response: 13%
SmartTrips Northeast Hub reduced 19 million Vehicle Miles Traveled in 2006

Air Emissions Reduced by SmartTrips NE

<table>
<thead>
<tr>
<th>Emission Type</th>
<th>Pounds Reduced</th>
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<tbody>
<tr>
<td>VOC</td>
<td>54,035</td>
</tr>
<tr>
<td>Nitrogen Oxide</td>
<td>45,367</td>
</tr>
<tr>
<td>Carbon Monoxide</td>
<td>612,907</td>
</tr>
<tr>
<td>Carbon Dioxide</td>
<td>18,705,124</td>
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</table>
# Particulate Matter and Air Toxics Savings

<table>
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<tr>
<th>Particulate Matter</th>
<th>milligrams</th>
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<tr>
<td>Exhaust Particulate Matter 10 Microns (PM10)</td>
<td>105,072,434</td>
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<tr>
<td>Brake PM10</td>
<td>237,497,563</td>
</tr>
<tr>
<td>Tire PM10</td>
<td>151,998,440</td>
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<tr>
<td><strong>Total PM10</strong></td>
<td><strong>494,568,437</strong></td>
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<tr>
<td>Exhaust Particulate Matter 2.5 Microns (PM2.5)</td>
<td>95,615,915</td>
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<tr>
<td>Brake PM2.5</td>
<td>100,698,967</td>
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<tr>
<td>Tire PM2.5</td>
<td>37,999,610</td>
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<tr>
<td><strong>Total PM2.5</strong></td>
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<td><strong>Air Toxics</strong></td>
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<tr>
<td>Benzene</td>
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<tr>
<td>1,3-Butadiene</td>
<td>56,236,863</td>
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<tr>
<td>Formaldehyde</td>
<td>158,586,267</td>
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<tr>
<td>Acetaldehyde</td>
<td>115,570,854</td>
</tr>
<tr>
<td>Acrolein</td>
<td>7,820,446</td>
</tr>
</tbody>
</table>
Program Budget and Costs

Total Program Cash Outlay

$319,000
Program Budget and Costs

- Program cost $575,000 including 4.35 FTE staff time and 3 part-time bike delivery staff
- Kaiser Permanente and other sponsors and grant money totaled $95,000
- Business Energy Tax Credits earned at $161,000
Bicycle Perception Questions

Chart 2: Biking is a good way to take care of errands close to home

- Somewhat Disagree: 8%
- Somewhat Agree: 26%
- Strongly Agree: 55%
- Strongly Disagree: 9%
- Don't Know: 3%

NE, n = 300

SE, n = 600
Dear Employee,

This questionnaire has been developed for the State of Washington’s Commute Trip Reduction Program. Information on your commuting preferences and those of your fellow employees will help your employer address specific transportation needs. Furthermore, this information will help your employer comply with certain requirements of the Commute Trip Reduction Law. This question refers to work for this employer only. Thank you for your time in filling out this survey.

Please read the question completely before answering.

1. During a typical Monday through Friday work week, how many days do you: (Answer both a. and b.)
   - a. Work for your employer? ________________________
   - b. Commute to work by driving alone in your own car or on a motorcycle? (For all most of the time, distance, or on the ferry? ________________________

2. If you currently drive alone for ANY of your commute trips to work, please rank the most important reasons you drive alone. List up to 5 factors. If you do not drive to work, skip to question #3.
   - a. Need to take the children to day care before work
   - b. Need to take the children from day care after work
   - c. Need vehicle to drive children to childcare/school activities
   - d. Need vehicle for work-related tasks
   - e. Have free or discounted parking at work
   - f. Include gas savings
   - g. Work scheduled Monday through Friday
   - h. Work schedule not available due to vacation and/or work hours
   - i. No one else to carpool
   - j. Other

3. If you still use the same method(s) to commute, walk, or use any other transportation besides driving alone for ANY of your commute trips to work, please rank the most important reasons you use these methods. Fill in up to three answers.
   - a. Vehicle not available for commuting
   - b. Less stressful commute
   - c. Parking is less expensive
   - d. Save time
   - e. Same work schedule as commuter
   - f. Have convenient walk time
   - g. Not compatible with other people
   - h. Prefer this mode of transportation
   - i. Extra time to peel
   - j. Other

______________________________

Continued on back.
Un-Solicited Feedback

“I've only been in my car 15 minutes since I received the order form. I got out my bike and pumped up the tires. I've gone for a walk 1/2 hour in the morning and 1/2 hour in the evening. It's a wonderful thing the city is doing. Just getting the order form inspired me!”
Un-Solicited Feedback

“This is such a great offer for local residents to get to know options in their area!”

“This is a GREAT RESOURCE & you made it easy! Thank you”
“These strolls are lovely and a very wholesome activity for the City to be associated with. They must also be helping to increase neighborhood safety... and also help to create good will between people of all neighborhoods.”
“I ordered the walking package. **You inspired me** to walk to work all summer (1.8 miles each way)”
“I just thought this was a great packet. My favorite was the coupon booklet. I felt like I was getting a treat at the end of my walk; it was almost Pavlovian: It really motivated me to walk to places.”
What’s next?

- SmartTrips SE/Milwaukie
- Continued Outreach in past areas
- SmartTrips Downtown Employer Program
The Team

Linda Ginenthal, Program Manager
Lavinia Gordon, Options Division Manager
Dan Bower, Get to Work, Order Form
Rich Cassidy, Ten Toe Express
Janis McDonald, Women on Bikes, Volunteers
Timo Forsberg, Portland By Cycle
Jeff Smith, Portland By Cycle
Donna Green, Senior Strolls
Barbara Plummer, Newsletter and Helmets
Sarah Goforth, Vanessa Herald, Bethany Berson, Kirstie Hall, and Ellie Blue, Bike Deliveries
Want more information?

www.GettingAroundPortland.org
click on SmartTrips

Contact:
Dan Bower
Transportation Options
Dan.Bower@pdxtrans.org