

INTRODUCTION



SmartTrips is a comprehensive approach to reduce drive-alone trips and increase biking, walking and public transit in targeted geographic areas of the city.

SmartTrips incorporates an innovative and highly effective individualized marketing methodology that hand-delivers packets of information to residents who wish to learn more about their transportation options including transit, walking, bicycling, carpooling and combining trips.

Key components feature biking and walking maps and organized activities that get people out in their neighborhoods or places of employment to shop, work, and discover how many trips they can easily, conveniently, and safely make without using a car.

HEALTH & FISCAL BENEFITS



SmartTrips increases the health of participants and helps fight the obesity epidemic by getting community members to become more active in their transportation choices.

In addition to increases in health, SmartTrips increases mobility and decreases reliance on the automobile, thus decreasing family transportation costs.



▶ SmartTrips West Bethel & West Eugene EmX Corridor

PRIMARY GOALS



The primary goals of SmartTrips are:

- Decrease driving trips
- Increase walking, biking and transit trips
- Increase awareness of multimodal transportation resources and how to use them
- Increase awareness of changing travel behavior as a tool for decreasing carbon emissions
- Help community members meet the recommended levels of physical activity



SmartTrips brings the community together for healthy, active and fun activities.

RELATION TO CITY PRIORITIES

SmartTrips is a key step towards achieving the City Council goal of reduced fossil fuel consumption and is supportive of the TransPlan policy on TDM.

It also supports the City of Eugene TransPlan goals, objectives and policies to improve accessibility and mobility, lessen transportation impact on the environment, and reduce reliance on the automobile.



WEST BETHEL 2016

SmartTrips West Bethel will reach 6,300 households. It will complete outreach to the Active Bethel Citizens neighborhood (SmartTrips East Bethel program will run Summer 2013).

West Bethel is a diverse neighborhood with many amenities, including schools, groceries, shopping, bus routes, bike paths and parks all available within walking and biking distances.

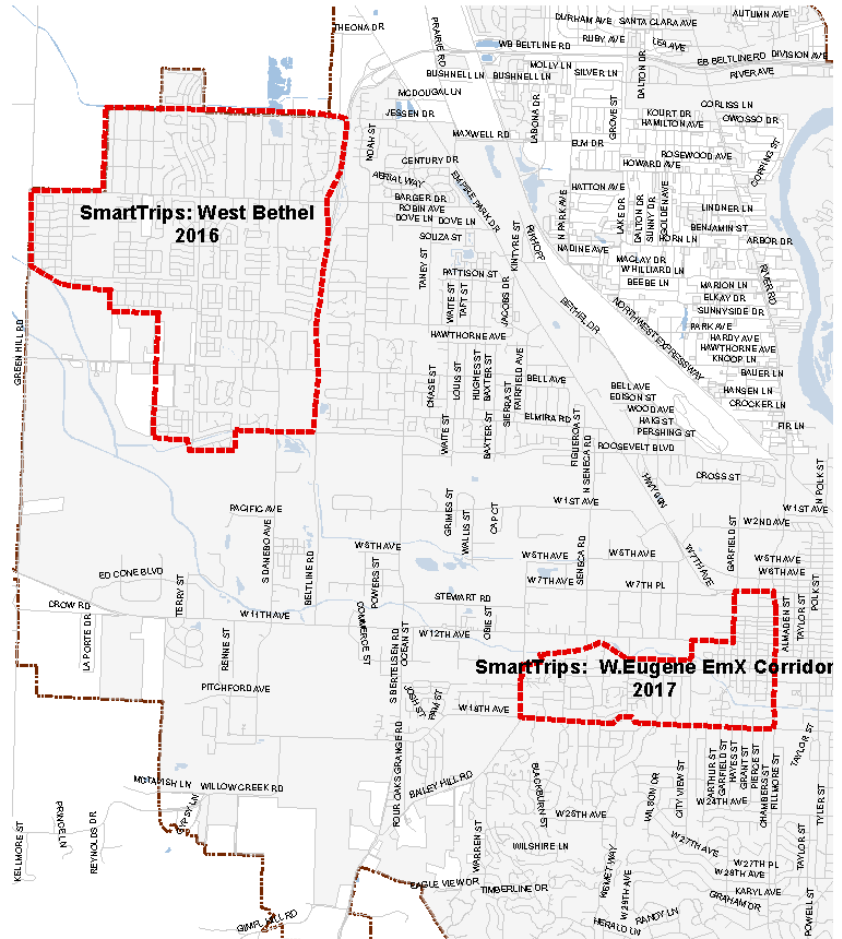


WEST EUGENE EMX CORRIDOR 2017

SmartTrips West Eugene EmX Corridor will reach 8,400 households. With a new Bus Rapid Transit Line opening in January 2017, this SmartTrips program will help nearby residents learn more about the new EmX line and encourage even more use of the new piece of infrastructure.



SmartTrips West Bethel & West Eugene EmX Corridor



PAST SUCCESS

In 2011, residents of the SmartTrips Central area reduced their drive alone trips by 7 percent. Residents also increased bicycling trips by 22 percent and walking trips by 2 percent.

