smarttrips: central
Final Report 2011
Acknowledgements

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Climate Showcase Communities Grant
We thank the EPA for this wonderful opportunity. Their support of the SmartTrips: Eugene program has been imperative to our success.

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GEARs (Greater Eugene Area Riders)
Summer in the City
Whiteaker Community Council
City of Eugene River House
Sweet Life Patisserie
Vanilla Jills Frozen Yogurt
Perugino
Voodoo Donuts
Red Barn Natural Grocery
Turtle Mountain Dairy Free Desserts
Julies Organics
Larry & Luna’s Coconut Bliss
M.E.C.C.A. (Materials Exchange Center for Community Arts)
Bagel Sphere
Eugene Coffee Company
The Divine Cupcake
Northwest Community Credit Union
Riverwalk Inn
The Kiva
Executive Summary

During the summer of 2011, the SmartTrips: Eugene program came to three centrally-located neighborhoods: Trainsong, Whiteaker, and Jefferson/Westside. The program was called SmartTrips: Central and reached 6,300 households with the goal of improving livability by encouraging residents to walk, bike, take transit, and carpool more often.

The SmartTrips: Eugene program, now in its second year, uses personalized information – local bike maps, transit schedules, and more – and fun, supportive events – guided walks, bike rides, and workshops – to encourage residents to try new travel options. Approximately 11% of target area residents, or 673 households, requested SmartTrips mate-
rials or participated in one of the 15 events. The City of Eugene also added 70 new email contacts to its monthly Transportation Options e-newsletter, InMotion, as a result of the program.

Over the course of the program, the target area saw a considerable increase in walking and bicycling and a related decrease in automobile traffic and air pollution. While these neighborhoods already had relatively high rates of walking and bicycling and low rates of automobile ownership, there are even more walking and bicycling trips being taken for transportation and recreation following the marketing and encouragement campaign.

The program evaluated residents’ shifts in travel behavior using a household travel diary and opinion survey admin-
istered before and after the program. According to those survey responses, residents of the SmartTrips: Central area reduced their drive-alone trips by a relative 7% and increased bicycling trips by 22% and walking trips by 2%. Over 95% of the residents surveyed believe that it is a good idea for the City of Eugene to promote transportation options, and 76% stated that they would like to drive their car less.

SmartKits, customized packets of transportation information, were delivered to residents by bicycle.
Background

SmartTrips: Eugene is a comprehensive program designed to reduce drive-alone trips and increase biking, walking, and public transit in targeted geographic areas of the city. It incorporates an innovative and highly effective individual marketing methodology, which hand-delivers packets of information to residents who wish to learn more about all their transportation options including transit, walking, bicycling, carpooling, car sharing, and combining trips. The program features biking and walking maps and information as well as organized activities which 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. Success is tracked by evaluating qualitative and quantitative results from surveys and other performance measures.

Eugene has been recognized as one of the most successful cities in the country at developing bicycle and pedestrian infrastructure. However, while infrastructure investments do lead to more walking and bicycling, those investments alone do not maximize the potential for mode shift. Enhancing pedestrian and bicycle infrastructure investments with transportation options strategies can be an effective strategy to accelerate mode shift from single occupancy driving trips to walking, biking, and transit. Individualized marketing programs such as TravelSmart™ and SmartTrips have been shown to be a particularly effective approach to targeting trips that originate in residential neighborhoods.

In 2005, the Oregon Department of Transportation (ODOT) funded a pilot TravelSmart™ individualized marketing pilot program in Eugene, Bend, and Salem/Keizer. The program targeted 1200 households throughout the City of Eugene and demonstrated a 7% relative reduction in vehicle miles traveled. The City of Portland implemented its own TravelSmart™ pilot in 2003; the City subsequently created its own individualized marketing program called SmartTrips that emphasized the community-building aspects of the program. The Eugene Pedestrian and Bicycle Strategic Plan, adopted in 2008, calls for development of a similar individualized marketing program that targets a different geographic area every year.

The City of Eugene was able to secure outside funding for two years of SmartTrips individualized marketing pilot programs which included five neighborhoods and close to 11,000 households. Through use of these federal funds, the City of Eugene has been able to develop its SmartTrips program to meet city-wide transportation planning goals. The pilot 2010 SmartTrips program was funded by a grant from the Department of Energy and was based on the award-winning SmartTrips program in Portland, Oregon. The pilot program was focused on the Harlow Neighborhood and a small piece of the Cal Young Neighborhood along the Coburg Road and Oakway Road corridors. In 2011, the City of Eugene secured the Climate Showcase Communities Grant from the Environmental Protection Agency. This second year program, called SmartTrips: Central, targeted 12,000 residents in the Trainsong, Whiteaker, and Jefferson/Westside Neighborhoods.

“I really enjoyed the free incentive gifts. I even took the small umbrella to Egypt with me. I have photos of umbrellas shading me from the sun at Avu Simbel.”

Bike mechanics volunteering their time at an event in the Whiteaker neighborhood
smarttrips: central final report

Primary Program Goals
- Decreased driving trips (both decreased Vehicle Miles Traveled (VMT) and decreased drive-alone trips)
- Decreased carbon emissions from driving trips
- Increased walking, bicycling, and transit trips
- Increased awareness of multimodal transportation resources and how to use them
- Increased awareness of changing travel behavior as a tool for decreasing carbon emissions

Program Co-Benefits
Benefits that will be extended to these residents of the target area include:
- Fewer cars on neighborhood streets
- Increased air quality
- Higher levels of physical activity
- Higher level of awareness and acceptance of climate-friendly transportation options
- Greater mobility and increased travel mode choices
- Awareness and utilization of existing resources from the City and community organizations
- Decreased reliance on the automobile, thus decreasing family transportation costs
- Increased community interaction and neighborhood pride

Other beneficiaries include the following:
- Local businesses, who will see increased visits from neighbors
- Eugene city residents, who will see reduced vehicle volumes citywide stemming from fewer trips originating from the target area
- Lane Transit District, who will see increased ridership on transit vehicles

Program Elements
The program targeted 6,300 households in the Whiteaker, Jefferson/Westside, and Trainsong neighborhoods of Eugene. The program began on June 1, 2012 and ended on September 30, 2012. The SmartTrips: Eugene program invited residents of the target area to order a travel tools SmartKit (a customized information packet containing local transportation resources such as maps and brochures as well as a small gift of their choice). In addition to the customized information packets, SmartTrips: Eugene hosted events such as group walks, guided bicycle rides, and workshops. SmartTrips: Eugene staff also attended community events and offered information and advice to residents about walking, biking, and transit use in their neighborhood.

The program offered the following materials and services to all the residents in the target area:

Customized information packets (SmartKits)
All residents in the target area received mail-order forms and were invited to place a customized packet order through the postage-paid mail-in order form or online. Materials offered included maps, brochures, transit schedules, and travel tools meant to aid in walking, biking, or transit use. SmartTrips: Eugene staff delivered 673 customized SmartKits to homes by bicycle.

Newsletters
These mailed or electronic communications were customized to the target area and included information and resources, as well as news on program events. The print newsletters were sent to all target area residents, while the electronic communications were only sent to interested residents. Three print newsletters were sent over the course of the program.
Events
The program hosted 12 group walks and bicycle rides, and helpful workshops that were open to all residents in the community. Most events were planned to begin and finish in the target area, thus giving residents the direct experience of good routes to walk and bike where they live. The program also hosted or participated in six community events outside of the target area.

Transportation Ambassador Program
The “Transportation Masters” Leadership Training Program and offered a four-hour training at no cost to interested community members in the target area. The training educated participants on the impact of transportation choices on climate change; how to reach out to Eugene residents with the message that there are a variety of fun ways to get around town besides driving alone; actions that individuals can take to increase their climate-positive transportation choices; and training on peer-to-peer outreach strategies. There were six participants in the inaugural training who went on to complete their hours of community service in various ways.

Bicycle Wayfinding Signage Implementation
To increase awareness of existing bike routes and infrastructure, approximately 30 signs were created for and installed in the target area, each showing distance and the time it would take the average bicyclist to bike to important destinations (such as parks, libraries, universities and schools, and downtown).

Email Communications
Weekly email updates including event notices and news were sent at least weekly to participants who submitted their email address.

Website
The SmartTrips: Eugene website included the online order form for the customized packets, event listings, and electronic versions of the materials, links to helpful resources, and general program news and information.

Social Media
Electronic and print communications were supplemented by frequent Facebook and Twitter posts with tips, news, and resources.

Other communications
Event announcements and other program information were communicated through City and community group event calendars, flyering at local businesses, and the electronic newsletter, InMotion. During the program, target area households who had not yet ordered a SmartKit received a mailed reminder postcard with the information about how to order a customized packet.

Eugene Sunday Streets
Based on Portland Sunday Parkways and ciclovia events around the world, in September, 2011, Eugene hosted its first Eugene Sunday Streets event, closing three miles of city streets to traffic and opening them up for people to bike, walk, skate, and dance through the streets.

“We used your promotional information to encourage our church community to walk/bike/bus to church this summer.”
SmartTrips: Central Overview

Trainsong, Whiteaker and Jefferson/Westside neighborhoods were selected to be the target area for the 2011 SmartTrips: Eugene program. This area included residents living in the Trainsong neighborhood (bounded by Highway 99, Northwest Expressway, and Roosevelt Boulevard), and the Jefferson/Westside and Whiteaker neighborhoods (bounded by Chambers St, 18th Avenue, Willamette/Lawrence Streets, and the Willamette River). There were 6,300 households in the SmartTrips: Central target area. The program ran from June through September 2011. This neighborhood was selected based on analyzing land use patterns, transit service availability, bike and walking infrastructure, and current transit or streetscape infrastructure investments such as new bus routes or bicycle and pedestrian facilities.

Analysis demonstrated that these target neighborhoods have an interconnected roadway system, comparatively good transit service and walking/bicycling infrastructure, and local destinations, such as pedestrian-friendly neighborhood business districts, parks, schools, and downtown. These factors were judged to be critical in identifying a target area where substantial mode shift could be accomplished. In addition, these neighborhoods were selected because they each have a significant percentage of residents living below the poverty line (varying between 25 and 40% of residents of the three target neighborhoods) and because they are considered ethnically diverse in Eugene. The City recognizes that low-income and ethnically-diverse neighborhoods often confront greater transportation barriers and receive fewer services than more affluent, less-diverse neighborhoods and sought to address environmental justice through this program.

The Trainsong neighborhood is the exception when it comes to good walking and biking infrastructure and connectivity as mentioned above. This neighborhood has a lack of sidewalks and destinations to walk to within its boundaries. The neighborhood is also somewhat isolated because of significant barriers like the railroad yard and two major roadways. Once Trainsong residents exit the neighborhood, however, there is a wealth of opportunities for recreation, food/shopping, and access to good infrastructure. This neighborhood was primarily included in the SmartTrips: Central target area because it is a traditionally underserved area in terms of transportation options and could benefit from information about travel options both within the neighborhood and throughout the rest of Eugene.

“Delighted, tickled pink! I’m going to use the bus passes and water bottle this week! I just moved back to Eugene after 30 years and I am so happy that Eugene is doing this. Thank you very much.”
Packet Deliveries and Materials

A total of 6,300 households received order forms for customized information packets (SmartKits) by mail in the target area, with 673 households placing orders for SmartKits. Orders were placed in three ways: online, mail in, and phone.

Participants could choose from materials with information on walking, biking, and transit services and could choose from one of the three free travel tools. These tools included a SmartTrips BPA-free metal water bottle, a SmartTrips umbrella, and a durable bandana walking and biking map. Participants could also select a walking kit which included a pedometer and/or a biking kit which included a reflective pant strap. All participants were given a neighborhood walking and biking map specific to the target area. All 673 packets were delivered by bicycle.

Packet Deliveries and Materials

<table>
<thead>
<tr>
<th>Program</th>
<th>SmartTrips: Central</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>June 1 ~ Sept. 30 2011</td>
</tr>
<tr>
<td>Target Area Households</td>
<td>6,300</td>
</tr>
<tr>
<td>Households Requesting Packets</td>
<td>673</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>10.7%</td>
</tr>
<tr>
<td>Number of Participating Residents</td>
<td>approx. 1,500</td>
</tr>
</tbody>
</table>

Materials Requested

Materials created specifically for SmartTrips: Eugene included an event calendar, a thank you letter, a Guide to Your Ride booklet, a Walk to Wellness brochure, and the Central neighborhood map which included bus stops, bike routes, popular destinations and amenities, and intersections with traffic lights to aid in crossing busy streets. SmartTrips: Eugene partnered with the Eugene Water and Electric Board to offer a SmartDrips program, modeled after a similar Portland initiative, to help educate community members about water conservation. A green grass gauge and a leak fix kit were offered to participants on the order form. Other existing materials came from the City of Eugene Public Works, Lane Transit District, Oregon Department of Transportation – Safety Division, Eugene Safe Routes to School, and Eugene Water and Electric Board. See the appendix for copies of most materials.

Percent of Participants Ordering Each Item

- Biking Kit: 80%
- Walking Kit: 76%
- Pedometer: 76%
- Free Bus Passes: 64%
- Leak Fix Kit: 45%
- LTD Bus Guide Bottle: 43%
- Umbrella: 35%
- Green Grass Gauge: 32%
- Trip Planner: 31%
- Bikes on Buses Brochure Bandana: 30%
- SmartTrips Event Calendar: 29%
- EZ Access Older Wiser Driver: 29%
- Bikes on Buses Brochure: 27%
- Trip Planner: 23%
- Green Grass Gauge: 19%
- Trip Planner: 14%
- Trip Planner: 12%
- Trip Planner: 12%
- Trip Planner: 11%
- Trip Planner: 10%

Walking Kits included the following materials:
- Walk to Wellness Brochure
- Oregon Crosswalk Laws
Five Steps to Being A Safer Pedestrian
Weekly Walking Logs (2)
SmartTrips Shopping List Notepad

Biking Kits included the following materials:
- Eugene By Cycle Ride Guide
- LTD Bikes on Buses Guide
- A perfectly fitted Bicycle Helmet Guide
- Oregon Bicyclist Manual
- Be Smart! Be Seen! Cycling at Night
- Free bicycle pant leg strap
- GEARs (Greater Eugene Area Riders) brochure

The following materials were also available to order:
- LTD bus guide
- Personal Trip Planner Card
- Bus Buddy – a service for seniors to learn the LTD bus system
- EZ Access – brochure regarding services provided by LTD for seniors and people with disabilities
- One free week of (5) bus passes
- Carpool and Vanpool information
- Telecommuting brochure
- Driver Safety Information for Older Drivers
- SmartDriver Tips on safe and energy efficient driving
- The Oregon Parent Guide to Teen Driving
- Safe Routes to School and Safe Solutions Brochure

Events

Event Promotion

Facebook promotion:
- Each event was promoted starting about a week before the event and updated each day up to the event.
- Postings on SmartTrips: Eugene’s Facebook were reposted or shared on other pages’ walls including: City of Eugene Transportation Planning, Point2Point Solutions, GEARs, Safe Routes to School, Kidical Mass, Neighborhood Association websites, Business Commute Challenge, UO Bike Program, and other community partners.
- Sweet Treats Walk, Breakfast at the Bike Bridges events, and Sunday Streets each had its own event page on Facebook.
- Local businesses that donated to events were “liked” and tagged in posts before and after events to acknowledge their donations and create a good relationship for the future.

SmartTrips Twitter account updated daily

Events were submitted to Eugene Weekly event calendars, appearing online and in print weekly. Larger events were submitted to The Register Guard newspaper as well as the City of Eugene’s recreation guide. The events were also submitted to the community bike calendar online that links to the GEARs community bike group’s website.

Google calendar on the SmartTrips website included all events

SmartTrips e-newsletter: Throughout the summer, SmartTrips participants were asked if they would like to sign up for a weekly e-newsletter about upcoming SmartTrips events. This e-newsletter was sent each week to promote upcoming events.

“The whole SmartTrips concept is great and very important for us to know. I probably will not buy a bike at age 74 but I should start walking. The map included is the best one produced for Eugene & Springfield.”
Event Descriptions

**Eugene Walk There Series**
- Art Walk/Art Creation
  Partnered with M.E.C.C.A. to offer a family-friendly walk and art activity
- Sweet Treats Walk
  Successful 3-mile walk through neighborhood with stops at five local sweet shops for samples.
- Rare Monk Concert
  Partnered with City of Eugene’s “Summer in the City” (SITC) event series. Provided ice cream treat for residents who displayed the SmartTrips logo at concert.

**Eugene By Cycle Series**
- Bike Ride to Outdoor Movie
  Partnered with “Summer in the City” event series to offer a bike ride to the SITC Outdoor movie
- Sweet Treats Ride
  Partnered with three local businesses to provide sweet treat samples along the 5-mile ride

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**Event Calendar**

<table>
<thead>
<tr>
<th>Event</th>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event Leader</th>
<th>No. of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>SmartTrips Transportation Masters Leadership Training</td>
<td>Saturday</td>
<td>06/11/2011</td>
<td>9:00 am</td>
<td>SmartTrips Staff</td>
<td>6</td>
</tr>
<tr>
<td>Breakfast at the Bike Bridges</td>
<td>Friday</td>
<td>06/24/2011</td>
<td>7:00 am</td>
<td>SmartTrips Staff</td>
<td>150</td>
</tr>
<tr>
<td>Bike Maintenance Class</td>
<td>Tuesday</td>
<td>06/28/2011</td>
<td>6:30 pm</td>
<td>SmartTrips Staff</td>
<td>8</td>
</tr>
<tr>
<td>Walk There: Art Walk/Art Creation</td>
<td>Saturday</td>
<td>07/09/2011</td>
<td>10:00 am</td>
<td>SmartTrips Staff</td>
<td>0</td>
</tr>
<tr>
<td>Bike Ride to Outdoor Movie</td>
<td>Friday</td>
<td>07/15/2011</td>
<td>8:00 pm</td>
<td>SmartTrips Staff</td>
<td>0</td>
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<tr>
<td>Kidical Mass Bike and Boat the Willamette</td>
<td>Saturday</td>
<td>07/16/2011</td>
<td>1:00 pm</td>
<td>City of Eugene Staff</td>
<td>40</td>
</tr>
<tr>
<td>Walk There: Sweet Treats Walk</td>
<td>Tuesday</td>
<td>07/19/2011</td>
<td>6:30 pm</td>
<td>SmartTrips Staff</td>
<td>12</td>
</tr>
<tr>
<td>Bike Maintenance Class</td>
<td>Sunday</td>
<td>07/24/2011</td>
<td>1:00 pm</td>
<td>Alexander Hongo – UO Bike Program</td>
<td>7</td>
</tr>
<tr>
<td>Rare Monk Concert</td>
<td>Thursday</td>
<td>07/28/2011</td>
<td>6:30 pm</td>
<td>SmartTrips Staff</td>
<td>150</td>
</tr>
<tr>
<td>Breakfast at the Bike Bridges</td>
<td>Friday</td>
<td>07/29/2011</td>
<td>7:00 am</td>
<td>SmartTrips Staff</td>
<td>300</td>
</tr>
<tr>
<td>Dodgeball Tournament</td>
<td>Weds.</td>
<td>08/03/2011</td>
<td>6:00 pm</td>
<td>SmartTrips Staff</td>
<td>10</td>
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<tr>
<td>Trainsong Movie in the Park</td>
<td>Friday</td>
<td>08/05/2011</td>
<td>8:30 pm</td>
<td>SmartTrips Staff</td>
<td>30</td>
</tr>
<tr>
<td>Blackberry bRamble and Bike Day Celebration</td>
<td>Sunday</td>
<td>08/07/2011</td>
<td>12:00 pm</td>
<td>GEARs &amp; SmartTrips Staff</td>
<td>500</td>
</tr>
<tr>
<td>Bike Maintenance Class</td>
<td>Thursday</td>
<td>08/11/2011</td>
<td>6:30 pm</td>
<td>Alexander Hongo – UO Bike Program</td>
<td>5</td>
</tr>
<tr>
<td>Walk There: Secret Garden Tour</td>
<td>Saturday</td>
<td>08/13/2011</td>
<td>10:00 am</td>
<td>SmartTrips Staff</td>
<td>0</td>
</tr>
<tr>
<td>Sweet Treats Ride</td>
<td>Weds.</td>
<td>08/24/2011</td>
<td>6:00 pm</td>
<td>SmartTrips Staff</td>
<td>0</td>
</tr>
<tr>
<td>Breakfast at the Bridges</td>
<td>Friday</td>
<td>08/26/2011</td>
<td>7:00 am</td>
<td>SmartTrips Staff</td>
<td>200</td>
</tr>
<tr>
<td>Park Bike Ride</td>
<td>Weds.</td>
<td>08/31/2010</td>
<td>6:00 pm</td>
<td>SmartTrips Staff</td>
<td>0</td>
</tr>
<tr>
<td>Walk There: Taste of Central</td>
<td>Thursday</td>
<td>09/08/2011</td>
<td>6:30 pm</td>
<td>SmartTrips Staff</td>
<td>0 (cancelled)</td>
</tr>
<tr>
<td>Bike Tour of New Bike Path and Bridges</td>
<td>Saturday</td>
<td>09/10/2011</td>
<td>10:00 am</td>
<td>SmartTrips Staff</td>
<td>0 (cancelled)</td>
</tr>
<tr>
<td>Eugene Sunday Streets</td>
<td>Sunday</td>
<td>09/18/2011</td>
<td>12:00 pm</td>
<td>City of Eugene Staff</td>
<td>2000</td>
</tr>
<tr>
<td>Breakfast at the Bridges</td>
<td>Friday</td>
<td>09/30/2011</td>
<td>7:00 am</td>
<td>SmartTrips Staff</td>
<td>150</td>
</tr>
</tbody>
</table>
smarttrips: central final report

- Park Bike Ride
  Guided riding tour of all parks in target area
- Bike Ride of New Paths and Bridges
  Cancelled due to unforeseen staffing shortages

SmartTrips: Eugene Clinics – LEARN Series
- Bike Maintenance Class (6/28, 7/24, 8/11)
  Two hour class including basic and advanced skills taught by local mechanic.
  Received positive feedback from participants
- SmartTrips Transportation Ambassador Training
  Four-hour training to help participants reach out and promote transportation options to Eugene residents

Additional Community Events
- Breakfast at the Bike Bridges (Last Friday of May, June, July, August, September)
  Provided free bagels, coffee, bike blended smoothies, bike bells, bike safety checks, bike registration, and community building for the multi-use path users in different areas of Eugene; very popular and well received events
- Dodgeball Tournament
  Partnered with the SITC event series with a team in the Playground Sports Dodgeball Tournament
- Trainsong Movie in the Park
  Partnered with SITC event series with a table to promote SmartTrips at an event in the neighborhood with the lowest SmartTrips participation rate
- Blackberry bRamble and Bike Day Celebration
  Staffed a booth to promote SmartTrips/Eugene Sunday Streets to the 500 event participants of the annual GEARs-sponsored century ride and bike celebration
- Eugene Sunday Streets
  Large scale community event that closed down three miles of city streets and opened them for people to bike, walk, skate, and dance. Three activity centers at parks along the route provided live music, free fitness classes, activities, and community partners. Estimated 2,000 community members attended.

Event Highlights and Challenges

SmartTrips: Central received strong support from local businesses both inside and outside of the target area. There were 15 participating area businesses who donated goods for a variety of SmartTrips events:
- Sweet Life Patisserie
- Vanilla Jills Frozen Yogurt
- Perugino
- Voodoo Donuts
- Red Barn Natural Grocery
- Turtle Mountain Dairy Free Desserts
- Julies Organics
- Larry & Luna’s Coconut Bliss
- M.E.C.C.A. (Materials Exchange Center for Community Arts)
- Bagel Sphere
- Eugene Coffee Company
- The Divine Cupcake
- Northwest Community Credit Union
- Riverwalk Inn
- The Kiva

The 2011 SmartTrips program improved and expanded event offerings from the 2010 Pilot program. New features included the “Transportation Masters” program and Eugene Sunday Streets.

“Transportation Masters” Leadership Training program

Based on the proven success of the “ClimateMasters” program previously implemented by the Climate Leadership Initiative (CLI), the SmartTrips program developed the “Transportation Masters” Leadership Training Program and offered a four-hour training at no cost to interested community members in the target area. The training educated participants on the impact of transportation choices on climate change; actions that individuals can take to increase their climate-positive transportation choices; and training on peer-to-peer outreach strategies. The training was free for participants, but each committed to 10 hours
of community service as peer leaders for biking/walking events in the next year. Six people were trained as a part of this program. Many completed volunteer hours in the summer of 2011 and there will be opportunities to wrap up their commitment in the spring of 2012. Their hours are tracked by the Transportation Options Coordinator at the City of Eugene.

**Eugene Sunday Streets**
The first-ever Eugene Sunday Streets event was held as the finale event for SmartTrips: Central in September of 2011. This event was hugely successful with close to 2,000 community members attending and over 200 volunteers working the event. The event allowed SmartTrips to reach many more local residents.

Eugene Sunday Streets was a 3-mile loop of automobile-free streets, where people could walk, bike, roll, or run on the street, around Eugene’s unique neighborhoods. Activity centers along the route featured games and entertainment for kids of all ages in Eugene’s beautiful city parks. One of the most important goals of this event was to provide inexperienced or hesitant active transportation users an opportunity to try out walking and bicycling on the streets in a safe and fun environment.

**Eugene Sunday Streets Objectives:**
- Improve the health of Eugene residents
- Reduce dependence on a motor vehicle for all transportation trips by shifting social behavior to increase walking and biking
- Increase neighborhood accessibility and livability
- Create economic opportunities for local businesses

“Good program, very well organized and communicated.”

### Performance Measurement and Results

**Overview**
Two travel surveys were administered to target area residents before and after the SmartTrips: Central program in order to measure changes in mode share over the course of the program. The survey results show a 2.5% reduction in drive-alone mode share, with corresponding increases of 0.4% and 4.0% in walk and bike mode share respectively. Mode share as reported before and after the program are shown in charts below. Based on a continuing reduction in drive-alone trips, it can be estimated that residents of this target area will travel 686,000 fewer vehicle miles annually, resulting in significant greenhouse gas emission reductions as described further in the following pages.
Methodology
In order to evaluate the effectiveness of the 2011 SmartTrips program in reducing drive-alone trips, the project team conducted pre- and post-program travel surveys to measure mode share in the target area. Surveys were mailed to all target area households (not just those who participated in the program). In order to have a 95% confidence level, assuming 5% sampling error, the administration of each survey required more than 360 completed surveys from a random sample of the analysis area. As shown in the table below, this minimum number of surveys was achieved, and therefore, it is assumed for this analysis that the results are representative of the entire target area.

The survey comprised a one-day trip diary, opinion questions regarding active transportation planning and programs, and basic demographic questions. The pre-program survey was mailed in May 2011 prior to any program press or outreach, and the post-program survey was mailed to the same households in October 2011 following the completion of all program activities and packet deliveries. The survey instruments can be found in the appendix. The table at right shows a summary of the survey response rates.

Survey Response Summary

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail Date</td>
<td>May 2011</td>
<td>October 2011</td>
</tr>
<tr>
<td>Number of Surveys Delivered*</td>
<td>5,671</td>
<td>6,563</td>
</tr>
<tr>
<td>Number of Completed Surveys</td>
<td>1,046</td>
<td>767</td>
</tr>
<tr>
<td>Response Rate</td>
<td>18%</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Number of surveys delivered is the total number of surveys mailed minus the number of surveys returned as invalid or vacant addresses.

The trip diary portion of the survey asked respondents to log all the trips they made the previous day. A trip was defined as each time an individual left one place and arrived at another place. For example, if a person left home and walked to the post office, then walked home, that corresponds to two trips. Mode shift results presented in this section are based on that trip diary data from both the pre- and post-program travel surveys.

The mode shift calculated from the survey data is used to estimate daily and annual vehicle miles traveled (VMT) reductions among target area households. This calculation is made by multiplying the average number of trips made by each person per day for a particular trip purpose by the drive-alone mode share for that purpose and by the corresponding average trip distance as estimated by the Lane Council of Governments (the COG to which Eugene belongs) from the 2009 Oregon Household Activity Survey (OHAS). To determine an average trip distance,

### Trip Behavior Summary

<table>
<thead>
<tr>
<th>2011 Eugene Travel Survey Trip Purpose</th>
<th>Comparable Oregon Household Activity Survey (OHAS) Trip Purpose</th>
<th>Average Trip Distance Based on OHAS (miles)</th>
<th>Average Number of Trips Made Per Day by Survey Respondents</th>
<th>Drive-Alone Mode Share (Pre-Program Survey)</th>
<th>Drive-Alone Mode Share (Post-Program Survey)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Work</td>
<td>4.46</td>
<td>1.15</td>
<td>45.56%</td>
<td>41.50%</td>
</tr>
<tr>
<td>Leisure</td>
<td>Other</td>
<td>3.14</td>
<td>0.36</td>
<td>24.48%</td>
<td>24.61%</td>
</tr>
<tr>
<td>Shopping</td>
<td>Shopping</td>
<td>2.65</td>
<td>1.05</td>
<td>29.65%</td>
<td>29.34%</td>
</tr>
<tr>
<td>Errand</td>
<td>Shopping</td>
<td>2.65</td>
<td>0.91</td>
<td>42.72%</td>
<td>37.69%</td>
</tr>
<tr>
<td>Recreation</td>
<td>Other</td>
<td>3.14</td>
<td>0.45</td>
<td>26.55%</td>
<td>25.00%</td>
</tr>
<tr>
<td>School</td>
<td>School/College</td>
<td>4.12 (weighted avg.)</td>
<td>0.62</td>
<td>40.26%</td>
<td>43.32%</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
<td>3.14</td>
<td>0.03</td>
<td>39.66%</td>
<td>50.00%</td>
</tr>
</tbody>
</table>

Sources: 2009 Oregon Household Activity Survey, 2010 American Community Survey 1-Year Estimates
the trip diary survey categories were matched with trip type categories from the OHAS as shown in the table at the bottom of the previous page. Average trip distances for school and college were combined as a weighted average based on the proportion of students enrolled in preschool through grade 12 and college, respectively, using 2010 American Community Survey data for the City of Eugene. Because trip diaries were returned for all seven days of the week, annual VMT reductions are based on 365 days, which assumes that the trip diaries represent an average day, whether it be a weekday, weekend, work/school day, or holiday. The resulting calculated VMT per person for all trip purposes is aggregated to represent the entire target area.

Greenhouse and noxious gas emission reductions are estimated based on VMT reduction calculations, as well as emission rates from the 2005 EPA Report 420-F-05-022, “Emission Facts: Average Annual Emissions and Fuel Consumption for Gasoline-Fueled Passenger Cars and Light Trucks,” as used in the EPA Climate Showcase Communities grant application and as shown in the following table.

### Emission Rates of Greenhouse and Noxious Gases

<table>
<thead>
<tr>
<th>Pollutant (per mile driven, in grams)</th>
<th>Emission Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hydrocarbons</td>
<td>1.36</td>
</tr>
<tr>
<td>Carbon monoxide</td>
<td>12.4</td>
</tr>
<tr>
<td>Nitrogen oxides</td>
<td>0.95</td>
</tr>
<tr>
<td>Particulate matter</td>
<td>0.0052</td>
</tr>
<tr>
<td>Particulate matter</td>
<td>0.0049</td>
</tr>
<tr>
<td>Carbon dioxide</td>
<td>369</td>
</tr>
</tbody>
</table>


### Travel Behavior Results

The average number of daily trips of all types for survey respondents was 4.6 in the pre-program survey and 4.5 in the post-program survey. Each trip was attributed one of seven purposes: work, school, leisure, shopping, recreation, personal errand, or other. The chart at top right shows the distribution of trip purposes reported by respondents in the pre- and post-program surveys.

#### Overall Trip Purpose Reported in Pre- and Post-Program Surveys

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program</th>
<th>Post-Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>25.7%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Leisure</td>
<td>23.1%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Shopping</td>
<td>22.8%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Errand</td>
<td>17.3%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Recreation</td>
<td>11.7%</td>
<td>9.0%</td>
</tr>
<tr>
<td>School</td>
<td>7.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Other</td>
<td>1.2%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

#### Overall Mode Share Reported in Pre- and Post-Program Surveys

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program</th>
<th>Post-Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>37.4%</td>
<td>34.8%</td>
</tr>
<tr>
<td>Walk</td>
<td>21.7%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>18.9%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Carpool</td>
<td>13.4%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Bus</td>
<td>6.6%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Other</td>
<td>1.6%</td>
<td>1.0%</td>
</tr>
<tr>
<td>EnX</td>
<td>1.2%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>
In addition to trip purpose, survey respondents reported the mode (or modes) used for each trip taken. The lower chart on the previous page shows the share of trips made by each mode (as primary mode) in the pre- and post-program surveys. “Other” trips include trips made by motorcycle/scooter, skateboard, electric vehicle, tractor, and family carpool. It is important to note that drive-alone mode share was very low (37%) in the target area even before the SmartTrips: Central program, and walking and bicycling rates were already very high (22% and 18%, respectively).

The shift in mode share over the course of the program provides a method for evaluating the program’s effectiveness. Drive-alone mode share dropped 2.5%, while overall driving mode share (including carpooling) dropped 3.3%. Walking mode share increased 0.4% and bicycling increased by a remarkable 4.0%. This increase suggests the SmartTrips focus on marketing bicycling for transportation through the many activities that took place as part of or in conjunction with the 2011 SmartTrips program was a successful strategy. The top chart at right shows the mode shift as reported by survey respondents.

Transit trips did not show an increase, but the redemption of transit coupons demonstrates an interest in using transit among the program participants. Of the 2,150 transit coupons distributed during the program, 605 (or 28%) were redeemed as of October 3, 2011.

For a better understanding of travel behavior in the program area, mode shift can be evaluated by trip type. The second chart at right shows drive-alone mode shift by trip type. Drive-alone mode share for work trips dropped significantly, as did driving alone for shopping trips, while the overall share of trips made for these reasons did not change significantly.

“Keep up the work it is beneficial, should be in all areas of Eugene-Springfield.”

Program Impact on Vehicle Miles Traveled and Greenhouse and Noxious Gas Emissions

Based on the demonstrated reduction in drive-alone trips, it is estimated that program area residents will continue to drive 1,880 less miles per day following the program, which can be extrapolated to a reduction of more than 686,000 vehicle miles per year. This annual VMT savings translates to significant reductions in greenhouse and noxious gas emissions, as shown in the following table.
### Annual VMT and GHG/Noxious Gas Emission Reductions

<table>
<thead>
<tr>
<th>Performance Measure</th>
<th>Predicted*</th>
<th>Observed**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative Drive-Alone Trip Reduction</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Vehicle Miles Reduced</td>
<td>524,758 miles/year</td>
<td>686,194 miles/year</td>
</tr>
<tr>
<td>Reduced CO₂</td>
<td>426,893 pounds/year</td>
<td>558,223 pounds/year</td>
</tr>
<tr>
<td>Reduced CO</td>
<td>14,345 pounds/year</td>
<td>18,759 pounds/year</td>
</tr>
<tr>
<td>Reduced Hydrocarbons</td>
<td>1,573 pounds/year</td>
<td>2,057 pounds/year</td>
</tr>
<tr>
<td>Reduced PM10</td>
<td>6 pounds/year</td>
<td>8 pounds/year</td>
</tr>
<tr>
<td>Reduced PM2.5</td>
<td>6 pounds/year</td>
<td>7 pounds/year</td>
</tr>
<tr>
<td>Reduced NOx</td>
<td>1,099 pounds/year</td>
<td>1,437 pounds/year</td>
</tr>
</tbody>
</table>

*Predicted results were based on estimated trip characteristics based on information from the U.S. Census and other national transportation data sources.

**Observed results are based on the 2011 travel survey of target area households.

Because local trip characteristic data was not available prior to the program, the predicted VMT reduction was based on a model that used 2005-2007 American Community Survey data for the target area, as well as national transportation data sources. It is for this reason that the predicted relative reduction in drive-alone trips, as shown above, was greater than what was observed from the travel surveys (12% and 7%, respectively), while the predicted VMT reduction was actually lower than what was observed in the travel surveys (about 525,000 and 686,000 miles per year, respectively). In other words, while the program did not achieve its ambitious target of 12% relative reduction of drive-alone trips, the VMT and greenhouse and noxious gas emission savings—estimated based on reported local travel behavior—were greater than what had been expected.

### Attitudes Towards Active Transportation

In addition to the travel diaries, survey participants were asked a series of questions about their attitudes towards active transportation, as well as their habits. In general, the residents of the target area displayed a very strong positive agreement with statements relating to the value of active transportation both before and after the program, demonstrating support for transportation options and healthy lifestyles.

The vast majority of pre- and post-program survey respondents agreed that it is a good idea for the City of Eugene to help residents walk and bike more, that they would like to reduce their carbon footprint, that they are active regularly, and that there are good places to walk in their neighborhood. Further, four out of five residents responding to the surveys report having a bicycle available to use, indicating that there is not only support but also opportunity for more bicycling among residents.

Seventy-nine percent and 76% of pre- and post-program survey respondents, respectively, agreed with the statement, “I would like to drive my car less.” Notably, 12% of pre-program and 14% of post-program respondents answered that they weren’t sure or had no opinion, and 18% of survey residents in both surveys reported that they do not have any vehicles at their residence, which may explain why fewer respondents responded positively to that particular statement. Responses are summarized in the following table.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Reported Agreement</th>
<th>No Opinion Reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think it is a good idea for the City of Eugene to help residents walk &amp; bike more.</td>
<td>95%</td>
<td>1%</td>
</tr>
<tr>
<td>I would like to reduce my carbon footprint.</td>
<td>90%</td>
<td>6%</td>
</tr>
<tr>
<td>I would like to drive my car less.</td>
<td>79%</td>
<td>12%</td>
</tr>
<tr>
<td>I get 20 minutes or more of light to moderate exercise most days of the week.</td>
<td>89%</td>
<td>1%</td>
</tr>
<tr>
<td>There are good places to walk in my neighborhood.</td>
<td>89%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Awareness of Outreach Activities
In both surveys, respondents were asked if they remembered reading, seeing, or hearing information from the City of Eugene in the past six months about walking, bicycling, or transit options. Prior to the program, 68% responded affirmatively, while 76% following the program reported the same. The already significant number of residents hearing about active transportation is not surprising considering Eugene’s many bicycle and pedestrian programs, activities, and communications efforts, but the findings suggest that the program increased awareness of transportation options and of the SmartTrips effort.

Staffing
City of Eugene Public Works Department

<table>
<thead>
<tr>
<th>Staff Person</th>
<th>Lead Role</th>
<th>Allocated Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lindsay Selser</td>
<td>SmartTrips Program Manager</td>
<td>.7 FTE</td>
</tr>
<tr>
<td>Stella Day</td>
<td>SmartTrips Delivery and Events Intern/Eugene Sunday Streets</td>
<td>1 FTE</td>
</tr>
<tr>
<td>Larisa Varela</td>
<td>SmartTrips Delivery and Events Intern/Eugene Sunday Streets</td>
<td>.5 FTE</td>
</tr>
<tr>
<td>Amanda Wiebush</td>
<td>SmartTrips Delivery Intern</td>
<td>.5 FTE over two months</td>
</tr>
<tr>
<td>Jeanne Oakes</td>
<td>Administrative Support</td>
<td>Support Role</td>
</tr>
<tr>
<td>Starla Dimino</td>
<td>Administrative Support</td>
<td>Support Role</td>
</tr>
<tr>
<td>Kim Mast</td>
<td>Graphic Designer</td>
<td>.1 FTE</td>
</tr>
<tr>
<td>Kathy Eva</td>
<td>Materials &amp; Outreach Coordination</td>
<td>.1 FTE</td>
</tr>
</tbody>
</table>

Materials and Services Budget
The program costs amount to approximately $12 per person in the SmartTrips: Central area. The 6,300 household program, reaching 12,000 residents, cost $156,204. This includes the following costs:

Budget Summary

<table>
<thead>
<tr>
<th>Costs</th>
<th>Federal</th>
<th>Cost Share/Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel/ Fringe Benefits</td>
<td>$28,790</td>
<td>$46,586</td>
<td>$75,376</td>
</tr>
<tr>
<td>SmartTrips Materials</td>
<td>$6,409</td>
<td>$1,000</td>
<td>$7,409</td>
</tr>
<tr>
<td>Mailings/Printing – Newsletters, Surveys</td>
<td>$22,584</td>
<td>$4,000</td>
<td>$26,584</td>
</tr>
<tr>
<td>Contractual: Evaluation/Design</td>
<td>$16,975</td>
<td>N/A</td>
<td>$16,975</td>
</tr>
<tr>
<td>Contractual: Wayfinding Signs</td>
<td>$14,500</td>
<td>N/A</td>
<td>$14,500</td>
</tr>
<tr>
<td>Contractual: Transportation Ambassadors Program</td>
<td>$4,500</td>
<td>N/A</td>
<td>$4,500</td>
</tr>
<tr>
<td>Travel to EPA Conferences</td>
<td>$5,764</td>
<td>N/A</td>
<td>$5,764</td>
</tr>
<tr>
<td>Total Direct Charges</td>
<td>$99,547</td>
<td>$51,586</td>
<td>$151,133</td>
</tr>
<tr>
<td>Indirect Charges</td>
<td>$4,579</td>
<td>$492</td>
<td>$5,071</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$104,126</td>
<td>$52,078</td>
<td>$156,204</td>
</tr>
</tbody>
</table>

Timeline

- 5/27 First newsletter mailed to all residents
- 6/20 Order forms mailed to Trainsong residents
- 6/21 First online order received
- 6/28 First SmartTrips event
- 7/5 First mail-in order form received, deliveries began
- 7/18 Order forms mailed to Jefferson/Westside residents
- 7/25 Second newsletter mailed to all residents
- 7/29 Reminder postcards sent to Trainsong and Whiteaker residents
- 8/11 Reminder postcards sent to Jefferson/Westside residents
- 9/30 Last deliveries made, final event
- 9/9 Eugene Sunday Streets event postcard mailed
Lessons Learned

Overall Reflections

■ Reminder postcards sent to residents who had not ordered a packet were effective in increasing response rate.

■ The timing of the waves of order forms is important when considering the planning of events because events planned before residents receive their packets will be poorly attended.

■ Ensure that all SmartTrips specific materials are prepared before order forms go out. Deliveries were delayed by a few days at the beginning of the program because all pieces had not yet been printed.

■ The Transportation Master’s program was an engaging 4-hour program created specifically for SmartTrips: Central. The half-day format was intended to be more accessible than full-day training. This year’s program had low attendance with only six participants, but has the potential to grow in the future. In exchange for the free training, attendees were asked to volunteer 10 hours in the community following the program. This expected commitment may have been too large and may have deterred participation. In the future, program coordinators should check in with newly trained ambassadors on an ongoing basis and should offer many, varied opportunities for volunteering.

■ The SmartTrips program is scalable, which is a great advantage. However, program coordinators should only take on that for which there are resources. Quality should be strived for, as opposed to quantity, in order to meet travel behavior change goals.

Major Successes

■ The Eugene Sunday Streets event attracted approximately 2000 community members and garnered positive media coverage. Though it is a citywide event, it had strong overlap with the goals of the SmartTrips program and it is recommended that programs continue to be implemented in concert with one another.

■ The SmartTrips approach was successful at reducing drive-alone trips even in an area that already had a relatively low drive-alone rate prior to the program (37%). This demonstrates that individualized marketing can be a good tool to yield greater mode shift where infrastructure investments have already yielded some modal shift.

■ The bicycling mode shift was remarkable, which suggests that, given Eugene’s connected bicycle network and supportive culture, bicycling provides the greatest opportunity for positive mode shift through the use of marketing and outreach.

■ This initial year of the “Transportation Masters” volunteer training program established a legacy that will continue to grow with the goal of forming a well-trained volunteer corps for the City’s Transportation Options program.

“Although I didn’t participate in the formal activities, the program helped me reconsider my driving habits. I am now riding my bike to work one day a week and walking for errands more.”
Challenges

SmartTrips staff observed a low participation rate for events compared to similar events last year. Further examination, in coordination with the City of Eugene’s Community Events Manager, suggests that event participation rates were low at most events citywide in the summer of 2011.

Multiple factors may have caused low participation rates, including an oversaturation of events taking place in the community or residents having less leisure time because of current economic conditions. Eugene also saw unseasonably poor weather until mid-July, which may have been a contributing factor to low attendance at these outdoor events.

In the future, program coordinators should plan fewer events and try to increase interest in the events that do take place. It may also be valuable to give residents a free special treat or “VIP” access at events, providing more of an incentive for attending.

The three events scheduled for Saturday mornings at 10:00 a.m. had no participation. This may have been due to a variety of factors, including the early morning timing. Based on this experience, it is not recommended that SmartTrips events be scheduled on Saturdays.

Two events were cancelled due to low participation and so that staff could prioritize planning Eugene Sunday Streets. In the future, events should be planned around Eugene Sunday Streets to prevent staffing shortages.

Towards the end of July and beginning of August, SmartTrips staff began to have challenges in managing delivery rates while also planning for the finale Eugene Sunday Streets event. An additional intern was quickly hired to focus on SmartTrips deliveries. In the future, program coordinators should hire a staff person to focus solely on deliveries and another staff person whose sole job it is to plan and coordinate Eugene Sunday Streets.

The program saw low participation rates at the beginning, particularly in the Trainsong neighborhood. To increase program participation, consider translating materials, such as newsletters and reminder postcards, in communities where English may not be the primary language for some residents.

The Bicycle Wayfinding Signage Implementation project was implemented following the 2011 SmartTrips program. Because sign locations and key destinations took some time to determine, a draft plan was prepared by March 2011, but a contract was not signed until March 2012. During that time, the Transportation Planning team worked with the City Traffic Engineer to develop a Wayfinding Sign Policy and Procedure, which will expedite the process for any future wayfinding signage project. The community will still benefit largely from the project as the signs are permanent and will help the new bicyclists and pedestrians, such as those who participate in SmartTrips, as well as existing bicyclists and pedestrians.

“We own 7 bikes and 80% of our trips are by bike or walking. We’re converted!”

Kids cleaning up after the Kidical Mass: Bike & Boat the Willamette event