

# Eastside Hub Target Area Program Comprehensive Evaluation Report



December 2005  
City of Portland, Office of Transportation

# OPTIONS

**OPTIONS FOR PORTLAND TRANSPORTATION**

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[www.GettingAroundPortland.org](http://www.GettingAroundPortland.org)

# **Eastside Hub Target Area Program**

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## **Special Thanks**

Nancy Stevens, PhD. Kaiser Permanente  
Lisa Vance, Providence Portland Medical Center  
Shane & Tara Mills, Mt. Tabor Sports  
Mark Ontiveros, River City Bicycles  
Jay Graves, Bike Gallery  
Demetri Macriganis, Veloce Bicycles  
Corey Cartwright, Seven Corners Cycle and Fitness

## Eastside Hub Target Area Comprehensive Evaluation Report

Each year the City of Portland Transportation Options Division selects an area of Portland to target with a variety of programs to increase bicycling, walking, transit, carpool and car sharing trips taken by residents and employees and to promote physical activity. In 2005 the Eastside Hub Target Area, shown below, was selected. The Eastside Hub Target Area Plan built and expanded upon our partnerships and programs with health organizations, neighborhoods, businesses and residents in the Laurelhurst, Mt. Tabor, Sunnyside, CENTER neighborhoods and portions of the Richmond, South Tabor and Montavilla neighborhoods.



The primary goals for the project were to:

- ★ Reduce vehicle miles driven by area residents and employees;
- ★ Reduce drive alone trips;
- ★ Increase awareness and raise acceptability of all modes of travel;
- ★ Increase trips by walking, biking, transit, carpooling, and car sharing; and
- ★ Increase neighborhood mobility and livability.

Subsequent goals were to:

- ★ Increase safety related to biking and walking;
- ★ Use transportation incentives and programs to support local businesses and economic development;
- ★ Present the Office of Transportation as a positive force in the community that addresses the needs and goals of area residents and employees while strengthening ties with community partners; and
- ★ Create opportunities for area residents and employees to get together to walk, bike, and take transit in the area.

**"I just wanted to thank you for this great project! I appreciate the maps, ideas, etc. that came in the package your folks delivered. It was great and makes me feel so happy I live in such a wonderful and livable city!"**

## ***Project Objectives***

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From March through November 2005, Transportation Options Eastside Hub Target Area programs provided hands-on opportunities and written materials to Eastside Hub residents and employees to promote ways to get around Portland by transit, walking, biking, carpooling and other alternatives to drive alone trips.

### ***Specific Goals***

### ***Results***

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Increase mode split for walking 10%, bicycling 5%, transit 5%, and carpooling 3% in the area

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Survey and traffic count data showed relative increased mode split for walking 7%, bicycling 23%, transit 41% in the area. Carpooling remained the same.

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Decrease drive alone trips by 8% in the area

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Drive alone trips reduced 8.6% in the area

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Reach all area residents at least three times with Transportation Options' messages

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All area residents received Transportation Options' messages at least five times through order forms, newsletters, and newspaper or other media communications

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Reach interested area residents in the Eastside Hub at least ten times with Transportation Options' messages

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Eastside Hub residents who ordered materials were reached with Transportation Options' messages at least ten times with order forms, delivered materials, newsletters, and emails, newspaper or other media communications

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Involve 40%, or 8,000 area households, in at least one program or project

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35% or 7200 households either ordered materials or participated in a Transportation Options event including the OptionsMobile tabling events

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Place five media stories in area papers, newsletters, radio and television outlets

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The Eastside Hub enjoyed significant media coverage including several stories in the *Oregonian*, local papers *Southeast Examiner* and *Hollywood Star*, radio on KBOO and KEX, local television Channel 8 and national news coverage on NBC Nightly News. Several national walking and bicycling publications wrote stories about the program

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Increase awareness of CarpoolMatchNW.org & Flexcar

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CarpoolMatchNW.org saw significantly more residents (227) in the Hub log on to the site for a carpool match, and 507 residents ordered information on Flexcar

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## ***Project Descriptions and Evaluations***

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Modeled on the successful Interstate Target Area Project, the Eastside Hub Target Area Project was a coordinated individualized marketing and outreach strategy designed to inform and show residents and employees how to get around by walking, cycling, taking transit and carpooling. Seventeen individual projects and programs were specifically designed to achieve the goals. Each project had its own separate work plan with detailed timelines and objectives.

### **CAPITAL INVESTMENTS AND FACILITY UPGRADES**

#### **Bicyclist and Pedestrian Access Improvements** (Lead Staff – Jeff Smith and Donna Green)

Bikeway Network Completion Capital Improvement Projects funding was used to improve the bikeway arterial crossings of SE 16<sup>th</sup> & 41<sup>st</sup> Avenues at Hawthorne. Additionally, bike racks were installed at 29 businesses in the target area.

Safe Routes to Senior Centers was a brand-new program launched by the PDOT Traffic Investigations Division. Its goal was to make it safer and easier for seniors to walk to and from local senior centers. Representatives from the SE Multicultural Senior Center located in the Hub, a traffic engineer, and project manager identified seven locations near the center where new curb ramps are to be installed, as well as a new pedestrian sign.

### **COMMUNICATIONS AND OUTREACH PROGRAMS**

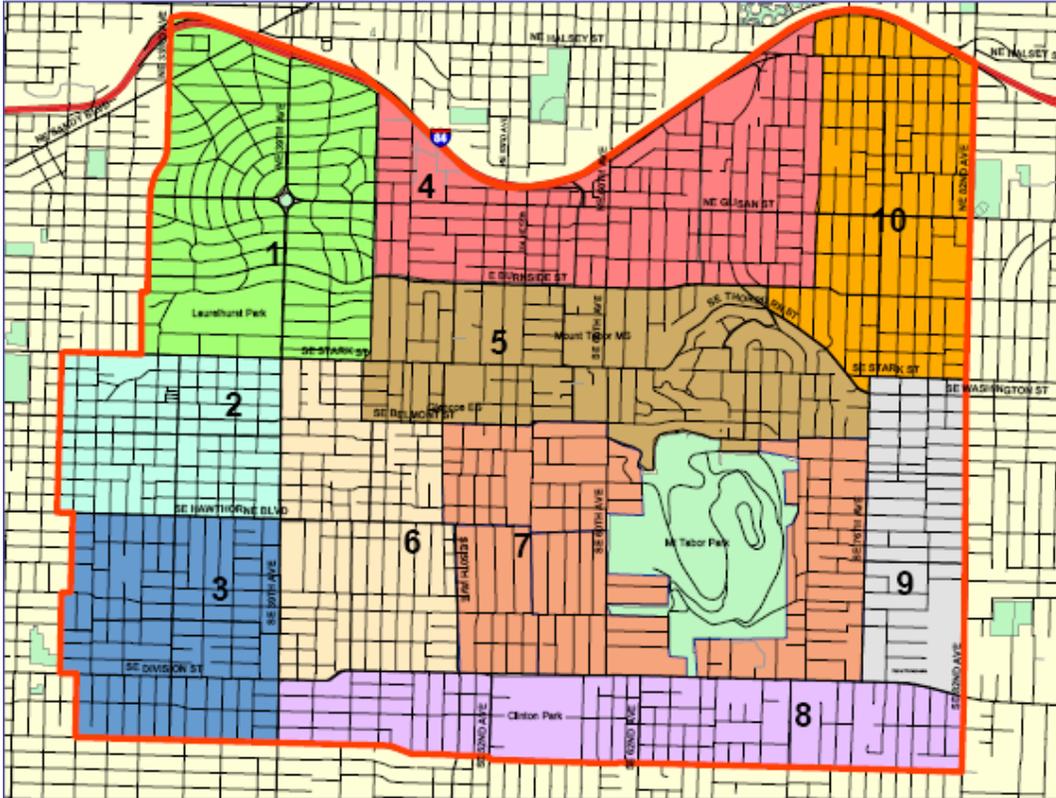
#### **Getting Around Portland Options (GAP Options)** (Lead Staff – Linda Ginenthal and Dan Bower)

To inform residents about the various programs, Options sent each household a Getting Around Portland Options mailer with a menu of materials to order. The mailer addressed each transportation mode and offered materials for each program, including the Portland By Cycle and Ten Toe Express kits, Women on Bikes and Senior Strolls information, all program schedules, Southeast Walking Maps, TriMet, Flexcar and CarpoolMatchNW.org materials. To ensure prompt delivery the target area was divided into 10 sectors and the order form was mailed in batches over a ten-week period. This made possible a 2 to 4 day delivery turnaround time for almost every request.

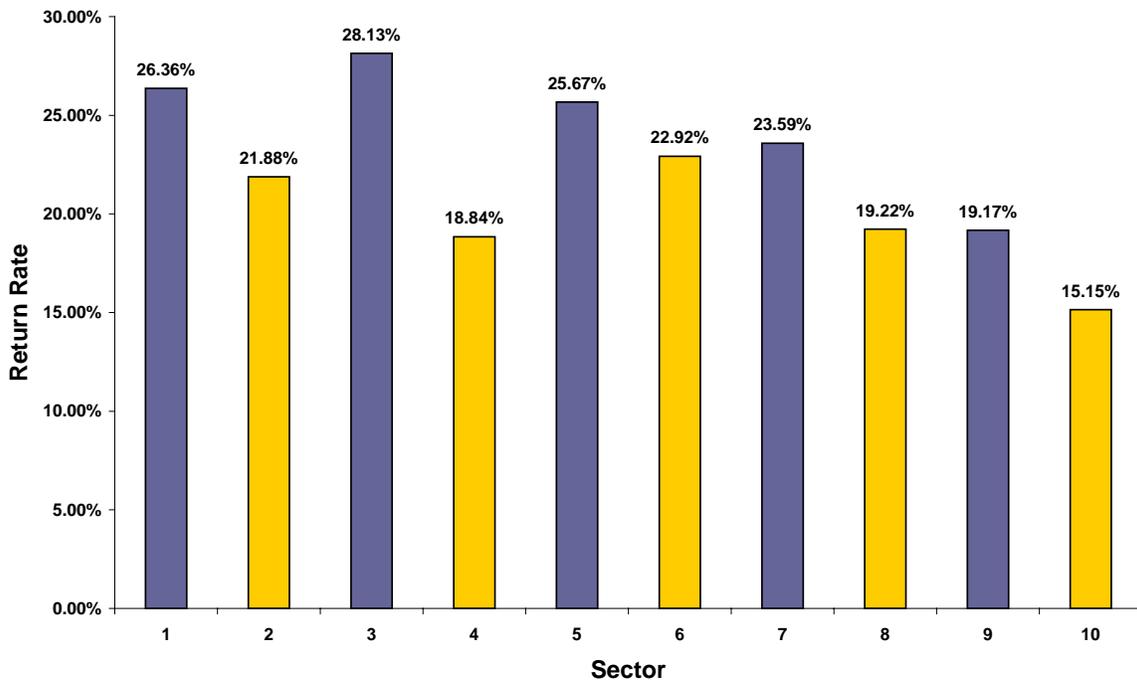
**“WOW! kit received the very next day, talk about fast service. Thanks for providing such a comprehensive packet of items/info. A great motivation to just do it & move!**

A reminder postcard was sent to all area households to increase participation. An online order form was developed and proved to be effective as nearly one-third of all orders were received online.

Of the 20,656 households in the target area, a total of 4,683 households ordered materials for an average return rate of 22.7%. The highest rate of return for a sector was just over 28% and lowest return rate was over 15%. Online and phone orders accounted for about 44% of all returns.



**Return Rates by Sector in the Eastside Hub**



## **Getting Around Portland Eastside Hub Newsletter** (Lead Staff – Barb Plummer)

Residents were mailed five newsletters over the course of the project. The newsletters provided information on traffic safety and Hub programs, a calendar of events, and other useful resources. The first issue was sent out in March, followed by an issue every two months after that. Surveys of 5200 households on the Hub mailing list indicated that 64% of respondents said they read the newsletter.

**"I liked the newsletter that was sent out with all the activities and their dates - it was easy to tear off and put up on the refrigerator."**

Originally only the first newsletter was to go to all households in the target area. Subsequent issues would be sent to residents who had expressed interest by returning the GAP Options order form. After the first wave of GAP Options order forms were mailed, it was decided to send the second newsletter to all households that had not yet received the order form to encourage participation.

## **Southeast Portland Walking Map** (Lead Staff – Linda Ginenthal and Jay Renkens)



The Southeast Portland Walking Map was modeled after the successful North Portland and Southwest Portland Walking Maps. The map included the area bounded by I-84, the Willamette River, the southern city limits, and I-205. Kaiser Permanente sponsored the printing and production costs for the map.

All households that ordered materials received a walking map. The map was also a key component of the Ten Toe Express Kit. Maps were distributed at all neighborhood events and at the Ten Toe Express walks and Senior Strolls.

The map highlighted off-street walking trails, stairs, bikeways, bus and MAX routes and stops, schools, community centers, parks, Heritage trees, retail areas, and other points of interest. Seven sample walking tours were featured on the back of the map along with directions and points of interest along the routes. The map also included resource information and a list of publications and walking clubs in Portland.

## **Ten Toe Express** (Lead Staff – Rich Cassidy)

Options' second edition of the Ten Toe Express walking campaign and kit was a great success. At least 4,000 kits were distributed to residents through the GAP Options orders and neighborhood

**"I ordered the walking package. You inspired me to walk to work all summer (1.8 miles)."**

events. An additional 750 kits were made available to non-profit groups, schools and area employees.

**“Coupons from small businesses were excellent. I sought services from them rather than just ‘grabbing it at Freddy’s’. I hope you’ll keep targeting the unique local businesses that make living in PDX so much fun.”**

The kit included a digital pedometer to count one’s steps, the brand new Southeast Portland Walking Map, a guided walk schedule, and a coupon book for local businesses with over \$100 in savings. It was a smooth process to get businesses to advertise in the coupon book this year since there was a sample coupon book and quotes from other businesses from previous target area projects.

**Ten Toe Express Walks** (Lead Staff – Rich Cassidy)

To help people get started and meet other folks to walk with, Options planned 11 different walking routes which varied in length, in the Eastside Hub area. Staff led nineteen walks from May to October. Each highlighted great places to walk within the target area neighborhoods.



In response to comments received after the first target area walks in North Portland, the walks were modified in 2005 to include historical facts, tours, heritage trees, water supply and reservoir information. Several regular walkers came from last year’s North Portland walks and this trend is expected to continue. The healthy living connection was also incorporated with four walks to two different Farmers Markets. Attendance was higher than expected with more than 50 people on the four historic tours led by the Bosco-Milligan Architectural group. Options paid \$1,400 for these walks.



Ten Toe Express also offered businesses a way to get involved and even organize a walk. Two such examples were the Pup Crawl, which was very popular with the four participating businesses, and the Sketchbook Walk, an idea generated by a local business after attending a local business association meeting. Even after the conclusion of the Eastside Hub project, some of these walks generated by businesses are ongoing.

## **Portland By Cycle Campaign** (Lead staff – Jason Renkens and Jeff Smith)



The goal of the Portland By Cycle campaign was to encourage new and existing bicycle riders to use their bicycles for more trips and new trip purposes. To help residents overcome barriers to cycling, Options offered a bike kit with accessories and information, Summer Cycle rides, and Women on Bikes rides and clinics. Bicycle helmet distribution targeted younger riders, and staff and volunteers offered guided commutes and free bike route planning.

The Portland By Cycle Bike Kit proved popular with local residents and employees, though it included perhaps too much material. The PDOT info sheets, Community Cycling Center and Bicycle Transportation Alliance brochures were redundant, and the cyclometer coupon was a nice incentive but not essential. As always, the bike maps were a huge hit. The reflective leg band, calendar of events, and refrigerator magnet printed with cyclist resources were also well received.

The guided commute rides were sparsely attended. In the past, PDOT has had limited, if any, success on morning commute rides. These will be discontinued or radically changed for the 2006 target area.

## **Summer Cycle** (Lead Staff – Linda Ginenthal)

**"Going on the rides with my daughter helped reinforce riding skills for her especially around group riding, hand signals and bike community awareness."**

The Summer Cycle series of 16 10-mile evening rides during July and August were better attended than ever this year. One hundred and fifteen people participated in the first two Sweet Summer Cycle rides. Most participants fit the profile of our desired audience: new or inexperienced riders needing an extra boost of confidence and experience to feel more comfortable on their bicycles in traffic.

## **Women on Bikes** (Lead Staff – Janis McDonald)

Women on Bikes was a series of clinics, conversations and rides. This program garnered significant media interest, generating several local and national news articles or mentions.

The program was successful in getting newer cyclists riding. The clinics and conversations included bike selection, gear for bike and cyclist, bike handling skills, basic bike maintenance, the city's bikeway network, cyclists' rights and responsibilities, how to ride with children, how to bike to shop, self defense and advocacy. Rides enabled participants to



**"I enjoyed the rides and moral support through Women on Bikes."**

practice skills, try different routes, meet other women to ride with, and demonstrate the ease of commuting by bike. This program was to include one large event such as a documentary and fashion

show at the Bagdad Theater. This event did not happen due to the heavy summer workload.

### **Smart Living Classes** (Lead Staff – Rich Cassidy and Jason Renkens)

The Smart Living Classes were introduced in 2005 as a pilot project. The classes were very well received overall. Options worked with individuals and organizations to offer nine free classes providing information on alternative transportation and active and healthy living. The program was designed to offer classes on a regular basis at a central location during the Spring and Fall.



Topics were: Intro to Bike Commuting & Repair; Biking with Kids; Cyclists' Rights, Responsibilities, & Advocacy; Pedestrian Safety; How to do a Community Bikeability Assessment; Healthy Cooking; Biodiesel Conversion; Smart Commute Mortgages & Home Energy Loans; and Shopping By Bike.

### **Get to Work! - Small Business Transportation Demand Management (TDM)** (Lead Staff – Dan Bower)



Options worked with small businesses in the target area to provide employers and employees with information on biking, walking, transit, and carpooling to work. This was funded by a TriMet Jobs Access and Reverse Commute grant. A "Get to Work!" mailer tailored to Eastside Hub businesses generated 75 responses. The program offered walking and biking maps and kits for employees, free bike rack installations, transit programs and carpool information. Options staff met with all neighborhood business associations (Belmont, Hawthorne, Division/Clinton).

Get to Work! outreach efforts enabled TriMet to sign up 13 new small businesses with pre-tax payroll deduction programs for transit passes (Passport program). In addition, Portland Office of Transportation installed 22 bike racks at the request of Hub businesses.

## **Events/OptionsMobile** (Lead Staff – Steven Koch)

**“It's a BLAST!! and...I get to meet new folks all the time with the role! I think it's serious fun, and I love being a part of your program!”**

**Options  
Ambassador**

The OptionsMobile, a hybrid vehicle modified to act as a mobile display and tabling event car, was visible at 12 outreach events in the target area. Trained volunteers, known as Options Ambassadors, helped staff these events. Information on all Eastside Hub activities was available as well as a host of other Portland Transportation materials including bicycle and walking maps, Options newsletters, transportation fact sheets, and brochures and information from other PDOT sections.

Some events attended in or close to the Hub included: Mt. Tabor Concerts in the Park, Belmont and Division/Clinton Street Fairs, Eastbank and Hollywood Farmers Markets, Eastbank Esplanade, Earth Day at Sunnyside School and an organized bike ride showcasing innovative planning/design features in the Hub.

## **Kids on the Move** (Lead Staff – Janis McDonald)

In the summer, Options met with families that attended schools in the target area. Edwards Elementary School closed at the end of the school year and parents were concerned about safe walking and biking routes to their new school, Abernethy Elementary. In June, Edwards parent volunteers and staff assisted with an after-school event that included route planning, helmet fitting and give aways, safety talks, general walking and biking information, and a guided bike ride to Abernethy.



In September, in concert with Safe Routes to School, Options held two tabling events to hand out information on all transportation options and bike and walk route planning. Volunteers and staff also fitted and gave away 100 helmets.

## **Youth Helmet Distribution** (Lead Staff - Barb Plummer)

Transportation Options promoted the use of properly fitted bicycle helmets at all events and activities in the Eastside Hub Target Area through brochures, by word of mouth, and by requiring them at all Options sponsored bike events.

Options distributed 390 bicycle helmets to children and adults at several Hub events including Kaiser Permanente TV Turn Off Week (250), Mt Hood Head Start (30), Edwards School (50), and Abernethy School (60). Helmets were also distributed at Bike+Walk to School Day events that took place in October in

conjunction with the Traffic Investigations Division's Safe Routes to School program and the Bicycle Transportation Alliance.

### **Senior Strolls** (Lead Staff – Donna Green)



One-hour easy senior strolls were offered every Wednesday morning at 10 a.m. from June to October. Through the Options order form, 627 households requested senior stroll schedules; an additional 30 requests were phoned in. These popular walks aimed at increasing mobility and physical activity for older participants attracted 45 individuals.

This new program generated lots of community excitement with a story in the *Oregonian*. Promotional materials were distributed through several community centers and senior publications.

Some Senior Stroll participants were already seasoned walkers, while others were novices. Of the latter, they preferred a walking group for the social and health aspects of it. The “Suddenly Senior” jokes and neighborhood historic information provided at the beginning of each stroll were both a hit with participants.

### **Senior and Disabled Survey** (Lead Staff - Donna Green)

The project administered surveys about public transportation and the transportation choices people make to residents in seven residential facilities. The survey was designed to learn how familiar they were with both the neighborhood fixed transit routes and dial-a-ride options. While few surveys were returned, respondents were interested in escorted walks and travel training. Survey participants were not as familiar with the Lift program. Options organized and conducted, along with TriMet a travel training session at the largest facility, Courtyard Senior Living. There were 25 residents in attendance.

### **Providence Employee Outreach** (Lead Staff – Dan Bower)

Options staff worked with Providence Portland Medical Center's (PPMC) transportation committee to help promote transportation options to employees and patients during their large construction project. Through the

**"Daily counts on each of the bike parking racks show a 35% increase in the number of bicycles on campus over the past year."**

Oregon Department of Energy, the committee identified over \$1.5 million in Business Energy Tax Credit eligible projects such as installing new bike parking, providing transit passes for employees and volunteers, and establishing shuttles connecting MAX to the hospital. Options also created and distributed 200 custom bike maps that detailed routes and parking alternatives for employees.

## New Resident Packets (Lead Staff – Jason Renkens)

After Options' initial mailing to the target area in early April, any new homeowner to the area (as listed in the *Oregonian*) was welcomed with a mailer offering an opportunity to request neighborhood bike maps, bus and MAX schedules, and other relevant transportation information. Of the 160 order forms mailed, 22%, or 35 households, requested information.

## Measurement Tools

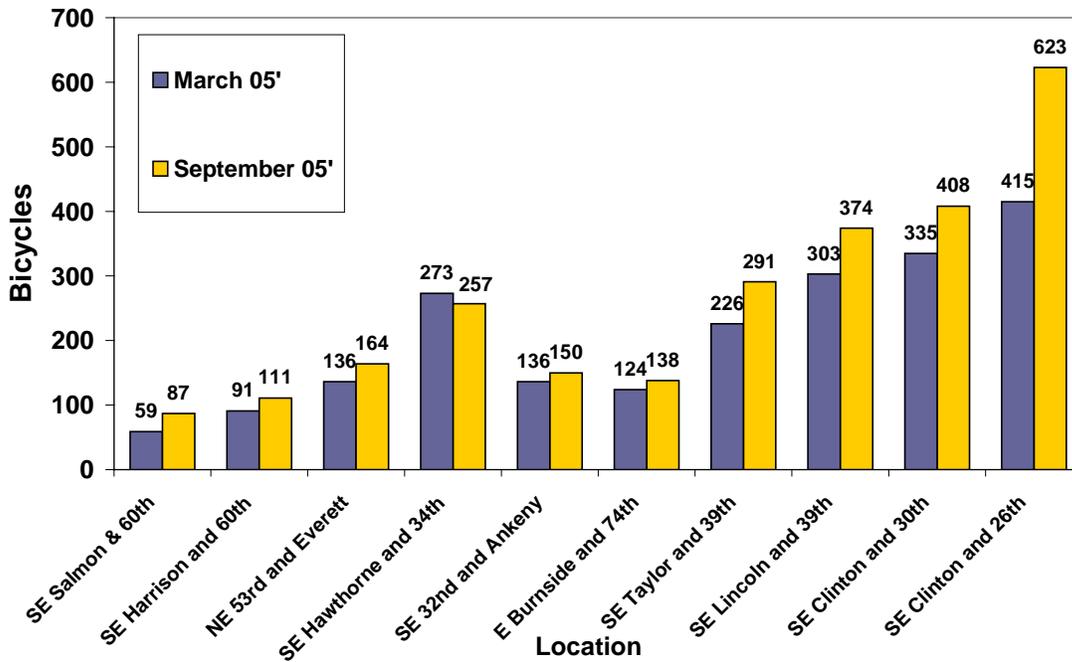
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### Surveys and Traffic Counts and Analysis (Lead Staff – Dan Bower)

The Eastside Hub conducted both pre- and post-campaign surveys in the target area (test group) and outside the target area (control group). Professional survey consultants conducted these surveys in April and September 2005. Additionally a qualitative survey was sent to all program participant households totaling 5,200 households. (see Appendix A for survey results). Surveys showed a decrease in drive alone trips (8.6%). Survey results also showed a statistically significant increase in walking (7%), and transit (41%). Carpooling remained the same.

#### Peak Hour Bicycle Counts in the Eastside Hub

combined totals of 7-9am, 11-1pm, and 4-6pm counts.



Baseline and end-of-project bike and pedestrian traffic counts were conducted at various target area locations. Counts showed an average 23% increase in cycling at these locations and a 7% increase in walking.

## ***Partnerships and Stakeholders***

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### **Health Community**

Kaiser Permanente and Providence Portland Medical Center provided significant financial support for the Ten Toe



Express Walking Campaign and the Portland By Cycle Campaign respectively. In addition, Kaiser Permanente provided target area residents with the offer to call a health counselor for free advice and suggestions on getting started on a fitness program. Options also participated with Kaiser Permanente in TV Turn Off Week aimed at getting families more active and making more walking trips. This collaboration included Options organizing and leading a walk, providing residents with walking and cycling kits, and free bicycle helmets for participating children.

Classes and training sessions on bicycling, healthy living, and fitness were offered as part of the Smart Living Classes.

Ten Toe Express and Portland By Cycle campaigns made a special effort to reach out to health care providers and agencies to get their input on these projects and contacted potential project participants. Options collaborated with Providence Hospital and Kaiser Permanente on promoting Hub transportation option programs and health benefits.



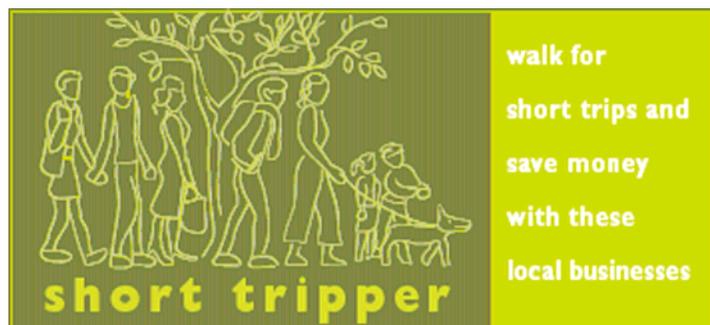
### **Media**

Local and regional media outlets including print, radio, and television were contacted via press releases and statements on various projects of the Eastside Hub Target Area Projects including an overall program piece, Senior Strolls, Women on Bikes, Summer Cycle and Ten Toe Express Walks.

Throughout the Eastside Hub efforts, Transportation Options invited the press to scheduled outreach events.

### **Businesses**

Ten Toe Express and Portland By Cycle “Short Tripper” coupon books, with 56 participating businesses provided residents an opportunity to discover local businesses to walk and bike to.



All neighborhood business associations recognized by the Office of Neighborhood Involvement were contacted via phone, business

association meetings, mailings, newsletters, maps, brochures, event flyers and schedules.

Get to Work! reached all area small businesses by mail and many by personal contacts to encourage employees and customers to walk, bike, and take transit to work and to shop. Seventy-five businesses participated and 13 offered transit passes to employees through TriMet's Passport program. (See Get to Work! above)

Providence Hospital and medical offices partnered with Options to implement an employee Travel Demand Management (TDM) campaign to encourage and give incentives to employees to take transit, bike and/or walk to work.

## TriMet



**Transit Tracker™** Transportation Options distributed TriMet materials and promoted transit use in and around the target area. A special letter went out to all participants who requested transit information (1800) on how to use TriMet's Transit Tracker.

## Community Groups and Neighborhood Associations

In partnership with Shift to Bikes (a non-profit bicycle advocacy group), Transportation Options purchased 500 sets of *Planet Bike* bike lights that were installed by volunteers from Shift. Installation took place at events and at opportune times and locations in the target area.

Phone calls, mailings, presentations, newsletters, maps, brochures, event flyers and schedules were all used to reach area business and neighborhood groups. The SE Walking Map was developed with the assistance of all the neighborhood associations in the area and Southeast UpLift.

**"There are too many cyclists riding without lights and helmets. They don't realize how dangerous it is. This gives them a chance to become a safer cyclist."**

The Kids on the Move and other youth activities worked with Portland Public Schools, Bicycle Transportation Alliance and the Community Cycling Center.

Active Living By Design, Community Cycling Center and the Bicycle Transportation Alliance worked with Options on workshops and classes.

## Opinion makers and leaders

The *Options* newsletter, a quarterly publication, was mailed to Portland area business and neighborhood associations and major employers, as well as transportation, environmental, land use and advocacy leaders and local politicians. Eastside Hub Target Area Projects were featured in each newsletter with one devoted to Hub activities.

## ***Materials Distribution***

<b>Eastside Hub-Specific Materials</b>	<b>Quantities</b>	<b>Offered in GAP Options mailer</b>
Getting Around Portland Eastside Hub Newsletters	1 <sup>st</sup> newsletter = 20,100 4 newsletters 3–5200 each	
GAP Options materials brochure/order form & follow up postcards	20,100 each	
Southeast Portland Walking Map	7,000 (in Ten Toe kit)	<b>X</b>
New Resident mailer	160	
Smart Living Classes brochure	5500 (in Ten Toe kit)	<b>X</b>
Ten Toe Express walking kits	5000	<b>X</b>
Portland By Cycle kits	4000	<b>X</b>
Summer Cycle Door hangers	5000	
Summer Cycle Mailers/flyer	1000	
Women on Bikes flyer	4500 (in PBC kit)	<b>X</b>
WOB Resource brochure	1000	
Bike Helmet Fitting brochure	4400 (in PBC kit)	<b>X</b>
Senior Stroll flyer	1000	<b>X</b>
Providence Bike Map	200	
Get to Work! Mailer	4000	
<b>Incentives</b>		
TravelSmart Umbrella	1975	<b>X</b>
TravelSmart Tote Bag	1430	<b>X</b>
Rubber to the Road Bike Ride Book	905	<b>X</b>
<b>Transportation Options Materials</b>		
Citywide Bicycle Map	6500 (in PBC kit)	<b>X</b>
Southeast Portland Neighborhood Bicycle Map	5500 (in PBC kit)	<b>X</b>
Northeast Portland Neighborhood Bicycle Map	5500 (in PBC kit)	
Outer Southeast Portland Neighborhood Bicycle Map	1000	
CarpoolMatchNW.org materials	400	<b>X</b>
Safe Routes brochure	4700 (in PBC kit)	<b>X</b>
<b>Other Agency/Organizations Materials</b>		
Community Cycling Center Commuter brochure	4500 (in PBC kit)	<b>X</b>
TriMet info, maps, schedules, Honored Citizen information	7700	<b>X</b>
Flexcar brochure	500	<b>X</b>
AAA Safe Driving for Seniors booklet	400	<b>X</b>

## ***Resources***

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### **Staffing**

Each member of Transportation Options had a role to play in making the project a success. Each team member is listed with the projects that they led and the amount of their time spent on Eastside Hub Target Area Projects.

<b>Staff Person</b>	<b>Lead Role</b>	<b>Allocated Time</b>
<b>Linda Ginenthal*</b> Program Manager	Planning and Target Area Implementation, GAP Options, SE Walking Map, Bike programs	60%
<b>Dan Bower*</b>	Get to Work!, Providence TDM	60%
<b>Rich Cassidy*</b>	Ten Toe Express	70%
<b>Donna Green</b>	Senior Strolls, Elderly & Disabled outreach	25%
<b>Steven Koch</b>	OptionsMobile events	25%
<b>Barbara Plummer*</b>	GAP Newsletter, Bike Helmet Distribution	40%
<b>Jeff Smith*</b>	Bicycle Improvements, Bike Trip Planning	15%
<b>Jason Renkens*</b>	Portland By Cycle, Traffic counts, New Resident Packet	60%
<b>Janis McDonald*</b>	Women on Bikes, Kids on the Move, Options Ambassadors	70%
<b>Total Staff Time</b>		<b>4.25 FTE</b>

\* Eastside Hub Target Area Core Team

In addition, there were three 32-hour per week staff assistants (Timo Forsberg, Sarah Goforth and Vanessa Herald) to fill and deliver Options orders for 12-14 weeks included in the materials and services budget.

### **Volunteers**



Volunteers were used extensively for the OptionsMobile outreach events, Summer Cycle, Guided Commute, and Women on Bikes rides, and Ten Toe Express and Senior Stroll walks. Most volunteers were trained Options Ambassadors. Ambassadors received three to four hours of “classroom” training as well as training on the job. A total of 21 new and returning Ambassadors participated in the Eastside Hub projects. An additional 10-12 volunteers were recruited to help with the Summer Cycle and Women on Bikes rides, Ten Toe Express walks, and Smart Living and Women on Bikes clinics and workshops.

## Materials and Services Budget

Getting Around Portland Options	\$25,400	
Getting Around Portland Options staff delivery	\$18,000	
Professional Surveys	\$25,000	
Ten Toe Express Southeast Portland Walking Map	\$42,800	Kaiser Permanente \$40,000 sponsors
Jobs Access and Employer Outreach	\$25,000	Jobs Access grant \$25,000
Portland By Cycle Campaign Kit and activities Women on Bikes Summer Cycle Bicycle Helmets Distribution	\$61,200	Providence Portland Medical Center \$30,000 sponsors of kits and Summer Cycle
Options Mobile Events/Getting Around Portland Ambassador Program	See below	All outreach materials including target area
GAP Eastside Hub Newsletter	\$25,000	
New Resident Packet	\$470	
Senior Strolls and Elderly and Disabled	\$2,200	
Smart Living Classes	\$2,400	
<b>Totals</b>	<b>\$227,470</b>	<b>\$95,000 sponsorship/grant</b>
<b>PDOT M&amp;S and delivery</b>	<b>\$134,870</b>	

**Outreach materials distributed in target area budget not included above**  
Bike maps = \$35,000 (all maps citywide) and Options Ambassadors = \$380

### ***Timeline***

This was the outline of major activities for Eastside Hub.

#### **November 2004**

Presented proposals to Bureau leadership  
Project work plans written and developed

#### **December**

Finalized Comprehensive Plan

#### **January 2005**

All project materials development and significant community input on projects  
Providence TDM conducted

#### **February**

Continued materials development

#### **March**

Before survey in field at months end  
First Eastside Hub Newsletter  
Materials printed and assembled for GAP Options mailer  
Small Business TDM underway

#### **April**

GAP Options mailer began going out  
Began filling orders for GAP Options  
SE Portland Walking Map released  
Ten Toe Express Walks began

**April cont.**

Began bicycle helmet distribution  
Began sending New Resident packets  
Continued Small Business TDM  
TV Turn Off Week with Kaiser

**May**

2<sup>nd</sup> GAP Newsletter  
GAP Options mailer cont. going out  
Continued filling GAP orders  
Ten Toe Express Walks  
Smart Living Classes  
New Resident Packets  
Women on Bikes clinic and rides

**June**

GAP Options mailer cont. going out  
Continued filling GAP orders  
Ten Toe Express Walks  
Senior Strolls begin  
Ambassador Volunteer Training  
Summer Cycle door hangers distributed  
Options Mobile events began  
Smart Living Classes  
Bicycle helmet distribution  
Guided bike commutes began  
New Resident packets  
Women on Bikes clinic and rides

**July**

Continued filling GAP orders  
3<sup>rd</sup> GAP Newsletter  
Summer Cycle rides  
Ten Toe Express Walks  
Senior Strolls  
Options Mobile events  
Youth helmet distribution events  
Guided bike commutes  
New Resident Packets  
Youth bike/walk event  
Women on Bikes clinic and rides

**August**

Summer Cycle rides  
Ten Toe Express Walks  
Options Mobile events  
Senior Strolls  
Youth helmet distribution events  
Guided bike commutes  
New Resident Packets  
Women on Bikes clinic and rides  
Promoted Bike Commute Challenge with Small Businesses

**September**

4<sup>th</sup> GAP Newsletter  
Options Mobile events  
Senior Strolls  
Smart Living Classes  
Guided bike commutes  
Women on Bikes clinic and rides

**October**

Walk and Bike to School Day  
Options Mobile events  
GAP Classes  
New Resident Packets  
Women on Bikes clinic and rides  
After Survey in the field at month's end  
Southeast completion party/event

**November**

Compiled Projects evaluations  
Smart Living Classes  
New Resident Packets

**December**

Final GAP Newsletter  
Final Report written and posted online