

# SmartTrips Southwest

Final Report



December 2008



Portland Office of Transportation  
1120 SW 5<sup>th</sup> Avenue, 8<sup>th</sup> floor  
Portland OR 97204



## WHAT DO SOUTHWEST PORTLANDERS THINK OF SMARTTRIPS?

36 people think SmartTrips is **AWESOME**

13 people think SmartTrips is **EXCELLENT**

22 people think this is **FABULOUS** or **FANTASTIC**

28 people think SmartTrips is **COOL**

3 people think the program is **BRILLIANT**

4 people said SmartTrips **ROCKS**

1 person is **THRILLED**

10 people **LOVE** SmartTrips

30 people shouted **WOW**

At least 350 people think this is just **GREAT**

And SmartTrips received at least 660 **THANK YOUs**



**USA Today**, August 15, 2008



**Bicycle Network Tour:** Timo Forsberg, left, of the Portland Office of Transportation, says, "We target people who haven't gone around on a bike too much" before leading a group including Jenny Fosmire.

## **Table of Contents**

<b>SmartTrips Background</b> .....	1
<b>SmartTrips Southwest Overview</b> .....	2
<b>Project Development</b> .....	3
Choosing Southwest Portland	
Project Planning	
Community Outreach and Partnerships	
<b>Project Descriptions and Evaluations</b> .....	6
SmartTrips Order Form	
SmartTrips Southwest Newsletter	
Southwest Portland Walking Map	
Ten Toe Express	
Senior Strolls	
Portland By Cycle	
Women on Bikes	
Events/OptionsMobile	
TriMet Information and Transit Tracker	
Events Calendar	
<b>Performance Measurement and Results</b> .....	13
<b>Materials Distribution</b> .....	13
<b>Staffing</b> .....	14
<b>Volunteers</b> .....	15
<b>Materials and Services Budget</b> .....	15
<b>Timeline</b> .....	15

## **Project Team**

### **City of Portland Office of Transportation, Options Division**

Linda Ginenthal, SmartTrips Program Manager  
Marni Glick, Options Division Manager  
Dan Bower, Performance Measurement  
Rich Cassidy, Ten Toe Express Walking Campaign  
Timo Forsberg, Portland By Cycle Rides  
Donna Green, Senior Strolls  
Caitlin McCollum, Options Administrative Support  
Janis McDonald, Women on Bike and Options Ambassador Programs  
Barbara Plummer, SmartTrips Newsletter  
Jeff Smith, Portland By Cycle Workshops  
Danielle Booth, Andrew Pelsma, and Abra Star - Bicycle Delivery Staff

## SMARTTRIPS SOUTHWEST FINAL REPORT

Twenty thousand Southwest Portlanders did their part to decrease their neighborhood traffic and pollution and increase their neighborhood's livability. More people are out walking, riding their bicycles, taking transit, carpooling and car sharing than ever before – because of SmartTrips Southwest.

SmartTrips is in its sixth year working with Portland residents to encourage more people to get around by walking, bicycling, riding transit, carpooling, car sharing, combining trips and reducing their need to drive for their everyday trips. Through a combination of materials, maps, events, activities and personalized information, SmartTrips Southwest showed the same basic results that have been seen in all other SmartTrips projects in Portland. More people are choosing to healthier, more convenient, and safer ways to get where they are going.

Approximately 30% of those in the target area, or 6000 SmartTrips Southwest households, either ordered materials or participated in at least one of over 100 Transportation Options events including OptionsMobile tabling events. Three thousand six hundred of these households' names and addresses were captured in our SmartTrips database for continued communications in coming years. Over 1,000 unsolicited positive comments by area residents showed that the program not only garnered the desired mode-shift changes but fostered a positive attitude toward the work that the City of Portland is doing to make their communities a better place to live.



What follows is an overview of SmartTrips, how it works and the results.

### SmartTrips Background

Portland SmartTrips is a comprehensive approach to reduce drive-alone trips and increase biking, walking and public transit trips in targeted geographic areas of the city. It incorporates an innovative and highly effective individualized marketing methodology, which, via bike delivery, distributes packets of information to residents who wish to learn more about all their transportation options. Key components feature biking and walking maps and organized activities which help people 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.

Primary goals for the project include:

- Reducing drive alone trips
- Reducing vehicle miles driven by area residents and employees
- Increasing awareness and raising acceptability of all travel modes
- Increasing walking, biking, transit, carpooling and car sharing trips

- Increasing neighborhood mobility and livability
- Increase bicycling and walking safety

The Transportation Options Division of the Portland Office of Transportation (PDOT) chooses an area of town each year to implement this program. Area selection is based on analyzing land use patterns, transit service availability, bike and walking infrastructure, and current transit or streetscape infrastructure investments such as new light rail or bicycle and pedestrian trails.

### SmartTrips Southwest Overview

Modeled after the successful “TravelSmart” individualized marketing approach and former “SmartTrips” in five previous Portland target areas, SmartTrips Southwest invited 21,500 households in a coordinated and comprehensive effort to engage residents in reducing their drive alone trips.

SmartTrips Southwest built and expanded partnerships and programs with health organizations, neighborhoods, businesses and residents in Ashcreek, Bridlemile, Crestwood, Hayhurst, Healy Heights, Hillsdale, Homestead, Maplewood, Markham, Multnomah, South Burlingame, and the South Portland (formerly Corbett-Terwilliger Lair Hill), neighborhoods.

SmartTrips Southwest incorporated successful elements from previous target areas and



added a couple of new ideas in 2008. There were ten major programs that made up SmartTrips Southwest. Every household was invited to participate in any number of them through mailers and media stories. Households interested in learning more or attending events were able to order mode-specific information, read newsletters, or attend any of the 100 or more walks, bike rides, workshops, clinics and outreach events in their neighborhood. A detailed description and evaluation of each element can be found under Project Descriptions (page 6).

The SmartTrips Southwest target area bordered Patton Road to the north, Taylors Ferry to the south, the Willamette River to the east, and the city limits to the west.

## Project Development

### Choosing Southwest Portland

Following the 2007 Southeast Portland program, PDOT Transportation Options identified Southwest Portland as its next area. Two major factors contributed to choosing this area.

#### *Completed and Future Infrastructure Materials*

Portland's Aerial Tram linking the new development in South Waterfront with Oregon Health and Science University (OHSU) was completed and operational in January 2007. This gave OHSU, TriMet, Portland Streetcar and city staff a full year of operation to make adjustments in fares, schedules and other operational issues before SmartTrips residents were mailed their first communications in March 2008.

Portland Streetcar extended service from downtown and Northwest Portland down to South Waterfront in August 2007 allowing excellent access to this newly developing area and Portland's Aerial Tram. SmartTrips residents that live near the tram could take a comfortable and convenient trip from OHSU into downtown and beyond.

#### *Material Development and Partnership Opportunities*

Kaiser Permanente has taken the lead in the Portland region sponsoring walking maps and providing pedometers for walking programs. Kaiser agreed to sponsor the reprint of the Southwest Portland Walking Map.



The Southwest Trails Group under the Southwest Neighborhoods, Inc banner has provided significant support and advice over the years. SmartTrips in southwest enabled Portland Transportation an opportunity to show off the trails.

### Project Planning

As a major Transportation Demand Management program of the City of Portland Office of Transportation, SmartTrips has already been recognized as a successful program. As a result, the typical process for garnering political, agency, and community support was much abbreviated. Planning for the 2008 SmartTrips Southwest began in the summer of 2007 with an evaluation of areas to implement the program.

Notification to political and agency leadership began in September 2007 regarding location and a draft work plan. Program staff requested time on neighborhood and business organizations' agendas to review the program with their constituents and to garner ideas and input. A final implementation plan was completed January 2008.

SmartTrips Southwest normalized performance evaluation survey work by conducting pre- and post-program interviews in September 2007 and 2008, respectively. Performance measurements allow SmartTrips to utilize Business Energy Tax Credits (BETC) and demonstrate the efficacy of the program. A BETC pre-certification application was filed in December 2007.

Intensive program planning and material design and production took place from December 2007 to March 2008. All materials and incentives were ready for deliveries beginning the first week in April.

### Community Outreach and Partnerships

All residents in the area were contacted at least five times during the yearlong campaign. Each segment of the population was reached with different strategies with



Transportation Options' messages. Transportation Options actively pursued partnerships with several health and bicycling industry leaders for funding and mutually beneficial promotional objectives.

Opinion makers and leaders in transportation, for the most part, have heard of SmartTrips and are enthusiastically supportive. To reinforce support and inform these key community leaders, the Options newsletter, a quarterly publication posted on the City's website, includes regular updates on the program and results.

SmartTrips programs were covered in the *Oregonian*, *USA Today*, *Daily Journal of Commerce*, *KINK fm radio*, *Rose City Journal*, *BikePortland.org*, *PortlandTransport blog*, *ReadySetMom* blog, other blogs and in neighborhood and community center newsletters.



Partners involved in one or more project of SmartTrips included:

- All area neighborhood associations
- Southwest Neighborhoods, Inc.
- All area business associations
- TriMet
- Zipcar
- Kaiser Permanente
- Portland Water Bureau
- Bike Gallery
- Seven Corners bike shop
- Elders in Action
- Health Pets Northwest
- Shift
- Community Cycling Center
- Bosco-Milligan Foundation
- Bicycle Transportation Alliance
- Sweets, Etc.
- Pappaccino's
- Lorenzo's
- Peninsula Park Commons
- Tonalli's Donuts and Cream

Hillside

In addition to these groups and businesses, 56 additional businesses participated by offering discount coupons or in-kind donations to SmartTrips participants.

EXPIRES OCTOBER 31, 2008

## Project Descriptions and Evaluations

Every household was invited to participate through mailers, media stories and a neighborhood outreach events. Households interested in learning more or attending events were able to order mode-specific information, read newsletters, or attend any of the 155 walks, bike rides, workshops, clinics and outreach events in their neighborhood. The ten major programs that made up SmartTrips Southwest are detailed below.

### SmartTrips Southwest Order Form (Lead Staff – Linda Ginenthal and Dan Bower)

To inform residents about the various projects, Options sent each household a SmartTrips Southwest mailer with a menu of materials to order. The mailer addressed each transportation mode and offered materials for each project, including the Portland By Cycle bicycle kits and Ten Toe Express walking kits, Women on Bikes and Senior Strolls information and calendars, all event and class schedules, Southwest Portland Walking/Bicycling Maps, TriMet, Zipcar and CarpoolMatchNW.org materials. In partnership with the Portland Water Bureau, the order form included an indoor and outdoor water conservation kit.

**“Thank you for the bike bags of T-shirts, maps, other goodies and valuable information. Our goal is to use as many of the coupons as possible by getting to those places on our bikes this summer. It should be a great summer.”**

From December 2007 through March 2008 all materials and incentives were developed and ordered. This included soliciting area businesses for coupon book inclusion, identifying walk and ride start locations and routes, workshop and clinic topics and locations, and compiling a menu of incentives, information and maps that residents could order. All final drafts for printed materials were forwarded to the graphic designer by February 1. Materials were designed, printed, compiled, assembled and stocked in the production center ready for deliveries by April 2008.



The speed, efficiency and professional materials included in the program were central to making the program a success. A packet delivered six weeks after it's ordered is too late. A bicycle delivery person hand-delivered each packet to the SmartTrips residents' home or left

it on the porch or another conspicuous spot. Residents received their requested materials in a handy waterproof vinyl tote bag with an attached paper luggage tag with their name and address.

**SMARTTRIPS** 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 resources and your reward**

Please print: Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Find the 100-item order form: [www.gettingaroundportland.org](http://www.gettingaroundportland.org) and click on SmartTrips Southwest to order your Resource and Reward!

**2. Walking**

Please check as many boxes as you want:

- See the Express Walking Kit** A free digital publication and other resources to walk for short trips and improve your health too! Includes:
  - Publication - cover your steps!
  - Walking Logs - keep track of your progress
  - Southwest Portland Walking/Walking Map
  - See the Express Guided Video Schedule
  - Smart Tripper - coupon book to walk to local businesses and save money
  - Walk to Wellness - check out these great programs, classes and information resources
- Southwest Portland Walking/Walking Map** A detailed local area map of walking, bus, MAX, and bike routes
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Walk to Wellness** Check out these helpful programs, classes, and information resources
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources

**3. Bicycling**

Please check as many boxes as you want:

- Portland By Cycle** Bicycling Kit! Get all you need to start cycling! Includes:
  - Portland Citywide Bicycle Map & Resources
  - Southwest Portland Walking/Walking Map
  - Portland By Cycle Bicycle Bikes and Classes Schedule
  - Smart Tripper - Coupon book to bike to local businesses and save money
  - The Portland By Cycle Guide - Tips and Rules of the Road
  - Hidden Bikes in Transit Guide
  - Women on Bikes Rules and Ethics Schedule
  - Women on Bikes Rules and Ethics Schedule
  - Portland By Cycle Bicycle Bikes and Classes Schedule
  - Learn some great bike safety and maintenance tips from these experienced bike riders and bike shop bike classes
- Portland By Cycle Bicycle Bikes and Classes Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources

**4. Transit Bus**

Please check as many boxes as you want:

- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources

**5. Even more Transportation Options**

Please check as many boxes as you want:

- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources

**6. SmartTrips another way to conserve**

Please check as many boxes as you want:

- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources

**7. Pick your FREE reward!**

Please check as many boxes as you want:

- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources
- See the Express Guided Video Schedule** Get motivation and meet some neighbors on these great walks!
- Smart Tripper** Learn how to use this coupon book to walk to local businesses and save money
- Walk to Wellness** Check out these great programs, classes and information resources

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 two-week delivery turnaround time for most requests. To increase participation, a reminder postcard was sent to households three weeks after the initial order form mailing. An online order form was developed and proved to be effective as nearly 42% of all orders were received online.

Of the 21,500 households in the target area, a total of 3523 households ordered materials for a return rate of 16.4%. The highest return rate for a sector was 18.9%, and the lowest return rate was 11.8%. These are comparable percentages for highest and lowest rates of return but lower overall return of order forms than in previous SmartTrips areas.

**SmartTrips Southwest Newsletter (Lead Staff – Barb Plummer)**

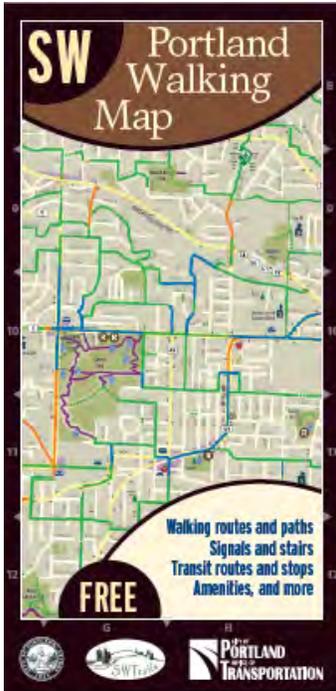
Residents were mailed five newsletters over the course of the program. The newsletters provided information on traffic safety and SmartTrips Southwest projects, a calendar of events, and other useful resources. The first issue was sent out in March, followed by a May issue and three additional issues every two months after that.

The first three newsletters were sent to all



households in the target area. Subsequent issues were sent to residents who had expressed interest by returning the SmartTrips order form or attending an event.

### **Southwest Portland Walking/Bicycling Map (Lead Staff – Timo Forsberg)**



The Southwest Portland Walking/Bicycling Map was the first walking map in the series Portland Transportation Options produced. Unlike the other maps, this map includes preferred walking routes both on and off-street. The map also shows the existing Southwest Urban Trails some of which are posted with signs. The map includes the area bounded by Hwy-26, the Willamette River, and the southern and western city limits. Kaiser Permanente sponsored the printing and production costs for the map.

All households ordering materials received a walking/bicycling map. The map was also a key component of the Ten Toe Express and Portland By Cycling Kits. Maps were distributed at all neighborhood events and at the Ten Toe Express walks, Senior Strolls, Portland By Cycle rides and classes and Women on Bikes rides and clinics.

In addition to the walking routes mentioned above, the map highlights stairs, bus and MAX routes and stops, schools, community centers, parks, Heritage trees, retail areas, and other points of interest. The map also has topographical information that show elevation since southwest has a lot of hills. A separate bicycle route map on the back of the map shows the bikeways and location of steeper hills. Six sample walking tours are featured on the back of the map along with directions and points of interest along the routes. The map also includes resource information and a list of publications and information on walking clubs in Portland.

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

#### *Ten Toe Express Kits*

Options' Ten Toe Express walking campaign and kit were a great success thanks to a sponsorship by Kaiser Permanente. Four thousand kits were distributed to residents through SmartTrips Order Form and neighborhood events. An additional 750 kits were made available to non-profit groups and schools in the area.

The kit included a digital pedometer to count one's steps, the Southwest Portland Walking Map, a guided walk schedule, and a Short Tripper coupon book with over \$100 in savings at 54 local businesses. According to several businesses the coupon book was a particularly welcome item during this economic downturn. Several businesses emailed and praised the books as successful ways of bringing in new customers. Generating interest in the book is getting easier and more



efficient. Distributing expired versions of previous year's books in the first mailing to the southwest area businesses, along with quotes from participating businesses helped get the idea across and boost the initial return (participation) rate.

### *Ten Toe Express Walks*

To help people get started and meet others to walk with, Options planned 9 different walking routes in the area of varying lengths. Staff led 18 walks from May to September. Each highlighted great places to walk within various southwest neighborhoods.

**"Even though SW is more of a walking challenge than other parts of the city, I've found routes to the bank, grocery store, library and farmer's market with some help from the (Walk There) book."**

The walks featured the SW Trails system, unimproved streets and short cuts, great parks and natural areas as well as historical points of interest in southwest Portland. Many walkers from the last few years continued to participate in the walking tours. Attendance was very good with over 150 people participating; there were about 35-40 people on many of the walks.

In addition, 1 walk offered a free tram ride as part of the 2T walk up to Council Crest. This walk was offered 3 times with a near capacity crowd of 40 people each time. Laura Foster's Historical South Portland walk was also very popular.

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

Senior Strolls is an outreach program intended to get seniors walking more as well as to encourage them to consider walking as a transportation option. A series of stroll routes show off local points of interest, including residential and commercial areas, parks, historic schools and churches, libraries, transit centers, etc. The series is planned in such a way that the shorter strolls precede the longer strolls, thus enabling seniors who haven't been walking to build endurance.



**"I enjoyed the strolls because of the interesting destinations and meeting nice, friendly people."**

The 2008 SmartTrips Southwest Senior Strolls Program offered 22 strolls between May and October. Most of these strolls took place in southwest Portland neighborhoods; the last stroll each month (except October) took place along previous stroll routes on Portland's eastside.

There were many opportunities to learn about the strolls, be it through the SmartTrips order form, articles, or schedules left at senior residential and medical facilities as well as at area community and senior centers. All previous strollers were mailed a schedule, and staff mailed out an additional 55 schedules per phone requests.

The average attendance rate was 20 people per stroll. Many 2008 strollers are veterans of the program, as several have attended all 4 years the strolls have been offered. There were 50 people who attended a 2008 stroll for the first time.

A welcome kit was given to all participants including information, such as the Southwest Portland Walking Map, a walking log, a pedometer, a Ten Toe Express Walk Schedule, a flier on Multnomah County Aging and Disability Services, Ten Toe coupon book, magnifier/bookmark, and other items.

### **Portland By Cycle** (Lead Staff – Jeff Smith and Timo Forsberg)

The goal of the Portland By Cycle campaign is 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 Portland By Cycle kit with accessories and information, Portland By Cycle rides and workshops, Women on Bikes rides and clinics, bicycle helmet distribution, Get Lit bicycling lights distribution, and individualized bike route planning.



#### *Portland By Cycle Bike Kit*

The Portland By Cycle Bike Kit proved popular with local residents. Fifty three percent of all households ordered a kit from the order form. An additional 750 kits were made available at Options events and activities. As always, the bicycle maps were in high demand. The reflective leg band, ride and workshop schedules, and Women on Bikes information were also well received.

Staff prepared 30 individualized bike route trip plans requested by SmartTrips Southwest participants.

#### *Portland By Cycle Rides*



The 2008 Portland By Cycle rides consisted of 18 rides, eight starting in Southwest Portland and the others starting in previous SmartTrips areas. These rides are aimed at adult riders who are new to cycling.

The bulk of the rides took place on Tuesday and Wednesday evenings in July and August. Some innovations in this year's series include the addition of a June ride and a September ride, distributing ride-start

locations around the SmartTrips target area, and starting rides in former SmartTrip areas. Rides highlighted a different weekly theme, such as Waterfront to Greenway and Heritage Trees, provided a framework for selecting the routes and enticed participation

from a broader audience than just bikers. Routes were designed to provide a comfortable and safe riding experience for beginning cyclists of about 8 to 10 miles.

SW Portland's hilly terrain and lack of street grid required creative route design, and the assistance of local cyclists was key. Keith Liden of SW Trails Group and Denver Igarta of PDOT offered invaluable help in suggesting, creating, and reviewing proposed routes.

**"I really liked the route selection, I learned about several new places and it seemed to stay off busy roads but took interesting routes. "**

Cumulatively over 169 riders came along on rides, with 110 different riders comprising the group of Portland By Cyclists. Although total ridership this year was the lowest of the last three years, the rides attracted more new cyclists than the 2006 or 2007 series.

Each ride employed at least two volunteers: one to lead the ride and an additional ride assistant. Volunteers were trained and instructed on their roles and responsibilities.

#### *Portland By Cycle Workshops*

Eight *Portland By Cycle* workshops were offered weekly during the Spring and early Fall of 2008 including *Bike Commuting Basics* (held 2x), *Bike Maintenance Basics* (held 2x), *Bike Touring*, *Shopping by Bike* (held 2x), and *All Season Cycling*. There were nearly 100 participants for all the workshops. The best-attended sessions were *Bike Maintenance Basics*, which involved hands-on instruction in flat repair and simple everyday maintenance tips, as well as the ever-popular *Shop by Bike* class in which attendees construct a carrier for their bikes from a used plastic cat litter bucket.

Workshops were led by Transportation Options staff, with content developed by Options. For the *Bike Maintenance* workshops Options relied on the expertise of local bike shop owner Corey Cartwright, who volunteered to lead the sessions.

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

Overall, the Women on Bikes program was a great success. Participants of all ages



became more familiar with the bicycle. They stretched their comfort levels and conquered their fears especially on the southwest's hilly terrain.

Most of the participants were 40-50 years old. All had ridden at some point in their lives, but some had not been on a bike for 20-30 years. Some did not own a bike at the time of the program. Most of the women wanted more knowledge (how to ride in traffic, bike maintenance, gear for themselves) in order to get started or to ride more often. The program was successful in getting newer cyclists riding.

One hundred and forty-four individual women participated in the offered 11 rides and 9 clinics, with an overall attendance of 114 at clinics and 66 on

rides.

Women on Bikes was featured in *The Oregonian* three times – the *inPortland* pullout, the *How We Live* section, and the *OregonLive.com* PDXgreen blog. The program was also on the Pedalpalooza calendar, in the Multnomah Arts Center’s Program Guide, in Outdoor NW’s calendar, and in BikePortland.org’s forums under Women for Bikes.

**“I was VERY NERVOUS. So I signed up for the women’s Back in the Saddle [clinic]. I just loved that workshop. I got so much out of it in terms of information and confidence. Within a couple of weeks I bought myself a new bike.... and I started riding to work downtown!”**

The clinics and conversations covered bike selection, gear for bike and cyclist, bike handling skills, basic to more in depth bike maintenance, the city’s bikeway network, cyclists’ rights and responsibilities, and winter commute tips. Rides enabled participants to practice skills, try different routes, meet other women to ride with, and demonstrated the ease of commuting by bike.

SmartTrips Southwest were offered the Women on Bikes brochure with a calendar of rides and clinics. The brochure was also included in the Portland By Cycle kit.

**Events/OptionsMobile** (Lead Staff – Janis McDonald)

The OptionsMobile, a hybrid vehicle modified to act as a mobile display and tabling event car, was at 11 outreach events in the SmartTrips Southwest area. Twenty-five trained volunteers, known as Options Ambassadors, helped staff these events along with the bike delivery staff. Information on all SmartTrips activities was available as well as a host of other Portland Transportation materials including bicycle and walking maps, transportation fact sheets, and brochures and information about transportation options.



Some events attended in the SmartTrips Southwest area included: the Hillsdale Farmers Market, Maplewood Neighborhood Picnic, Multnomah Days, Multnomah Farmers Market, St. Luke’s Lutheran Transportation to Church event, National Night Out, Winterhaven Elementary School Environmental Day, and OHSU Farmers Market.

**TriMet Transit Information and Services** (Lead Staff – Bethany Berson)



**Transit Tracker™** A key component of SmartTrips Southwest’s success was the TriMet and Transportation Options partnership. One thousand nine hundred and thirty eight households or 55% of SmartTrips participants ordered some kind of transit information including bus and MAX schedules and Honored Citizen guides. Personalized

transit tracker cards were distributed to over 886 households or 25% of all orders. Transit tracker cards included the two to four closest bus stop ID numbers enabling participants to find out, in real time, when their next bus is going to arrive at that stop. This service, once discovered by participants, greatly increases the willingness to ride transit – eliminating the waiting factor. Even with a schedule, the certainty of when the next bus will actually arrive contributes greatly to a better overall transit experience.

**SmartTrips Events Calendar** (Lead Staff – Linda Ginenthal)

To pull all the programs together, an events calendar was created for May through October with dates, times, start locations and a location map for the 96 SmartTrips walks, strolls, rides, clinics, workshops and kick-off event. Every household who ordered material was given this handy schedule along with a thank you letter with contact information.



**Performance Measurement and Results**

The SmartTrips Southwest conducted both before and after surveys in the SmartTrips area. Professional survey consultants conducted these phone interviews in September 2007 and September 2008. Additionally mail and web qualitative surveys were sent to all program participant households (totaling 3,600 households). Surveys results will be completed in March 2009 and a performance measures addendum will be released then.

**Material Distribution**

<b>SmartTrips Southwest Specific Materials</b>	<b>Quantities Distributed</b>	<b>Offered on ST Order Form</b>
SmartTrips Southwest Newsletters	1 <sup>st</sup> , 2 <sup>nd</sup> , and 3 <sup>rd</sup> = 21,500 each 2 newsletters 4500 each	
SmartTrips order form & follow up postcards	21,500 each	
Southwest Portland Walking/Bicycling Map	7,000 (with Ten Toe and Portland By Cycle kits)	X
Ten Toe Express walking kits	5,000	X
Portland By Cycle kits	4,000	X
Portland By Cycle Door hangers	5,000	
Portland By Cycle flyer	5,000 (in PBC kit)	X
Women on Bikes flyer	5,000 (in PBC kit)	X
WOB Resource brochure	1,500	
Portland By Cycle Guide	5,000 (in PBC kit)	X
Senior Stroll flyer	2,000	X
<b>Incentives</b>		
SmartTrips Umbrellas	1,216	X

Bandana Bicycle Map	809	X
Options T-shirt	1,104	X
<b>Transportation Options Materials</b>		
Citywide Bicycle Map	6,000 (in PBC kit)	X
Southeast Portland Neighborhood Bicycling Map	850	X
Northeast Portland Neighborhood Bicycle Map	750	X
Outer Southwest Portland Neighborhood Bicycle Map	650	X
North Portland Neighborhood Bicycle Map	700	X
Downtown Bike Map	1300	X
CarpoolMatchNW.org materials	202	X
<b>Other Agency/Organizations Materials</b>		
TriMet info, maps, schedules, Honored Citizen information	6,940	X
Zipcar brochure	533	X
AAA Safe Driving for Seniors booklet	345	X
Smart Driver brochure	716	X
Water Bureau Indoor Conservation kit	1,578	X
Water Bureau Outdoor kit	2,017	X

## Staffing

Each staff member of Transportation Options had a role to play in making the program a success.

Staff Person	Lead Role	Allocated Time
<b>Linda Ginenthal</b> Program Manager	Planning and Implementation	65%
<b>Dan Bower</b>	SmartTrips Production Center, Performance Measures	15%
<b>Rich Cassidy</b>	Ten Toe Express	65%
<b>Donna Green</b>	Senior Strolls	35%
<b>Barbara Plummer</b>	SmartTrips Newsletter	45%
<b>Jeff Smith</b>	Portland By Cycle kit and workshops, Bike trip planning	35%
<b>Timo Forsberg</b>	Portland By Cycle Rides, Website	80%
<b>Janis McDonald</b>	Women on Bikes, OptionsMobile Events, Options Ambassadors	70%
<b>Total Staff Time</b>		<b>4.1 FTE</b>

Three 32-hours per week staff assistants (Danielle Booth, Abra McNair, and Andrew Pelsma) processed and delivered SmartTrips Southwest orders for 14-16 weeks included in the materials and services budget.

## Volunteers

Volunteers were used extensively for the OptionsMobile outreach events, Portland By Cycle 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 25 new and returning Ambassadors participated in the SmartTrips Southwest projects.

## Materials and Services Budget

The program costs amount to \$12 per person in the SmartTrips area. This 21,500-household program costs \$589,000. This includes 4.1 FT staff and most materials and services. Not included are computer and general overhead (staff overhead is included) plus printing of the bicycle maps and transit schedules.

SmartTrips Options Materials	\$52,440	
SmartTrips delivery staff	\$20,000	
Professional Surveys	\$37,500	
Ten Toe Express Southwest Portland Walking Map	\$37,780	Kaiser Permanente sponsorship
Portland By Cycle Kit Rides and Workshops	\$26,970	
Women on Bikes	\$2,850	
Options Mobile Events/Options Ambassador Program	See below	
SmartTrips Southwest Newsletter	\$23,170	
Senior Strolls	\$2,340	
Miscellaneous	\$110	
<b>Totals</b>	<b>\$203,160</b>	

### **Outreach materials distributed in target area budget not included above**

Bike and walk maps = \$7,125 (all maps citywide) and Options Ambassadors = \$650

## Timeline

This outlines of major activities for SmartTrips Southwest.

### **September 2007**

- Before survey in the field
- Presented proposals to PDOT leadership

### **November 2007**

- Project work plans written and developed
- Community/Neighborhood presentations

### **December 2007**

- Finalized Comprehensive Plan
- Community/Neighborhood presentations
- Solicit sponsorships and coupons for events and coupon books

### **January 2008**

- Project materials development and community input on projects
- Partnership agreements finalized

### **February**

- Continued materials development

### **March**

- First Newsletter
- Materials printed and assembled for SmartTrips Order Form mailer

### **April**

- SmartTrips Order Form began going out
- Began filling orders

### **May**

- 2<sup>nd</sup> Newsletter
- SmartTrips Order Form cont. going out
- Continued filling orders
- Ambassador and Volunteer Trainings
- Senior Strolls began
- Ten Toe Express Walks began
- Portland By Cycle Workshops began
- Women on Bikes clinic and rides began
- Options Mobile events

### **June**

- SmartTrips Order Form cont. going out
- Continued filling orders
- Ten Toe Express Walks
- Senior Strolls
- Ride leader training
- Portland By Cycle door hangers distributed
- Portland By Cycle Workshops
- Women on Bikes clinic and rides
- Options Mobile events
- Sunday Parkways event

### **July**

- SmartTrips Order Form cont. going out
- 3<sup>rd</sup> Newsletter
- Portland By Cycle rides
- Ten Toe Express Walks
- Senior Strolls
- Options Mobile events
- Women on Bikes clinic and rides

### **August**

- Portland By Cycle rides
- Ten Toe Express Walks
- Options Mobile events
- Senior Strolls
- Women on Bikes clinic and rides

### **September**

- 4<sup>th</sup> Newsletter
- Options Mobile events
- Ten Toe Express Walks
- Senior Strolls
- Portland By Cycle Workshops
- Women on Bikes clinic and rides
- After Survey in the field

### **October**

- Walk and Bike to School Day
- Options Mobile events
- Portland By Cycle Workshops
- Senior Strolls
- Southwest completion party/event

### **November**

- Compiled Projects evaluations
- Final Newsletter

### **December**

- Final Report written and posted online