

SmartTrips North/Northwest

Final Report



March 2010



City of Portland
Bureau of Transportation
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- Jeff Smith, Portland By Cycle Workshops
- David Crabtree, Outreach Events
- Danielle Booth, Andrew Pelsma, and Abra Star – Production Center Staff

SMARTTRIPS NORTH-NORTHWEST FINAL REPORT

Twenty-nine thousand North-Northwest 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 North-Northwest.

SmartTrips is in its seventh 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 North-Northwest showed the same basic results that have been seen in all other SmartTrips projects in Portland. Residents reduced their drive-alone trips by 9.3% and increased their environmentally-friendly modes by 10.5%. More people are choosing healthier, more convenient, and safer ways to get where they are going.



Approximately 25% of those in the target area, or 7,500 SmartTrips North-Northwest households, either ordered materials or participated in at least one of over 100 Transportation Options events including OptionsMobile tabling events. Three thousand seven hundred of these households' names and addresses were captured in our SmartTrips database for continued communications in coming years. Over 1,200 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 Bureau 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 service or bicycle and pedestrian trails.

SmartTrips North-Northwest Overview

Modeled after the successful “TravelSmart” individualized marketing approach and former “SmartTrips” in six previous Portland target areas, SmartTrips North-Northwest invited 28,500 households in a coordinated and comprehensive effort to engage residents in reducing their drive alone trips.

SmartTrips North-Northwest built and expanded partnerships and programs with health organizations, neighborhoods, businesses and residents in St Johns, Cathedral Park, University Park, Portsmouth and parts of Kenton neighborhoods in North Portland and Linnton, Forest Park, Northwest Heights, Northwest District Association, Hillside, Pearl, and parts of Old Town/Chinatown in Northwest Portland.



SmartTrips North-Northwest incorporated successful elements from previous target areas and added a few of new ideas in 2009. There were ten major programs that made up SmartTrips North-Northwest. 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 North-Northwest target area bordered on the westside the city limits to the north, Burnside to the south, Skyline Blvd. to the west, and the Willamette River to the east. In north Portland the target area bordered the Willamette River on the west, the Columbia River to the north, Willamette Blvd to the south and Chautauqua Blvd on the east.

Project Development

Choosing North-Northwest Portland

Following the 2008 Southwest Portland program, PBOT Transportation Options identified North-Northwest Portland as its next area. Two major factors contributed to choosing this area.

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 Permanente



agreed to sponsor the reprint of the North Portland Walking Map and the development and printing of the new Northwest Portland Walking Map.

Economic Vitality

Northwest and North Portland and the St Johns area in particular have experienced significant economic revitalization and development in the last few years. With so many new residents and new businesses in these areas, SmartTrips North-Northwest enabled household members to discover their new neighborhoods and new businesses.

Additionally, at current spending levels and commitments SmartTrips is scheduled to cover all city areas in a span of 8 years. Remaining areas are east of 72nd Ave (scheduled for 2010), households missed in the large-scale TravelSmart project in North Portland and households east of 42nd Ave to 72nd Ave in northeast (scheduled for 2011), and central city neighborhoods on both sides of the river (scheduled for 2012).

Project Planning

As a major Transportation Demand Management program of the City of Portland Bureau of Transportation, SmartTrips has been consistently recognized as a successful program. As a result, the typical process for garnering political, agency, and community support was much abbreviated. Planning for the 2009 SmartTrips North-Northwest began in the summer of 2008 with an overall assessment of areas to implement the program.

Notification to political and agency leadership began in September 2008 regarding location. Program staff requested time on neighborhood and business organizations' agendas to review the program with their constituents and to garner ideas and input.

SmartTrips North-Northwest normalized performance evaluation survey work by conducting pre- and post-program interviews in September 2008 and 2009, 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 August 2008.

Intensive program planning and material design and production took place from November 2008 to March 2009. All materials and incentives were ready for deliveries beginning the first week in April 2009.

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.



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 *OregonLive*, *The Portland Mercury*, *Daily Journal of Commerce*, *KINK fm radio*, *BikePortland.org*, other blogs and in neighborhood and community center newsletters.

Partners involved in one or more project of SmartTrips included:

- All area neighborhood associations
- All area business associations
- TriMet
- Kaiser Permanente
- Portland Water Bureau
- Bike Gallery
- Zipcar
- U-Car-Share
- Seven Corners bike shop
- Elders in Action
- Bosco-Milligan Foundation
- Gracie's Wrench
- Two Tarts Bakery
- Pop Culture Frozen Yogurt
- Ben & Jerry's Uptown Center
- Ladybug Organic Coffee Co.
- Legong Gelato Bar
- Tonalli's Donuts & Cream
- Mudeye Puppet Company



In addition to these groups and businesses, 106 additional businesses participated by offering discount coupons or in-kind donations to SmartTrips participants.



Albina Community Bank

8040 N Lombard
503-285-9966
Or find other Albina offices at www.albinabank.com

With an existing or new Checking or Money Market account of \$1,000, open a new CD with a \$2,500 minimum deposit and receive a 50 basis point bump over posted rates. (New money only for CDs.)

EXPIRES OCTOBER 31, 2009

ST JOHNS

Project Descriptions and Evaluations

Every household was invited to participate through mailers, media stories and at 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 123 walks, bike rides, workshops, clinics and outreach events in their neighborhood. The ten major programs that made up SmartTrips North-Northwest are detailed below.

SmartTrips North-Northwest Order Form (Lead Staff – Linda Ginenthal and Dan Bower)

To inform residents about the various projects, Options sent each household a SmartTrips North-Northwest mailer with a menu of materials to order. The mailer addressed each transportation mode and offered materials for each project, including the

“This is a wonderful service and a great way of providing travel information in one central program.”

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, North-Northwest 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.

In 2009, for the first time, the order form was translated into Spanish and included on the English order form as an added flap. The Spanish flap listed those items available in Spanish including the Walk to Wellness brochure, Oregon Crosswalk Laws flyer, all but one version of the area walking maps (North, NE, NW, SW), Portland By Cycle Guide to Your Ride, Oregon Bicyclist Manual, Bicycle Helmet brochure, Portland By Cycle Rides and Classes Schedule, and Viaje Mejor from TriMet. Only a small number of households ordered materials in Spanish (20 or .5%). As Options reaches out to more Latino/Hispanic organizations and households in Portland through other projects and programs, it is anticipated that this number will grow.

From November 2008 through March 2009 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 2009.

Within two weeks of submitting their order, residents received their requested materials in a waterproof vinyl tote bag with an attached paper

luggage tag with their name and address.

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. With so many apartments in northwest Portland, hand delivering packets was more of a challenge. For most households a bicycle delivery person hand-delivered each packet to the SmartTrips residents' home or left it on the porch or another conspicuous spot. For those in apartments, property managers or resident managers were contacted to coordinate deliveries. When delivery attempts were unsuccessful, staff contacted the resident by their email or phone to arrange delivery. When these methods were also a challenge, packets were mailed.

Ready to commit? There's no catch.
We just want you to hike, walk and ride the bus more often.

1. Tell us where to send your free resources and reward
Please print: Name _____
Address _____ Phone _____
City _____ State _____ Zip _____ Email _____
Find the on-line order form: www.GettingAroundPortland.org and click on SmartTrips North-Northwest to order your Resources and Reward

2. Walking
Please Check as many items as you want

- Ten Toe Express Walking Kit** A free digital performance and effort tracker to walk for short trips and improve your health kit! Includes:
 - Incentives - Earn your reward
 - Walking Log - Keep track of your progress
 - North Portland Walking / Biking Map
 - Ten Toe Express Guided Walks Schedule
 - Smart Trigger - Coupon book to walk to local businesses and save money
 - Walk to Wellness - Check out these great programs, classes, and information sources
- North Portland Walking / Biking Map** A detailed list of area map of walking, bus, MAX, and bike routes
- Ten Toe Express Guided Walks Schedule** Get exercise and meet your neighbors on these great walks
- Walk to Wellness** Check out these helpful programs, classes, and information sources
- Strong Crossroads Loop** Immerse in a performance art scene every night. Learn how to be prepared!
- Senior Streets Schedule** Designed to be easy and fun, these Wednesday morning walks bring seniors together to explore neighborhood gems of interest

3. Bicycling
Please Check as many items as you want

- Portland By Cycle Biking Kit** Get all you need to start cycling! Includes:
 - Portland Citywide Bicycle Map & Resources
 - North Portland Walking / Biking Map
 - Portland By Cycle Bicycles, Bikes and Classes Schedule
 - Smart Trigger - Coupon book to hike to local businesses and save money
 - The Portland By Cycle Guide - Typical Bikes of the Road
 - Trolley Bikes on Transit Guide
- Citywide Bicycle Map & Resources Neighborhood Bicycle Maps**
 - North
 - Southwest
 - Southeast
 - Northwest
 - Northeast
 - Downtown
- Investment Portland Bicycle Routes and Parking Map**
- The Portland By Cycle Guide** The riding tips and rules of the road
- Strong Crossroads Manual** Rules of the road for cyclists
- A Perfectly Fitted Bicycle Helmet Guide** An illustrated guide
- Trolley Bikes on Transit Guide**

4. TriMet Transit Bus and MAX Schedules
Please Check as many items as you want

- 4 Downtown
- 4 Frequent
- 16 Streetcar/Bus
- 35 Clatsop
- 35 Multnomah
- 44 Capitol Hwy
- 44 Multnomah
- 72 Hillsboro/Willamette
- 75 SW Astoria
- 85 Seaside
- MAX Schedules

5. Even more Transportation Options
Please Check as many items as you want

- Car-sharing** Zipcar and U Car Share are in your neighborhood! Reserve them by the hour or day, including gas and insurance.
- SmartDriver Tips** Easy, simple ways to drive safe, save \$ on gas, and help the next driver.
- CarpoolMatchNW.org** Learn about the way to save money while matching someone with a ride to work or school.
- Driver Safety Information** Useful information geared towards the older driver for you or someone in your family.

6. SmartTrips another way to conserve
Please Check as many items as you want

- Indoor conservation kit includes:**
 - Toilet plunger & 10 Zip-it Shower - great tools for making your toilet more efficient!
 - Toilet bidet shower tablets - become your own bidet shower
 - Faucet aerators - great pressure, water use of water
 - Linen - 100% recycled, saving 100 lbs of CO2 per item!
- Outdoor conservation kit includes:**
 - Watering Gauge - measure rate of your garden's flow
 - Tree Mulch - quality mulch made with recycled paper
 - Information on low water use plants
 - Seeds - get your garden growing with water-wise plants!

7. Pick your FREE reward
Select your first and second choice from the three gifts below (check only one first and one second) and then mail this form back to us:

- SmartTrips Umbrella** With a lifetime warranty, this umbrella is weather for getting around on rainy days.
- Randana Bicycle Map** The good bike map to post in your car so you'll never get lost again! 100% recycled, Made in the USA.
- WalkThru!** Merry-go-rounds are great fun, but the Portland version is even better!

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 50% of all orders were received online.

Of the 29,500 households in the target area, a total of 3,656 households ordered materials for a return rate of 12.6%. This is a smaller percent return rate than in previous SmartTrips areas. With more apartments and condominium, mailed order forms were bundled with "junk mail". To address this lower rate of return, Ten Toe Express and Portland By Cycle kits were distributed through several other northwest and north venues including libraries, community centers and at community events.

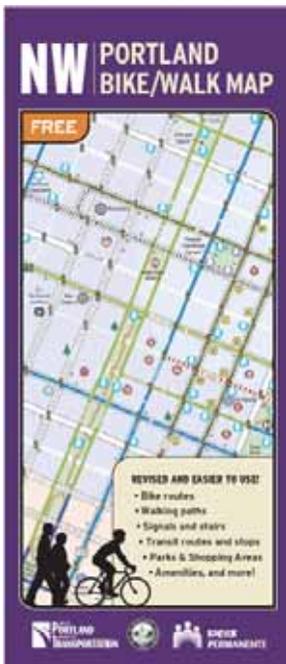
SmartTrips North-Northwest Newsletter (Lead Staff – Barb Plummer)

Residents were mailed five newsletters over the course of the program. The newsletters provided information on traffic safety and SmartTrips North-Northwest 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.

Northwest Portland Walking/Bicycling Map (Lead Staff – Timo Forsberg)

The Northwest Portland Walking/Bicycling Map is the fourth walking/bicycling map in the series that Portland Transportation Options produces. This map includes a detail map for the area of downtown Portland and inner northwest neighborhoods. The map includes the area bounded by Hwy 26, the Willamette River, and the northern and western city limits. Kaiser Permanente sponsored the printing and production costs for the map.



All households ordering materials received either a North or Northwest walking/bicycling map based on which quadrant they lived in. The maps were 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 and bicycling 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 maps also include resource information and a list of other publications and information on

walking clubs and bicycling safety tips.

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. Three thousand nine hundred kits were distributed to residents through SmartTrips Order Form and neighborhood events. An additional 1,100 kits were made available to non-profit groups, libraries and schools in the area.

The kit included a digital pedometer to count one's steps, the Northwest or North Portland Walking Map, a guided walk schedule, and a Short Tripper coupon book with over \$100 in savings at 100 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. Distributing expired versions of previous year's books in the first mailing to the North-Northwest 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 10 different walking routes in the area of varying lengths. Staff led 17 walks from May to September. Each highlighted great places to walk within various North-Northwest neighborhoods.

"Hip hip hooray for you guys! We are looking forward to seeing more of Portland the healthy way (especially my aging female partner). The Walking Kit is perfect for her and her health and weight problems."

The walks featured downtown destinations plus, short cuts, great parks and natural areas as well as historical points of interest in North-Northwest Portland. Many walkers from the last few years continued to participate in the walking tours. Attendance was very good with over 200 people participating; there were about 40-60 people on many of the walks.

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 walk or ride the bus everywhere I go. I think your program is very good for a senior person like me. Thanks."

The 2009 SmartTrips North-Northwest Senior Strolls Program offered 22 strolls between May and October. The strolls took place in North-Northwest Portland neighborhoods. The strolls were evenly split between North and Northwest Portland neighborhoods. Only one route, in Northwest, was repeated. For the first time, one of the strolls was held in the evening.

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 50+ schedules per phone requests.

There were 107 new names added to the Senior Stroll database; some of these people simply requested schedules while many of them attended one or more strolls for the first time. Approximately half of attendees were new to the program, while the other half have attended strolls in one or more previous years. Many participants have attended the strolls every year.

A welcome kit was given to all participants including information, such as the Northwest or North Portland Walking/Bicycling 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. Sixty four percent of all households ordered a kit from the order form. An additional 2,000 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 17 individualized bike route trip plans requested by SmartTrips North-Northwest participants.

Portland By Cycle Rides



The 2009 Portland By Cycle rides consisted of 19 rides, eight starting in Northwest Portland, ten starting in North Portland, and a bonus Saturday ride. 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. The Tuesday rides started from Wallace Park in NW Portland. The Wednesday rides embarked from McKenna Park in N Portland. Ride themes such as

“Architectural Oddities” and “Quirky Parks” provided a framework for selecting the routes and were intended to entice participation from an audience broader than committed cyclists. Most routes were designed to provide a comfortable and safe riding experience about 8 to 10 miles long for beginning cyclists. The family ride was 3 miles long, to

encourage parents to bring younger riders. The 2nd annual “Autumn Adventure” was a joint ride for Portland By Cycle and Women on Bikes participants, lasting 3 hours and covering 25 miles.

“Thank you for putting every thing my family needs to start getting more fit and giving us some safe spots to ride as a family.”

Cumulatively the series attracted 230 attendees, comprised of 136 different riders. This was the second highest number of participants in the last 4 years, and the highest number of discrete participants since 2007.

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

Twelve *Portland By Cycle* workshops were offered weekly during May, June and September including *Bike Commuting Basics* (held twice), *Bike Maintenance Basics* (held twice), *Bike Touring*, *Shopping by Bike* (held twice), and *All Season Cycling* (held twice). Added this year were Senior Cycling, Buying a New or Used Bicycle, and a *Bike Commuting Basics* workshop offered in Spanish. 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. The *Commuting Basics* class only had one attendee.

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)



Women ON BIKES

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 with navigating traffic.

One hundred seventy-five individuals participated, with 190 signing in on rides and at clinics. Most participants were in their 40-60s and were either getting back on a bike (some after 30 years) or wanted to start riding their bikes as a mode of transportation – be it to work, school, or errands. This year the vocabulary in the program has changed from commuting to riding a bike. Some of the participants pointed out that not everyone that rides a bike does so to commute to work. 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.

Women on Bikes was featured in *The Oregonian* two times – the *inPortland* pullout, and the *How We Live* section. Plus the program was included in University of Oregon's student newspaper, Oregon Daily Emerald.

“The knowledge that there are a lot of women my age, 61ish, are getting back on bikes. I enjoyed the way everything was presented and I could feel the enthusiasm from the presenters”

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 getting around by bike.

SmartTrips North-Northwest residents 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 5 outreach events in the SmartTrips North-Northwest 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.



TriMet Transit Information and Services (Lead Staff – Danielle Booth, Abra McNair, and Andrew Pelsma)

 **Transit Tracker™** A key component of SmartTrips North-Northwest's success was the TriMet and Transportation Options partnership. Two thousand and forty 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 1,005 households or 27% 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 SmartTrips walks, strolls, rides, clinics, workshops and kick-off event. Each month highlighted different programs including the Safe Routes to School International Walk + Bike to School Day in October.

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 North-Northwest conducted both before and after surveys in the SmartTrips area. Professional survey consultants conducted these phone interviews in September 2008 and September 2009. Additionally mail and web qualitative surveys were sent to specific program participant households.

Material Distribution

SmartTrips North-Northwest Specific Materials	Quantities Distributed	Offered on ST Order Form
SmartTrips North-Northwest Newsletters	1 st , 2 nd , and 3 rd = 28,500 each 2 newsletters 4500 each	
SmartTrips order form & follow up postcards	28,000 each	
Northwest Portland Walking/Bicycling Map	3,000 (with Ten Toe and Portland By Cycle kits)	X
North Portland Walking/Bicycling Map	4,000 (with Ten Toe and Portland By Cycle kits)	
Ten Toe Express walking kits	5,500	X
Portland By Cycle kits	4,700	X
Portland By Cycle Door hangers	4,000	
Portland By Cycle flyer	8,000 (in PBC kit)	X
Women on Bikes flyer	5,500 (in PBC kit)	X
Portland By Cycle Guide	6,000 (in PBC kit)	X
Senior Stroll flyer	2,750	X
Incentives		
SmartTrips Umbrellas	1,483	X
Bandana Bicycle Maps	1,106	X
Walk There! Booklets	872	X

Transportation Options Materials		
Citywide Bicycle Map	6,000 (in PBC kit)	X
Southeast Portland Neighborhood Bicycling/Walking Map	860	X
Northeast Portland Neighborhood Bicycling/Walking Map	1,000	X
Outer Southeast Portland Neighborhood Bicycle Map	590	X
Southwest Portland Neighborhood Bicycling/Walking Map	840	X
Downtown Bike Map	1,300	X
CarpoolMatchNW.org materials	270	X
Other Agency/Organizations Materials		
TriMet info, maps, schedules, Honored Citizen information	5,940	X
Zipcar brochure	506	X
AAA Safe Driving for Seniors booklet	376	X
Smart Driver brochure	652	X
Water Bureau Indoor Conservation kit	1,768	X
Water Bureau Outdoor kit	2,004	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
Linda Ginenthal Program Manager	Planning and Implementation	65%
Dan Bower	SmartTrips Production Center, Performance Measures	15%
Rich Cassidy	Ten Toe Express	65%
Donna Green	Senior Strolls	35%
Barbara Plummer	SmartTrips Newsletter	30%
Jeff Smith	Portland By Cycle kit and workshops, Bike trip planning	30%
Timo Forsberg	Portland By Cycle Rides, Website	55%
Janis McDonald	Women on Bikes, OptionsMobile Events, Options Ambassadors	75%
David Crabtree	Outreach	80%
Total Staff Time		4.5 FTE

Three 32-hours per week staff assistants (Danielle Booth, Abra McNair, and Andrew Pelsma) processed and delivered SmartTrips North-Northwest orders for 16-18 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 21 new and returning Ambassadors participated in the SmartTrips North-Northwest projects.

Materials and Services Budget

The program costs amount to \$12 per person in the SmartTrips area. This 28,500 household program costs \$625,160. This includes 4.5 FT staff and most materials and services. Not included are computer and general overhead (staff overhead is included) plus printing of some bicycle maps and transit schedules.

SmartTrips Options Materials	\$51,760	
Northwest Walk/Bike Map	\$15,000	Kaiser Permanente sponsorship
SmartTrips delivery staff	\$30,000	
Professional Surveys	\$35,000	
Ten Toe Express	\$35,420	Kaiser Permanente sponsorship
Portland By Cycle Kit Rides and Workshops	\$30,030	
Women on Bikes	\$5,490	
Options Mobile Events/Options Ambassador Program	See below	
SmartTrips North-Northwest Newsletter	\$31,095	
Senior Strolls	\$1,850	
Miscellaneous	\$210	
Totals	\$235,855	

Outreach materials distributed in target area budget not included above

Bike and walk maps = \$14,205 (all maps citywide)

Timeline

This outlines major activities for SmartTrips North-Northwest:

September 2008

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

November 2008

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

December 2008

- Finalized Comprehensive Plan
- Solicit sponsorships and coupons for events and coupon books

January 2009

- Project materials development and community input on projects

January 2009 continued

- 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

- 2nd 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 North

July

- SmartTrips Order Form continued going out
- 3rd Newsletter
- Portland By Cycle rides
- Ten Toe Express Walks
- Senior Strolls
- Options Mobile events
- Women on Bikes clinic and rides
- Sunday Parkways event Northeast

August

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

September

- 4th 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

November

- Compiled Projects evaluations
- Final Newsletter

March 2010

- Final Report written and posted online