



2011 SmartTrips Business Annual Report

SmartTrips Business is a Portland Bureau of Transportation outreach program that promotes transportation options for employers, commuters, and customers.

SmartTrips Business encourages affordable, sustainable transportation. SmartTrips Business partners with Portland employers citywide to promote commuting choices and to encourage neighbors to walk and bicycle to local businesses. The program offers businesses a suite of transportation resources, including a free installed bike rack, employee commute options kits, neighborhood biking and walking maps for customers, and customized workshops for employees.

SmartTrips Business: 5 Years of Serving Portland Employers

- 1,042 businesses served
- 11,821 employee commute kits distributed
- 29,125 bike/walk maps distributed to business customers

SmartTrips Business – 2011 Performance Metrics

- Businesses served citywide in 2011: 412
- Employees & commuters served: 1,743
- Bike/walk maps distributed by partner businesses: 6,336
- Monthly hits on SmartTrips Business blog, *Commuter Central*: 15,000

Target Area Outreach: North and Northeast Portland

Each year, PBOT's Transportation Options division conducts *Portland SmartTrips* - a sustained transportation campaign to all residents within a geographic area of the city. This includes over 80 guided walks, guided bicycle rides and clinics plus several newsletters that invite residents to order individualized transportation kits. Large sections of North and Northeast Portland composed the 2011 target area. SmartTrips Business complements this campaign by inviting target area employers to order free resources. Staff sent direct mail to employers and walked the target area's 14 commercial districts to personally offer businesses free transportation resources.

In the 2011 target area, SmartTrips Business provided services to 321 businesses. This included 45 businesses either owned by people of color and/or immigrants, and/or businesses serving a primarily under-represented ethnic or cultural group.

Other accomplishments in the 2011 target area included:

- Educating local employees about transportation options by providing 1,181 employee transportation kits to employees, including 45 Spanish language packets. These kits include carpool, transit, and smart driving information and walking and bicycling resources.
- Partnering with 181 businesses to provide free neighborhood bike/walk maps for customers. Participating businesses distributed nearly 5,000 maps to their customers, including 171 Spanish language maps.
- Installing 31 free bike racks in front of businesses that requested them.
- Distributing 28 information kits to encourage and assist employers in instituting a transportation benefits program for employees.



75% of surveyed businesses said promoting bicycling and walking helped market their business and approximately two-thirds said the maps and kits helped customers and employees bike, walk, and use other options more.

For more information visit: portlandonline.com/smarttrips or call (503) 823-7191

City-wide Outreach

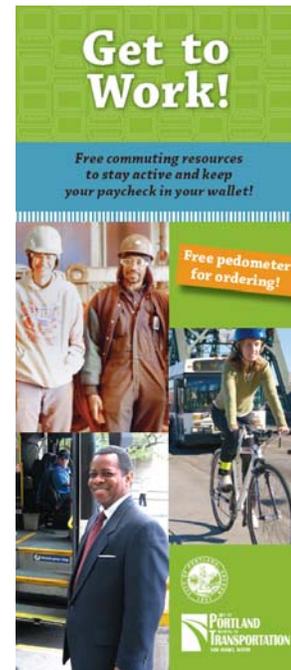
In addition to conducting focused outreach in the SmartTrips target area each year, SmartTrips Business staff offers an array of services to all employers and commuters in the city of Portland.

New Business License Outreach

SmartTrips Business sends new business licensees operating within city limits a welcome letter that offers free transportation resources for its employees and customers. Instituted in March 2011, 86 new Portland businesses requested and received transportation resources, including bike rack installations, employee kits on healthy and sustainable commute choices, neighborhood walk and bike maps for customers, and consultation on encouraging active transportation to improve the bottom line.

Commuter Outreach

SmartTrips Business also provides direct support to Portland commuters. Anyone working in Portland can order free transportation resources through an [online order form](#) and receive a personalized transit or bicycle route plan. In addition, staff responded to queries from people throughout the year. Staff uses its [Portlandonline.com](#) website, [Commuter Central](#) blog and Facebook and Twitter accounts to communicate with Portlanders about their commute choices. Commuter Central had 183,000 hits in 2011 and is the third most visited site on the Portland Bureau of Transportation web page.



Employer Spotlights



Purdy began in a Portland garage in 1925 and produces one of the nation's best selling high-quality paint brushes. Purdy is committed to corporate sustainability. In March, SmartTrips Business staff presented to the Purdy Green Team about benefits and strategies for encouraging sustainable commuting. In the summer, Purdy partnered with SmartTrips Business to offer every employee free transportation resources. Over 50 employees ordered materials. Purdy Green Team staff developed a scattermap – a coded map that shows sections of the region where employees live - to highlight opportunities for Purdy employees to form carpools.



New Seasons Market is a Portland owned and operated grocery store providing healthy and natural foods in its 12 Portland metro area stores. New Seasons Market saw the value in encouraging healthy transportation among employees and customers, and partnered with SmartTrips Business to provide free customized transportation resources to its employees. New Seasons Market promoted SmartTrips at its Arbor Lodge and Concordia stores through the department Green Teams. SmartTrips Business provided a gift card incentive to the

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department with the highest order rate and 161 employees ordered transit, walking and biking resources.

New Seasons Market wanted to extend these resources to its customers. SmartTrips Business joined them in organizing a bicycle fair at its Concordia store. Staff held workshops throughout the day where customers could build free bike buckets - sturdy, waterproof containers that allow people to carry items like groceries on their bicycles - made of reused, five gallon deli containers collected by New Seasons Market employees. Fifty people participated in the workshops.



“Staff received great information and the bike fair with bucket building was a huge hit with our customers.” said Heather Schmidt, the sustainability manager with New Seasons Market.

More quotes from satisfied Portland commuters and businesses:

“Thanks for everything you have done for us. This is such a great resource!”
Elizabeth Jackson, Melvin Mark Companies

“We love the bike rack that sits in front of our building! Thanks so much!”
Jamie Koenig, ENVIRONMENTS

“I really appreciate the materials that you sent...[they have] greatly increased my biking/walking activities! I am now an active supporter and advocate to others to order/use the materials as well.”
Wil Reid, 4-Seasons Landscape Maintenance

“The information you provided was very helpful. I am enjoying the easy bus ride to work and am working up toward the bike commute.”
Rachel Zakariasen, WebMD

“The resources have been great; I moved recently and have started commuting on a great, safe route thanks to the information I received.”
Christina Doerr, Standard Insurance

“Thanks for the fantastic support as I made the transition from auto commuter to bike commuter.”
Malka Davis, NCNM

“Having all these maps & resources really pushed my contemplation stage to action, action, action! Great job to your team for making it easy for me & others!”
Nhu To-Haynes, State of Oregon