Smart Trips Neighborhoods

Encouraging biking, walking and transit use through individualized social marketing
Outline

• Smart Trips Neighborhoods Background
• Partnerships
• Scaling the program for your needs
• Engagement
We’re a local non-profit that improves access and mobility for those who travel in and around St. Paul.
Learn more at smart-trips.org

See Highland Park through a new lens this summer!
Order Form

ORDER ONLINE: smart-trips.org/order

YES, SEND ME A FREE SMART TRIPS KIT! Delivered by bicycle in 1-2 weeks!

Name ____________________________
Address __________________________
City / State _____________ Zip ______
E-mail (or phone): __________________

☑ Smart Trips Kit

Included with every kit:

☑ Reusable tote bag
☑ Events calendar
☑ Local coupon book
☑ Illustrated Map of Highland Park

Set a goal for yourself or your family!  Choose one:

☑ I will / we will: Bike  Walk  Bus  Carpool

☑ I already bike, walk, or take transit for many of my trips. Let me know about ways to get my neighbors engaged!

☑ Reusable tote bag, an average of ___ trips per week this summer instead of driving alone.

One order per household. You must be 18 or older and/or an adult that helps children get to class.

WHAT ELSE CAN WE PUT IN YOUR KIT? Check all you want!

☑ Biking packet
Packed with all the materials you need to find your way around on two wheels!

☑ Walking packet
Filled with handy resources for exploring your neighborhood on foot!

☑ Transit packet
Great to combine with biking and walking! Pick items for this packet on the next page.

Additional materials:

☑ Share the Road window cling
Let others know you share the road with bicyclists.

☑ Guaranteed Ride Home
A free local “Commuter Insurance” program that covers emergency rides home for regular alternative commuters.

☑ HOURCAR Info
Learn about this local car-sharing service with hubs all around St. Paul.

☑ Carpooling Info
Find personalized matches for your trip from home to work or school.

☑ Guide for Older Drivers
A guide for planning safe transportation for older drivers and their families.

☑ Highland Park / West 7th NORC Resource Guide
Resources for residents 55 and older to live a vital life and age in place.

TO RETURN: FOLD SO THE PANEL BELOW FACES OUT  TAPE THE BOTTOM EDGE

DELIVERED BY BICYCLE
Highland residents like to bike!

Bicycling isn't just for "cicloirs." Anyone can take part in Highland Park's "Bike-it-out!" program, which provides incentives for bicycling. We've seen an increase in bicycle ridership in recent years, with more people taking advantage of the beautiful trails around town.

Highland Park Participation Target: 1,431 households
Progress: 66% (since June 14)

This newsletter is dedicated to bicycling in Highland Park. We hope you'll find some tips inside that might help you enjoy the ride.

In other news, we're getting closer to reaching the neighborhood target set by the Department of Transportation.

Next month's newsletter will feature more tips and information about bicycling in Highland Park.

Get your FREE Twin Cities Bike Map

Summer may be coming to an end, but there's still time left to make progress on your Smart Trips goal. Whether it's to walk once a week to the store or bike twice a week to work, you want to see you succeed.

Track your progress online or in your Smart Trips Calendar and we'll hook you up with a special reward when you've met your goal or for any four weeks before November.

Choose the Twin Cities Bike Map as your reward and you'll be on your way to confidently exploring the metro in no time!

Priscilla and Carl are going places

Priscilla enjoys biking because she loves the natural beauty of the trails, but now she's considering riding to work. She says she's thinking of doing it because it's a great way to stay fit, feel more connected to nature, and save money on gas.

In addition to reaching their goal of taking two trips per week instead of driving, Priscilla and Carl are planning on riding to a weekend event with friends before summer ends.

To-do List

- Visit bike shop for advice on adapting children
- Check that tires are filled
- Put a tire pump in your backpack
- Use the bike for your daily commute
- Keep the bike dry to keep it working
- Park it safely: bike storage

Carrying things by bicycle

Popular options compared

<table>
<thead>
<tr>
<th>Feature</th>
<th>Backpacks</th>
<th>Bike Pouches</th>
<th>Bike Bags</th>
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<tbody>
<tr>
<td>Water Resistant</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
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<tr>
<td>Easy to Carrying</td>
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<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Comfortable</td>
<td>Yes</td>
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<td>Yes</td>
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</table>

A St. Paul Greenway?

Yes, St. Paul has a greenway! Explore the Greenway and find out more at stpaulgreenway.org.

In July, St. Paul Smart Trips revealed a community survey results for a proposed off-road trail connecting the Midway Greenway to Downtown St. Paul.

Over 120 people took part in the survey, and the results showed strong support for the new path.
Change in Walking & Biking Trips

- Summit-U: 29% increase
- Control: -4% decrease

33% Net Increase
Partnerships
Let’s work together to increase bike parking in St. Paul!

Hi! I’m a customer of yours who appreciates it when businesses have safe and highly-visible places to park my bike.

If you’d like to pursue bike parking like this, or add more to what you already have, I’d encourage you to get in touch with St. Paul Smart Trips. They can help you through the process of getting parking installed and may be able to help subsidize some of the expense.

Regards,

[your name and contact info to personalize this request!]
Scaling the program for your needs
## Budget

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<th>Item</th>
<th>Amount</th>
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<tr>
<td>Phone Survey</td>
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<tr>
<td>Program Expenses</td>
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<tr>
<td>Print materials</td>
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<tr>
<td>Postage / mailing</td>
<td>$10,000</td>
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<tr>
<td>Guided rides / walks</td>
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<td>Classes</td>
<td>$2,000</td>
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<tr>
<td>Incentives</td>
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<tr>
<td>Staff (1.5 FTEs)</td>
<td>$70,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$134,000</strong></td>
</tr>
</tbody>
</table>
The program costs $10 per person to administer.

$134,000 budget

= $10.18 per adult resident
Engaging with participants
Hi Amanda,

We know making changes in your daily routine takes time — and sometimes a little treat! That's why we want to send you the reward of your choice when you meet your Smart Trips Goal:

I will bike an average of 2 trips per week instead of driving alone.

Here's how to get your reward:
Each week you meet your goal, log your progress on your Smart Trips Profile. Do this for any 4 weeks before October 31 and we'll send you the reward of your choice!

According to our records your Smart Trips Kit should have arrived on 07/30/2010.

We hope you're enjoying looking over all the goodies and finding some events you can attend.

If you haven't received your kit, shoot an email at orders@smart-trips.org to let us know!

Love your kit?
Let your friends in Highland know. Forward this email so they can order a kit too!

Order a kit!
Limit one kit per household.

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