SmartTrips

- Linda Ginenthal, City of Portland Bureau of Transportation
Overview

- Introduction to SmartTrips
- Implementing SmartTrips
- Evaluating SmartTrips
Introduction to SmartTrips

- What is SmartTrips?
- How does SmartTrips work?
- Why SmartTrips?
- Who is SmartTrips for?
- Where has SmartTrips been done?
What is SmartTrips?

Comprehensive Approach to Transportation Behavior Change

- All Modes
- All Residents and Businesses
- Variety of “Soft” Policy Initiatives
What is SmartTrips?

Individualized Marketing Approach

- Starting a Dialogue
- Engaging People in their Own Transportation Choices
- Honoring and Changing the Transportation Choices
What is SmartTrips?

**Change Travel Behavior**

- Providing the Opportunities for Behavior Change
- Focus on the Positives
- IT WORKS!
Key Components

Starting a Dialogue – The Order Form

- Professional
- Accessible
- Easy to Read
- Easy to Understand
- Goal is to engage, not push information
Key Components

Organizing Activities

- Geared towards those who do not already bicycling, walk and take transit for transportation
- Provides social and physical activity
Typical Components

- Mailings – Order Forms
- Newsletters
- Bike/Walk Maps
- Community Outreach
- Walks, Rides
- Clinics, Workshops
- Blogs, social marketing
- Emails
- Incentives
Delivered by Bicycle
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SmartTrips is For...

Everyone

- Residents
- Businesses, Employees and Customers
- School age students and their parents
- University students
- New Residents
Why SmartTrips?
Why SmartTrips?

◆ Individual Reasons
  ✓ Health
  ✓ Social, Peer Pressure
  ✓ Save Money and Time

◆ Local Community Reasons
  ✓ Reduce Congestion
  ✓ Regional Economic Vitality
  ✓ Accessibility to Main Street Businesses
  ✓ Inexpensive!

◆ Global Reasons
  ✓ Climate Change
  ✓ Reduce Pressures on Healthcare Costs
Key Components

Demonstrate Ease and Safety

- Safe
- Easy/Easier
- (More) Convenient
Key Components

Remembering the FUN!

- Bicycling is fun
- Walking is fun
- Taking transit can be fun (or less stressful)
- This is not vegetables
- This is cake!!
Where Has It Been Done?

- **Portland** – 350,000 residents and 20,000 downtown employees – through 2010

- **Other US Cities** – St Paul, Eugene, Bellingham, Raleigh/Durham, Columbia MO, Sausalito CA, Seattle University District, and many more

- **Australia** – Perth, Melbourne, Sydney

- **Germany** – Half Dozen of Cities
Evaluating SmartTrips

TOPICS

- Surveys & Data Collection
- Stories and Pictures
- Volunteer/Staff Event
- Final Report
Why do we evaluate programs?

- Money
- Funders require us to do it
- Media and storytelling
- Grant makers love it
- Program development
- Demonstrate progress toward goals
Program Evaluation

Relative Mode Split Change - SmartTrips Downtown Survey
Respondents

- 6 month survey respondents: Environmentally Friendly Mode Change 4.1%, Drive Alone Mode Change -14.1%
- 12 month survey respondents: Environmentally Friendly Mode Change 5.1%, Drive Alone Mode Change -18%
- 6 & 12 month survey respondents: Environmentally Friendly Mode Change 5.4%, Drive Alone Mode Change -16.20%
- Pledge participants: Environmentally Friendly Mode Change 6.7%, Drive Alone Mode Change -24%
Program Evaluation

Chart 1: Relative Reduction in Drive Alone Trips: Individualized Marketing Projects in Portland 2003-09

<table>
<thead>
<tr>
<th>Year</th>
<th>Program</th>
<th>Reduction</th>
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</thead>
<tbody>
<tr>
<td>2003</td>
<td>TravelSmart Pilot (SW)</td>
<td>9.0%</td>
</tr>
<tr>
<td>2004</td>
<td>Interstate TravelSmart</td>
<td>9.0%</td>
</tr>
<tr>
<td>2005</td>
<td>SmartTrips Eastside</td>
<td>8.6%</td>
</tr>
<tr>
<td>2006</td>
<td>SmartTrips Northeast</td>
<td>12.8%</td>
</tr>
<tr>
<td>2007</td>
<td>SmartTrips Southeast</td>
<td>9.4%</td>
</tr>
<tr>
<td>2008</td>
<td>SmartTrips Southwest</td>
<td>9.0%</td>
</tr>
<tr>
<td>2009</td>
<td>SmartTrips North/NW</td>
<td>9.3%</td>
</tr>
</tbody>
</table>
Free stuff and free delivery - what a great service. Thanks.

Great idea and you make it easy!

Great solutions to curb our carbon footprints!

I am new to PDX and love to see all the creative ways the city promotes conservation and its progressive values. Thank you!

I just hit the $50 fillup. It's time to get serious. I hope my neighbors are too.

Stories and Pictures
Thank You!

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Bureau of Transportation
Transportation Options

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www.GettingAroundPortland.org