



April 4, 2007

To: Metropolitan Policy Committee
From: Petra Schuetz
Subject: Item 4.e - TravelSmart Presentation on Individualized Marketing Results

Action Recommended: None. Presentation Only.

To address the problems of traffic congestion, air pollution, and health concerns, the Oregon Department of Transportation funded three TravelSmart® pilot projects in the cities of Bend, Eugene, and Salem/Keizer beginning in 2005. These projects were designed to help Oregonians better utilize all of their available travel choices such as public transportation, ridesharing, bicycling, and walking.

Partnerships for this project include Salem-Keizer Transit, Mid-Valley Rideshare, Lane Transit District, Commuter Solutions, City of Bend, and Commute Options for Central Oregon.

The Oregon projects are now completed. Werner Brög, founder of Socialdata America and the TravelSmart® concept, is here to present the results of the Eugene project.

Background

During its FY03-05 session, the legislature included \$1.5 million in ODOT's budget for a Transportation Options Marketing Campaign. While much of that funding has been targeted to a statewide campaign, part of that funding (\$450,000) was directed toward individualized marketing efforts in three aforementioned cities.

The effort is premised on the principle of informing, motivating, facilitating and empowering individuals to use alternative modes of transportation. Research has indicated that, while there are many reasons for peoples travel behavior, some people are open to change but need more information. The program involves identifying those who might be willing to change and providing them with the information and incentives to do so.

It has been found to be very effective in increasing the use of alternative modes through a set of voluntary programs and incentives. Portland implemented two pilot projects that yielded a sustained 9 percent reduction in auto use among the survey participants and have since continued developing additional projects. The program

has also been conducted in other parts of the U.S. including Bellingham, WA; Sacramento, CA; Cleveland, OH; and Raleigh-Durham, NC.

Given the voluntary emphasis of the Central Lane MPO's TDM policy set, TravelSmart could be one of the most effective tools available to implement those policies. The process in this area involved an initial survey of randomly selected individuals followed by personal contact with 1,200 individuals providing the information and incentives. This was followed by two additional surveys – one of the 1,200 individuals after a period of time to identify changes which have been made, and a more in-depth survey of 200 people measuring the choice factors in their travel decision-making.

Over the last several months, results of the Eugene project have been collected and analyzed. The results are ready for presentation.