



# Lane Council of Governments

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September 8, 2005

To: Metropolitan Policy Committee

From: Tom Schwetz

Subject: Item 4.f: Status Report on TravelSmart

**Action Recommended:** None. Information only.

## Issue Summary

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 MPO areas in the state – Bend, Eugene-Springfield, and Salem. This memo provides a status report on the local effort.

The individualized marketing effort being conducted in the three MPO areas is called TravelSmart. 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 recently implemented two pilot projects that yielded a sustained 9 percent reduction in auto use among the survey participants. The program has also been recently 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 may be one of the most effective tools available to implement those policies. The process in this area will involve an initial survey of randomly selected individuals followed by personal contact with 1,200 individuals providing the information and incentives. This is 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.

The schedule for the process is as follows:

1. Initial Survey – Fall 2005
2. Individual Contact – Spring 2006
3. Follow-up Survey – Fall 2006
4. In-Depth survey – Fall 2006

Additional progress reports will be provided to MPC as the program proceeds.

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