Smart Trips: Main Street
Final Report 2014
SmartTrips Main Street Final Report

Contents

SmartTrips Introduction ................................................................................................................................................. 3
SmartTrips History .......................................................................................................................................................... 3
SmartTrips Main Street Overview .................................................................................................................................. 4
   Goals .............................................................................................................................................................................. 5
   Program Co-Benefits ...................................................................................................................................................... 5
Program Elements ............................................................................................................................................................. 6
Program Timeline 2014 ................................................................................................................................................... 7
Program Partners ............................................................................................................................................................ 7
Program Funding and Expenses ....................................................................................................................................... 8
Packet Deliveries and Materials ........................................................................................................................................ 8
Events ............................................................................................................................................................................... 11
   Explore the Natural World: ............................................................................................................................................ 11
   Springfield Kidical Mass Bike Ride: ............................................................................................................................. 11
   Explore the Natural World: ............................................................................................................................................ 11
   Cruise the Clearwater Path: ........................................................................................................................................... 11
   Hole in One! Bus Ride: ................................................................................................................................................... 12
   Clearwater Park Ride: .................................................................................................................................................... 12
   Cross Walk Safety: ........................................................................................................................................................ 12
   Ride the Wave: ................................................................................................................................................................ 12
   Wrap up Party: ............................................................................................................................................................... 12
Additional community events where SmartTrips staff were present: .............................................................................. 12
Post-Program Qualitative Feedback ............................................................................................................................... 14
Findings – Post Program Feedback ................................................................................................................................ 14
Program Travel Behavior Evaluation .................................................................................................................................. 16
   Overview ....................................................................................................................................................................... 16
   SmartTrips: Main Street - Target Area Mode Shift .................................................................................................... 17
   Methodology ................................................................................................................................................................. 17
   Survey Response Summary .......................................................................................................................................... 18
   Trip Purpose and Behavior Summary .......................................................................................................................... 19
   Survey Respondent and Target Area Demographics .................................................................................................. 20
   Age of Survey Respondents ....................................................................................................................................... 20
Travel Diary Results ............................................................................................................................................................. 21
SmartTrips: Springfield

Trip Purpose ................................................................................................................................................. 21
Overall Trip Purpose ................................................................................................................................... 21
Mode Share and Shift .................................................................................................................................... 21
Overall Trip Mode Share ............................................................................................................................. 22
Mode Shift .................................................................................................................................................... 22
Mode Shift by Trip Purpose .......................................................................................................................... 23
Drive Alone Mode Share by Trip Purpose ................................................................................................. 23
Program Impact on Vehicle Miles Traveled (VMT) and Carbon Dioxide Emissions .................................. 23
Vehicle Miles and Carbon Dioxide Emissions Reduced ............................................................................. 23
Stated Preference Results .......................................................................................................................... 24
Reported Driving Behavior Compared to Six Months Earlier ................................................................. 24
Reasons for Driving Less as Reported by Survey Respondents ............................................................. 25
Reported Agreement with Attitudinal Questions (of those who reported an opinion) ............................. 26
Other Factors Affecting Mode Choice ........................................................................................................ 26

Lessons Learned .......................................................................................................................................... 27
Travel Kit Assembly ........................................................................................................................................ 27
Deliveries ...................................................................................................................................................... 27
Latino Outreach ........................................................................................................................................... 27
Program Partners ......................................................................................................................................... 27
Events .......................................................................................................................................................... 27

Acknowledgements ...................................................................................................................................... 28
Appendix ......................................................................................................................................................... 29
**SmartTrips Introduction**

*SmartTrips* is a comprehensive program designed to reduce drive-alone trips and increase biking, walking, and public transit in a targeted geographic area. This program incorporates an innovative and highly effective individual outreach methodology, which hand-delivers packets of information to households or businesses that wish to learn more about their transportation options including transit, walking, bicycling, carpooling, and carsharing. Individuals can receive information specially tailored to their own unique needs. The program features biking and walking maps and other information, as well as organized activities that get people out in their neighborhoods or places of employment to shop, work, and discover how many trips they can easily, conveniently, and safely make without using a car. Success is tracked by evaluating qualitative and quantitative results from surveys and other performance measures. *SmartTrips* results have shown repeated reductions in drive-alone trips by giving people customized information about travel choices and offering opportunities to try these new choices in a safe, free, and fun way.

**SmartTrips History**

*SmartTrips* is a locally, regionally, and nationally recognized individualized outreach and education program that directly promotes available transportation options to residents and employees within a defined target area. The 2006 Eugene Residential Pilot TravelSmart, upon which *SmartTrips* is modeled, demonstrated more than a 9 percent reduction in vehicle miles traveled (VMT) and an 18 percent increase in the use of environmentally friendly modes. Since 2003, Portland has targeted over 350,000 residents and 20,000 employees, and has consistently seen more than a 5-13 percent reduction in drive-alone trips. The City of Eugene received an Environmental Protection Agency (EPA) onetime grant to provide *SmartTrips* to four Eugene neighborhoods during the summers of 2010 and 2011.

Individualized outreach offered by *SmartTrips* programs is a core element of the region’s long-term transportation options strategy. Unlike new infrastructure projects that rely on system modernization, *SmartTrips* programs are designed to be a preservation strategy that works within the existing transportation framework to highlight existing transportation options. To date, more than six *SmartTrips* programs have influenced travel behavior throughout the Lane Metropolitan area, most recently with the Main Street program.
**SmartTrips Main Street Overview**

The SmartTrips individualized outreach and education program targeted residents along Main Street from 28th Street to 48th Street, representing 4,269 households in Springfield, Oregon. The program complemented efforts by the City of Springfield, in partnership with Oregon Department of Transportation (ODOT) and Lane Transit District (LTD), to improve the Main Street corridor. Analysis has demonstrated that the target neighborhood has good transit service and walking/bicycling infrastructure, and includes local destinations such as pedestrian-friendly neighborhood businesses, parks, schools, and community centers. The program aimed to promote bicycle and pedestrian safety along with all other transportation options available to the community through intensive outreach targeting households and employees.

The SmartTrips Main Street program was a success, resulting in a 7.5 percent reduction of drive-alone trips and an increase of transit and carpool trips by 4.0 percent and 2.5 percent. This decrease in drive-alone trips corresponded to an estimated reduction of more than 1,444,000 vehicle miles traveled (VMT) and 1,173,000 pounds of carbon dioxide emissions in the targeted area per year.

*Figure 1: Main Street Target Area*
Goals

The primary goals of the Main Street program reflect the SmartTrips regional approach to:

- Reduce vehicle miles travel (VMT) and drive-alone trips
- Reduce carbon emissions from driving trips
- Increase walking, biking, and transit trips
- Increase community health and safety
- Increase the awareness of travel options
- Establish new long-term sustainable travel behaviors

Program Co-Benefits

- Fewer cars on neighborhood streets
- Higher levels of physical activity
- Higher level of awareness and acceptance of transportation options, resulting in greater mobility and choice
- Awareness and utilization of existing resources from Point2point, LTD, and other community organizations
- Decreased reliance on the automobile, thus reducing family transportation costs
- Increased community interaction and neighborhood pride
- Increased ridership on transit
- Improved air quality

“This summer we went as a group, using the free passes to go to Willamalane Park. It enabled the boys to take their bikes that I would not have been able to transport there otherwise.”
Program Elements

The SmartTrips Main Street program invited residents to order a customized travel kit containing local transportation information such as neighborhood maps with biking, walking, and transit routes and brochures. In addition to the customized information, the program hosted numerous community outreach events such as a guided bike ride and an event-based bus trip. Project staff extended the program’s reach to the broader community at local events with travel information and advice on available transportation options in and around Springfield and the region.

The program provided materials and services to residents in the target area in the following ways:

- **Customized travel kits**: All target area residents received a mailing offering customized information and supportive materials that could be ordered online or via postage-paid, mail-in order form. Participants could choose travel tools with information on walking, biking, and transit services along with a choice of one of two free rewards. Each travel kit was home delivered via bicycle to illustrate a viable transportation option in the area and reinforce the program’s purpose.
- **Newsletters**: Interested residents received four newsletters with transportation options information, available resources, and an up-to-date calendar of program events.
- **Events**: The program hosted guided bicycle rides, transit events, and safety education events to address real or perceived barriers to transportation options use. All events were open to any Springfield resident. Staff also appeared at other community events to offer information and advice on the use of transportation options.
- **Email communications**: Periodic email updates were sent to participants who submitted an email address.
- **Website**: The SmartTrips Springfield website included an online order form for customized packets, event listings, electronic versions of materials, links to helpful resources, and general program news and information: www.SmartTripsSpringfield.com.
- **Social Media**: Staff posted daily Facebook and Twitter updates with tips, news, resources, and promotion of upcoming events. SmartTrips’ Facebook page added 140 new “likes” during the Main Street program, a 66 percent increase.

Other communications: Use of available communication networks such as City of Springfield and local online event calendars, assisted in the promotion of upcoming SmartTrips events. Additional outreach included event flyer distribution at local businesses and public buildings with announcements in The Register Guard. During the program’s duration, target area households that had not yet ordered a travel kit received a reminder postcard with information on how to order a customized packet and join the program.
Program Timeline 2014

Program Partners

The SmartTrips program reflects strong regional partnerships between LTD, Point2point, the City of Springfield, and the ODOT. The program benefitted greatly by the involvement of other local agencies, organizations, and businesses including:

Lane Council of Governments (LCOG)
Alta Planning + Design Consulting Team
City of Springfield
City of Springfield’s Bicycle and Pedestrian Committee (BPAC)
City of Eugene’s Transportation Options Program
Willamalane Park and Recreation District
Oregon Department of Transportation Safety Division
Springfield Public Library
Eugene, Cascades and Coast Adventure Center
Point2point SchoolSolutions
Hutch’s Bicycle
Springfield Safe Routes to School
Program Funding and Expenses

The Regional SmartTrips program received funding through an ODOT Flexible Funds II grant and reflects ODOT’s evolution toward a solution oriented transportation system and the development of intermodal solutions rather than focusing primarily on highways. ODOT awarded the grant to increase safety for pedestrians and cyclists as well as increase local awareness of transportation options in the region. The budget for the SmartTrips Main Street program was $114,060. The program leverages material coordination at a regional level ensuring cost savings for all three areas; Bethel, Hayden Bridge, and Main Street. This includes logo, materials, website development, design and printing of materials (such as the neighborhood maps and cycling guides), coordination and event publicity, and staff time.

Packet Materials and Deliveries

A total of 4,269 households in the target area received order forms for customized information packets by mail, with 526 residents placing orders via online, mail, or by phone (see appendix). This represents a 12.3% participation rate.

Figure 2: Survey Response Summary

<table>
<thead>
<tr>
<th>Packet Materials and Deliveries</th>
<th>SmartTrips: Main Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>SmartTrips: Main Street</td>
</tr>
<tr>
<td>Dates</td>
<td>May 1 - Aug 31</td>
</tr>
<tr>
<td>Target Area Households</td>
<td>4269</td>
</tr>
<tr>
<td>Number of Packets Requested</td>
<td>526</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

Participants could select travel tools and information on walking, biking, and transit services according to their interests. When completing the order form, participants could choose between two free gifts such as a SmartTrips BPA-free, metal water bottle or a SmartTrips reusable shopping bag. Specific materials delivered to residents included a thank you letter, an events calendar, a Springfield by Cycle Guide, a Main Street Neighborhood Walking, Biking, and Transit Map, and a SmartTrips for SmartKids Youth Activity Book. Other materials provided were from the City of Springfield, Willamalane Park and Recreation District, the Eugene, Cascades and Coast Adventure Center, LTD, and ODOT.

“This was a great program, me and my family were motivated by it using public transit and carpool more!”
In addition, the following materials were also available to order:

**Walking Kit**
- Pedestrian Crosswalk Information - including how to navigate through the Pioneer Parkway roundabout, flashing signals, and the pedestrian hybrid beacons
- Digital Pedometer
- Weekly Walking Logs

**Biking Kit**
- Eugene-Springfield Bike Map
- Springfield by Cycle Guide
- Oregon Bicycle Manual
- Be Seen at Night – Guide to Riding Your Bike at Night
- How to Put Your Bike on the Bus
- Red Flashing Light

**Transit**
- Lane Transit District Rider’s Digest
- One week (5) free LTD day passes

**Rewards**
- Metal water bottle (BPA free)
- Reusable Shopping Bag

**Accessibility**
- Travel Training Brochure - a service to help older adults learn the LTD bus system
- EZ Access Brochure - information about products and services for older adults and people with disabilities
- RideSource Brochure – complimentary paratransit service for the elderly and people with disabilities who are unable to use an LTD bus.

**Children**
- SmartTrips for SmartKids Youth Activity Book
- Point2point SchoolSolutions Brochure
- A Perfectly Fitted Bicycle Helmet Guide
- Reflective Slap Bracelet

**Other Options**
- Valley Vanpool Brochure
- Drive Less Connect Flyer
- Enterprise Carshare Flyer
- Willamalane Park and Recreation District Brochure
- Eugene, Cascades and Coast Adventure Center Brochure

**Materials also available in Spanish included:**

- Main Street Walking, Biking, and Transit Map
- Pedestrian Crosswalk Information
- Oregon Bicycle Manual
- Eugene-Springfield Bike Map
- Lane Transit District’s Rider’s Digest
- SmartTrips for SmartKids Youth Activity Book
- A Perfectly Fitted Bicycle Helmet Guide

“It helped me and my son get motivated to ride the bus. I haven’t ridden a bus in years.”
Figure 3: Percentage of Participants Ordering Each Item

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount Ordered</th>
<th>% of Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rewards</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water Bottle</td>
<td>396</td>
<td>70%</td>
</tr>
<tr>
<td>Reusable Shopping Bag</td>
<td>116</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Biking</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biking Kits</td>
<td>378</td>
<td>72%</td>
</tr>
<tr>
<td>Flashing Lights</td>
<td>429</td>
<td>81%</td>
</tr>
<tr>
<td><strong>Walking</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walking Kit</td>
<td>397</td>
<td>75%</td>
</tr>
<tr>
<td>Pedometer</td>
<td>444</td>
<td>84%</td>
</tr>
<tr>
<td><strong>Transit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rider’s Digest</td>
<td>243</td>
<td>46%</td>
</tr>
<tr>
<td>Bus Passes</td>
<td>386</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Accessibility</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RideSource</td>
<td>82</td>
<td>15%</td>
</tr>
<tr>
<td>Travel Training</td>
<td>70</td>
<td>13%</td>
</tr>
<tr>
<td>EZ Access</td>
<td>127</td>
<td>24%</td>
</tr>
<tr>
<td><strong>For Children</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SmartKids Activity Book</td>
<td>182</td>
<td>19%</td>
</tr>
<tr>
<td>Reflective Slap Bracelet</td>
<td>272</td>
<td>52%</td>
</tr>
<tr>
<td>Perfectly Fitted Helmet</td>
<td>158</td>
<td>30%</td>
</tr>
<tr>
<td>SchoolSolutions Brochure</td>
<td>138</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Other Options</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drive Less Connect Carpool Brochure</td>
<td>69</td>
<td>13%</td>
</tr>
<tr>
<td>Enterprise CarShare Brochure</td>
<td>59</td>
<td>11%</td>
</tr>
<tr>
<td>Vanpool Brochure</td>
<td>50</td>
<td>9%</td>
</tr>
<tr>
<td>Willamalane Brochure</td>
<td>159</td>
<td>30%</td>
</tr>
<tr>
<td>Eugene, Cascade Coast Adventure Center</td>
<td>176</td>
<td>33%</td>
</tr>
</tbody>
</table>
Events

The SmartTrips staff hosted fun, free outreach events designed to encourage residents to try walking, biking, or transit including:

**Explore the Natural World:**

Resident were invited on a walk to explore the beautiful Middle Fork Path on the Willamette River. Local naturalist Dennis "Whitey" Lueck lead the group on a two-hour stroll discussing native plants, birds, animals, and much more along the way.

![Springfield Kidical Mass Bike Ride](image1)

**Springfield Kidical Mass Bike Ride:**

Staff and Springfield Safe Routes to School partnered together for the first-ever Springfield Kidical Mass Bike Ride. Families joined us for a bicycle ride from Willamalane Center to Volunteer Park. At the park, we enjoyed our picnic lunches and played around the park. Riders were treated to snow cones which was a perfect way to cool off on a sunny Saturday afternoon. Residents also received travel and safety information to help them get around their neighborhood on foot, by bike, or via transit.

![Explore the Natural World](image2)

**Explore the Natural World:**

A group of curious nature lovers joined staff for a nature walk on the Middle Fork Path along the Willamette River. Local naturalist Daphene Sampson led the group on a two-hour stroll discussing native plants, birds, animals, and much more along the way.

![Cruise the Clearwater Path](image3)

**Cruise the Clearwater Path:**

City of Springfield Transportation Planner David Reesor led a group on a slow paced, 5-mile bicycle ride along the Willamette River. Before the cruise, riders were treated to free bike tune-ups courtesy of Hutch’s Springfield Bicycle Shop. The group stopped half-way through the ride to enjoy refreshments and conversation. It was a perfect evening filled with fun, sun, and biking!
Hole in One! Bus Ride:

Staff invited residents to join them on a bus ride to Willamalane’s Camp Putt Adventure Golf Center. Participants were able to just sit back, relax, and let LTD do the driving to the family fun golf outing. Participants learned how easy it was to get to recreation events without the use of a car.

Clearwater Park Ride:

Staff partnered with Willamalane to host a bicycle ride along the Clearwater Path. Seve Ghose, Willamalane’s new Deputy Superintendent, led the family-friendly bike ride from the Clearwater Park to Dorris Ranch. Before the ride, participants were treated to free bike tune-ups courtesy of Hutch’s Springfield. Mr. Ghose led the group on a slow paced, 5-mile ride along the Willamette River. Local naturalist, Daphene Sampson, helped us identify different birds along the path.

Cross Walk Safety:

Springfield Transportation Planning Engineer Michael Liebler led a walk along Main Street discussing and demonstrating how to use the NEWithrapid flashing beacon pedestrian crossings going in along Main Street.

Ride the Wave:

Staff invited residents to join them on a bus ride to Willamalane’s Splash! at Lively Park. Staff provided lunch and admission to the water park. Participants learned how easy it was to get to a recreation event outside their neighborhood without the use of a car.

Wrap up Party:

Staff invited SmartTrips Main Street participants to join them for an afternoon of free activities for all ages at Willamalane Sport Complex. This fun-filled afternoon included rock climbing, an obstacle course, games, food, and prizes! Party-goers were eligible to enter a raffle for prizes like a new bicycle helmet, Fitbit Flex, and more.

Additional community events where SmartTrips staff were present:
• Willamalane’s Sizzlin’ Summer Showcase
• Marketplace@Sprout
• Wheels by the Willamette
• Willamalane’s Movies in the Park
• Storytime at the Springfield Library
Thank you for helping make people aware of alternative ways to travel and the beauty and ease of walking/cycling in our area! Efforts like this are much needed to increase awareness of what is in place for us to take advantage of!”
Post-Program Qualitative Feedback

Following the closing date of the Main Street program, an invitation to complete an online post-program feedback survey was sent to all SmartTrips participants on the program’s email list. The post-program feedback survey asked participants about their experience with the program, including how they first heard about the program, how useful they found the events and packets of materials, and the degree to which the program motivated them to change their behavior. See Appendix for the survey instrument. With 70 of the original 252 participants on the email list responding to the survey, the post program survey experienced a 27 percent response rate.

Findings – Post-Program Feedback

The survey asked participants how they first heard of the SmartTrips program; responses are shown in figure 5. The majority of respondents learned about the program through the direct mailings, including both the initial order form and the reminder postcards.

Figure 5:

Where did you hear about the SmartTrips Main Street program?
Check all that apply.

- Direct mail
- Facebook or Twitter
- Word of mouth, friend, family member, neighbor, or coworker
- Newspaper
- Community organization
- Poster
- SmartTrips Springfield website
- Willamalane Activity Guide or website
- SmartTrips event
- Other
The survey asked participants if the SmartTrips program motivated them to walk, bike, or take transit more instead of driving; the responses are shown below. Participants from both communities reported similar behavior change; in total, more than 60 percent of the respondents indicated that SmartTrips did motivate them to walk, bike, and take transit more.

Figure 6:

Has the SmartTrips Main Street program helped you...

Better weather ranked highest as the factor that would have helped participants reduce more trips (36 percent) during the program. Of those factors that could be controlled, safer bike and walking routes and better transit service were noted as improvements that would make a difference.

The survey also asked participants about their overall satisfaction with the program and if there was value in continuing the program. Almost all respondents agreed there was value in continuing the program and they were very satisfied with their experience. Responses are shown in figures 7 and 8.
Figure 7:

Overall, how satisfied were you with the SmartTrips Main Street program?

- Very satisfied: 57.4%
- Somewhat satisfied: 33.8%
- Not too satisfied: 4.4%
- Not satisfied at all: 4.4%
- Don’t know: 0.0%

Figure 8:

Do you think there is value in continuing the SmartTrips Springfield program?

- Yes: 4.4%
- No: 13.2%
- Don't know: 82.4%

Program Travel Behavior Evaluation

Overview
Two mailed travel surveys were administered to all target area residents before and after the 2014 SmartTrips: Main Street program in order to measure changes in mode share over the course of the program. The survey results show a 7.5 percent reduction in drive-alone mode share in the target area, with corresponding increases of 4.0 percent and 2.5 percent in transit and carpool mode share, respectively. The mode shift between the pre-program survey and post-program survey is shown in the following chart. Based on a continuing reduction in drive-alone trips, it can be estimated that residents of this target area will travel nearly 1,444,000 fewer vehicle miles annually, resulting in a reduction of nearly 1,173,000 pounds of carbon dioxide emissions annually.
The proportion of respondents stating that they think they are driving less than they were six months ago increased from 15 percent prior to the program to 21 percent following the program, indicating that a greater proportion of people are driving less often. Likewise, a smaller proportion of people are driving more often. This may indicate that residents of the target area are changing their travel behavior even if the travel diary results do not indicate a dramatic change.

Finally, the survey results demonstrate strong support for transportation options and healthy, environmentally friendly lifestyles. Of the respondents who reported an opinion, 97 percent agreed somewhat or strongly that improving or maintain their health is important; 84 percent agreed that they would like to reduce their environmental impact; 84 percent agreed that it is a good idea for the City of Springfield to help residents walk and bike more; and 65 percent agreed that they would like to drive less. More detailed analysis and results are presented in the following sections.

**Methodology**

To evaluate the effectiveness of the 2014 SmartTrips: Main Street program in reducing drive-alone trips, the project team conducted pre- and post-program travel surveys to measure mode share in the target area. Surveys were mailed to all 4,269 target area households (not just those who participated in the program). As shown in the next table, 335 and 304 individuals responded to the pre- and post-program surveys, respectively. The following table shows a summary of the survey response rates.
Survey Response Summary

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail Date</td>
<td>April 1, 2014</td>
<td>September 8, 2014</td>
</tr>
<tr>
<td>Number of Surveys Mailed</td>
<td>4,269</td>
<td>4,269</td>
</tr>
<tr>
<td>Number of Completed Surveys</td>
<td>335</td>
<td>304</td>
</tr>
<tr>
<td>Response Rate</td>
<td>7.8%*</td>
<td>7.1%*</td>
</tr>
</tbody>
</table>

*Surveys were mailed to the attention of “Resident” and were not returned if invalid. For this reason, the response rate is likely lower than if those undeliverable surveys had been returned and removed from the total number of surveys mailed.

The survey included a one-day trip diary, stated preference questions regarding the respondent’s personal travel behavior and attitudes, and basic demographic questions. The pre-program survey was mailed on April 1, 2014, prior to any program press or outreach, and the post-program survey was mailed to the same households on September 8, 2014, following the completion of all program activities and packet deliveries.

The trip diary portion of the survey asked respondents to log all the trips they made the previous day. A trip was defined as each time an individual left one place and arrived at another place. For example, if a person left home and walked to the post office, then walked home, that corresponds to two trips. Mode shift results presented in this section are based on that trip diary data from both the pre- and post-program travel surveys.

The mode shift calculated from the survey data is used to estimate daily and annual vehicle miles traveled (VMT) reductions among target area households. This calculation is made by multiplying the average number of trips made by each person per day for a particular trip purpose by the drive-alone mode share for that purpose and by the corresponding average trip distance as estimated by the Lane Council of Governments from the 2009 Oregon Household Activity Survey (OHAS). To determine an average trip distance, the trip diary survey categories were matched with trip type categories from the OHAS as shown in the following table. Average trip distances for school and college were combined as a weighted average based on the proportion of students enrolled in preschool through grade 12 and college, respectively, using 2008-2012 American Community Survey data for the City of Springfield. Because trip diaries were returned for all seven days of the week, annual VMT reductions are based on 365 days, which assumes that the trip diaries represent an average day, whether it be a weekday, weekend, work/school day, or holiday. The resulting calculated VMT per person for all trip purposes is aggregated to represent the entire target area.
## Trip Purpose and Behavior Summary

<table>
<thead>
<tr>
<th>Travel Survey Trip Purpose</th>
<th>Comparable Oregon Household Activity Survey (OHAS) Trip Purpose</th>
<th>Average Trip Distance Based on OHAS (miles)</th>
<th>Average Number of Trips Made Per Day by Respondents</th>
<th>Share of Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Pre-Program</td>
<td>Post-Program</td>
<td>Pre-Program</td>
</tr>
<tr>
<td>Work</td>
<td>Work</td>
<td>4.46</td>
<td>0.45</td>
<td>0.43</td>
</tr>
<tr>
<td>School</td>
<td>School/College (Weighted avg.)</td>
<td>3.25</td>
<td>0.05</td>
<td>0.13</td>
</tr>
<tr>
<td>Shopping/Errand</td>
<td>Shopping</td>
<td>2.65</td>
<td>1.24</td>
<td>0.89</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
<td>3.14</td>
<td>0.74</td>
<td>0.71</td>
</tr>
<tr>
<td>Returned Home</td>
<td>N/A (weighted avg. of other trip purpose types)</td>
<td>3.17</td>
<td>0.93</td>
<td>0.80</td>
</tr>
<tr>
<td><strong>ALL TRIPS</strong></td>
<td>N/A</td>
<td><strong>3.45</strong></td>
<td><strong>3.40</strong></td>
<td><strong>2.96</strong></td>
</tr>
</tbody>
</table>

Sources: 2009 Oregon Household Activity Survey, 2008-2012 American Community Survey (U.S. Census Bureau), SmartTrips: Main Street pre- and post-program surveys
**Survey Respondent and Target Area Demographics**

Survey respondents were asked their age category, as well as whether they have access to a motor vehicle or a bicycle most days. The survey was also offered in English and Spanish. The following section summarizes these survey respondent demographics.

The vast majority of survey respondents, 93 percent and 89 percent in the pre- and post-program surveys respectively, reported having access to a car, truck, or SUV most days. About half, 53 percent and 51 percent in the pre- and post-program surveys respectively, reported that they have access to a bicycle most days.

The survey was offered in both English and Spanish. Nearly all surveys were completed in English (98.3 percent and 99.5 percent, respectively). Five residents completed the Spanish version of the surveys, four in pre-program and one in the post-program.

The distribution of age of the respondents remained fairly constant between the pre- and post-program surveys, as shown in the following chart. It is worth noting that the respondents are somewhat younger than the respondents from the 2013 Hayden Bridge target area surveys, which is consistent with overall neighborhood demographics.

The next chart compares the reported age of all adult survey respondents (both pre- and post-program) with 2010 Census data for the entire program target area. Respondents/residents under the age of 18 were removed from the sample since they were not the target of the survey and therefore are not fairly represented in the survey data.

Overall, the survey respondents are older than the target area as a whole. This is common for surveys, but is a promising suggestion with respect to the impact of the program, as younger people are typically more likely to use or try using transportation options, whereas it can be more difficult to encourage older adults to change their travel behavior. In other words, the survey results show a compelling mode shift in the desired direction, despite reaching older adults.

**Age of Survey Respondents**

![Age Distribution Chart]

- **Under 18**: 0.0% PRE-PROGRAM, 1.0% POST-PROGRAM
- **18-29**: 11.6% PRE-PROGRAM, 13.3% POST-PROGRAM
- **30-44**: 26.6% PRE-PROGRAM, 19.3% POST-PROGRAM
- **45-64**: 38.8% PRE-PROGRAM, 40.0% POST-PROGRAM
- **65+**: 23.0% PRE-PROGRAM, 26.3% POST-PROGRAM
Travel Diary Results

Trip Purpose

The average number of daily trips for survey respondents was 3.6 in the pre-program survey and 3.2 in the post-program survey, both of which are within a normal range. Each trip was attributed one of five purposes or destinations: work, school, shopping/errand, other, or home. The following chart shows the distribution of trip purpose reported by respondents in the pre- and post-program surveys. It is worth noting that the proportion of shopping trips increased between the two surveys, but the reasons are unknown. This change in trip purpose may have some effect on travel choices.

Overall Trip Purpose

(As Reported in Pre- and Post-Program Surveys)

Mode Share and Shift

In addition to trip purpose, survey respondents reported the primary mode used for each trip taken. The following chart shows the share of trips made by each mode in the pre- and post-program surveys, and the subsequent chart shows the mode shift in the target area based on those self-reported trip diaries.
Overall Trip Mode Share
(As Reported in Pre- and Post-Program Surveys)

Mode Shift
(As Reported in Pre- and Post-Program Surveys)

Reported drive-alone mode share dropped 7.5 percent, while transit mode share increased 4.0 percent, and carpooling increased 2.5 percent. Other modes (such as motorcycles and skateboards) increased 0.8 percent and walking increased 0.3 percent. Bicycle mode share reportedly decreased by a very small amount (0.2 percent).
Mode Shift by Trip Purpose

For a better understanding of travel behavior in the program area, mode shift can be evaluated by trip purpose. The following chart shows drive-alone mode share by trip type, before and after the program. Drive-alone mode share dropped most dramatically for school trips, a mode shift of 16.5 percent. All other trip purposes also saw a reduction in drive alone mode share ranging from 15.3 percent down to 2.6 percent. For trips that returned home, we are unable to evaluate the purpose for leaving home in the first place because of the methodology of the survey, but the vast majority of those trip purposes are captured in the “to” trips (all of the other trips) recorded in the survey.

Drive Alone Mode Share by Trip Purpose

![Mode Shift by Trip Purpose Chart]

Program Impact on Vehicle Miles Traveled (VMT) and Carbon Dioxide Emissions

Based on the demonstrated reduction in drive-alone trips, it is estimated that program area residents will continue to drive 3,955 miles less per day following the program, which can be extrapolated to a reduction of 1,443,709 vehicle miles annually. This annual VMT savings translates to a reduction of 1,172,555 pounds of carbon dioxide emissions per year, as shown in the following table.

Vehicle Miles and Carbon Dioxide Emissions Reduced

<table>
<thead>
<tr>
<th></th>
<th>Estimated Vehicle Miles Traveled (Per Person)</th>
<th>Estimated Vehicle Miles Traveled (In Target Area)</th>
<th>Estimated Vehicle Miles Reduced In Target Area</th>
<th>Estimated Carbon Dioxide Emissions Reduced (in Pounds)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pre-Program</td>
<td>Post-Program</td>
<td>Pre-Program</td>
<td>Post-Program</td>
</tr>
<tr>
<td>Daily</td>
<td>7.47</td>
<td>6.54</td>
<td>31,890</td>
<td>27,935</td>
</tr>
<tr>
<td>Annual</td>
<td>2,727</td>
<td>2,388</td>
<td>11,639,910</td>
<td>10,196,201</td>
</tr>
</tbody>
</table>

*Carbon dioxide emission reductions are estimated based on VMT reduction calculations, as well as emission rates from the 2008 EPA Report 420-F-08-024, “Emission Facts: Average Annual Emissions and Fuel Consumption for Gasoline-Fueled Passenger Cars and Light Trucks.”*
Stated Preference Results

In addition to the travel diaries, survey participants were asked a series of questions about their travel habits and attitudes. Respondents were asked whether they think they are driving alone to places more often, less often, or about the same number of times each week as they were six months ago. If the respondent answered that they think they are driving less, then they were asked to what they attributed the change. The results from the pre- and post-program surveys are shown in the following charts.

The proportion of respondents stating that they think they are driving less than they were six months ago increased from 15.1 percent prior to the program to 20.9 percent following the program. In other words, a greater proportion of people are driving less often following the program and a smaller proportion of people are driving more often.

Reported Driving Behavior Compared to Six Months Earlier
(Responses to the question, “Do you think you are driving alone to places more often, less often, or about the same as you were six months ago?”)

When asked about what factors have caused them to drive less, survey respondents pointed to increased fuel prices, changes in social habits, changes in their job, and a poor economy, which is similar to responses from the 2013 Hayden Bridge surveys. It is important to note that the response to this question produced a small sample size, because only those respondents who reported driving less were asked to answer this question. Reporting that access to information about transportation options contributed to less frequent driving doubled between the pre- and post-program surveys; however, it is important to note that the response count increased from just two respondents to six respondents.
Reasons for Driving Less as Reported by Survey Respondents
(Responses to the question, “If you think you are driving alone less often now, what do you think caused the change?”)

Survey participants were also asked a series of questions about their attitudes towards transportation, the environment, and health. In general, the residents of the target area displayed a strong positive agreement with the statements, listed in the table below, demonstrating support for transportation options and healthy and environmentally friendly lifestyles.

The vast majority of pre- and post-program survey respondents agreed that it is a good idea for the City of Springfield to help residents walk and bike more, that they would like to reduce their environmental impact, and that improving their health is important to them. Further, about half of residents responding to the surveys report having a bicycle available to use, indicating that there is not only support but also opportunity for more bicycling among residents. Sixty-five percent of pre- and post-program survey respondents agreed with the statement, “I would like to drive less.” Notably, about 8 percent of respondents reported that they do not have any vehicles at their residence, while others may drive very little, which may explain why fewer respondents responded positively to that particular statement. Responses are summarized in the following table.
### Reported Agreement with Attitudinal Questions (of those who reported an opinion)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Somewhat Agree</td>
<td>Overall Agreement</td>
</tr>
<tr>
<td>I think it is a good idea for the City of Springfield to help residents walk and bike more.</td>
<td>44.9%</td>
<td>38.6%</td>
<td>83.4%</td>
</tr>
<tr>
<td>I would like to drive less.</td>
<td>24.8%</td>
<td>39.9%</td>
<td>64.7%</td>
</tr>
<tr>
<td>I would like to reduce my environmental impact.</td>
<td>47.3%</td>
<td>35.8%</td>
<td>83.0%</td>
</tr>
<tr>
<td>Improving or maintaining my health is important to me.</td>
<td>81.1%</td>
<td>15.3%</td>
<td>96.4%</td>
</tr>
</tbody>
</table>

### Other Factors Affecting Mode Choice

The primary goal of the SmartTrips: Main Street program was to reduce drive-alone trips made by residents of the target area. While the survey results suggest that the program succeeded in reducing driving trips, other factors likely influenced mode choice over the duration of the program, both positively and negatively. Other factors that may have an impact on travel choice include weather, gas prices, target area demographics, and/or construction and infrastructure programs.
Lessons Learned

Travel Kit Assembly

During the program, there are times that are overwhelming with orders and deliveries. The busy times tend to be a week after the order form has been mailed. To make things easier during those challenging times, ensure that the assembly area is organized. Also, it is wise to pre-package as many materials and bags as possible before the order forms are mailed to residents. During slow times, materials should be refilled in order to be prepared for the next wave of orders.

Deliveries

Deliveries can be a very time consuming part of the program. In order to maximize time spent on deliveries, group the orders by addresses that are close together. This will eliminate the need to go from one end of the target area to the other multiple times. The delivery routes should be pre-planned and a delivery map should be prepared.

Latino Outreach

Staff had a difficult time engaging the Latino population in the target area. Staff was able to make some connections with a few Latino residents but was not able to connect with a majority of the population in our area. Staff would like to identify key events or meeting places for SmartTrips staff to be available to take travel kit orders directly instead of through the mail or online. This would help to alleviate the fear of sending a government agency their name and addresses.

Program Partners

This is the most important part of the program. There’s no such thing as too many partners or sponsors assisting with the program. It is important to find a partner who is trusted and prominent in the target area to reinforce the program’s credibility with residents.

Events

Even though staff have planned a fun and interesting event, extra incentives like prize giveaways or raffles are key to ensure that participants attend the events they have previously registered for. The summer months are packed with family friendly events, so events should be enticing and memorable to ensure a good turnout.
Acknowledgements

The SmartTrips Main Street program was supported by many local agencies, organizations, and businesses. We would like to acknowledge the following members of the program team:

**Lane Transit District**
- **Point2point**
  - Cody Franz, SmartTrips Program Coordinator
  - Theresa Brand, Transportation Options Program Manager
  - Cammie Harris, Administrative Specialist
  - Tracy Ellis, Rideshare Program Specialist
  - Jessica Kessinger, SmartTrips Intern

**Graphics**
- Craig Runyon, Graphic Designer
- Karen Kirchhoff, Graphic Designer

**City of Springfield**
- David Reesor, Senior Transportation Planner
- Michael Liebler, Planning Engineer
- Springfield Bicycle and Pedestrian Advisory Committee (BPAC)

**Lane Council of Governments**
- Ann Terrell, Senior Developer
- Joshua Farry, Senior Developer
- Tyler Stewart, Senior Developer
- Heidi Leyba, Information Systems Manager

**Alta Planning + Design Consulting Team**
- Jessica Roberts, Program Manager
- Cathy Cibor, Senior Planner
- Hannah Crum, Planner
- Kristen Maddox, Planner

**Others**
We also would like to thank the following program partners and supporters:
- Willamalane Park and Recreation District
- Point2point SchoolSolutions
- Neighborhood Economic Development Corporation (NEDCO)
- Oregon Department of Transportation Safety Division
- Springfield Safe Routes to School
# Appendix

## Springfield Residential Transportation Survey

Point2point and the City of Springfield are conducting a survey on how Springfield residents get around. Please fill out this survey even if you completed it in the past, as we are interested in hearing about your current experience and opinions. Take this survey online at surveymonkey.com/s/PostMainSt, or return completed paper version and prize drawing slip in the enclosed postage-paid envelope. All surveys must be completed by 09/26/2014, and all responses will be kept strictly confidential and anonymous.

### PARTICIPATE AND YOU COULD WIN A $100 FRED MEYER GIFT CARD!

My Trip Diary for yesterday, ______/_____/2014

Think about yesterday and all the places you went. Fill out the trip diary below for all of the trips you made yesterday, even if it was not a typical day for you. Note: each row should be a one-way trip.

- [ ] I made no trips yesterday

<table>
<thead>
<tr>
<th>Where did you go? (Pick the best option.)</th>
<th>How did you get there? (If you used more than one way to get there, pick the one that you used for the longest part of the trip.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Drive alone</td>
</tr>
<tr>
<td>School</td>
<td>Carpool</td>
</tr>
<tr>
<td>Shopping or Errands</td>
<td>Bus</td>
</tr>
<tr>
<td>Home</td>
<td>Walk</td>
</tr>
<tr>
<td>Other:</td>
<td>Bicycle</td>
</tr>
<tr>
<td>Sample:</td>
<td>Other: skateboard</td>
</tr>
</tbody>
</table>

| First Trip:                           |                                              |
| Next Trip:                            |                                              |
| Next Trip:                            |                                              |
| Next Trip:                            |                                              |
| Next Trip:                            |                                              |
| Next Trip:                            |                                              |
| Next Trip:                            |                                              |
| Next Trip:                            |                                              |

Please rank the following statements according to how strongly you agree or disagree:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Don't Know/No Opinion</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think it is a good idea for the City of Springfield to help residents walk and bike more.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I would like to drive less.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>I would like to reduce my environmental impact.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Improving or maintaining my health is important to me.</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

Do you think you are driving alone to places more often, less often, or about the same as you were six months ago? (check one)

- [ ] More often
- [ ] Less often
- [ ] About the same
- [ ] I do not drive
- [ ] Don’t know

If you think you are driving alone less often now, what do you think caused the change? (check all that apply)

- [ ] Change in job
- [ ] Move to new home
- [ ] Change in social habits
- [ ] Better weather
- [ ] Poor economy
- [ ] Increased fuel prices
- [ ] Access to better information about my transportation options
- [ ] Other: __________________________

Do you have access to a car/truck/SUV/even most days?  [ ] Yes  [ ] No  [ ] Don’t know

Do you have access to a bicycle most days?  [ ] Yes  [ ] No  [ ] Don’t know

What is your age?  [ ] Under 18  [ ] 18-29  [ ] 30-44  [ ] 45-64  [ ] 65+

Questions? Contact Point2point at 541-682-6112 or cody.franz@ltd.org
## Encuesta de Transporte Residencial de Springfield

Point2point y la Ciudad de Springfield están llevando a cabo una encuesta sobre cómo los residentes de Springfield usan transporte. Por favor llene esta encuesta aunque haya los residentes de Springfield usan transporte. Por favor llene esta encuesta aunque haya completado una en el pasado. Nosotros estamos interesados en escuchar sus opiniones y experiencias. Toma en esta encuesta sobre el Internet en surveymonkey.com/s/PostMainEspanol, o regresa la versión de papel completado y la carta de premio en el sobre propagado. Todas las respuestas serán completadas antes del 09/26/2014. Todas las respuestas se mantendrán estrictamente confidenciales y anónimas.

### PARTICIPA Y PODRÍAS GANAR UNA TARJETA DE REGALO DE $100 A FRED MEYER!

Mi diario de viaje ayer: __________/________/2014

Piensa en ayer y todos los lugares que fuiste. Llena el diario de viaje por debajo de todos los viajes que hiciste ayer, aunque no fue un día normal para ti. Nota: cada fila debe ser un viaje de ida.

- [ ] No hice viajes ayer.

#### ¿A dónde fuiste? (Elige la mejor opción)

<table>
<thead>
<tr>
<th>Muestra:</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muestra:</td>
<td>X</td>
</tr>
</tbody>
</table>

#### ¿Cómo llegaste, tipo de transportación? (Si ha utilizado más de un tipo de transporte para llegar allí, elige el tipo que ha utilizado para la parte más larga del viaje.)

<table>
<thead>
<tr>
<th>Conduce Solo</th>
<th>Transporte Compartido</th>
<th>Autobús</th>
<th>Caminar</th>
<th>Bicicleta</th>
<th>Otro: Patineta</th>
</tr>
</thead>
</table>

#### Por favor, clasifica las siguientes declaraciones a cómo fuertemente estás de acuerdo o en desacuerdo:

<table>
<thead>
<tr>
<th>Muy de acuerdo</th>
<th>Algú en desacuerdo</th>
<th>No sél</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creo que es una buena idea para la Ciudad de Springfield ayudar los residentes caminar y andar en bicicleta más.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Me gustaría conducir menos.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Me gustaría reducir mi impacto ambiental.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mejorar o mantener mi salud es importante para mi.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### ¿Crees que conduce solo a lugares más seguido, menos seguido, o lo mismo que estabas hace seis meses? (Marque uno)

<table>
<thead>
<tr>
<th>Más seguido</th>
<th>Menos seguido</th>
<th>No sé</th>
<th>Aproximadamente el mismo</th>
<th>No conduzco</th>
</tr>
</thead>
</table>

#### Si piensas que estás conduciendo solo con menos frecuencia de lo que eran hace seis meses, a qué se debe el cambio? (Marque todo que corresponda)

<table>
<thead>
<tr>
<th>Cambio de trabajo</th>
<th>Cambio de residencia</th>
<th>Cambio en hábitos sociales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mejor clima/tiempo</td>
<td>Economía pobre</td>
<td>Precios aumentados de gasolina/combustible</td>
</tr>
<tr>
<td>Más información sobre mis opciones de transporte</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### ¿Tienes acceso a un automóvil/camión/ SUV Van casi todos los días?

<table>
<thead>
<tr>
<th>Sí</th>
<th>No</th>
<th>No sé</th>
</tr>
</thead>
</table>

#### ¿Tienes acceso a una bicicleta casi todos los días?

<table>
<thead>
<tr>
<th>Sí</th>
<th>No</th>
<th>No sé</th>
</tr>
</thead>
</table>

#### ¿Cuántos años tienes?

<table>
<thead>
<tr>
<th>Menor de 12 años</th>
<th>12-29</th>
<th>30-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
</table>

---

¿Preguntas? Póngase en contacto con Point2point al 541-682-6112 o cody.franz@ltd.org
SmartTrips: Springfield

Residential Brochure

Summer Schedule of Free Events

Saturday, July 17, 9:00 a.m. – 12:00 p.m.
Clowerman Park Rides: JOIN new DudleySuperman
day from Clowerman Park! Family Bikes will be available to check out your bike and answer questions. Along the route, stop to learn about flora and fauna, wildlife, and meet our local experts. Refreshments will be provided! If weather is cancel Clowerman Park. Rides at Clowerman Park. Call 541-682-6412 to confirm.

Sunday, July 28, 12:00 p.m. – 3:00 p.m.
Ride the Belmont bike or another bike on the Main Street in the center of Springfield. Rides at Clowerman Park. Call 541-682-6412 to confirm.

Wednesday, July 24, 3:30 p.m. – 7:30 p.m.
Olive Oil Safety Presentation Springfield Transportation Planning Program. Learn how to ride bike and go for a tour along Main Street. We will be discussing and demonstrating how to safely ride the NOUW program is coming up Friday Main Street WEEK! Join the Willamette Center to get your Free Pedometer!

Saturday, August 16, 3:00 p.m. – 6:00 p.m.
SmartTrips Bike Share Program will have a bike, print, ride, take, return or purchase a bike for $10.

*SmartTrips: Main Street Final Report 31 | P a g e

SmartTrips provides FREE tools and interactive events to make transportation options fun and accessible for all.

A SmartTrips order form will be coming to you soon, which will offer informative materials to help you travel smart. As a reward for responding, we’ll send you a FREE gift, like an EPA-Free metal water bottle or a reusable shopping bag! Let us help you travel around your neighborhood in comfort and style.

Questions?
Contact: SmartTrips Program Coordinator
Sandy Simpson
541-682-6412 | smartsp@co.claverian.oym
Order your free gift at www.smarttripsproject.com

SmartTrips: Main Street Final Report
Dear SmartTrips Main Street Neighbor:

Thank you for taking the time to think about how you get around Springfield. It is our hope that providing the information you requested will help you get walking, biking, or on the bus more often!

Throughout the program, we hope you will join us at a variety of free, fun SmartTrips events. Our summer calendar is jam-packed with fun community events, a neighborhood bike ride, and much more. Visit our website for tips on staying active, saving money, and reducing neighborhood traffic.

Please look over your materials and let us know if you or anyone in your household has any questions or comments for us. You can contact me at 541-682-6112.

Remember, swapping just one or two car trips a week for a walk, bike ride, or bus trip is all it takes to reduce neighborhood traffic by 10% and save you money!

Wishing you many SmartTrips,

Cody Franz
SmartTrips Program Coordinator
Point2point at Lane Transit District

www.SmartTripsSpringfield.com

Get out of your car, get into the trip.
Residential Order Form

SmartTrips provides FREE tools and interactive events to make transportation options fun and accessible for all.

As a reward for responding to this SmartTrips order form, we'll send you a FREE gift like a BPA-free metal water bottle or a reusable shopping bag.

Let us help you travel around your neighborhood in comfort and style.

The SmartTrips program runs in the Main Street neighborhood May-August 2020.

On behalf of the City of Springfield, please test our free program. By choosing a new option of getting around, you can save time, money, and foster a healthier lifestyle.

Get your FREE SmartTrips travel tools here.
Order Form (continued)

Get your FREE Travel Tools.

Let Smart Trips get you started on your travel tools. You need to get walking, biking, and walking on your trip more often. The Main Street area is full of wonderful walks, local businesses, and access to local bus routes, bike routes, trails, and walkable streets. Let Smart Trips help you get acquainted with it.

Use the form below to go to smarttrips.springfield.com to choose whatever you need to get started. Within three weeks of your order, we will especially deliver your materials to your doorstep. At a discount, you can choose one of our reward kits available for ordering. Make your selection today.

For more information or questions about Smart Trips Springfield, call Corry Frazee at 514-682-6112 or email smarttrips@ld.org.

Travel Tools
Check as many as you want.

- Walking Kit
  - Walking brochure
  - Walking mask
  - Walking water bottle (6 oz) and reusable water bottle (16 oz)

- Biking Kit
  - Bike helmet

- Transit Kit
  - Map of Main Street area
  - Map of Springfield area
  - Map of mass transit system

- Accessibility Kit
  - Disabled parking pass

- Children's Activity Book
  - Bikes

- Safety Tips
  - Bike safety tips

Rewards

Choose your FREE reward (please choose one):
- Walk 6 miles a week (88 miles)
- Ride your bike 10 miles a week (50 miles)
- Use public transit 20 times (200 miles)
- Reduce your carbon footprint by 100 pounds (100 miles)

Tell us where to deliver your travel tools and reward.

Please print or favor escriba:

Name/Nombre: ____________________________
Address/dirección: ____________________________
Phone/Teléfono: ____________________________
Email/Correo electrónico: ____________________________

Questions? Contact Corry Frazee at 514-682-6112 or smarttrips@ld.org.

Orderse sus Herramientas de viaje.

Parece opciones de transporte privado inteligente de Smart Trips en Springfield. Al visitar el sitio web con las herramientas, se puede encontrar a las siguientes actividades: pasarelas, charlas de ciudad, y caminatas. El servicio de transporte público incluye la oferta de pasarelas y carros. Para más información, póngase en contacto con smarttrips@springfield.com.

Las Herramientas de Viaje Marque los que quiera

- Caminante
  - Bolsa de papel
  - Hora de caminar
  - Mapa de transporte público

- Ciclismo
  - Bicicleta segura
  - Mapa de transporte público

- Transporte Público
  - Tarifa gratuita para transporte público

PAREIDAROS

- Bicicleta segura
  - Mapa de transporte público

- Transporte Público
  - Tarifa gratuita para transporte público

PREMIO

Elige tu premio GRATIS (por favor escoge uno):
- Bicicleta segura
- Mapa de transporte público

Para más información o preguntas, visítenos en Smart Trips Springfield en la 514-682-6112 o envíe un correo electrónico a smarttrips@ld.org.
Main Street Neighborhood Map

It's a Walk in the Park!

Main Street Walking, Biking & Transit Map

Riding Lane Transit District

Get Somewhere

Explore the Natural World

Get Out and About, State St. Transit from Thornton Station

Explore the Natural World

Explore the Natural World

Explore the Natural World

Explore the Natural World

Explore the Natural World

Explore the Natural World

Explore the Natural World

Explore the Natural World

Explore the Natural World
Main Street Neighborhood Map Spanish

¿Un paseo en el Parque!
Aqui se demuestra una milla caminata entre varios parques. Hay arriba por todo el día durante este paseo. Em
plaza en la Community Sports Park (CSP) y camine por el Parque en 12th Street y termine en el Parque Tyson.

Usando Lane Transit District
Servicio Brezante: Una hora de tiempo 11 cortes y varía a
la izquierda de Main Street, y flexibilidad de servicio a
la ruta de servicio, 10 minutos de servicio al día. Días rotan todos el día y rápido desde que el servicio de servicio. Compre una
cubierta de los detalles del servicio de servicio en un Nancy Puesto (CSP) en un autobús o en
una web de LTA.

Explora en Autobús: La ruta número 9 viaja desde el Lo
ti, a la esquina de 16th Street y termina a 108th Street en el LTA. 2 días la semana, para ir a lugares de gran
entorno por el centro. Explora o diario uno y otros el día.
Compre su cubierta de los detalles del viaje en felingo o
conocer en Mainl i Hora (CSP) en un autobús o en una
web de LTA.

Conseguir un lugar
Esta misma fonction de cada milla es como más de tres millas de larga. El centro está llenando un lugar, o solo porque di
la otra vez y hacer su mejor, le sorprenderá este paseo. Hay almacenamiento en las áreas de almacenamiento. Visite el<paso para
explicaciones de cómo operar a la comisión. O si pasan la 48th Street meten Main Street, para y distancias en: 12th, 21
y 48th, Yunta-McArthur Café, o Papas Pizza, o 15th. Esta 33rd Street toma a Main Street, usted podrá pasar en la tienda
Gordies o Papi's.
Main Street Events Calendar

Spring & Summer Events Schedule

SmartTrips: Main Street

<table>
<thead>
<tr>
<th>July 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Light of Liberty Celebration</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>Springfield SummerFair</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>Movies in the Park</td>
</tr>
<tr>
<td>22</td>
</tr>
<tr>
<td>SmartTrips: CrossWalk Safety</td>
</tr>
<tr>
<td>29</td>
</tr>
<tr>
<td>Summer Concert Series</td>
</tr>
</tbody>
</table>

Saturday, July 19, 9:00 a.m. – 12:00 p.m.
Cheerwater Park Ride, join over Deputy Superintendent, Steve O’Connor at a family-friendly bike ride from Cheerwater Park to Depot Park. A bike mechanic will be on-site beforehand to check out your bike and answer questions. Along the route stop to learn about flora and fauna, wildlife, and the man from local experts. Refreshments will be provided halfway. Afterwards riders can continue to Depot Park or ride back to Cheerwater Park. Interested parties with children are required to participate.

Wednesday, July 23, 6:30 p.m. – 7:00 p.m.
CrossWalk Safety, join Springfield Transportation Planning Engineer, Michael Lusher for a stroll along Main Street. We will be discussing and demonstrating how to use the NIR pedestrian crossing going on along Main Street. Walk will begin at Willamawine Center and end at “Loopy Park” where participants can enjoy refreshments. Bring your walking shoes and your questions.

Saturday, July 27, 12:00 p.m. – 3:00 p.m.
Ride the Wave! Meet the Brew and bike ride the bus to Splash! in Lively Park. Lunch and admission to the facility is provided. Meet at Willamawine Center to begin the trip at 12:00. SmartTripsSpringfield.com or call 541-622-6727. Space is limited.

Saturday, August 16, 12:00 p.m. – 2:00 p.m.
SmartTrips Wrap-Up Party: Come celebrate the SmartTrips Main Street program with us at Willamawine Center. This centennial-themed party will have food, games, prizes, rock climbing, and much more. Let’s send this year’s program out with a bang!
## Event Calendar (continued)

### May 2014

- **Tuesday, May 13**, 9:00 a.m. - 11:00 a.m.
  - Explore the Natural World: Explore the beautiful natural floras and Fauna on the Willamette River with Naturalist Whitney Lynch at Salem Riverfront Park. Meet in the park. More info at SmartTrips.org or call 503-485-7300.
- **Sunday, May 18**, 12:30 p.m. - 3:00 p.m.
  - Family Fun Bowling Adventure: Explore the river and the fun for a family-friendly afternoon of bowling at Turner Park. Meet at Turner Park at 12:30 p.m. More info at SmartTrips.org or call 503-485-7300.
- **Saturday, May 31**, 11:00 a.m. - 1:00 p.m.
  - Klickitat Mass Ride: Join the SmartTrips team and bike for a mile at the Willamette River at Turner Park. Meet at the park. More info at SmartTrips.org or call 503-485-7300.

### June 2014

- **Tuesday, June 10**, 9:00 a.m. - 11:00 a.m.
  - Explore the Natural World: Discover the natural world, birds, and nature vines with naturalist Bob Nelson at Millersburg Park. More info at SmartTrips.org or call 503-485-7300.
- **Friday, June 20**, 6:30 p.m. - 7:30 p.m.
  - Cruise the Cleburne Path: With the SmartTrips team and the Springfield City Art Walk. More info at SmartTrips.org or call 503-485-7300.
- **Saturday, June 28**, 9:00 a.m. - 12:00 p.m.
  - It’s a Hole in One: Join us and enjoy a round of mini-golf on the Willamette River. More info at SmartTrips.org or call 503-485-7300.
Roundabout Brochure

Benefits of a Roundabout

Safety
Roundabouts are safer than other intersections because they eliminate head-on, right-angle, and left-turning traffic conflicts. Roundabouts also encourage slower speeds and allow for easier decision making when compared to a roundabout to a signal, which means that roundabouts provide us with a safer solution in local commuter,干部, and special situations in busy shopping centers and specific situations in busy business areas. Roundabouts also improve pedestrian safety by offering fewer crossings of one-way traffic moving at low speeds.

Economy
Roundabouts save our citizens money. The reduction in fuel consumption and maintenance expense of roundabouts are less than traffic signals. Traffic saved through reduced waiting time and reduced congestion. More importantly, the community is saved because collisions are less frequent and severe in roundabouts. Roundabouts also reduce the need for roadway expansion to accommodate the increase of vehicles generated by traffic signals.

Capacity
Roundabouts typically carry about 1400 vehicles per hour compared to about 6000 vehicles per hour that traffic signals can handle. Roundabouts also reduce the number of intersections that require crossing, allowing vehicles to move more efficiently.

Environment
Fuel consumption and air pollution are also reduced. Roundabouts have fewer stops and lower travel delays.

Beauty
Roundabouts and central islands provide aesthetic for the communities and the environment as well. They also avoid the clutter of traffic signs that can cause confusion for drivers, pedestrians, and vehicle users.

Roundabout Brochure

Rounding the Roundabout

1. When approaching the roundabout, you must be in the RIGHT LANE.
2. Stop for pedestrians in the crosswalk or preparing to cross.
3. Yield to traffic in the roundabout.
4. Enter the roundabout when there is a safe gap in the traffic.
5. Stay in your lane.
6. Use your light at the signal and exit the roundabout.
7. Stop for pedestrians in the crosswalk or preparing to cross.

Roundabout Brochure

Getting the Roundabout

1. When approaching the roundabout, you must be in the LEFT LANE.
2. Follow instructions as mentioned above.

Roundabout Brochure

To East Springfield

1. When approaching the roundabout, you must be in the RIGHT LANE.
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3. Yield to traffic in the roundabout.
4. Enter the roundabout when there is a safe gap in the traffic.
5. Stay in your lane.
6. Use your light at the signal and exit the roundabout.
7. Stop for pedestrians in the crosswalk or preparing to cross.

Roundabout Brochure

To West Springfield

1. When approaching the roundabout, you must be in the LEFT LANE.
2. Follow instructions as mentioned above.

Roundabout Brochure

To Downtown Springfield

1. When approaching the roundabout, you must be in the CIRCLE LANE or LEFT LANE.
2. Stop for pedestrians in the crosswalk or preparing to cross.
3. Yield to traffic in the roundabout.
4. Enter the roundabout when there is a safe gap in the traffic.
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Roundabout Brochure

To West Springfield

1. When approaching the roundabout, you must be in the LEFT LANE.
2. Follow instructions as mentioned above.
Pedestrian Crosswalk Information

**Stutter Flash Beacons**

**What you need to know!**
New crosswalk enhancements that have been installed are pedestrian-activated rapid-flashing warning lights, sometimes called stutter-flash signals.

This warning light flashes to alert motorists that a pedestrian wants to cross the street. Drivers are legally obligated to stop for that person.

**What does this mean for pedestrians?**
1. Push the button to activate flashing lights.
2. Wait until the traffic stops.
3. Cross the street.

**What does this mean for drivers?**
1. Watch for the new devices at intersections.
2. STOP* when lights flash. Know that a pedestrian is waiting to cross.
3. Proceed when the pedestrian has crossed your lane and half of the adjacent lane.

* Oregon law requires motorists to stop for pedestrians in crosswalks.

For additional information, please contact City of Springfield Traffic Operations at (541) 736-7134.

Watch an instructional video about STUTTER FLASH BEACONS at eugene-or.gov/trafficsafety

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**Pedestrian Hybrid Beacons**

New to your neighborhood!

2 Locations
- On Gateway Street near the U.S. Post Office
- On Harlow Road near Pheasant Boulevard

As a motorist, you should follow these instructions:

1. **All lights are off:** You may proceed.

2. **Yellow light flashing on and off:** Warns you that the signal is about to change.

3. **Steady yellow light:** You must stop if you can safely do so.

4. **Red lights on:** All motorists must STOP and remain stopped.

5. **Red lights flashing in an alternating manner:** You must stop or remain stopped until pedestrians have crossed your lane and the adjacent lane, then you may proceed. For pedestrians using a cane or a guide dog, you must stay stopped until they complete their crossing and then proceed.

6. **All lights are off:** You may proceed.

For additional information, please contact City of Springfield Traffic Operations at (541) 736-7134.
Pedestrian Crosswalk Information (Spanish)

Emita Destellos con Luces Intermitentes

¡Lo que necesita saber!
Nuevas mejoras en los cruces peatonales que han sido instalados, son activados por los peatones que emiten avisos de destellos de luces intermitentes, a veces llamados señales con destellos intermitentes.

Esta luz intermitente de aviso alerta a los conductores/as que un peatón quiere cruzar la calle. Conductores/as son obligados/as legalmente a cederle el paso a esa persona.

¿Qué significa esto para los/por peatones?
1. Oprima el botón para activar las luces Intermitentes.
2. Espere que haga alto el tráfico.
3. Cruce la calle.

¿Qué significa esto para los/por conductores/as?
1. Manténgase al tanto de los aparatos nuevos en las intersecciones.
2. ALTO* cuando estén las luces intermitentes. Reconozca que un peatón espera cruzar.
3. Proceda cuando el peatón haya cruzado su carril y la mitad del carril de a lado.

*La ley de Oregon requiere que conductores/as cedan el paso a peatones en los cruces peatonales.

Para más información:
Llame al Centro de Servicio para Pasajeros al 541-687-5555 (7-1-1 TTY)

Vea un video instructivo de LUCES INTERMITENTES QUE EMITEN DESTELLOS en eugene-or.gov/trafficsafety

Luces Intermitentes Peatonales

¡Nuevo en su zona vecindaria!

2 Localidades
- En la Calle Gateway cerca del U.S. Oficina Postal
- En la Calle Harlow cerca de Pheasant Boulevard

Como conductor/a, debe seguir las siguientes instrucciones:

1 - Todas las luces de seña están apagadas:
Puede proceder.

2 - Luz amarilla intermitente:
Avisa que la luz de seña esta a punto de cambiar.

3 - Luz amarilla constante:
Haga alto si puede cautelosamente.

4 - Luces rojas prendidas:
Todo/a conductor/a debe hacer ALTO y permanecer en alto.

5 - Luces rojas intermitentes alternando:
Debe hacer alto y permanecer en alto hasta que los peatones hayan cruzado su carril y el carril de a lado, después es cuando puede proceder. Para los peatones que usen un bastón o perro de guía, debe permanecer en alto hasta que hayan completamente cruzado y proceda después.

6 - Todas las luces de seña están apagadas:
Puede proceder.

Para más información: Llame al Centro de Servicio para Pasajeros al 541-687-5555 (7-1-1 TTY).
SmartTrips for SmartKids

**My Smart Trips**

I rode my bike to __________________________
I walked to ________________________________
I rode the bus to ____________________________
We carpooled to _____________________________
Other smart trips _____________________________

My name is _________________________________
and I am a Smart Trips SmartKid!

**THIS BOOK BELONGS TO**

__________________________
NAME

__________________________
AGE

__________________________
YEAR

Put a picture of yourself here.

**BIKE SAFETY!**

Always ride with traffic on the right side of the road. Wear your helmet - it's cool!

What is Max doing right in this picture?
1. ____________________________
2. ____________________________
3. ____________________________
SmartTrips for SmartKids (continued)

WORD SEARCH!
S R K V N I I L K S E P B Z E
P M H Y X S D B P R D A D B R
D I A Y H N A I S C Q J R G A
L C O R O T K C S H B N T Z
T J O R T T L E N Q B I P Y H
I L H S T K G A M C K G C X H
S Z X R U L I R E L T W H N K
L C A N F B Q D A H R T D C O
C M D F W A B W S T L S E A D
S W B X M E X U R Q N D E R C
S K A T E B O A R D D Q N K P G
W J B X K M N R G Z N E U O R
T B F P G S E L C Y C I B O G
E U Z E I S A F E T Y R K LA
N N M T S S X E U P G F H U L

What are SmartTrips?
Riding your bicycle, taking the bus, walking, and carpooling are all examples of SmartTrips.

SmartTrips are FUN! You can breathe fresh air on your bicycle or ride the bus with your friends.

SmartTrips are good for the Earth because they don’t pollute the air as much as one person driving alone in a car.
SmartTrips for SmartKids (Spanish)

Mi nombre es ____________________
y soy un/a SmartTrips Smartkid (niño/a inteligente haciendo viajes inteligentes)

Mi Smart Trips
Fui en bicicleta a __________________
Camine a __________________
Fui en autobús a __________________
Fuimos en transporte compartido a __________________
Otros smart trips __________________
__________________
__________________
__________________
__________________

ESTE LIBRO ES DE

__________________
NOMBRE
__________________
EDAD
__________________
AÑO

¡Seguridad en bicicleta!
Siempre anda en bicicleta al lado derecho de la calle.
¡Llena tu casco—es divertido!

¿Qué es lo que hace derecho Max en esta foto?
1. ____________________
2. ____________________
3. ____________________

¿Me puedes hacer una foto aquí?
¡Claire le encanta patinar en nuedas! ¡Coloréala Claire feliz!

¿DE QUÉ COLOR ES EL EmX (M-X)?
¡Coloréa el autobús EmX!

Sally está esperando a subirse al EmX para ver una película en Gateway Mall (Centro Comercial de Gateway). ¡Ayúdale al autobús encontrar a Sally! ¡Rápido! ¡Para que no pierda su película!

empezar

terminar

SOPA DE LETRAS!

SRKVNIIILKSEPBE
PMHYXSDBPDRADBR
DIAYHNASCMQJRGAILCQRTRKCSHBNTZ
TJORLLENQBIPYHI
ILHSTKGAMCKGCXHSZXRULIRELTWHNK
LCANFBQDAHRTDCC
CMDFWABWSTLSEAD
SWBXMEXURQNDERCSKATEBOARDQNKPGL
WJBXKMNREGZNEUORTBFPGSELCYCILOBGEUZEISAFETYRKLANNMNTSSXEUPGFHUL

¿Qué son SmartTrips?

Andar en bicicleta, tomar el autobús y usar transporte compartido, son ejemplos de SmartTrips (viajes inteligentes).

SmartTrips son DIVERTIDOS! Puedes respirar aire fresco en tu bicicleta o andar en autobús con tus amigos/as.

SmartTrips son buenos para el planeta Tierra porque no contaminan el aire tanto como una persona conduciendo solo/a en un automóvil.
Springfield by Cycle

A guide to your ride
Tips, techniques and street smarts to make your ride safer and more rewarding

Additional Springfield transportation planning and bike information can be found at:
http://springboard/departments/pwi/dept_pwi.htm

WHAT'S HAPPENING?
Some really good and informative bike websites:
www.augmanyc.org — Greater Eugene Area Riders
www.laneferncountync.org — Things to do Around Lane County
www.klwcalmass.org — KitsCAl Mass — Family Ride

SPRINGFIELD

City of Springfield
Public Works
222 4th Street
Springfield, OR 97477

Point2point
Lane Transit District
3500 E. 17th Ave.
Eugene, OR 97401

Do you have comments or need more information about bicycling in Springfield?

Contact Dave Reese
City of Springfield
541-726-4385

Contact Clark Otwell
Point2point
541-726-2111

SMARTTRIPS: SPRINGFIELD TRIP IMPROVEMENTS (DEVELOPMENT OF A CYCLING PLAN) FOR SPRINGFIELD (1050 DIVISION STREET AND COMMUNITY WITH A)
Springfield by Cycle (Continued)

Getting around Springfield: Making your trip by bike

When you think of cycling, you might picture a leisurely ride through a park or a fast-paced ride on city streets. But biking can be a great way to get around town, whether you’re heading to work or running errands.

**PICK YOUR ROUTE**

When planning your bike trip, consider the route you’ll take. The best route may be the one that’s most scenic, the one that’s the shortest, or the one that’s the easiest. You may choose a combination of all three. The key is to choose a route that you feel comfortable with. If you’re not sure where to start, ask a friend or bike shop for advice.

**BRAKING EXPERTISE**

Getting your brakes right is crucial to safe riding. Here are some tips to help you get started:

1. Check your brake pads. Make sure they are clean and have enough rubber to stop the bike.
2. Adjust the brake levers. They should be at the right angle to your hand and should release smoothly.
3. Inspect your brake cables. They should be tight and not kinked.

**SHOULDER CHECKING OR LOOKING BEHIND**

Always check your shoulder or look behind you before changing lanes or making a turn. This will help you see if there are any other cyclists or vehicles coming up behind you.

**SHIFTING GEARS**

When you’re riding, it’s important to shift gears regularly. This will keep your bike moving smoothly. Here are some tips to help you get started:

1. Adjust your gear lever. Make sure it’s set at the right angle to your hand.
2. Shift gears smoothly. Don’t pull the lever too hard or too fast.
3. Use the correct gear for the terrain. If you’re going uphill, use a lower gear. If you’re going downhill, use a higher gear.

**THE FAST START**

Making a quick start takes a lot of practice. Here are some tips to help you get started:

1. Sit up straight. This will give you more power and control.
2. Lift up your feet and push down on the pedals. This will help you get going faster.
3. Use a smooth and consistent pressure on the pedals. This will help you maintain speed.

**Cycling Technique: Improve your skills for safer, more comfortable cycling**

These are some tips to help you improve your cycling skills:

1. Keep your body relaxed. This will help you maintain balance and control.
2. Use your core muscles. This will help you move more efficiently.
3. Shift your weight regularly. This will help you maintain control.

**Bikes & Transit: An ideal combination**

TRANSPORT SERVICE IN EUGENE/SPRINGFIELD AREA

**STREET MAINTENANCE AND TRAFFIC SAFETY**

- **Street Maintenance**
  - **Street Lights**
  - **Sidewalks**
  - **Driveway Storm Drains**
  - **Potholes**

- **Traffic Safety**
  - **Speed Limits**
  - **Traffic Signals**
  - **Signs and Markings**

**BICYCLE SAFETY PROGRAMS AND INFORMATION**

- **SmartTrips Bike Share**
- **Bike Safety Training**
- **Bike Trails and Routes**
- **Bike Friendly Community**

**SPRINGFIELD AND OREGON MAPS AND RIDE GUIDES**

- **City of Springfield**
- **Springfield Explorer**
- **Bike Trails**
- **Bike Routes**

**Community Resources for Cyclists**

- **Bike Shops**
- **Bike Repair Services**
- **Bike Storage**
- **Bike Trails and Routes**

**Cycling Technique: Improve your skills for safer, more comfortable cycling**

- **Low Biking Posture**
  - **High Biking Posture**
  - **Correct Biking Posture**

**Getting Off the Bus with Trolley Bikes**

- **Low Biking Posture**
  - **High Biking Posture**
  - **Correct Biking Posture**

**MAINTENANCE ON THE FLY**

- **Low Biking Posture**
  - **High Biking Posture**
  - **Correct Biking Posture**

- **Low Biking Posture**
  - **High Biking Posture**
  - **Correct Biking Posture**

**Cycling Technique: Improve your skills for safer, more comfortable cycling**

- **Low Biking Posture**
  - **High Biking Posture**
  - **Correct Biking Posture**
Last Chance Mailer

Do you still have your SmartTrips order form in a stack of mail?

We have delivered hundreds of kits to SmartTrips Main Street households and have more to give away. Mail back the attached order form or log onto SmartTripsSpringfield.com to order your free kit today!

Questions?
Contact SmartTrips Program Coordinator Cody Pence
(417) 889-5112 | cody.pence@co.springfield.mo.us

SmartTrips: Main Street Final Report  51 | P a g e
Delivery Tags

This was delivered to you by bike.

Thanks for ordering!

This was delivered to you by bike.

Thanks for ordering!

This was delivered to you by bike.

Thanks for ordering!

This was delivered to you by bike.

Thanks for ordering!

This was delivered to you by bike.

Thanks for ordering!

This was delivered to you by bike.

Thanks for ordering!
Drive Less Connect Incentive Card

LOG YOUR TRIPS TO WIN PRIZES

Log 10 trips by August 31, 2014 at DriveLessConnect.com and we'll treat you to a FREE drink at Dutch Bros!

> view transit options > find carpool matches > track your savings

LOG YOUR TRIPS TO WIN PRIZES

Log 10 trips by August 31, 2014 at DriveLessConnect.com and we'll treat you to a FREE drink at Dutch Bros!

> view transit options > find carpool matches > track your savings

Register now to log your trips at DriveLessConnect.com

Get Started in 4 Simple Steps

1. Go to DriveLessConnect.com and Register
2. Verify your Account
3. Sign-in & Complete your Registration
4. Log your Trips on the Calendar

Questions? Contact Point2Point at 541-682-6112

Register now to log your trips at DriveLessConnect.com

Get Started in 4 Simple Steps

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4. Log your Trips on the Calendar

Questions? Contact Point2Point at 541-682-6112
Bus Stop Gator Strap

SmartTrips: Main Street

Order Your

FREE
Pedometer

FREE
Flashing Light

FREE
Water Bottle

FREE
Bus Passes

SmartTripsSpringfield.com
541-682-6112

SmartTrips: Main Street

Ordene su

GRATIS
Podómetro

GRATIS
Luz intermitencia

GRATIS
Botella de agua

GRATIS
Boletas para el autobús

SmartTripsSpringfield.com
541-682-6112

SmartTrips: Main Street

FOR MORE INFORMATION:
541-682-6112
7-1-1 (TTY)

SmartTrips: Main Street

PARA MÁS INFORMACIÓN:
541-682-6112
7-1-1 (TTY)
Door Hanger

Sorry we missed you!

If you have any questions about the items in your travel kit or would like help planning your next trip, please give us a call at 541.682.6112 or email us at SmartTrips@ltd.org.

Safe Trips,

Cody Franz
SmartTrips Program Coordinator

SmartTrips: Main Street
Walking and Biking Kit Envelops

- Springfield by Cycle Oregon Bicycle Manual
- Eugene-Springfield Bike Map
- Be Smart! Be Seen!
- Take Your Bike on the Bus
- Detailed walking and biking map with routes and paths in your neighborhood

SmartTrips Walking Kit

- Pedestrian crosswalk information
- Detailed walking and biking map with routes and paths in your neighborhood
- Weekly walking logs