SmartTrips: Main Street
Over the course of the program, drive-alone mode share decreased 6.8 percentage points in the target area.
# TABLE OF CONTENTS

SMARTTRIPS INTRODUCTION ........................................................................................................ 5
SMARTTRIPS HISTORY .................................................................................................................. 6
SMARTTRIPS MAIN STREET OVERVIEW .................................................................................. 6
Main Street Target Area .................................................................................................................. 7
Goals ............................................................................................................................................. 7
Program Co-benefits ....................................................................................................................... 7
PROGRAM PARTNERS ................................................................................................................... 8
PROGRAM FUNDING AND EXPENSES ...................................................................................... 8
PROGRAM ELEMENTS .................................................................................................................. 9
Packet Materials and Deliveries ................................................................................................... 10
Materials Available to Order ........................................................................................................ 10
Materials in Spanish ..................................................................................................................... 11
EVENTS .......................................................................................................................................... 12
Waggin’ and Walkin’ ....................................................................................................................... 12
Tune-up Tuesday ............................................................................................................................ 12
Explore the Natural World ............................................................................................................. 12
Bike in Shape ................................................................................................................................ 13
Helmet Giveaways .......................................................................................................................... 13
Hole in One! Bus Ride ...................................................................................................................... 13
Pedal for Pizza ................................................................................................................................. 13
Rockin’ Ride to the Concert in the Park ......................................................................................... 13
Wrap Up Party ................................................................................................................................. 13
LESSONS LEARNED ..................................................................................................................... 15
Staff Shirts ....................................................................................................................................... 15
Events ............................................................................................................................................. 15
PROGRAM TRAVEL BEHAVIOR EVALUATION ..................................................................... 17
CONCLUSION ............................................................................................................................... 27
The 2015 SmartTrips Main Street Program reached 4,218 households in Springfield, Oregon.
**SmartTrips** Introduction

SmartTrips is a comprehensive program designed to reduce drive-alone trips and increase bicycling, walking, transit, and carpooling in a targeted geographic area.

This program incorporates an innovative and highly effective individualized outreach methodology, which includes hand deliveries of information packets to households that wish to learn more about their transportation options. Individuals can receive information specially tailored to their own unique needs such as biking and walking maps, transit information, and carpool resources. The program also organizes activities that help people explore their neighborhoods or places of employment and discover how many trips they can easily, conveniently, and safely make without driving alone.

The project team tracks success 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 has educated me on the bike routes and transit options since I am new to the area.”
**SmartTrips History**

SmartTrips is a locally, regionally, and nationally recognized individualized outreach and education program that promotes available transportation options to residents within a defined target area. The 2006 Eugene Residential Pilot Program TravelSmart, upon which SmartTrips Springfield 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. The City of Eugene received an Environmental Protection Agency (EPA) grant to implement SmartTrips in four Eugene neighborhoods during the summers of 2010 and 2011. SmartTrips Springfield launched their first program in the Gateway area in 2012, subsequently followed by a program in the Hayden Bridge neighborhood and two programs along the Main Street corridor.

SmartTrips programs are a core element of the Central Lane Metropolitan Planning Organization’s (MPO) long-term transportation options strategy. Unlike new infrastructure projects that rely on system growth or improvements, SmartTrips programs are designed to be a preservation strategy that works to maximize use of existing facilities and decrease drive-alone mode share. To date, eight SmartTrips programs have influenced travel behavior throughout the Lane Metropolitan area, most recently in Springfield with the SmartTrips Main Street program.

**SmartTrips Main Street Overview**

The 2015 SmartTrips Main Street program targeted residents along Main Street from 48th Street to 62nd Street, reaching 4,218 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 of the target area demonstrated that it has good transit service, but lacks safe infrastructure for active transportation. The target area does, however, include 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.

Over the course of the SmartTrips Main Street program, the project team measured a 6.8 percentage point reduction of drive-alone trips and an increase in both bicycle and carpool trips by 2.4 percentage points each. This decrease in drive-alone trips correlates to an estimated reduction of 1,245,356 vehicle miles traveled and 1 million pounds of carbon dioxide emissions in the target area per year.
GOALS

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

- Reducing VMT and drive-alone trips
- Reducing carbon emissions from driving trips
- Increasing walking, biking, carpooling, and transit trips
- Increasing community health and safety
- Increasing the awareness of travel options
- Establishing new long-term sustainable travel behaviors

PROGRAM CO-BENEFITS

- Fewer cars on neighborhood streets
- Higher levels of physical activity and lower healthcare costs
- Higher level of awareness and acceptance of transportation options
- Awareness and utilization of resources from Point2point, LTD, City of Springfield, 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
Program Partners
The SmartTrips program reflects strong regional partnerships between LTD, Point2point, the City of Springfield, and ODOT. The program benefited greatly by the involvement of other local agencies, organizations, and businesses including the following:

- Lane Council of Governments (LCOG)
- Alta Planning + Design
- City of Springfield’s Bicycle and Pedestrian Committee (BPAC)
- City of Eugene’s Transportation Options Program
- Willamalane Park and Recreation District
- ODOT Safety Division
- Springfield Public Library
- Eugene, Cascades & Coast Adventure Center
- Point2point Schoolsolutions
- Hutch’s Bicycles - Springfield
- Springfield Safe Routes to School

Program Funding and Expenses
The SmartTrips Main Street program received funding for this individualized marketing program from ODOT 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 bicyclists as well as to increase local awareness of transportation options in the region. The budget for the SmartTrips Main Street program was $122,590. The program benefited from resources and work completed for other ODOT-supported individualized marketing programs, resulting in cost savings for the Main Street program. This includes logo, materials, and website development; the design and printing of materials (such as the neighborhood maps and cycling guides); coordination and event publicity; and staff time.

“[SmartTrips] made us continually aware of the benefits to ourselves and our environment of alternate methods of getting around, and to be conscious of organizing and sharing trips.”
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 interactive bus trip. Project staff provided transportation information and advice on local and regional transportation options at local events.

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 a postage-paid, mail-in order form. Participants could choose information on walking, bicycling, carpooling, and transit services, along with a choice of one of two travel tools. Outreach staff personally delivered each travel kit via bicycle to illustrate a viable transportation option in the area and reinforce the program’s purpose.

ELECTRONIC NEWSLETTERS
Interested residents received four e-newsletters with transportation options information, available resources, and a calendar of upcoming program events. These newsletters were emailed periodically to participants who submitted an email address when they ordered their travel kit.

EVENTS
The program hosted guided bicycle rides, transit events, and safety education events to address barriers to using transportation options. All events were open to the public. Staff also appeared at other community events to offer information and advice on using transportation options.

WEBSITE
The SmartTrips Springfield website was hosted at www.SmartTripsSpringfield.com and included an online order form for customized packets, event listings, electronic versions of materials, links to helpful resources, and general program news and information.

SOCIAL MEDIA
Staff posted daily Facebook and Twitter updates with tips, news, resources, and event updates. SmartTrips’ Facebook page added 98 new “likes” during the Main Street program for a total of 458, a 27 percent increase.

OTHER COMMUNICATIONS
The program was promoted through existing communication networks such as City of Springfield channels. A number of 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.
** PACKET MATERIALS AND DELIVERIES **

A total of 4,218 households in the target area received order forms for customized information packets by mail, with 591 residents placing orders online, by mail, or by phone (see appendix for order form). This represents a 14 percent participation rate.

** SURVEY RESPONSE SUMMARY **

<table>
<thead>
<tr>
<th>Program</th>
<th>SmartTrips Main Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>June 1 - Sept. 11</td>
</tr>
<tr>
<td>Target Area Households</td>
<td>4,218</td>
</tr>
<tr>
<td>Number of Packets Requested</td>
<td>591</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>14%</td>
</tr>
</tbody>
</table>

Participants selected travel tools and information on walking, bicycling, carpooling, and transit services according to their interests. When completing the order form, participants could choose between two free travel tools: 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 & Coast Adventure Center, LTD, and ODOT.

** THE FOLLOWING MATERIALS WERE AVAILABLE TO ORDER: **

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

**Biking Kit**
- Eugene-Springfield Bike Map
- Crosswalk Information – including how to navigate the Pioneer Parkway roundabout, flashing signals, and the pedestrian hybrid beacons
- 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
- Bike Lights

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

**Travel Tools**
- 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
- Information about Safe Routes to School regional program
- Reflective slap bracelet
- Backpack reflector

Other Options

- Valley Vanpool brochure
- Drive Less Connect flyer
- Enterprise Carshare flyer
- Willamalane Park and Recreation District brochure
- Eugene, Cascades & Coast Adventure Center brochure

MATERIALS AVAILABLE IN SPANISH INCLUDED THE FOLLOWING:

- 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

The chart below shows the popularity of each ordered travel kit item:
Events

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

WAGGIN’ AND WALKIN’
Participants and their four-legged friends were invited to Lively Park for a walk around the neighborhood. Staff, along with Jen Biglan and Tera Dschaak-James from Training Spot, taught basic commands and skills before the walk. Each participant received a free LED light for their dog’s collar. This event was held once a month during the program.

TUNE-UP TUESDAY
Staff provided an opportunity for local residents to get their bikes ready for summer riding. A local bike mechanic from Hutch’s Bicycles provided free bike safety checks and taught basic bike mechanic skills. While participants waited for their repairs, they were encouraged to decorate their helmets, bikes, and fenders with fun reflective stickers. This event was held once a month during the program at various locations in the target area.

EXPLORE THE NATURAL WORLD
A group of curious nature lovers joined staff for a nature walk in Ruff Park. Local naturalist Dennis “Whitey” Lueck led participants on a walk to discover resident birds, trees, and native plants in this hidden neighborhood park.
BIKE IN SHAPES
SmartTrips staff led a social bike ride through the streets of Springfield. Staff partnered with local bike group “Bike in Shapes” to create a bike ride route in the shape of the Honey Badger (based on a humorous YouTube video). The ride began and ended at a pizza shop in the target area. After the ride, participants enjoyed free pizza and interesting conversations about bicycling in Springfield.

HELMET GIVEAWAYS
The SmartTrips team partnered with the Springfield Public Library to sponsor two transportation-themed story times for children aged two to thirteen. After story time, the children received a new bike helmet, bike lights, and reflective stickers to help them be safe when riding around Springfield.

HOLE IN ONE! BUS RIDE
The program led a group bus ride to Willamalane’s Camp Putt Adventure Golf Center. Participants were able to sit back, relax, and let Lane Transit District do the driving to the family-fun golf outing. Participants learned how easy it was to travel to recreation events without a car.

PEDAL FOR PIZZA
Staff planned a bike ride from a local park to a pizza parlor using multi-use paths and quiet neighborhood streets instead of traveling on the busy main roads. This event was canceled because of concerns about health and safety due to extremely high temperatures.

ROCKIN’ RIDE TO THE CONCERT IN THE PARK
Participants joined the SmartTrips team on a carpool trip to see a local band, Satori Bob, play a concert at a park. Participants met at a park and ride located in the target area and shared the ride. It was a great way for people to meet their neighbors and discover a new way to travel to community events.

WRAP UP PARTY
SmartTrips Main Street participants met at Splash! at Lively Park shelters to help wave goodbye to the SmartTrips program. This beach-themed BBQ had food, games, and prizes. All participants received a voucher for free admission to the water park that day. Party-goers were eligible to enter a raffle for rewards like a new bicycle helmet, Fitbit Flex, and more.
SmartTrips staff were present at these additional community events:

- Marketplace@Sprout!
- Willamalane’s Movies in the Park
- Storytime at the Springfield Library
- Willamalane’s Concerts in the Park

The table below summarizes outreach events during the program. Note that some community events were not organized by SmartTrips staff, but they provided an opportunity to connect with Springfield families.

### EVENT SUMMARY TABLE

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Date</th>
<th>Event Leader</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waggin’ and Walkin’</td>
<td>June 10</td>
<td>SmartTrips</td>
<td>10</td>
</tr>
<tr>
<td>Tune-up Tuesday</td>
<td>June 16</td>
<td>SmartTrips</td>
<td>3</td>
</tr>
<tr>
<td>Marketplace@Sprout! tabling</td>
<td>June 26</td>
<td>NEDCO</td>
<td>60</td>
</tr>
<tr>
<td>Explore the Natural World</td>
<td>June 27</td>
<td>SmartTrips</td>
<td>12</td>
</tr>
<tr>
<td>Waggin’ and Walkin’</td>
<td>July 10</td>
<td>SmartTrips</td>
<td>6</td>
</tr>
<tr>
<td>Tune-up Tuesday</td>
<td>July 14</td>
<td>SmartTrips</td>
<td>15</td>
</tr>
<tr>
<td>Bike in Shapes</td>
<td>July 16</td>
<td>SmartTrips</td>
<td>12</td>
</tr>
<tr>
<td>Movies in the Park tabling</td>
<td>July 17</td>
<td>Willamalane Park and Recreation District</td>
<td>10</td>
</tr>
<tr>
<td>Helmet Giveaway</td>
<td>July 20</td>
<td>Springfield Public Library and SmartTrips</td>
<td>30</td>
</tr>
<tr>
<td>Concerts in the Park tabling</td>
<td>July 22</td>
<td>Willamalane Park and Recreation District</td>
<td>25</td>
</tr>
<tr>
<td>Marketplace@Sprout! tabling</td>
<td>July 24</td>
<td>NEDCO</td>
<td>55</td>
</tr>
<tr>
<td>Bus Ride to Camp Putt</td>
<td>July 25</td>
<td>SmartTrips</td>
<td>37</td>
</tr>
<tr>
<td>Movies in the Park tabling</td>
<td>July 31</td>
<td>Willamalane Park and Recreation District</td>
<td>175</td>
</tr>
<tr>
<td>Pedal for Pizza</td>
<td>August 1</td>
<td>SmartTrips</td>
<td>canceled</td>
</tr>
<tr>
<td>Rockin’ Ride to Concert</td>
<td>August 5</td>
<td>SmartTrips</td>
<td>4</td>
</tr>
<tr>
<td>Tune-up Tuesday</td>
<td>August 11</td>
<td>SmartTrips</td>
<td>30</td>
</tr>
<tr>
<td>Another Hole in One</td>
<td>August 15</td>
<td>SmartTrips</td>
<td>8</td>
</tr>
<tr>
<td>Helmet Giveaway</td>
<td>August 17</td>
<td>Springfield Public Library and SmartTrips</td>
<td>50</td>
</tr>
<tr>
<td>Waggin’ and Walkin’</td>
<td>August 19</td>
<td>SmartTrips</td>
<td>6</td>
</tr>
<tr>
<td>SmartTrips Celebration</td>
<td>August 29</td>
<td>SmartTrips</td>
<td>175</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>723</strong></td>
</tr>
</tbody>
</table>
Lessons Learned

TRAVEL KIT ASSEMBLY AND DELIVERIES
This year’s program area was located about 10 miles away from the SmartTrips office. Staff decided to assemble kits at a different location closer to the target area to save time on deliveries. The team has mixed feelings about this approach. Staff did not feel it saved much time for several reasons: they still had to travel to the offsite location to assemble kits, which took up to an hour round trip, and staff made several trips each month to restock materials. In the future, it would be more efficient to keep the fulfillment center on-site.

STAFF SHIRTS
The delivery staff were given two options for program shirts; a polo shirt or a t-shirt, both with the program logo printed on them. Each shirt proved better for different aspects of the program. The t-shirts were better for kit deliveries, and the polo shirts were better for tabling at outreach events. When making deliveries wearing the polo shirt, staff found that residents thought they were solicitors and were reluctant to engage.

EVENTS
Staff tried a new approach to events this year. The Tune-up Tuesday and Waggin’ and Walkin’ events were offered each month of the program. Participants appreciated this approach to event planning as it made it easier for them to attend events that their busy schedules would not have allowed them to attend if it was only offered once.
During the program, bicycling and carpooling mode share increased 2.4 percentage points.
Program Travel Behavior Evaluation

OVERVIEW

The project team mailed two travel surveys to all 4,218 target area households before and after the 2015 SmartTrips Main Street program to measure changes in mode share over the course of the program. Survey results show a 6.8 percentage point reduction in drive-alone mode share in the target area, with corresponding increases of 2.4 percent in both bicycling and carpooling mode share. The following chart shows the mode shift between the pre- and post-program surveys. Based on a continuing reduction in drive-alone trips, residents of this target area will travel an estimated 1,239,464 fewer vehicle miles annually, resulting in a reduction of 1 million pounds of carbon dioxide emissions annually.

To supplement results found from the travel surveys, the post-program survey asked respondents if they think they are driving alone more often, less often, or about the same as they were six months ago (prior to the program). Of respondents, 23 percent reported driving alone less often than they were before the program. This may indicate that residents of the target area are changing their travel behavior even more than the travel diary results demonstrate.

The survey results also demonstrate strong support for transportation options and healthy and environmentally-friendly lifestyles. Of the respondents who reported an opinion, 97 percent agreed somewhat or strongly that improving or maintaining their health is important; 83 percent agreed that they would like to reduce their environmental impact; 81 percent agreed that it is a good idea for the City of Springfield to help residents walk and bike more; and 62 percent agreed that they would like to drive less.
Methodology

To evaluate the effectiveness of the 2015 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. The team mailed the surveys to all 4,218 target area households (not just those who participated in the program). As shown in the table below, 196 and 328 individuals responded to the pre- and post-program surveys, respectively. The following table shows a summary of the survey response rates.

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mail Date</strong></td>
<td>May 6, 2015</td>
<td>September 14, 2015</td>
</tr>
<tr>
<td><strong>Number of Surveys</strong></td>
<td>4,218</td>
<td>4,218</td>
</tr>
<tr>
<td><strong>Completed Surveys</strong></td>
<td>196</td>
<td>328</td>
</tr>
<tr>
<td><strong>Response Rate</strong></td>
<td>4.6%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

*Surveys were mailed to the attention of “Resident” and were not returned if invalid. For this reason, the reported response rate is likely lower than the actual rate, which would have required removing the undeliverable surveys from the total number of surveys mailed.

Both pre- and post-program surveys included a one-day trip diary, as well as questions regarding the respondent’s travel behavior, attitudes, and basic demographics. The project team mailed the pre-program survey on May 6, 2015, prior to any program press or outreach, and mailed the post-program survey to the same households on September 14, 2015, following the completion of all program activities and packet deliveries.

The trip diary portion of the surveys asked respondents to report all the trips they made the previous day. The surveys defined a trip 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 equates to two trips. Based on these reported trips, the project team calculated the mode share for both the pre- and post-program surveys. To demonstrate increases or decreases in the use of each particular mode, the team calculated the change in mode share between the pre- and post-program surveys, also known as the mode shift.

The project team used the mode shift results to estimate the reduction of daily and annual vehicle miles traveled among target area households. This calculation consists of the multiplication of three factors: the average number of trips made by each person per day for a particular trip purpose; the drive-alone mode share for that purpose; and the corresponding average trip distance by trip type 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 table below. Because the surveys are intended to be a sample of the entire target area, not just program participants, the resulting vehicle miles traveled per person is extrapolated out to represent that entire population.

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 2011-2013 American Community Survey data for the City of Springfield. Because trip diaries could be completed for all seven days of the week, annual vehicle miles traveled 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 following table shows a summary of trip purposes, trips distances, average trip numbers, and the share of trips.

<table>
<thead>
<tr>
<th>TRIP PURPOSE SUMMARY TABLE</th>
<th>PRE-PROGRAM</th>
<th>POST-PROGRAM</th>
<th>PRE-PROGRAM</th>
<th>POST-PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Travel Survey Trip Purpose</strong></td>
<td><strong>Comparable OHAS Trip Purpose</strong></td>
<td><strong>Average Trip Distance Based on OHAS (miles)</strong></td>
<td><strong>Average Number of Trips Made Per Day by Respondents</strong></td>
<td><strong>Drive-Alone Mode Share</strong></td>
</tr>
<tr>
<td>Work</td>
<td>Work</td>
<td>4.5</td>
<td>0.5</td>
<td>0.4</td>
</tr>
<tr>
<td>School</td>
<td>School/College</td>
<td>3.0 (Weighted avg.)</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Shopping/Errand</td>
<td>Shopping</td>
<td>2.7</td>
<td>1.1</td>
<td>1.0</td>
</tr>
<tr>
<td>Other</td>
<td>Other</td>
<td>3.1</td>
<td>0.9</td>
<td>0.9</td>
</tr>
<tr>
<td>Returned Home</td>
<td>N/A (weighted avg. of other trip purpose types)</td>
<td>3.2</td>
<td>1.4</td>
<td>1.3</td>
</tr>
<tr>
<td><strong>ALL TRIPS</strong></td>
<td>N/A</td>
<td><strong>3.2</strong></td>
<td><strong>4.1</strong></td>
<td><strong>3.7</strong></td>
</tr>
</tbody>
</table>

Sources: 2009 Oregon Household Activity Survey, 2011-2013. American Community Survey (U.S. Census Bureau), SmartTrips Main Street pre- and post-program surveys
Survey Respondent and Target Area Demographics

Both the pre- and post-program surveys asked respondents a series of demographic questions regarding their access to a car or working bicycle, gender, income, and age. It should be noted that while the survey did not ask respondents to report their primary language, they were offered in both English and Spanish. Nearly all respondents completed the pre- and post-program surveys in English (99.5 percent and 99.4 percent, respectively). Three respondents completed the Spanish version of the survey, one in the pre-program survey and two in the post-program survey. The following section summarizes the survey respondent demographics.

The vast majority of survey respondents (93 percent and 91 percent in the pre- and post-program surveys, respectively) reported having access to a car, truck, or SUV most days. Less than half (46 percent and 39 percent in the pre- and post-program surveys, respectively) reported having access to a bicycle most days.

The average gender of the pre- and post-survey respondents was 71 percent female and 28 percent male. The high percentage of female survey respondents is a common trend among similar travel behavior surveys in Oregon.

The majority of pre- and post-program survey respondents (32 percent) reported an income between $25,000 and $49,000. The income distribution was consistent between the pre- and post-program surveys.

The distribution of age of the respondents in the pre- and post-program surveys remained fairly constant. It is worth noting that the distribution of age also remains consistent with the distribution seen in the 2014 SmartTrips Main Street program surveys.

The chart on the following page compares the reported age of all adult survey respondents (both pre- and post-program) with 2010 Census block data for the 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 accurately represented in the survey data. Overall, the survey respondents are older than the target area as a whole. This means that the reported results are likely undercounting mode shift, as younger people are typically more likely to use or try using transportation options. However, the survey results still show a compelling mode shift in the desired direction.

“The SmartTrips brings community families together.”

Travel Diary Results

TRIP PURPOSE

The average number of daily trips for survey respondents was 4.1 in the pre-program survey and 3.7 in the post-program survey, both of which are within normal range for similar program surveys in Oregon. Each trip was assigned one of five purposes or destinations: work, school, shopping/errand, other, or home. The following chart shows the distribution of trip purposes reported by respondents in the pre- and post-program surveys. The similar distribution lends confidence to the project team’s ability to compare pre- and post-program results.
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 PURPOSE
(As Reported in Pre- and Post-Program Surveys)

Reported drive-alone mode share decreased 6.8 percentage points, while bicycling mode share increased 2.4 percent and carpooling increased 2.4 percent. Other modes (such as motorcycles and skateboards) increased 1.7 percent and walking increased 0.6 percent. The bus mode share decreased by the negligible amount of 0.3 percent.

MODE SHIFT*
(As Reported in Pre- and Post-Program Surveys)

*Percentages were rounded to one decimal place, for this reason the values may not match the changes shown in the chart above.
MODE SHIFT BY TRIP PURPOSE
For a better understanding of travel behavior in the target area, the project team evaluated mode shift by trip purpose. The following chart shows drive-alone mode share by trip type, before and after the program. Over the course of the program, drive-alone work and school trips dropped. Work and school trip modes are often relatively inflexible; for this reason, the SmartTrips program was pleased with these results.

PROGRAM IMPACT ON VEHICLE MILES TRAVELED AND CARBON DIOXIDE EMISSIONS
Based on the demonstrated reduction in drive-alone trips, each program area resident will continue to drive an estimated 0.9 miles less per day following the program, which when applied to the entire target area is a reduction of 1,239,464 vehicle miles annually. These annual vehicle miles traveled savings translates to a reduction of 1 million pounds of carbon dioxide emissions per year, as shown in the bottom table.

DRIVE ALONE MODE SHIFT BY PURPOSE

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Pre-Program</th>
<th>Post-Program</th>
<th>Pre-Program</th>
<th>Post-Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCHOOL</td>
<td>-12%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WORK</td>
<td>-11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOME</td>
<td></td>
<td>-6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER</td>
<td></td>
<td>-6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHOPPING / ERRANDS</td>
<td></td>
<td></td>
<td>-4%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mode Shift by Purpose</th>
<th>Estimated Vehicle Miles Traveled (Per Person)</th>
<th>Estimated Vehicle Miles Traveled (Among All 4,218 Households)</th>
<th>Estimated Vehicle Miles Reduced in Target Area</th>
<th>Estimated Carbon Dioxide Emissions Reduced (in Pounds)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>7.79</td>
<td>32,852</td>
<td>3,396</td>
<td>2,758</td>
</tr>
<tr>
<td>Annual</td>
<td>2,843</td>
<td>11,990,967</td>
<td>1,239,464</td>
<td>1,006,672</td>
</tr>
</tbody>
</table>

*Carbon dioxide emission reductions are estimated based on vehicle miles traveled 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."
Travel Habits and Attitudes

In addition to the travel diaries, the surveys asked respondents a series of questions about their travel habits and attitudes. The post-program survey asked respondents whether they think they are driving alone to places more often, less often, or about the same as they were six months ago (prior to the program). The following chart shows the results from this question.

REPORTED DRIVING BEHAVIOR COMPARED TO SIX MONTHS EARLIER (N=277)
(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?”)

- More Often: 10%
- Less Often: 23%
- About the Same: 65%
- Don’t Know: 2%

If the respondent answered that they think they are driving less, the survey then asked what factors contributed to the change. As seen in the top chart on the next page, survey respondents pointed to a change in social habits (33 percent), a change in health (28 percent), and fuel prices (28 percent). Respondents also cited financial reasons (26 percent), a move to a new home (25 percent), and a change in job (25 percent). Nine percent of the respondents pointed to better access to information about transportation options. Because the survey only asked this question to respondents who reported driving less, this question produced a small sample size.

“I met a lot of interesting people by increasing my use of public transit.”

The survey asked respondents a series of questions about their attitudes towards transportation, the environment, and health. In general, the target area respondents displayed a strong positive agreement with the statements listed in the table on the next page, 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. Further, an average of 39 percent of pre- and post-program survey respondents reported having access to a working bicycle, indicating that there is not only support but also opportunity for more bicycling among residents.

An average of 58 percent of pre- and post-program survey respondents agreed with the statement, “I would like to drive less.” Between the pre- and post-program surveys, responses to this question increased 7 percentage points. Also between the pre- and post-program survey, the number of respondents who agreed with the statement “I would like to reduce my environmental impact” increased 9 percentage points.
REASONS FOR DRIVING LESS AS REPORTED BY SURVEY RESPONDENTS (N=57)
(Responses to the question, “If you think you are driving alone less often now, what do you think caused the change?”)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in Social Habits</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Strongly Agree</em></td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td><em>Somewhat Agree</em></td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Change in Health</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Strongly Agree</em></td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td><em>Somewhat Agree</em></td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Financial Reasons</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Strongly Agree</em></td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td><em>Somewhat Agree</em></td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Move to a New Home</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Strongly Agree</em></td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td><strong>Change in Job</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Strongly Agree</em></td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td><strong>Access to Better Info About Options</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

REPORTED AGREEMENT WITH ATTITUINAL QUESTIONS (OF THOSE WHO REPORTED AN OPINION)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Somewhat Agree</td>
</tr>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Somewhat Agree</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></td>
<td></td>
</tr>
<tr>
<td>52%</td>
<td>25%</td>
<td>76%</td>
</tr>
<tr>
<td>I would like to drive less.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26%</td>
<td>29%</td>
<td>55%</td>
</tr>
<tr>
<td>I would like to reduce my environmental impact.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44%</td>
<td>30%</td>
<td>74%</td>
</tr>
<tr>
<td>Improving or maintaining my health is important to me.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>68%</td>
<td>26%</td>
<td>94%</td>
</tr>
</tbody>
</table>

ADDITIONAL FACTORS AFFECTING TRAVEL BEHAVIOR

Survey results indicate that the 2015 SmartTrips Main Street program succeeded in encouraging target area residents to reduce their drive-alone trips by walking, bicycling, riding transit, and carpooling. That said, there are a number of other factors that likely either positively or negatively influenced mode choice over the course of the program. These other factors may include weather, gas prices, target area demographics, and construction and infrastructure projects.
“With the bike lights we were able to ride as a family, whereas before we didn’t have enough lights for everyone to ride together. So thank you!”

—SMARTTRIPS PARTICIPANT
The SmartTrips Main Street program played a vital role in the City of Springfield and Point2point at Lane Transit District’s efforts to help reduce congestion and CO2 emissions, increase awareness and use of transportation options, and improve safety for all transportation system users along the Main Street corridor. Program feedback shows that the program was well received by residents; they found the increased access to transportation information for their area helpful and they felt that there is value in continuing this type of program in other neighborhoods throughout Springfield.

Based on the reduction in drive-alone trips measured in program surveys, target area residents will reduce their drive-alone trips by 1,239,464 vehicle miles annually.

8 of 10 survey respondents think it is a good idea for the City of Springfield to help residents walk and bike more.

Program events reached 723 community members and the program saw a 14% participation rate.