

BOARD MEETING MEMO

**To:** Board of Directors

**From:**  Roxanne Beltz, Trip Choice Program Coordinator

 Steve Dickey, Director of Transportation Development

**Thru:** Allan Pollock, General Manager

**Date:** May 1, 2018

**Subject:** CHERRIOTS TRIP CHOICE FY17-18 3rd QUARTER REPORT

ISSUE

Shall the Board receive the third quarter report of the FY 2017-2018 Cherriots Trip Choice Program?

BACKGROUND AND FINDINGS

Cherriots Trip Choice program activities, goals and metrics are structured around the 2015 – 2017 ODOT approved work plan and the 2015 – 2020 Cherriots Trip Choice Strategic Plan which details specific activities and improvements to the regional TDM program.

During the third quarter staff worked on building or strengthening a number of partnerships including ones with the Salem Art Association, Willamette University and the Mid-Willamette Valley Council of Governments. The program is also a sponsor this year for On Your Feet Friday.

FINANCIAL IMPACT

None

RECOMMENDATION

None

PROPOSED MOTION

Information Only

**CHERRIOTS TRIP CHOICE**

3rd Quarter Report FY 2017-2018 January ~ February ~ March 2018

During the 3rd Quarter of FY 2017-2018, Cherriots Trip Choice continued work in accordance with the recommendations made in the 0 Strategic Plan and the Strategic Priorities. Our tasks and the activities associated with those are detailed in our work plan which can be summarized as, management of the Regional Rideshare Database, providing marketing, outreach and incentives for the use of all transportation options and promotion and expansion of TDM tactics within Polk, Marion and Yamhill Counties.

**DRIVE LESS CONNECT**

Drive Less Connect is Oregon's secure, easy-to-use online ride-matching tool that matches people who want to share the ride to work, school or play.

At the request of ODOT Active Transportation, there was a meeting held via Skype with four vendors demonstrating their ride matching tool. Each TO program across the state was given an opportunity to ask questions and submit our thoughts on the products to ODOT.

**Drive Less Connect ~ 3rd Quarter 2017-2018**

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| --- | --- |
| **Total active users 483****Total registered users 5228**New users 75Non SOV Miles Logged 130,345Bike trips 717Bus trips 628 | Carpool trips 1459Did Not Work trips 377Vanpool trips 1176 Walk trips 305Telework trips 215Drive Alone trips 342 |
| **Ridematching statistics:**Ridematch search performed 10,456Ridematch search with no results… 2598Ridematch requests sent 4378 |  |
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**OUTREACH**

***Employer***

Cherriots Trip Choice staff has been focusing on its employer outreach and has been meeting with a variety of state and city work sites, businesses and employers. When we meet with employers we discuss a variety of tools and incentives available to them, personalizing/customizing our approach depending on the work site or employer. Our conversations include the employer bus pass program, ridematching tools, developing commute incentives, Emergency Ride Home Program and vanpool formation.

Staff met with representatives from:

* City of Salem
* Dept. of Revenue
* Dept. of State Lands
* Dept. of Energy
* ODOT
* Manpower
* Sparrow Furniture (A business venture sponsored by Salem Alliance Church)
* Salem Health
* Willamette University

***Community***

* We have scheduled 10 + outreach events. These include health and wellness fairs, employee benefits fairs, school presentations, a bicycle rodeo and community fairs.
* Cherriots Trip Choice will be a sponsor for On Your Feet Fridays this year. Cherriots Trip Choice will have a table and visible presence at each of the events planned for the 2nd Friday of each month, May through September. The format encourages people of all ages to walk or run on sidewalks and through parks in and around downtown Salem. Along the way to local business or park checkpoints, discover new places, get some exercise and have fun. Each month includes eight different checkpoints.
* Staff have partnered with Salem Art Association to showcase the Cherriots Poster Contest winning art in their Young Artists’ Showcase. The 2017 winning posters were on display last month at the Bush Barn Art Center; they were located very near the entrance. The 2018 winners will be featured in the Spring Artist show running from July 6th through August 5th.
* We partnered with Salem Environmental Education and created bike maps for area high school students to use on Bike to School day on May 9th.
* Staff partnered with Professor Catalina de Onis from Willamette University to develop a process for assisting her students with information regarding transportation options. We may also be making transportation options presentation in the classroom in the future.
* Staff partnered with the MWVCOG and several ODOT employees to promote the safety messaging of “Every Intersection is a Crosswalk”. We have distributed, lawn signs, placed ads on the sides of busses, produce header cards and will be creating zipper pulls for children.
* Staff has revised the Grant/Highland WanderWalks™ map and it has been translated into Spanish. This will be the template for all future maps. The State street map is almost complete and will be ready mid June.

***NEWSLETTER***

The first edition of the Cherriots Trip Choice “Navigator” quarterly newsletter was distributed via email to the distribution list we have in our database. Some of the emails bounced or were otherwise undeliverable, so we are updating our list. The next newsletter was distributed in early May.

***SOCIAL MEDIA***

Cherriots Trip Choice Facebook page now has 89 followers; Twitter now has 33 followers.

**VALLEY VANPOOL**

Valley VanPool currently supports 47 vanpools that serve more than 400 commuters in the Willamette Valley. Staff is working closely with Lane Transit District to build a new Eugene to Salem van and we will be using some posters created by one of our partners.

**PROFESSIONAL DEVELOPMENT**

Kiki Dohman presented at ACT’s professional development program, ImpACT!

Mischa O’Reilly attended National Bike Summit and the Oregon Active Transportation Summit.

**ONGOING PARTICIPATION**

* Board member of the Association for Commuter Transportation (ACT)
* Board members of the Transportation Options Group of Oregon
* Statewide TDM and ToGo quarterly meetings
* Valley VanPool Partnership
* Quarterly ETC networking and training lunch
* Cherriots Wellness Committee
* Cherriots Connects Committee
* Cherriots Sustainability Committee
* Salem for Refugees Transportation Action Committee
* Open Streets Salem Steering Committee