

BOARD MEETING MEMO

Agenda Item J.2

**To:** Board of Directors

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

Steve Dickey, Director of Transportation Development

**Thru:** Allan Pollock, General Manager

**Date:** August 24, 2017

**Subject:** CHERRIOTS TRIP CHOICE 4th QUARTER REPORT

ISSUE

The 4th quarter report of the FY 2016-2017 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 fourth quarter staff completed the first of three program brochures, completed the 2017 student poster contest, participated in 12 outreach events, invested significant time with the Open Streets Salem committee and continued preparatory work for the 2017 Drive Less Challenge.

FINANCIAL IMPACT

None

RECOMMENDATION

None

PROPOSED MOTION

Information Only

**CHERRIOTS TRIP CHOICE**

4th Quarter Report FY 2016-2017 April ~ May ~ June 2017

During the 4th Quarter of FY 2016-2017, Cherriots Trip Choice continued work in accordance with the recommendations made in the 2015-2020 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. We have seen a decrease in interest in utilizing the database and the number of active users has started to decrease. ODOT has indicated that in the coming fiscal year they will be researching ridematching platforms since the current one is no longer meeting the needs of the users and it is not keeping up with technology.

**Drive Less Connect ~ 4th Quarter 2016-2017**

|  |  |
| --- | --- |
| **Total active users 452**  **Total registered users 4390**  New users 88  Non SOV Miles Logged 149,737  Bike trips 920  Bus trips 696 | Carpool trips 1961  Did Not Work trips 599  Vanpool trips 1482  Walk trips 325  Telework trips 170  Drive Alone trips 729 |
| **Ridematching statistics:**  Ridematch search performed 9681  Ridematch search with no results… 2406  Ridematch requests sent 4112 |  |

**PROJECTS AND PROGRESS**

***LITERATURE***

There will be three new brochures to start.

* The first one (focused on Carpool/VanPool Information) has been completed and it is in the process of being printed.
* The second brochure is focused on behavior change in regards to Bicycling and Walking.
* The third brochure will be focused on employers and employer programs.

***OPEN STREETS SALEM***

Open Streets Salem is a free community event planned for September 23rd. It is sponsored by the City of Salem with support from area sponsors such as Cherriots Trip Choice. The event is held in the hopes of promoting active and healthy living opportunities in our neighborhoods, fostering civic pride, and highlighting local projects.

Cherriots Trip Choice staff has been an active part of the planning committee and we will have a visible presence at Broadway Commons on the day of the event. There will be a variety of activity hubs set up from Highland Elementary to the Salem Saturday Market along with hosting food, drinks, free activities, free games, and free entertainment from local businesses and organizations.

***STUDENT POSTER CONTEST***

Staff has completed work on the 2017 annual poster contest. The theme this year was “Oh, the places you will go” and students were asked to create posters representing places they would go using a transportation option. Of the 400 + posters that were submitted, six winners were selected and 13 honorable mentions and presentations were made at the participating schools (typically during assemblies). Many of the posters will be featured in the 2018 calendar and exhibited in the Salem Art Associations Young Artist Showcase.

***DRIVE LESS CHALLENGE***

Once again we will be encouraging local folks to discover healthy, green travel options for work, school and play by joining the Oregon Drive Less Challenge Sept. 16-30!

This challenge is run in conjunction with the statewide Drive Less Save More campaign and all of the other Oregon transportation options partners participate.

In addition to the statewide marketing and promotion efforts, we will be promoting the challenge with header cards, flyers, messages to our ETCs and information available (and the ability to sign up) at outreach events.

As in previous years, there are donated prizes such as $500 gift cards, three GenZe Electric Bikes, KEEN Shoes, Hydro Flasks, Queen Bee Messenger Bags, and a variety of retail gift and coffee cards.

**OUTREACH and MEETINGS**

Staff participated in the following events or activities:

* Winema Place Health Fair
* Earth Day at Chemeketa Community College
* Earth Day at the Oregon Gardens
* Multiple school poster contest award presentations
* Keizer Community Resource Fair
* East Salem Bike Rodeo
* Dan Burden Salem Visit - Walkable & Livable Communities Institute
* Eco Fest
* Slow Way Home outreach/movie event
* Gilbert House Summer Block Party
* Salem – Wed Farmers Market Outreach
* Public Works Day

**Status: Ongoing**

***Ongoing participation and activities -***

* Association for Commuter Transportation (ACT)
* Board members of Transportation Options Group of Oregon
* Statewide TDM and ToGo quarterly meetings
* Valley VanPool Partnership
* Quarterly ETC networking and training lunch
* Drive Less Connect Regional Network Administrators meetings
* Cherriots Wellness Committee
* Cherriots Connects Committee
* Cherriots Sustainability Committee