

BOARD MEETING MEMO

Agenda Item

**To:** Board of Directors

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

Steve Dickey, Director of Transportation Development

**Thru:** Allan Pollock, General Manager

**Date:** December 14, 2017

**Subject:** CHERRIOTS TRIP CHOICE FY17-18 1st QUARTER REPORT

ISSUE

The 1st 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 first quarter staff completed the 2017 Drive Less Challenge, Open Streets Salem Event and started on the Monmouth/Independence Trolley Project.

FINANCIAL IMPACT

None

RECOMMENDATION

None

PROPOSED MOTION

Information Only

**CHERRIOTS TRIP CHOICE**

1st Quarter Report FY 2017-2018 July ~ August ~ September 2017

During the 1st Quarter of FY 2017-2018, 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 ~ 1st Quarter 2017-2018**

|  |  |
| --- | --- |
| **Total active users 819**  **Total registered users 4276**  New users 264  Non SOV Miles Logged 361,719  Bike trips 2711  Bus trips 1671 | Carpool trips 6098  Did Not Work trips 1791  Vanpool trips 2489  Walk trips 1655  Telework trips 1000  Drive Alone trips 1676 |
| **Ridematching statistics:**  Ridematch search performed 10,034  Ridematch search with no results… 2518  Ridematch requests sent 4212 |  |

**PROJECTS AND PROGRESS**

***OPEN STREETS SALEM***

The Cherriots Trip Choice Open Streets Salem was a well-attended community event that took place on September 23rd. It is sponsored by the City of Salem with support from area sponsors such as Cherriots Trip Choice. The event is held to promote active and healthy living opportunities in our neighborhoods, fostering civic pride, and highlighting local projects.

There were activity hubs at Highland Elementary, the Salem Saturday Market and our table and activity booth was at Broadway Commons. We had a wide variety of literature available including the new Wander Walks Map which features the Grant/Highland Neighborhood.

Our activity focused on bicycling and bike safety as we partnered with the [Salem Fire Department](https://www.facebook.com/CityofSalemFireDept/?fref=mentions) who fitted and gave away over 40 helmets to kids in our community. We also conducted a bike helmet safety demonstration. Using old bicycle helmets, we strapped in ripe melons (donated from West Salem [Roth's](https://www.facebook.com/pages/Roths/143674458999395?fref=mentions) and the West Salem [Safeway](https://www.facebook.com/SafewaySalemOR412/?fref=mentions)) and dropped the helmet onto the pavement from a ladder. This resulted in no or little damage to the melon; then we dropped an unprotected melon from the same height which resulted in a dramatic splat and a big melon mess. The participants enjoyed the demo and it helps spread the message in a fun and educational manner.

***DRIVE LESS CHALLENGE***

The challenge took place on Sept. 16-30 this year with statewide and local campaign activities. We conducted employer outreach including poster distribution and held several tabling events before and during the challenge.

With the local outreach and the statewide marketing we had a successful campaign with 181 new participants and 821 active registrants this year. These participants logged 206,649 miles using bikes, busses, carpools vanpools and walking instead of driving alone in their cars.

Additional breakdown of the results:

* 1625 bicycle trips taken
* 1053 transit trips taken
* 3889 carpool trips taken
* 798 Vanpool trips taken
* 728 walking trips taken
* 77 Train trips taken

Additionally we had a very successful and cost effective reach before and during the campaign. Note: These figures are local statistics provided to us by the campaign sponsor (ODOT via Alta Planning)

* Our minimum impression goal for the local campaign was 900,000 and we delivered 2,046,145 impressions
* 7,892 clicks

***MONMOUTH/INDEPENDENCE TROLLEY (MINDY)***

As a Monmouth resident and a Cherriots employee, Roxanne Beltz was approached by a Monmouth City Councilor about participating in a steering committee regarding the establishment of a community shuttle system in Monmouth and Independence.

Representative Paul Evans, District 20 has agreed to be a champion of this project and to work with the steering committee to further this idea. The first meeting was held on August 23rd and was attended by representatives from the Governor’s office, Western Oregon University, the city of Monmouth, the city of Independence, the Monmouth/Independence Chamber, Emerson vineyard, and several interested community members. The committee has agreed to meet monthly in Independence at Paul Evans’ satellite office at “Indy Commons”.

The initial discussion was on the general concept, funding, resources, community/business support and the possible need for a feasibility study. Representative Evans felt that funding (estimated to be $40-$50,000) could be secured through a variety of local sources, and he will follow up on that.

Roxanne has shared with the steering committee a Feasibility Study/Transit Development Plan that the city of Lebanon has created and she is reaching out to her TDM colleagues looking for other plans/reports that could be applicable. Once a variety of reports have been gathered the committee will review them and determine next steps.

This plan would provide significant utility to the communities; it would provide ease of transit to/from critical area of activity, as well as provide reliable transportation for vulnerable populations – especially during “normal work hours.” It would also provide a new avenue for tourism by expanding access in and around Polk County.

As this project moves into the more formal planning stages, it is possible that additional expertise and guidance may be requested from Cherriots. At that time Roxanne will transition to a citizen role and staff from Transportation Development/Planning could be asked to offer assistance in route selection, integration with existing services and planning for mutually beneficial growth.

**OUTREACH and MEETINGS**

Staff participated in the following events or activities:

* DMV Summer Info Fair
* Solar Eclipse Planning
* Bike Rodeo Training
* Cherriots History Wall Project
* Goodwill Job & Community Fair
* Association for Commuter Transportation (ACT) Annual Conference
* Center 50+ Community Block Party
* Minto Island Bridge Opening Celebration
* Grant Neighborhood Association
* Healthiest Oregon Employer Awards
* Monmouth/Independency Community (MINDY) Trolley
* Salem-Keizer Schools New Employee Fair/Orientation

**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
* Cherriots Wellness Committee
* Cherriots Connects Committee
* Cherriots Sustainability Committee