

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:** February 7, 2018

**Subject:** CHERRIOTS TRIP CHOICE FY17-18 2nd QUARTER REPORT

ISSUE

The 2nd 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 second quarter staff completed the Gilbert House “Salem Station” project, launched the Cherriots Trip Choice Facebook Page, assisted in the launch of 4 new vanpools and attended a variety of community functions and events.

FINANCIAL IMPACT

None

RECOMMENDATION

None

PROPOSED MOTION

Information Only

**CHERRIOTS TRIP CHOICE**

2nd Quarter Report FY 2017-2018 October ~ November ~ December 2017

During the 2nd 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 Transportation Demand Management (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 their ride to work, school or play.

There was a work session held in January 2018 with ODOT Active Transportation staff, Cherriots Trip Choice staff and 20 Transportation Options partners from across the state. The session was to begin evaluation of other ridematching platforms and Transportation Demand Management tools that the state is considering as the Drive Less Connect replacement. The work session was primarily evaluating the needs each TO program has and ranking the importance of specific aspects of such a tool.

**Drive Less Connect ~ 2nd Quarter 2017-2018**

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| --- | --- |
| **Total active users 827**  **Total registered users 4346**  New users 88  Non SOV Miles Logged 163,953  Bike trips 1304  Bus trips 837 | Carpool trips 2453  Did Not Work trips 771  Vanpool trips 1336  Walk trips 569  Telework trips 357  Drive Alone trips 598 |
| **Ridematching statistics:**  Ridematch search performed 10,251  Ridematch search with no results… 2564  Ridematch requests sent 4306 |  |

**OUTREACH**

***GILBERT HOUSE “SALEM STATION”***

In early 2016, Roxanne Beltz was contacted by Alicia Bay, the Executive Director of the AC Gilbert Children’s Museum in Salem. Ms. Bay was working on an exhibit that would highlight different modes of transportation throughout Salem, and provide a hands-on experience for 2-6 year olds; she wanted help creating a mini bus for the kids to learn about Cherriots and public transportation.

Getting donated parts from Lane Transit, Western Bus Sales and our own facilities and maintenance team, Roxanne got a driver’s seat, passenger seats, a steering wheel, pedals and a fare box. The last little touch are toddler sized fleece vests with embroidered Cherriots logos for the kids to wear when they are “driving”. Then, on Nov 3rd, 2017 the entire Cherriots Board of Directors and many members of staff attended the ribbon cutting ceremony amid much fanfare and youthful excitement.

Alicia Bay, the museums ED said “We are inspiring the next generation to be city planners, engineers, and committed citizens.” Explains Bay. “I am certain this will become a new favorite of our visitors to Gilbert House!” And if December is any indication she’s right.  Roxanne got an email from Alicia saying they had record attendance in December with 7100 people.

***SOCIAL MEDIA***

We launched Cherriots Trip Choice Facebook page gaining 81 followers. We post relevant events, information and articles geared toward the diverse audience our services attract.

***VALLEY VANPOOL***

In partnership with Point2point at Lane Transit District, we assisted in the launch of four new vans. One of the new routes travels from Salem to Eugene with a Monday – Friday 8 am to 5 pm schedule. Two other routes run between Eugene to Salem; one with a Monday – Friday, 8/5 schedule and one with a 4/10 schedule. A fourth vanpool route runs from Eugene to Albany.

Valley VanPool currently supports 47 vanpools that serve more than 400 commuters in the Willamette Valley.

***EVENTS AND ACTIVITIES***

Staff participated in the following events or activities:

* Myer’s Elementary Pumpkin Run and Safety Demonstration
* Chemeketa Community College Transportation Options Fair
* Presented pedestrian and bicycle safety information to 200 students at Hayesville Elementary school.
* Assisted with the Employee Halloween Party
* Assisted in decorating the Cherriots Holiday Bus

Staff held or attended the following meetings

* State Capital Employee Transportation Coordinator
* Chemeketa College Sustainability Coordinator
* Polk County Community Health Improvement Planning Workshop
* Open Streets Salem grant/funding planning meeting

***PROFESSIONAL DEVELOPMENT***

Staff has been active with the Association for Commuter Transportation (ACT) Activities including:

* Transportation Demand Management Forum – October 2017 (Attended by Roxanne Beltz and Kiki Dohman)
  + Kiki Dohman was co-chair and she also received a “40 under 40” ACT award.
* Kiki Dohman assisted in the development of ACT National leadership program called ImpACT.

***ONGOING PARTICIPATION***

* 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
* Technical Advisory Committee for Salem’s Winter-Maple Family Friendly Bikeway