



2014
Drive Less Save More: SouthTown
FINAL REPORT



Drive less. Save more.

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EXECUTIVE SUMMARY

The 2014 Oregon Department of Transportation (ODOT) Drive Less Save More individualized marketing (IM) program in the SouthTown neighborhood of Corvallis, Oregon, helped residents walk, take transit, bike, and carpool for daily trips. The neighborhood-based approach included pre- and post-program surveys, hand-delivered customized transportation information, neighborhood events, and partnerships with community groups, Oregon Cascades West Council of Governments (OCWCOG), and the City of Corvallis. Of the 3,075 residents in the target area, 403 (13.1%) participated in the program.

The primary goal of *Drive Less Save More: SouthTown* was to reduce the drive-alone mode share among target area residents for all trips. Pre- and post-program surveys were used to evaluate behavior change that occurred during the project. The findings indicated that drive-alone trips decreased in the target area over the course of the program timeline.

Program surveys indicated a reduction in drive-alone trips in the target area after the program's completion. Over the course of the *Drive Less Save More: SouthTown* program, drive-alone mode share decreased 3.8% and transit and walking increased 2.2% and 1.4%, respectively. Carpooling and bicycling decreased by very small amounts, 0.3% and 0.1%, respectively. A total of 895,014 vehicle miles were saved annually due to the reduction of drive-alone trips in the target area. Results from a supplemental participant feedback survey show:

- 46% of respondents reported they are driving alone less often now than they were six months ago; of those, 59% attribute their reduction in driving to having access to better information about transportation options.
- 99% of respondents who received a Go Kit reported that the Go Kit materials were useful.
- 84% of respondents who attended program events said the events were helpful in encouraging them to make more of their trips using transportation options.
- 96% of respondents think there is value in value continuing the program.
- 78% of respondents said the program encouraged them to visit local shops, restaurants, and parks.

Drive Less Save More: SouthTown outreach staff attended numerous events throughout the three-month program, with 14 being custom events planned and implemented for the program. With the support of city staff, local partners, Pac/West Communications, and Alta Planning + Design, program outreach ambassadors planned custom events and promoted partner events near the target area. *Drive Less Save More: SouthTown* events were well attended and helped residents and families use transportation options for everyday trips.

Drive Less Save More: SouthTown was successful at engaging residents and delivering transportation options information to residents' front doors. Free custom events held throughout the target area encouraged greater use of active and shared transportation modes, and outreach staff were able to connect with hundreds of people to discuss local transportation issues and concerns. Participants expressed positive feedback about the program and were satisfied with the range of program offerings.

BACKGROUND

Individualized Marketing (IM) programs have shown success in reducing drive-alone trips and increasing the frequency of trips taken by bike, foot, transit, and carpool—otherwise referred to as transportation options. These programs have been implemented for more than 30 years in many countries around the world. In the state of Oregon, IM programs have been successfully completed in Portland, Gresham, Wilsonville, Eugene, Springfield, Salem, and Cedar Hills.

Drive Less Save More: SouthTown involved many different stakeholders and partners. The project was funded by ODOT, and was a joint effort by the City of Corvallis Transportation Options Program, Cascade West Rideshare, OCWCOG, and ODOT. The City and OCWCOG had a central role in the execution of the program and on-the-ground outreach. Pac/West Communications and Alta Planning + Design were the firms contracted to design and execute the program. Local jurisdictions, such as the city and Cascade West Rideshare, were also involved with high-level strategy, decision making, review processes, and materials procurement. IM programs support the goals of ODOT and local jurisdictions by reducing the number of single-occupant vehicle trips and increasing the number of trips taken by foot, bike, transit, and ride sharing. The *Drive Less Save More: SouthTown* program positively engaged the public about their transportation options and spread awareness of the statewide Drive Less Save More program.

Target Area Characteristics

The South Corvallis area was chosen because of its strong identity, both geographically and culturally. It is physically bounded on three sides with the Willamette River on the east, railroad tracks on the west and Mary's River to the north. The South Corvallis target area comprises approximately 3,075 households just to the south of the Corvallis Newport Hwy. South 3rd Street (Hwy 99) runs through the center of South Corvallis and is the area's commercial center. South Corvallis is dotted by parks and open spaces.

Residences are a diverse mix of higher-end new development, dense apartment complexes, trailers, and single-family homes. South Corvallis has been known anecdotally for decades as “SouthTown,” a moniker that at times had a disparaging context. However, in recent years, the area's “green” identity, the presence of several new local businesses, and an eco-village have helped a new wave of SouthTown residents reclaim the name and associate the area with a new cultural identity.

Southtown Target Area



Corvallis aerial

Partnerships

Local travel demand management, jurisdictions and service providers partnered with ODOT and the consultant team to customize and implement the program. ODOT and the consultant team (Pac/West and Alta) connected with the following local partners during the planning and implementation stages of the program:

- Greg Wilson, Transportation Options Program Coordinator for the City of Corvallis
- Phil Warnock, Transportation Program Manager for Cascades West Rideshare at Oregon Cascades West Council of Governments
- Tarah Campi, Transportation Options Outreach Coordinator for Cascades West Rideshare

Stakeholder Outreach

The local team conducted stakeholder outreach to community organizations, including the following:

- Tunison Neighborhood Association
- Benton County Public Health (including bilingual Health Navigators)
- Corvallis School District Safe Routes to School program
- Lincoln Elementary School
- Corvallis City Council ward members
- Local businesses
- Local nonprofits such as the Corvallis Sustainability Coalition and Willamette Neighborhood Housing Services

The project team had a stakeholder meeting in May 2014 prior to launching the program. The intent of the meeting was to gather input and suggestions for program communications and outreach strategies. The project team communicated regularly with stakeholders via email. Communication included sharing program updates and photos, sending event reminders, and seeking stakeholder assistance in disseminating event information. The team engaged new partners throughout the course of the project and collaborated with them at various community events. For example, the team partnered with the Willamette Landing Homeowners Association to host a bike repair workshop.

Outreach Ambassador and Volunteer Support

Additionally, the project hired an outreach ambassador, Ramon Martinez, a bicycling enthusiast. Ramon was a perfect fit for this project, based on his passion for transportation options and for the SouthTown community. Additionally, Ramon's experience as an intern with the Benton County Health Department in Corvallis gave him community outreach experience.

As the *Drive Less Save More: SouthTown* outreach ambassador, Ramon assisted with program logistics, order fulfillment, and event planning. One of his primary duties included delivering Go Kits, customized packets of transportation information and tools, by bicycle to participants. Delivering Go Kits by bicycle is a vital component of IM programs. It helps increase program visibility in the neighborhood (e.g. outreach staff wear t-shirts bearing the program logo) and it demonstrates the positive behavior the program is trying to promote, i.e. exploring transportation options.

The *Drive Less Save More: SouthTown* project also included invaluable volunteer support. Volunteers from the Corvallis Bicycle Collective, a local nonprofit organization, helped at the bicycle repair workshops. The South Corvallis Food Bank permitted the program to set up the delivery and fulfillment center in their building. The project team was granted free, unlimited access throughout the program. The location and accessibility of this site were crucial to the success of the program. The fulfillment center location also provided an opportunity for the program staff to interact with food bank staff, volunteers, and customers.



Ramon getting ready to make his first delivery as the program's outreach ambassador.

PROGRAM APPROACH

IM programs involve detailed planning and coordination among partners, funders, stakeholders, and staff. The program approach included the following elements:

- Survey development
- Materials design and procurement
- Database development and management
- Event planning
- Fulfillment and deliveries
- Newsletters
- Evaluation and reporting

A detailed work plan was also developed by the program team to ensure transportation tools, resources, and printed materials were ordered and produced in a timely manner. The plan also allowed for ample review time from ODOT and other partners.

Custom Program Materials

The following suite of evaluation and marketing materials were developed specifically for this program:

- Pre-and post-program survey questionnaires
- Custom logo
- Pre-program postcard announcement
- SouthTown Go Guide (multimodal neighborhood map)
- Combo mail-back order form and first newsletter
- Welcome letter
- Event flier
- Local business coupon sheet
- Second and third newsletters
- Reminder postcard
- Promotional and event posters

All materials were developed using the *Drive Less Save More: SouthTown* branding.

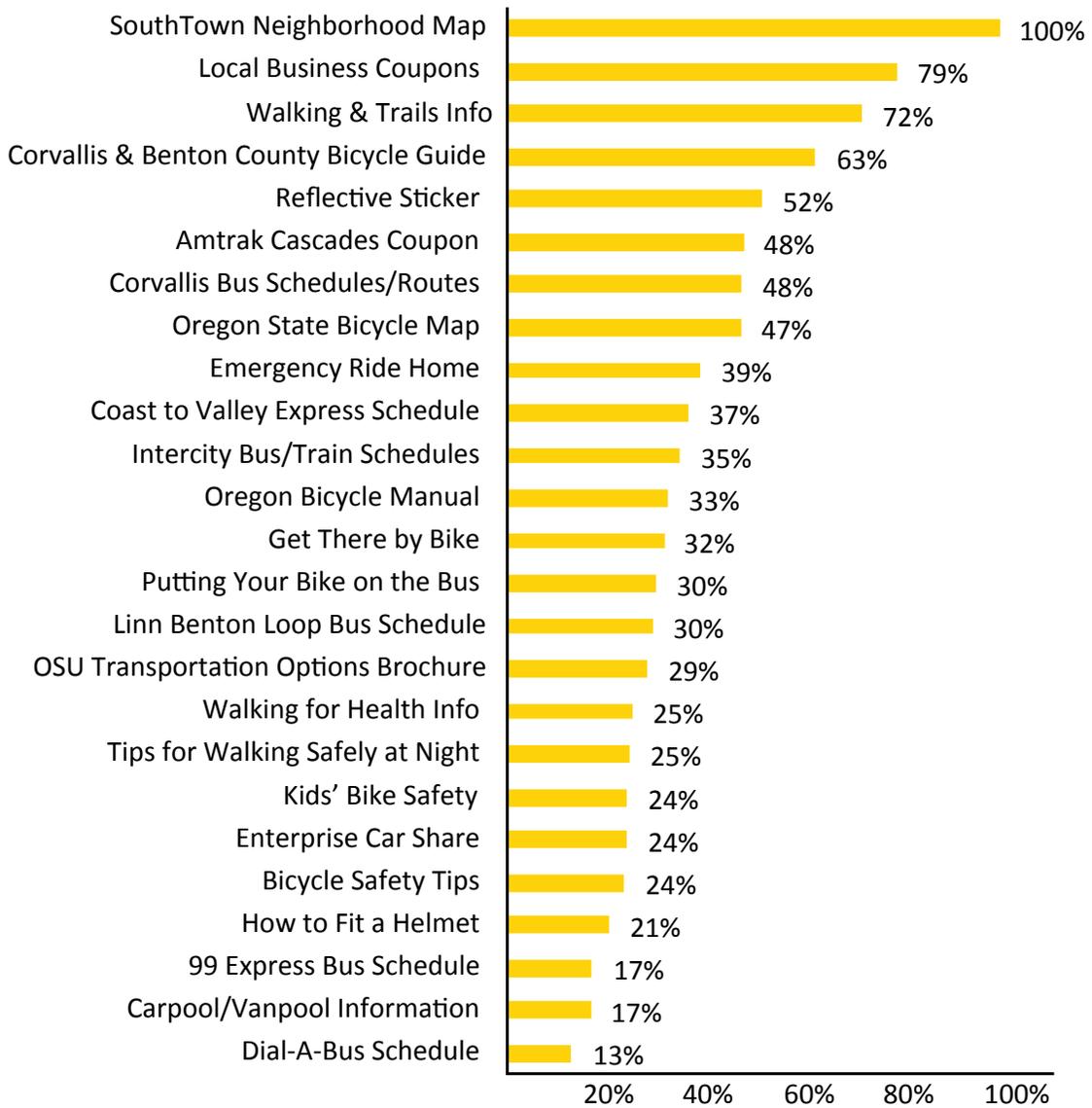
Go Kits

Providing customized transportation information in the form of Go Kits to residents was an excellent way to encourage greater use of transportation options among residents. The materials and maps in the Go Kits not only provided recipients with important information, but also led recipients to consider the benefits of transportation options and how they can make changes in their own habits.

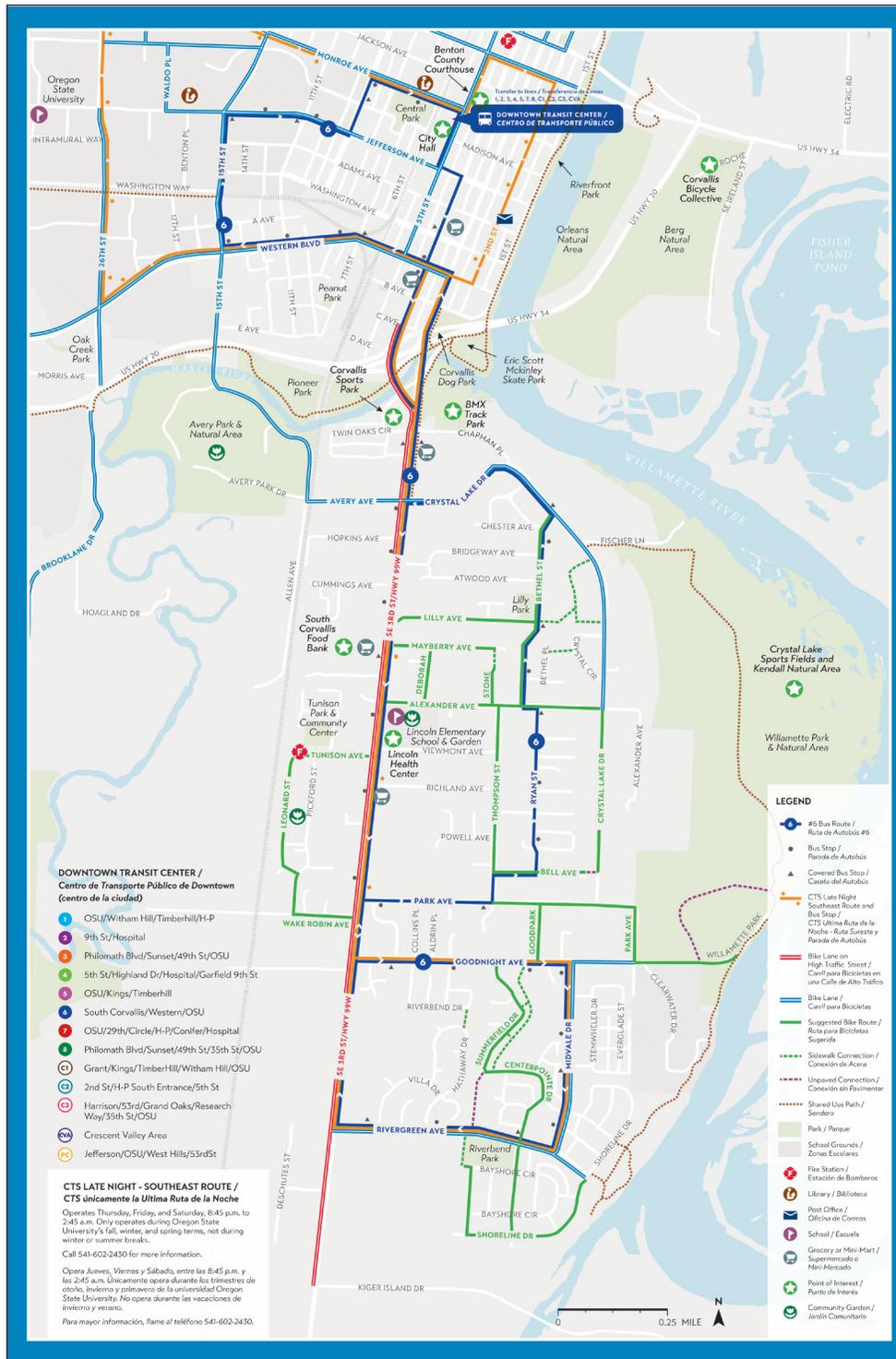
Residents were mailed a pre-paid mail back order form and invited to select from a variety of transportation options materials, made available free of charge through ODOT and other project partners. Participants were also encouraged to choose one of three free travel tools—a water bottle, pair of wrap-around bike safety lights, or a reflective safety umbrella. Program materials were also available to order online through Alta’s database, and the link was provided in each newsletter.

The chart on the next page shows the percentage of participants who ordered each Go Kit item.

Go Kit Materials Ordered



Go Guide Map



The custom neighborhood map served as a useful tool for local travel to parks and amenities by foot, bike, transit, and sharing rides.

Nearly all Go Kits were delivered by bicycle. A few households located outside of the target area ordered materials and those Go Kits were sent via mail. Outreach Ambassadors were trained to explain the contents of the bags to residents and respond to questions about the materials or program. If no one was home during the time of delivery, Go Kits were left in an inconspicuous place on the front porch. Go Kits were delivered within approximately two weeks after orders were placed.

Events

Outreach Ambassadors attended six community events during the active phase of the program. Events encouraged and educated residents about using active modes of transportation, and provided an opportunity for neighbors to meet and discuss transportation topics. Go Kit order forms and promotional postcards were distributed at the following six community events to encourage residents to participate in the program:

- **Tunison Park Grand Opening**, Thurs. 7/10, 4-7 p.m., Tunison Center, approximately 20 people
- **Lincoln Farmers Market**, Wed. 7/16 and 7/23, 9 a.m.-1 p.m., Lincoln Middle School, approximately 25 people
- **Grand Kinetic Sculpture Race**, Sun. 7/20, 10 a.m.-12:30 p.m., Crystal Lake Sports Fields, approximately 100 people
- **National Night Out**, Tues. 8/5, 6 p.m., Crystal Lake Drive and Alexander-area neighborhood association picnics, approximately 20 people each (40 people total)
- **Campeones de Salud (Champions of Health) Community Soccer Fair**, Sat. 8/23, 10-11:30 a.m., Willamette Park, approximately 100 people
- **Car Free Day Festival**, Sun. 9/21, 1-4 p.m., Riverfront Park in downtown Corvallis, approximately 100 people

The project team hosted 14 custom events for SouthTown residents. These included the following:

- **Bicycle Basics and Repair Classes (Spanish/English)**, Tues. 7/8, 7/15, 8/5, and 8/12, 7-8:30 p.m., Tunison Community Center, average attendance was 6 people per event
- **Sage Concert Family Bike Ride**, Thurs. 7/24, 5:30 p.m., Lilly Park, approximately 7 people
- **Ice Cream Walk (Spanish/English)**, Thurs. 7/31, 7-8:30 p.m., Lincoln Elementary School to Willamette River boat ramp, approximately 12 people
- **Bicycle Repair Assistance (Spanish/English)**, Mon. 8/4, 8/11, 8/18, and 8/25, 6:30-8 p.m., Corvallis Bike Collective, average attendance was 5 people per event
- **Sage Concert Family Bike Ride**, Thurs. 8/21, 5:30 p.m., Avery Park, approximately 10 people
- **Ice Cream Walk (Spanish/English)**, Wed. 8/27, 7-8:30 p.m., Lincoln Health Center to Willamette River boat ramp, approximately 22 people
- **Bike Tire Repair Workshop and SouthTown Transportation Options Information Session**, Tues. 9/16, 7-8:30 p.m., Willamette Landing Home Owners meeting room, approximately 3 people
- **Light it Up**, Tues. 9/30, 7:30-9 p.m., intersection of South Third St. and Crystal Lake Blvd., approximately 90 people



City of Corvallis Transportation Program Specialist, Greg Wilson, provided transportation information at the Grand Kinetic Sculpture Race on July 20, 2014.



SouthTown outreach ambassador Ramon helped teach bicycle repair at the Tunison Community Center on July 8 and 15, 2014.



Participants walk together during the Drive Less Save More: SouthTown ice cream walk on Aug. 27, 2014.



A family receives lights at the Light it Up event on Sept. 30, 2014.

Communications

Newsletters

Newsletters were mailed to target area households each month during the active phase of the program (July through September) and were an important communication and messaging platform. *Drive Less Save More: SouthTown* newsletters contained the following information and resources:

- Calendar of custom and partner events
- Go Kit order form (and additional invitations to order Go Kits online in future newsletters)
- Tips for using transportation options
- Transportation Options resource guide
- Trip planning tools
- Community resources, such as exploring local parks and community groups like the Corvallis Bicycle Collective
- How to get involved with local transportation initiatives
- Event recaps

Press Release and Media

The project team solicited media coverage from the Corvallis Gazette Times newspaper and the Corvallis Advocate weekly publication. The Gazette Times published an article regarding the program's launch on July 7, 2014. It also subsequently published listings of our events at various times throughout the summer. KEZI News of Eugene featured the program during the July 8, 2014, evening news, including an interview with City of Corvallis Transportation Program Coordinator Greg Wilson.

Direct Mail

The program utilized direct mail to reach all target area residents. Direct mail pieces included a pre-program announcement postcard (mailed one week prior to program launch), an order form newsletter (mailed at program launch), two subsequent newsletters (mailed monthly following the launch), and a reminder postcard (mailed mid-way through the program).

Website

The City of Corvallis hosted the program website at www.corvallisoregon.gov/southtown. Monthly website updates kept the information current with upcoming events and program highlights. The page will continue to be used to post other South Corvallis-related information.



The first newsletter included the order form and highlighted the Corvallis Bicycle Collective, upcoming events, and local travel resources.



The postage paid mail-back order form was included in the first newsletter and also available online.

Email

The project team used Mail Chimp to send emails to participants throughout the project. The project team will continue to send periodic emails to participants on an ongoing basis. These emails will spread the word about transportation-related events in Corvallis, encourage opportunities to use the area's transportation options, and discuss other relevant topics as needed. Below is a summary of emails sent during the program:

Summary of Emails

Email Number	Date	Number of Recipients	Open Rate	Items Included within the Email:
1	Aug. 4	230	55.8%	<ul style="list-style-type: none"> • A message to encourage participants to email photos of themselves with their Go Gear • Upcoming program event details
2	Aug. 8	233	59.2%	<ul style="list-style-type: none"> • Additional event details • A reminder to send pictures of their Go Gear • An update that Go Gear would be arriving soon
3	Aug. 28	266	48.9%	<ul style="list-style-type: none"> • Summary of upcoming September events
4	Sept. 4	265	49%	<ul style="list-style-type: none"> • Back-to-school safety message • Reminder to order Go Kits by the end of the month • September event reminders
5	Sept. 8	273	47.2%	<ul style="list-style-type: none"> • September event reminders • Go Kit information
6	Sept. 15	269	48.3%	<ul style="list-style-type: none"> • Reminder of the Drive Less Challenge • September event reminders • Go Kit ordering reminder
7	Sept. 29	321	34.9%	<ul style="list-style-type: none"> • A message thanking participants • Reminder about our last event and the Challenge • Encouragement to keep pursuing transportation options after the program, including a link to local resources

Social Media

The team encouraged partners to promote the program events and website via their respective social media accounts, newsletters, and other channels throughout the program. Initially, the team decided to not launch its own Facebook page. Due to the short program timeframe, the team didn't foresee enough time to build an adequate audience. The project team decided instead to rely on the already-established social media presence of external partners. However, midway through the program, the project outreach ambassador expressed interest in launching a Facebook page to share program highlights. The page garnered 32 likes.

EVALUATION

The primary goal of *Drive Less Save More: SouthTown* was to reduce the drive-alone mode share among target area residents for all trips. This summary describes the methodology used to evaluate the program and summarizes the results. The findings indicated that drive-alone trips decreased in the target area over the course of the program timeline.

Target Area Surveys

To evaluate the effectiveness of the 2014 *Drive Less Save More: SouthTown* 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 post-survey was nearly identical to the pre-survey except for two additional questions about self-reported travel behavior change. Maintaining consistency between pre- and post-program surveys is important to ensure response data is accurate. A \$100 grocery store gift card was offered to participants in a drawing upon completion of the pre- and post-program surveys.

Pre-program surveys were mailed to 1,628 residents¹, and post-program surveys were mailed to all 3,075 target area households. The following table shows a summary of the survey response rates. About two-thirds of respondents were female, most households contained two adults with two cars, and the most represented age group was those 45-64 years old.

Target Area Survey Response Summary

	Pre-Program Survey	Post-Program Survey
Mail Date	Jun. 3, 2014	Sept. 30, 2014
Number of Surveys Mailed	1,628	3,075
Number of Completed Surveys	387	455
Response Rate	23.8%	14.8% ²

The survey included a one-day trip diary, as well as additional questions regarding the respondent's personal transportation behavior, attitudes, and basic demographics. The pre-program survey was mailed on June 3, 2014, prior to any program press or outreach, and the post-program survey was mailed to the same households on Sept. 30, 2014, following the completion of all program activities and packet deliveries.

The surveys asked respondents to report all trips, including purpose and mode, for trips made "yesterday." When reporting on the purpose of their trip, respondents were asked "Where did you go?" Based on Oregon Household Activity Survey data, trip purpose options included the following:

- Work
- College
- School (K-12)
- Shopping
- Recreation
- Returned Home
- Other³

¹ The pre-program survey was mailed to a subset of the target area due to a commercial mailing list error, which was then corrected for subsequent mailings, including campaign mailings and the post-program survey.

² Surveys were mailed to the attention of "Resident" and were not returned if invalid. For this reason, the response rate is likely lower than if those undeliverable surveys had been returned and removed from the total number of surveys mailed.

³ The most common "other" trip purpose reported was social recreation (i.e., social visits). These trips were included in their own trip purpose category in much of the analysis.

When reporting the mode used for their trip (responding to the question, “How did you get there?”), respondents could select from the following options:

- Drove alone
- Drove with children only⁴
- Drove with adults
- Rode bus
- Walked
- Bicycled
- Other

The mode shift calculated from the survey data was used to estimate daily and annual vehicle miles traveled (VMT) reductions among target area households. This calculation is made by multiplying the average number of trips made by each person per day for a particular trip purpose by the drive-alone mode share for that purpose, and by the corresponding average trip distance as estimated by the Oregon Department of Transportation from the 2009 Oregon Household Activity Survey (OHAS).

Because trip diaries were returned for all seven days of the week, annual VMT reductions are based on 365 days. The resulting calculated VMT per person for all trip purposes is aggregated to represent the entire target area.

Participant Feedback Survey

In addition to the pre- and post-program trip diary surveys, the project team administered a feedback survey to participants following the program. A link to the electronic survey was emailed to program participants who provided an email address. Of the 403 participants, 111 completed the participant feedback survey for a response rate of 27.5%. In addition to gathering feedback about the program activities, the survey asked respondents about their transportation habits.

Target Area Trip Diary Findings

Average Number of Trips

The average number of daily trips for survey respondents was 3.7 in the pre-program survey and 3.5 in the post-program survey, both of which are within a normal range. Further, the consistency between the pre- and post-program surveys is an indication that the datasets are comparable.

Mode Shift

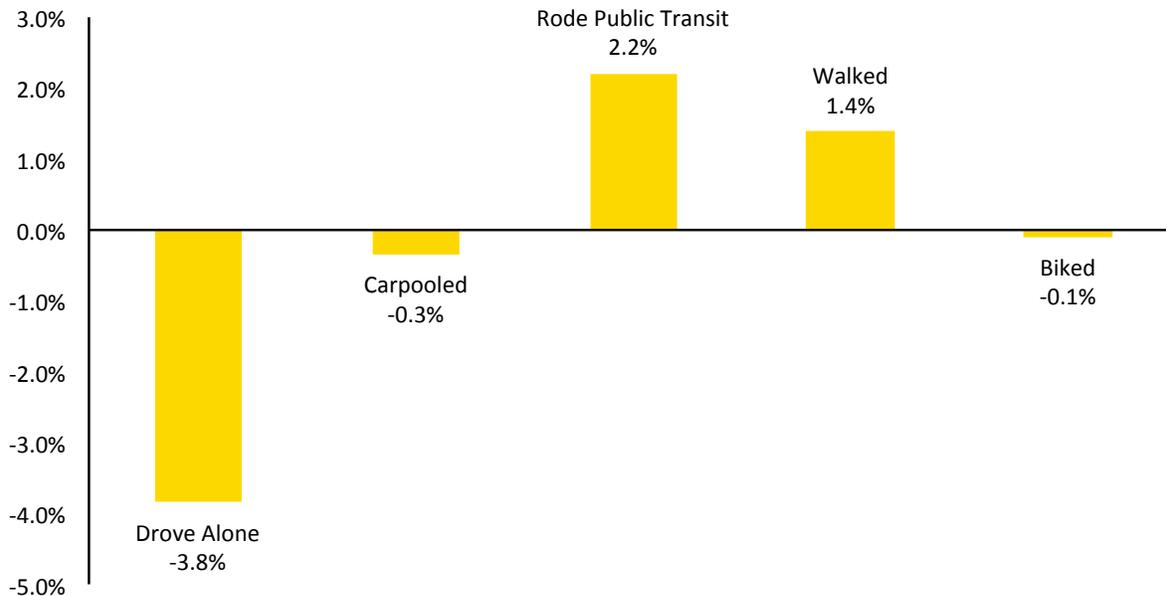
Mode share reported in the pre- and post-program surveys is shown in the table on the next page. The results indicated that target area residents decreased their drive-alone mode share 3.8% and increased their transit and walking 2.2% and 1.4%, respectively. Carpooling and bicycling decreased by very small amounts, 0.3% and 0.1% respectively.

⁴ Trip data from the “drove alone with children only” category was combined with trips from the “drove alone” category during analysis to accurately reflect the program evaluation goals. Changes in the number or share of carpool trips with children only (no other adults) do not result in changes in the number of cars on the road; for this reason, carpool trips with children only were considered to be drive-alone trips for this evaluation.

Pre- and Post-Program Mode Share

Mode	Pre-Survey (N=481 trips)	Post-Survey (N= 485 trips)	Change
Drove Alone	60.0%	55.5%	-4.5%
Carpooled	18.7%	16.2%	-2.5%
Rode Bus	1.9%	6.4%	4.6%
Walked	5.1%	6.0%	1.0%
Biked	14.3%	14.6%	0.2%

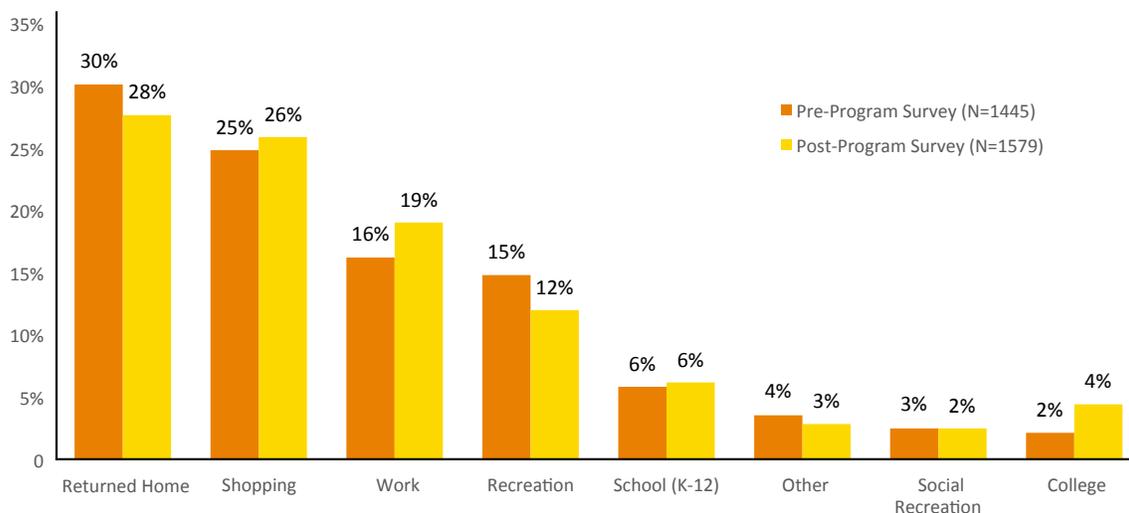
Mode Shift Results



Trip Purpose

The following chart shows the distribution of trip purpose reported by respondents in the pre- and post-program surveys. The distribution of trip purposes is similar between the two surveys, with some small variations. It is common for shopping and work trips to be among the most frequent trips made.

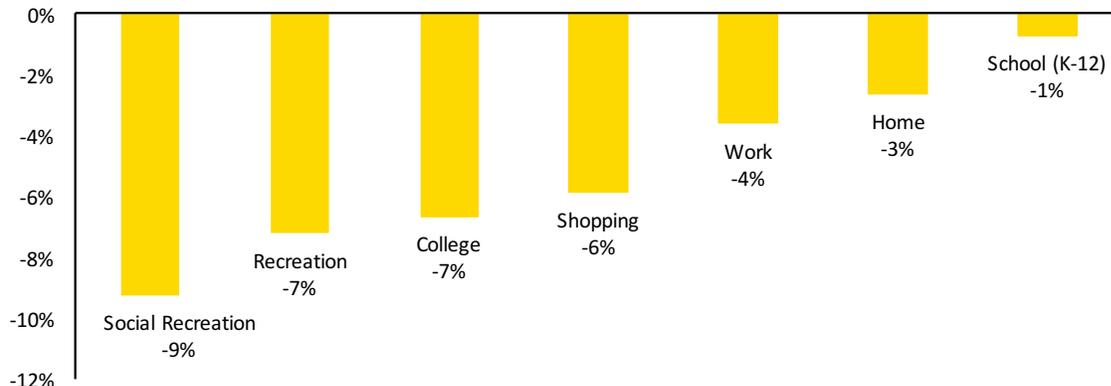
Trip Purpose



Mode Shift by Trip Purpose

For a better understanding of transportation behavior in the program area, mode shift can be evaluated by trip purpose. As shown in the following chart, drive-alone mode share decreased for all trip types. Drive-alone trips for “other” trips (e.g., social recreation) decreased 4%; however, this category was not included in the data set due a very small percentage (3%) of “other” trips compared to the total number of trips.⁵

Drive Alone Mode Shift by Trip Purpose



Vehicle Miles Traveled

Based on the demonstrated reduction in drive-alone trips, it is estimated that the average target area resident will drive 0.8 miles less per day following the program, which when applied to the entire target area is 2,452 miles less per day. Based on research in behavior change programs⁶, we assume this change in travel behavior will last for at least one year, for a reduction of 895,014 vehicle miles. A summary of this impact is shown in the following table.

Estimated Vehicle Miles Traveled and Carbon Dioxide Emission Reduced⁷

	Estimated Vehicle Miles Traveled (Per Person)		Estimated Vehicle Miles Traveled (By Target Area Residents)		Estimated Vehicle Miles Reduced By Target Area Residents	Estimated CO ₂ Emission Reduction in Target Area (In Pounds)
	Pre-Program	Post-Program	Pre-Program	Post-Program		
Daily VMT	9.96	9.16	30,626	28,174	2,452	1,992
Annual VMT	3,635	3,344	11,178,468	895,014	895,014	726,915

Panel Analysis Findings

Households that participated in both the pre- and post-program surveys were included in a panel analysis. Results from the panel analysis, which included a smaller subset of all households in the sample, are consistent with the overall findings for the entire sample of respondents. This consistency further validates the range of travel behavior changes that occurred across both panel and non-panel households. Drive-alone mode share decreased 4.5%, transit increased 4.6%, walking increased 1%, and bicycling increased 0.2%. The mode share for carpooling with adults decreased 2.5%.

⁵ Respondents wrote in many different trip activities in the survey that were categorized as “other.” Because “other” trips represented only 3% of the total number of trips, it was not included in the chart.”

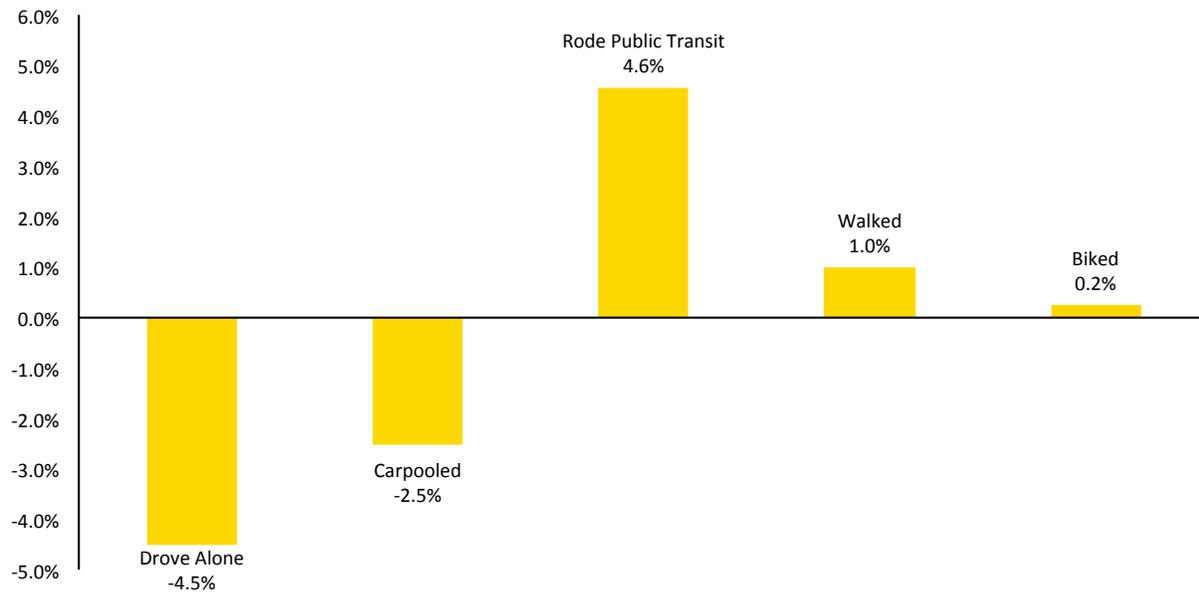
⁶ SmartTrips Green Line Final Report, December 2010

⁷ Carbon dioxide emission reductions are estimated based on VMT 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.”

Pre- and Post-Program Mode Share – Panel Only

Mode	Pre-Survey (N=481 trips)	Post-Survey (N= 485 trips)	Change
Drove Alone	60.0%	55.5%	-4.5%
Carpooled	18.7%	16.2%	-2.5%
Rode Bus	1.9%	6.4%	4.6%
Walked	5.1%	6.0%	1.0%
Biked	14.3%	14.6%	0.2%

Mode Shift Results – Panel Only

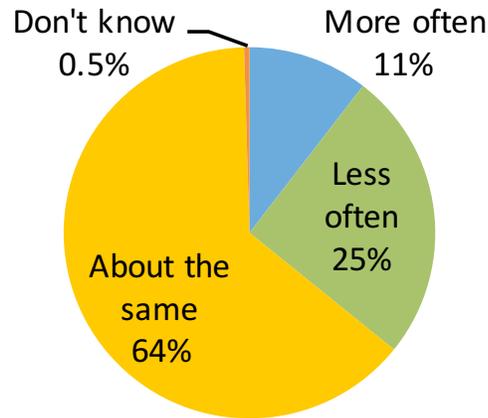


Self-Reported Behavior Change

To support results found in the trip diary, respondents in the post-program survey were asked if they think they are driving alone to places more often, less often, or about the same as they were compared to six months ago (which was prior to the start of the IM program). Nearly one quarter of post-program survey respondents (24%) stated that they think they are driving alone less often. For those who reported they were driving less, when asked what contributed to the change, 11% pointed to having access to better information about transportation options.

Reported Driving Behavior Compared to Six Months Earlier (N=430)

(As reported in the post-program target area survey)



Health Impact Modeling Results

The changes in transportation behavior measured from the area-wide surveys were inputted into a version of the Integrated Transportation and Health Model (ITHIM) developed by the Oregon Health Authority Public Health Division for ODOT. From this model, we can see that the *Drive Less Save More: SouthTown* program resulted in an estimated decrease of -2.1 Disability Adjusted Life Years, a 0.44% decrease in the burden of disease, valued at about \$115,300. The model showed the following results for all Southtown residents in the target area:

- The *Drive Less Save More: SouthTown* project resulted in an increase in physical activity.
- Data from before and after surveys (area-wide) indicated that participants increased their walking by an average of about 1.25 miles per week, while the average distance bicycled remained about the same.
- On average, the increase in physical activity was about 4 minutes per person per day, nearly 20% of the recommended 150 minutes per week.
- If transportation behavior changes are continued for one year, this activity translates to a 0.44% decrease in the burden of diseases related to physical inactivity in SouthTown, as measured by disability-adjusted life years.
- If transportation behavior changes are continued for one year, the value of avoided medical treatment resulting from increased physical activity is about \$115,300.

The above estimates are based on results from the Integrated Transportation and Health Impact Model (ITHIM). The Oregon Health Authority Public Health Division tailored ITHIM for use in evaluating Transportation Options programs by incorporating county-level population distributions and health data. ITHIM uses established relationships between physical activity and health to estimate changes in diseases resulting from shifts in transportation behavior. Changes in disease are estimated in terms of Disability Adjusted Life Years, a unit of illness developed by the World Health Organization. Costs are estimated using national cost of illness figures scaled to Oregon county populations and adjusted to 2010 dollars. ITHIM was developed by Dr. James Woodcock of the Centre for Diet and Activity Research at the University of Cambridge (see Woodcock et al. 2009).⁸

⁸ Woodcock J, Edwards P, Tonne C, Armstrong BG, Ashiru O, Banister D, et al. 2009. Health and Climate Change 2 Public health benefits of strategies to reduce greenhouse-gas emissions: urban land transport. *Lancet* 374: 1930–1943

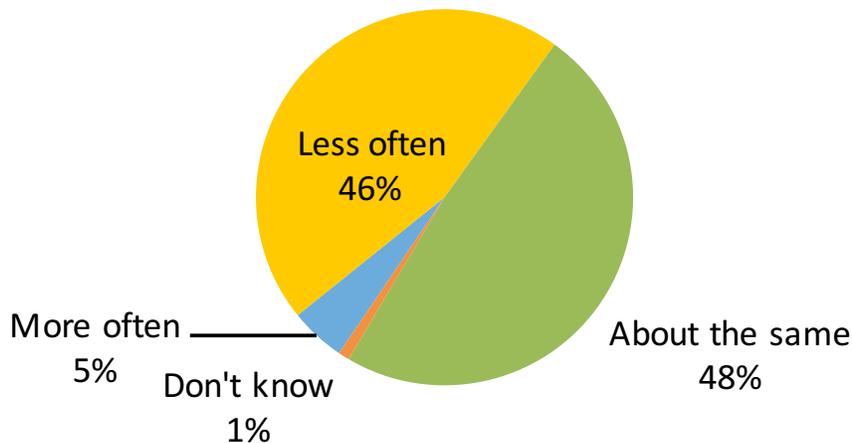
Participant Feedback Survey

In addition to the pre- and post-program trip diary surveys, the project team administered a participant feedback survey in November 2014. The participant feedback survey was sent by email only to residents who ordered program materials. This same group of participants also received emails throughout the program. This subset of participants was not asked to complete a travel diary; however, a series of questions were asked about self-reported travel behavior, satisfaction with the program, barriers to using transportation options, etc. Of the 403 participants, 111 (or 27.5%) completed the participant feedback survey and provided qualitative input about the program. The demographic makeup of the participant-only survey was 76% women and 24% men.

The participant survey also asked respondents if they think they are driving alone to places more often, less often, or about the same as they were compared to six months ago. The following chart shows the responses. Forty-six percent of respondents reported driving less, and of those, 59% pointed to having access to better information about transportation options as a reason for the change (more than any other reason). The increase in these responses between the previous chart and the chart below is attributed to the different respondent groups. The chart above was a target area side survey and represents residents who did not participate in the program, while the chart below represents only the responses of residents who participated.

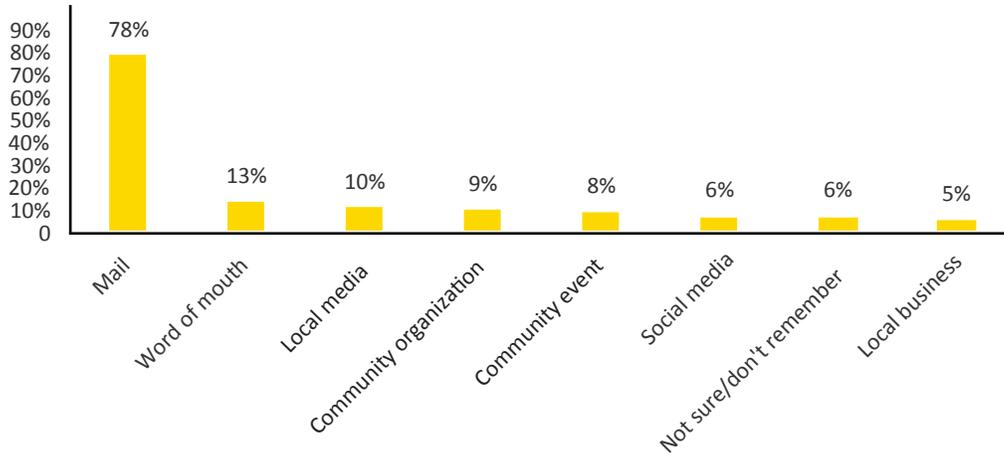
Reported Driving Behavior Compared to Six Months Earlier (N=105)

(As reported in the participant feedback survey)



Most SouthTown residents heard about the program through mail. Word of mouth and local media were also important communication channels to spread the word about events and other program offerings.

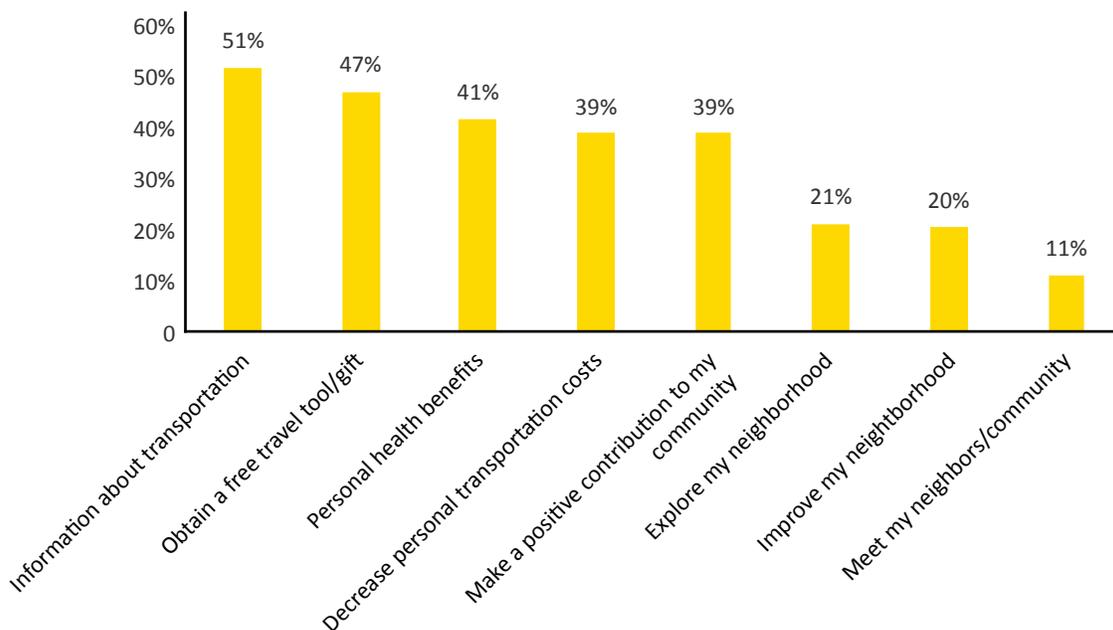
“How did you hear about the program? Select all that apply.” (N=108)



Participants were asked to select the top three reasons they decided to participate in the program. The top five reasons mentioned by participants included:

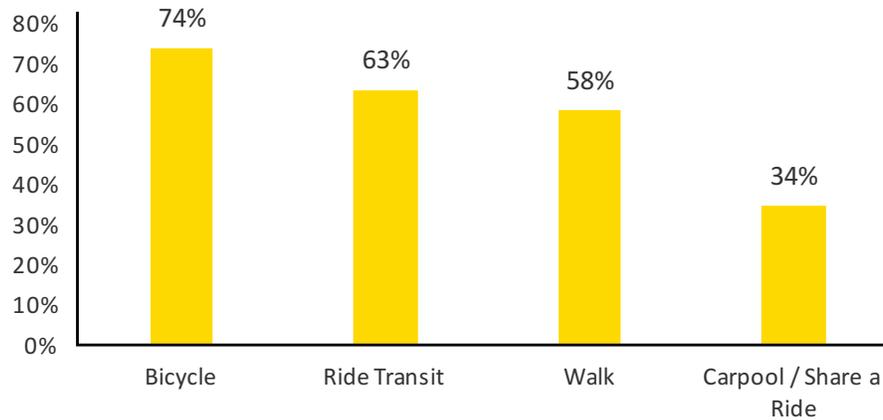
1. Desire for more transportation information
2. Opportunity to obtain a free transportation tool/gift
3. Personal health benefits
4. Decrease personal transportation costs
5. Opportunity to make a positive contribution to your community

“What are the top three reasons you decided to participate in the program? Select all that apply” (N=109)



Also in the participant feedback survey, respondents were asked if *Drive Less Save More: SouthTown* helped them use transportation options for more of their trips. Participants' responses are summarized in the chart below as a percentage of respondents who reported that the program helped them use that option for more of their trips (either significantly or somewhat).

“Has the program helped you _____ for more trips? Select all that apply” (N=109)



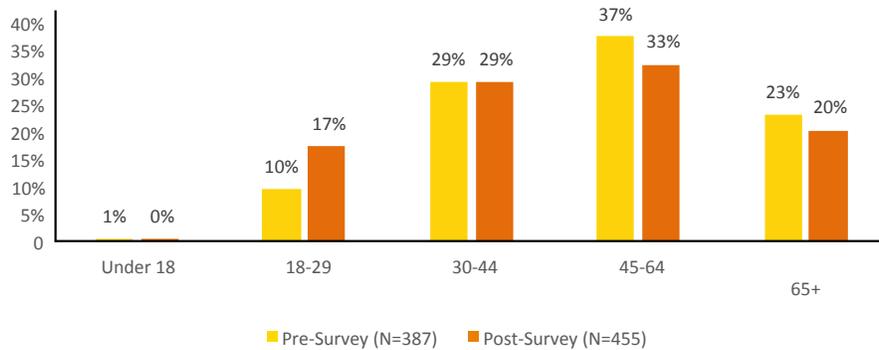
Other qualitative results from the participant-only survey are summarized below. It is important to note a vast majority of survey participants thought the program was helpful, informative, and encouraging.

- 99% of respondents who received a Go Kit reported that the Go Kit materials were useful.
- 84% of respondents who attended program events said the events were helpful in encouraging them to make more of their trips using transportation options.
- 78% of respondents mentioned the program encouraged them to visit local shops, restaurants, and parks.
- 96% of respondents think there is value in continuing the program.

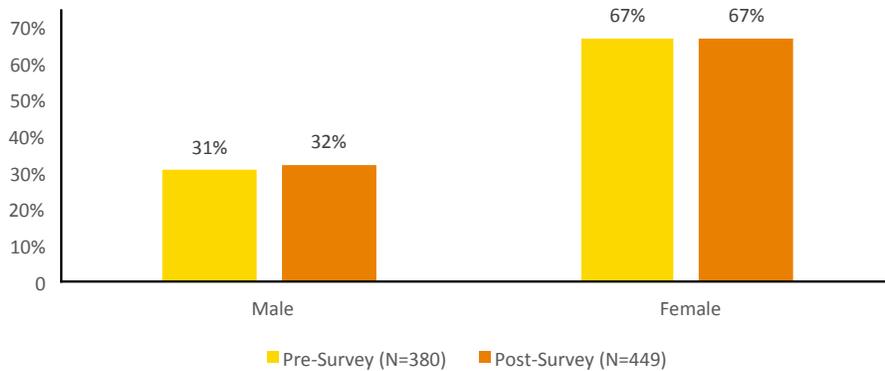
Demographics

A series of demographic questions were asked in both the pre- and post-program target area survey questionnaires. Results show consistency between the pre- and post-program surveys, which helps validate the survey methodology.

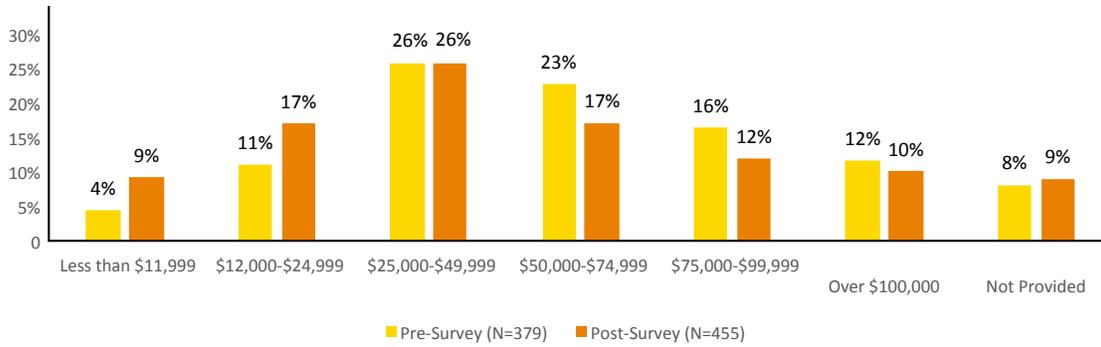
Age of Respondents



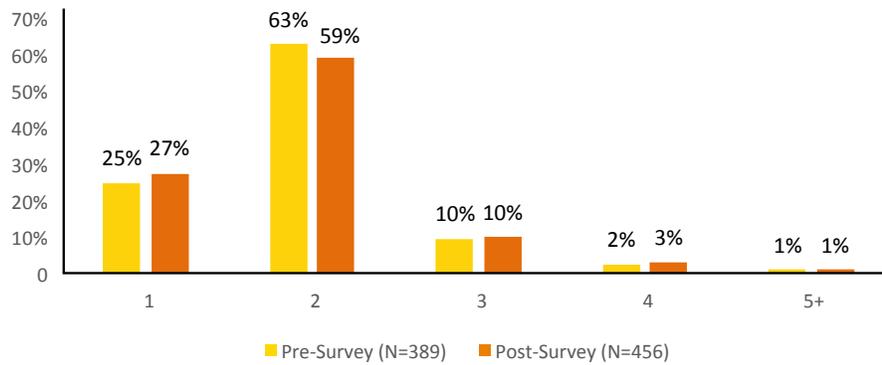
Gender of Respondents



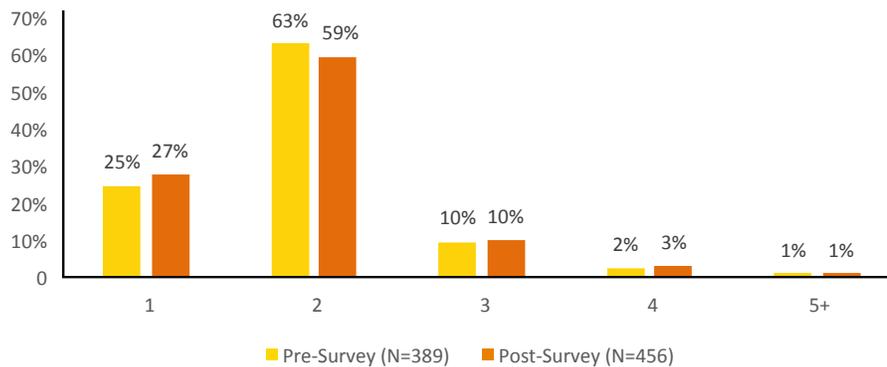
Income of Respondents



Adults in Household

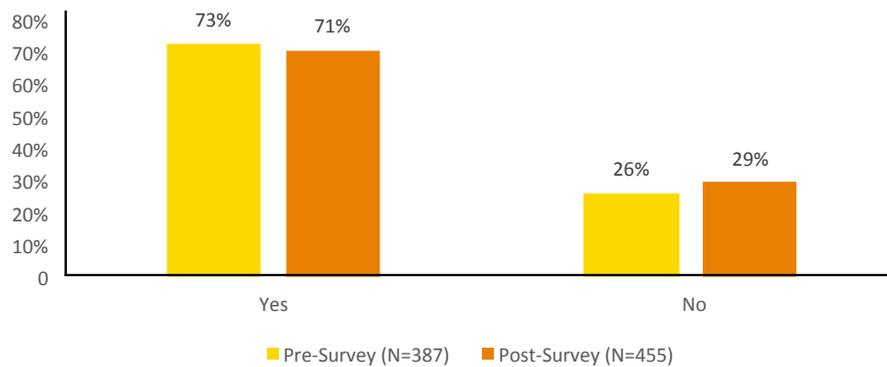


Cars in Household⁹



⁹ An answer option for households with access to zero cars was not included on the surveys in error.

Access to Working Bicycle



Lessons Learned

Drive Less Save More: SouthTown offered a unique opportunity to learn which program elements worked well and those that needed improvement. The following section highlights observations and feedback from program staff and partners.

Collateral Materials

Future efforts should consider the following minor suggestions regarding printed materials:

- Use larger, simple text to aid readability
- Clarify the printed order form to specify that residents choose only one incentive item
- Implement a more streamlined document review process, perhaps decreasing the number of document reviewers
- Gain access to additional professional local photos to avoid using stock photos

Campaign Engagement

If ODOT revisits the campaign in the future, the project team should consider ways to more formally engage some partners. The team should also investigate ways to distribute program information via these partners' channels, including social media, internal newsletters, and other responses. Benton County Public Health, for example, could be a good partner to engage more.

While all custom program materials were translated into Spanish, having more non-custom program materials like community brochures and maps at events would benefit Spanish-speaking residents and improve their access to the program.

Fulfillment and Deliveries

The following tips may help increase fulfillment method efficiency during future iterations of Drive Less Save More programs:

- Organize fulfillment station materials based on their order in the packing list
- Reduce potential order form options so outreach ambassadors can pre-pack Go Kits as much as possible, and then customize them based on the recipients' wishes
- Include the Albany bike map on the order form
- Save time by placing the tags on bags before packing them; include the packing list on the tag to avoid having to refer to a master document
- Deliver kits according to specifically mapped areas, not just larger geographic "zones"
- Use one standard bag option to reduce packing time
- Consider sending the mailed order form more than one time during the program
- Communicate with the professional printer to know when the shop must receive materials to accomplish specific mailing dates

Participant Quotes

Drive Less Save More: SouthTown participants had many wonderful things to say about the program via the feedback survey. Many indicated the program helped them explore different transportation options, either for their commute or during recreational outings in the neighborhood.

"I meet people at the bus stop and on the bus that I never would have met otherwise. I even shared my umbrella today."

"I'm a disabled Army vet and public transit is beneficial."

"It was really helpful to learn and see alternate routes for biking. I don't always like biking on busy streets, but I am new to town so I don't know the backways to get places. So I appreciated the sharing of knowledge."

"I now take the bus into town twice a week for my volunteer job. My wife has joined me in taking the bus when she goes to the library. We have also gone for several bike rides on nice days. And I have also met several new people on the bus."

"Wish there were more services/stores this end of town that we could safely bike or walk to. Walked home from the car mechanic's the other day! Sad I missed several of the workshops. We were out of town. Super program! Thanks!"

"Used this program as an office incentive/program. Good participation from our employees."

"Starting taking a vanpool to commute to work in Eugene!"

CONCLUSION

Drive Less Save More: SouthTown was highly effective at engaging SouthTown residents and promoting biking, walking, taking transit, and sharing rides in the neighborhood and beyond. Results from the area-wide survey indicated a decrease in drive-alone mode share of 3.8%, which equates to an annual savings of 895,014 vehicle miles traveled. Furthermore, transit and walking trips increased by 2.2% and 1.4%, respectively. Carpooling and bicycling decreased by very small amounts, 0.3% and 0.1%, respectively. However, participant survey respondents did indicate that the program helped them bicycle more.

Drive Less Save More: SouthTown also helped participants become more active and shop local. Seventy eight percent of participants said the program encouraged them to visit local shops, restaurants, and parks. Additionally, 75% mentioned program events were helpful for making more of their trips by walking, biking, carpooling, and transit. *Drive Less Save More: SouthTown* participants were also highly satisfied with the program, as 96% said there is value in continuing the program. These results show the program was effective in meeting the goals of reducing drive-alone trips and demonstrating the benefits of using transportation options for everyday trips.



Community members order their Go Kits at the Campeones de Salud (Champions of Health) Community Soccer Fair on Aug. 23, 2014.



Participants learned about bicycle maintenance at bicycle repair workshops.



Participants enjoyed treats at ice cream walks.



Drive less. Save more.