



Rogue Valley Transportation District

TRANSPORTATION DEMAND MANAGEMENT

Quarterly Report January - June 2008

Introduction

RVTD houses the transportation demand management (TDM) department for Oregon Department of Transportation's (ODOT) Region 3. This report outlines the department's activities, both planning and programming, for the third and fourth quarters of the 2007-2008 fiscal year (January through June 2008)

This TDM department is divided into six broad categories: Education, Public Outreach, Government Outreach, Employer Outreach, Rideshare, and Administration.

Education:

Gus Rides the Interactive Bus is an intensive 45-minute class for K-12th grade. Students learn about alternative modes of transportation, learn how to use the public bus system, and go for a bus ride. The 2007/2008 school year is the 11th year of the Gus program. Participants receive a bag with TDM literature, six free rides on the bus, and a variety of other goodies.

The Interactive Mike and His Bicycle as Transportation class is a 45-minute class reaching K-12th grades. Students learn about the bicycle as transportation. Instruction also includes information about safety, exercise benefits, riding tips, and comparative facts about other modes of transportation. Participants receive a bag with TDM literature, bicycle reflectors, and a variety of other goodies.

Senior Interactive Education Program is an hour and half long class that discusses using the bus as a travel option for adults over the age of sixty-five. The class includes a thorough explanation of the transit schedule, fares, bus stop signage, transfers and includes a 30-minute bus ride. Participants receive a bag with TDM literature, six free rides on the bus, and a variety of other goodies. This class began January 2005.

Interactive Kate and her Skate as Transportation Program is in its third year to teach children between 6-12 years of age the basics of skateboarding and traffic safety. The intensive program includes 5 classes in one week with a ratio of one instructor to five students. The class includes a discussion on wearing a helmet, obeying traffic laws, using a skateboard as transportation instead of a car and a one and a half hour long class for five days.

The TDM department's education program focused its efforts on continuing the "Gus Rides the Bus" program, as well as continuation of our Bike Safety class, and our Senior Education class.

Students reached by Interactive "Gus Rides the Bus" class: 2,562 YTD: 4,106

Bus Passes Returned –

Measures of Success

Bus Passes returned 2,837

Bus Passes returned YTD 5,148

Total passes used ~ 20.8% return rate (24,636 passes distributed total)

Students reached by Interactive Bicycle Safety class: 850 YTD:1,300

Bike Safety Rodeo Activities: 3 (seasonal)

Students reached by Interactive Senior class: 40 YTD 65

3rd and 4th Quarter Education VMR: 103,738

YTD Education VMR: 173,981

Public Outreach

Events

March 4th- The Access Senior Fair. This is an opportunity for RVTD to reach out to Senior citizens who are considering the bus as a viable transportation alternative.

April 19th- Rogue Valley Earth Day is the region's largest 'environmental' event. RVTD provides a free shuttle to and from the event. In addition, RVTD has the largest booth space and a bicycle rodeo.

April 27th- Community Health Center Safe Kids Bus Showing. Washington Elementary School partnered with RVTD and Safe Kids Coalition to advocate for children's access to health insurance. Advertisements were featured on the RVTD Safe Kids Bus.

May 3rd- RVTD attended the annual Safe Kids Day, an event focusing on children's safety. RVTD had the Safe Kids bus available for people to board, distributed 500 helmets with helmet fitting and had literature and children's activity books available.

May 8th- RVTD coordinated a Public Transportation Summit. This event invited Oregon legislators, the ODOT Public Transit Administrator and FTA Region 10 Executive Director to discuss issues pertaining to public transportation.

May 10th- RVTD's TDM department assisted in the coordination of the Ashland Bike Swap. This is an event where citizens can purchase a reasonably priced, used bicycle. RVTD provides safety promotion, helmet fitting, trip planning and a bike rodeo.

May 16th- Wellspring's Children's Festival at the Rogue Valley Mall. This event is in its third year and draws hundreds of children to learn about local activities and resources.

June 6th- White City Student Appreciation BBQ. RVTD distributes helmet fitting information, bicycle safety, reflectors and other transportation safety items to students at this event.

TV Advertising

Our public outreach produces and airs television advertising spots on local Channels 5 (the NBC affiliate, KOBI), 10 (ABC, KTVL) and 26 (FOX, KMVU). Channel 5 ran an ad promoting transit use during a time of high gas prices, and an ad on our Senior Education class. Channel 10 ran an ad promoting transit use for seniors. Channel 26 ran an ad about our Senior Education class, and an ad we produced earlier in 2007 focusing on bicycle safety. Additional ads produced were Get a Bigger Vehicle (bus) and You Own it, Why Not use it? Commercials.

Print Advertising

We advertised in the Medford Parks & Recreation guide for the Senior Education class. RVTD also continued running ads in The Green Book magazine. The Public Transportation Summit invitations were sent to 400 VIP's throughout Oregon.

RVTD has traditionally contributed to the advertising costs associated with the Ashland Bike Swap. With encouragement from RVTD in the past, The City of Ashland has set aside an advertising budget from the event's proceeds. We may provide minimal ad support in the future if necessary.

Bus Advertising

RVTD featured an Earth Day tail sign advertising RVTD's events at Earth Day as part of the ad. The ad is prepared to be re-used each year.

Additional bus ads include: transportation alternatives, bicycle safety and health ad. We have also featured three U-Pass bus signs. These signs are used when space is available with approximately 2 ads displayed each month.

There are three continuously running TDM bus ads, as prepared by ODOT, that focus on bike and pedestrian safety.

RVTD's Safe Kids bus is in regular service and special service during Friday "Gus Rides the Bus" classes.

Other Advertising

An ad continued at the main entrance to Rogue Valley Mall, promoting bus use and alternative transportation.

Website

Website content was updated to represent the newest information regarding our group bus pass, and other trip reduction programs for businesses and schools.

Public Meetings

Rogue Valley Safe Kids Coalition, the Rogue Valley Non-Profit Consortium, Medford Visitors and Conventions Bureau, organizational meetings for the Ashland Community Bike Swap.

A presentation about the Long Range Plan was given to the Rogue Valley Non-Profit Consortium on January 8th. Transportation for disadvantaged populations was discussed at length.

Public Transportation Projects

"Be Safe Be Seen" bus stop visibility reflectors are being sold for \$2.50 at RVTD's transfer station and at our administration building.

RVTD Triennial Passenger Survey

Every three years RVTD conducts a passenger survey coordinated through the TDM Department. The 2008 survey was completed in the spring and collected 600 surveys.

Bikes on Buses

Bikes on buses count: 18,260

YTD: 37,534

3rd and 4th Quarter Bike on Buses VMR: 15,941

YTD Education VMR: 32,767

Employer Outreach

Park & Ride

Calculations are based on observed parking space usage in October 2007.

City of Jacksonville, average daily use: 0

Front St. Station, average daily use: 2

VA Dom, White City, average daily use: 1

Cascade Shopping Center, White City, average daily use: 1

Talent Park and Ride average daily use: 0

Total, average daily use: 4

3rd and 4th Quarter Park & Ride VMR: 7,403

YTD Park and Ride VMR: 29,849

Employer Bus Passes

RVTD renewed its employer/student bus pass contracts with the majority of employers in the previous quarter. Renewed contracts for this report were with Advanced Business Teleservices who has a 3-month contract arrangement.

Employer Bus Pass ridership

RCC: 26,671

Harry and David: 15,140

ABT: 1,365 (based on 105 employees and a conservatively estimated two trips per-employee, per-month)

Associated Fruit: 1,950 (based on 150 employees and same estimate as above)

ATI: 1,586 (based on 122 students and same estimate as above)

Total bus pass ridership for 3rd and 4th quarters: 46,712

3rd and 4th Quarter Employer Passes VMR: 71,469

YTD Employer Passes VMR: 199,022

The U-Pass

Continued to market the U-Pass to area employers. A surge occurred in the months of February through June with rising fuel prices. Although contracts were not executed until the start of the fiscal year for many we would like to report employers who received consultations and preparation work leading up to these contracts. The next report will focus more on the type and size of employer and the pass programs.

New Employers interested in Bus Pass Programs:

Sabroso Company

La Clinica De Valle

Providence Medford Medical Center

Oregon Shakespeare Festival

RVTD Employee Trip Reduction program

1,411 Lunch Trips Saved

258 Work Trips Saved

3rd and 4th Quarter In-House Trip Reduction VMR: 3,643

YTD Employer Outreach Total VMR: 6,595

Government Outreach

Government Meetings

Jackson County Bicycle Advisory Committee, Medford Bicycle Pedestrian Advisory Committee, RVMPO TAC, Transportation Options Group of Oregon, Transportation Options Working Group (ODOT), Medford Joint Transportation Subcommittee, Ashland Bicycle and Pedestrian Commission.

The Public Manager's meeting, hosted by RVMCOG, featured a discussion on RVTD services in May including the U-Pass, rideshare assistance and how City Government can become leaders in their communities.

RVTD is currently working with Medford Urban Renewal Agency to construct a bike parking facility near Front Street Station in downtown Medford to accommodate an additional 30 bicycles.

Rideshare

CarpoolMatchNW.org

Active Carpools: 42

Clients in database: 305 (addition of 52 people)

RVTD continued promotion of CarpoolMatchNW.org via on-bus signs and on our website.

3rd and 4th Quarter Rideshare VMR: 23,650

YTD Rideshare VMR: 43,077

Administration:

A vacancy of the TDM Planner position occurred in January 2008. The Senior Planner looked at the vacancy as an opportunity to more adequately shift the workload to two positions instead of the historical one full time position.

Activities are split by title as follows:

TDM Planner- Employer Outreach, Government Outreach, Rideshare and Administration

TDM Coordinator- Education and Public Outreach

RVTD interviewed 15 candidates for these positions and hired Kat Smith as the TDM Coordinator in May 2008 and soon after Nathan Broom accepted the position as TDM Planner in June 2008.

During the vacancies, Paige Townsend RVTD Senior Planner and Support Services Manager took on the role as Interim TDM Planner to fulfill the responsibilities of the program in addition to her other regular duties.

Quarterly Summary for 3rd and 4th Fiscal Quarters 2007/2008

Vehicle Miles Reduced totals

Education	103,738
Bikes on Buses	15,941
Park and Ride	7,403
Employer Programs	71,469
RVTD Program	3,643
Rideshare	23,650
Totals	225,844

Annual Summary

VMR totals

1 st Quarter	111,777 miles
2 nd Quarter	147,671 miles
3 rd & 4 th Quarters	225,844 miles
<u>Marketing Impressions</u>	<u>250,048 miles</u>
TOTAL YTD VMR	735,340 miles

Total VMT saved for fiscal year 2007-2008- 735,340

Deliverable Goal to save 1 VMT per \$0.25= 524,000

Actual Cost of providing 731,697 VMR during FY 2007-2008 is \$0.18

Exhibit B Report Emission Reductions

Component	Pounds Reduced
Hydrocarbons	4,536
Carbon Monoxide	33,826
Oxides of Nitrogen	2,247
Carbon Dioxide	673,571
Gasoline	34,179 gallons saved
Barrels of Oil Saved	743*

* Based on reports from the Louisiana Gas and Oil Association and the U.S. Department of Energy.