



walk.



bike.



bus.



pool.



Annual Report

May 3, 2011



Lane Transit District



Annual Report – 2010

For 15 years, point2point Solutions, formerly known as Commuter Solutions, has offered transportation demand management services to the region, promoting options to single occupancy vehicles and addressing regional congestion. Point2point Solutions accomplishes this through targeted strategic outreach, education, and marketing within the Central Lane Metropolitan Planning Organization (CLMPO). With funding through the CLMPO, the Oregon Department of Transportation (ODOT), and jurisdictional partners, point2point Solutions serves as the regional transportation options program.

Point2point Solutions' 2000-2012 strategic plans reflect support for the policy direction outlined in the CLMPO's Regional Transportation Plan: (Most recently updated in 2007)

- Transportation Demand Management (TDM) Policy #1: TDM Program Development Expand existing TDM programs and develop new TDM programs.
- TDM Policy #2: Parking Management
Increase the use of motor vehicle parking management strategies in selected areas throughout the Eugene-Springfield metropolitan area.
- TDM Policy #3: Congestion Management
Implement TDM strategies to manage demand at congested locations.

Outlined is a review of point2point Solutions' key programmatic accomplishments over the past year and targets for the 2011-2012 work plan.

POINT2POINT CORE PROGRAMS AND SERVICES

GROUP PASS PROGRAM:

Point2point Solutions administers the contracts for LTD's Group Pass Program for the region's businesses and schools 6th - 12th grades. Significant growth has occurred over the last five years:

| Participants | 2005 | 2010 | % change |
|---------------------------------------|--------|--------|----------|
| Employers and the UO and LCC* | 56 | 88 | + 37% |
| Number Served | 40,960 | 45,000 | + 9% |
| With Student Pass Program Grades 6-12 | 20,940 | 24,000 | + 15% |
| Regional Total Served | 61,900 | 69,000 | + 11% |

*Note: LTD's Service Planning administers UO and LCC contracts

The number of organizations enrolled in the program increased through 2008, and has leveled off since that time due to changes in the economy and subsequent business reductions. As the economy improves and the demand for transportation options increase due to higher oil prices, staff anticipates future growth in this program.

STUDENT TRANSIT PASS PROGRAM:

As a major component of the School Solutions Program, the Student Transit Pass Program is in its seventh year. Made possible with funding through the Oregon Department of Energy's Business Energy Tax Credit (BETC), the program serves the region's three public school districts, charter schools, and private schools, offering free bus passes to 24,000 grade 6-12 students.



In the 2009-2010 school year LTD experienced 1,827,400 Student Transit Pass Program boardings. This represents about 16% total boardings and generates about \$1.2M in operating revenue.

Beginning in the summer of 2012, the BETC (Business Energy Tax Credit) will sunset. The future of the BETC program is currently under discussion with the Oregon Legislature. Should the program no longer exist, parents, students, and LTD will experience a significant loss in transportation options and overall ridership.

EMPLOYER TRANSPORTATION COORDINATOR BUSINESS EDUCATION PROGRAM:

An Employee Transportation Coordinator (ETC) is someone who works hand-in-hand with point2point Solutions to administer and promote transportation options (bus, carpool, vanpool, bike, walk, compressed work week, and telecommute) to employees at their worksites. Currently there are 121 Emergency Ride Home / Group Pass Partner Employer Transportation Coordinators (ETCs) serving regional businesses and educational institutions.

ETCs are employees who are designated by their employer or are concerned and enthusiastic employees with personal goals to help reduce air pollution, traffic congestion, and fuel consumption.

Point2point Solutions staff supports ETCs by informing them about transportation options opportunities or issues via email, newsletters, and quarterly ETC Luncheons. In addition, point2point Solutions provides free trip planning events for the employees, conducts employee transportation research, and is a resource for BETC and other transportation options benefit programs.

BUSINESS COMMUTE CHALLENGE:

In 2010, it was decided by the region's Transportation Options Advisory Committee, that the Business Commute Challenge should be a regional program. point2point Solutions was selected to be the lead agency. As a result, the Business Commute Challenge event transitioned from the City of Eugene's Transportation Options program to point2point Solutions. The 2010 event was a huge success with 124 businesses, representing 2,240 participants, who reduced their driving by 64,000 miles and saved 52,000 lbs of CO₂.

2011 Target Point

The 2011 Business Commute Challenge begins in May with a target of doubling the 2010 rate of participating commuters.

CARPPOOL & EMERGENCY RIDE HOME PROGRAMS:

Carpool matching services have evolved over the past 10 years. In 2003, point2point Solutions upgraded their existing ridematch software. This service remains in place until a more sophisticated online system is launched in Fall 2011.

The Oregon Transportation Commission has invested in the development of a statewide online rideshare program with Idaho and Washington State. The new program, Rideshare Online, is scheduled to launch in Fall 2011 and will provide greater access, increased match potential, and better performance monitoring.

| | 2010 | 2012 Target | Approx. % change |
|-----------------------------|------|-------------|------------------|
| Registrants | 744 | 1500 | 100% |
| Carpool Matches | 139 | 280 | 100% |
| Emergency Ride Home Program | 452 | 900 | 100% |

VANPOOL PROGRAM:

Point2point Solutions participates in the multi-jurisdictional partnership, Valley Vanpool. Working with Salem Area Mass Transit and Cascades West Council of Governments, the program reduces vehicle miles traveled associated with commutes in and out of the CLMPO.



| | 2010 | 2011-2012 Target |
|-------------------------------------|---------------------|---------------------|
| # of Vanpools | 8 | 10 |
| Total Average # of Daily Passengers | 8 per van | **9 per van |
| # of Passenger Roundtrips | *15,698 | *17,766 |
| # of Passenger Miles | 2,107,199 | 2,272,799 |
| # Vehicle Miles Reduced | 1,601,410 | 1,727,266 |
| lbs. Co2 Saved | 31,067,354 lbs. Co2 | 33,508,960 lbs. Co2 |

*Based on EPA calculation

** Adding 1 Eugene to Corvallis Van

2010 vans include:

- 2 Eugene-Corvallis vans
- 1 Corvallis-Eugene van
- 4 Eugene-Salem vans
- 1 Portland - Eugene van



SCHOOL SOLUTIONS:

In 2004, point2point Solutions expanded its programs and services beyond the work commute to include regional schools. The School Solutions Program provides free services to assist K – 12 grade families with school transportation options. Key components of the School Solutions program include:

POOL2SCHOOL PROGRAM:

Free carpool matching and mapping services that help make connections with nearby families who have children at the same school. This program will become a component of the statewide Rideshare Online.

Since its inception, the program has served more than 1,300 student and parent commuters.

| | 2004-2010 | 2011-2012 Target Point |
|-----------------------------|-----------|------------------------|
| Parents and Students Served | 1,300 | 1,500 |

OUTREACH PROGRAMS:

Point2point Solutions staff educates and encourages families to try available transportation options for the school commute including:

- Customized school mailings to help form neighborhood based walk/bike/carpool groups
- School sponsorships of the International Walk and Bike to School Day and the May Walk + Bike Challenge Event for K – 12 grade students.

| Walk & Bike to School Events | 2010 | 2011-2012 Target Point |
|---------------------------------|------|------------------------|
| Number of Schools Participating | 14 | 16 |

SAFE ROUTES TO SCHOOLS:

Point2point Solutions has served in a leadership and supportive role to establish strong Safe Routes to School (SRTS) programs in the region's school districts. Point2point Solutions successfully secured funding to establish a two-year SRTS program in the Bethel School District. In addition, point2point Solutions advocated for the Eugene 4J SRTS program to receive continued funding from the Central Lane Metropolitan Planning Organization (CLMPO).

2011-2012 Target Point:

With current support from the CLMPO, point2point Solutions has begun planning for a regionally based program to leverage existing resources, establish secure funding, and expand the geographic scope of SRTS services to all of the region's school districts. Current SRTS funding for Eugene 4J and the Bethel school districts will expire in 2012 (4J) and 2013 (Bethel).



PARK & RIDE SERVICES:

In 2010, point2point Solutions managed 25 Park & Ride lots throughout the region. The Park & Ride Program will come under increasing demand with the increase in gas prices. Ongoing customer research is planned to assist in targeting possible new locations for lots.

An example of this includes the point2point Solutions sponsored, *2010 Downtown Springfield Park & Ride Survey* that assessed current users' transportation behavior.

Key findings include:

- The LTD Springfield Station Park & Ride lot fills to capacity Monday – Friday by 8 am and generally spills over into two gravel parking lots, one of which has closed since the survey was completed.
- If no lot parking is available, drivers park on streets near the Springfield Downtown Station or drive all the way to their destination.
- Nine out of ten respondents use their Group Pass Program or Student Pass Program for their transit fare.
- Over one half (52%) of the sample use the Park & Ride lots at the LTD Springfield Station because of the transit service to their destination.
- Over one half (53%) of the Springfield residents who use the Park & Ride lots are commuting to college, while fifty four percent of the Eugene residents are commuting to work.
- Forty-four percent of the recorded license plates use the lots once a week on average and twenty percent use the lots twice a week.

CONGESTION MITIGATION PROGRAM:

Point2point Solutions continues, in partnership with Lane Council of Governments (LCOG), to provide the region's jurisdictions and the general public with congestion mitigation services for road infrastructure projects with significant regional impact. In addition, point2point Solutions provides financial support and project monitoring for LCOG's KeepUsMoving.Info website.



Point2point Solution's Congestion Mitigation Program's (CMP) primary purpose is to guide community education and promotional efforts to increase use of travel options during and after major regional infrastructure investments. In addition, point2point Solutions plans to expand this to include targeted corridors that have a level of service that is close or projected to reach failing status.

The CMP short term goals are to:

- Provide information prior to and during construction so the public understands the traffic impacts and can make informed decisions about their travel.
- Increase regional awareness of transportation options and reduce congestion associated with road construction.

The long-term goals are to:

- Increase daily use of transportation options
- Decrease regional vehicle miles traveled (VMT).
- Collaborate with jurisdictions to produce accurate and accessible construction information for effective public notification
- Create positive public relations between jurisdiction and public

During the 2010 road construction season, point2point Solutions assisted the Oregon Department of Transportation (ODOT) with major facility closures and the City of Springfield with a series of consecutive road preservation projects.

2011-2012 Target Point:

Point2point Solutions will provide ODOT significant support for the Roosevelt to Garfield Hwy 99 project that begins summer 2011.

GENERAL OUTREACH & EDUCATION PROGRAM:

Point2point Solutions staff continues to develop outreach and educational materials for variety of audiences. In 2010, these efforts included:

- Promotion of the Gateway EmX
- Participation in the Good Earth Green Home Show
- Sponsorship of the Eugene Celebration's Sustainability Village and hosting four educational booths on transportation options
- Participation in the City of Eugene's Walking & Bicycle Summit
- Participation in the EWEB Employee Benefit Fair
- Participation in the University of Oregon Housing Fair
- Presentation to the Springfield Chamber Membership Breakfast
- Presentation to the Climate Masters at Home Transportation Education Course
- Participation in EWEB Earth Day Event

PLANNING & POLICY DEVELOPMENT:

Point2point Solutions participates in local, regional, and state transportation options planning and policy development. Specifically, point2point Solutions staffs and receives direction from the Transportation Options Advisory Group, a subcommittee of the Metropolitan Planning Organization's Transportation Policy Committee.

2011-2012 Target Point:

Lane Council of Governments and point2point Solutions are leading a regional effort to study and plan for the most effective application of transportation demand management and transportation options (TO) practices, to address the goals and objectives of the Central Lane Metropolitan Planning Organization (CLMPO) long-range Regional Transportation Plan (RTP).

Key products for the region's jurisdictions include:

- A TDM/TO Best Practices Tool Kit
- A Regional TDM/TO Strategic Plan

The Regional Transportation Options Plan (RTOP) will result in enhanced and expanded regional TDM/TO programs and services based on a strategic direction for development and funding of best practices.

JURISDICTIONAL AND SCHOOL SUPPORT:

Point2point Solutions provides transportation options support to jurisdictions' transportation programs and services. Examples include:

City of Eugene

SmartTrips sponsorship
Eugene Celebration sponsorship

City of Springfield

Secured state funding for SmartTrips program
City of Springfield's Wheels by the Willamette sponsorship

University of Oregon

Bike & Music Festival

Bethel and Eugene 4J School Districts

International Walk and Bike to School Day
May Bike Challenge Events

2011-2012 Point2point Solutions Regional Target Initiatives:

Carsharing Pilot Project:

Point2point Solutions serves as the lead for a collaborative regional effort to expand carsharing services with jurisdictions, University of Oregon, major employers, and the Oregon Department of Transportation.

Development of Regional Smart Trips Program:

Point2point Solutions is currently working to leverage the successful work of City of Eugene's SmartTrips program with the pending Springfield project and establish a regionally based program.

As previously noted:

Regional Transportation Options Program

Regional Safe Routes to School Program

MONITORING:

Point2point Solutions staff conducts ongoing measurement of key programs and services. With the new statewide Rideshare Online database, a systematic approach to monitoring ridesharing effects will be available.

2011-2012 Target Point

Point2point Solutions understands it plays a significant role in the reduction of greenhouse gas emissions. As state and federal targets become clear, point2point Solutions will serve as a key contributor to the monitoring effort.

FUNDING:

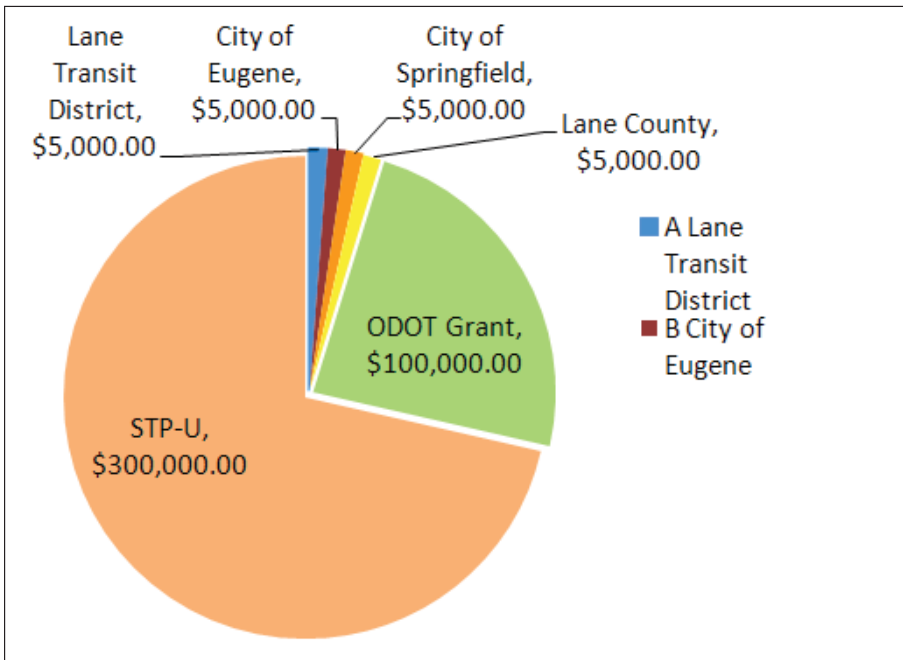


Chart 1.0 - Point2point Base Funding Chart – LTD, 2010

Point2point Special Funds - FY 2011 - 12

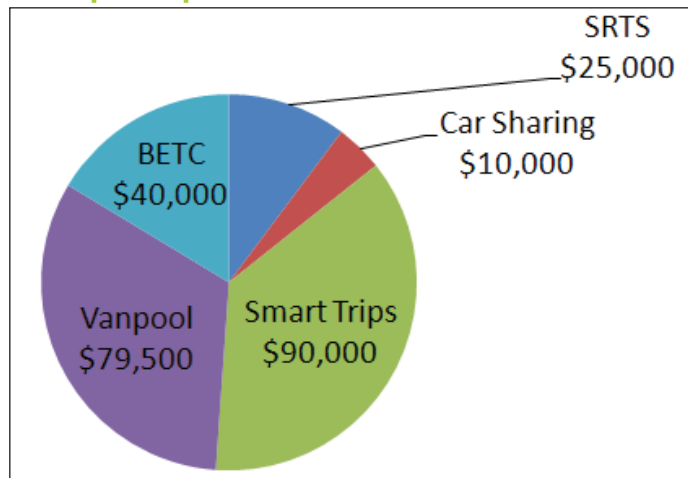


Chart 1.1 - Point2point Special Funding Chart – LTD, 2010

Point2point Solutions receives its primary base funding through the CLMPO and ODOT, with match provided by the region’s jurisdictions as outlined in chart 1.0. In addition, point2point Solutions has secured temporary funding for Springfield and Bethel School District projects.

2011-2012 Target Point:
 Point2point Solutions may face a reduction in state funding (BETC program sunset) and the temporary funding mechanism for Safe Routes to School. Additional grant writing efforts will be necessary with this in mind.