



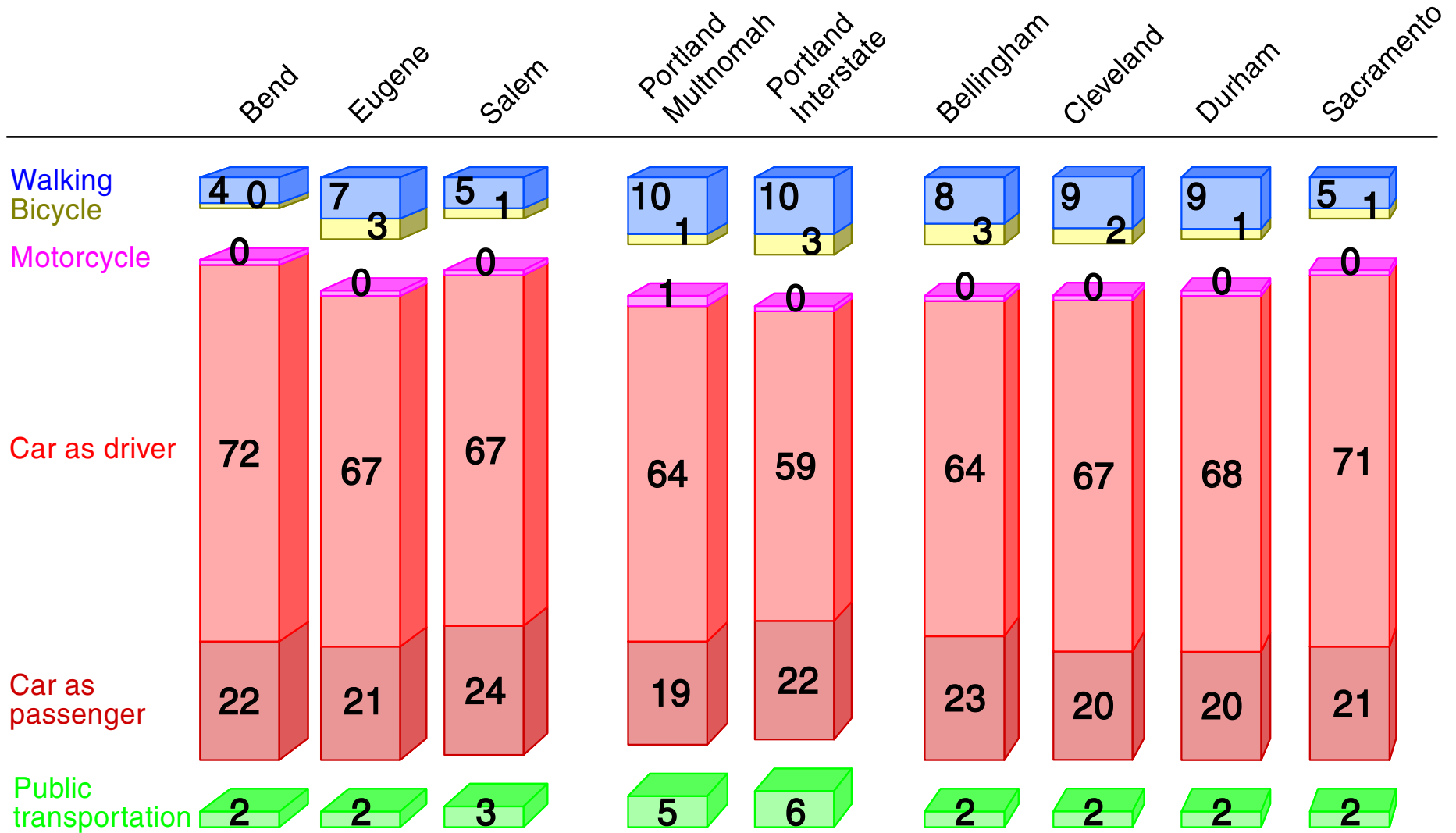
# PROJECT DESIGN

- All numbers in Persons -

	Bend	Eugene	Salem
<ul style="list-style-type: none"><li>• <b>Before Study</b> - Mail-back household survey of travel behavior</li></ul>	1,264 net (61%) Jan/Feb 2006	1,318 net (62%) Oct/Nov 2005	1,220 net (60%) Oct/Nov 2005
<ul style="list-style-type: none"><li>• <b>Individualized Marketing Campaign</b></li></ul>	1,200 net (gross) Feb/Mar 2006	1,200 net (gross) Nov/Dec 2005 Mar/Apr 2006	1,200 net (gross) Nov/Dec 2005 Mar/Apr 2006
<ul style="list-style-type: none"><li>• <b>After Study</b> - Mail-back household survey of travel behavior</li></ul>	690 Target (61%) 661 Control (60%) Jun/Jul 2006	805 Target (74%) 670 Control (61%) Jun/Jul 2006	733 Target (72%) 650 Control (60%) Jun/Jul 2006

<b>In-depth Interviews (All 3 cities)</b>	<ul style="list-style-type: none"><li>• Face-to-face</li><li>• Target group: 206 (68%)</li><li>• Control group: 184 (60%)</li></ul>
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# MODE CHOICE



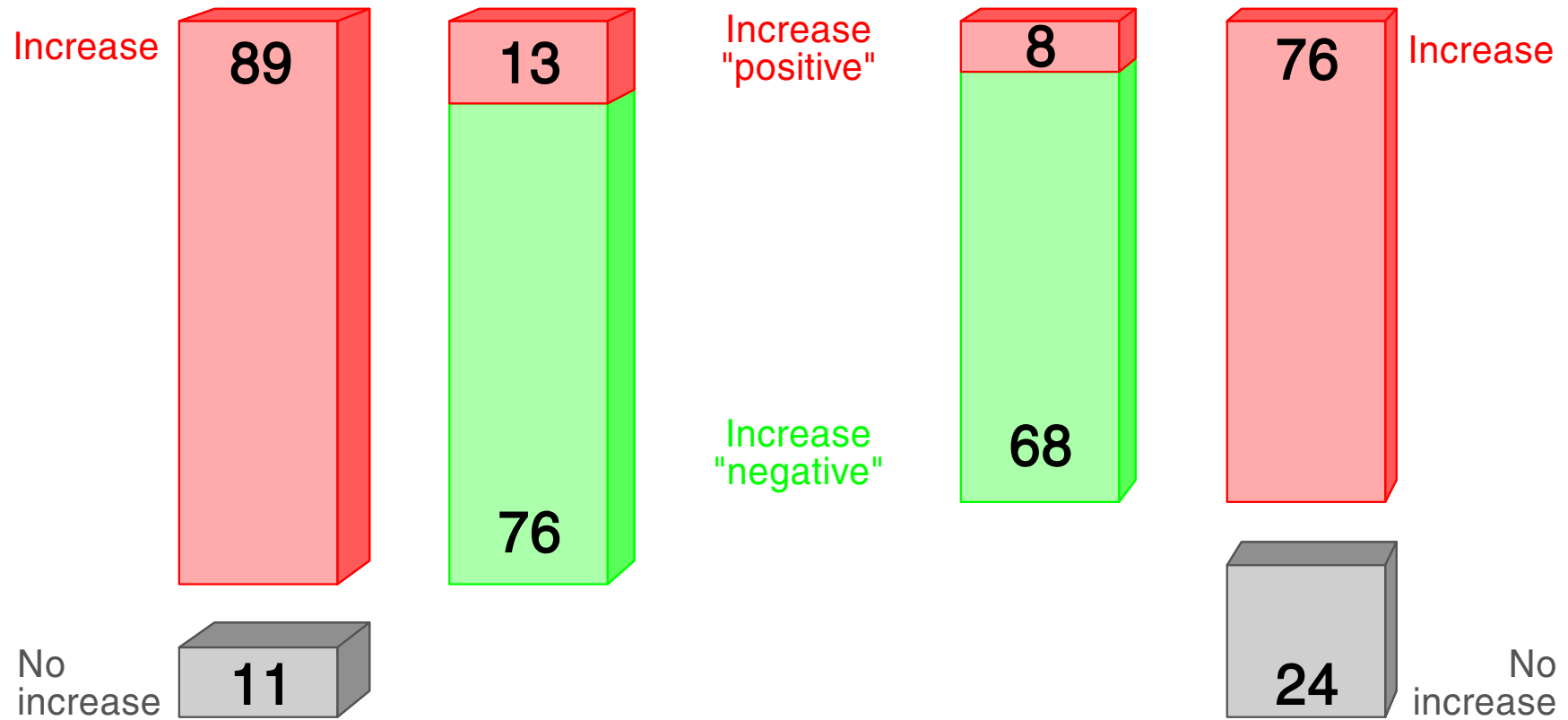
# EVOLUTION OF CAR TRAFFIC



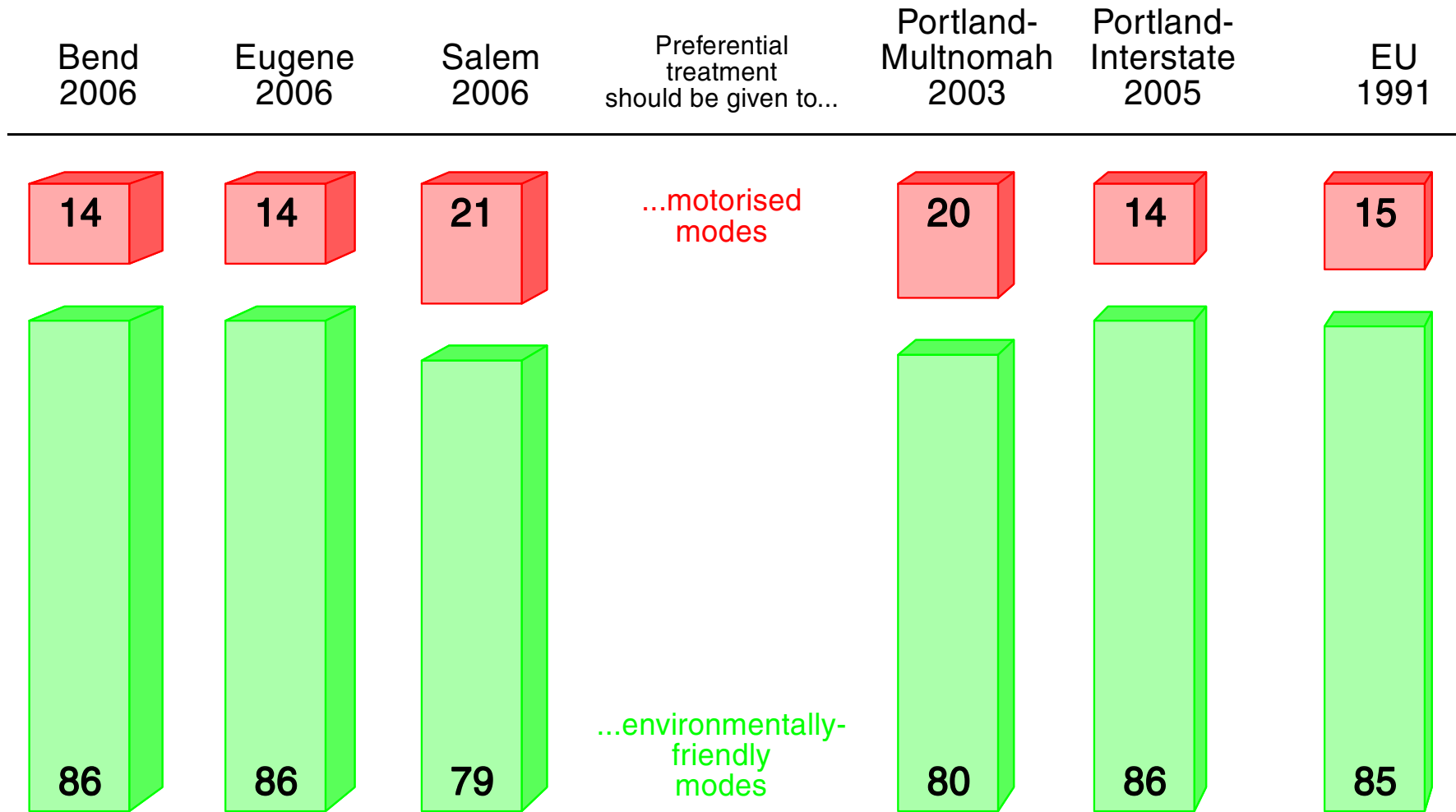
- Eugene -

Past few years

Evolution till 2010



# EXPECTATIONS FROM TRANSPORT POLICY/PLANNING





# PRIVATE CAR TRIPS PER YEAR

- Eugene -

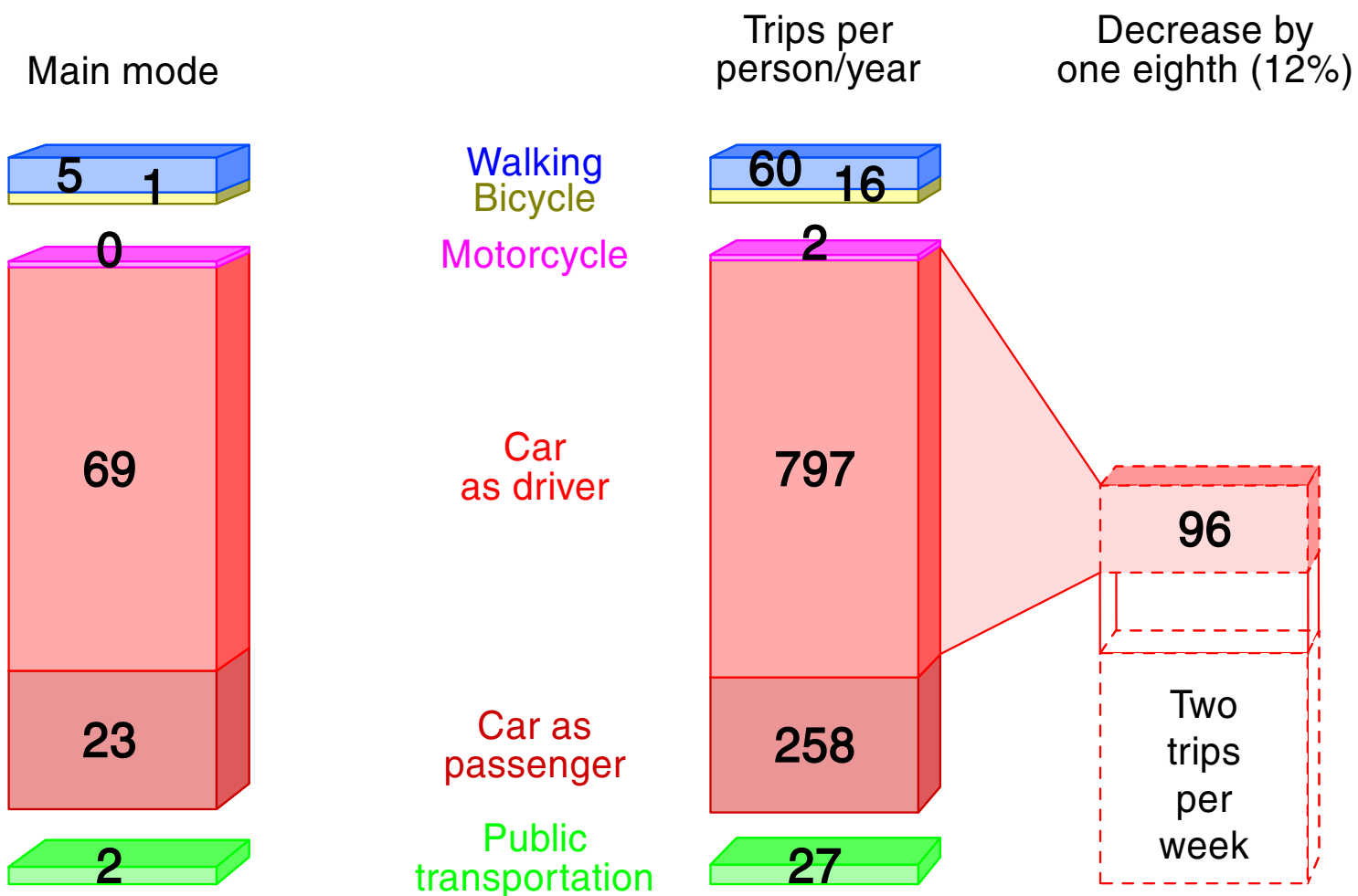
All trips per year **880**  
Trips entirely within Eugene **774**

	Up to 1.0 mi (Ø 0.7 mi)	1.1 to 2.0 mi (Ø 1.8 mi)	2.1 to 3.0 mi (Ø 2.9 mi)	3.1 to 5.0 mi (Ø 4.4 mi)	Over 5.0 mi	Total	
Work	20	26	34	51	75	206	27%
Shopping and services	48	67	40	52	43	250	32%
Leisure	31	37	38	53	58	217	28%
Other	22	20	16	19	24	101	13%
<b>Total</b>	<b>121</b>	<b>150</b>	<b>128</b>	<b>175</b>	<b>200</b>	<b>774</b>	
	<b>16%</b>	<b>19%</b>	<b>16%</b>	<b>23%</b>	<b>26%</b>		



# POTENTIALS FOR CHANGE

- All 3 cities -





# **THE HOMEOPATHIC WAY**

**MOTIVATION and EMPOWERMENT**

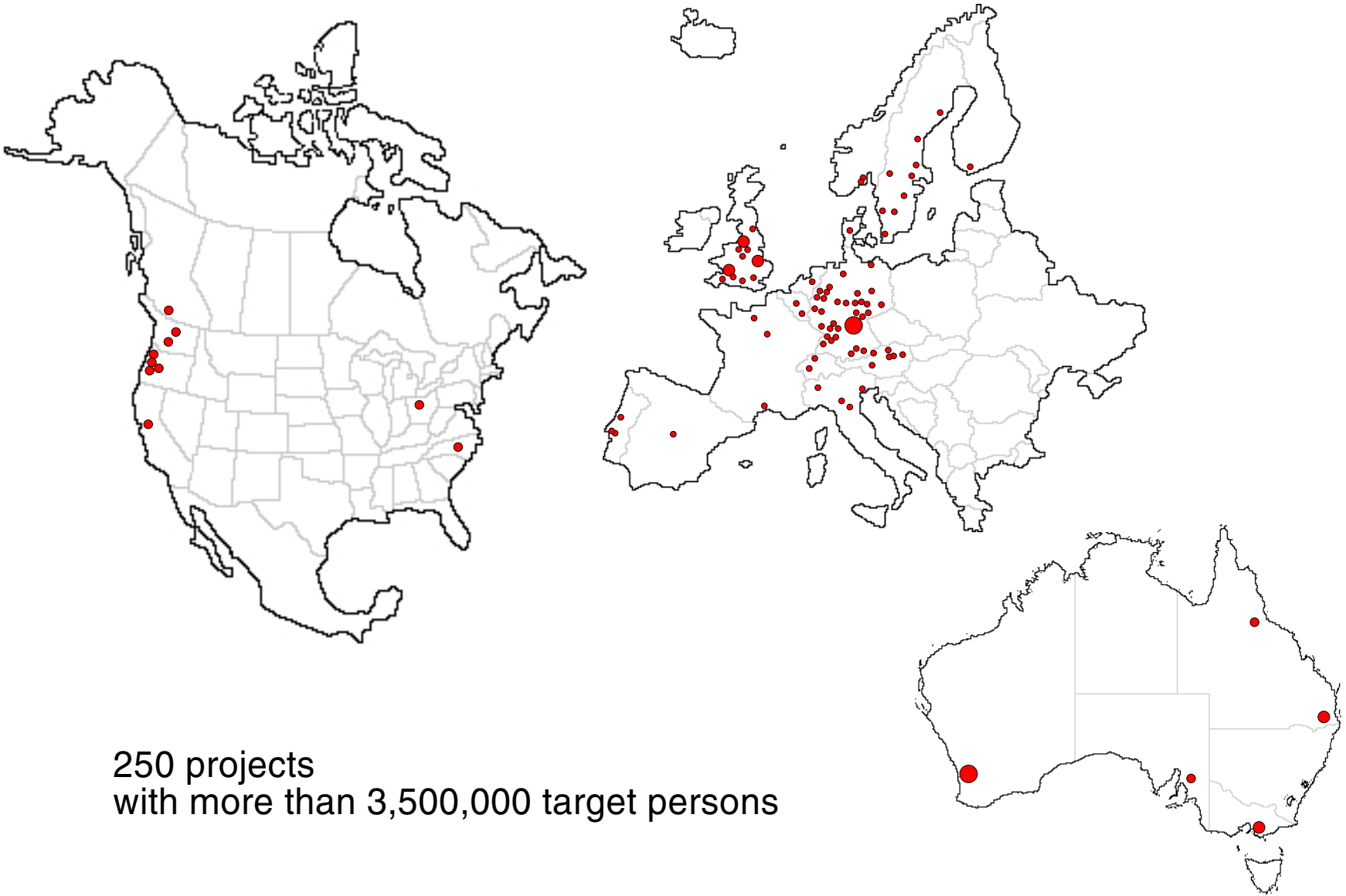
**PARTNERSHIP and DIALOGUE**

**PERSONALIZED and CUSTOMIZED**

**“POSSIBLE” TRIPS and “SMALL” CHANGES**



# A GLOBAL APPROACH



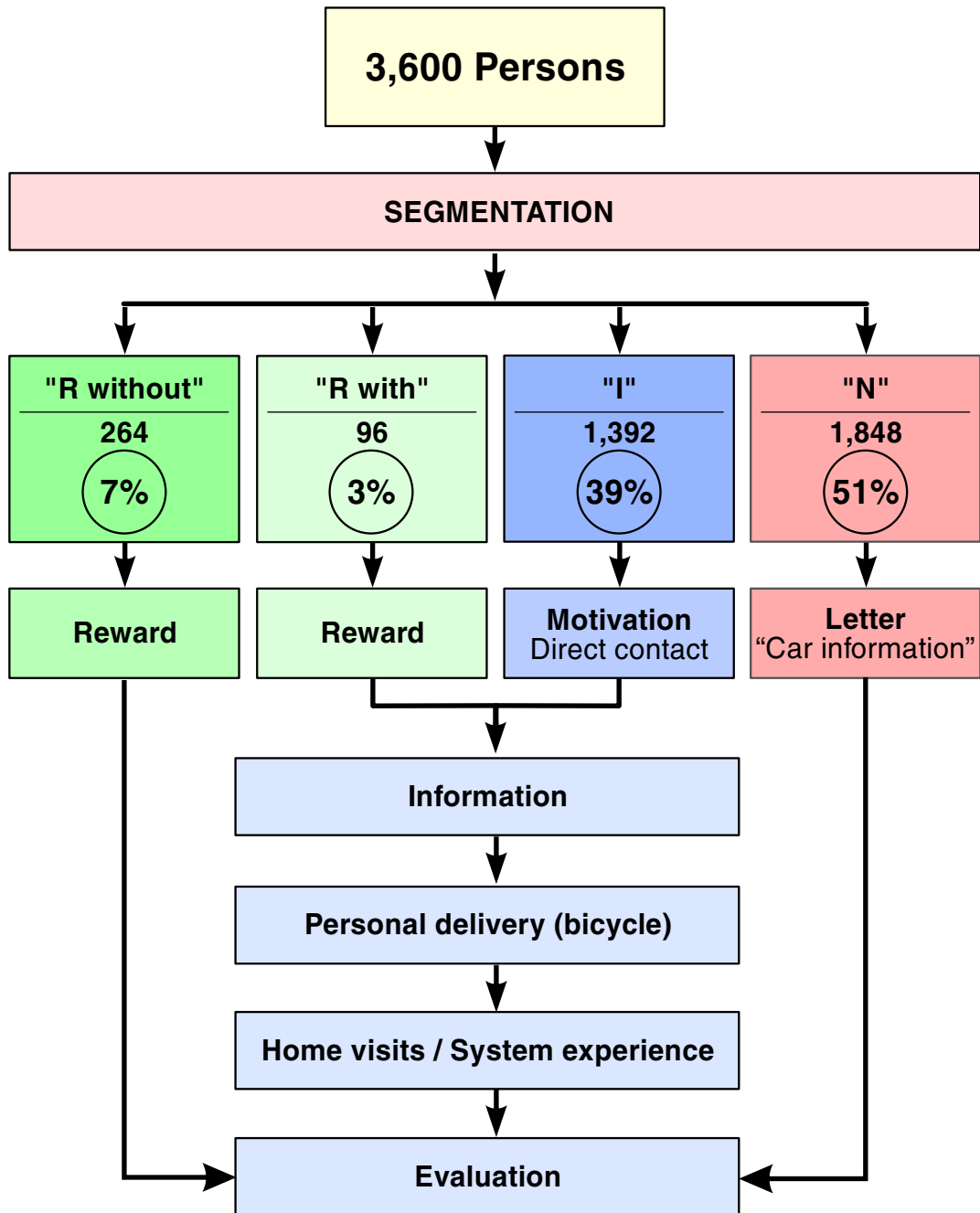
250 projects  
with more than 3,500,000 target persons





# INDIVIDUALIZED MARKETING

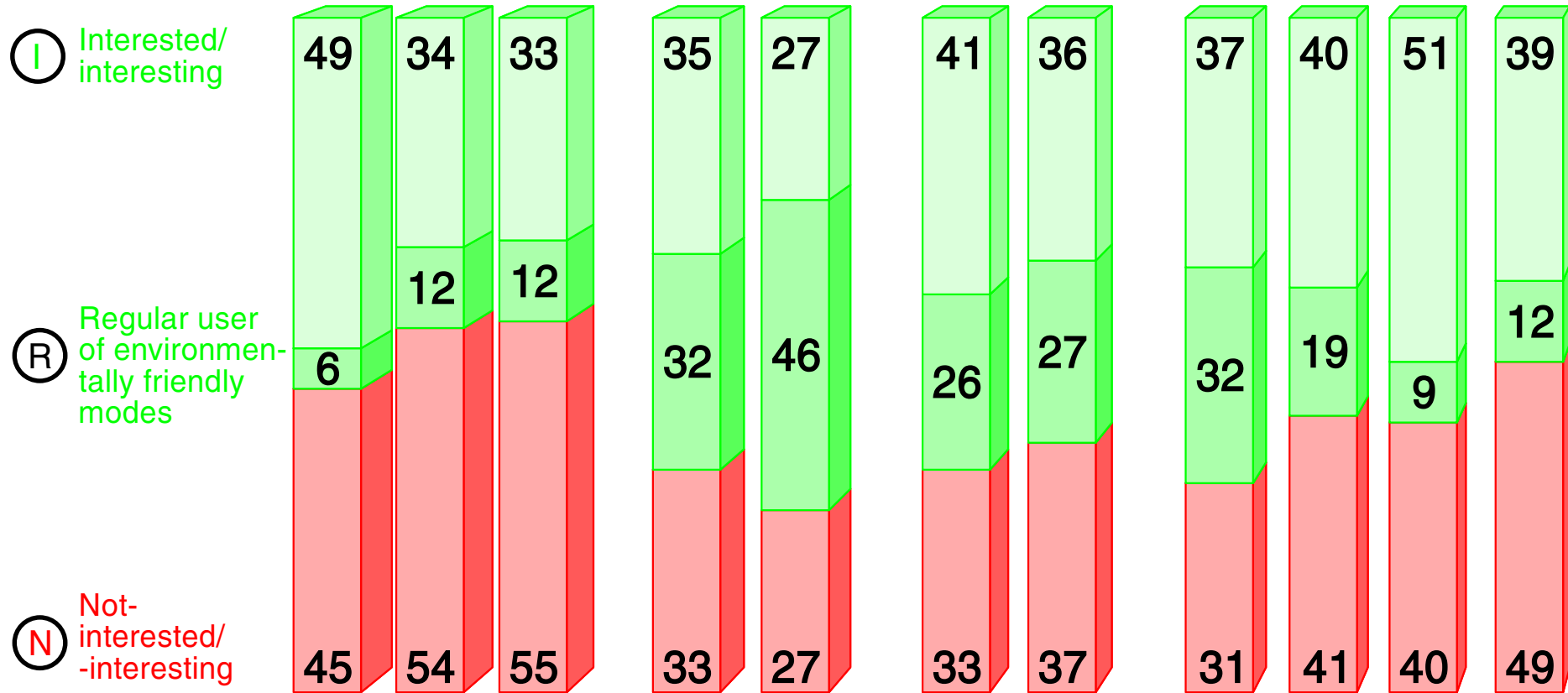
- ODOT (all 3 cities) -



# SEGMENTATION



Bend Eugene Salem Seattle-General Seattle-Uni Portland Multnomah Portland Interstate Bellingham Cleveland Durham Sacramento



I Interested/interesting

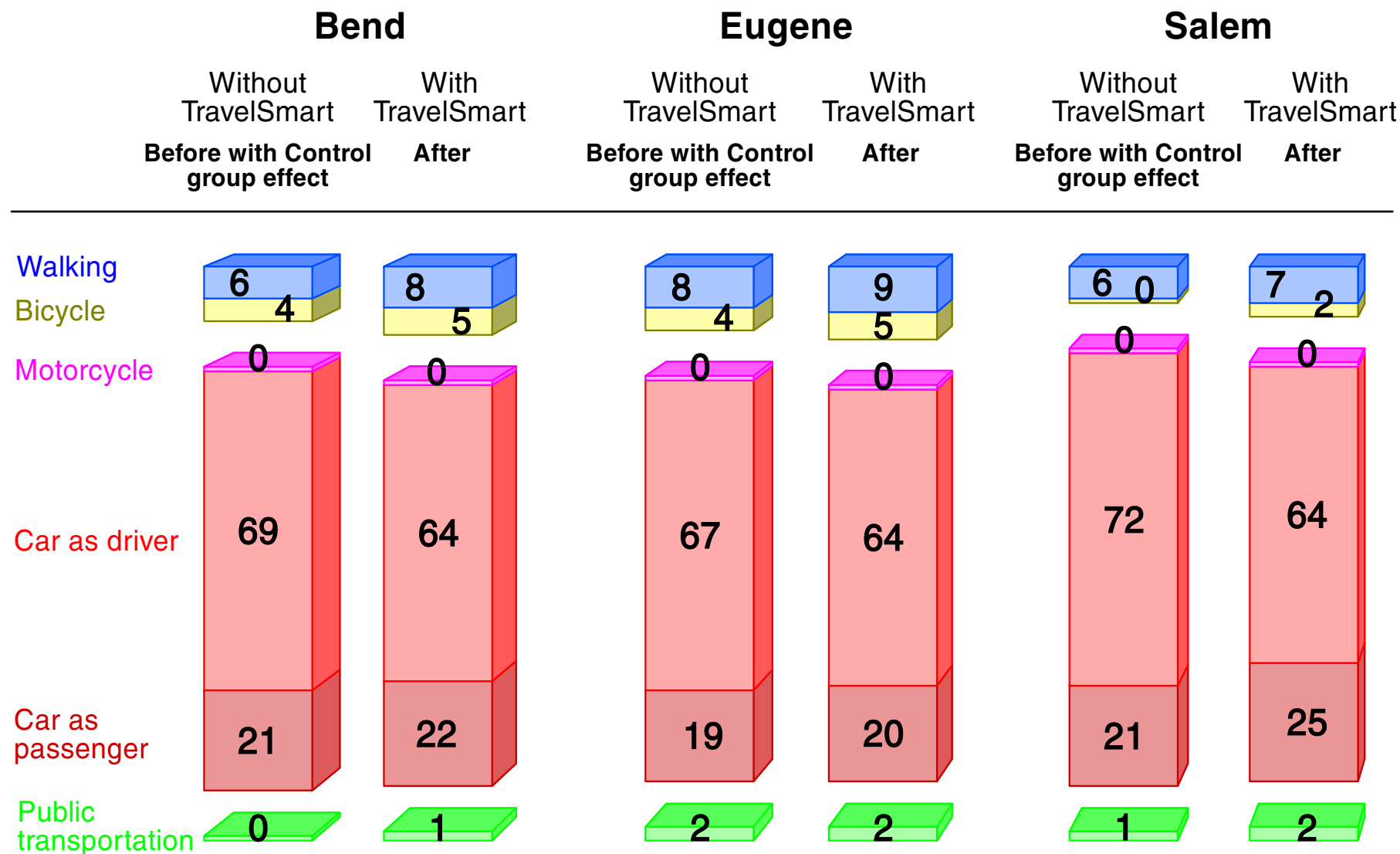
R Regular user of environmentally friendly modes

N Not-interested/-interesting



# TRAVELSMART EFFECT

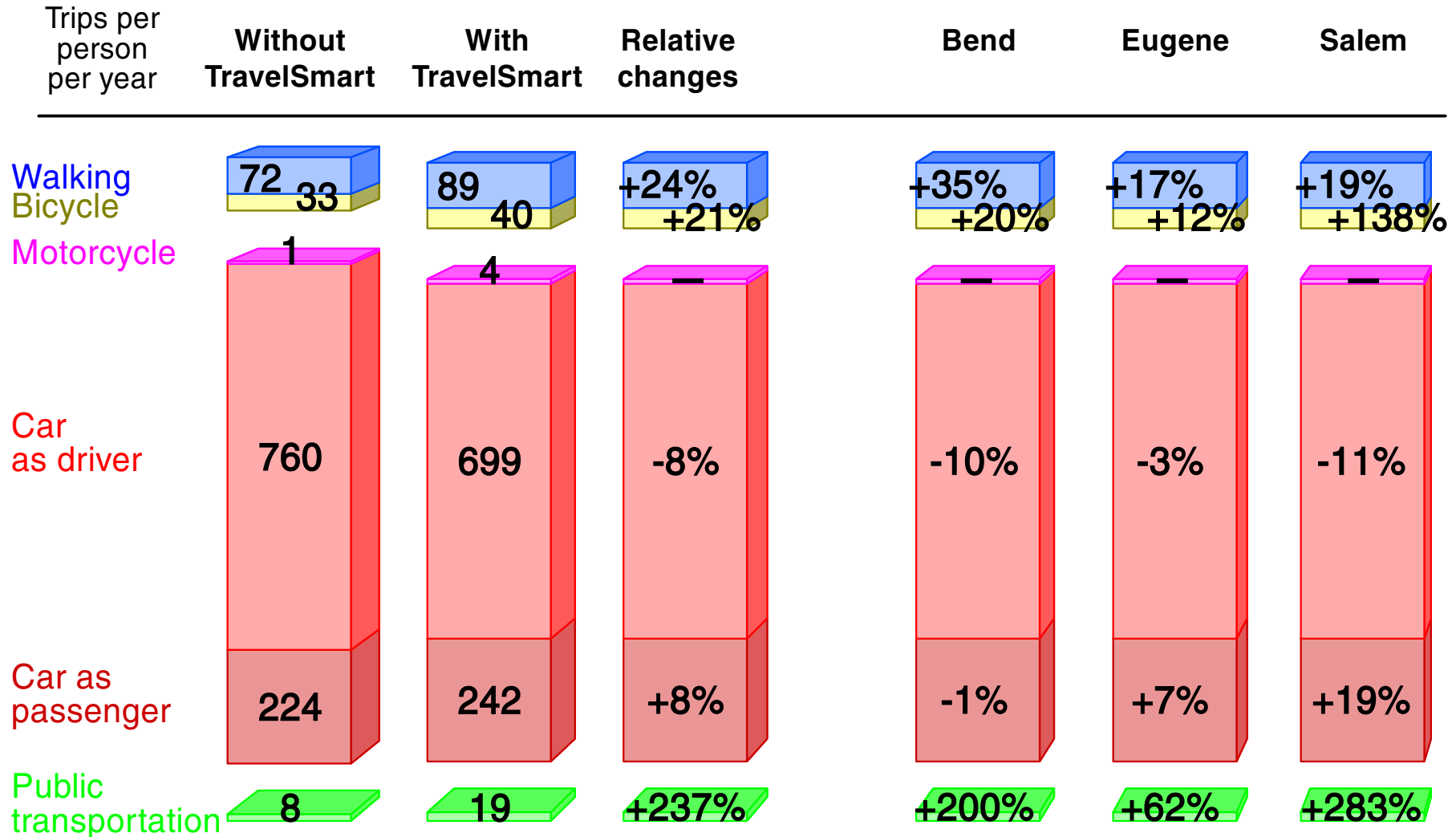
- Target group -



# MODE CHOICE



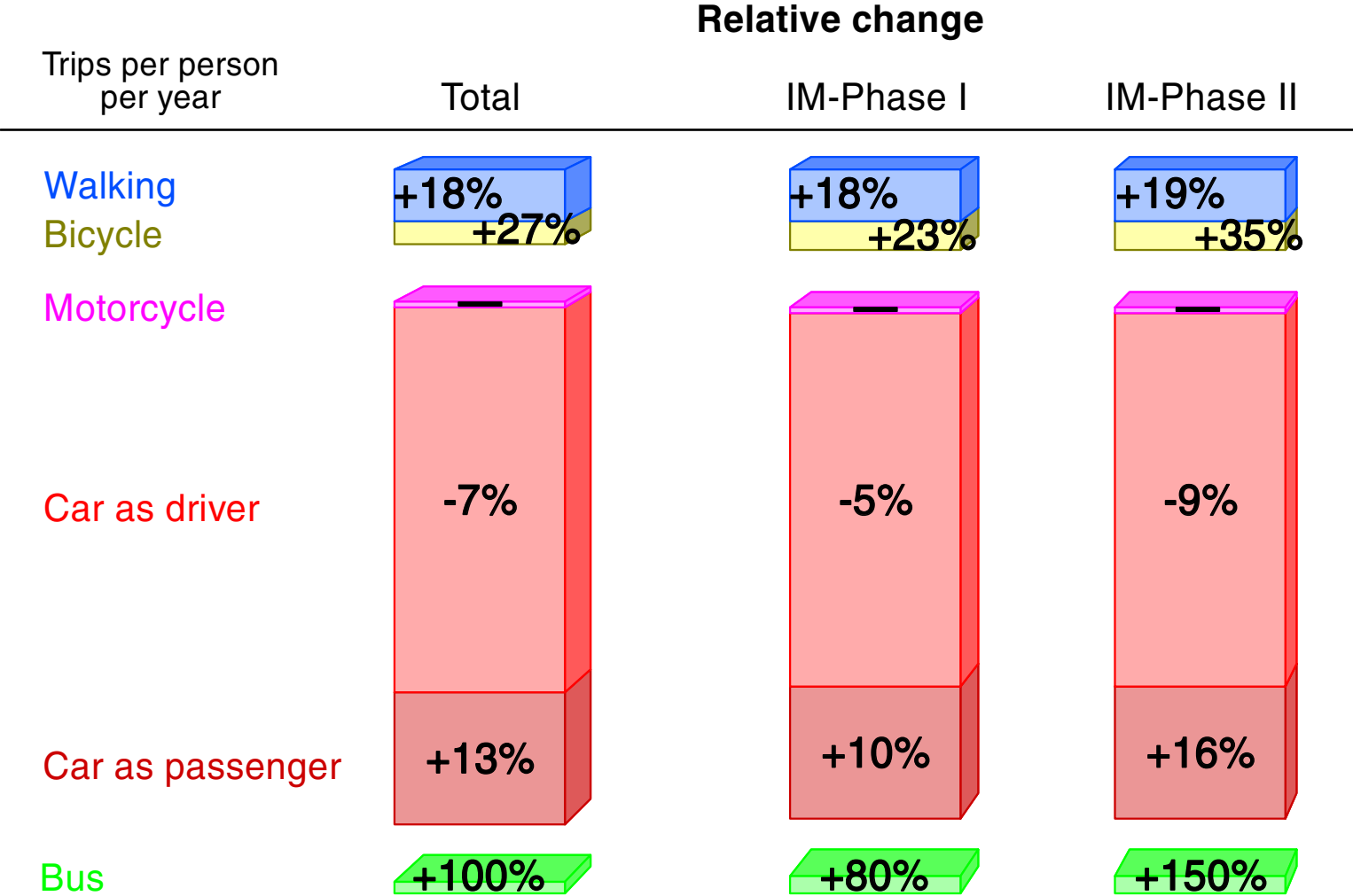
“Oregon Total”



# MODE CHOICE



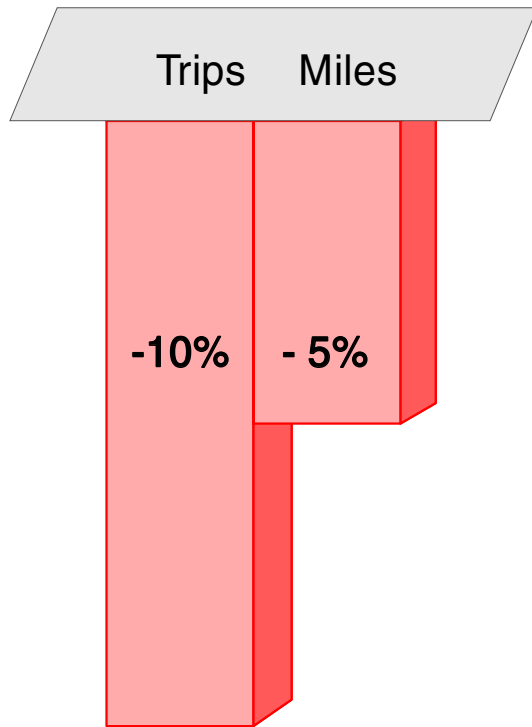
- Eugene + Salem -



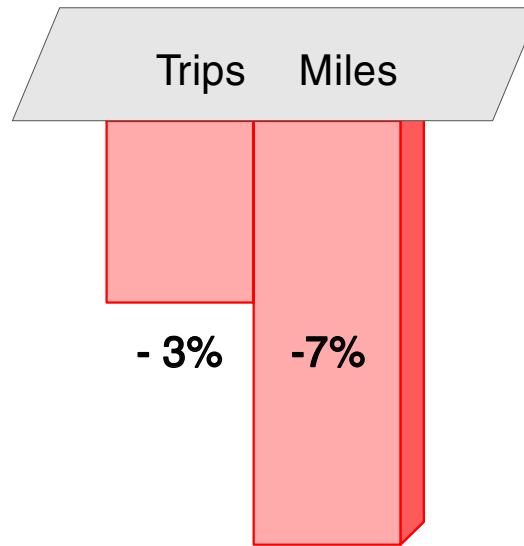
# CAR REDUCTION



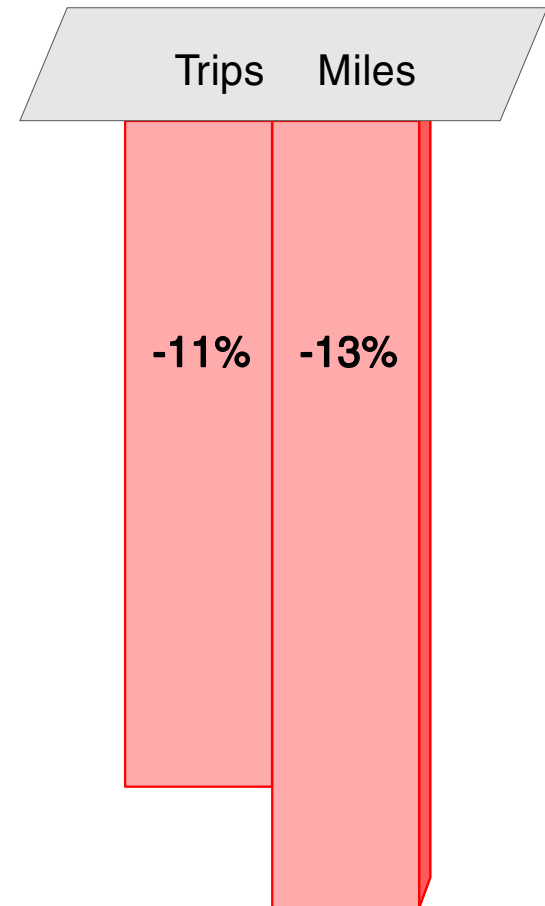
## Bend



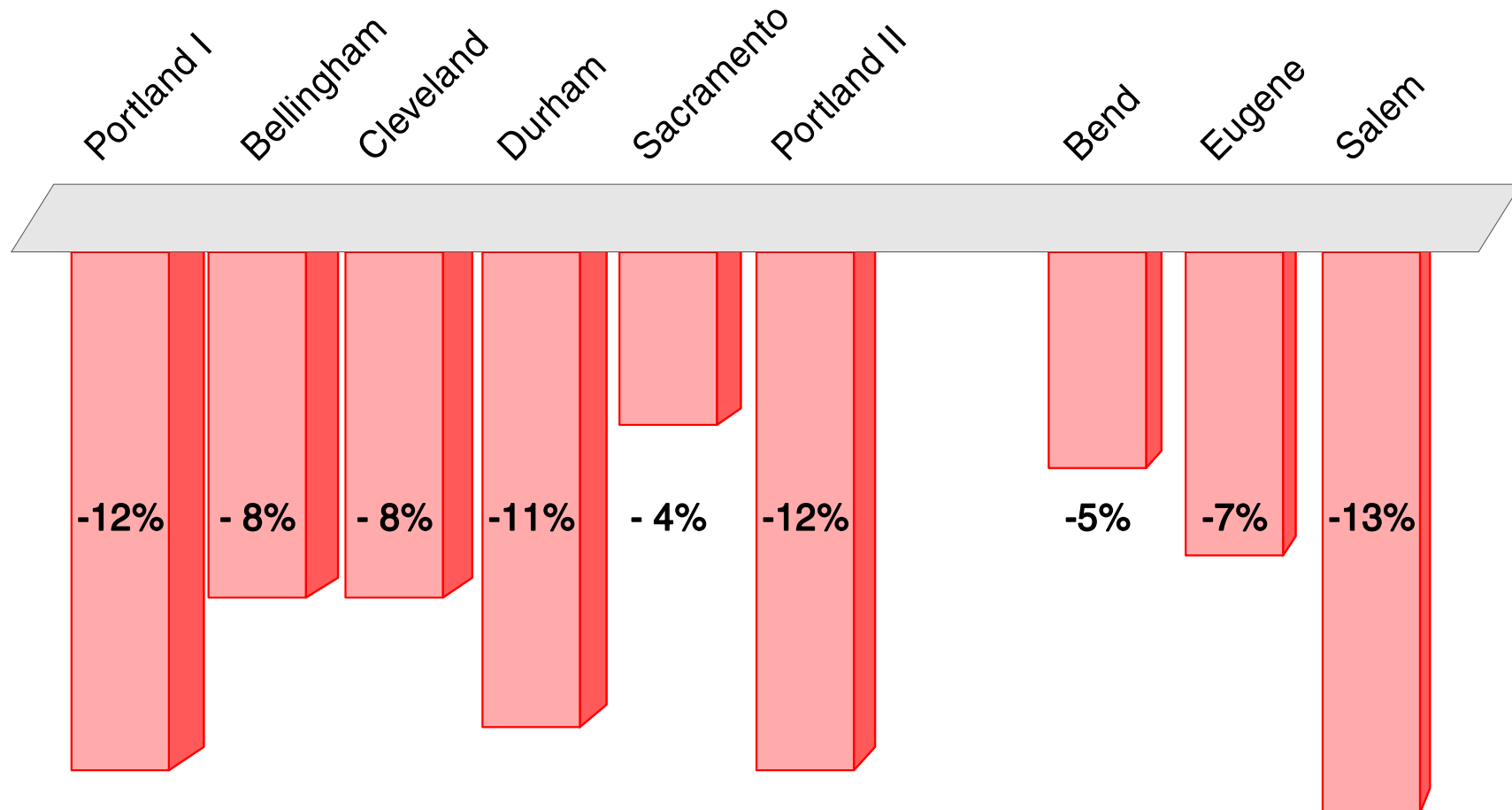
## Eugene



## Salem



# REDUCTION OF CAR MILEAGE



# ANALYSIS OF SITUATIONS



CONSTRAINTS

"OBJECTIVE" CHOICE  
ALTERNATIVE MODE

(INFORMATION ABOUT  
ALTERNATIVE MODE)

EVALUATION AND PERCEPTION  
TIME · (INFRASTRUCTURE) · (COSTS) · COMFORT

SUBJECTIVE DISPOSITION/  
COMMUNITY CLIMATE

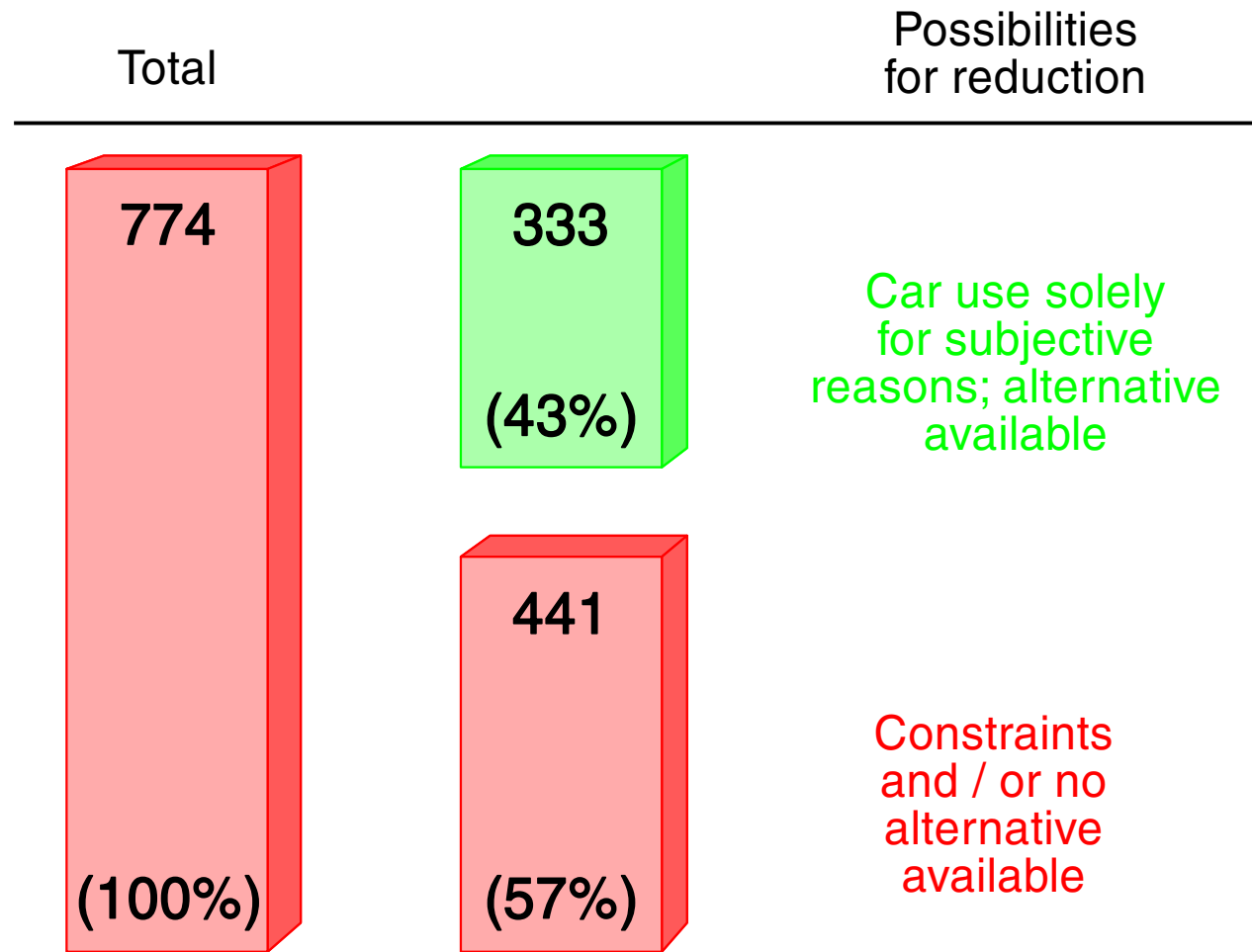
USE OF ALTERNATIVE MODES  
"OBJECTIVELY" AND  
SUBJECTIVELY POSSIBLE





# CAR TRIPS (YEAR)

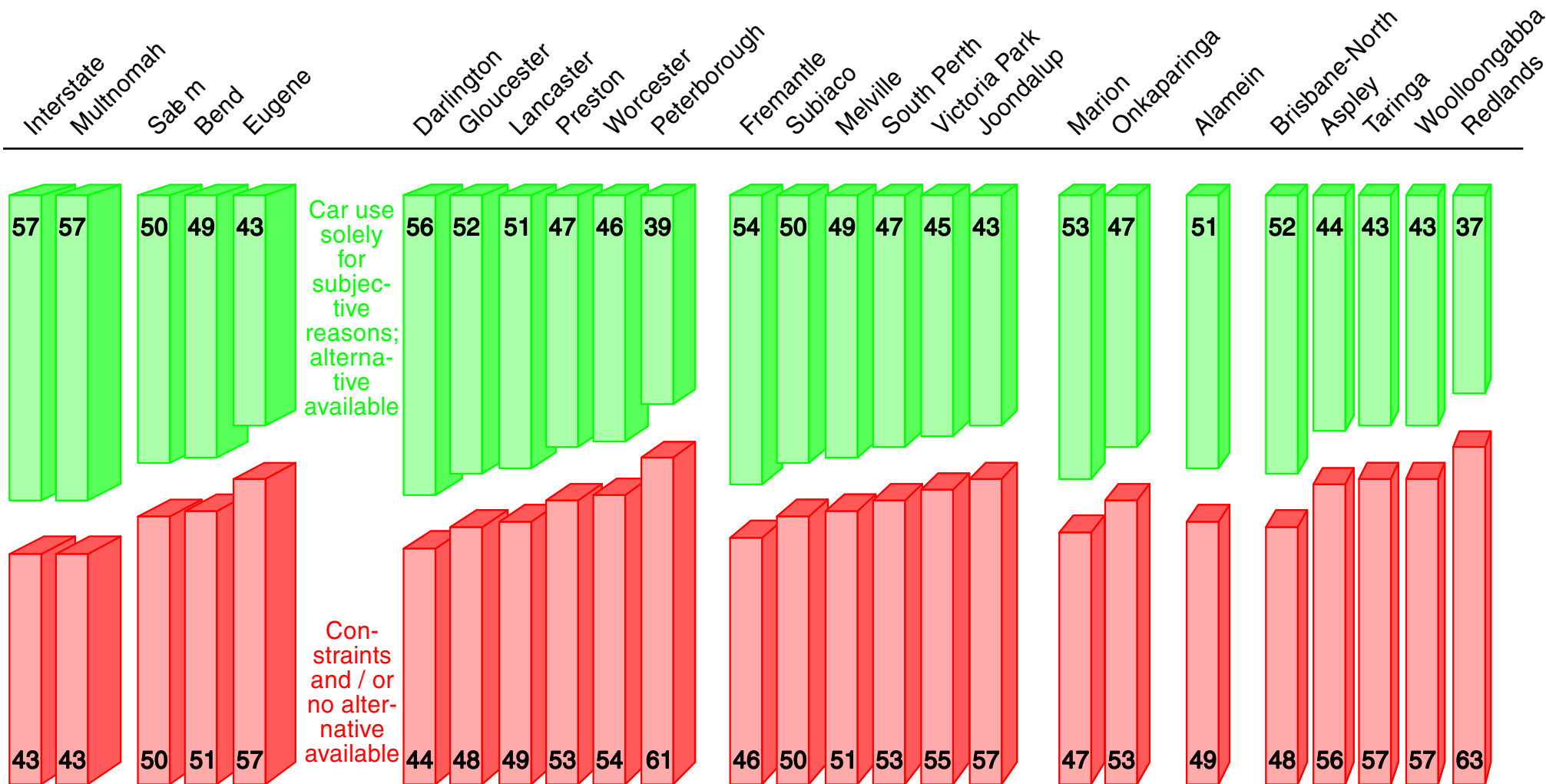
- Eugene; trips within Eugene -





# POTENTIAL FOR CHANGE

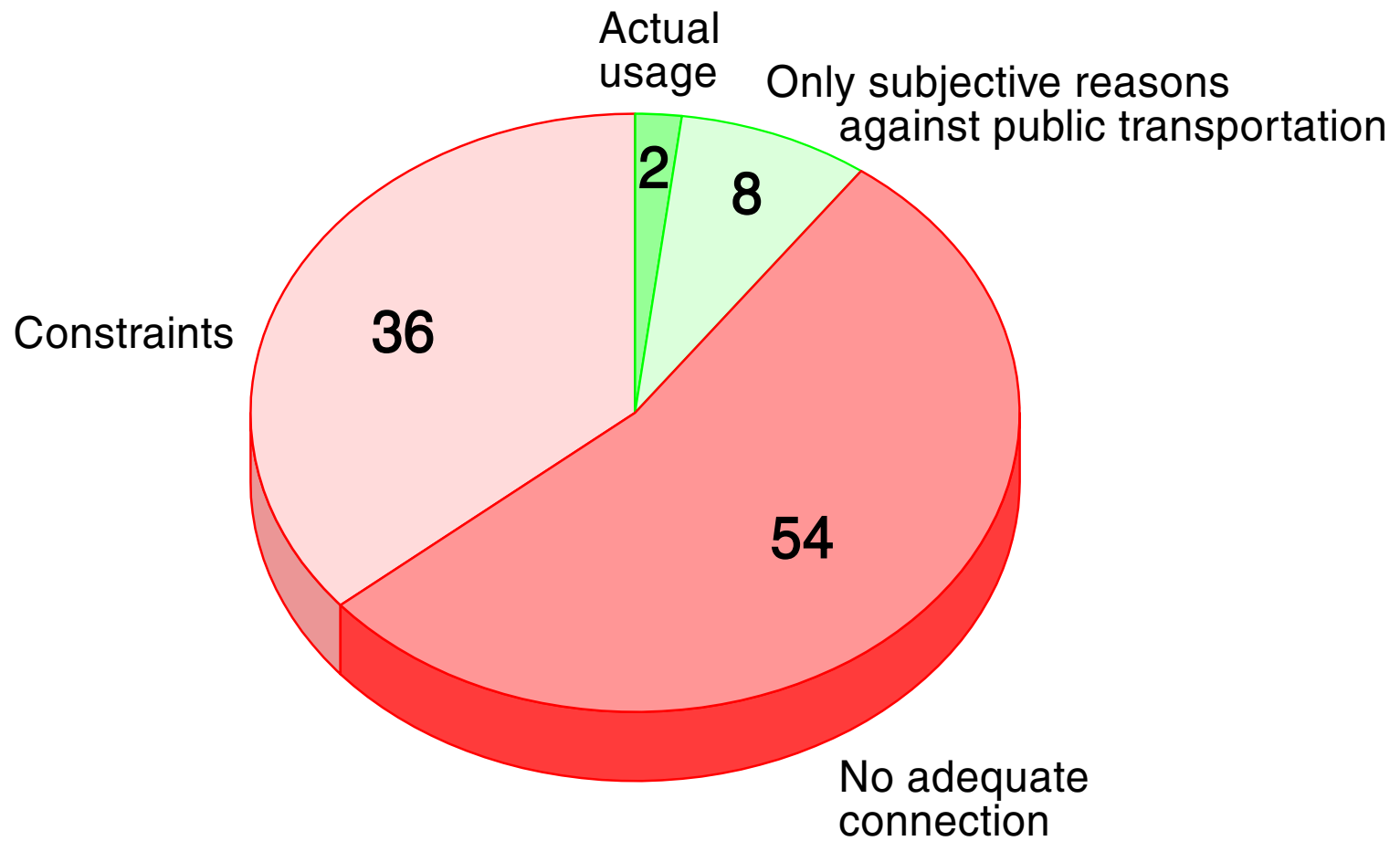
- Car trips -



# POTENTIALS FOR PUBLIC TRANSPORTATION



- Eugene 2006 -

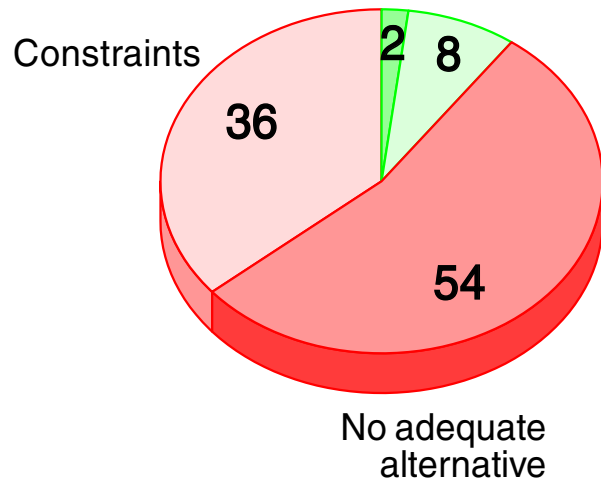


# POTENTIALS FOR CHANGE

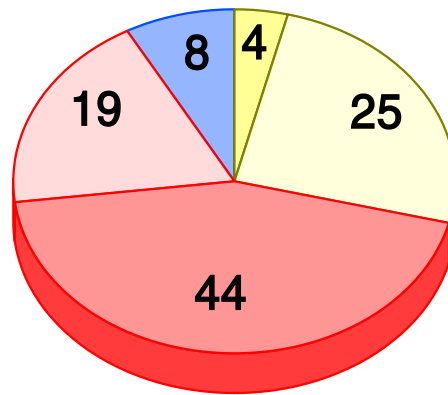


- Eugene 2006 -

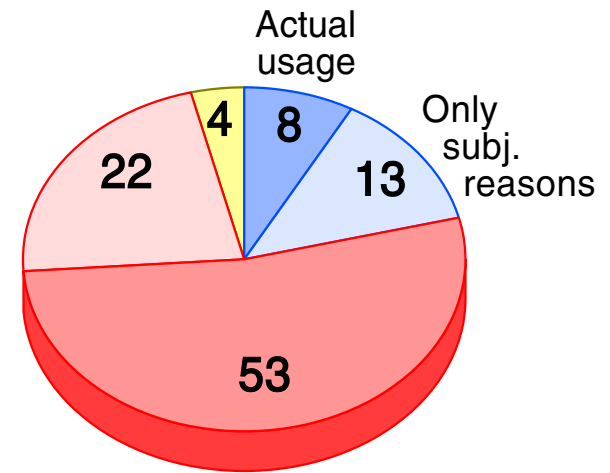
### Potentials for Public Transportation



### Potentials for Bicycling



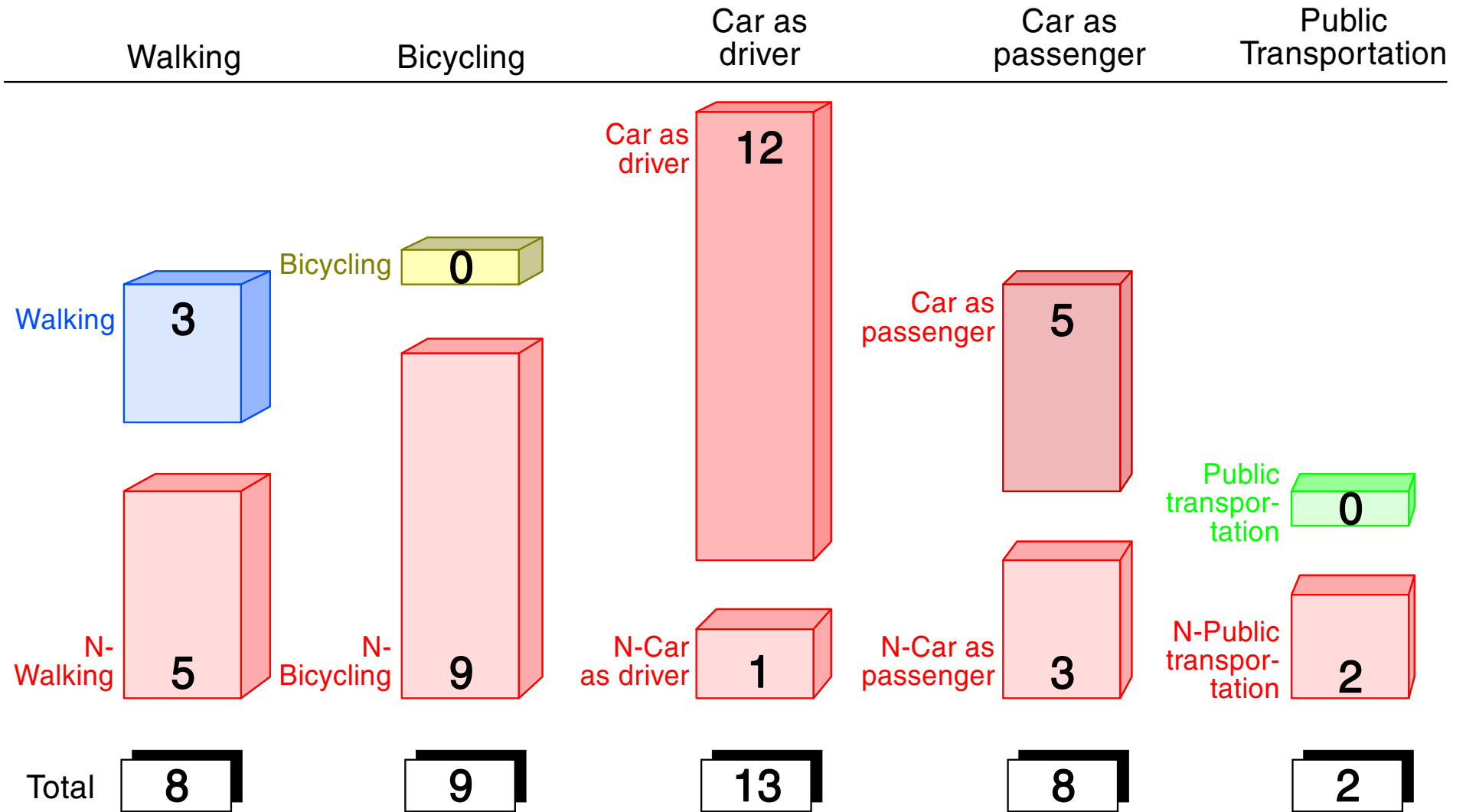
### Potentials for Walking



# FREE OF CHOICE



- Eugene 2006 -





# DOES NOT LIFE TELL US:

People have:

Expectations

... and ...

Experiences

Expectations can be higher than Experiences

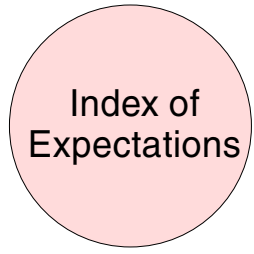
Experiences can meet Expectations

Experiences can be better than Expectations



# COMPARISON

- Comparable attributes -



	Bend	Eugene	Salem
PT		+38 +75	+39 +81
Walking	+19 +62		+17 +76
Bicycling	+2 +62	+31 +54	

# CAR MILEAGE



- "Oregon Total" -

Without TravelSmart		With TravelSmart
<b>3,160</b>	(Private) Cars in total	<b>3,180</b>
<b>13.7</b>	Miles per car per day (everyday mobility)	<b>12.4</b>
<b>14.8 m</b>	Total miles per year (341 days)	<b>13.5 m</b>
	Reduction (miles per year)	<b>- 1.3 m</b>
	Relative reduction	<b>-9%</b>