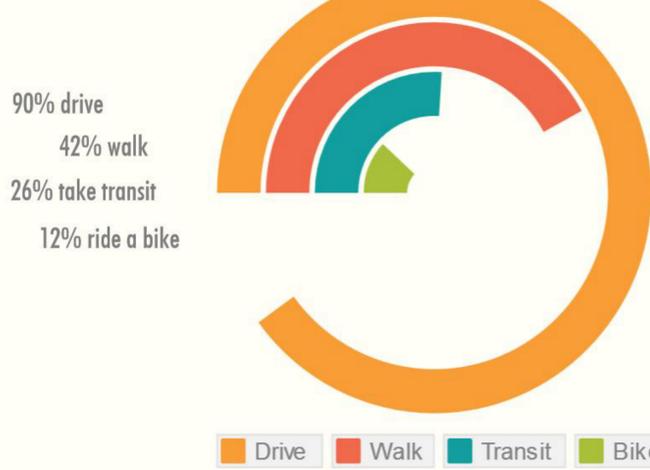


2014 PORTLAND REGIONAL TRAVEL & AWARENESS SURVEY



Accounting for all trips, the survey found residents used a variety of travel options at least once a month.



Daily Drivers use travel options too

only 6 in 10 people in the region drive daily

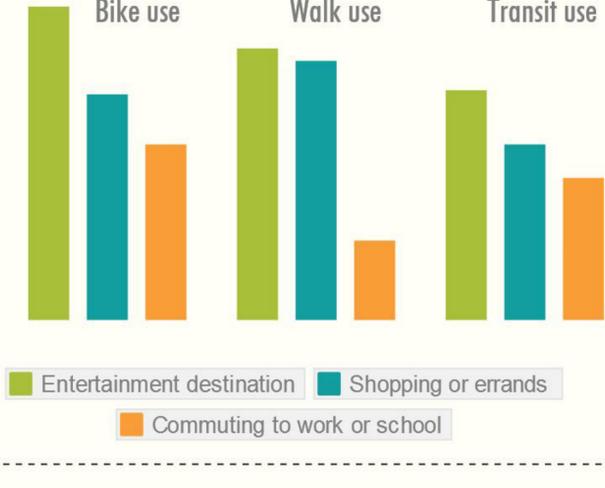
57% of Metro region residents drive every day. Of those, 38% use travel options at some point to get places daily, weekly or monthly.



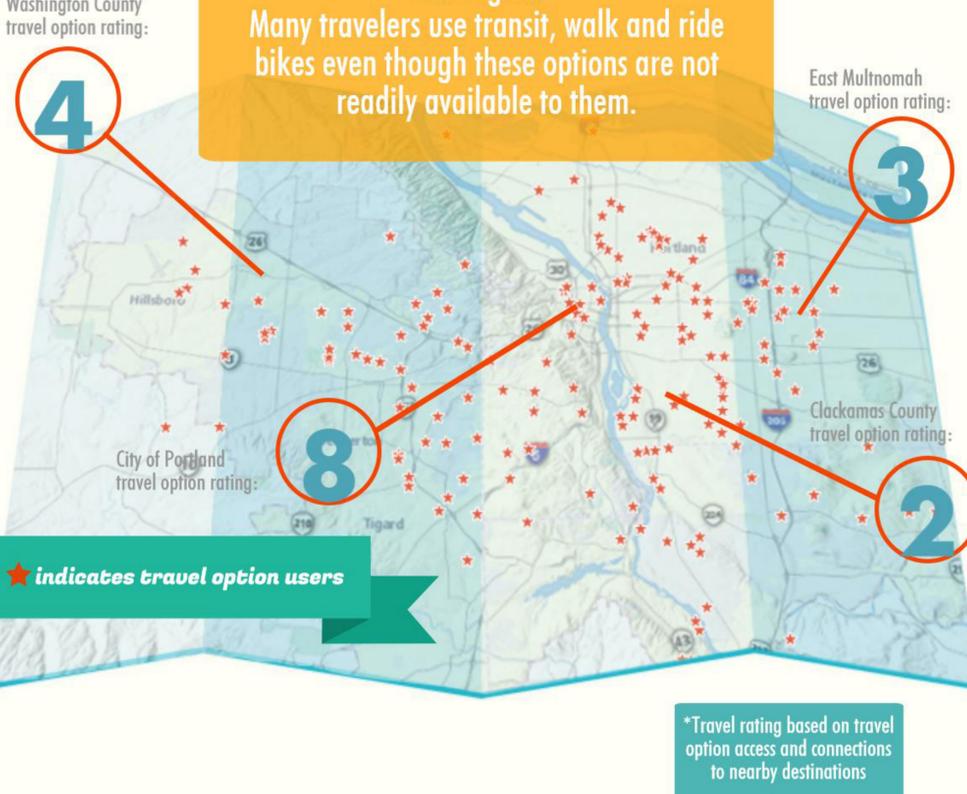
OF DAILY DRIVERS...
38% also use Travel Options
Only 23% are exclusively Daily Drivers



Travel option users are twice as likely to walk, bike or ride transit for errands or leisure than for commuting to work or school.



Travel option users are located throughout the region. Many travelers use transit, walk and ride bikes even though these options are not readily available to them.



Awareness

Awareness for RTO programs increased most in Washington County
70% of Washington County respondents know about the TriMet Trip Planner tool

Carshare services have the most awareness
15% already use Carshare

48% get travel or traffic info from a smartphone app or navigation device

33% residents who recently moved were influenced by transportation needs or desires when considering where to live

Messages & Motivators

"Why would I reduce my driving?"



FOR MORE INFO, VISIT: oregonmetro.gov/collaborativemarketing

