



Climate benefits	
Active transportation	★ ★ ★ ★ ★
Public education and marketing	★ ★ ★ ★ ★

These greenhouse gas emissions reduction strategies are an important part of what neighborhoods throughout the region are already doing to create healthy communities and provide a strong foundation for meeting state climate goals for 2035. The climate benefits shown represent the relative effectiveness of each strategy.

For more information on greenhouse gas emissions reduction strategies, refer to the Climate Smart Communities Scenarios Project website at www.oregonmetro.gov/climatescenarios.



Keys to success

- Invest in transportation systems that give residents options** Provide residents with safe and reliable travel options with good connectivity to employment centers and neighborhood amenities and services.
- Ensure residents are informed of, and confident using, their travel options** Remove barriers by identifying and addressing concerns through direct outreach.
- Complement walking, biking and transit investments with direct outreach to nearby residents** Leverage large transportation investments by funding strategically-located individualized marketing projects.

About Metro

Metro crosses city limits and county lines to build a resilient economy, keep nature close by and respond to a changing climate. Representing a diverse population of 1.5 million people in 25 cities and three counties, Metro's directly elected council gives voters a voice in decisions about how the region grows and communities prosper. Metro works with communities, businesses and residents to make the Portland metropolitan area a great place to live, work and shape the future.

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SPRING 2013

CLIMATE SMART COMMUNITIES SCENARIOS PROJECT



COMMUNITY CASE STUDY SERIES

This case study showcases actions that communities in the Portland metropolitan region are already taking to help reduce greenhouse gas emissions from cars and small trucks.

This is one of eight in a series developed for the Climate Smart Communities Scenarios Project.

- Beaverton
- Clackamas County
- Gateway (Portland)
- Hillsboro
- Rockwood (Gresham)
- Wilsonville
- Employer-based commuter programs
- Neighborhood-based travel options



Strategies

- Active transportation
- Public education and marketing

Neighborhood-based travel options

Choosing walking, biking, and transit for local trips

Neighborhood-based travel options programs use traveler information tools, individualized marketing and educational outreach events to inform residents of the Portland metropolitan region about their travel choices. When neighborhood residents choose to walk, bike, carpool, or use transit for their trips, they help reduce traffic congestion and greenhouse gas emissions, lower transportation costs, improve air and water quality, and increase levels of physical activity – all of which help create healthy and vibrant communities across the region.

Programs offered at the neighborhood level provide the ideal scale for promoting and encouraging greater use of travel options. A majority of the trips residents make throughout the day are for shopping, leisure activities, or recreation, and begin and end at home. Programs that provide traveler information and education contribute to reducing auto trip lengths and miles traveled by informing choices, providing materials to help implement those choices, and motivating residents to try available travel options.

Key challenges

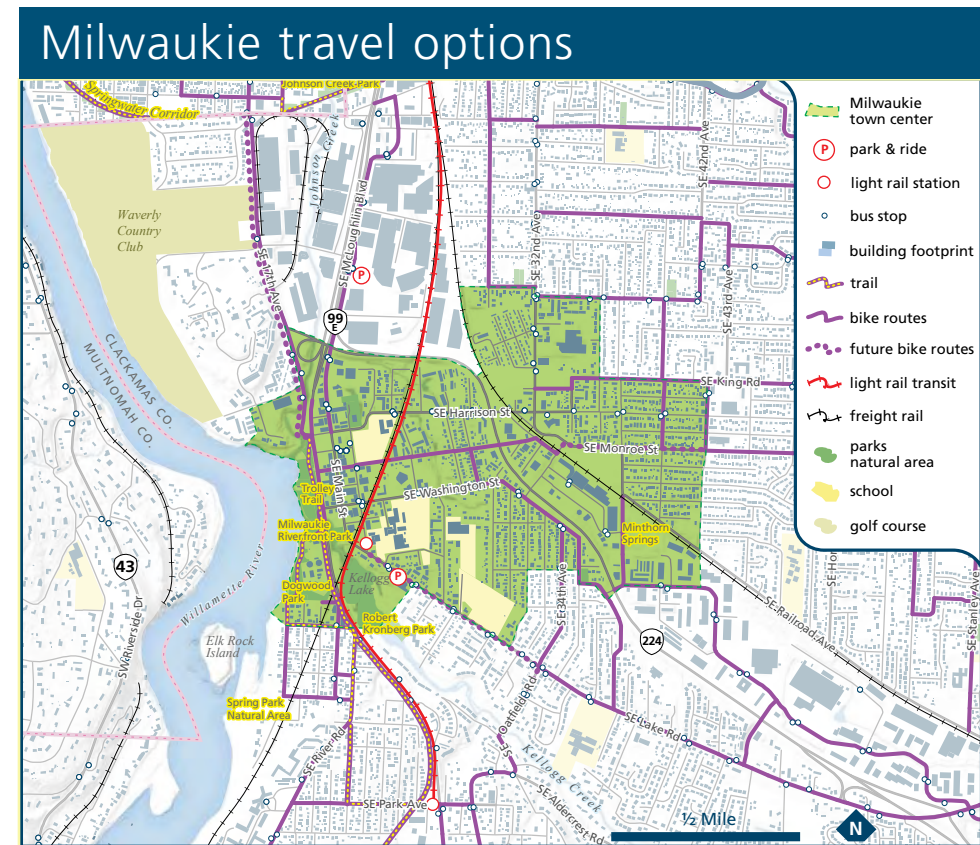
- Geographic barriers such as freeways, arterials, hills, and rivers separate neighborhoods from access to jobs, schools, services, and amenities.
- One in six of all trips in the region are now made by active transportation, yet conditions for safe and comfortable walking and biking vary widely across the region.
- Residents have challenges to using travel options, including safety concerns, families with children, and transit services that are difficult to access.



The Oregon Legislature has required the Portland metropolitan region to reduce per capita greenhouse gas emissions from cars and small trucks by 2035.

Tools and outreach programs encourage travel options

Traveler information tools, individualized marketing projects, and neighborhood travel options events foster more frequent use of active travel modes such as walking, biking, and transit. Tools such as bike and walking maps, transit trip planners, mobile applications for locating carsharing services, and wayfinding signage are available to help residents make safe and informed travel choices. Some of these travel resources are the foundation of individualized marketing projects, which target entire neighborhoods and encourage residents to make more of their trips using active travel modes. Individualized marketing projects are highly effective when launched in conjunction with transportation investments such as a new transit service. Travel options events such as Sunday Parkways in Portland and Sunday Streets in Wilsonville are effective strategies for promoting active transportation to residents. These events close off car traffic on designated routes, allowing residents to have positive experiences biking, walking, and trying out other fun ways to get around their neighborhoods.



Timeline

1983-1996	2002-2006	2008-2010	2011	2012-2013
<ul style="list-style-type: none"> Bike There! Map Federal policy resulting in funds for non-auto transportation (ISTEA) Bridge Pedal event 	<ul style="list-style-type: none"> TravelSmart individualized marketing pilot and large-scale projects City of Portland SmartTrips individualized marketing projects Drive Less Save More campaign 	<ul style="list-style-type: none"> City of Portland Sunday Parkways Metro Walk There! Guidebook Gresham wayfinding signage and individualized marketing projects 	<ul style="list-style-type: none"> Discover Wilsonville individualized marketing project Drive Less Connect online tool 	<ul style="list-style-type: none"> Wilsonville Sunday Streets event Metro's Vámanos project Tigard and Tualatin Hills Parks and Recreation wayfinding signage projects

1 Providing travelers with tools

The ability to plan routes and navigate safely is a critical component to increasing the use of travel options. Both static and dynamic means of providing information can help achieve this outcome. Biking and walking maps identify safe routes to popular destinations such as parks, shopping areas, and employment centers. Wayfinding signage installed along biking and walking paths and neighborhood greenways encourage more frequent and longer biking and walking trips. Online trip planning services and real-time information displays offer a convenient and mobile way to plan and undertake a trip, using either one or multiple modes of travel. Carpooling in the region is supported by Drive Less Connect, a multi-state ridematching database that allows residents to find carpool matches for a variety of trips.

2 Informing travelers of options

Individualized marketing projects identify people who want to change the way they travel. Outreach staff contacts households to offer educational materials that motivate residents to drive less and use other travel options. These projects are successful by focusing only on people who are interested in receiving information. They are most effective when combined with transportation improvements, such as light rail. Individualized marketing is cost effective and consistently reduces drive-alone trips by 9 percent.

In 2004, the City of Portland launched the Interstate TravelSmart individualized marketing project in conjunction with the opening of the MAX Yellow Line. Households that received individualized marketing made nearly twice as many transit trips compared to a similar group of households that did not participate in the marketing campaign. In addition, transit use increased nearly 15 percent during the SmartTrips project along the MAX Green Line in 2010. Follow-up surveys show that household travel behavior is sustained for at least two years after a project has been completed. A total of 12 individualized marketing projects have been conducted in the Portland metropolitan region since 2003.

3 Leveraging transportation investments

TriMet's MAX Orange Line will connect Southeast Portland and Milwaukie neighborhoods to downtown by a new bridge across the Willamette River dedicated to transit, biking, and walking. When service begins in 2015, there will be approximately 22,000 households and 85,000 employees within walking distance of MAX Orange Line stations. The City of Milwaukie has allocated resources to improve biking and walking facilities, develop trails and wayfinding signage, and enhance transit stops and stations by providing new bike parking. When the MAX Orange Line opens in 2015, Milwaukie will have regionally-connected travel options consisting of auto, high capacity transit, biking and walking paths, trails and facilities, and pedestrian connectivity to downtown.

An individualized marketing project conducted shortly after the opening could increase ridership and promote other travel options, further leveraging this resource and capital investment.

4 Offering community outreach events

Community outreach programs such as Portland Sunday Parkways and Wilsonville Sunday Streets encourage residents to use travel options by exploring their neighborhoods on foot and bike without motorized traffic. These events enhance the health, transportation, air quality, recreational opportunities, and public safety interests of neighborhoods and communities. Providing recreational opportunities in a low or no-car environment is a key element for changing travel habits among residents. These events work well in suburban as well as urban areas and are an important strategy for motivating residents to try out new and active ways to travel. Sunday Parkways events have attracted 400,000 attendees since 2008 and the Wilsonville Sunday Streets event attracted more than 5,000 participants in 2012. Forty percent of residents in the region are aware of these programs. Other examples of valuable community outreach and educational programs include the Community Cycling Center's program to reduce barriers to biking and Metro's Vámanos program, both of which provide communities across the region with the skills and resources to become more active by walking, biking, and using transit for their transportation needs.

