

Drive Less Save More:
PCC Southeast

Individualized Marketing Program Final Report

AUGUST 2015



CONTENTS

Executive Summary	3
Background	4
Target Area Characteristics	5
Partnerships	5
Travel Options Ambassador	6
Program Approach	7
Program Materials	7
Go Kits	7
Fulfillment Center	8
E-Newsletters and Promotional Items	9
Events.....	9
Evaluation	12
Survey Questionnaire	12
Additional evaluation metrics	13
Target Area Surveys	13
Target Area Trip Diary Findings	14
Average Number of Trips.....	14
Mode Shift.....	14
Mode Shift by Trip Purpose.....	15
Vehicle Miles Traveled.....	15
Panel Analysis Findings.....	16
Additional Post Survey Questions	18
Demographics.....	21
Lessons Learned	22
Participant Stories.....	23
Conclusion	24

EXECUTIVE SUMMARY

The 2015 *Drive Less Save More: Portland Community College Southeast Individualized Marketing Program (Drive Less Save More: PCC Southeast)* helped students discover and try transportation options such as walking, biking, transit, and sharing rides for daily trips. The student-based approach included pre- and post-program surveys, customized transportation information, campus events, and partnerships with student groups. A total of 433 PCC Southeast students and faculty¹ ordered *Go Kits* containing transportation options materials.

The primary goal of *Drive Less Save More: PCC Southeast* was to increase the use of travel options and reduce drive-alone trips among students at the PCC Southeast campus. The campaign was oriented toward students; however, faculty was also encouraged to participate and order program materials. Pre- and post-program surveys were used to evaluate behavior change that occurred during the project. The findings indicate that drive-alone trips decreased over the course of the program timeline.

Drive Less Save More: PCC Southeast helped students reduce their share of drive-alone trips by 1.5 percentage points. Bicycling and transit trips among students rose by 7.9% and 1.5%, respectively. The 7.9 percentage point increase in mode share for bicycling equates to a 59% relative increase. Walking and PCC shuttle trips decreased slightly by 0.6% and 0.4%, respectively. Carpooling among adults decreased by 6.4%, whereas carpooling with children increased by 0.4%. Results from the panel sample (the same people who took both the pre- and

post-program surveys), showed an impressive 5.2 percentage point decrease in drive-alone trips and a 9.2 percentage point increase in biking. Results from a supplemental participant feedback survey show:

- 40% of participants said they are driving alone less often compared to when they first signed up for the program
- 96% said the program was either very helpful (66%) or somewhat helpful (30%) at supporting PCC's sustainability goals
- 97% think there is value in continuing the program

Drive Less Save More: PCC Southeast outreach staff attended eight PCC events, tabled 25 times, and hosted four custom events that were planned and implemented for the campaign, for a total of 37 outreach events over the course of four months. The Alta Planning + Design consultant team worked with Metro staff and campus partners to plan custom events and also promote partner events on campus. *Drive Less Save More: PCC Southeast* events were well attended and helped students to explore new travel options for everyday trips.

Drive Less Save More: PCC Southeast was successful at engaging students and providing them with travel options information on campus. Free custom events held on campus encouraged greater use of active travel modes and outreach staff were able to connect with hundreds of people to discuss local transportation issues and concerns. Students and faculty had many positive things to say about the program and were very satisfied with the range of program offerings.

¹ Most of the orders came from students, but faculty were allowed to participate in the program offerings. Of the 433 students and faculty who signed up for the program, approximately 70 individuals never came to pick up their packets of information, even after many attempts to contact them by phone and email.



BACKGROUND

Individualized Marketing (IM) programs have shown success reducing drive-alone trips and increasing the frequency of travel options trips. These types of programs have been implemented for over 30 years in many different countries around the world. The City of Portland began conducting IM programs throughout different neighborhoods beginning in 2002. Neighborhood-based IM programs in Oregon have also been conducted in Gresham, Wilsonville, Eugene, Springfield, Salem, Beaverton/Cedar Hills, Bend, Astoria, and Milwaukie. *Drive Less Save More: PCC Southeast* is unique because it was one of the first Alta Planning + Design IM programs conducted on a college campus.

IM programs support the goals of ODOT and local jurisdictions by reducing the number of single-occupant vehicle trips and increasing the number of trips taken by foot, bike, transit, and sharing rides. The *Drive Less Save More: PCC Southeast* program positively engaged the students about their transportation options and spread awareness of the *Drive Less Save More* campaign.

Drive Less Save More: PCC Southeast involved different stakeholders and partners. ODOT funded the program and Metro was the lead partner through all

phases. Alta Planning + Design was the firm contracted to design and execute the campaign. Portland Community College staff was also involved with high-level strategy, decision making, review processes, and materials procurement.

The PCC Southeast campus was selected due to a number of factors. It recently expanded to accommodate a growing student population and the area surrounding the campus has a range of transportation options infrastructure (e.g., good public transportation and cycling routes) in an urban context. Additionally, IM programs had not yet been implemented at PCC, which presented a unique opportunity to test the technique in this particular setting. The campus environment was also ripe for other local partners to assist with event planning and general program promotions.

Drive Less Save More: PCC Southeast had a unique focus on students, faculty, and staff on campus. The PCC Southeast campus is highly diverse and offers a rich blend of culture, which reflects the campus community. To help appeal to the diversity of cultures, elements of Metro's "Choose What Moves You" marketing campaign, which included illustrated graphics, were incorporated into the IM program materials and design.



Design elements of Metro's "Choose What Moves You" campaign were used in PCC marketing materials

Target Area Characteristics

The PCC Southeast campus has an enrollment of approximately 3,000 students, with 700 of those being full-time students. There is a diverse student body at this location with more than 60 languages spoken on campus. The campus is located in Southeast Portland at the corner of SE 82nd Ave. and SE Division St. near the Jade District, a prominent area for a variety of cultures.

The campus and surrounding neighborhoods are well served by transit via TriMet buses and the SE Division MAX station. PCC also offers its own shuttle service. This is a free service for students that connects PCC Southeast to the three other PCC campuses, but does not stop to make special or requested stops. Most streets are connected by sidewalks and the bicycle infrastructure is adequate; however, arterial streets with high volumes of traffic and incomplete bicycle and sidewalk networks are considered barriers to bicycling and walking.

The PCC Southeast campus has a main outdoor gathering space that offers a grassy lawn, tables, and recreation space, which acts as a community gathering space. Mt. Tabor Hall is the main indoors gathering space. This is where most outreach took place, as it is a prominent location to host campus wide events. The campus also has other amenities such as staple racks and covered parking for bicycles. Accessing the surrounding commercial district and Harrison Park requires crossing fast, high volume arterial roadways. Shops, restaurants, and entertainment venues are mostly concentrated along SE 82nd Ave.

Partnerships

To enhance the individualized marketing effort at PCC Southeast, Metro and partners initiated a four month marketing and outreach campaign. The consultant team (Alta) connected with the following partners during the planning and implementation stages of the campaign:

- TriMet
- Portland Bureau of Transportation
- Metro's Powell-Division Project
- Local businesses
- Associated Students of PCC Southeast (ASPCC)
- Asian Pacific American Network of Oregon (APANO)
- PCC Southeast Bike Club
- Car2Go
- Jade District

ASPCC staff and the transportation management office were closely involved in planning and implementing the campaign. The ASPCC student coordinators were integral to the day-to-day operations and their office housed the fulfillment and outreach center. The student leaders at ASPCC acted as representatives of the campaign, helping promote it to other students and answer students' questions. The program team, comprised of Alta, Metro, and PCC outreach staff, collaborated with the ASPCC office and the Bike Club on several events such as Bike Club rides and the Spring Barbeque.



Alex, the program’s Travel Options Ambassador, encouraged hundreds of students and faculty to try out new transportation options.

Travel Options Ambassador

Metro Program Assistant Kathryn Doherty-Chapman coordinated with Alta staff, PCC, and partners to implement the program. Metro also worked with the ASPCC leadership team to hire a part-time student as the program’s Travel Options Ambassador. ODOT grants funded this position, which was then sub-granted by Metro to the ASPCC to hire Alexandra (Alex) Baryschoplec as the Student Ambassador. Alex was instrumental in helping the program team craft messages that were relevant to students. She was also the face of the program at PCC in her classes and on campus, and helped plan events that were appropriate for PCC students. Alex assisted with program logistics such as tracking orders in the database, fulfillment and deliveries, event planning, and tabling.

Metro, Alta, and ASPCC staff coordinated the Student Ambassador hiring process. The job description was written by Metro and distributed by PCC staff and interviews were conducted jointly by Kathryn from Metro and ASPCC staff. Alex was supervised by Metro staff for day-to-day operations but was overseen by ASPCC staff to ensure compliance with PCC policies. This arrangement worked very well— working closely with ASPCC staff helped the program succeed. Other positive contributions the student ambassa-

dor brought to the program included the following elements:

- A student ambassador was critical in ensuring that outreach materials and messaging were engaging and useful for a diverse student audience
- Students may be more likely to engage with learning about transportation options from another student than someone from a government agency
- Having a student on site who could help the project team navigate PCC policies and procedures as well as cultural norms was invaluable

Kathryn and Alex’s duties included fulfilling and delivering “Go Kits,” which included customized packets of travel information and tools packaged in a tote bag. The fulfillment center was located in the ASPCC student leader office in Mt. Tabor Hall on campus. The Go Kits were ordered online and requests were submitted in person at events. Having the fulfillment center located on campus within a student group’s office proved to be an efficient method for distributing program materials to students.

PROGRAM APPROACH

IM programs involve detailed planning and coordination among partners, funders, stakeholders, and staff.

The program approach included the following elements:

- Survey development
- Materials design and procurement
- Database development and management
- Event planning
- *Go Kit* fulfillment
- Evaluation and reporting

The program team, which met on a weekly basis during the planning stages and active phases of the program, planned and designed the campaign with quarterly advisement from ODOT. A detailed work plan was developed by the program team to ensure travel tools, resources, and printed materials were ordered and produced in a timely manner.

Program Materials

The following suite of evaluation and marketing materials was developed specifically for this campaign:

- Custom illustrations to use in all materials
- Pre- and post-program survey questionnaires
- Postcard announcement
- Multimodal campus and neighborhood map (*Go Guide*)
- Customized order form
- Welcome letter signed by PCC Southeast Campus President
- Event flyer
- An outdoor vinyl banner
- Custom sandwich boards
- Shuttle ads
- Promotional and event posters
- A spinning bicycle wheel trivia game

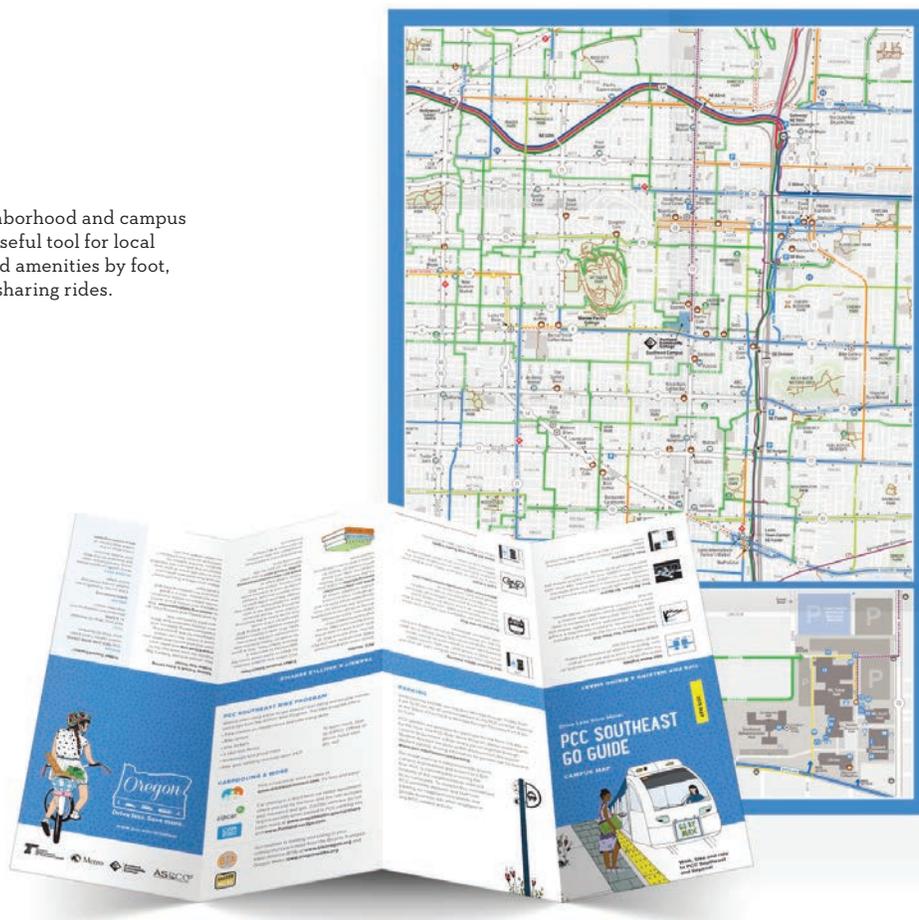
Go Kits

Providing customized transportation information was an excellent way to encourage greater use of transportation options among PCC Southeast students and faculty. As program participants reviewed the materials and maps, they were reminded how easy it is to make short trips by foot, bike, or transit to nearby parks, shops, and restaurants.

A wide variety of transportation options materials were available to order in *Go Kits*. Materials were made available free of charge through ODOT, TriMet, the Portland Bureau of Transportation (PBOT) and other project partners. The PCC Southeast “*Go Guide*” custom map was created by Alta graphic designers. *Go Kit* materials were listed on the order form and packaged in a canvas tote bag. Participants were also encouraged to choose one of three travel tools—a water bottle, pair of wrap-around bike safety lights, or a bike bell. Program materials were also available to order online through Alta’s database, and the link was provided for campus-wide posters, banners, email blasts, and other promotions. The landing page for the link was hosted on Portland Community College travel information web page, which contained travel tips and information about upcoming *Drive Less Save More: PCC Southeast* events.

A custom campus multimodal map called a “*Go Guide*” was developed specifically for the program and highlighted transit routes, bike routes, multi-use paths, and popular destinations and attractions. The back of the map also contained tips and resources for using transportation options in Portland and information on the PCC bike program and campus parking. The *Go Guide* is a unique mapping tool for IM programs because it is customized to the target area, easy to read, and contains information about local parks, shopping areas, community centers, and other amenities that are within walking and biking distance from the target area. The custom PCC Southeast *Go Guide*, as well as the PCC shuttle schedule, were included in each bag and did not need to be ordered separately by students.

The custom neighborhood and campus map provided a useful tool for local travel to parks and amenities by foot, bike, transit and sharing rides.



Transportation materials were offered through an online ordering system and also via a paper form (combined with the pre-program survey) during outreach events. Both ordering systems listed available travel tools and resources that were either fulfilled on the spot or held at the ASPCC office for pick-up. IM programs are unique because they allow participants to choose only the materials they want and need, thereby saving project resources.

The order form contained five different sections:

- Resources for Everyone
- Walking
- Bicycling
- Buses and Trains
- Sharing Rides and Cars

Once participants selected desired materials and choice of Go Gear, they wrote in their contact information and either submitted it online or handed the form directly to the Transportation Options Ambassador to fulfill immediately on site.

Fulfillment Center

A fulfillment center was established at PCC Southeast in Mt. Tabor Hall in the ASPCC student leader office. Materials were arranged on racks in the order they were listed on the form to make packing the bags easier. All order forms collected via tabling were packed and handed over within just a few minutes. After the order was fulfilled, it was entered into the project database to track inventory. For orders that were submitted online, the requests were automatically entered into the database, which grouped orders and made for an efficient packing and distribution process.

Once the online orders were received, each custom Go Kit was assembled, placed in a tote bag along with the selected travel tool, and labeled with the student's name and phone number. Once bags were packed, they were grouped alphabetically for pick up.

E-Newsletters and Promotional Items

E-newsletters were sent via the MailChimp email service to participating students on an ongoing basis and were an important communication and messaging platform. *Drive Less Save More: PCC Southeast* E-newsletters contained the following information and resources:

- Calendar of custom and partner events
- Tips for using transportation options
- Listing of relevant TriMet services
- Trip planning tools
- Partner resources (e.g., Bike Club, Jade District, Car2Go)

Drive Less Save More: PCC Southeast outreach staff also implemented the following marketing measures to ensure students were aware of the campaign:

- Placed ads on the information screens around campus
- Developed a news article on the PCC website
- Hung posters mentioning free transportation resources and events
- Placed sandwich boards around campus
- Placed tags on bikes along with seat covers on saddles
- Installed a large vinyl banner on the building
- Sent emails to all students attending the PCC Southeast campus.

Events

PCC Southeast outreach staff attended eight PCC events, tabled 25 times, and hosted four custom events that were planned and implemented for the *Drive Less Save More: PCC Southeast* campaign, for a total of 37 outreach events over the course of four months.

Events encouraged students to use active modes of transportation and provided a unique opportunity for students, faculty, and staff to meet and discuss transportation topics. *Go Kits* were packed on the spot at all events, which was an efficient process that allowed students to receive materials immediately and reinforced the message of the program.

Free custom and partner events were mentioned in emails, posters, and on the program's web page at www.pcc.edu/resources/parking/alternatives/drive-less.html. The most popular events were the Bike and Transit Workshop and the Car2Go Barbeque. Events were promoted through the following communication channels:

- Posters
- Bike tags and seat covers
- E-newsletters
- Website
- Social media
- Word of mouth (e.g. classroom)

The following custom events were offered through



Outreach staff helped promote the PCC Bike Club and Bike Fair events



Students learned how to put their bikes on the bus and the biking and transit-specific workshop

Drive Less Save More: PCC Southeast:

Kick-off Event

On February 17, *Drive Less Save More: PCC Southeast* outreach staff, in collaboration with ASPCC staff, hosted a kick-off party to celebrate the program's launch on campus. Outreach staff connected with approximately 50 students and faculty to help them order *Go Kit* materials and take the pre-program survey.

Bike Fair

The PCC Bike Club hosted a Bike Fair for PCC Southeast students on February 11. *Drive Less Save More: PCC Southeast* staff participated by offering free *Go Kit* sign-ups, snacks, and games. Staff engaged approximately 60 students and distributed 25 *Go Kits*

during the Bike Fair.

Bikes and Transit Workshop

On March 11, TriMet and *Drive Less Save More: PCC Southeast* outreach staff teamed up to host a Bikes and Transit Workshop in the Great Hall. This event helped students learn about the TriMet trip planner tool that allows travelers to plan a bike and transit trip or only a bike or transit trip. There was a TriMet bus bike rack on site for students to practice using the rack. Representatives from TriMet were present to explain the trip planner and bike rack and to answer questions about riding the bus or MAX. Outreach staff provided light snacks and games, in addition to raffling



A PCC student poses with her Go Kit in front of a Car2Go demonstration car



Students listen to Jade District Manager Todd Struble during the walking tour



Seat covers were placed on bikes during rainy weather to thank students for riding



Students pledged to drive less during event tabling

a U-lock for students and faculty that signed up for the program that day.

Car2Go and Student Barbeque

Drive Less Save More: PCC Southeast outreach staff hosted a Car2go demonstration during the student barbeque on April 7. Car2go offered free carsharing resources, membership information, and promotional items such as and bike seat covers. Staff placed the seat covers on parked bikes, which offered a pleasant and welcome surprise for students.

Jade District Walking Tour

The April 22nd Jade District event led students on a guided tour of the Jade district with Jade District Manager Todd Struble to learn about the exciting projects

in the area and to see nearby businesses. The tour explored the pedestrian and bicycle networks along SE Division Street and surrounding businesses.

Program wrap-up party

On May 27, *Drive Less Save More: PCC Southeast* outreach staff hosted a wrap-up party in the Great Hall to celebrate the success of the program and distribute remaining information and travel tools. Existing participants were asked to take the post-program survey via a paper form.

PCC Travel Survey

Win a \$50 PCC Bookstore gift card and a \$25 Fred Meyer gift card!

Portland Community College is conducting a survey on how students get around. All responses will be kept strictly confidential. To be entered to win the \$50 PCC bookstore gift card and \$25 Fred Meyer gift card, return your completed survey to Mt. Taber Hall, Room 451 at the PCC Southeast Campus, or take the survey online at www.surveymonkey.com/301SPCCTravelSurvey.

For help taking the survey, please contact nicole.aery@pcc.edu. Your participation is voluntary and only students attending classes at the Southeast Campus are eligible to participate.



Fill out the trip diary below for all the trips you made on the last day you traveled to the PCC Southeast campus, even if it was not a typical day for you. Fill out both columns for every trip. Make sure you report your last trip home if that was where you ended your day.

My trip diary for: ____ / ____ / 2015 (enter date)

FIRST I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles
THEN I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles
THEN I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles
THEN I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles
THEN I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles
THEN I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles
THEN I went to: <input type="radio"/> Work <input type="radio"/> College <input type="radio"/> School (9-12) <input type="radio"/> Shopping <input type="radio"/> Recreation <input type="radio"/> Home <input type="radio"/> Other: _____	I got there by: <input type="radio"/> Driving Alone <input type="radio"/> Carpool with others only <input type="radio"/> Public transit <input type="radio"/> Carpool vehicle <input type="radio"/> Walking <input type="radio"/> Bicycling <input type="radio"/> PCC Shuttle <input type="radio"/> Other: _____	Distance: _____ Miles

Free Customized Go Kit!

Oregon Bicyclist Manual - Learn about bicycle laws and tips for riding

Portland By Cycle - Tips, techniques, and street smarts to make your ride safer and more rewarding

Ride on Transit - Learn how to take your bike on the bus or MAX

Bicycle Safety: What Every Plover Should Know - A good resource for cycling with children

Family Bicycling Guide - Basic bicycling information geared toward families

Bike on Transit - Learn how to take your bike on the bus or MAX

A Perfectly Fitted Bicycle Helmet: Easy Steps to Follow

Bike Theft Prevention Card - Learn how to keep your bike safe from theft

Share It! **Buses, Trains and Shuttles**

TriMet System Map - Map that highlights travel services across the Metro region

Transit Trip Tools - Resources and apps

Share It! **Sharing Rides and Cars**

Drive Less Connect Brochure

Unblock Portland Car Share - Tips for driving without paying car lease, fees, and insurance

Portland Transportation Resource Guide - A guide for getting around Portland

We're All In This Together - Safe and considerate ways to share the road

Send back to get you on your way (aka: supplies list)

Stainless Steel Water Bottle (BPA Free) - Stay hydrated and healthy as you walk, bike and ride

Bike Bell - A great way to alert pedestrians and other cyclists so you can stay safe on your bike

For pick-up about one week after you place your order, look for the Drive Less Save More: PCC Southeast theme in the Great Hall or stop by the ASPCC office in Mount Taber Hall, Room 451 on Tuesdays from 3-4 p.m. through Winter Quarter. For more information, go to www.PCC.edu/dlsmv

about yourself:

Are you a student? Full-time student Part-time student Not a student

Does your PCC campus do you live (in miles)? _____

Does your vehicle meet days? Yes No

Do you plan to purchase a PCC parking pass? Yes No

Age: 30-44 45-59 60-69 70-79 80+

Gender: Male Female Other Decline to state

(Daily one-way allowed per person)

On the back side of this form and you will be entered to win a \$50 bookstore gift card and a \$25 Fred Meyer gift card. We will use your contact information so we can reach you if you win.

Name _____ PCC Email Address _____

Please Number _____ Student ID (or) Number _____

Keep going - more on the back →

The paper pre survey, which was combined with the order form, made it easy for students and faculty to report all trips taken on the last day they traveled to campus

EVALUATION

The primary goal of *Drive Less Save More: PCC Southeast* was to reduce the drive-alone mode share among students and faculty for all types of trips. This summary describes the methodology used to evaluate the program's effectiveness at reducing drive-alone trips, which did decrease among program participants over the course of the program timeline.

Survey Questionnaire

A combination order form and survey questionnaire was developed for the pre-program surveys that included a trip diary for up to eight trips, a demographics section, and other supplemental questions. The survey was also offered online through the order form process. A \$50 Fred Meyer gift card and a \$25 PCC bookstore gift card were offered in a raffle drawing to incent participation.

The post survey questionnaire contained the same trip diary questions as the pre survey, in addition to new questions about self-reported travel behavior and satisfaction with the program. Due to the limited amount of space on the paper version of the post survey, the online version contained extra questions to acquire more in-depth information about the program's effectiveness. The chance to win a \$100 grocery store gift card was offered as a prize drawing upon completion of the post-program surveys.

Additional Evaluation Metrics

In addition to a participant travel diary and questionnaire, bicycle parking counts were collected and analyzed to measure the program’s impact on those modes. Bike counts showed a gradual increase in bikes parked on campus, from an average of 34 bikes before the program (February), to an average of 39 bikes towards the end of the program (April and May).

Target Area Surveys

To evaluate the effectiveness of the 2015 *Drive Less Save More: PCC Southeast* program in reducing drive-alone trips, the project team conducted pre- and post-program travel surveys among participants, complete with travel diaries, to measure mode share among students and faculty.

Survey Response Summary

The goal of the program was to reach all of the 3,000 full-time and part-time students at PCC Southeast. A total of 443 students and faculty signed up for the program by ordering Go Kits, about 15% of the student population. The same 443 students were contacted multiple times by email and phone during the end of the program to take the post-program survey. Responses were limited during the post survey due to several factors:

- The timing of the post survey was during the end of the spring term, which included the three weeks leading up to finals
- Students did not regularly check their PCC emails
- It was difficult to reach winter term students who ordered *Go Kits* during post survey tabling efforts

The table below shows the number of pre- and post-program surveys that were collected:

	Pre-Program Survey	Post-Program Survey
Number of surveys collected	443	83

The survey included a one-day trip diary, as well as additional questions regarding the respondent’s personal travel behavior, attitudes and basic demographics. The pre-program survey was completed as part of registration, which was done via tabling outreach (paper survey) and online.

The surveys asked respondents to report all trips, including purpose and mode used during the last day they traveled to campus. When reporting on the purpose of their trip, respondents were asked “Where did you go?” Based on the 2009 Oregon Household Activity Survey data, trip purpose included the following options:

- Work
- College
- School (K-12)
- Shopping
- Recreation
- Returned Home
- Other

When reporting the mode used for their trip (responding to the question, “How did you get there?”), respondents could select from the following options:

- Drove alone
- Carpooled with kids
- Carpooled with adults
- Rode public transit
- Walked
- Bicycled
- Rode PCC shuttle
- Other

Respondents were also asked to fill in trip distances for each type of trip they made. The reported trip distances were similar to average trip distances extrapolated from Metro Oregon Household Activity Survey (OHAS) data. The project team decided to use OHAS trip distances for the Vehicle Miles Reduced (VMR) analysis because the sample sizes from that study were much larger than the PCC travel surveys.

Pre- and Post-Program Mode Share

Mode	Pre Survey (N=1534 trips)	Post Survey (N= 244 trips)	Change
Drove Alone	29.3%	27.9%	-1.5%
Carpooled with adults	11.7%	5.3%	-6.4%
Carpooled with kids	3.7%	4.1%	0.4%
Rode Public Transit	28.6%	29.9%	1.4%
Walked	8.0%	7.4%	-0.6%
Biked	13.4%	21.3%	7.9%
Rode PCC Shuttle	4.5%	3.7%	-0.8%

Target Area Trip Diary Findings

Average Number of Trips

The average number of daily trips for survey respondents was 3.3 in the pre-program survey and 2.9 in the post-program survey, both of which are within a normal range. Furthermore, the consistency between the pre- and post-program surveys is an indication that the datasets are comparable, which increases confidence in the results.

Mode Shift

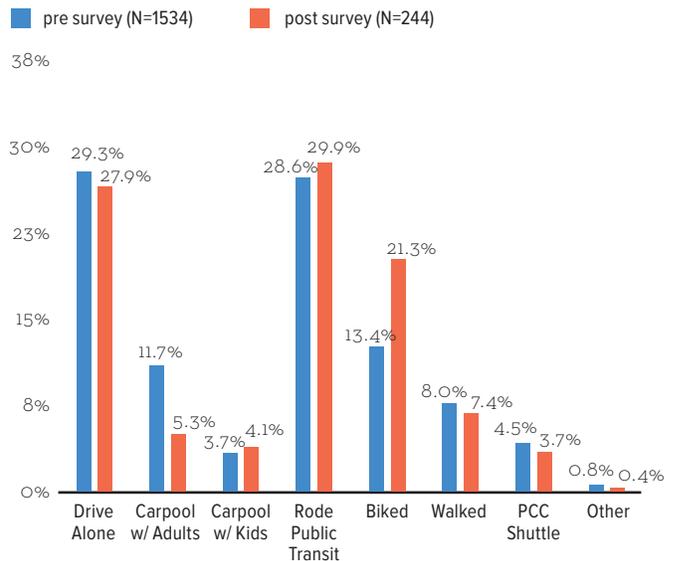
Mode share reported in the pre- and post-program surveys is shown in the table below. The mode shift changes are presented in absolute percentage points. The results indicate that target area residents decreased their drive-alone mode share by 1.5% and increased their bicycling and transit use by 7.9% and 1.4%, respectively. Carpooling with kids increased by 0.4% whereas carpooling with adults decreased by 6.4%, walking decreased by 0.6%, and PCC shuttle trips decreased by 0.8%. It is important to note that PCC shuttle trips typically decrease at the end of the term, so the results reflect general PCC seasonal ridership trends for shuttle use.

Pre- and Post-Program Mode Share

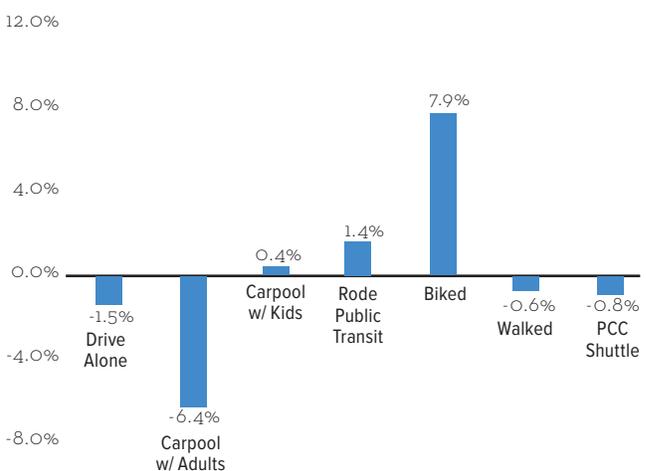
Although the sample size was small in the post-program survey, the nearly 8 percentage point increase in bicycling (59% relative increase) indicates the program materials and events helped PCC Southeast students and faculty increase their frequency of bicycling for all types of trips. Furthermore, the increase in public transportation usage reflects the program's emphasis on using transit for both commute and discretionary trips (e.g., shopping, recreation).

Mode shift comparisons and mode shift changes between pre and post-program surveys are graphically presented in the figures below.

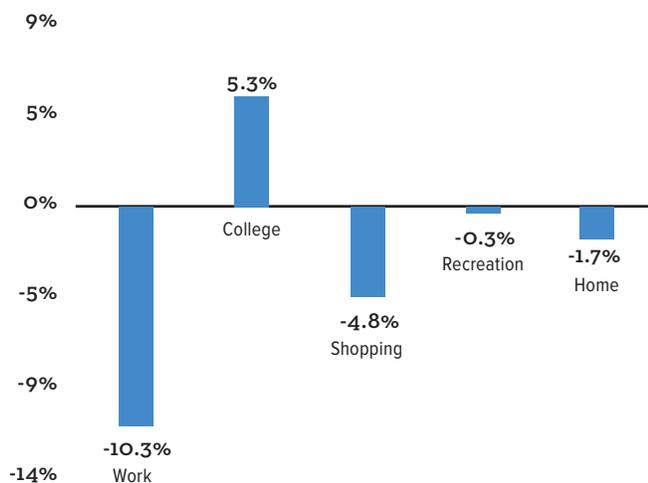
Mode Shift Comparisons



Mode Shift Changes



Drive Alone Mode Shift by Trip Purpose



Mode Shift by Trip Purpose

For a better understanding of travel behavior changes among participants, mode shift can be evaluated by trip purpose. As shown in the figure above, drive-alone mode share decreased for work, shopping, and home.

Drive Alone Mode Shift by Trip Purpose

Drive alone trips decreased for all trip purposes except college. This finding is likely due to the timing of the post survey, which was conducted during the end of the term when students were likely coming to campus only to take final exams. It is important to note the *Go Kit* information and events helped students decrease drive-alone trips for other trip purposes such as work, shopping, and recreation.

Vehicle Miles Traveled

The mode shift calculated from the survey data was used to estimate daily and annual vehicle miles traveled (VMT) reductions among program participants. This calculation is made by multiplying the average number of trips made by each person per day for a particular trip purpose by the drive-alone mode share for that purpose and by the corresponding average trip distance as estimated by Metro (Portland, OR) from the 2009 OHAS.

Because trip diaries were based on seven days of the week, annual VMT reductions are based on 365 days. The resulting calculated VMT per person for all trip purposes is aggregated to represent the total number of participants who opted in to the program.

Based on the demonstrated reduction in drive-alone trips, it is estimated that the average PCC Southeast student and faculty who participated in *Drive Less Save More: PCC Southeast* will drive 0.23 fewer miles per day following the program. When applied to all of the students and faculty who participated, the result is 99 fewer vehicle miles per day. Based on research in behavior change programs, the project team assumes this change in travel behavior will last for at least one year for a total reduction of 36,021 vehicle miles.

It is also likely that students who did not sign up for *Drive Less Save More: PCC Southeast* were also influenced by the campaign through posters, travel options events, social media, and word of mouth. Therefore, the VMT attributed to the 443 participants is most likely a conservative estimate. A summary of this impact is shown in the following table.

Estimated Vehicle Miles and Carbon Dioxide Emissions Reduced¹

¹ Carbon dioxide emission reductions are estimated based on VMT reduction calculations, as well as emission rates from the 2008 EPA Report 420-F-08-024, "Emission Facts: Average Annual Emissions and Fuel Consumption for Gasoline-Fueled Passenger Cars and Light Trucks".

	Estimated Vehicle Miles Traveled (Per Person)		Estimated Vehicle Miles Traveled (Among All 443 participants)		Estimated Vehicle Miles Reduced among 443 participants	Estimated Carbon Dioxide Emissions Reduced among 443 participants (In Pounds)
	Pre-Program	Post-Program	Pre-Program	Post-Program		
Per Day	6.31	6.08	2,793	2,694	99	80
Per Year	2,301	2,220	1,019,492	983,472	36,021	29,256

Panel Analysis Findings

A separate panel analysis was conducted for the same students and faculty members that participated in both the pre- and post-program surveys and also ordered *Go Kit* materials. The numbers of trips reported between pre and post-program surveys among panel participants were nearly identical, with 169 trips in the pre and 172 trips in the post. Results from the panel analysis (presented in absolute percentages) are consistent with the overall findings from the larger sample,

and add confidence to the findings. Drive-alone mode share decreased 5.2%, biking increased 9.7%, carpooling with adults increased by 1.1%, and PCC shuttle trips increased slightly by 0.1%. The walking mode decreased by 0.7%, public transportation decreased by 4.1%, and carpooling with kids decreased slightly by 0.1%.

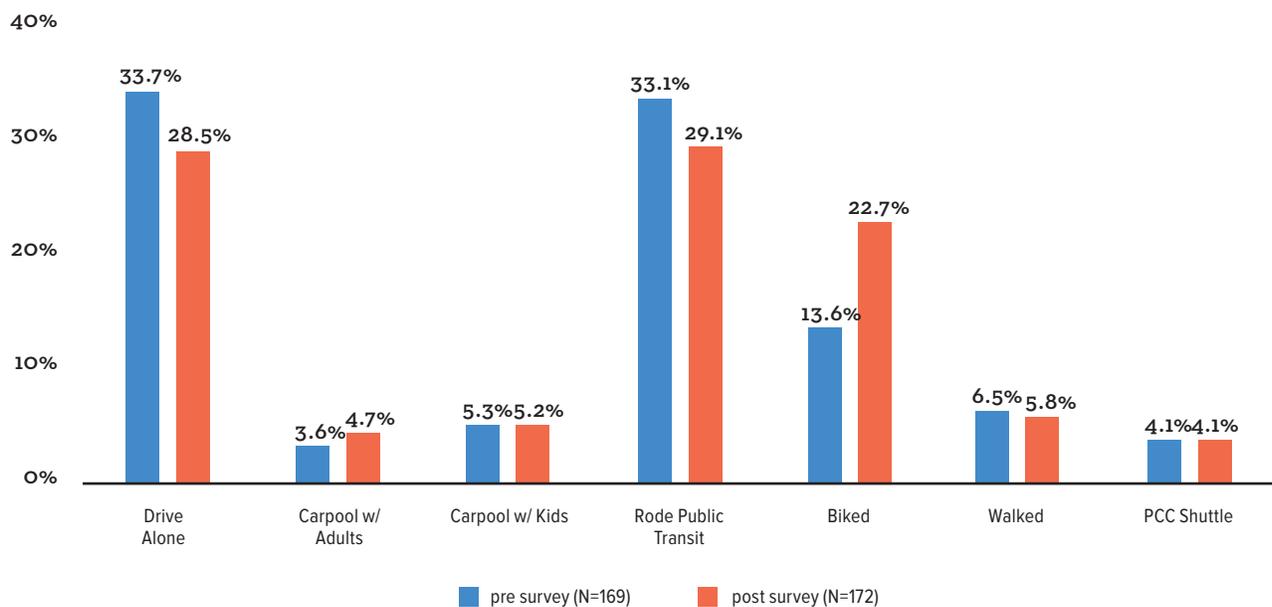
The following figures show the mode share comparison and mode shift among panel participants.

Pre- and Post-Program Mode Share – Panel Only

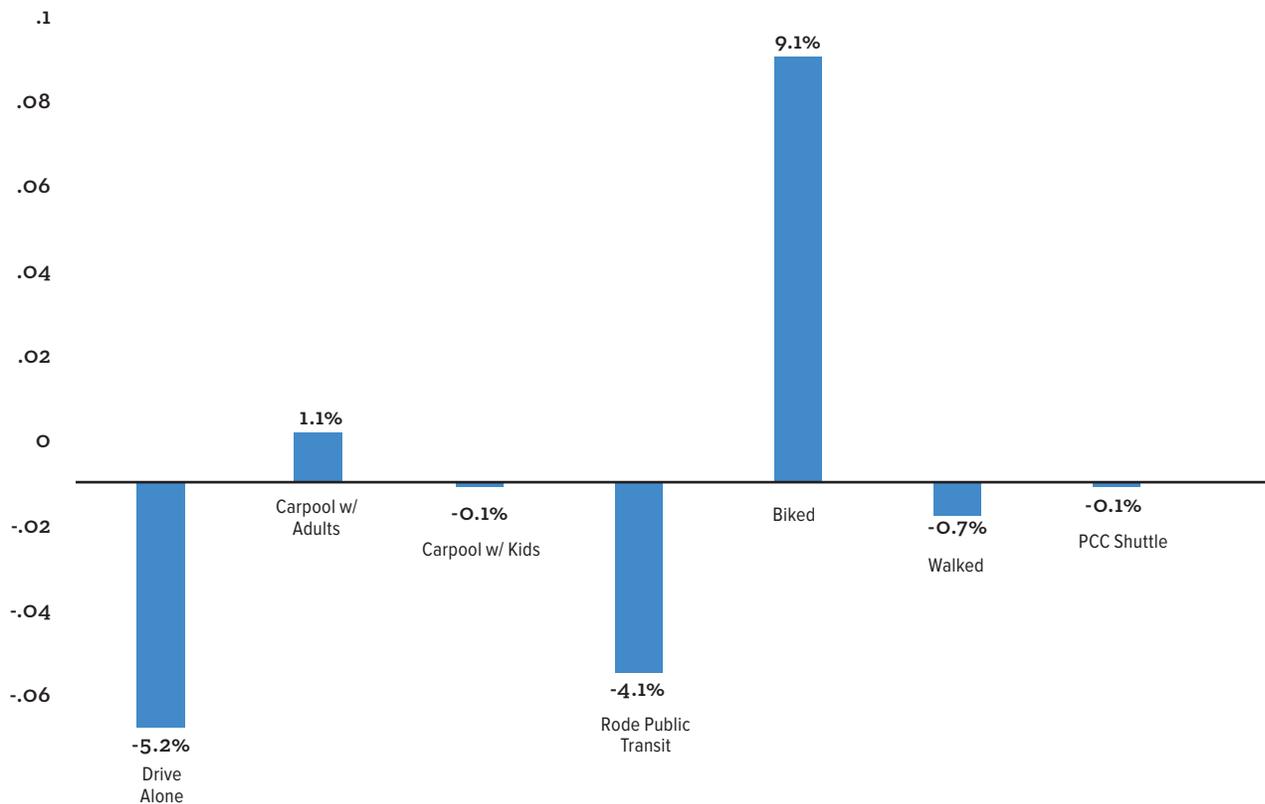
Mode	Pre Survey (N=169 trips)	Post Survey (N= 172 trips)	Change
Drove Alone	33.7%	28.5%	-5.2%
Carpooled with Adults	3.6%	4.7%	1.1%
Public Transit	7.6%	9.6%	-4.1%
Carpooled with Kids (under 16)	5.3%	5.2%	-0.1%
Walked	6.5%	5.8%	-0.7%
Biked	13.6%	22.7%	9.7%
PCC Shuttle	4.1%	4.1%	0.1%

Mode Shift Results – Panel Only

Mode Share Comparison - Panel Results



Mode Shift- Panel Results



Additional Post Survey Questions

In addition to the trip diary, other transportation-related questions were asked to obtain qualitative data from the post-program survey. The online version of the post survey contained more questions than the paper version that was taken during tabling events; therefore, the sample sizes differ for some questions.

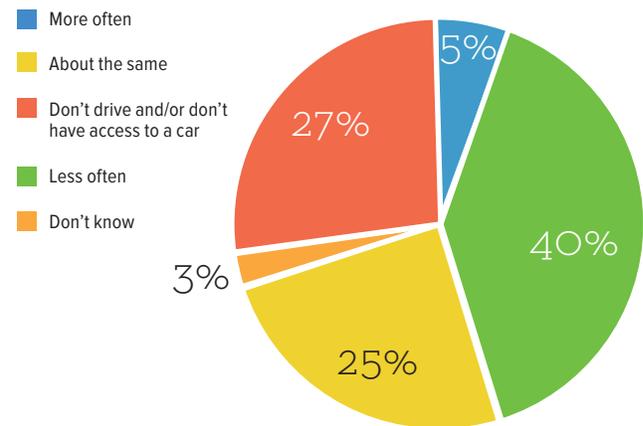
To support results found from the trip diary, respondents in the post-program survey were asked if they think they are driving alone to places more often, less often, or about the same as before they participated in the campaign. Four out of ten (40%) post-program survey respondents stated that they think they are driving alone less often.

How Did You Hear About *Drive Less Save More*: PCC?

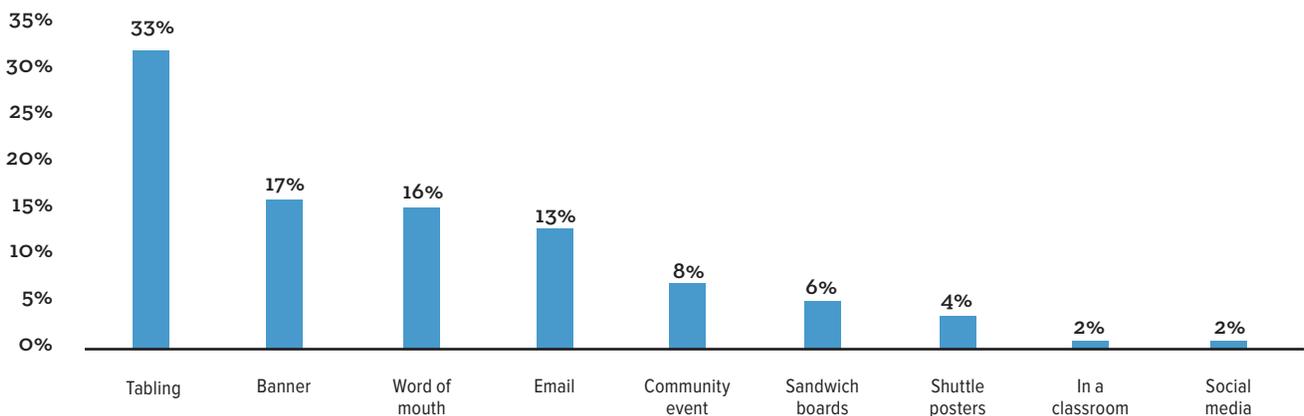
Most students and faculty heard about the program through tabling outreach, which was the primary way students were contacted about the program offerings. Banners, email communication and word of mouth were also important communication channels to spread the word about events and other program offerings. A large banner referencing the program was secured to the brick wall outside the Great Hall and banners were also placed in the PCC shuttles. E-newsletters were emailed to students on a regular basis to encourage event attendance and relay information about TriMet services and other relevant campus transportation updates.

Reported Driving Behavior Compared to Before the Program

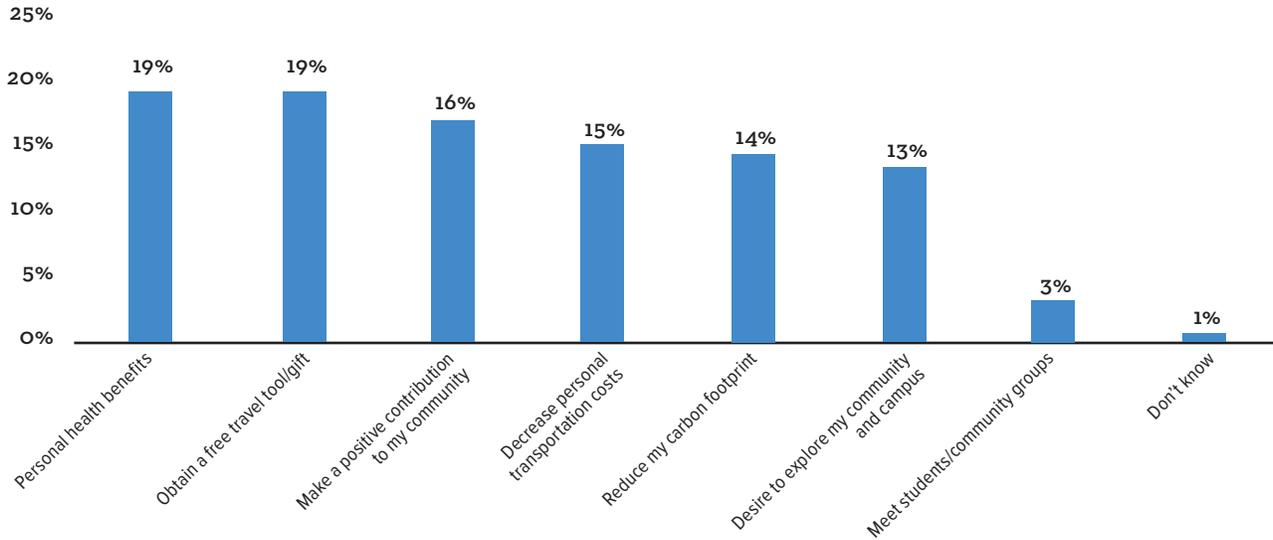
Do you think you are driving less often, more often, or about the same as you were before you participated in *Drive Less Save More*: PCC Southeast (N=73)



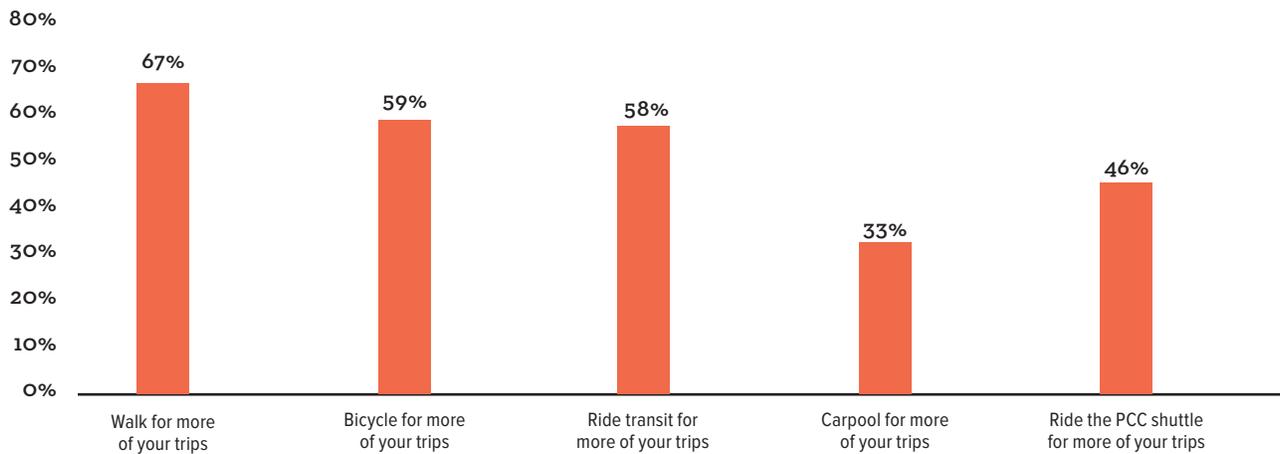
How did you hear about *Drive Less Save More*: PCC Southeast? Select up to three responses (N=77)



What are the top reasons you decided to participate in the *Drive Less Save More: PCC Southeast* program? (N=78)



“Has the *Drive Less Save More: PCC Southeast* program helped you _____ for more of your trips?” (N=73)



Top Reasons for Participating in *Drive Less Save More: PCC Southeast*

Participants were asked to select the top three reasons they decided to participate in the program. The top six reasons mentioned by participants included:

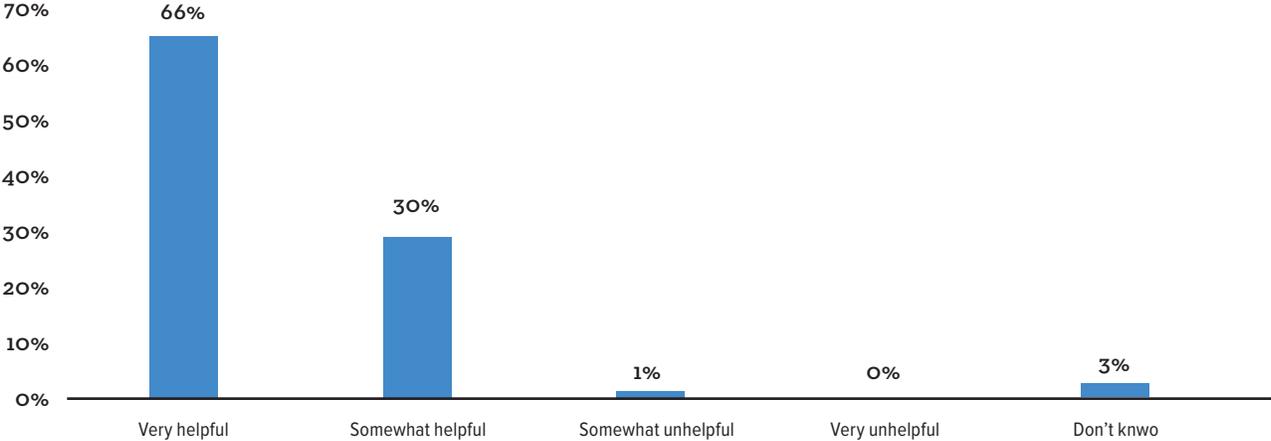
- Personal health benefits
- Opportunity to obtain a free travel tool/gift
- Opportunity to make a positive contribution to my community
- Decrease personal transportation costs
- Reduce my carbon footprint
- Desire to explore my community and campus

Responses from additional post-survey questions indicate the program was effective in meeting the expectations of students and faculty. The multimodal map and other relevant program materials helped

participants explore campus amenities, parks, shops, and other destinations using travel options. Furthermore, there was a general interest in personal health benefits and contributing to a sense of community, both of which were important outcomes from the program.

Program participants were asked if the *Drive Less Save More: PCC Southeast program* helped them use transportation options for more of their trips. Participants’ responses are summarized in the chart above as a percentage of respondents who reported that the program either somewhat or significantly helped them use that option for more of their trips. The data shows that the customized travel information and events helped students walk, bike ride transit, and share rides to campus and beyond.

One of PCC’s sustainability goals is to shrink its carbon footprint and promote healthy, equitable systems. How helpful or not helpful do you think the program was at supporting PCC’s sustainability goals? (N=73)



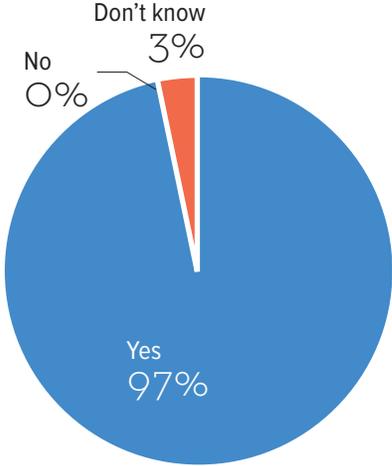
Program’s Helpfulness for Meeting PCC’s Sustainability Goals

A post-survey question was also asked about the program’s effectiveness at supporting PCC’s sustainability goals. An overwhelming 96% of students and faculty said the *Drive Less Save More: PCC Southeast* program was either very (66%) or somewhat (30%) helpful at supporting PCC’s sustainability goals.

Value in Continuing the Program

Participants were also asked if there is value in continuing the program. An astounding 97% of students and faculty said “yes” and 3% weren’t sure.

Do you think there is value in continuing the program? (N=73)



Demographics

A series of demographic questions were asked only in the pre-program survey questionnaire. Demographic questions were not asked again in the post survey, since the information was already collected for everyone who initially participated in the program.

Age Distribution

18 to 29 year olds comprised the largest age group bracket from both surveys (43%), followed by 30 to 44 year olds (35%).

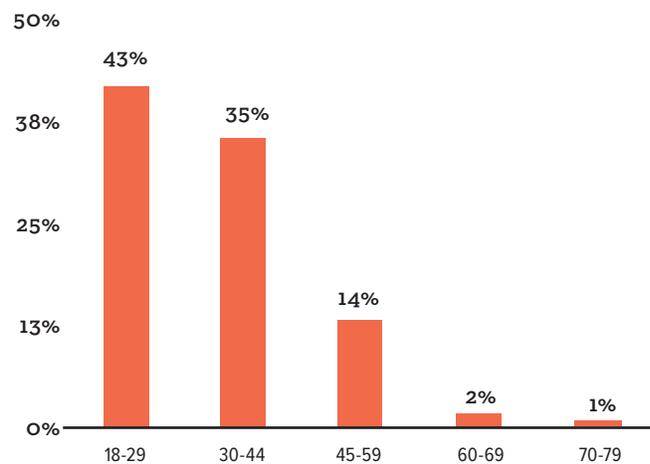
Gender

The gender breakdown for participants was 58% women and 40% men. Two percent declined to state their gender.

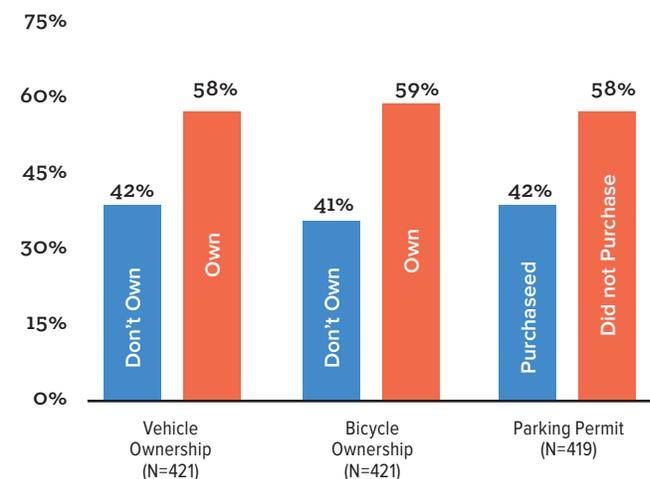
Vehicle Information

58 percent of students own or lease a motor vehicle. Bicycle ownership is within normal range with 59% of respondents owning a working bicycle. A question was also asked regarding the purchase of a PCC parking permit. Out of 419 total responses, 42% purchased a parking permit and 58% did not.

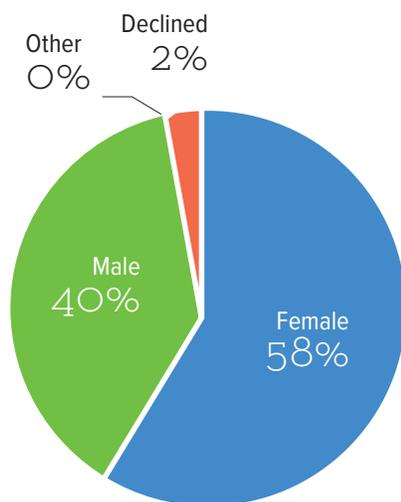
Age Distribution



Vehicle Information



Gender





Tabling was a successful way to encourage students to sign up for Go Kits

Lessons Learned

Drive Less Save More: PCC Southeast outreach staff provided the following observations from working directly on the program. The lessons learned from this program are useful for PCC as they continue to help students take more trips by foot, bike, transit and carpooling.

- Drop-in activities work better than scheduled events. Students are busy so it was easier to get students to engage randomly with on-site tabling than trying to get them to commit to showing up to an “event.”
- Students do not regularly check their school email accounts, which was a limiting factor for promoting events and the online post-program survey.
- Coordination with PCC staff was great in general, but sometimes planned events were in conflict with PCC events. Clarity on how to manage calendars and conflicts prior to launch would have helped with event coordination.
- Language issues were discussed in project planning but it proved difficult to promote the program to non-English proficient students. There were several students who did not understand what the program entailed or how to participate.
- Longer tabling hours would have allowed more students to drop in to pick up their *Go Kits*. Tabling outside was very successful in good weather.
- Getting permission to hang posters and banners around campus was tedious due to existing protocols. It was therefore important to plan ahead and have a contingency plan.
- Students will take surveys if they get something in return, such as bike seat cover or a bike bell. They are less likely to take the survey without some type of incentive.
- Having students pick up their kits on campus proved difficult. Students either forgot or the pick-up hours were too limited to be convenient. Outreach staff tried to expand and vary the pick-up hours as needed, but having additional staff or students available to work at an open center would have been more successful.
- Women-specific safe riding workshops have potential, as there were many women who expressed an interest in riding bikes but were concerned about safety.
- The trivia wheel game was a huge draw. It not only drew people to the table, but it made them think about their transportation options.

Participant Stories

Participants were asked in the online survey to tell us about their experiences with the program. The following are quotes from students taken from the post survey:

“I appreciate the bike seat cover I found on my bike when I came out of class. It was nice to know someone was looking out for me.”

“Due to the Drive Less Save More program, I have become more able to navigate the neighborhood around PCC and SE Portland in general. I have cycled more often because I now know of paths and side streets that make travel easier because of time-saving convenience. Also, traveling by bike and foot is more enjoyable since I have discovered beautiful sights shown on the maps given to me by the program.”

“I’m really glad bicycling is encouraged, especially with our nation’s economic and pollution turmoil. In order to sustain our planet, we need to live more environmentally conscious. Thank you for your ongoing support for my healthy life choices.”

“Having events to meet everyone riding bicycles was great!”

“I got rid of my car so I could walk more. I found out if I didn’t exercise more, I would be diabetic soon. Since February, I have lost 20 pounds.”

“I was afraid to bike to campus before, but the information helped. Low stress bike route from map made is easier. I love the safety information, like where there are crosswalks.”

“I really like the encouragement!”

“As a bike advocate at PCC Southeast, I promote alternative transportation and love seeing the word get out!”

“The bike lights are incredibly helpful for increasing safety of bike riders and allowing them to ride safely at night. My bike lights die or get stolen, and sometimes it’s a little while before I can afford to replace them, so I valued this gift the most.”

“For me, the most important things were the maps. They helped me learn how to get to places faster. The program helped validate what I am doing right now is helpful and beneficial to me and the environment.”

CONCLUSION

The 2015 *Drive Less Save More: PCC Southeast* was successful at reaching students with travel options messages and events. The program helped 433 students and faculty discover new ways to get to campus and beyond. The *Drive Less Save More: PCC Southeast* program was a great platform to support PCC's overarching sustainability goals and other programs such as the Bike Club.

The primary goal of *Drive Less Save More: PCC Southeast* was to increase the use of travel options and reduce drive-alone trips among students at the PCC Southeast campus. Pre- and post-program surveys that were used to evaluate behavior change indicate a reduction (in absolute percentage points) in drive-alone trips in the target area after the program's completion. *Drive Less Save More: PCC Southeast* helped reduce student drive-alone trips by 1.5% and increased bicycling and transit trips by 7.9% and 1.4%, respectively. Walking and PCC shuttle trips decreased slightly by 0.6% and 0.4%, respectively. Carpooling among adults decreased by 6.4%, whereas carpooling with children increased by 0.4%.

Results from the panel sample (the same people who took both the pre- and post-program surveys and ordered Go Kits), showed an impressive 5.2% percentage point decrease in drive-alone trips and a 9.2% increase in biking. Transit use decreased by 4.1% in the panel sample. Qualitative results obtained from the post survey indicate the program received high levels of satisfaction, was helpful at supporting PCC's sustainability goals, and was instrumental in encouraging students and faculty to drive less often.

40 % of participants said they are driving alone less often compared to when they first signed up for the program

96% said the program was either very helpful (66%) or somewhat helpful (30%) at supporting PCC's sustainability goals

97% think there is value continuing the program

Drive Less Save More: PCC Southeast outreach staff attended eight PCC events, tabled 25 times, and hosted four custom events that were planned and implemented for the *Drive Less Save More: PCC Southeast* campaign, for a total of 37 outreach events over the course of four months. *Drive Less Save More: PCC Southeast* events were well attended and helped students to discover new travel options for everyday trips. Students and faculty had many positive things to say about the program and were very satisfied with the range of program offerings.