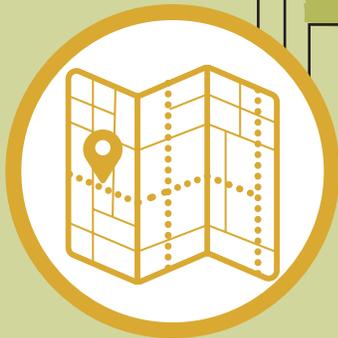


NEIGHBORHOOD & COMMUNITY TRAVEL OPTIONS



How does the RTO Program Support Our Neighborhoods?

Why Neighborhood Travel Options?

Transportation conversations typically revolve around commuting, but more than 70 percent of the trips residents take in the Metro region are not for commuting.¹ Most non-commute trips are less than 5 miles, meaning that many could be made by walking, transit or bicycling.² As the region grows, ensuring equitable access to services and recreation in neighborhoods across the region is a crucial part of creating a thriving, livable community for all residents. Encouraging the use of travel options for accessing the grocery store, visiting a doctor's office, connecting with a friend, or enjoying a park lays a foundation for achieving Metro's RTO program goals.

The Metro RTO program:

Expands Flexibility and Awareness of Neighborhood Travel Options. Metro area residents have a variety of options available for making their daily trips and these options vary by neighborhood. RTO projects raise awareness of local alternatives to driving alone and expand how and where people are prepared to travel.

Connects People to Recreation. The Portland metropolitan region is renowned for its natural areas and outdoor recreation opportunities. Several RTO program partners encourage residents to access recreation via bicycle, walking, and public transportation.

WHAT IS THE RTO PROGRAM?

Metro's Regional Travel Options (RTO) Program supports neighborhood-scale and community based organizations that encourage the use of travel options for all types of trips. Travel options are transportation modes other than driving alone, such as walking, bicycling, taking transit, or sharing rides.

RTO supports Metro's regional goals, including expanding transportation choices, improving air quality, and minimizing contributions to climate change. Its biennial competitive grant program distributes funds to government, non-profit, and community organizations throughout the region.

Builds Community. Transportation is not just a means to go from place to place – it is a way for people to connect with each other and their communities. RTO programs create a ripple effect in the communities they serve, helping to support existing organizations and inspire people to become involved in their communities beyond the life of grant programs.

Promotes Equitable Access. Many RTO programs engage with historically underserved communities (e.g. communities of color, people with disabilities) to build awareness of travel options and improve access to jobs, services, and recreation.

Neighborhood Options

Neighborhood and recreation-based travel options programs made up about a third of the RTO program’s grant awards during the 2013-2015 cycle. Most of these programs focused their outreach and encouragement efforts on specific neighborhoods and/or on underserved populations.



City of Portland – Sunday Parkways

Sunday Parkways is a series of daylong ‘open streets’ events, in which the City of Portland dedicates several miles of neighborhood streets to walking and bicycling in different parts of the city throughout the summer months. The events draw tens of thousands of participants, involve hundreds of community and business partners, encourage bicycling and walking, and build community connections.



Northeast Portland Sunday Parkways, 2015. Source: City of Portland.

Sunday Parkways

- Participation was as high as 31,200 people during a single Sunday parkways event in 2015, and the season total reached 119,000 participants, surpassing all previous years.
- 291 business and community partners
- Outreach to 25 organizations that serve underrepresented communities

Home Forward – Location-Efficient Housing Toolkit

Home Forward, in partnership with three additional public housing authorities in Washington County, Clackamas County, and Vancouver, conducted research among housing voucher clients and developed mobility counseling tools to assist program participants in considering travel options when they move. The Toolkit consists of messaging materials, including a video and brochure, and tools such as the Walk Score Apartment Finder and a house search checklist.³ The toolkit continues to be available to staff of the four public housing authorities to use when they meet with clients to discuss housing options.



Metro – Individualized Marketing Programs

Metro was the Oregon Department of Transportation (ODOT) Region 1 lead partner for three ODOT-funded individualized marketing (IM) projects under the statewide Drive Less Save More travel options campaign. IM programs offer customized transportation information, resources, and events to interested households within the target area. Metro’s IM programs include the delivery of requested travel information packets, known as Go Kits, that contain transit schedules, informational brochures, and maps of neighborhood parks, trails, bike routes, and walking routes. Project staff used pre- and post-program surveys to evaluate changes in travel behavior. Targeted neighborhoods between 2013 and 2015 included: Cedar Hills (2014), PCC Southeast (2015), and Milwaukie (2015-2016).



Participant receiving a Go Kit.

Cedar Hills

The program in the Cedar Hills neighborhood of Washington County of Washington County focused on reaching out to women and families during its three month run in 2014. It included delivery of Go Kits by transit and bicycle, and outreach through community events.

- 498 of the 5,477 households in the target group ordered Go Kits
- Neighborhood drive-alone rates fell from 63.8% to 62.6%
- The neighborhood rate of transit use increased from 7.6% to 9.5%
- Survey respondents increased their average walking distance by 1/3 mile per week



Outreach staff help promote the PCC Bike Club.

Portland Community College

The spring 2015 campaign reached out to students at PCC’s southeast campus over the course of four months with Go Kits, attendance at PCC events, and four events created specifically for the campaign.

- 433 students and faculty ordered Go Kits
- Drive-alone rates fell from 29.3% to 27.9% among participants
- Bicycling rates increased from 13.4% to 21.3% among participants
- 96% of participants said the program was helpful for supporting PCC’s sustainability goals



Program partners prepare for GoKit delivery.

Milwaukie

The 2015-2016 IM program in Milwaukie complemented the efforts of TriMet and the City of Milwaukie to market the opening of the MAX Orange Line. It included bike delivery of Go Kits, tabling at events such as the Farmers Market, and 8 events planned especially for the campaign.

- 980 (22%) of the 4,464 households in the target group ordered Go Kits
- Neighborhood drive-alone rates fell from 65.6% to 60.5%
- MAX usage in the neighborhood increased from 0.7% to 4.4%
- Neighborhood walking rates increased from 6.6% to 10.1%
- Participants said the program helped them walk and ride transit more



Verde – Living Cully

Living Cully: A Cully Ecodistrict is a community-based strategy organized by Verde (a non-profit supporting the development and stewardship of green spaces) to raise awareness of natural areas in the Cully neighborhood. Verde conducted marketing and outreach to encourage pedestrian and bicycle access to nearby parks and natural areas. During group bike rides and walks, community members identified barriers to safe park access, then designed and planned a temporary wayfinding system. The maps and directional signs, in both English and Spanish, were implemented during the 2015-2017 grant cycle and now help guide people walking and biking to natural areas and neighborhood parks.

Living Cully

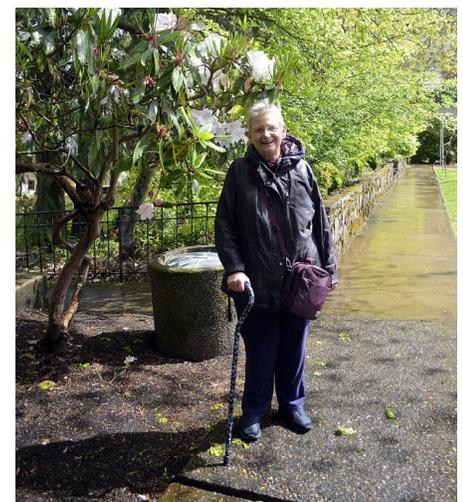
- 50 events since 2013
- Over 400 participants
- Participants say they are biking and walking more often to nearby natural areas, such as Whitaker Ponds and Cully Park



Living Cully Wayfinding. Source: Metro RTO.

RideConnection – RideWise

The RideWise program supports and educates older adults and people with disabilities to travel safely and independently using fixed-route public transportation, as opposed to on-demand public transportation (e.g., Dial-A-Ride), which has greater financial and environmental costs. By offering travel training and travel options counseling, the program works to solve the problem of social isolation among seniors, and to make travel more cost efficient and environmentally friendly. RideWise has grown steadily since it was initiated in 2004, and has become a national model for travel training services.



RideWise participant Chris. Source: RideConnection.



OPAL – East Portland Transit Stop Project

OPAL Environmental Justice worked with a group of transit-dependent bus riders in East Portland to identify stops on high ridership bus routes that were lacking in infrastructure and amenities. Organizers trained community members in assessment methods, conducted bus stop assessments, and held community workshops on topics related to transit, active transportation, and civic engagement. OPAL’s work identified several priority stops which have since been improved by TriMet with shelters and/or seating, and provided impetus for the East Portland in Motion active transportation plan.



East Portland Bus Stop Project. Source: OPAL.



Community Cycling Center – Building Momentum



New Columbia Bicyclists. Source: Community Cycling Center.

The Community Cycling Center’s (CCC’s) Building Momentum: Empowering People, Connecting Communities program promoted active transportation among low income and underrepresented communities. The program brought mechanic training, bike safety education, a bike repair center, and the CCC’s earn-a-bike program to the New Columbia housing complex in North Portland and the Cully neighborhood of Northeast Portland.

The program trained and supported 32 community leaders who hosted 30 bicycle rides and 42 trainings. A total of 819 people were engaged between 2013 and 2015, and community members were inspired to form a neighborhood bicycling group, *Andando en Bicicletas en Cully*, and continue riding together.

Sponsorships

Metro also sponsors organizations that promote and educate the public about travel options throughout the region and its neighborhoods. More than \$100,000 was provided to organizations between 2013-2016.

Municipalities	Advocacy Groups	Community Organizations	Other
<ul style="list-style-type: none"> • City of Portland • City of Hillsboro • City of Gresham • City of Tigard • City of Wilsonville 	<ul style="list-style-type: none"> • The Street Trust (formerly known as the Bicycle Transportation Alliance) • Oregon Walks • Transportation Options Group of Oregon • Umbrella • Better Block PDX 	<ul style="list-style-type: none"> • Community Cycling Center • Ecumenical Ministries of Oregon • Go Lloyd • Lloyd EcoDistrict • Hillsboro Chamber of Commerce 	<ul style="list-style-type: none"> • Portland Community College • Portland State University • Stumptown Syndicate • WTS National

What's next?

- **Diversity is increasing, especially further from Portland's city center.** Communities of color have more than doubled their share of the regional population since 1990,⁴ but the growth has not been evenly distributed across the region. Portland's inner eastside has seen a decrease in people of color since 1990, while the greatest relative increases occurred in East Portland and west of highway 217 in Beaverton, Hillsboro and Tigard.⁵ The RTO program and partners will need to continue program implementation based on RTO's equity goal to make progress on meeting the travel options needs of underserved communities and communities of color.
- **Transportation costs are higher where housing costs are lower.** The region's affordable housing tends to be found in areas with fewer transportation options and higher transportation costs.⁶ The RTO program and its partners can help residents with lower incomes discover travel options in their neighborhoods, and make using them easier and more comfortable.

The neighborhood and community-focused programs and organizations highlighted in this report raise awareness of travel options, facilitate equitable access, and improve the health of individuals and communities by helping people use active transportation, connect to recreation opportunities, and reduce vehicle miles traveled. As the region's neighborhoods grow and change, the Metro RTO program will continue to collaborate with partners to engage with communities and help increase the use of travel options across the region.

2013-2016 Regional Travel Options Evaluation

Metro works with an independent contractor every two years to conduct an evaluation of its RTO program including both Metro administered programs and competitive grant projects. This report is one of four reports developed for the 2013-2016 RTO Evaluation.

For more information, visit oregonmetro.gov/travel-options-research or contact RTO@oregonmetro.gov

ENDNOTES

1. Oregon Metro. (2016, October 26). You are here: A snapshot of how the Portland region gets around. Retrieved July 17, 2017, from <http://www.oregonmetro.gov/news/you-are-here-snapshot-how-portland-region-gets-around>
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4. Oregon Metro (2016, July 19). You are here: A snapshot of the Portland region's changing communities. Retrieved August 23, 2017 from <http://www.oregonmetro.gov/news/you-are-here-snapshot-portland-regions-changing-communities>.
5. Oregon Metro. (2016, October 25). "Map of change in populations of color from 1990 to 2010" You are here: A snapshot of Portland-area housing costs. Retrieved August 23, 2017 from <http://www.oregonmetro.gov/news/you-are-here-snapshot-portland-area-housing-costs>.
6. Oregon Metro. (2016, October 25). You are here: A snapshot of Portland-area housing costs. Retrieved August 23, 2017 from <http://www.oregonmetro.gov/news/you-are-here-snapshot-portland-area-housing-costs>.