

Mission Statement

To create greater awareness of, advocate for, and provide education on alternative transportation options throughout Oregon.



2010 To Go Board

President- Phil Warnock
Vice President - Nathan Broom
Treasurer— Connie Bloom
Williams
Secretary— Tracy Smith

Lorna Adkins
Derek Hofbauer
Jeff Monson
Pam Peck
Roxanne Rolls
Paige Townsend
Chris Watchie



“Not everything that can be counted counts, and not everything that counts can be counted.”

-Albert Einstein

Drive less. Save more.

Drive Less Save More Campaign Expands Reach Across Oregon

Drive Less Save More, has achieved measurable results in changing personal travel behavior among Portland area residents. Nearly 19 percent of the Portland population—more than 222,000 individuals—have reduced car trips as a result of the campaign. That’s a reduction of an estimated 21.8 million vehicle road miles and about 10,700 tons of the greenhouse gas carbon dioxide. Fueled by this success, the campaign is now expanding into cities outside the Portland area that include Bend/Redmond, Eugene/Springfield, Medford and Salem/Keizer.

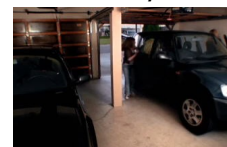
Today’s Drive Less Save More Campaign first took form during the 2005 Oregon Legislative Session. Traffic congestion had grown into a significant issue, taking a heavy toll on Oregonians, our economy and the environment. Public officials earmarked funds for a public outreach campaign aimed at reducing single occupancy vehicle car trips through the promotion of smarter driving strategies such as trip chaining and use of transportation options to be piloted in the Portland area. In 2006, Drive Less Save More was launched by ODOT and its partners using techniques proven to change social norms that include advertising, earned media and public outreach.

With funds available for Drive Less Save More outside the Portland area, new localized initiatives are being rolled out with top TV stations in each of Oregon’s media markets. On each station the campaign’s TV ads (which ranked highly in post-campaign research) tagged with local partner logos will air over the next six months. Drive Less Save More and its local partners will be actively involved in new local news programs being produced and marketed by stations, including:

- GreenLife on KTVZ Channel 21 in Bend/Redmond (local partner Commute Options for Central Oregon)
- GreenSPACE on KEZI Channel 9 in Eugene/Springfield (local partner point2pointSolutions)
- Thrive on KOB1 NBC 5 in Medford (local partner Rouge Valley Transit District)

Drive Less Save More and local partners will enjoy added visibility as part of these specialized news programs through the production and broadcast of localized: 30 second commercials that will run both on-air and online. Each station will also dedicate prominent space on program web sites for campaign content ranging from drive less tips and local service information to engaging how-to videos. Earned media coverage on local public initiatives will also be sought in connection with the GreenLife, GreenSPACE and Thrive news programs.

Drive Less Save More is also expanding its reach in the Salem-Keizer area. Since the campaign launched, TV ads broadcast on Portland stations have reached into the area. Now TV ads tagged with local partner Cherriots Salem-Keizer Transit are also running on local Comcast Cable channels. Added visibility is also being achieved through monthly full color half-page ads in Salem Monthly Magazine that boasts 80,000 readers. A variety of public outreach initiatives are planned for the next six months, including a Drive Less Pledge Initiative and family challenge.



**WeCar Car Share Program
at the University of Oregon**

WeCar, a car sharing program by Enterprise Rent-A-Car, gives students, faculty, and staff 24-hour access to three Toyota Priuses. The cars are available for personal use by the hour, by the day to run errands, or even for short weekend trips.

WeCar provides their members with a n



environmentally-friendly alternative to bringing a car to campus, which provides a needed solution to crowded parking lots. This transportation option can also help students avoid car rental age restrictions and the financial concerns associated with having a car on campus. The University of Oregon is the first WeCar program at an Oregon University. WeCar has also partnered with Eugene Rentals to offer the car sharing program for students living off-campus.



Rideshare Online Coming To Oregon and Drive Less News

A number of To Go members attended Michael Ward’s presentation of the interstate rideshare project at the Oregon Transportation Commission (OTC) meeting on December 16. The OTC was fully supportive of the project, with Commissioner Lohman in particular voicing his enthusiasm. Public Transit Division (PTD) will be using innovation dollars to fund the statewide project. Licensing fees, marketing, incentives and program evaluation are some of the major budget line-items identified to implement this project.

ODOT’s Public Transit Division’s (PTD) next step is to find a person to manage the rideshare project full-time. Alison Wiley is writing the job description, and PTD plans to bring the new project manager on board in early 2010. The Project Manager and Alison will work closely with providers throughout the state to unify the state’s several fragmented rideshare databases into a single, large, robust, and highly productive rideshare system. “This has been envisioned and worked on by a lot of bright, dedicated people for many years,” Alison notes. “Having the funding firmly in place is exciting.” As Michael Ward said after the OTC meeting: “now the real work begins.”

ODOT is staying in close communication with Casey Kanzler, the project lead at Washington Department of Transportation (WSDOT). “Stay tuned for news of WSDOT trainings for back-end administrators that you’ll want to attend,” Casey says.

More News: The Drive Less Save More (DLSM) contract that will start on July 1, 2010 has a strong rideshare-marketing component. We’ll know who the next DLSM contractor is within the first quarter of 2010. The DLSM campaign will continue both statewide and in the Metro area, with the addition of ridesharing becoming central to its message.

RVTD’s Kat Smith receives safety award

A Rogue Valley transportation options professional was recognized for her work at the recently held 2009 Oregon Transportation Safety Conference in Hood River. Kat Smith of RVTD received the Child Injury Prevention award given in October by the Alliance for Community Traffic Safety (ACTS Oregon) and ODOT’s Transportation Safety Division. The award was presented in recognition of Smith’s educational outreach with Rogue Valley youth. Her primary effort is her weekly “Cici y su Bici” bicycle safety education classes that she takes to area schools. Smith also organizes skateboard camps, bicycle rodeos, and other educational events in southwest Oregon. Smith said of her educational and safety work, “The intention of the classes is to empower the youth in our community to make smart transportation choices through a hands-on learning experience in order to create a more active and engaged society.” ~Submitted by Nathan Broom



Photo courtesy of ODOT Photo/Video ~ Kat Smith, center, receives the Child Injury Prevention award from Mike Laverty, Oregon Transportation Safety Commission Chair and Tammy Franks, ACTS Oregon Board President

RVTD's Bus Education Program Rides Into 13th Year

RVTD's "Gus Rides the Bus" interactive education program unveiled its newest bus, themed "A Healthy Child is a Happy Child," during Try Transit Week this past September. The natural gas-powered bus is an integral part of the bus education program that teaches students, seniors, and business commuters about transportation choices and the environment. RVTD's Marketing Manager Richard Smith created the program and has partnered with community organizations through the years to ensure its continued success.

For the new bus, local artist Curt Evans provided artwork and business partner Signs Now donated the bus graphics wrap. Business sponsors, recognized by logos on the bus, support the operating costs of the program, which served over 4,000 students last year. RVTD also uses the bus to teach transit commuter skills classes through the Medford Parks and Recreation Department. In conjunction with Try Transit Week this year, RVTD launched its new "Gus Goes to Work" program, taking the interactive bus to local businesses and inviting employees to visit the bus and learn about using transit.

-Story submitted by Kat Smith and Nathan Broom



RVTD's new educational bus, decorated by local artist Curt Evans

Eugene Advances to Gold Level as a Bicycle Friendly Community

Eugene has moved into the prestigious Gold circle as a [bicycle friendly community](#). The [League of American Bicyclists](#) announced Eugene has become one of 10 cities in the nation to be designated at the Gold level, which is presented only to communities with "remarkable commitments to bicycling."

"The League is proud to award Eugene for its work to promote bicycle safety and education while encouraging bicycling in the community," said League President Andy Clarke.

This designation dovetails with the City's sustainability program. Transportation Planning staff has estimated that a person who uses a bicycle to make four-mile commute to work just once a week will reduce CO2 emissions by more than 300 pounds over the course of a year. Multiply that by the thousands of bicycle commuters in Eugene (many of whom are daily bike commuters) and it adds up to a really meaningful reduction in the community's carbon footprint.

Factors which influenced the award designation are Eugene has 80 miles of on-street bike lanes and 41 miles of off-street paths connected to a regional network of cycling routes; Eugene has a strong bicycle education program, including the Eye-to-Eye traffic safety campaign and a well-organized Safe Routes to Schools program; and Eugene's cyclists are well represented in policy and legislative issues and have strong connections through groups such as Greater Eugene Area Riders (GEARS), the BikeLane Coalition, the Bicycle Transportation Alliance (BTA), Disciples of Dirt and the League of American Bicyclists.



Six other communities in Oregon have been designated bicycle friendly communities by the League of American Bicyclists. Portland is designated at the Platinum level. Corvallis is a Gold-level community. Bend is at the Silver level, and Ashland, Beaverton and Salem are at the Bronze level.



Results of Walk/Bike School Stipend Program

This year, thousands of children in the Eugene-Springfield area walked and rolled to school as 29 local schools conducted events to celebrate the annual International Walk and Bike to School Day in October. The number of participating schools increased this year from 25 in 2008, and from 8 schools in 2007.

Staff and parent volunteers organized fun events that encouraged students to get to school on their own power. Some schools also invited students to travel by bus or carpool. To sustain their momentum, many of the participating schools plan to hold similar events in the spring and a few schools are conducting ongoing campaigns.

Several local resources helped schools plan and implement their events. The Eugene Safe Routes to School team helped schools develop their event ideas. The Oregon Walk + Bike to School Committee provided print materials, incentives, and prizes. Point2point Solutions provided stipends totaling \$4,000 to 14 schools.

Visit <http://walknbike.org/events/schools/> for a list of the Oregon schools that participated in the 2009 Walk and Bike to School Day.



The To Go Newsletter is published quarterly. To submit an article, email Tracy Smith, at: tracy.smith@ltd.org.

Kids@Heart

Oct 19, 2009

Obesogenic: conditions that lead people to become excessively fat.

Never heard the word "obesogenic?" That's probably because it's relatively new to the average person. But to Kate Wells, Director of Community Outreach and Communications for the Heart Institute of the Cascades, obesogenic is an everyday term.

Obesogenic refers to cultural and structural conditions that encourage people to eat too much of the wrong things and not get enough exercise. In other words, if you combine a lack of sidewalks and bike lanes with a busy lifestyle and easy access to pre-made meals full of sugar and fat, you're bound to pack on some extra pounds.

"The best way to reverse the obesity trend is to ensure healthy eating and active living are part of the daily lives of all children," said Wells. "We need to take a comprehensive approach to prevention, and this includes transforming the places where we live, work and play to help make healthy choices available, affordable and fun."

Wells also serves as Project Coordinator for the Kids@Heart initiative, which strives to reduce youth obesity numbers and improve overall community health. She says the main focus of the initiative will be to look at how policies, our surrounding environments and select communities affect the daily lives of youth.

Kids@Heart is working with Commute Options for Central Oregon and Healthy Active Central Oregon, joining efforts to promote active transportation and other healthy habits. Local efforts such as bicycling education programs for elementary students and Safe Routes to Schools, bring together stakeholders, neighbors and experts to make it safer and easier for students to walk and ride bikes to school.

"Just one trip a day on foot or on a bike can improve overall fitness," says Jeff Monson, Executive Director for Commute Options, www.commuteoptions.org.

The Kids@Heart initiative is a project of The Heart Institute of the Cascades. For more information, contact Kate Wells at 541-706-4789 or kmwells@cascadehealthcare.org or visit <http://YourHeart.org>.

