



**FY 2017 – 2018  
ANNUAL REPORT**

*FEBRUARY 2019*

# VISION // MISSION // VALUES

## Vision

Making a positive difference by enhancing community livability through innovative, sustainable regional transportation options.

## Mission

Cherriots Trip Choice empowers people to navigate their community in ways that improve livability and quality of life.

## Values

### *SAFETY*

We emphasize safety in everything we do. We are committed to providing safe, secure, and clean public areas and work sites.

### *SERVICE EXCELLENCE*

We serve the public, each other, and our business partners with friendliness, courtesy, respect, and dignity. We recognize that our customers are why we exist, and we take pride in the positive impact we make in their daily lives.

### *COMMUNICATION*

We foster trust, inclusiveness, and cooperation in our communication. We promote an open, respectful culture, where opinions and ideas are shared and where candor is valued. We listen to and actively engage our customers, community partners, and employees.

### *INNOVATION*

We encourage and respect new and challenging ideas from employees, partners, and the public. We use innovation, technology, and best practices to anticipate and respond to the future needs of our community.

### *ACCOUNTABILITY*

We take responsibility for our actions as individuals and as an organization. We are accountable as stewards of public funds and community trust; we honor this commitment with transparency, honesty, and integrity.

## Cherriots Trip Choice Team



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## A letter from the Trip Choice Program Coordinator

Dear Friends of Cherriots Trip Choice,

Another successful year has come and gone and the year-end is a good time to reflect back on accomplishments and look to the future. An important change this past year was with the Oregon Department of Transportations (ODOT) realigning the oversight of the Transportation Options Program funding from Rail and Public Transit to Active Transportation.

During the year, Cherriots Trip Choice had four core areas of focus that included ongoing activities and special projects. The core program activities related to managing the Drive Less Connect database, conducting employer outreach, and facilitating (and improving) the existing programs.

As we entered Fiscal Year 2018-2019, we adopted a revised set of outcomes in conjunction with ODOT. These outcomes are based on overarching areas of opportunity and all our programs and projects fall within one of these four areas.

- Awareness and understanding
- Safety
- Expanded markets
- Congestion and construction mitigation

The Trip Choice team is looking forward to a variety of projects this year, including returning to management of the Open Streets Salem event, assisting Ride Salem with its bikeshare launch, and growing the Employer Bus Pass Program.

Cordially,



Roxanne E. Beltz  
Cherriots Trip Choice Program Coordinator

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## Organization overview

The regional travel options program, known as Cherriots Trip Choice, originated in 1974 as a carpool matching program in the city of Salem with the objective of alleviating parking demand in the downtown and Capitol Mall areas of the city. Over the years the program has grown with Cherriots and with the community and now offers a wide variety of transportation options services in Polk, Marion, and Yamhill counties.

### Purpose

The program's purpose is to provide information, referrals, and resources that will inform mobility choices and help to reduce the number of vehicle miles traveled in the Willamette Valley. Cherriots Trip Choice staff utilize the fundamentals of transportation demand management (TDM) to help people access existing services such as transit and carpool/vanpool ridematching. Additionally, Cherriots Trip Choice supports and develops projects, programs, and resources associated with walking, biking and modes or options other than a single-occupancy vehicle.

### Mission

Cherriots Trip Choice empowers people to navigate their communities in ways that improve livability and quality of life.

### Goals

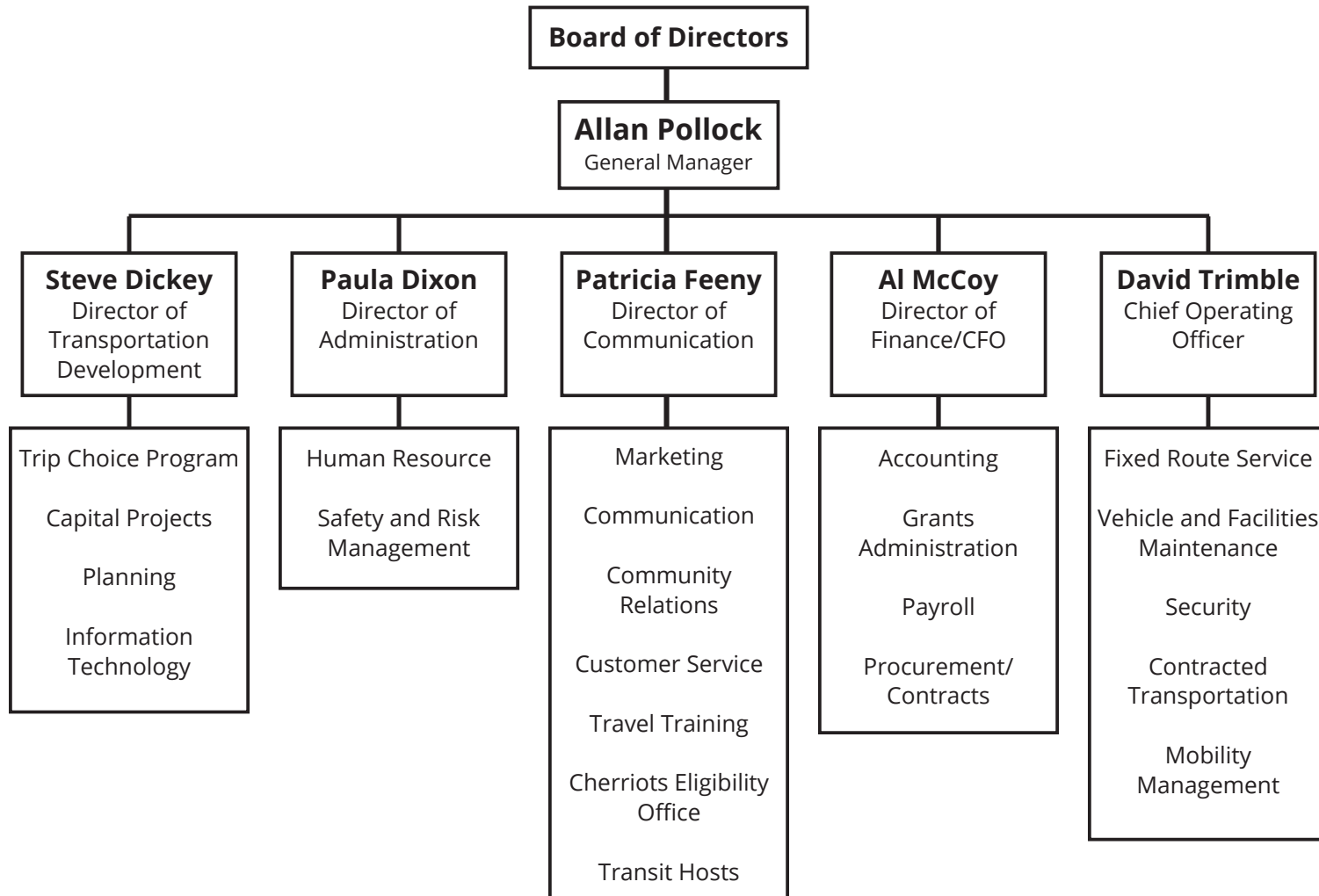
The Cherriots Trip Choice Program goals include making efficient use of existing transportation systems thereby reducing traffic congestion, maintaining local compliance with the Clean Air Act Amendments of 1990, and reducing expenditures for road building and maintenance.

The Cherriots Trip Choice work plan is consistent with goals and objectives of local, regional and state plans. These efforts seek to reduce reliance on the single-occupancy vehicle and increase transportation options for all sectors of society. These plans include the Salem Transportation System Plan and the Salem Keizer Area Transportation System Plan.

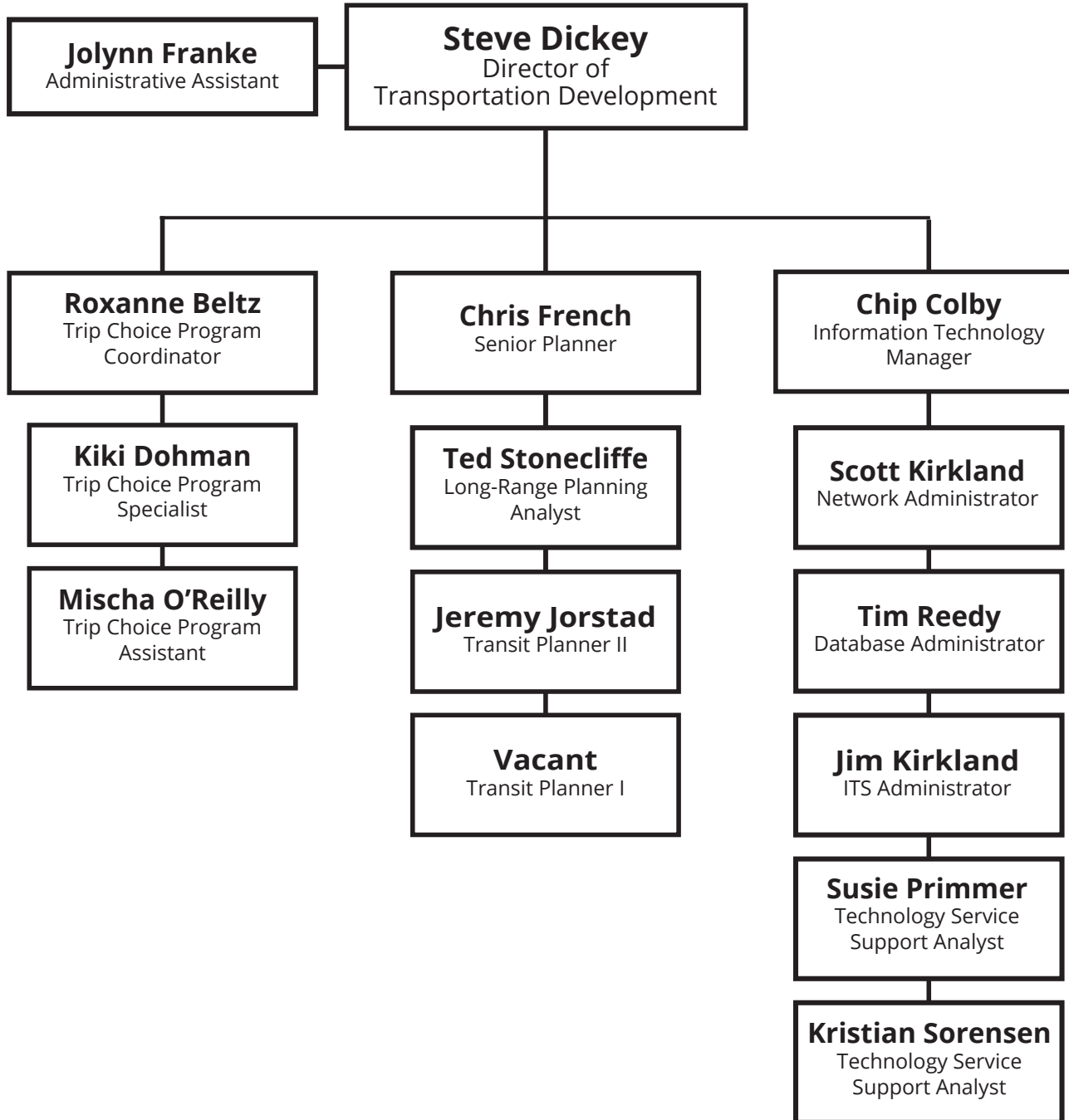
# Structure

Cherriots Trip Choice is a program within Cherriots, which is a special district guided by a seven-member (elected) Board of Directors. Reporting to the Board of Directors is General Manager Allan Pollock. Reporting to the general manager are Administration, Operations, Finance, Communication and Transportation Development divisions. The Trip Choice Program is part of Transportation Development and has three full-time employees.

## Organizational chart - Cherriots



# Organization chart - Transportation Development



# Programs and projects

Cherriots Trip Choice aims to provide information, encouragement, and incentives to use transit, ridesharing, walking, and biking. Each service or activity has been in place (in some form) since the inception of the Trip Choice Program.

The projects that the staff undertake each year are agreed on by the funders and the stakeholders. These include Cherriots, the Oregon Department of Transportation (Active Transportation Division), and the Mid-Willamette Valley Council of Governments.

## Program summaries

### Drive Less Connect

The program has been providing ridematching services since the mid-70s. The database currently used for ridematching (primarily for carpools and vanpools) is called "Drive Less Connect." The tool tracks user entered data, which informs Cherriots Trip Choice about user engagement and program growth.

The ridematching tool is promoted at every outreach event program staff participates in, as well as on the Trip Choice home page, through the ETC network, and during the Drive Less Challenge.

In Fiscal Year 2018 the ridematching tool will change with the selection of a new vendor, new name, and new marketing materials. It is anticipated that this will dramatically improve the user experience and the effectiveness of the tool.

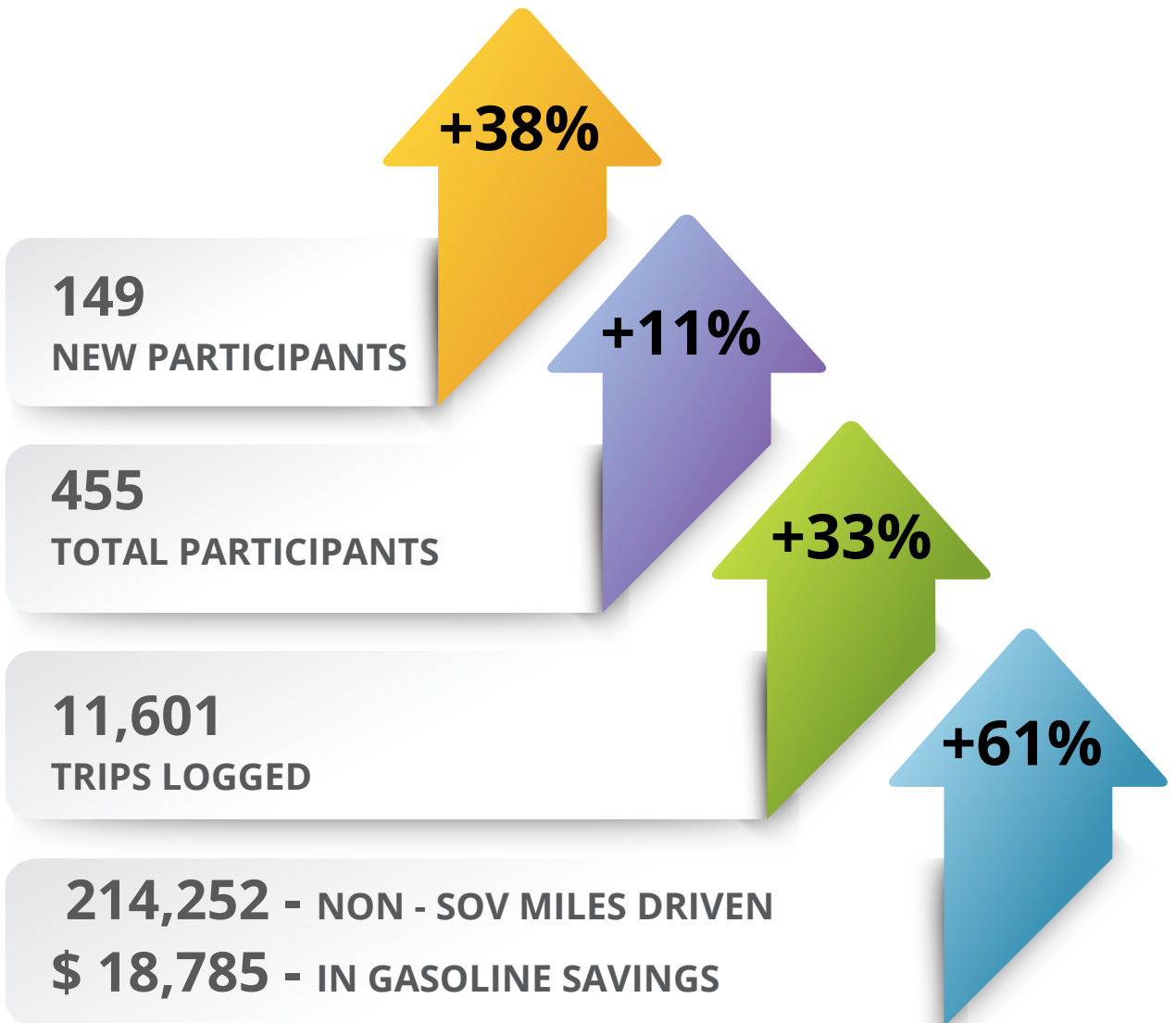
### Drive Less Connect users for Cherriots Trip Choice

Polk, Marion, and Yamhill counties

YEAR	13 - 14	14 - 15	15 - 16	16 - 17	17 - 18
Total registered users	3,286	4,031	3,699	4,400	4,982
New users	1,202	902	614	518	508

## 2017 Drive Less Challenge

Cherriots Trip Choice participated in the 2017 statewide Drive Less Challenge intended to promote transportation options and finding alternatives to the single-occupancy vehicle (SOV). Statewide statistics are available from [DriveLessSaveMore.com](http://DriveLessSaveMore.com) and the local results for participation compared to last year are here.





## 2017 Drive Less Challenge

Another metric that ODOT and Cherrits Trip Choice employ is mode use and trips tracked. While some decrease was noted in carpool and walking trips, the overall participation numbers are up. It's likely that this reflects broader diversity in mode selection.



# Community and employer outreach

## Open Streets Salem

This well-attended community event takes place every year in Salem, drawing participants from all over the region. Sponsored by the City of Salem, with support from various groups, the event is held to promote active and healthy living opportunities in our neighborhoods, fostering civic pride and highlighting local projects.



There were activity hubs at Highland Elementary, the Salem Saturday Market, and our table and activity booth at Broadway Commons. We had a wide variety of literature available including the new Wander Walks Map, which features local neighborhoods, and safety related items from the “Oregonian Crossing” campaign.

Our activity focused on bicycling and bike safety, as we partnered with members of the Salem Fire Department who fitted and gave away more than 40 helmets to

kids in our community. We also conducted a bike helmet safety demonstration using old bicycle helmets with ripe melons strapped inside. Donated from West Salem Roth’s and the West Salem Safeway, the melons received little or no damage when dropped from a ladder with a helmet. Then an unprotected melon was dropped from the same height, which resulted in a dramatic splat and a big melon mess. The participants enjoyed the demonstration and it helped spread the safety message in a fun and educational manner.





## Salem Station

The Gilbert House Children's Museum launched a new exhibit featuring Salem's different transportation modes. In order to provide a hands-on experience for 2-6 year olds, Cherriots Trip Choice helped install a mini bus for the kids to learn about Cherriots and public transportation.

With donated parts from Lane Transit, Western Bus Sales, and Cherriots, the Trip Choice team acquired a driver's seat, passenger seats, a steering wheel, pedals and a fare box. The final touch included toddler-sized fleece vests with the new Cherriots logo for the kids to wear while "driving."

On Nov 3, 2017, the Cherriots Board of Directors and many staff



members attended the ribbon cutting ceremony, amid much fanfare and youthful excitement.

When asked about the project, Alicia Bay, the museum's executive director said, "We are inspiring the next generation to be city planners, engineers, and committed

citizens." Bay explains, "I am certain this will become a new favorite of our visitors to Gilbert House!" If December, with a record attendance of 7,100 people is any indication, she is right.





## Out and about

Cherriots Trip Choice staff continues to conduct outreach to state agencies and local businesses to promote our employer services. Always on the lookout for opportunities to talk with people about their travel options, staff attend many community networking events and participate in regional and local commissions and committees. We recently completed a new employer brochure that includes information about our services and employer focused assistance. We help both

small and large employers with all transit-related service (including the Employer Bus Pass Program) carpool and vanpool formation, employee commute survey design, and work-site event assistance. We also consult with employers about providing commute incentives and encourage them to create an internal transportation options program.

Cherriots Trip Choice staff participated in 33 outreach events, including health and benefits fairs, school programs, regional fairs, neighborhood gatherings, and community celebrations. Staff also attended meetings focused on a variety of topics and initiatives. These include bicycle and pedestrian program planning, community wellness, regional trolley service, community health improvement, sustainability, grant funding, and support for refugees.





## Navigator newsletter

The first two editions of the Cherriots Trip Choice “Navigator” quarterly newsletter were distributed by email to interested community members and stakeholders. Articles include commuter profiles, details about past (and upcoming) outreach activities, helpful tips for businesses/commuters, and updates on Cherriots services.



## On Your Feet Friday

Cherriots Trip Choice worked with Gallagher Fitness Resources to



support On Your Feet Friday. This community event is held on the second Friday from May through September. The format encourages people to walk or run from point to point getting stamps on the “passport.” Each month included eight different checkpoints sponsored by local businesses. Participants are eligible to win prizes. Each month, 300 to 500 people attend the events.

## Emergency Ride Home

The Emergency Ride Home (ERH) program is a Cherriots Trip Choice service intended to ease the concerns of a commuter who would be unable to get home in an emergency because they use a transportation option to get to work.

Users pre-register through Drive Less Connect and if an eligible emergency arises, the registered user can request a taxi voucher within their Drive Less Connect profile.

There is a limit of four per person, per year with a calendar reset on July 1 of each year.

- The program has 481 users.
- Eligibility is open to anyone who works in our region.
- Nine emergency rides were provided at a cost of \$787.



Valley Vanpool is a marketing partnership between Cherriots Trip Choice, Cascades West Rideshare, and Lane Transit District's point2point Solutions program. The partnership was launched in 2002 to streamline service, promotion, and recruitment for commuter vanpools in the Willamette Valley. There are currently 47 vans affiliated with Valley VanPool.

As part of the transit district, Cherriots Trip Choice reports vanpool vehicle miles traveled (VMT) into the National Transit Database (NTD) for the regional vans in the program. The NTD reports (combined with those of Cherriots) allow for 5307 funding to be used as subsidies to help vans offset operating costs.

- Subsidy provided for 27 vans in 2014-2015 was \$230,371
- Subsidy provided for 29 vans in 2015-2016 was \$206,602
- Subsidy provided for 28 vans in 2016-2017 was \$230,936
- Subsidy provided for 28 vans in 2017-2018 was \$228,338

## Social Media

Cherriots Trip Choice Facebook page, launched early in the year, has more than 100 followers. Staff post articles of interest, photos from outreach events, and tips and hints for successful commuting.

Work continues with the Communication Division on postings for the Cherriots Trip Choice Facebook page and on Instagram. Looking forward, we will be creating posts to boost, which will help us gain wider exposure and more followers.



## Financial summary

The Trip Choice program is funded by two Federal Highway Administration grants, allocated to the Metropolitan Planning Organization as Surface Transportation Program-Urban funds. The program also receives a 10.27 percent in-kind match amount from Cherriots for a portion of its grant.

YEAR	2015/16	2016/17	2017/18
EXPENSES			
Personnel services	\$ 226,823	\$ 243,500	\$ 277,140
Materials and services	\$ 60,658	\$110,300	\$ 101,400
VanPool subsidies	\$ 206,000	\$ 230,936	\$ 228,338
<b>TOTAL</b>	<b>\$ 493,481</b>	<b>\$ 584,736</b>	<b>\$ 606,878</b>

REVENUES for 2017 - 2018	
Rideshare	\$ 211,199
TDM	\$ 167,341
Match (Cherriots In-Kind)	\$ 21,690
VanPool subsidies	\$ 250,000*
<b>TOTAL REVENUE</b>	<b>\$ 650,230</b>

\* These 5307 funds can only be used for vanpool subsidies up to 50 percent of the lease cost of the van. If the funds are not used (as budgeted) they will be reallocated at Cherriots discretion.

# Boards, councils, honors, and accolades

## Roxanne Beltz

- Transportation Options Group of Oregon Member..... 2005 - Present**
  - Board Member ..... 2007 - Present
- Association for Commuter Transportation Member..... 2000 - Present**
- City Councilor - Monmouth..... Appointed 3/2018, Elected 11/2018 - Present**

## Kiki Dohman

- Transportation Options Group of Oregon Member..... 2012 - Present**
  - Board Member ..... 2014 - Present
- Association for Commuter Transportation Member..... 2013 - Present**
  - National Board Member ..... 2016 - Present
  - Cascade Chapter Board Secretary ..... 2016 - Present
  - Co-Chair of the TDM Forum..... Las Vegas - Nov 2017
  - "40 under 40" ACT award for career accomplishments ..... Nov 2017

## Mischa O'Reilly

- Transportation Options Group of Oregon Member..... 2016 - Present**
- Association for Commuter Transportation Member..... 2016 - Present**
- Association of Pedestrian and Bicycle Professionals Member..... 2016 - Present**



## Acknowledgments

Every year Cherriots Trip Choice receives invaluable support, guidance and partnership with multiple governmental and local organizations to support our mission. Partners and stakeholders include:

- Cherriots staff and Board of Directors
- Mid-Willamette Valley Council of Governments
- Oregon Department of Transportation – Active Transportation Division
- Valley VanPool Partners
- All state agencies with offices in Polk, Marion, and Yamhill Counties
- Salem and Keizer Chambers of Commerce
- Salem-Keizer School District
- Cascades West Council of Governments
- Salem Leadership Foundation
- Cities of Salem, Keizer, Monmouth/Independence, McMinnville, Silverton, and Woodburn
- Transportation Options Group of Oregon
- Oregon Transit Association
- Association for Commuter Transportation
- Just Walk Salem-Keizer
- Willamette Valley Health Partners
- Willamette University
- Gilbert House Children’s Museum
- Chemeketa Community College
- Other regional transportation options programs

## PROGRAM RECOGNITION

2016 – Association for Commuter Transportation – Commute Options Award for the Wander Walks™ Map

2013 - Transportation Options Group of Oregon Program of the Year – Valley VanPool

2009 - American Advertising Award (ADDY) – Website Design

2008 - Transportation Options Group of Oregon Program of the Year – Cherriots Rideshare



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