



**FY 2016 – 2017
ANNUAL REPORT**

JANUARY 2018

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 STAFF



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A LETTER FROM THE TRIP CHOICE PROGRAM COORDINATOR

Every year as we gather information, photos and stories for our annual report, it gives me time to reflect on the projects and programs that have had a positive impact in our community. It also allows me to take some time to envision the coming year.

During the 2016-2017 fiscal year, we implemented many of the recommendations from our 2015 strategic plan. Some of these recommendations were stand alone projects and some were goals set in our work plan. Both the strategic plan and the work plan provide a clear vision regarding the services and programs best suited for the needs of the community. The recommendations helped guide the program for this past year and will continue during the next three to five years.

During the year, Cherriots Trip Choice had four core areas of focus that included ongoing, day-to-day activities, as well as one-time projects. The core program activities include:

- Managing the Drive Less Connect database
- Conducting outreach to employers, residents and educational institutions.
- Facilitating the emergency ride home program
- Continuing the Valley Vanpool partnership

In addition to our core programs we also managed other projects during 2016-2017 including:

- Expanding the Wander Walks map project
- Outreach focused on pedestrian safety
- Revising the regional bicycling map

Cherriots Trip Choice has ongoing outreach and educational activities intended to build awareness of transportation options for all travelers, including commuters, businesses and educational institutions within our region.

As we enter 2017-2018, we are positioned to conduct an Oregon Department of Transportation sponsored community transportation options survey, work with our community partners on a variety of projects, and to support Cherriots in its enhanced service plan.

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 the community, and now offers a wide variety of services in Polk, Marion and Yamhill counties.

PURPOSE

The program's purpose is to provide information, referral 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 utilizes the fundamentals of transportation demand management (TDM) to help people access existing services such as transit and carpool/vanpool ridesharing. Additionally, Cherriots Trip Choice supports and develops projects, programs and resources associated with walking, biking and modes/options other than a single occupant vehicle.



GOALS

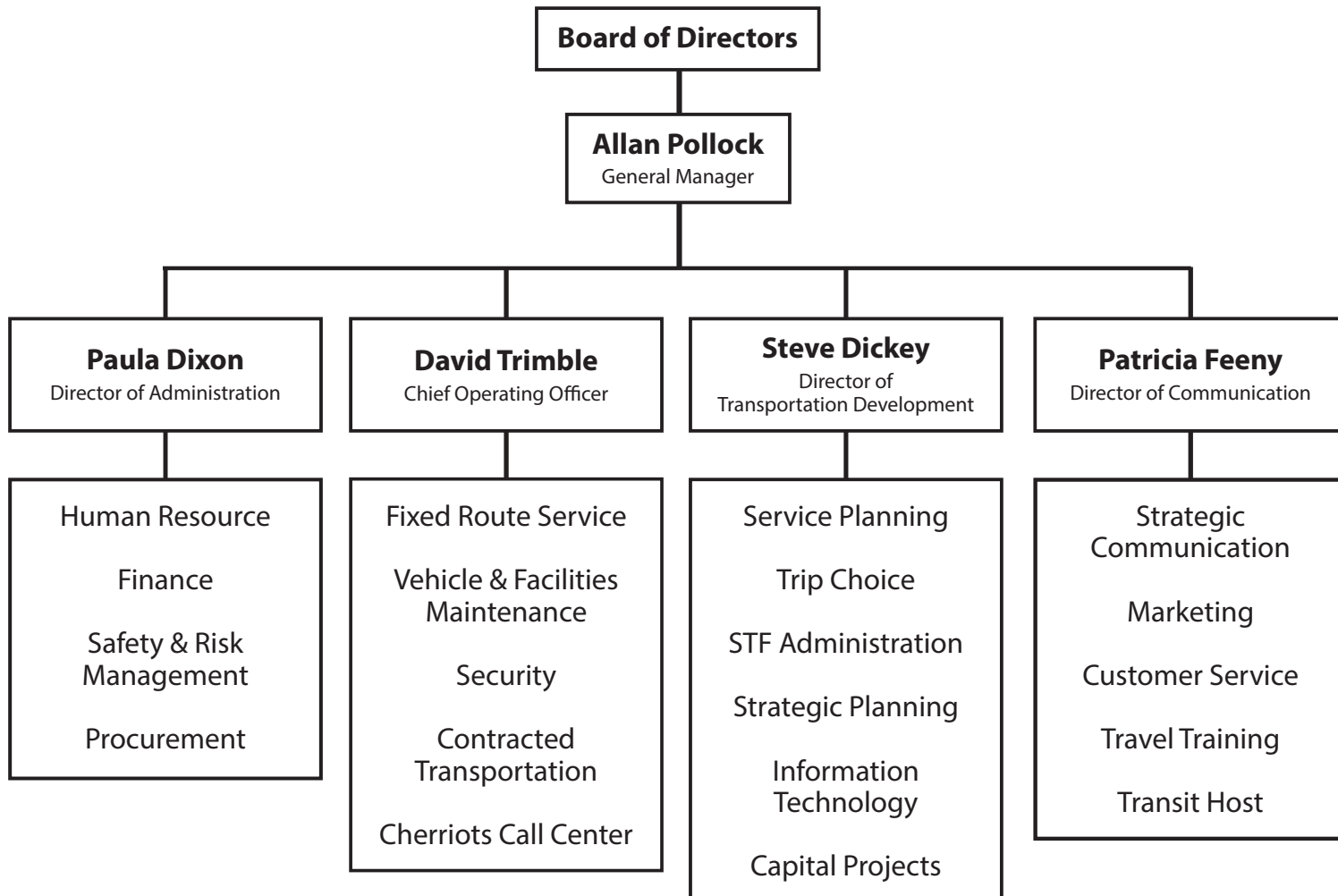
The Cherriots Trip Choice program goals include making efficient use of existing transportation systems thereby reducing traffic congestion, maintaining local compliance with the Clean Air Act Amendments of 1990, and reducing expenditures for road building and maintenance.

The Cherriots Trip Choice work plan and 2015 strategic plan are consistent with goals and objectives of local, regional and state plans. These efforts seek to reduce reliance on the single-occupant automobile 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.

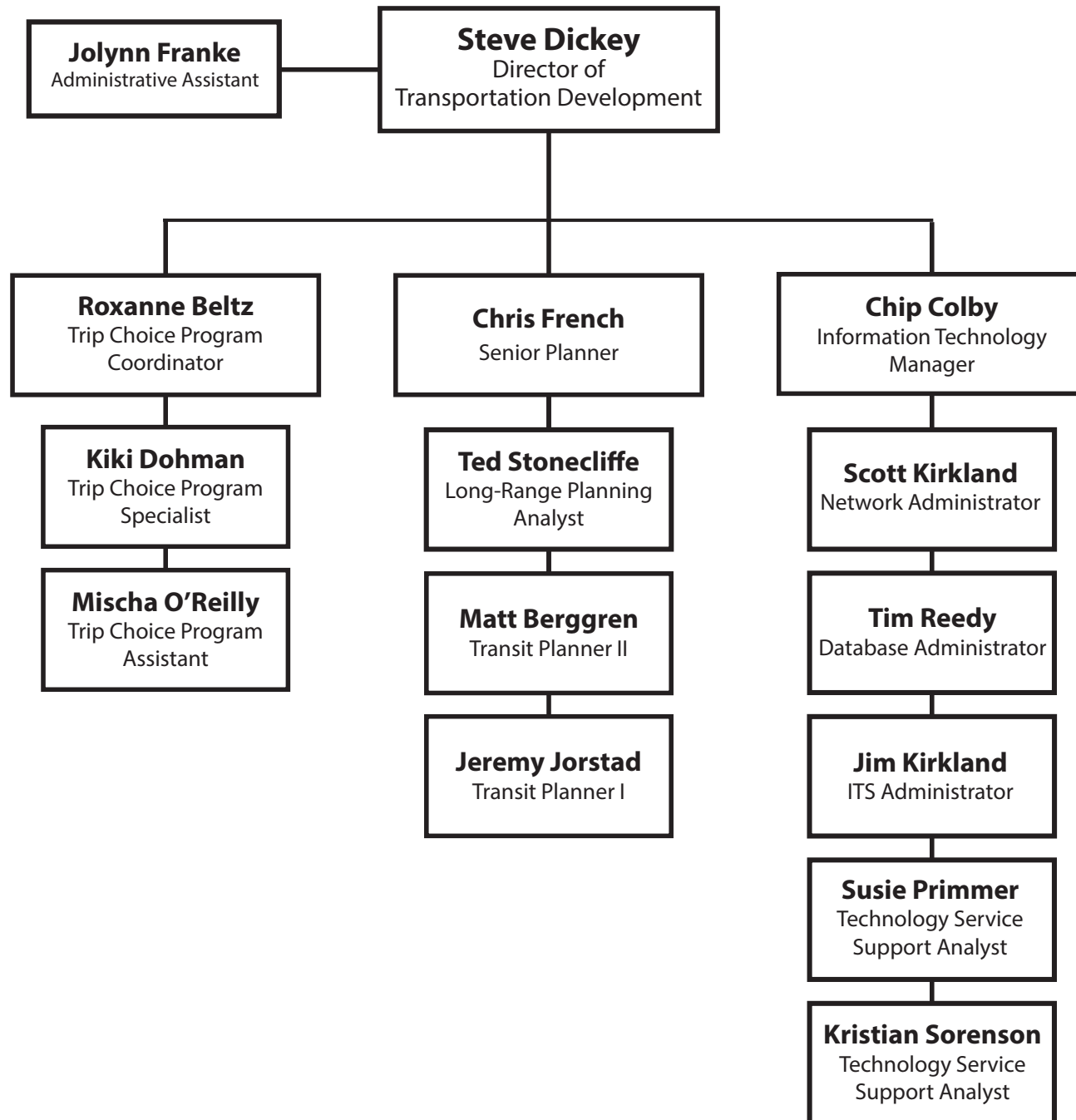
STRUCTURE

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, Communication and Transportation Development divisions. The Trip Choice Program is part of Transportation Development and has three full-time employees.

Organizational Chart - Cherriots



Organizational 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 below has been in place (in some form) since the inception of the Trip Choice program in 1974. These programs also fulfill one or more goals established in the annual work plan or the strategic plan.

ONGOING PROGRAMS

Program - These are ongoing services or activities	Goal 1 - Build and use the right tools	Goal 2 - Nurture relationships	Goal 3 - Be stronger, effective and efficient	Goal 4 - Measure results
A. Ridematching with Drive Less Connect	✓		✓	✓
B. Emergency Ride Home		✓✓	✓	
C. Community and Employer Outreach	✓	✓✓	✓✓	✓
D. Valley VanPool		✓✓	✓	✓
E. Student and Youth Outreach		✓✓		

✓✓ Strongly Supports
 ✓ Supports



PROGRAM SUMMARIES

Ridematching/Drive Less Connect

The program has been providing ridematching services since the mid 1970s. The database currently used for ridematching (primarily for carpools and vanpools) is called "Drive Less Connect." It is utilized throughout Oregon, and parts of Idaho and Washington, with each state's Department of Transportation paying for access. 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.

Drive Less Connect users for Cherriots Trip Choice

Polk, Marion and Yamhill counties

YEAR	12 - 13	13 - 14	14 - 15	15 - 16	16 - 17
Total registered users	1981	3286	4031	3699	4400
New users	764	1202	902	614	518

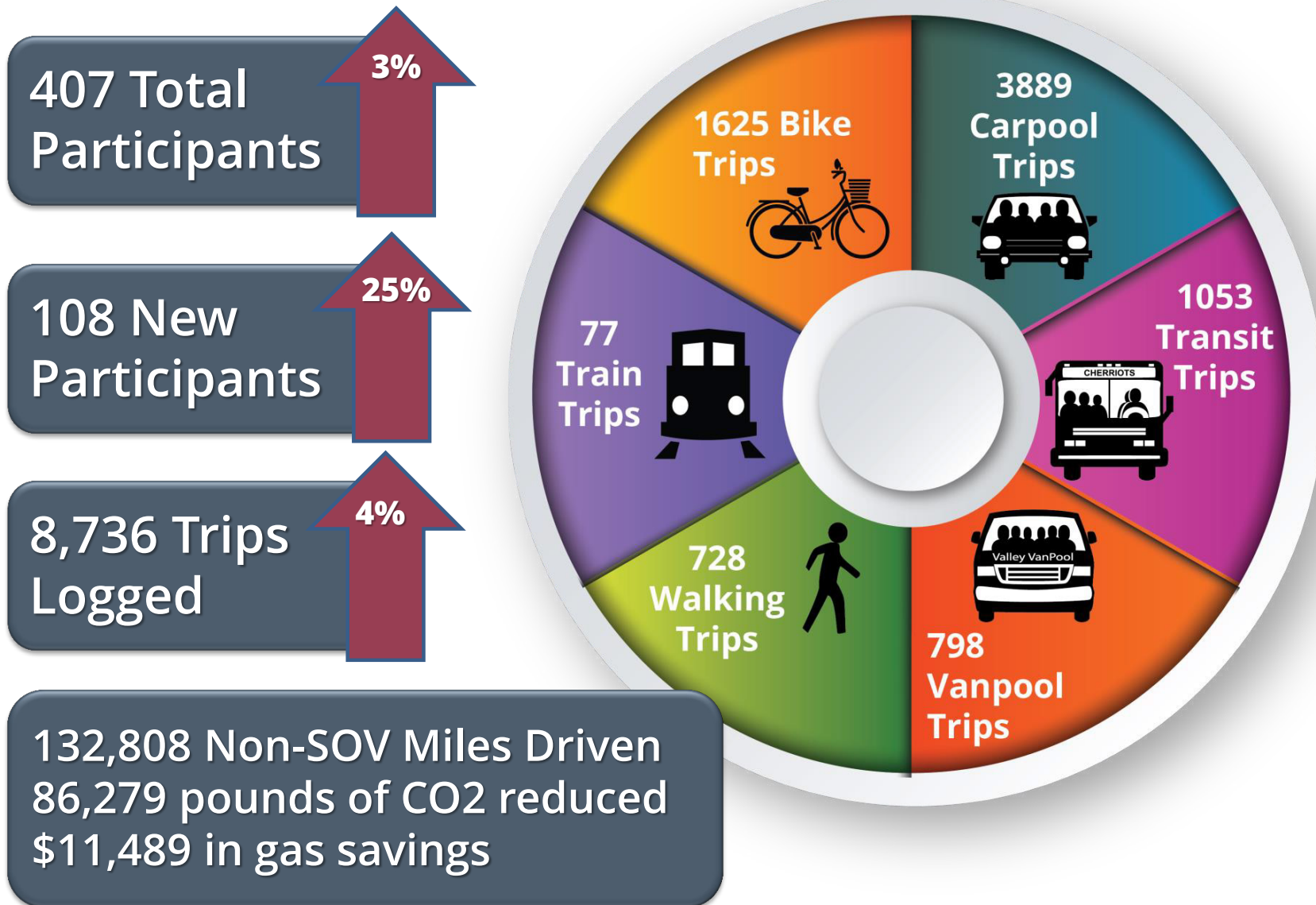
Emergency Ride Home

The Emergency Ride Home (ERH) program is a service Cherriots Trip Choice has provided for more than 20 years. The program is 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 429 registered users.*
- *Eligibility is open to anyone who works within the Cherriots Trip Choice region.*
- *Twelve emergency rides were provided during the year at a cost of \$937.*

2016 Drive Less Challenge

Cherriots Trip Choice participated again in the statewide Drive Less Challenge intended to promote transportation options and finding alternatives to the single occupant vehicle. Statewide statistics are available from DriveLessSaveMore.com, and the local results are listed below.



OUTREACH

Employer Outreach

Employers play an important role in encouraging employee travel behavior. Cherriots Trip Choice offers a variety of free services and tools to help employers develop successful Transportation Options Programs. Since each employer site is unique, there is no “one-size-fits-all” employer commute program; however, elements of a program typically include employee surveys, offering commute incentives, employee outreach and work site events. Contact made at employer events are estimated to be around 5,000 people in the 12 month period of the fiscal year. Cherriots Trip Choice staff conducted outreach at the following employer events:

- DMV Employee Fair
- Salem-Keizer Schools New Employee Fair
- Chemeketa Community College Employee Fair
- Spirit Mountain Employee Fair
- City of Salem Employee Fair
- DMV Headquarters – Lunch n’ Learn meeting

Note: While these are often conducted by Trip Choice staff, there are occasions where these events are staffed with other Cherriots employees.



Community Outreach

Coordinating, sponsoring and attending community events have been a part of the programs outreach strategies for more than 20 years. Our employer outreach has been an important part of our program since the beginning, but in 2015 we decided to engage with residents, as well. In addition to being able to talk one-on-one with people about their specific transportation needs, we also know that being visible at events helps improve Cherriots image and brand reputation.

Companies that are able to demonstrate their commitment to the community are more likely to have a stronger reputation and attract customers who care about what a business stands for. Community contacts made at all events are estimated to be about 10,000 people in the fiscal year. Cherriots Trip Choice

staff conducted outreach at the following community events:

- Public Works Day – City of Salem
- Winema Place Heath Fair
- Earth Day at the Oregon Gardens
- Earth Day at Chemeketa Community College
- Keizer Community Resource Fair
- Eco Fest
- Salem – Wednesday Market
- ARC Client Fair – *ARC of Polk County provides support and resources to people with disabilities and their families*

In addition to outreach events we also participate in meetings or sponsor events that are related to our mission. These include:

- VanPool Think Tank sponsored by SMART in Wilsonville
- Provided Transportation Options training for student services staff at Willamette University
- Marion County – Community Health Improvement Program
- Salem Chamber Forum Speaker Series
- Slow Way Home outreach/ movie event
- Charles Marohn from Strong Towns
- Sponsored the addition of a bicycle repair station at the City of Keizer City Hall

Student and Youth outreach

Cherriots Trip Choice has hosted the Annual Transportation Options themed poster contest for more than 10 years encouraging local middle and high school students to participate. Staff selects a transportation options related theme and provides teachers/schools with poster paper and contest instructions.

In 2016, more than 300 posters were submitted from the three counties and 18 posters were selected as winners or honorable mentions. The winning posters are used on the Cherriots annual calendar, as well as other Cherriots



and Trip Choice promotional items. With the addition of the Cherriots Trip Choice Program Assistant, several youth related programs and activities were added to the outreach. These include:

- Gilbert House Summer Block Party
- East Salem Bicycle Rodeo
- Safe Routes to School and Winter/Maple Family Friendly Bikeway Workshop

Staff also attended eight school functions related to active transportation to promote bike safety, reaching elementary through high school aged children.



ETC Survey

One of the goals of phase one of the Cherriots Trip Choice Strategic Plan was to enhance communication with the existing Employee Transportation Coordinator (ETC) network to better leverage our partnerships in the community. A first step is to conduct a survey of the ETCs to gain an understanding of what staff can do provide relevant information to the ETC network in a way that will help promote transportation options within their organizations, expanding the reach of the program.

Marketing and Communication

Refresh the Image

As part of the Cherriots brand refresh, the program name changed from Cherriots Rideshare to Cherriots Trip Choice. The brand refresh includes a new color palette which will be used on the buses, literature, uniforms and all other aspects of the Cherriots brand.



Conduct a Market Analysis and Develop an Outreach Plan

The Cherriots Trip Choice program covers a large geographic area making it a challenge to provide services and to conduct outreach;

therefore, Trip Choice staff conducted a market analysis and developed a plan to help prioritize outreach strategies.

Staff developed communication strategies and identified four outreach categories: businesses, communities, individuals and educational institutions.

Develop new collateral material

New literature is being developed in conjunction with the new brand roll out. To date, the “Carpool/ Vanpool” brochure has been created and is currently being distributed at area employment sites and at outreach events.





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. The 2017-2018 subsidy budget is \$250,000.

While it took a significant amount of time, it appears the two vendors (vRide and Enterprise) have completed their transition and are now operating as Enterprise Rideshare. We continue to receive monthly reports and invoices for NTD reporting and subsidy allocations.

- Subsidy provided for 29 vans in 2013-2014 was \$187,271
- 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



Bicycle and Pedestrian Wander Walks™ Map

The first Wander Walks™ map was recognized this year with a Commuting Options Award, by the Association for Commuter Transportation. With the success and popularity of the first map, the Trip Choice Program Coordinator started working on additional maps. Working with Just Walk Salem, the Willamette Valley Health Partners, Oregon State University and a handful of volunteers, we created a second map that included not just walks but also neighborhood points of health and resources for community members. Over time, the project will include more maps and a web presence.

Oregonian Crossing Campaign

In Oregon, from 2009 to 2013, (on average) 798 pedestrians were injured and 52 were killed in motor vehicle crashes. And, the majority of these crashes are a result of the failure of drivers to yield to the pedestrian.

In 2015, ODOT developed the “Oregonian Crossing” campaign aiming to increase awareness of Oregon traffic laws, promote safe and responsible travel behavior, and ultimately reduce the number of people injured or killed. In 2016, Cherriots Trip Choice decided to promote the messaging that “Every Intersection is a Crosswalk.” Using the promotional collateral already created, we printed postcards, signs and had the large cut out of Big Foot recreated, which is popular at outreach events.

Regional Bicycle Map Revision

The regional bike map that covers Salem/Keizer and Polk/Marion counties has been in production for many years with minor updates during the last 12 years. Working with the Salem Bike Club, members of the community and the Mid-Willamette Valley Council of Governments, the bicycle map was reviewed thoroughly and updated. Revisions included new streets, additional bike lanes, updated resources, and a new cover photo featuring the Peter Courtney Bridge in Salem.



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 Budgeted
EXPENSES			
Personnel Services	\$ 226,823	\$ 243,500	\$ 277,140
Materials and Services	\$ 60,658	\$110,300	\$ 101,400
VanPool Subsidies	\$ 206,000	\$ 230,936	\$ 250,000
TOTAL	\$ 493,481	\$ 584,736	\$ 628,540

REVENUES for 2016 - 2017	
Rideshare	\$ 196,562
TDM	\$ 136,542
Match (Cherriots In-Kind)	\$ 15,627
VanPool Subsidies	\$ 250,000*
TOTAL REVENUE	\$ 598,731

* 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 re-allocated at Cherriots discretion.

ACKNOWLEDGEMENTS

Every year Cherriots Trip Choice receives invaluable support, guidance and partnership with multiple governmental and local organizations to support TDM measures throughout the Willamette Valley. Partners and stakeholders include:

- Cherriots staff and Board of Directors
- Mid-Willamette Valley Council of Governments
- Oregon Department of Transportation – Rail and Public Transit Division
- Valley Vanpool Partners
- All state agencies with offices in the three county area
- Salem and Keizer Chambers of Commerce
- Salem-Keizer School District
- Cascades West Council of Governments
- 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 Transit
- Willamette Valley Health Partners
- 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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