Regional Travel Options

- **RTO update**
- **PSU CUS evaluation July 1, 2005 through December 31, 2006**
- **Evaluation Framework**

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RTO Partner Goals

Goals and strategies
- Maximize transportation investments
- Manage congestion
- Reduce pollution
- Support a healthy economy
- Reduce drive-alone trips
- Increase use of travel options

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RTO Update
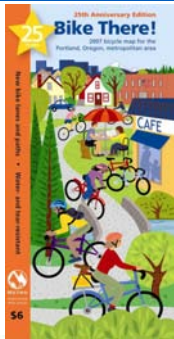
↑ Drive Less/Save More reached 98% of public
↑ Drive Less Family Challenge
↑ New vanpools formed
↑ CarpoolMatchNW contest
↑ Milwaukie SmartTrips
↑ Bike There! map
↑ Second independent evaluation
↑ Evaluation Framework
↑ WTA Carefree Commuter Challenge

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2005-06 Evaluation Process

- Sources
  - Reports submitted by grantees
  - Data from employee surveys and CarpoolMatchNW
- Included 2005-06 fiscal year
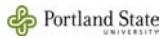 *and July-December 2006 when possible*

RTO 2005-06 Program Evaluation
TPAC, July 27, 2007

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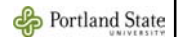
What we looked at

- Outputs
  - What was done?
- Outcomes
  - What were the results?
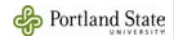- Evaluation methods
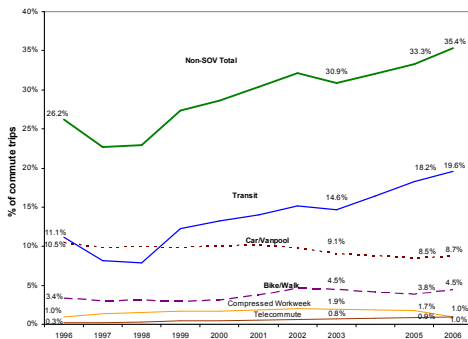 - How are outputs and outcomes measured?

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Key Findings: Outputs

- Individual program implementation continued in similar manner as in 2004-05. Some exceptions…
  - Growth in some programs
  - Changes to vanpool program
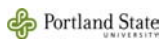 - Start of DriveLess/SaveMore regional marketing and integration with other programs

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Key Finding: Outcomes
Non-SOV mode share continues to rise

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Additional findings: Outcomes

- Compared TriMet employer survey data to…
  - American Community Survey (ACS) and 2000 Census
    - TriMet/RTO sites:
      Much higher rates of transit use
      Lower rates of carpooling
      Bike/walk about the same
  - Employers submitting data only to DEQ
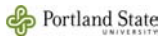   - TriMet/RTO sites:
      Greater reduction in vehicle trips

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To summarize: Outcomes

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Key Findings: Future Evaluations

- *Expect significant improvements in monitoring and evaluation data in near future*
  - DLSM survey data
  - RTO staff have made progress on implementing most of the evaluation-related recommendations
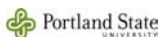 - New RTO Evaluation Framework

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Program-wide Recommendations

- Focus on developing new Strategic Plan with specific output and outcome objectives
- Continue to implement evaluation framework and recommendations

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Program-wide Recommendations

- Future program evaluations
  - Every two years
  - Conduct interviews with program managers and participants
  - Compare to similar programs in other regions
- Cause ➔ Effect will always be very difficult to determine
  - Collect data on as many outputs and outcomes as possible

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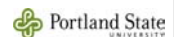
RTO Evaluation Framework
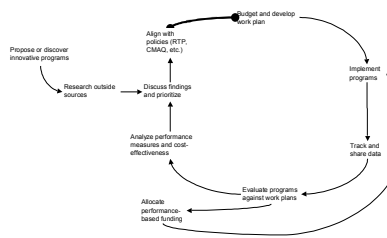
RTO Subcommittee recommendation to:

- Measure awareness and satisfaction
- Conduct a region-wide phone survey
- Establish roles and responsibilities
- Set a timeline
- Budget

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