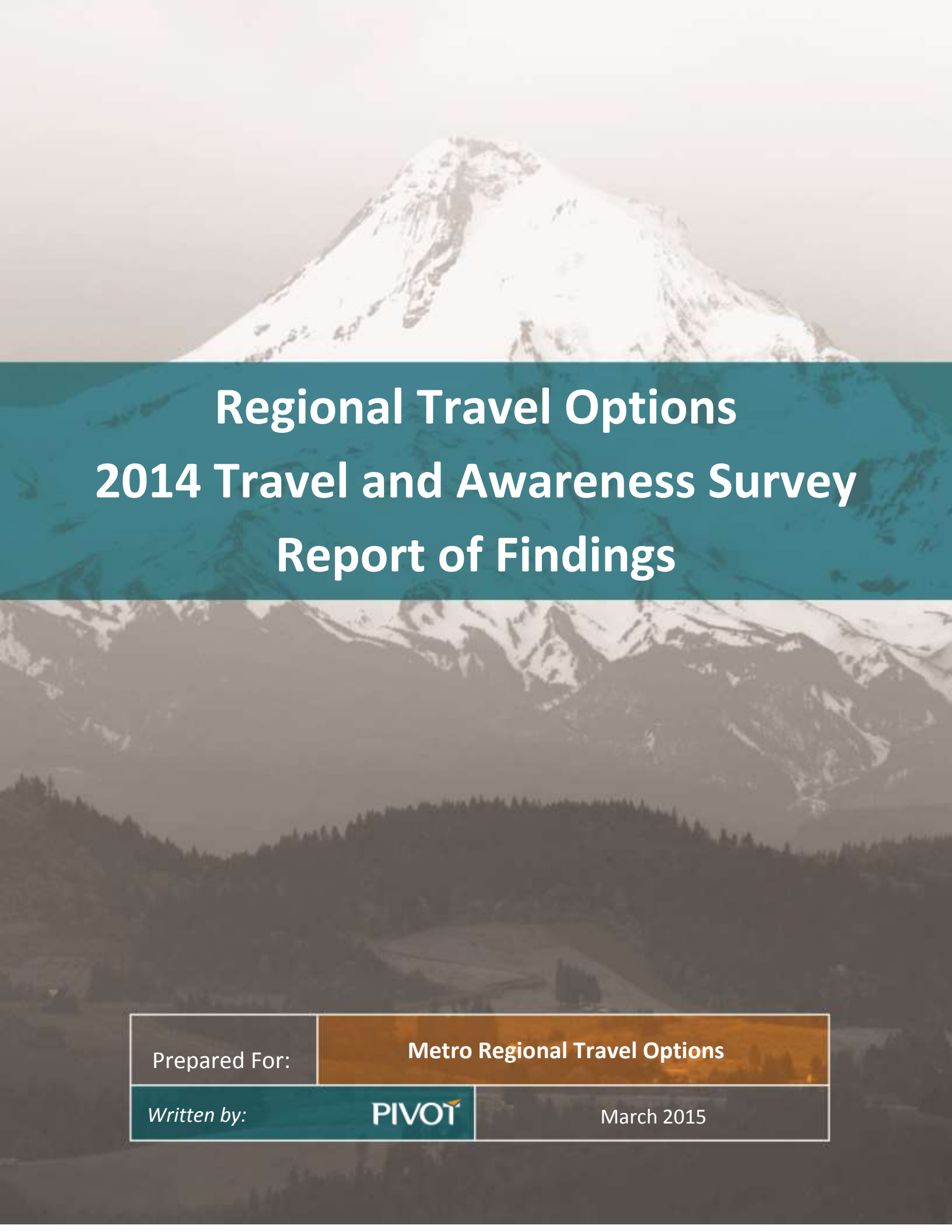


Regional Travel Options
2014 Travel and Awareness Survey
Report of Findings

Prepared For:	**Metro Regional Travel Options**
Written by: PIVOT	March 2015

Contents

Introduction

Metro's Regional Travel Options (RTO) commissioned Pivot Group, LLC to conduct the 2014 Travel & Awareness Survey. This is the third iteration of a regional study, first conducted by Metro's RTO in 2010, and based on an independent evaluation of programs and measurement methods by Portland State University's Center for Urban Studies (CUS). The study is designed to track awareness of Metro's RTO programs, measure satisfaction with regional travel options, and examine traveler information tools and commuter resources. Additionally, Pivot Group, LLC utilized advanced multivariate statistical analysis to identify key target audiences – personas – intended to help RTO streamline marketing efforts for various partners. These personas are intended to be utilized by Metro's RTO Collaborative Marketing Group to inform marketing and messaging strategies.

Research Objectives

Findings from this survey are primarily intended to measure and understand details surrounding awareness, adoption and effectiveness of RTO programs. More specific objectives include the following:

- Measure awareness and action for RTO programs and compare to data from 2010 and 2012 Travel and Awareness Surveys.
- Inform RTO projects, especially marketing, education and outreach strategies.
- Inform the RTO Strategic Plan and Transportation System Management and Operations plan.
- Identify the frequency in which travel options are used on a daily, monthly, or annual basis to show overall "market share."
- Gather awareness of all major RTO projects (e.g., SmartTrips) plus non-RTO services that are linked (e.g., car sharing).
- Identify potential audiences for promoting RTO programs and resources.

The findings of this report are presented in the following sequence:

- Awareness of RTO Programs
- Travel Options – Key Characteristics
- Travel Habits
- Commuting Habits
- Metro Area Residence Findings
- Demographics by Persona
- Conclusions and Recommendations

Methodology

Residents were contacted by phone randomly using multiple samples including random digit dialing, listed and cell phone samples. To achieve optimal representation in the metro area, quotas were set by age, gender, race/ethnicity and geographic area. Data weighting was not required since quotas were upheld within an acceptable range for each demographic variable.

A total of 26% of respondents were contacted and surveyed while they were on their cell phone. With the increasing prevalence of cell-phone-only households, inclusion of cell phone numbers in the sample was necessary to collect accurate and reliable data from a random sample of households. Throughout the data collection process, standard quality control measures were used including questionnaire pre-testing and validations. Strict dialing protocols were used to maximize response rates and to ensure that the data represent all residents of the Portland metro region.

A total of 600 surveys was completed by telephone in Clackamas, Multnomah and Washington counties. This resulted in a margin of error for the entire sample of plus or minus four (4.0) percentage points at a 95% confidence level. Note the margin of error increases when analyzing findings by isolated smaller groups or segments within the data.

The questionnaire was similar to the 2012 questionnaire, but with changes and additions made based on input from RTO stakeholders. Pivot interviewed 16 RTO stakeholders and partners to gather feedback and better understand the information they need from the survey. Input that was within the scope of the survey was incorporated into the final questionnaire and the analysis of findings.

County:	Count	Percent	ACS 2013
Clackamas	124	21%	23%
Multnomah	290	48%	46%
Washington	186	31%	31%
Total n =	600		
Margin of error:	+/- 4.0%		

The telephone survey averaged 14 minutes in duration.

Identifying Significant Differences

Throughout this report, statistically significant differences in findings between 2012 and 2014 are identified where relevant and applicable. Differences are also noted between data segments and various demographic groups. Such differences are specifically called out in bar charts and they are highlighted with color-shaded cells in tables when the difference is statistically significant at a 95% confidence level. Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number to which it is being compared. Significant differences between any specific two segments that are not included here can be found in this survey's cross tabulation data tables.

Demographic Representation Achieved

To achieve optimal demographic representation, quotas were set by age, gender, race/ethnicity and geographic area. Data weighting was not required since quotas were upheld within an acceptable range for each demographic variable. The distribution of data collected is shown below for each of the four demographic areas. ACS 2013 is the county-level Census data from the 2013 American Community Survey (the most recently available).

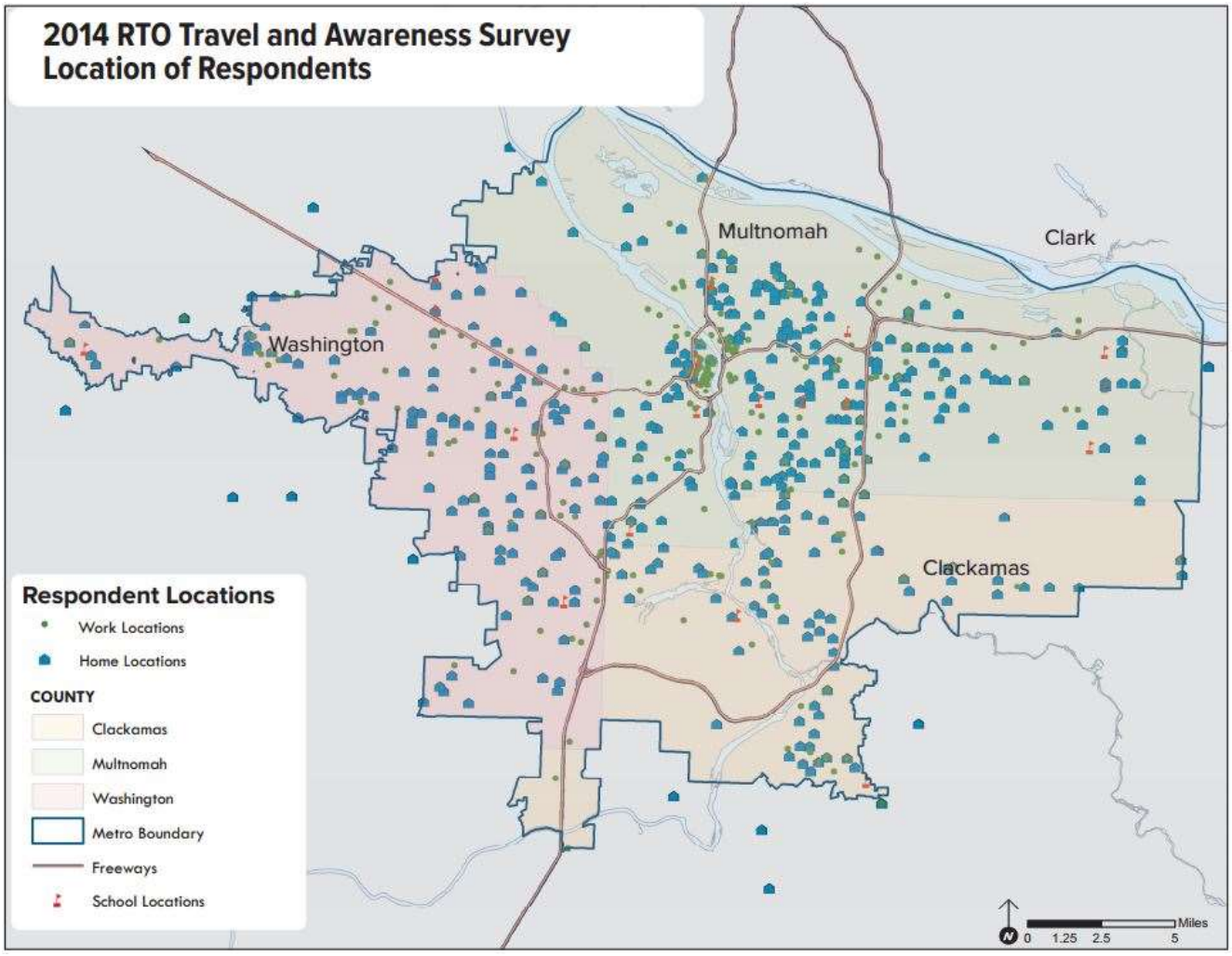
County:	2014	ACS 2013
Clackamas	21%	23%
Multnomah	48%	46%
Washington	31%	31%

Gender:	2014	ACS 2013
Female	51%	51%
Male	49%	49%

Age Group:	2014	ACS 2013
18 to 24	17%	11%
25 to 34	13%	20%
35 to 44	15%	19%
45 to 54	22%	18%
55 to 64	15%	16%
65 and older	17%	15%

Race:	2014	ACS 2013
White	77%	74%
Black or African American	2%	3%
Asian	4%	7%
Native Hawaiian or Pacific Islander	1%	1%
American Indian or Alaska Native	2%	1%
Hispanic	10%	12%
Multi-racial or bi-racial	3%	3%
Other	3%	0%

The map below plots households and work locations of survey respondents who indicated the nearest cross streets at home and/or work. Blue houses represent home locations and green dots represent respondents' work locations. Note that several plots are outside the boundaries. This is because zip codes are used to select sample records and not everyone's zip code falls precisely within the county boundaries. Overall, geographic representation of the tri-county area was well-distributed.



Executive Summary

Since 2012, travel option program awareness is generally growing, especially in Washington County where awareness of four programs grew significantly. Awareness increased the most for car sharing services, which maintains its lead since 2012. Based on this study's findings, the "Millennial" generation present the greatest opportunity for growth in car sharing. Awareness is much lower in this segment compared to older segments (age 33+), but the Millennials show significantly more interest in using car sharing services. These important differences underscore the value of analyzing study results by personas, which for the first time are identified and described in this report.

Overall the percentage of drivers (those who drive monthly at least) is statistically the same as in 2012, and daily drivers continue to use a range of other travel options as a means of transportation. The majority of them use public transit or walk at least occasionally in addition to driving.

The seven personas identified in this report expose the varying characteristics of people who have a tendency to drive more or less frequently than others, and who use travel options more or less frequently than others. For example, some personas are more likely to reduce driving to save money, while other personas are motivated more by health reasons. Some are more likely to ride MAX while others are more likely to take the bus. Messaging strategies designed around money savings and health, public transit type, and preferred secondary commute options can be more effective when targeting the appropriate personas. These are just a few examples of many persona differences described throughout this report.

RTO Program Awareness

Among all respondents overall, car sharing services (such as ZipCar, Car2Go and by-the-hour car rentals) received the highest level of awareness, as it did in the 2012 survey, and awareness of this program increased significantly, from 71% in 2012 to 77% in 2014. Next highest is the TriMet Trip Planner, followed by Public Bike Share Systems (new to the 2014 survey). Washington County has experienced more increases in awareness than the other counties. Awareness of the Drive Less Save More program has decreased from 48% in 2012 to 38% in 2014.

Of those aware of car sharing services, 15% said they've used it, which is the same as in 2012. Notably, among drivers who do not use car sharing services but are aware of them, 25% said they would use a car sharing service if a vehicle was stationed within four blocks of their home. This amounts to 80 respondents, who were also asked: *How many days per month would you use it?* Sixty-seven percent *(*67%) said they would use it three or more times monthly (23% said 10 times or more per month). The Millennials are more likely than older generations to say they would use car sharing services (36%).

Identification of Metro Area Personas

The 2015 survey results included the development of personas to help RTO streamline marketing efforts for various partners. The overall goal of persona development is to organize respondents of the survey into groups that respond similarly to each other—and differently from other groups—to messages, advertising and offerings. For RTO, it will help increase the efficiency and effectiveness of marketing communications.

Using SPSS multivariate statistical analysis on the collected data, Pivot identified seven unique personas that have similarities across multiple dimensions including travel options used, option availability, age, income and motivations to reduce driving. For greater detail, the reader is encouraged to read the section of the report entitled *Identification of Metro Area Personas*.

Travel Option Openness and Availability by Persona

Two of the seven personas were clearly identified as being self-sufficient, capable and willing travel option users. Already active, they don't need much motivation to use travel options. Conversely, three of the seven were identified as non-users of travel options with currently very little potential to change, due to various reasons including, for two personas, the lack of available travel options near home. Finally, the remaining two personas—named David and Daniel in this report—have travel options near home and they show signs of responsiveness to messaging.

Considerations for Reach and Messaging to Personas

Based on our analysis and feedback from key stakeholders, two personas seem to present a relatively greater opportunity for effective targeting. These are:

- David the Young Driver Open to Options; and
- Daniel the Middle-Aged Loyal Driver

These two personas seem to show more potential for expanding their travel options and may be more receptive to messaging relative to the other personas. Just as there are varying levels of openness and travel option availability, there are differences by what motivates them to reduce driving. David is driven by saving money more than anything else. And in addition to health benefits, Daniel wouldn't mind saving money or simply relaxing instead of driving.

Without a car, David persona commuters would use public transit and rarely anything else. Daniel commuters might also use public transit but would be almost as likely to carpool with someone.

It's important to note the male name references don't imply they are predominately male. From a statistical significance standpoint, at a 52%/48% gender split, both personas are as likely to be male as they are female and vice versa. Thus, RTO stakeholders should keep this in mind while building on marketing and outreach strategy to women or other priorities they identify that meet RTO program goals.

Based on our marketing experience and insight, Pivot offers a range of considerations for marketing strategies and messaging ideas for each of the above two personas. The reader is encouraged to review these details in the *Conclusions and Considerations* section at the end of the report.

Closing Thoughts about This Study

Analyzing the results by persona presented in this report is a first step—we've identified seven, we know they exist in relevant numbers, and we've discovered many differences between them. The extent to which the information provided is actionable for messaging, however, is limited by the scope of this quantitative research study. To expand on the personas and more deeply understand their behaviors, attitudes, motivations and preferences, we recommend conducting qualitative research with the David and Daniel personas to gain a much deeper understanding of their interests, values, beliefs and what influences them the most.

Awareness of RTO Programs

This section presents findings from the awareness questions.

RTO Program Awareness

Respondents were asked to indicate their awareness of several programs and services that help encourage and facilitate the use of travel options. Each program was announced with a brief description, and respondents indicated whether they had seen or heard of the program (aided awareness).

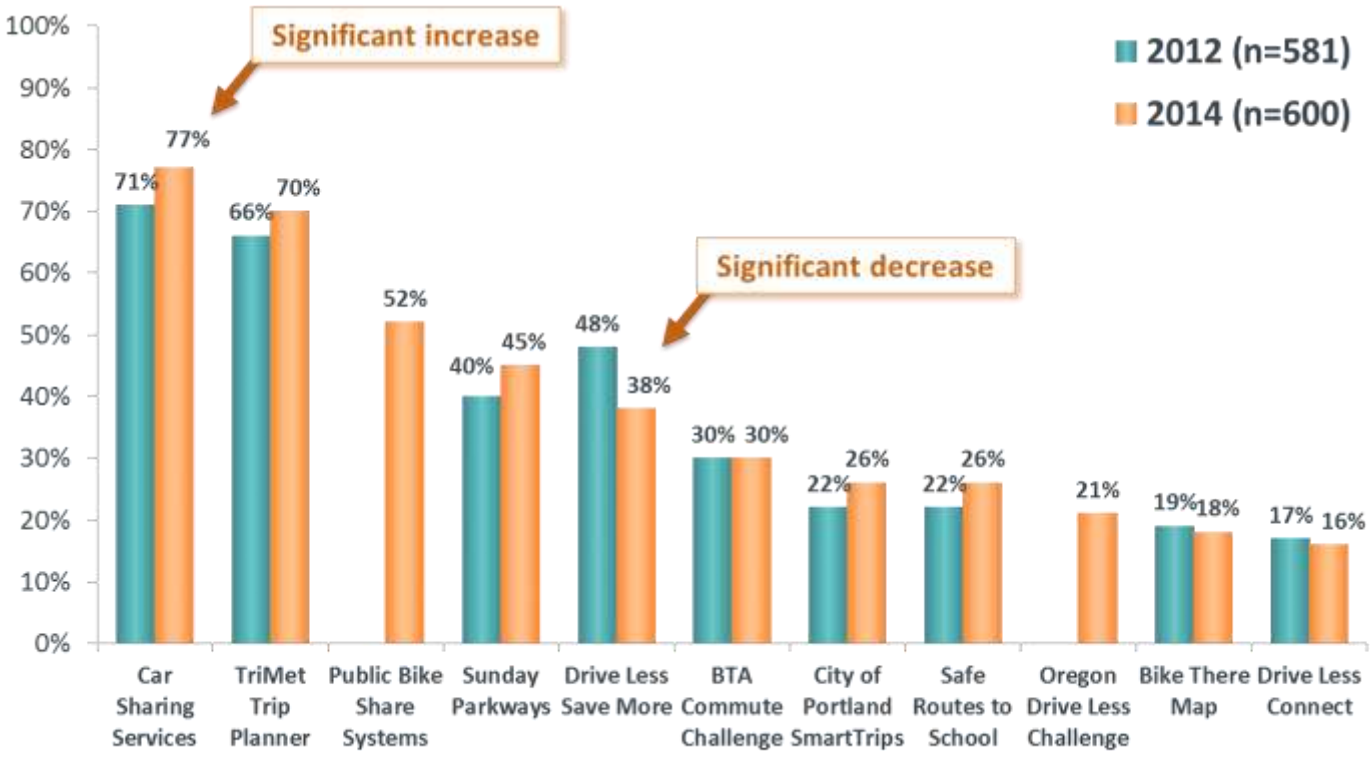
Q37 – Q46B. I will now describe a variety of transportation programs in the Portland Region. Please let me know if you have seen or heard about each program.

The chart below displays the percentage of respondents who indicated they've seen or heard about the program. They are shown in order of high to low awareness from left to right. Note that two programs—Bike Sharing Services and Oregon Drive Less Challenge—were new to the 2014 survey.

As shown, Car Sharing Services received the highest level of awareness, as it did in the 2012 survey. A significant increase occurred with this program, from 71% to 77%.

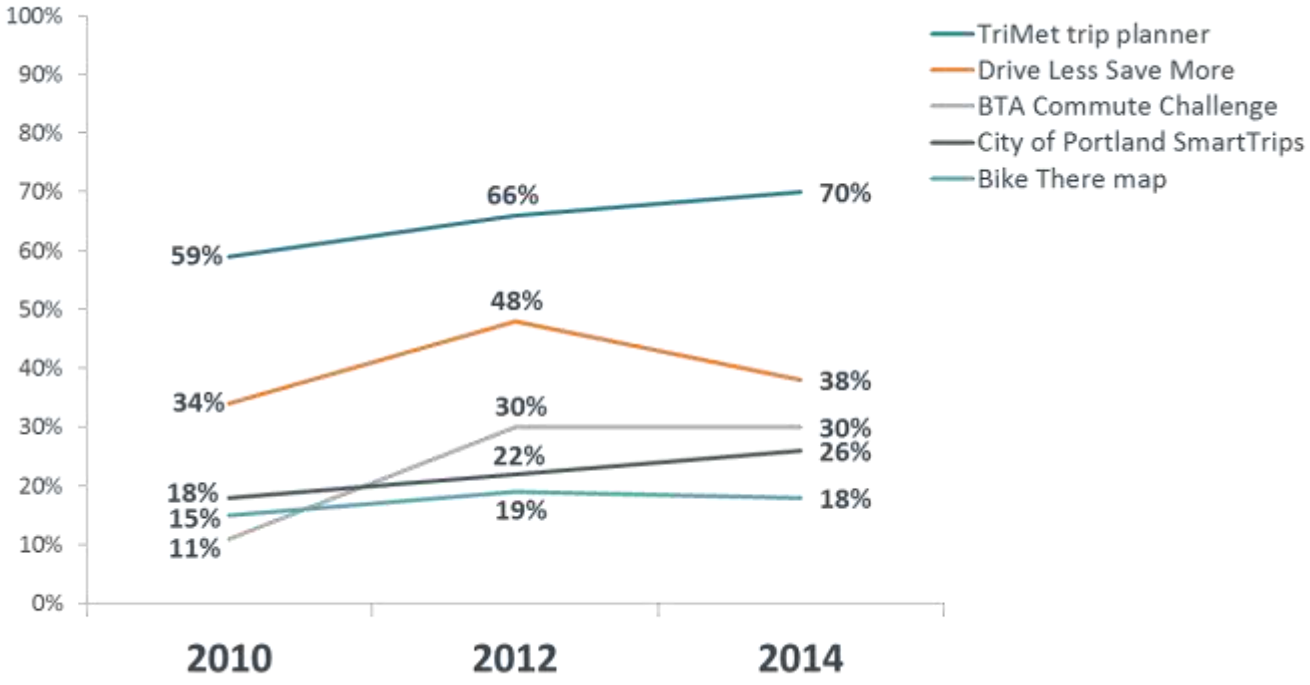
Next highest is the TriMet Trip Planner, followed by Public Bike Share Systems (new to the 2014 survey). Awareness of the Drive Less Save More program has decreased from 48% in 2012 to 38% in 2014.

RTO Program Awareness – 2012, 2014



Awareness of five of the programs was measured in the 2010 survey. The chart below displays three-year trend lines to easily review differences over the three surveys conducted since 2010. As shown, awareness of the TriMet Trip Planner and City of Portland SmartTrips both increased steadily over the time period. Regarding Drive Less Save More, specific rationale for its peak at 48% in 2012 isn't readily apparent; however, television advertising ceased in June 2012, which explains the decrease over the last two years.

RTO Program Awareness – 2010, 2012, and 2014



RTO Program Awareness by County

The table below shows awareness by county, including statistical significance. The yellow shaded cells indicate the percent is significantly higher than one or more counties in the same row. Orange shading means it is significantly lower, and the up and down red arrows signify a significant difference from the 2012 survey in that particular county.

As shown, awareness of six of the 11 programs is higher in Multnomah than it is in the other two counties. Awareness of the TriMet Trip Planner is lower in Clackamas than in both of the other counties. Awareness of Oregon Drive Less Challenge and Drive Less Connect are both lower in Washington than in the other counties.

As indicated by the up arrows, Washington County has experienced more increases than the other counties. The increase in Car Sharing Service awareness is attributed to counties other than Clackamas. The decrease in Drive Less Save More comes from counties other than Multnomah.

	Total (n=600)	Clackamas (n=124)	Multnomah (n=290)	Washington (n=186)
Car sharing services	77%	66%	**83%** ↑	75% ↑
TriMet trip planner	70%	58%	75%	70% ↑
*Public bike share systems	52%	51%	52%	53%
Sunday Parkways / Sunday Streets	45%	33%	**55%**	39% ↑
Drive less. Save more	38%	35% ↓	41%	34% ↓
BTA Commute Challenge	30%	22%	**37%**	26%
City of Portland SmartTrips	26%	22% ↑	**32%**	18%
Safe Routes to School	26%	15%	**33%**	22% ↑
*Oregon Drive Less Challenge	21%	21%	23%	16%
Bike There map	18%	12%	**26%**	11%
Drive Less Connect	16%	19%	17%	11% ↓

* New question asked in 2014

↑ ↓ Indicates significant change from 2012

Examining awareness among the Millennial generation shows they are significantly less likely than older age groups to be aware of the following programs:

- Car sharing services
- Public bike share systems in other cities
- Sunday Parkways or Sunday Streets free events
- The Bicycle Transportation Alliance's Bike Commute Challenge
- Safe Routes to School

One explanation for lower awareness among Millennials is that the media and messaging they're exposed to and/or attuned to is different than it is for older generations. They tend to be more digitally connected but at the same time don't possess the wealth of older age groups that opens up more media-exposing options.

What's interesting, as described later in this report report, is that the Millennials are significantly more likely than those aged 33 and older to express interest in carsharing.

Notably, Millenials are just as likely as those aged 33 to 68 to be aware of the TriMet trip planner as an online tool.

These and other differences provide excellent reasons to analyze findings by persona. Similarities within a persona and differences between them are presented later in this report, and will provide a more detailed understanding of the awareness findings in this study.

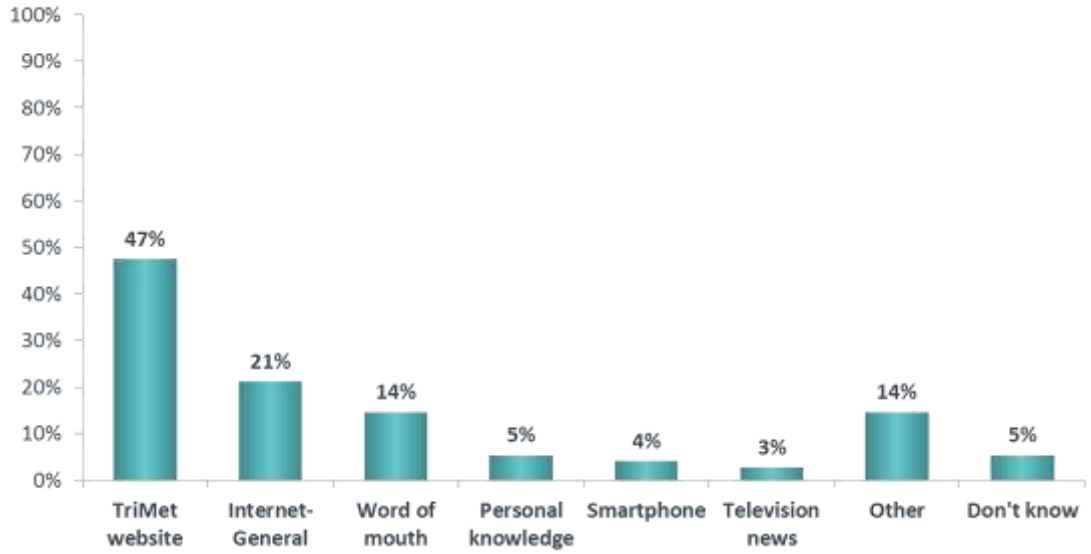
RTO Program Awareness Sources and Follow-up

Respondents who indicated they were aware of certain programs or services were asked follow-up questions. This includes how and where they became aware of them, whether they participated in the program or used the service, and if they used it, were they satisfied. Note that some follow up questions that were included in the past survey were not included this time. Those questions may not have produced a large enough response (sample size), so were omitted mainly to conserve survey space and time.

Q49M. Where did you most recently see or hear about the TriMet Map Trip Planner? (n = 76) [*Asked of those who have seen or heard anything about the Beta or Map trip planner.]*

The following chart offers a breakdown of awareness sources for the TriMet Beta or Map trip planner. The TriMet website was the most cited source of information on TriMet Beta or Map Trip Planner. Note: no significant changes have occurred since the 2012 survey on the source of awareness for the TriMet Beta or Map Trip Planner.

Awareness Source: TriMet Beta or Map Trip Planner



Among those who indicated awareness of the TriMet Trip Planner, 18% were aware that the TriMet website supports planning combined transit and bicycle trips, as well as bike-only and walk-only trips using Beta and Map versions of the trip planner. Of those who indicated they had used the Map Tip Planner to plan a trip, 92% indicated that they were either somewhat or very satisfied with the experience.

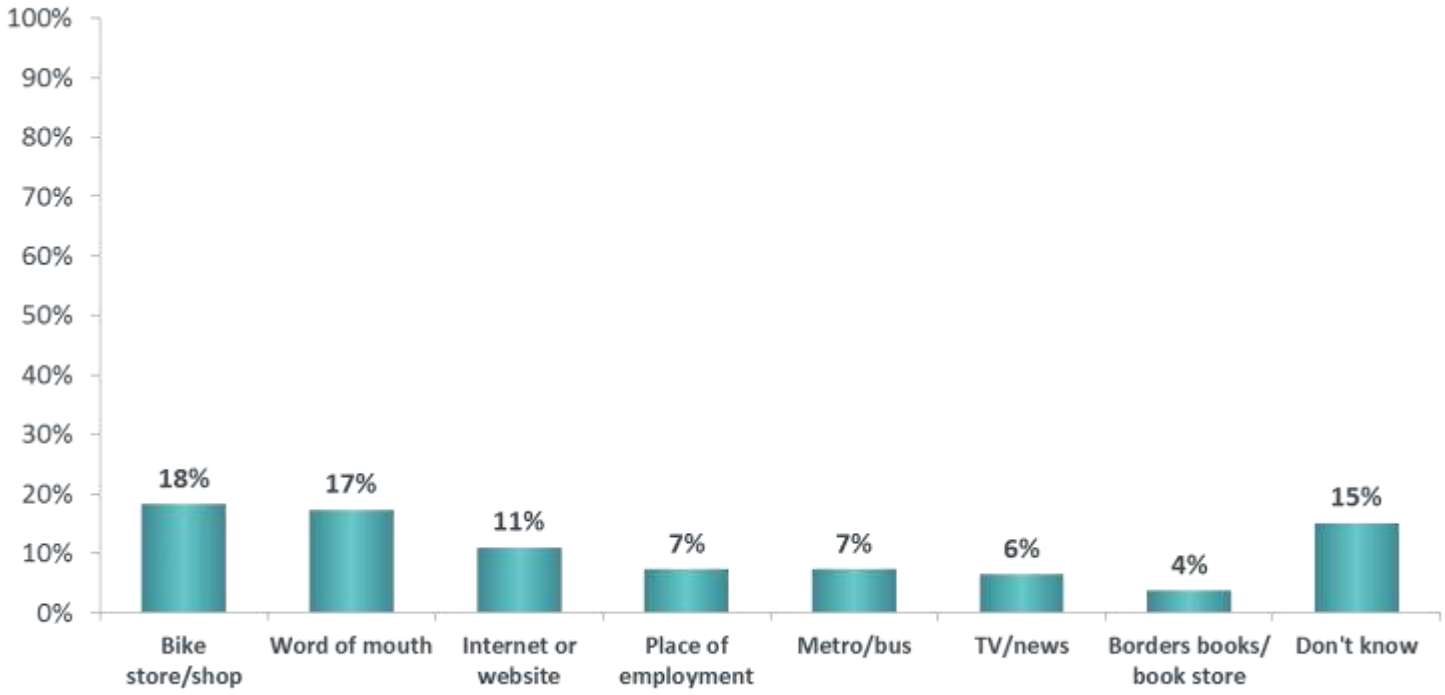
Q54. Did the Bike Commute Challenge motivate you to commute year-round by bike? (n = 125) [Asked of those who have seen or heard anything about the Bicycle Transportation Alliance Bike Commute Challenge.]

Of those who indicated that they were aware of the Bicycle Transportation Alliance's Bike Commute Challenge, 7% indicated that the program motivated them to commute year-round by bike, statistically unchanged from 2012.

Q55. Where did you most recently hear about the Bike There! Map? (n = 110) [*Asked of those who have seen or heard anything about the Bike There! Map.]*

Note: no significant changes have occurred since the 2012 survey on the source of awareness for the Bike There! Map. Of those that indicated awareness of the Bike There! Map, 23% stated that they had bicycled "more places as a result of using the map." Notably, 86% of those who had utilized the Bike There! Map indicated that they were either somewhat or very satisfied with the experience.

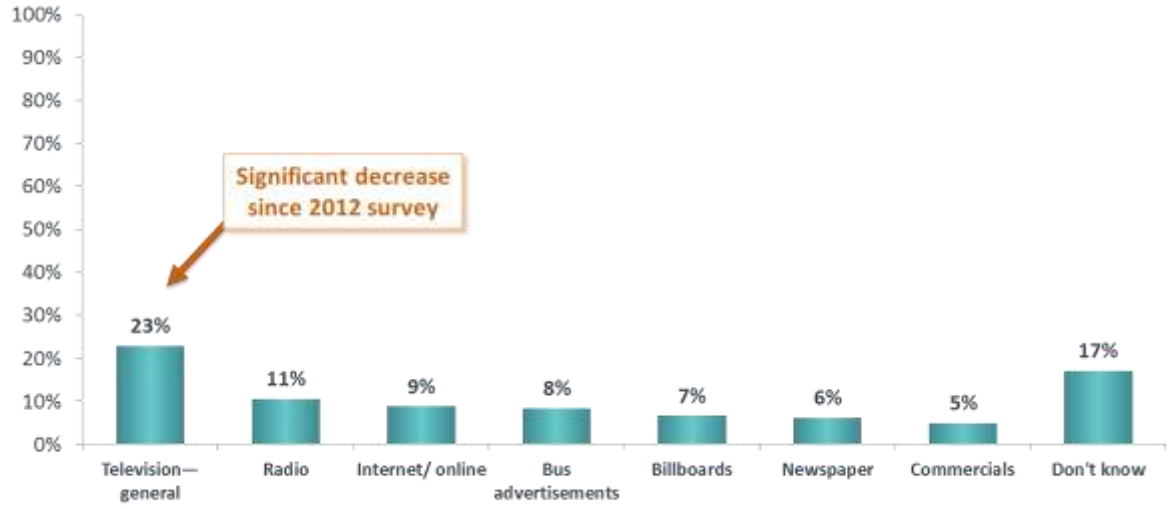
Awareness Source: Bike There! Map



Q65. Where did you most recently see or hear about Drive Less, Save More? (n = 228) [*Asked of those who have seen or heard anything about the Drive Less, Save More]*

Since the 2012 survey, a significant decrease was number of respondents who cited television in general as a source of awareness for Drive Less, Save More, which is not surprising since television advertising ceased in June 2012.

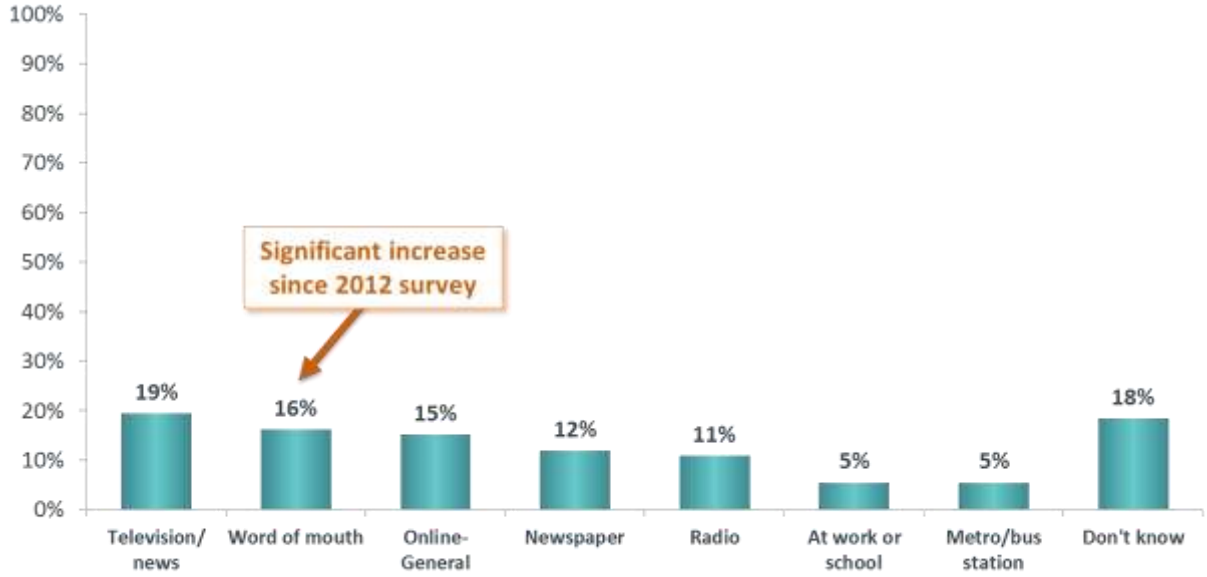
Awareness Source: Drive Less, Save More



Q66M. Where did you most recently see or hear about Drive Less Connect? (n = 93) [Asked of those who have seen or heard anything about the Drive Less Connect]

Since the 2012 survey, a significant increase was observed in the number of respondents who cited word of mouth as an awareness source for Drive Less Connect. Only 3% of those who indicated they were aware of the Drive Less Connect program said they actually used the program.

Awareness Source: Drive Less Connect

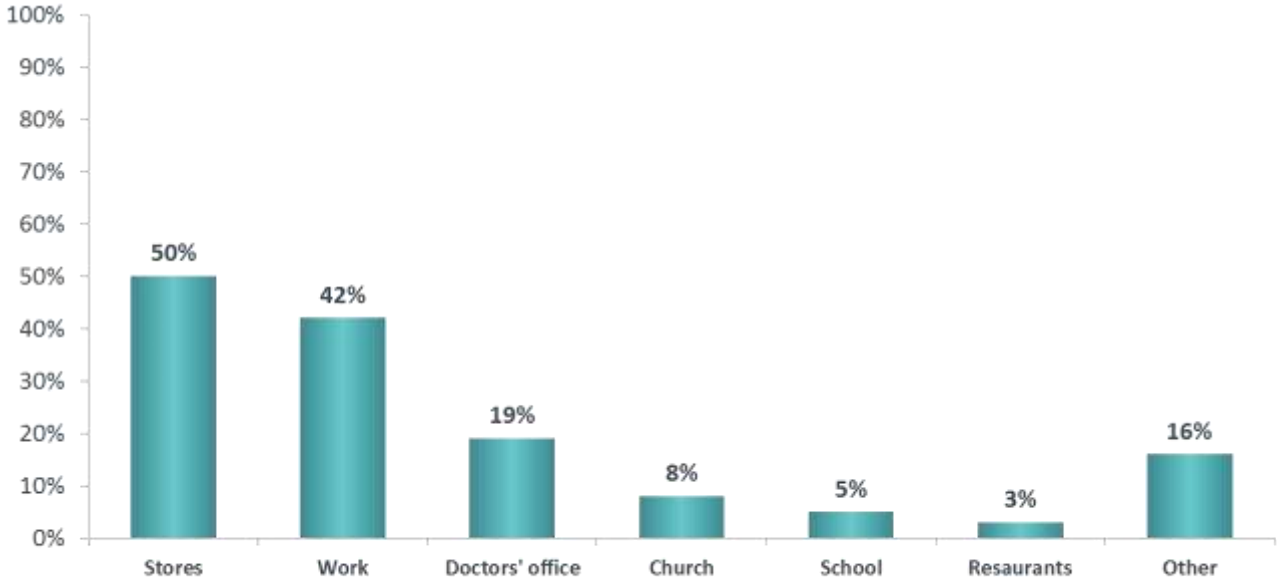


Q69M. If you use car sharing, please list the places you go. (n = 62)

Of all those who indicated they were aware of car sharing services such as Zipcar and Car2Go, 15% said they use these services. This figure is statistically unchanged since 2012. As seen below, the most common destinations of carshare users are stores (50%) and work (42%).

Notably, of those who do not use car sharing services but are aware of them, 25% said they would use a car sharing service if a vehicle was stationed within 4 blocks of their home. This amounts to 80 respondents, who were also asked: *How many days per month would you use it?* Thirty-four percent (34%) indicated they would use a carshare vehicle 1 to 2 times monthly, 44% said 3 to 9 times monthly and 23% indicated they would use a car sharing service more than 10 times monthly if a carshare vehicle was stationed within 4 blocks of their home.

Car sharing User Destinations



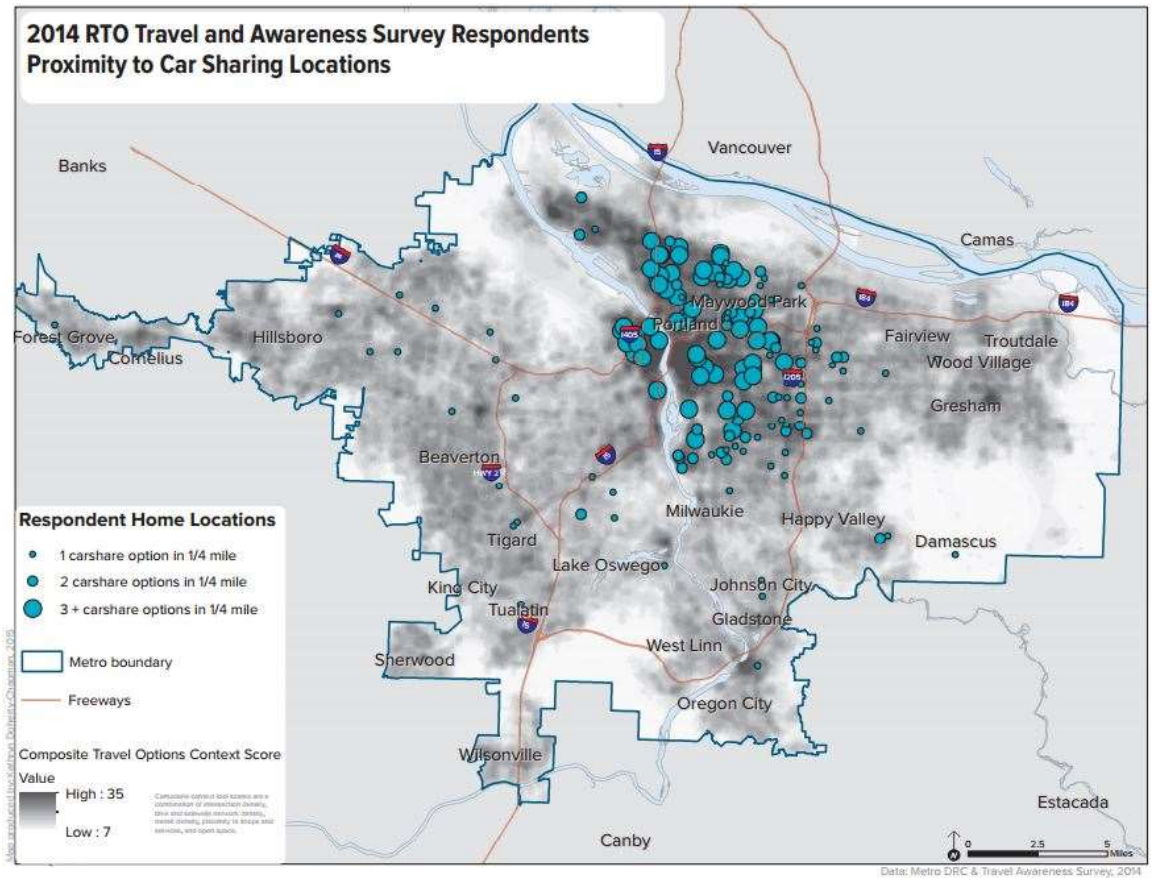
The map below illustrates interesting spatial relationships surrounding Carsharing and also what's referred to as a Composite Travel Options Context Score. The varying size of the teal-colored dots reflects the number of car share options within 1/4 mile of respondents' home locations. Carshare options include Zipcar, GetAround and Car2Go.

- 0 = none;
- 1 = 1 car share options / locations within 1/4 mile;
- 2 = 2 car share options; and
- 3 = 3 or more car share options.

A Composite Travel Options Context Score is represented by the light to dark gradients, spread across the tri-county region, resembling clouds on a weather map. Factored within this score are the following:

- Bicycle suitability (bike paths and pathways next to vehicle traffic);
- Sidewalk density (availability, length, number);
- Density of merchants and amenities (ULI or Urban Living Infrastructure);
- Distance to parks; and
- Public transit availability and frequency of stops.

The gradients reflect relatively low to high scores, or concentrations, of travel option accessibility and availability. The higher the score, the higher the concentration and darker the shading.



Notably, of those who do not use car sharing services but are aware of them, 25% said they would use a car sharing service if a vehicle was stationed within 4 blocks of their home. Those respondents were asked:

How many days per month would you use it? (n=80)

Thirty-four percent (34%) indicated they would use a carshare vehicle 1 to 2 times monthly, 44% said 3 to 9 times monthly and 23% indicated they would use a car sharing service more than 10 times monthly if a carshare vehicle was stationed within 4 blocks of their home.

Q70 Did the Safe Routes to School program encourage your family to walk or bike more for school trips? (n=128) [Asked of those who have seen or heard anything about the Safe Routes to School program.]

Of all those who indicated awareness of the Safe Routes to School program, 35% indicated their family had been encouraged by the program, statistically unchanged from 2012.

Identification of Metro Area Personas

The overall goal of persona development is to group members of the metro area who respond similarly to each other (and differently from other personas) to messages, advertising and offerings. For RTO, it will help increase the efficiency and effectiveness of marketing communications and outreach.

Pivot used SPSS multivariate statistical analysis, specifically k-means cluster analysis, on the collected data to ultimately identify the right combination of variables and the right number of personas based on the overall sample size. Different segment counts were tested (4 to 10 segments) in this process with different combinations of variables including the ones bulleted below and also education, employment status, race/ethnicity, gender, driving distance to work or school, and number of household vehicles.

Pivot ultimately identified seven unique personas, each of which have similarities across multiple variables. The following variables were identified in the process as being most effective at finding similarities within, and differences between, personas.

- Travel options used and frequency of use (car, bicycle, walking, and public transit).
- Context Tool Scores of four variables related to travel option accessibility near home:
  - Bicycle suitability (bike paths and pathways next to vehicle traffic)
  - Sidewalk density (availability, length, number)
  - Density of merchants and services (ULI or Urban Living Infrastructure) and
  - Public transit availability and frequency of stops.
- Age of respondents
- Household income
- Motivations to reduce the amount they drive (save money, be healthier, make the community a better place, or do something else)

Personas at a Glance

Each persona is characterized by a tendency to possess a unique combination of the above characteristics, and each represents a proportion of the tri-county area.

Marcus - Multi-Mode City Mover (13%): An active user of multiple travel options, Marcus is likely to reside within Portland city limits and have among the best access to biking and walking as travel options. More than any other by far, this person uses his bike as a form of transportation at least monthly. Less than half say they drive their car on a daily basis. The Multi-Mode City Mover is in his 30s or 40s, is employed, earns mid-level income, and is relatively more likely than the other groups to have children under age 18 living at home.

***Trina - Young Transit User (10%)*:** Trina is least likely to own a vehicle, which explains why the majority are unlikely to drive a car at all. To get around, she primarily walks and/or takes public transit. Most reside in Multnomah County and they're unlikely to live in Clackamas County. They live near high ULI areas (lots of amenities) and closer to work or school than any other persona. They have easy access to public transit and areas safe for walking. The Young Transit User is in her 20s, resides in a low income household, and is unlikely to have children. A higher-than-average percentage of Hispanics belong to this group.

***David - Young Driver Open to Options (11%)*:** Much like the Young Transit User, David is comfortable walking or taking public transit. However, he is more likely to drive a vehicle and the majority of those who are employed or go to school commute alone. David is the most likely to live in a high density ULI area with all travel options. But because he's able to drive, he's less likely than Trina to walk or use public transit. He has the most potential for using other travel options, especially to save money. Similar to Trina, he's in his 20s, earns a low income, and is unlikely to have children living at home. A higher-than-average percentage of Hispanics belong to this group.

***Susan - Community-Minded Suburbanite (9%)*:** In her 50s or 60s, Susan lives in the suburbs and walks daily or weekly as a means of transportation. Less than half within this persona drive on a daily basis or commute to work. Susan uses public transit, albeit infrequently. Among those who do commute, they drive their car alone. Susan is motivated to walk for health reasons and to help make a better community. She's unlikely to have children living at home and is just as likely to be retired as employed, and she earns a higher income than any other persona. Nearly two out of three in this group are female.

***Daniel – Middle-Aged Loyal Driver (18%)*:** The most likely persona to drive on a daily basis and commute to work by car alone, Daniel is loyal to driving his car. The Middle Aged Loyal Driver is 30 to 50 years old, earns a high income and is unlikely to have children living at home. He lives in a neighborhood with a high ULI density and with easy access to public transit, which implies he has a modicum of potential to use non-car options. Loyalty to the car may be too strong, however.

***Tammy - Middle-Aged Family Driver (18%)*:** Tammy is similar in age to Daniel but earns less income and is more likely to have children at home. She has a little more experience using public transit and enjoys the idea of saving money. However, she lives in a neighborhood with very little access to transit and other travel options.

***Homer - Senior Infrequent Traveler (21%)*:** Homer is not interested in travel options outside of driving his car. He likes to stay at home and therefore doesn't drive as much as others. As the most senior persona (55 or older), he's also least likely to walk as a form of transportation. Homer is likely to be retired and earns a lower-than-average income. He is least likely to have children at home.

The graphic below plots each persona based on their travel option openness[1] and travel option availability near their home (using Context Tool Scores). Those furthest to the right have the greatest availability of travel options. Marcus and Trina are far to the right and furthest to the top showing their position as self-sufficient, capable and willing travel option users. Already active, they don't need much motivation to use travel options. David and Daniel have nearby availability and might just be the most likely to respond to a here-and-there nudge.

On the following pages, travel availability and openness are more thoroughly defined. Throughout the remainder of this report, the personas will be described in greater detail by their travel and commuting habits, awareness of programs and outlook toward travel options. A detailed breakdown of demographics by persona can be viewed in Appendix A.

Travel Option Openness vs. Availability

[1] Travel option "openness" refers to each persona's composite frequency of biking, walking and/or taking public transit as a form of transportation.

Using Metro's Context Tool, RTO developed and assigned Context Tool Scores to respondents in the data who were able and willing to provide cross street information for either their home or work location, or both. The Context Tool helps derive "scores" by using geographic inputs to identify the relative proximity of home and work locations to specific travel options and density of merchants and services. The higher the score, the better the availability and accessibility of these options and services near the respondent's home.

The table below summarizes the relative score differences across personas.[2] As shown, David lives to everything, followed by Trina and then Marcus. Susan has the least amount of availability where she lives. Daniel has among the greatest accessibility to public transit and density of neighborhood-serving businesses near his home.

Context Scores – Availability of Travel Options Near the Home

	Marcus Multi-Mode City Mover	*Trina* Young Transit User	*David* Young Driver Open to Options	*Susan* Community-Minded Suburbanite	*Daniel* Middle-Aged Loyal Driver	*Tammy* Middle-Aged Family Driver	*Homer* Sr. Infrequent Traveler
Bike Route Density	High	High	Highest	Lowest	Medium	Low	Medium
Sidewalk Density	Highest	High	High	Lowest	Medium	Low	Medium
Transit Stops and Frequency	Medium	High	Highest	Lowest	High	Low	Medium
ULI (amenities) Density	Medium	High	Highest	Lowest	High	Low	Medium

[2] Please see the start of this section for more details about the four travel options and services.

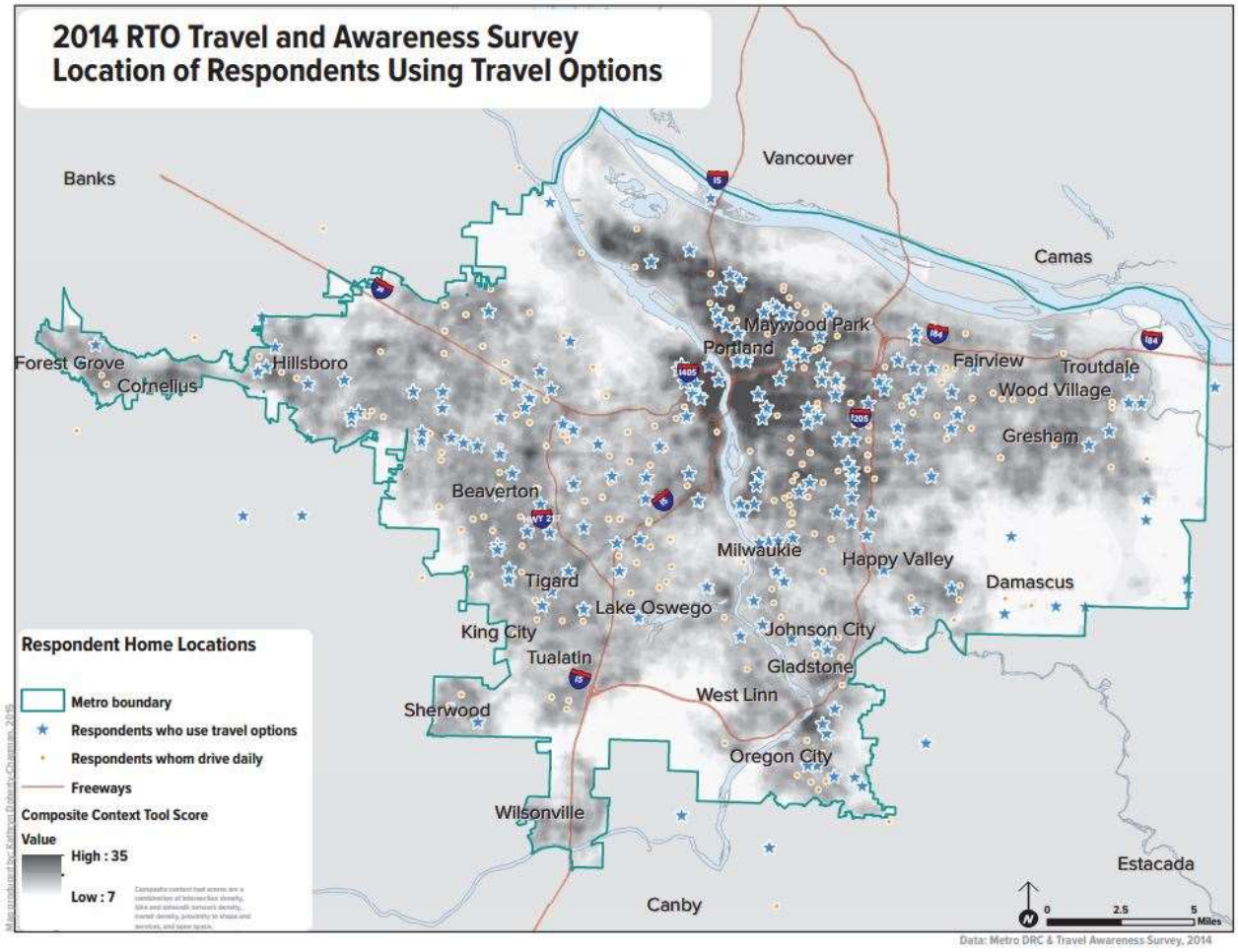
Travel Habits by Persona

The following section presents analysis of travel habits by persona. This includes frequency of using the following travel options as a means of transportation:

- Driving;
- Bicycling;
- Walking; and
- Using public transit.

This section also presents results of related follow-up questions such as how drivers get traffic information, possible reasons for reducing the amount they drive, how walking or biking improves health, reasons for walking, places they go, satisfaction with travel options, and more.

The map below plots the home locations (nearest cross streets) of respondents who use travel options, indicated by the blue stars. Daily drivers are represented by yellow dots. The light to dark gradients illustrate the Composite Travel Options Context Tool Score described earlier in the car sharing section. The gradients reflect relatively low to high scores. The higher the score, the darker the shading and higher the concentration of travel option accessibility and availability.

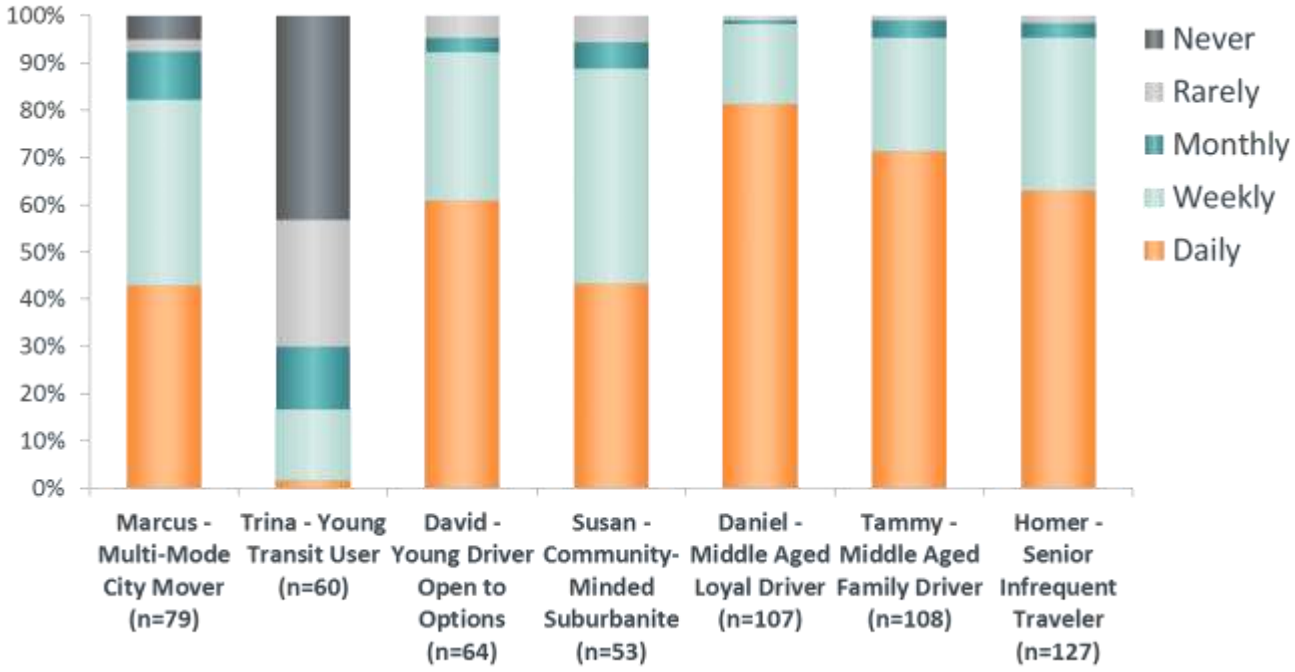


Travel Option Usage Frequency

Q2. Over the course of this year, did you use a car daily, a few times a week but not every day, several times a month, rarely, or never? [Asked of all respondents.]

As revealed by the orange-colored bar in the chart below, those who drive most frequently are the Middle Aged personas—Daniel, the Loyal Driver and Tammy, the Family Driver—followed by Homer, the Senior Infrequent Traveler. Almost no Young Transit Users drive a car as a form of transportation on a daily basis, and very few even on a monthly basis.

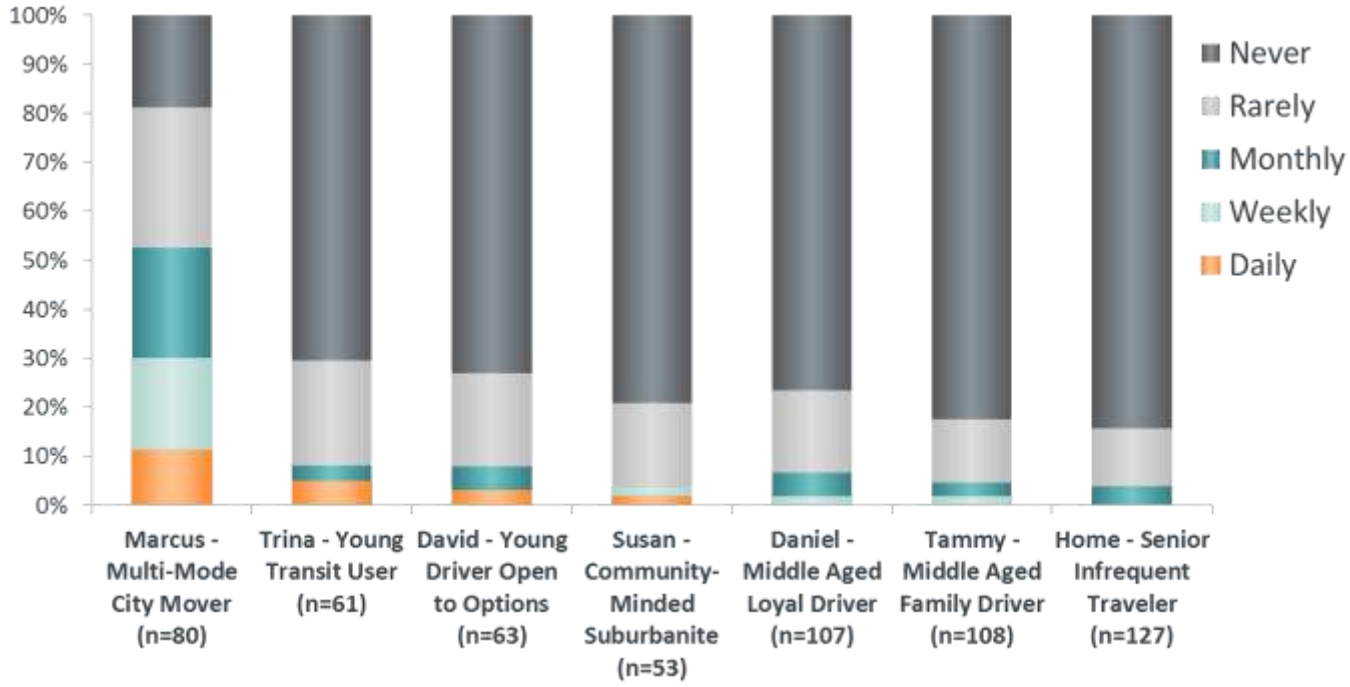
Frequency of Driving a Car



Q3. Over the course of this year, did you use a bicycle as a form of transportation daily, a few times a week but not every day, several times a month, rarely, or never? [Asked of all respondents.]

Marcus, the Multi-Mode City Mover uses a bike with the greatest frequency. Although not as frequent, Trina, David and Susan use a bike with notable frequency.

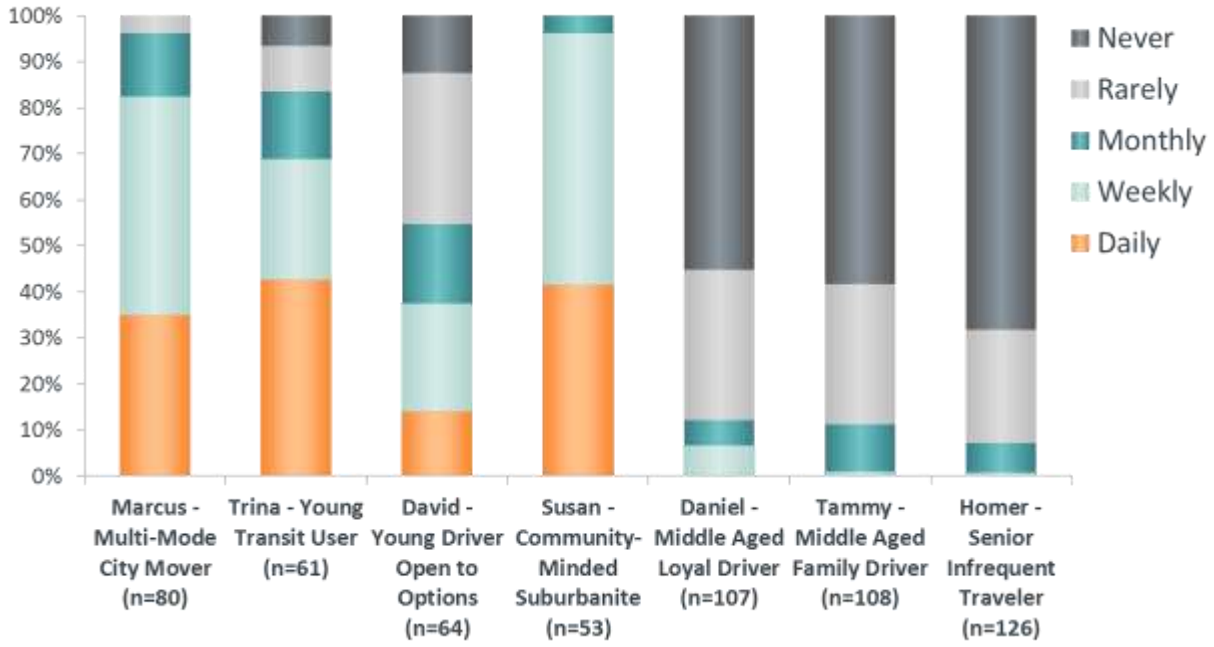
Frequency of Using a Bicycle



Q4. Over the course of this year, did you walk as a form of transportation daily, a few times a week but not every day, several times a month, rarely, or never? [Asked of all respondents.]

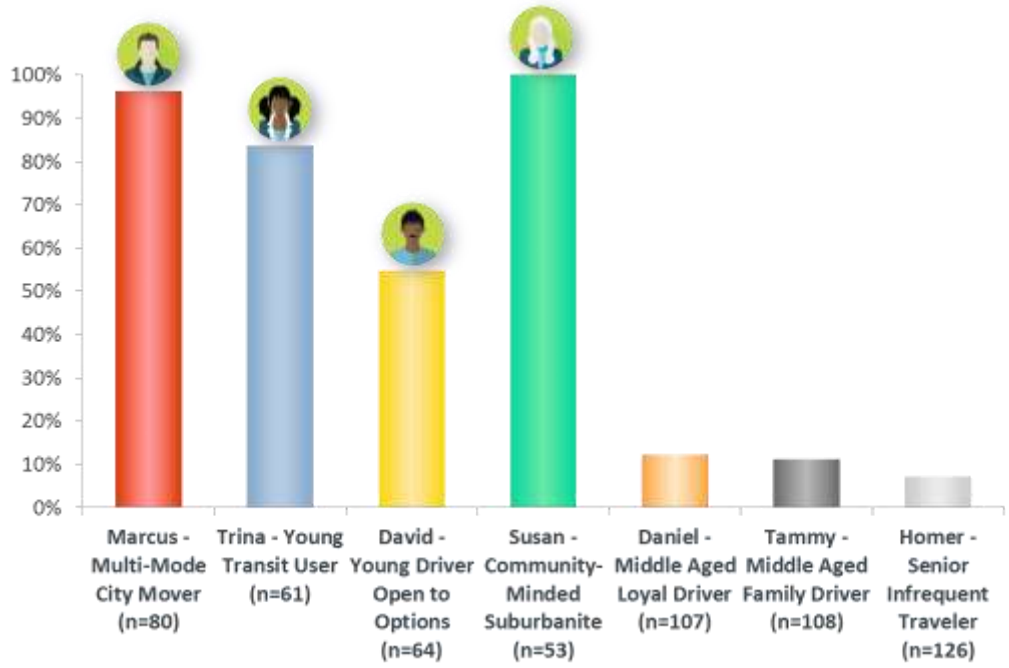
Susan relies on walking for transportation more than anyone, followed by Marcus, Trina and David.

Frequency of Walking



When isolating walking frequency to monthly or more, it's more readily apparent that four of the seven personas are more active walkers.

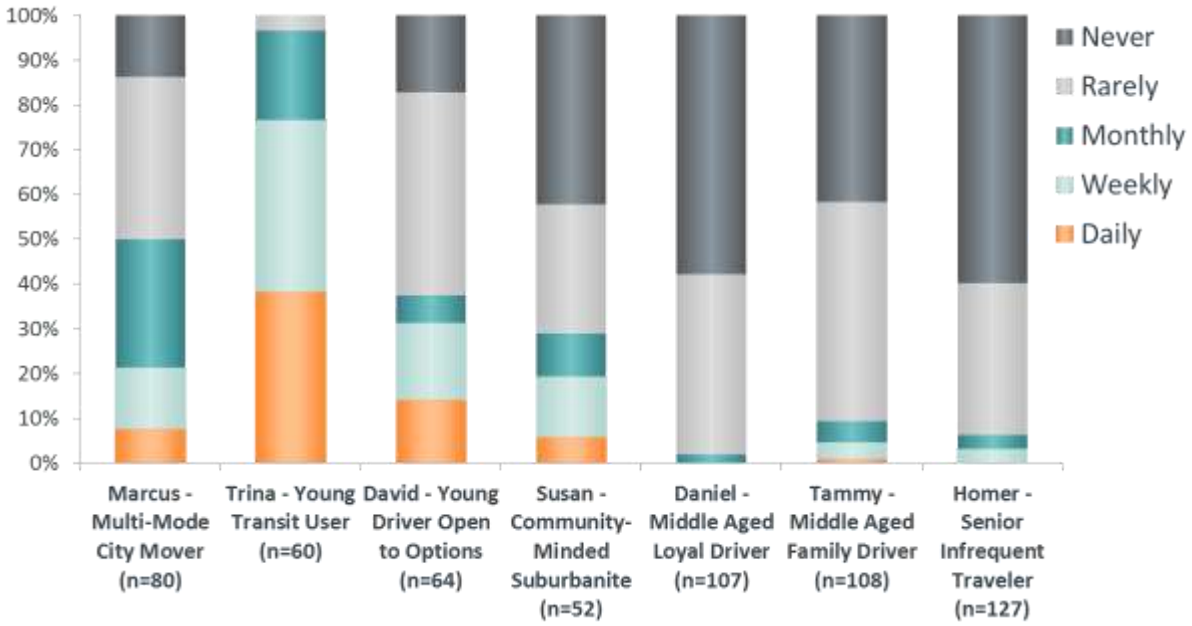
Walk Monthly or More Often



Q5. Over the course of this year, did you ride public transportation, also known as public transit, daily, a few times a week but not every day, several times a month, rarely, or never? [Asked of all respondents.]

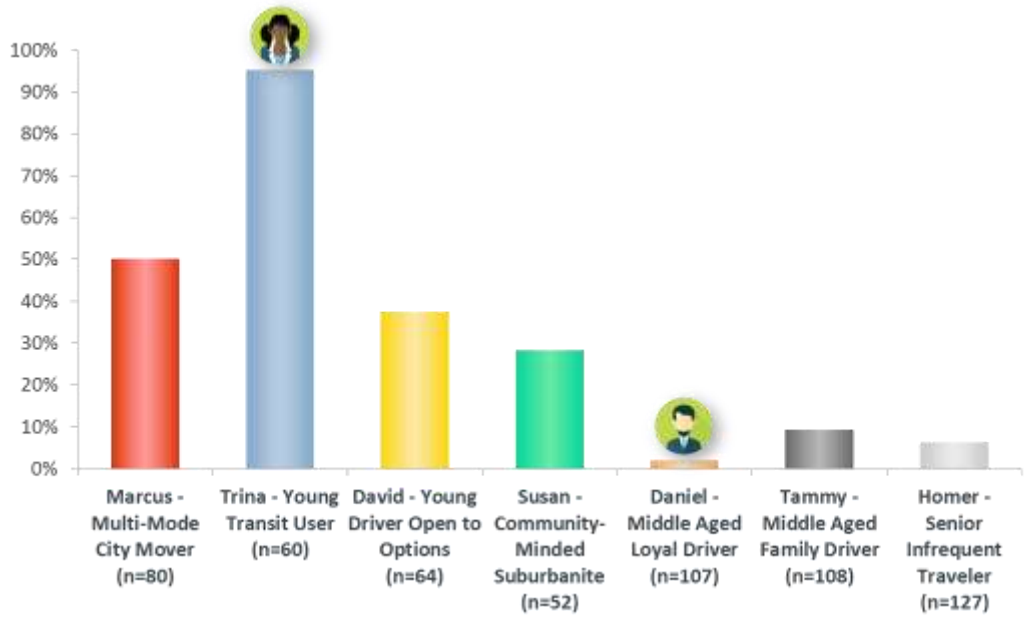
Trina the Young Transit User, aptly named, is most likely to ride public transit on a daily and weekly basis. Note that Marcus, an active user of ALL travel options, uses public transit less frequently than bicycling or walking.

Frequency of Riding Public Transit



Among the seven personas, Trina uses public transit most. Conversely, despite having very good transit options near his home, Daniel the Middle Aged Loyal Driver uses it very rarely, if ever.

Use Public Transit Monthly or More Often



Travel Habits – Driving

This section delves further into the world of Metro area drivers. The following results are presented, both overall and by persona:

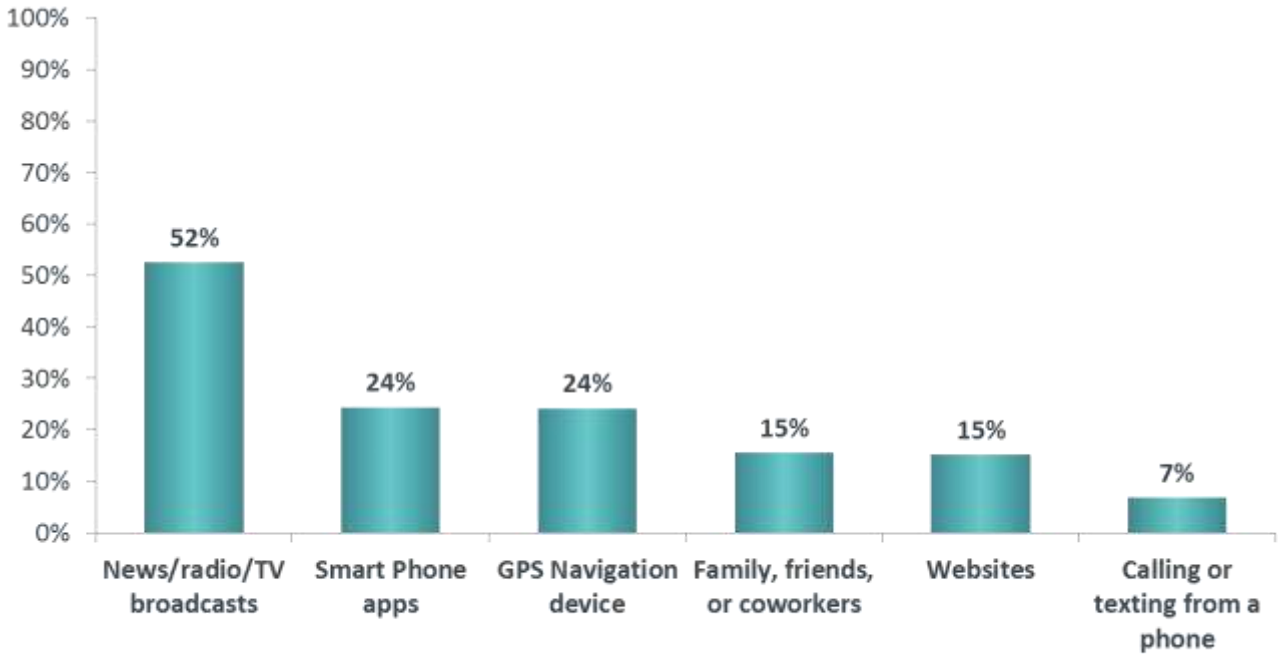
- Sources to Get Travel/Traffic Information
- Reasons to Reduce Driving
- Perceived Money Saved by Reducing Driving
- Activity Preferences Over Driving
- How Walking/Biking (over driving) Improves Health
- Ways Community Would Benefit from Reduced Driving

There are plenty of drivers who would agree saving money and/or being healthier are viable reasons for reducing their driving. David and Tammy are more likely to indicate saving money. Others, with the exception of Homer, are more likely to say being healthier could be a reason they reduce driving. These findings suggest that messaging strategies surrounding money savings and health, and to some extent helping the community, can be more affective when targeting the appropriate personas.

Q11M. Before or while driving, do you get updated local travel or traffic information from any of the following? (n=532) [Asked of all respondents who use a car as a form a transportation at least at least monthly. Multiple responses were allowed.]

Among all drivers, News/radio/TV broadcasts is the most cited source of local travel or traffic information.

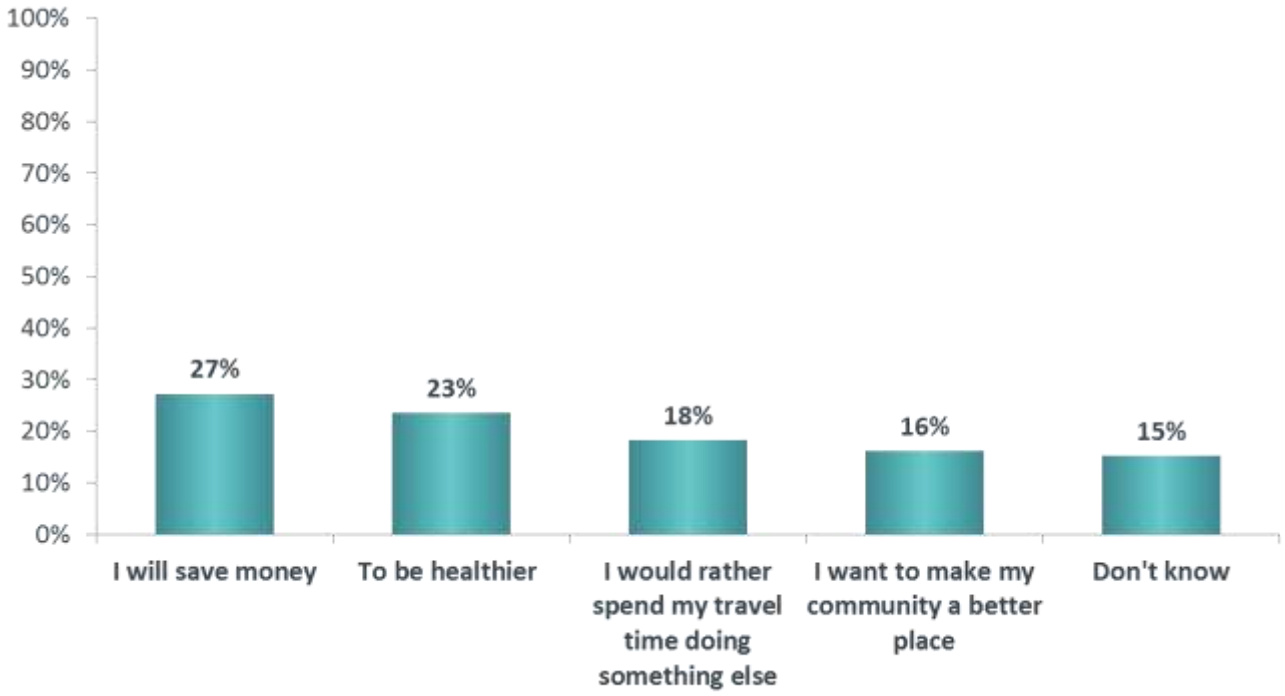
Sources to Get Travel/Traffic Information



Q82. Let's say you're planning to reduce the amount you drive in general. Which one statement from the following choices best describes why you might do this: (n=568) [Asked of all respondents who use a car as a form of transportation.]

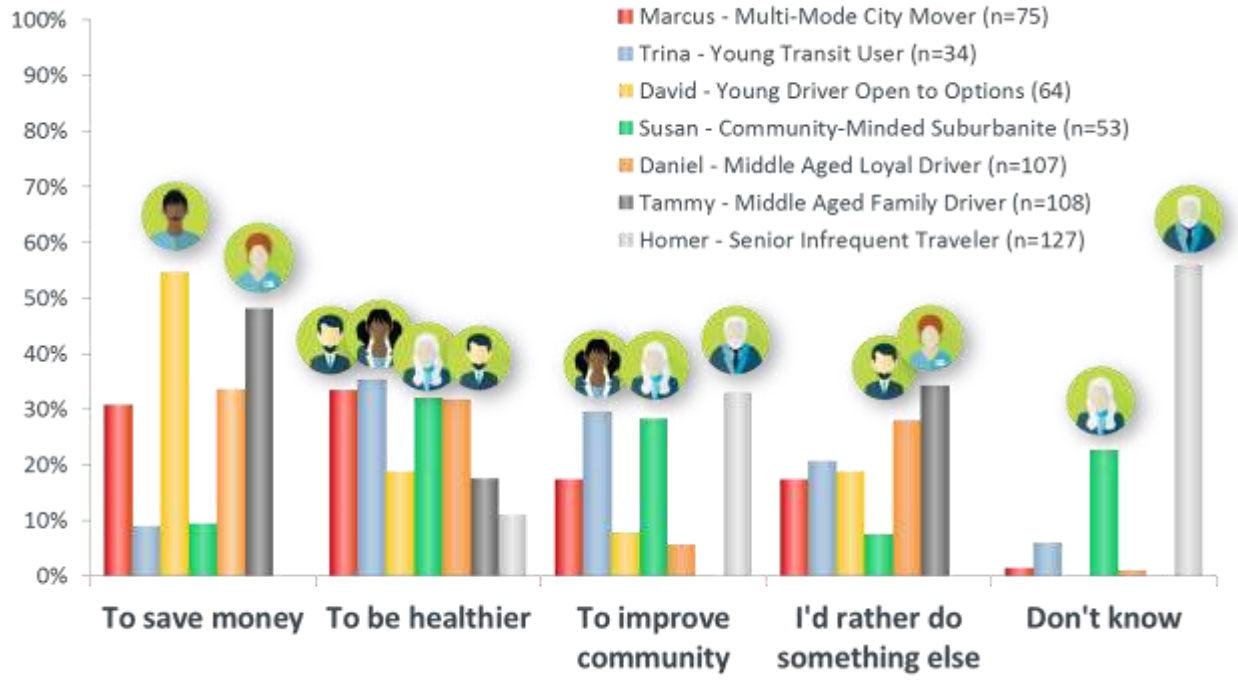
Over 1 in 4 drivers answered, "I will save money on vehicle and parking expenses." This is significantly higher than the 16% of drivers who answered, "I want to make my community a better place to live." Nearly 1 in 4 drivers answered "to be healthier." Respondents could only pick one choice.

Reasons to Reduce Driving



Because this was one of the variables used in forming the personas, multiple differences exist between them. Saving money is the most common reason overall. David and Tammy are more likely than the others to indicate saving money as a reason. Conversely, Trina and Susan were least likely to indicate saving money as a reason. Rather, these two personas would choose health reasons and to make their community better. David, Tammy and Homer the Senior Infrequent Traveler are least likely to reduce driving for health reasons. Lastly, Homer can't seem to imagine what he would do, as the majority of this persona said "don't know," significantly more than anyone else. Homer may already drive very infrequently.

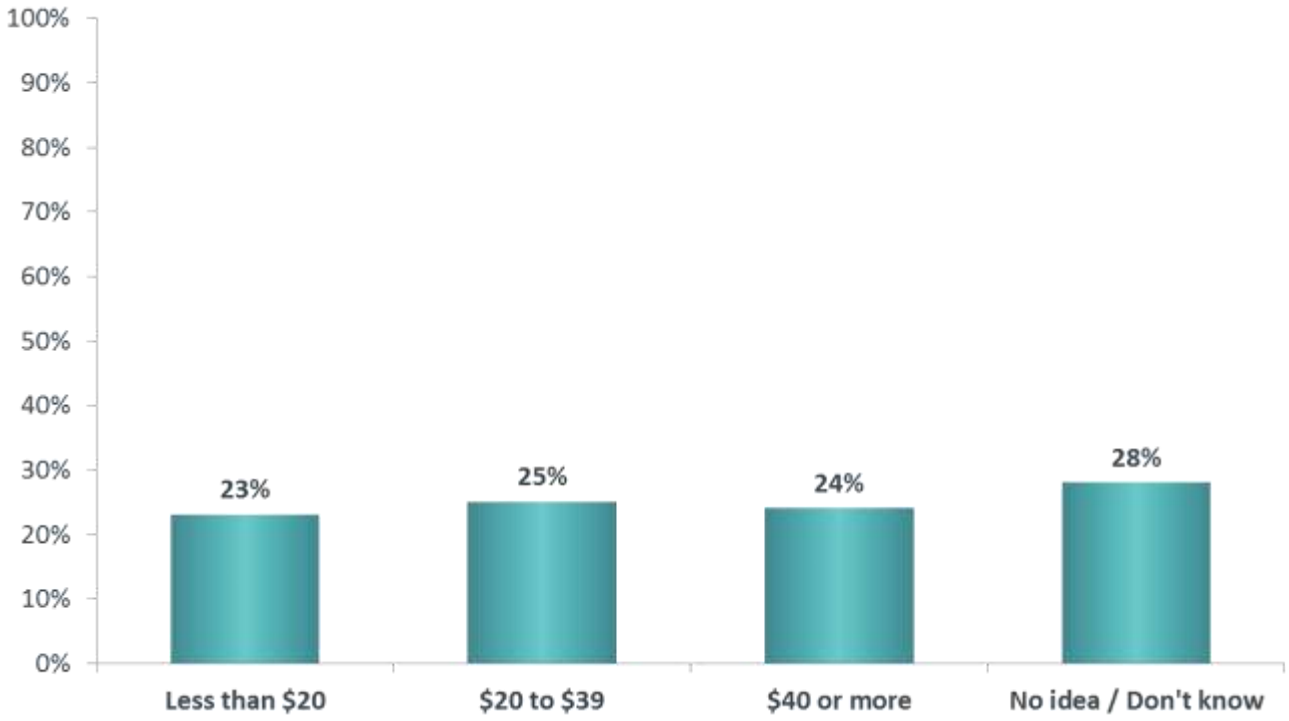
Reasons to Reduce Driving by Persona



Q83. How much money do you think you could save each week by reducing the amount you drive? (n=154) [Asked of drivers who indicated they plan to reduce driving to save money.]

Among those that cited saving money as a potential reason to reduce driving, 23% believe they wouldn't save more than $20 per week, 25% would expect between $20 and $39 in weekly savings, and 24% think they could save more than $40 per week. The remaining respondents indicated they have "No idea / Don't know." The calculated mean perceived savings among all those that answered this question is $32 weekly, which could be done by driving 56 miles less.[3]

Perceived Money Saved by Reducing Driving

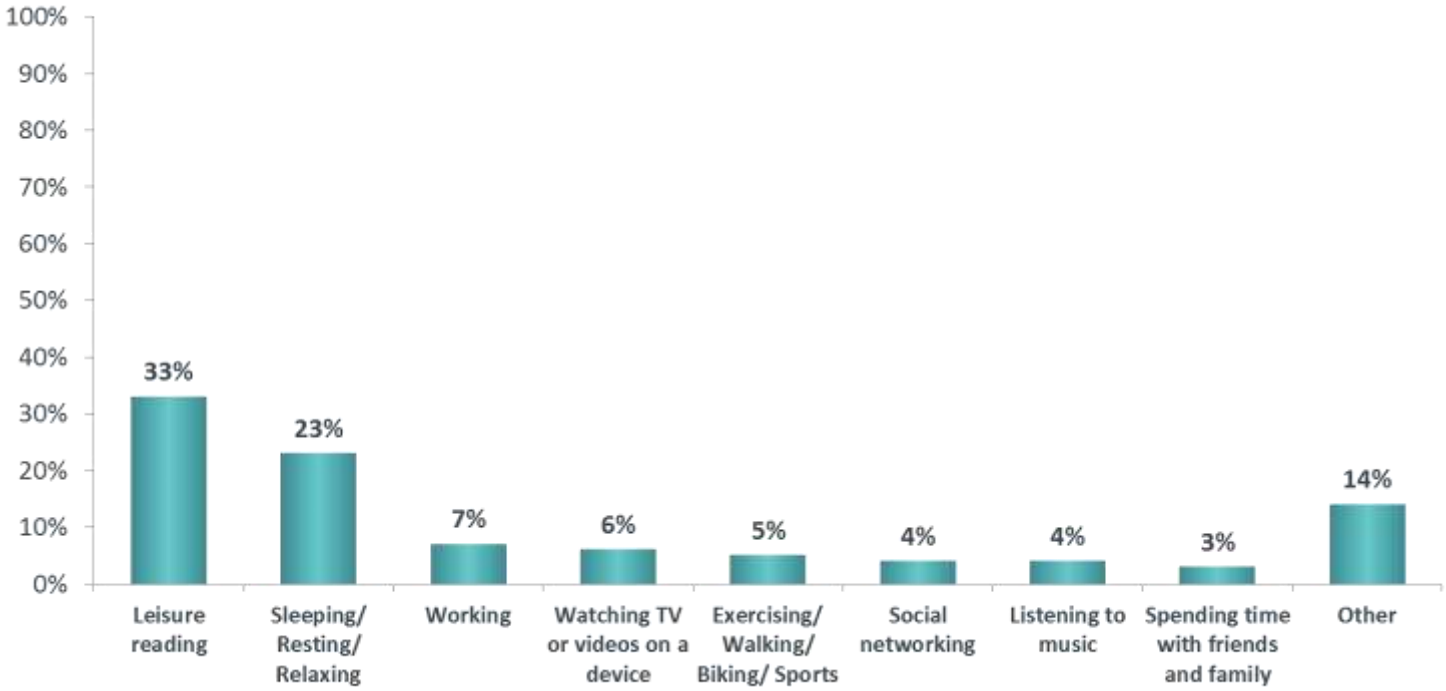


[3] Source: US General Services Administration automobile rate of $0.575 per mile, accessed 3/20/15 http://www.gsa.gov/portal/content/100715

Q84. How would you prefer to spend your time while going somewhere? (n=95) [Asked of all who drive and who indicated that they would prefer to spend their travel time doing something other than driving.]

The most cited activities that respondents indicated they would prefer to do over driving are leisure reading, followed by sleeping. For Daniel, the Middle Aged Loyal Driver, sleep / rest / relaxation was most often cited.

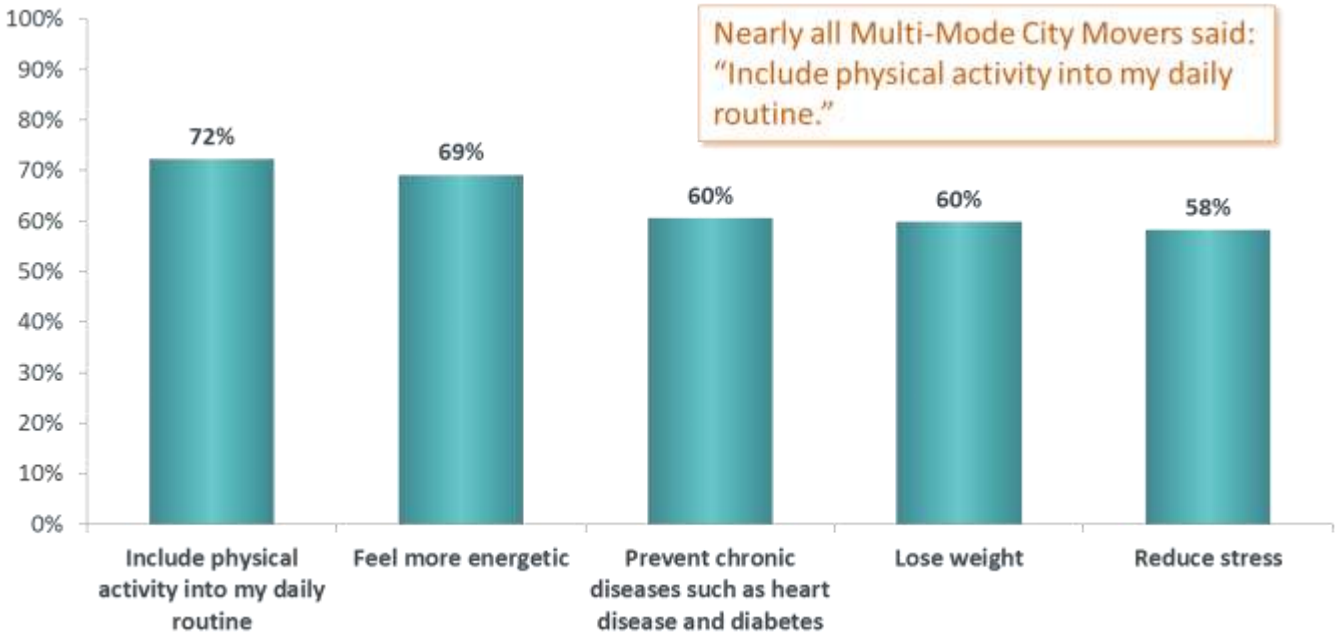
Activity Preferences Over Driving



Q85m. In what ways do you think your health could be improved by using transportation options like bicycling and walking? (n= 129) [Asked of all who drive and who indicated that they plan to reduce driving to be healthier.]

When asked how specifically ones' health can be improved by using travel options like bicycling and walking, "Including physical activity into my daily routine" and to "Feel more energetic" are the most common themes among all respondents. This is particularly true for Marcus, as 92% of this persona said physical activity would benefit their health most and two-thirds say this would be their number one motivation. Notably, Daniel the Middle-Age Loyal Driver is more likely than the others to say losing weight and preventing chronic diseases could be ways this persona's health would improve.

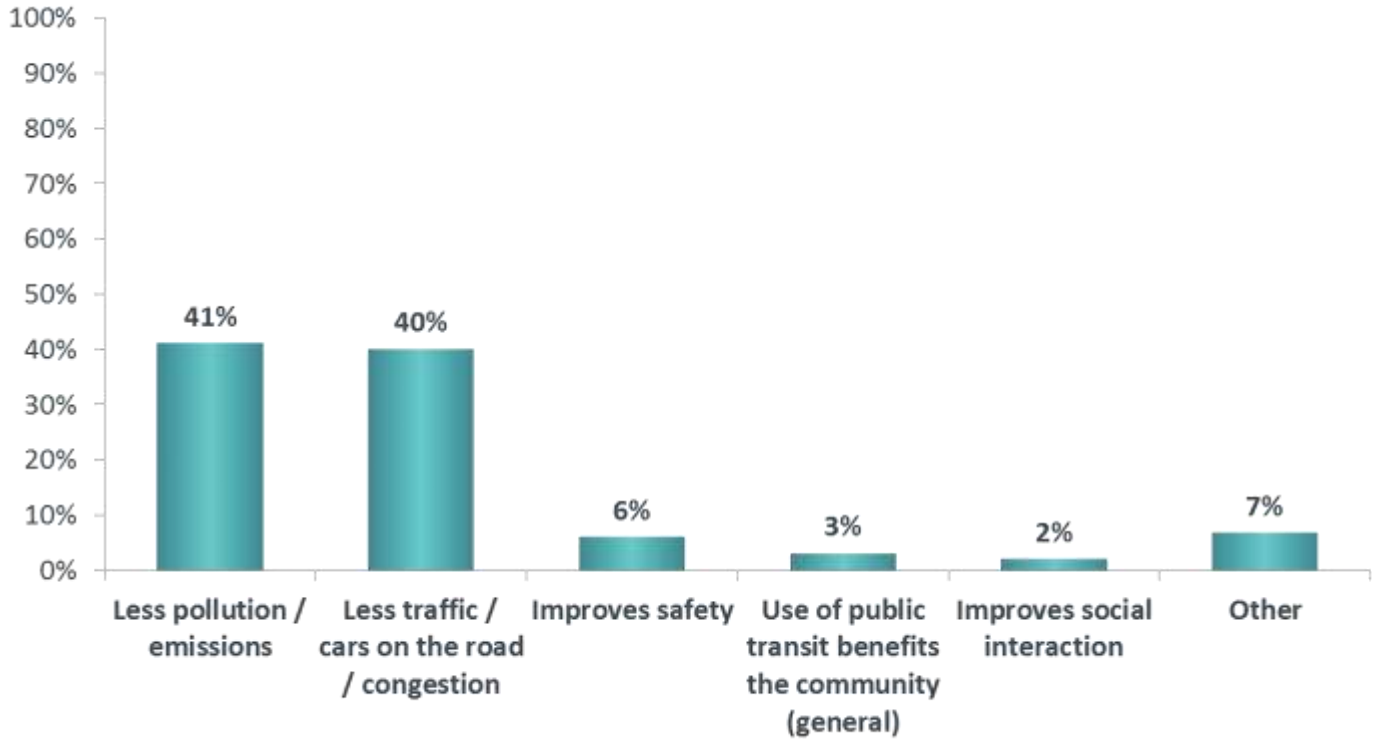
How Walking/Biking Improves Health



Q86. In what ways do you think your community would benefit? (n=87) [Asked of all who drive and who indicated that they plan to reduce driving to make their community a better place to live.]

Shown below are coded open ended responses, categorized by theme. The most cited reason indicated is "Less pollution / emissions" (41%), followed by "Less traffic / cars on the road" (40%).

Ways Community Would Benefit from Reduced Driving

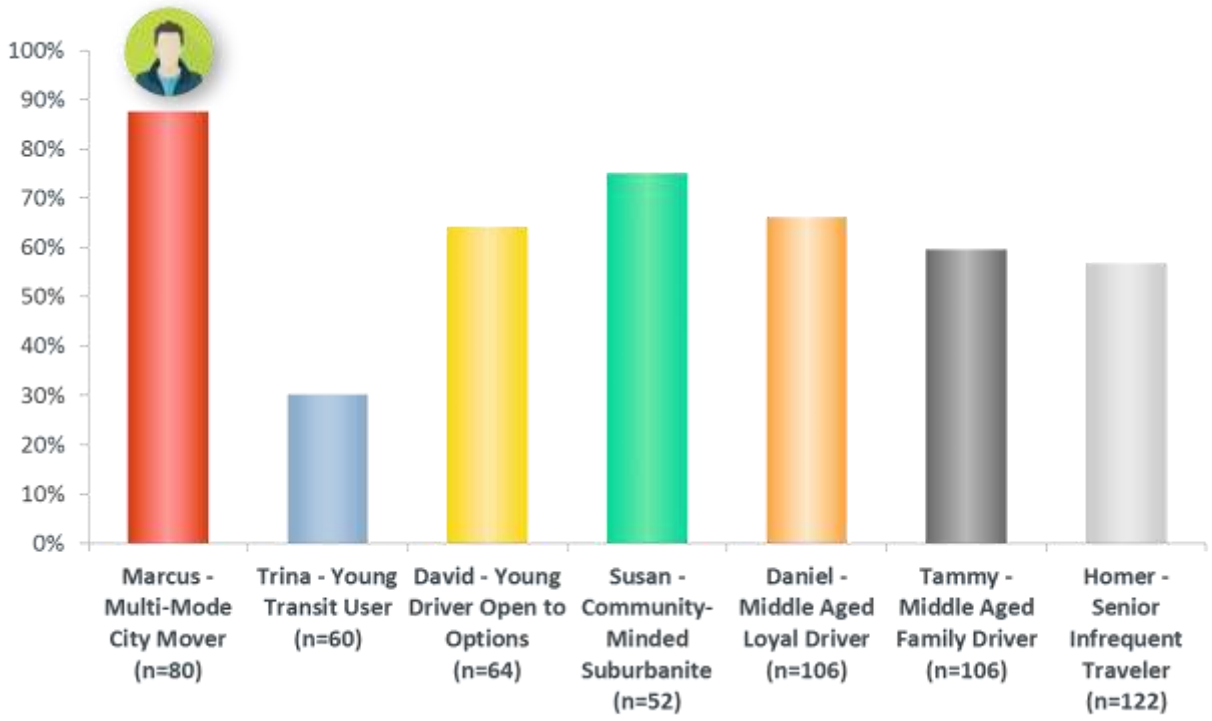


Travel Habits – Biking

Q96. Do you own a bicycle? [Asked of all respondents.]

Bicycle ownership rates are well over 50% for 6 of the 7 personas. As one would expect, Marcus, the most frequent user of the bicycle as a form of transportation is also most likely to own a bike. By contrast, Trina the Young Transit User is least likely to own a bike, likely due to having lower income than anyone else. Other personas are more likely to own a bike than not; however, they may use it for recreation only and not for transportation trips.

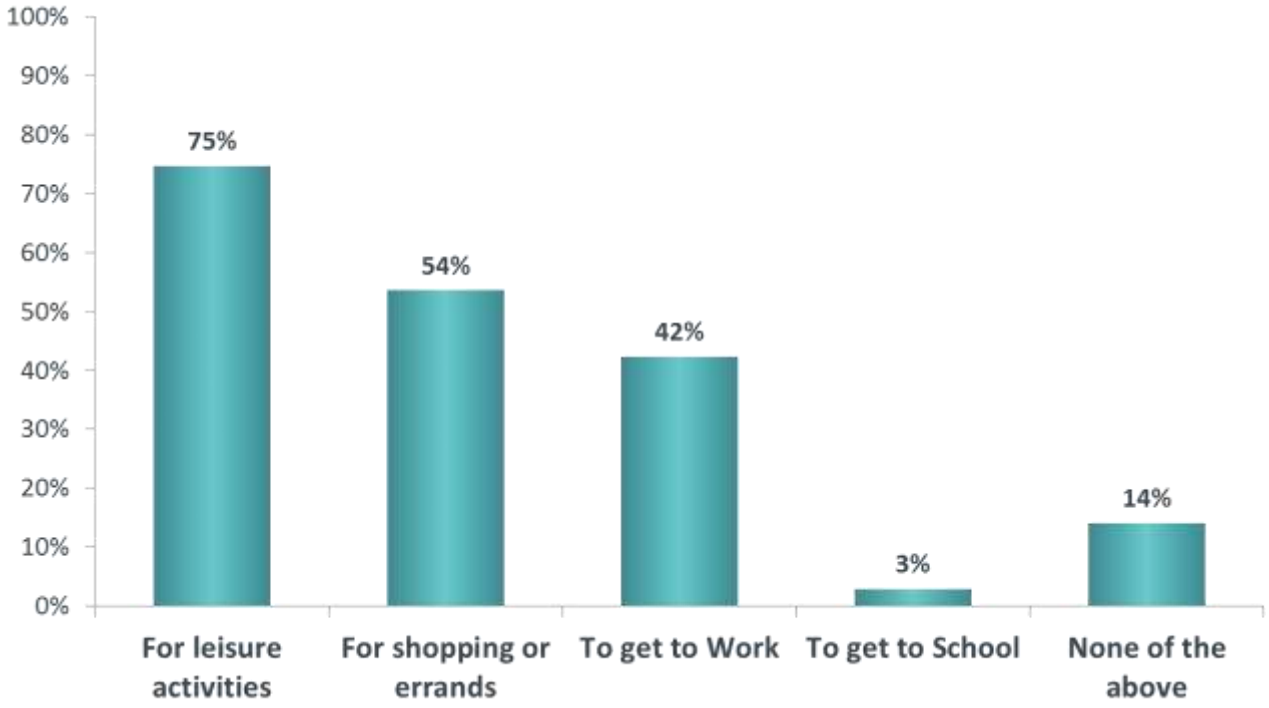
Own a Bicycle



Q12M. Do you bicycle at all for…? (n=71) [Asked of respondents who use a bicycle as a form a transportation at least monthly.]

The most common reason for biking is for leisure activities, followed by shopping or running errands.

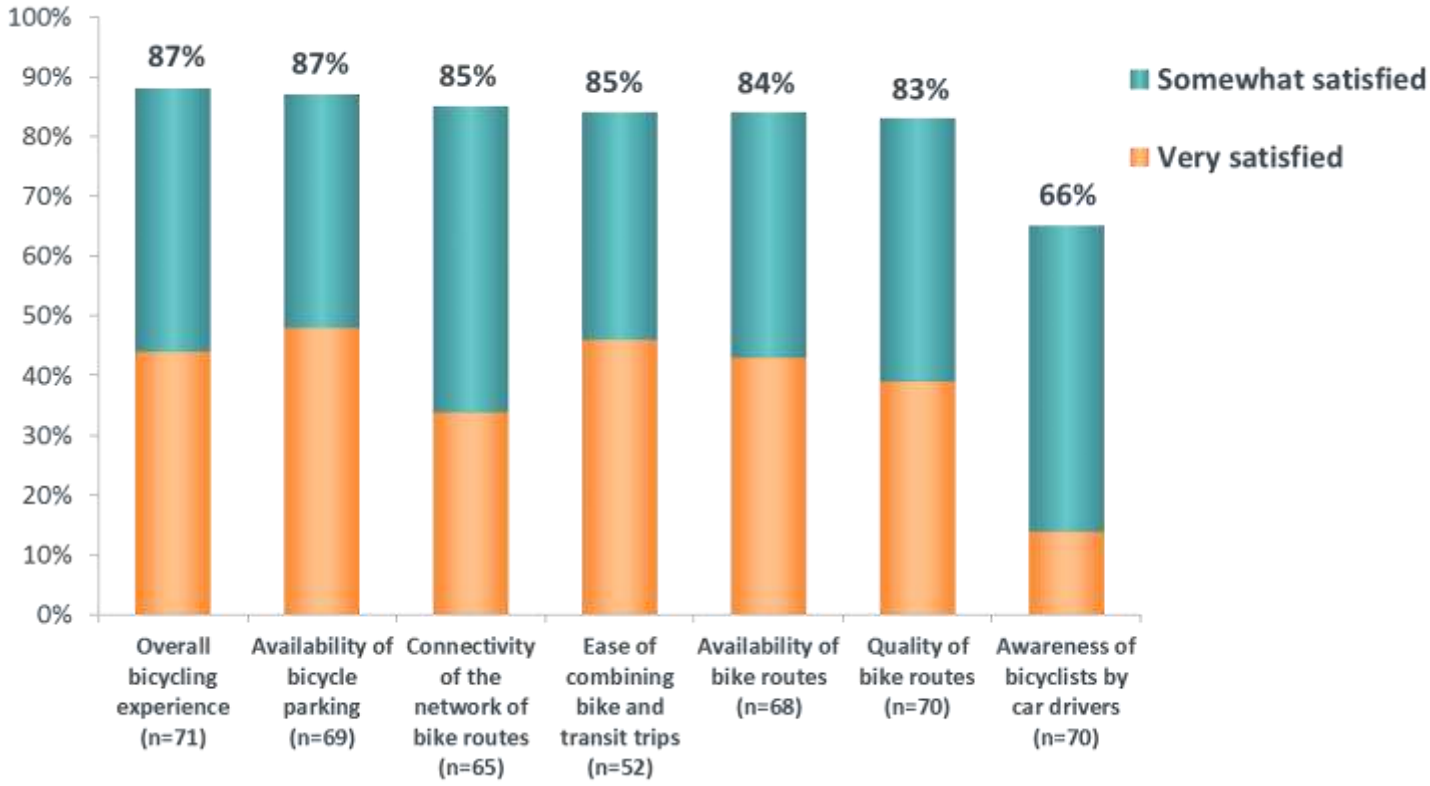
Reasons for Biking



Q13 – Q19. In general, when it comes to bicycling in your area are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with…? [Asked of respondents who use a bicycle as a form of transportation at least monthly.]

The following chart shows satisfaction levels among bicyclists over 7 attributes. Overall satisfaction with the bicycling experience across the region is generally high, with 87% of bicyclists indicating either Somewhat satisfied or Very satisfied. Of the remaining attributes, satisfaction is lowest for "Awareness of bicyclists by car drivers."

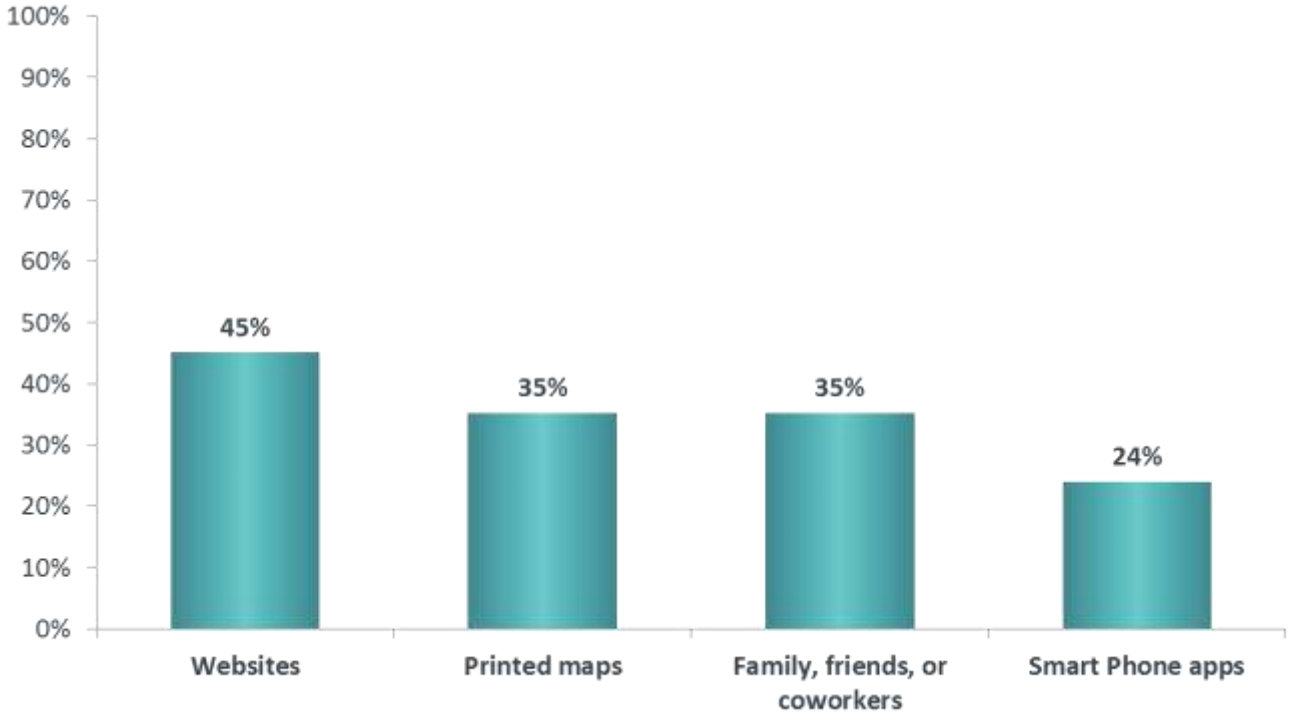
Satisfaction with Bicycling



Q20M. Where do you get information to help you plan trips on your bicycle? (n=71) [Asked of respondents who use a bicycle as a form of transportation at least monthly.]

The most common source of trip-planning information for bicyclists is the Web, followed by printed maps and family, friends, or coworkers.

Source of Information on Biking

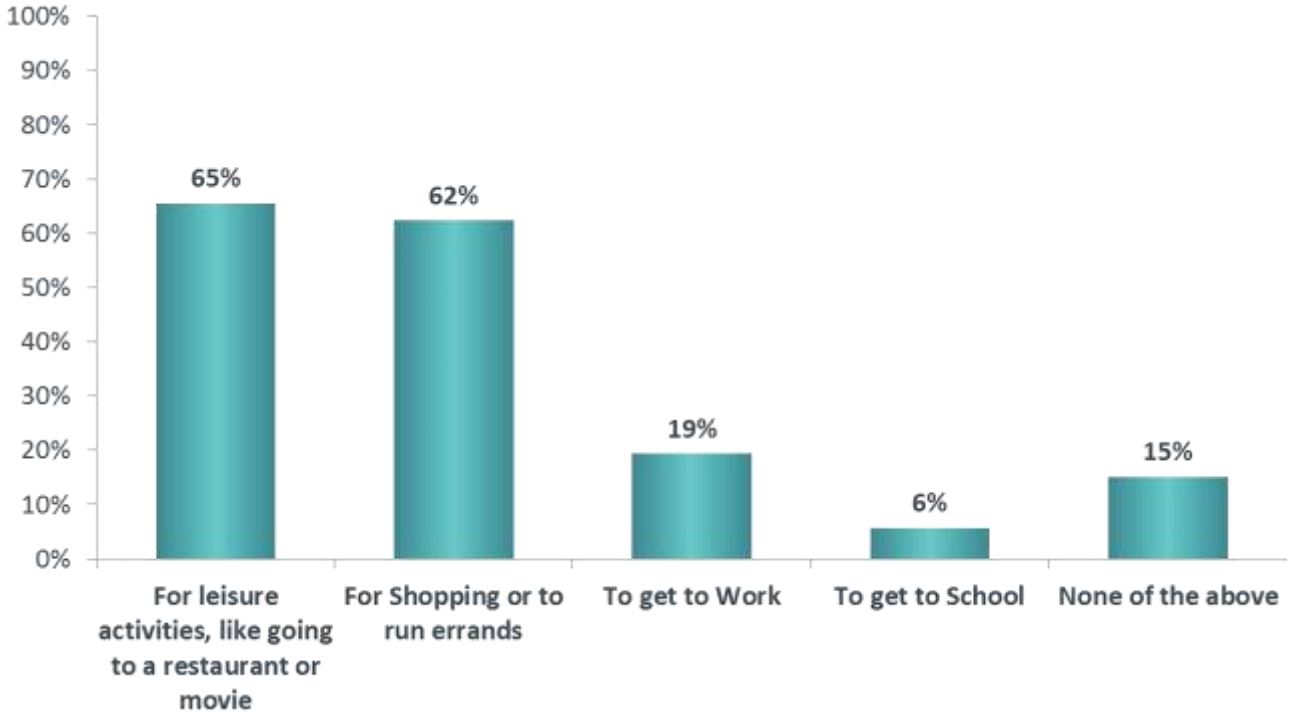


Travel Habits – Walking

Q21M. Do you walk…? (n=249) [Asked of respondents who walk as a form of transportation at least monthly.]

The most cited reason for walking as a form of transportation is for leisure activities, followed by shopping or to run errands. Marcus, Trina, and David, all younger, more urban personas, are more likely than other personas to have indicated shopping or to run errands as a reason to walk.

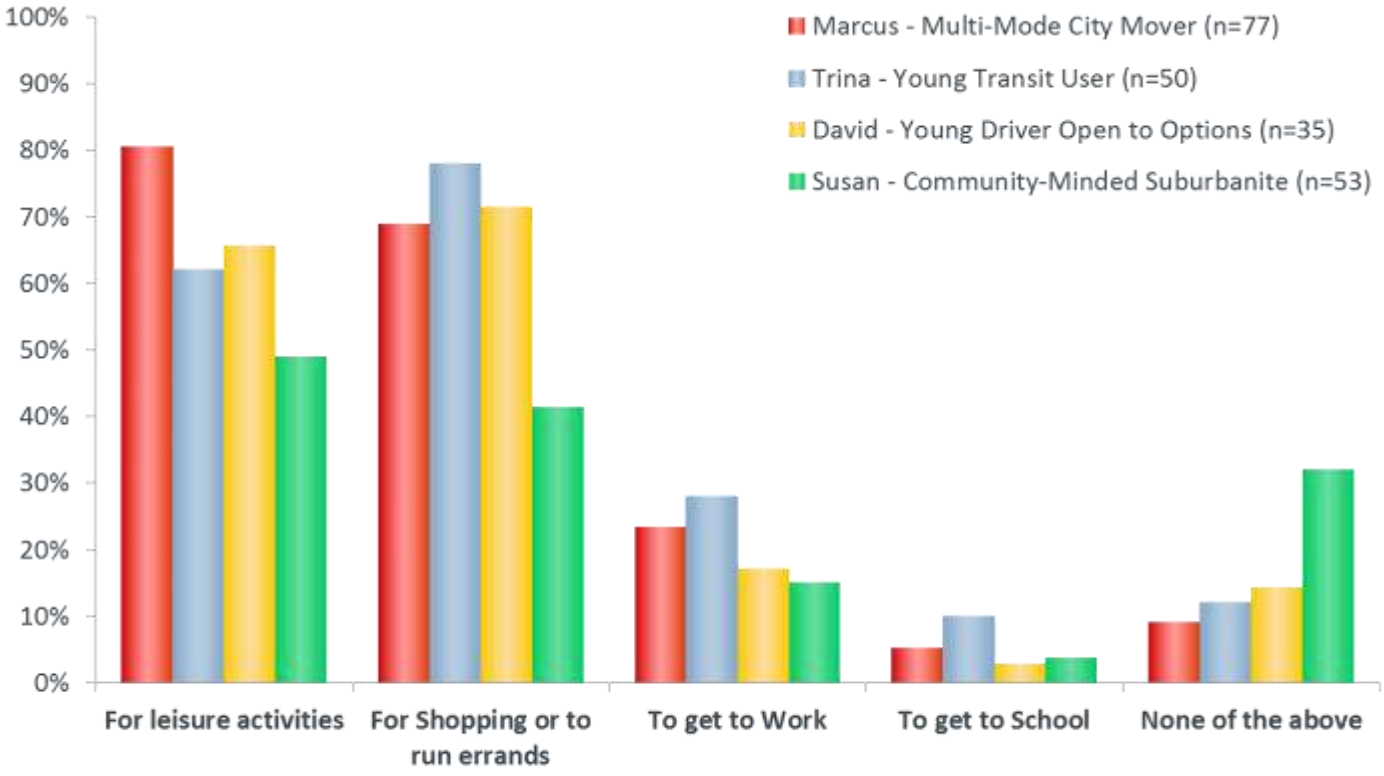
Reasons for Walking



Q21. Do you walk…? [Asked of all respondents who indicated they walk on at least a monthly basis.]

The chart below displays the purpose of walking trips. Three of the seven personas were omitted due to small sample sizes. The most common purposes are for leisure activities and shopping or to run errands. Marcus is most likely to walk for leisure activities, and Susan, the most frequent walker of all personas, is least likely to walk for leisure activities, shopping or to run errands.

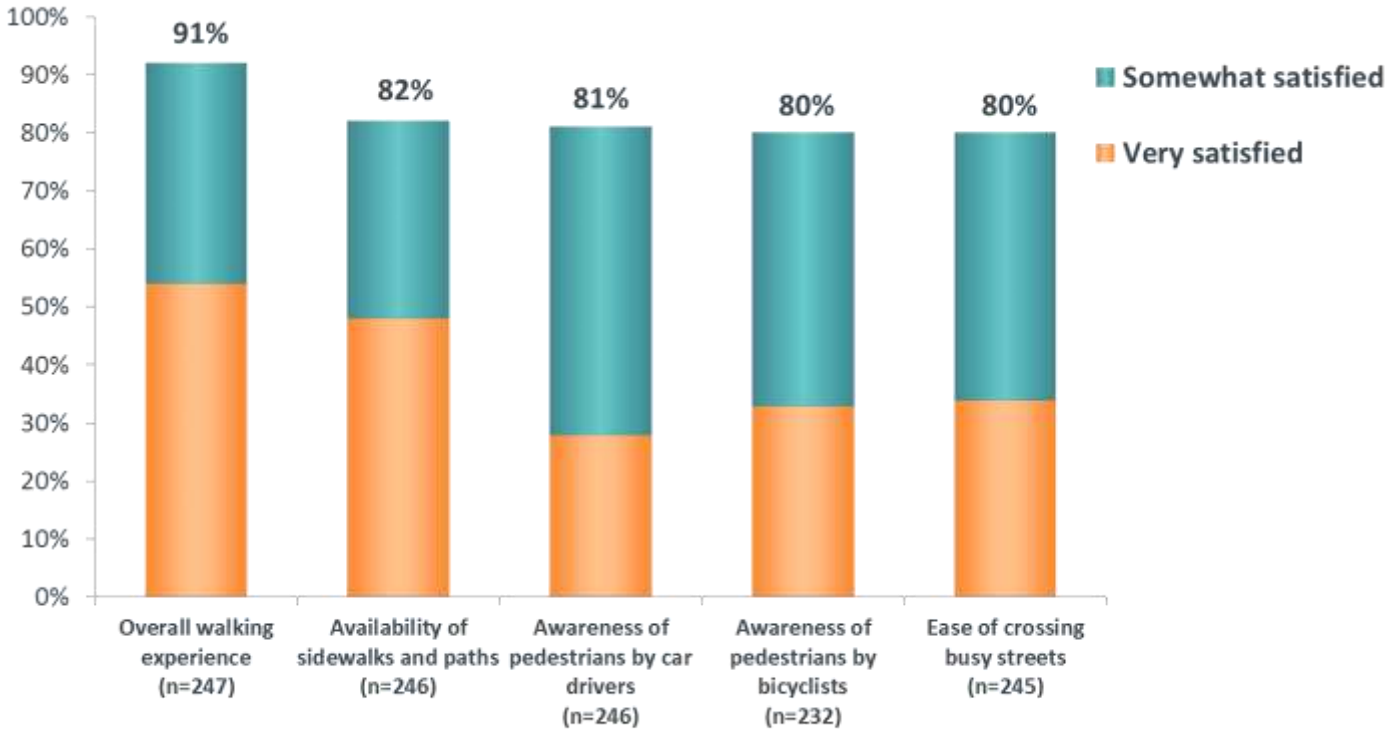
Reasons for Walking Trips



Q22 – Q26. In general, when it comes to walking in your neighborhood are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with: [Asked of respondents who walk as a form of transportation at least monthly.]

Overall satisfaction with the walking experience is generally high among those who walk as a form of transportation at least monthly. The Marcus persona indicated the highest level of overall satisfaction. Also of note, Susan was significantly less satisfied than other personas with the availability of sidewalks and paths. Trina is less likely than the others to say she's "very" satisfied with the overall walking experience.

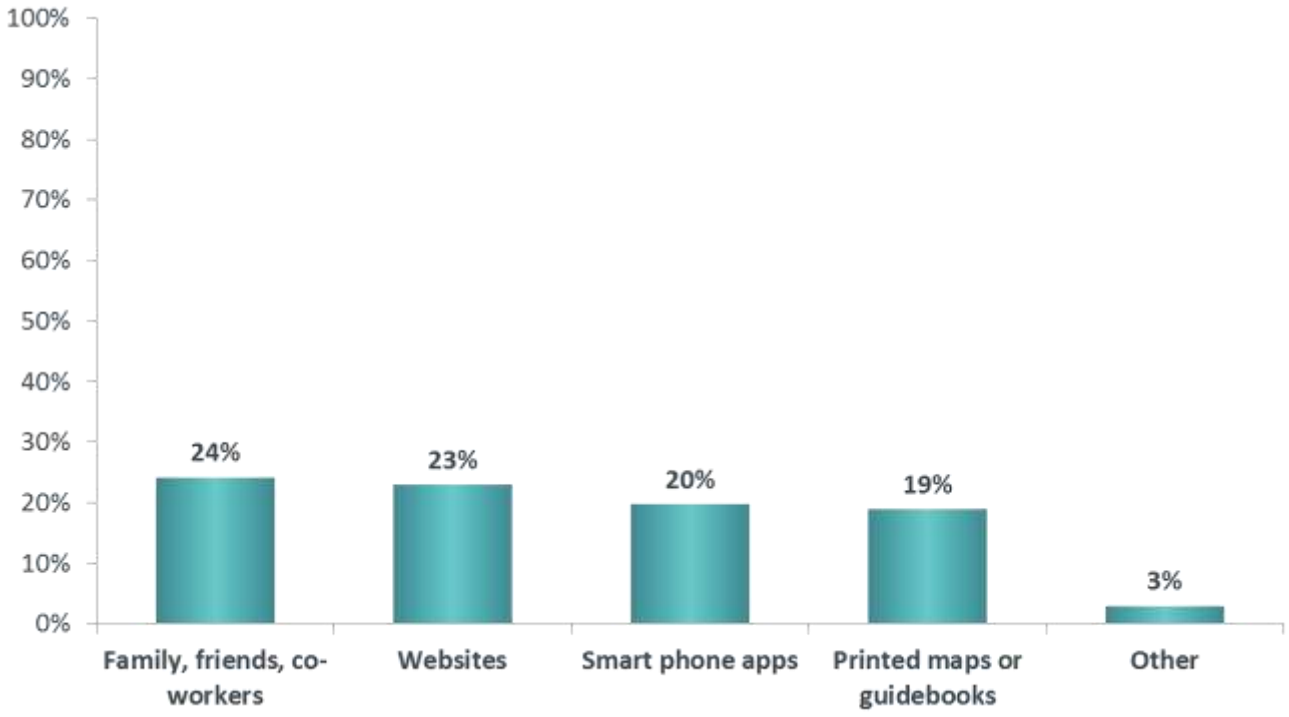
Satisfaction with Walking



Q27M. Do you get information to help you take walking trips from: (n=245) [Asked of respondents who walk as a form of transportation at least monthly.]

Walkers get their information from a variety of sources. Marcus is more likely than any other to rely on family and friends for his information. Both he and Trina are more likely than anyone to get information from a smart phone app.

Source of Information on Walking Trips

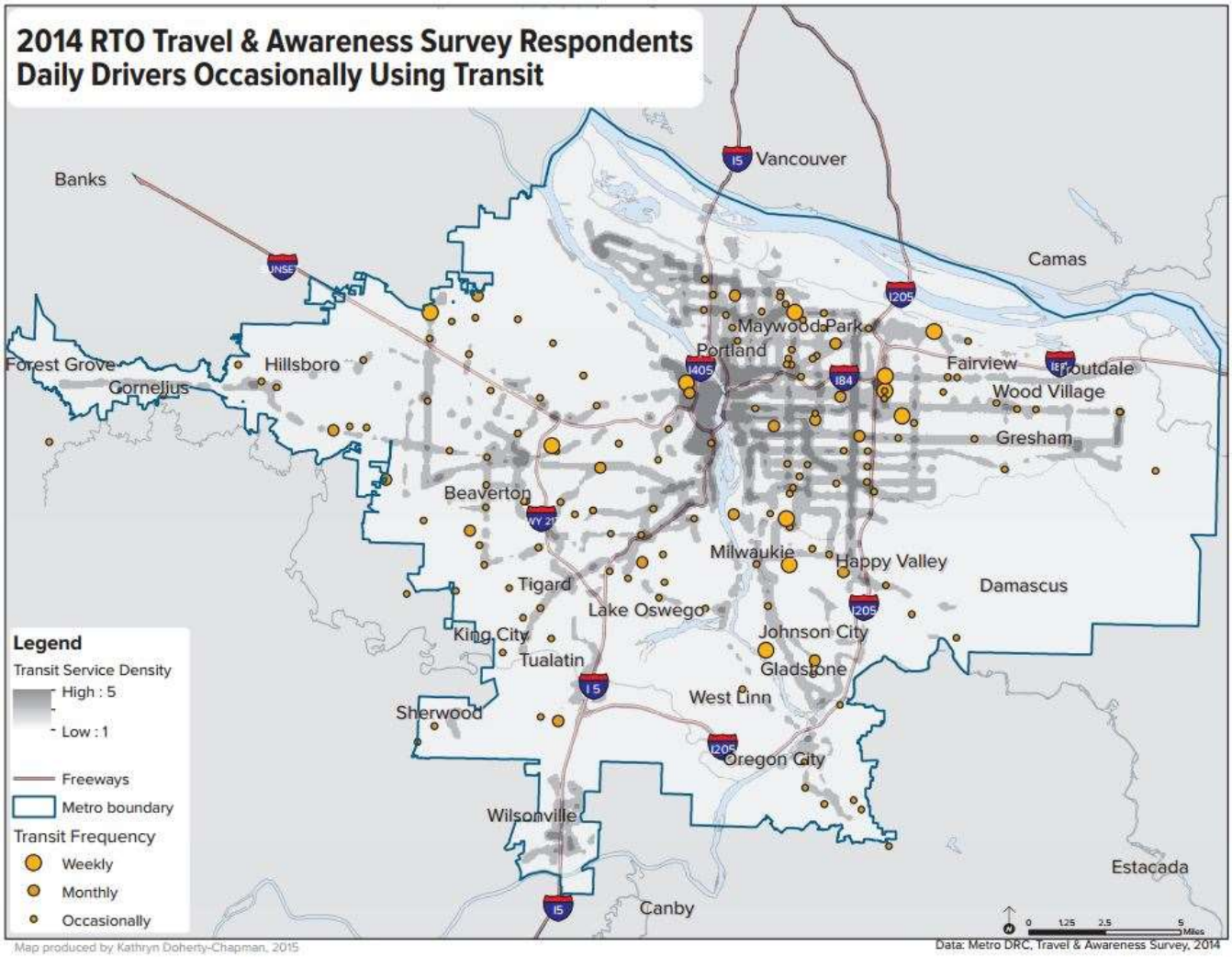


Travel Habits – Public Transit

As described earlier, the Marcus, Trina and David personas are more likely than other personas to take public transit. More specifically:

- Marcus usually takes the MAX (62% MAX; 35% bus);
- Trina are more likely to take the bus (59% bus; 31% MAX); and
- David is more likely to take the bus (61% bus; 35% MAX).

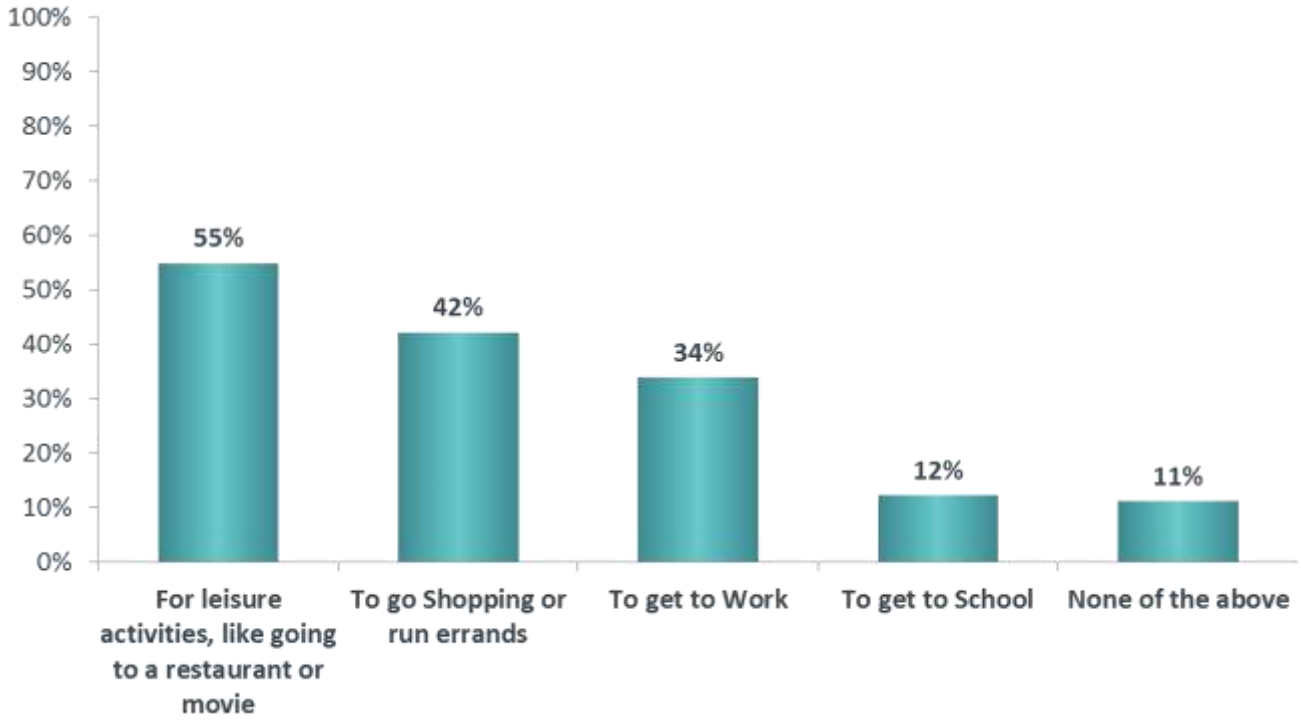
Of all daily drivers, 59% use public transit at least occasionally, and 14% use it on at least a monthly basis. The following map plots the home location (nearest cross street) of daily drivers who use public transit at least occasionally. The largest yellow dots indicate weekly transit use, while smaller dots represent less frequent transit use. Overlaid on the map is the composite score density of transit service, as developed by Metro. Darker gray shading represents higher transit service density and lighter gray indicates lower transit service density. Areas without gray shading are not serviced by public transit.



Q29M. Do you use public transit…? (n=157) [Asked of respondents who use public transit as a form of transportation at least monthly.]

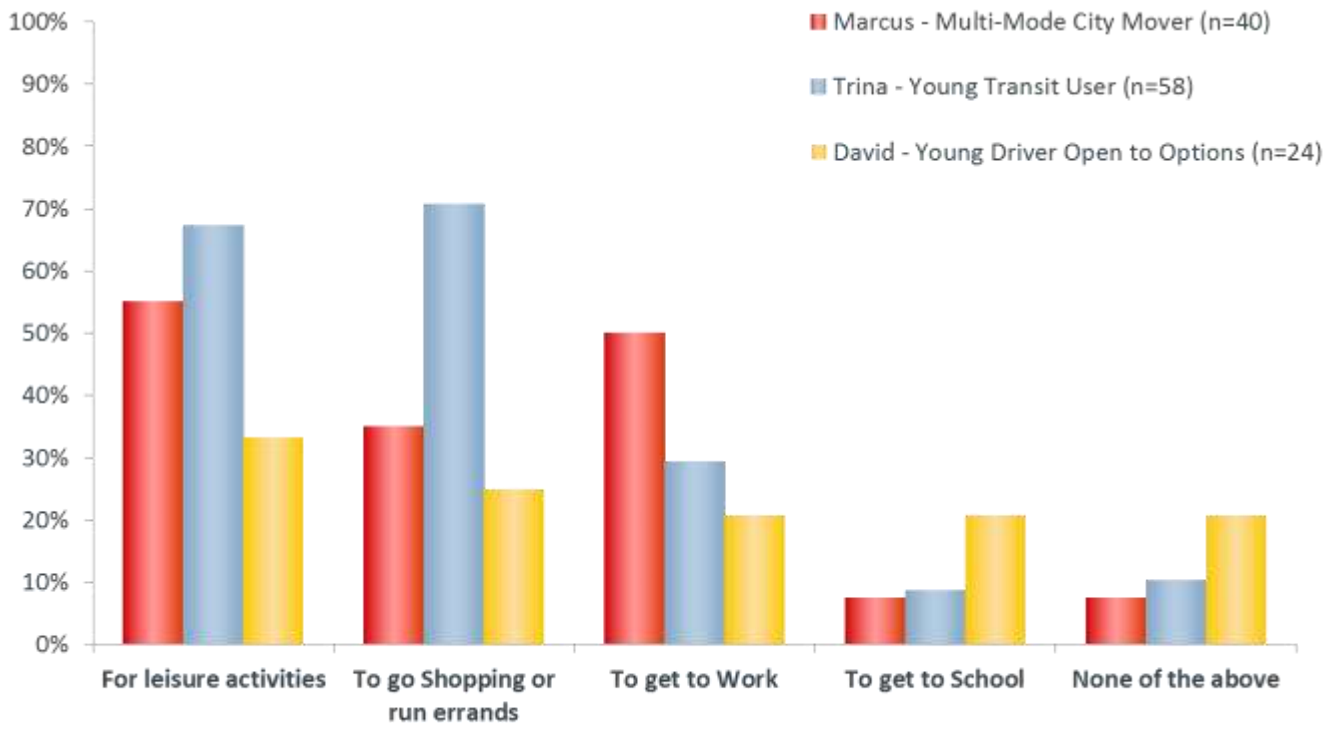
The most common reason for using public transit among monthly transit users is for leisure activities (55%), or for shopping or to run errands (42%). Among those who are employed and use public transit at least monthly, 34% indicated they use public transit to get to work. Among students who use public transit at least monthly, 12% indicated use public transit to get to school.

Reasons for Using Public Transit



Marcus is more likely than others to use transit to get to work, while Trina is more likely to use transit to go shopping or run errands, or for leisure activities.

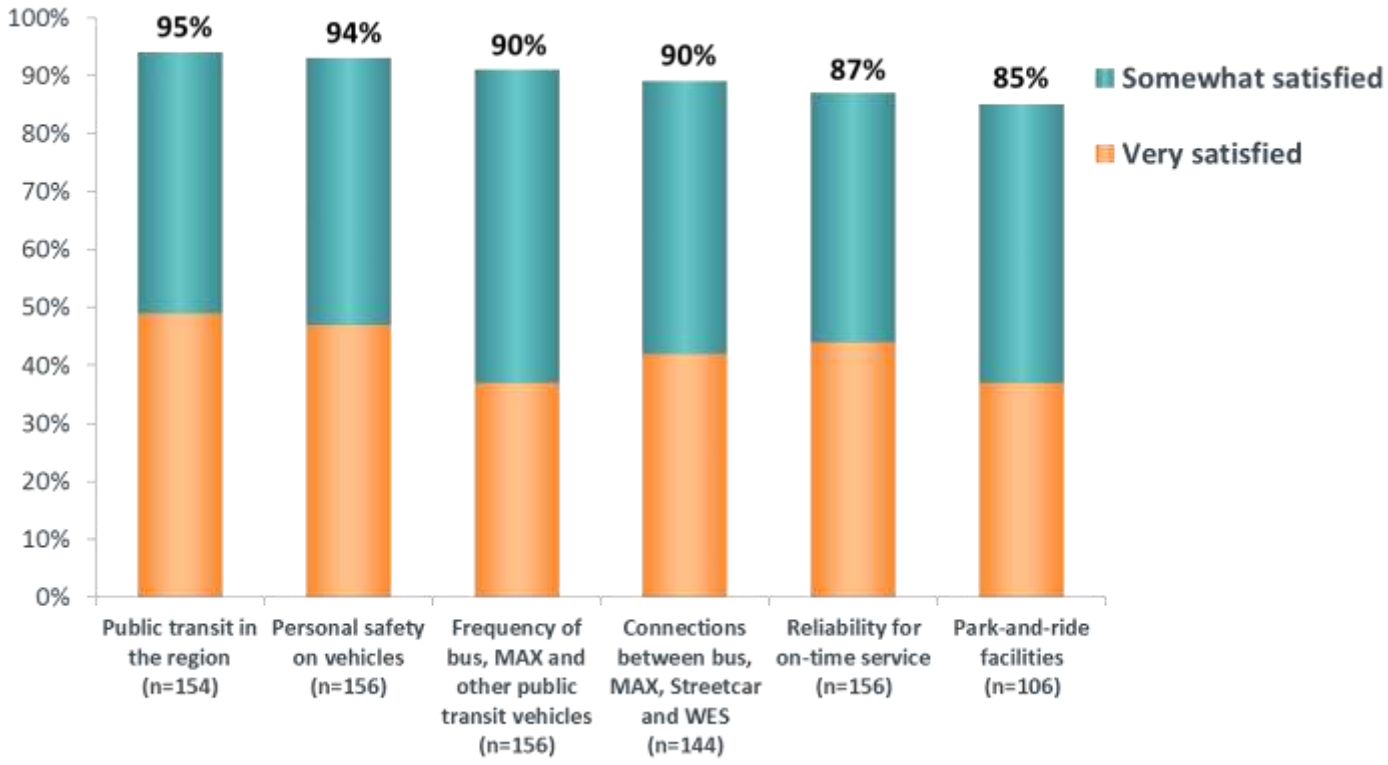
Reasons for Public Transit Trips by Persona



Q30 – Q35. Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with public transit: [Asked of respondents who use public transit as a form of transportation at least monthly.]

Overall, satisfaction among transit users with the regions' public transit system is high. Observing differences by persona, Susan seems to be more satisfied than others across the board, and David is least likely to be "very" satisfied with public transit in general.

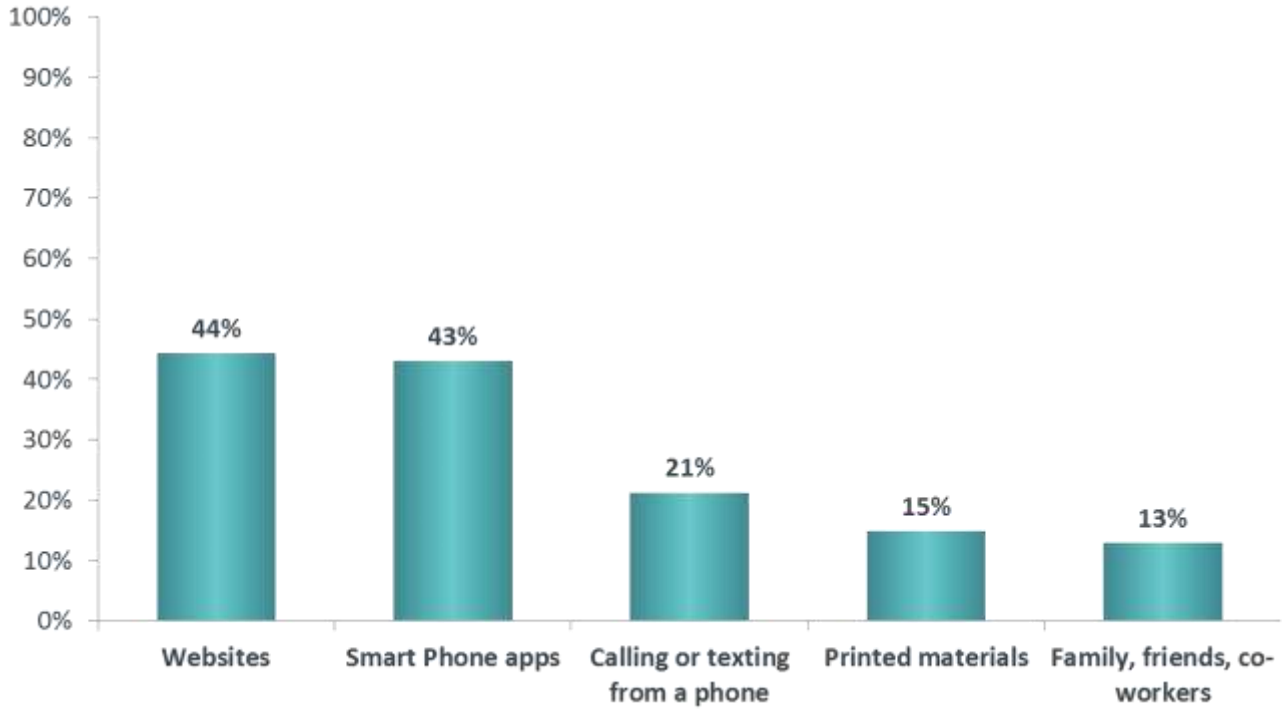
Satisfaction with Public Transit



Q36M. Do you get information to help you take public transit trips from: (n=156) [Asked if respondent uses public transit as a form of transportation at least monthly.]

As seen below, transit users tend to seek information about the public transit trips online, either through websites or Smart Phone apps. The Marcus persona is most likely to use Smart Phone apps.

Source of Information on Public Transit



Program Awareness by Persona

The following table offers a breakdown of RTO program awareness levels by persona. As indicated by the yellow highlighting with bold text, awareness is highest for all programs among the Marcus persona with the exception of the Drive Less campaigns. Drive Less Save More attracts the highest awareness levels from Trina and David, the youngest personas. The Tammy and Homer personas generally were less aware than other personas across nearly all programs (orange shading indicates lowest awareness). Daniel, the Middle-Aged Loyal Driver exhibited a higher than average level of awareness of car sharing services. Lastly, Susan is more aware than anyone except Marcus of public bike share systems in other cities.

Program Awareness by Persona

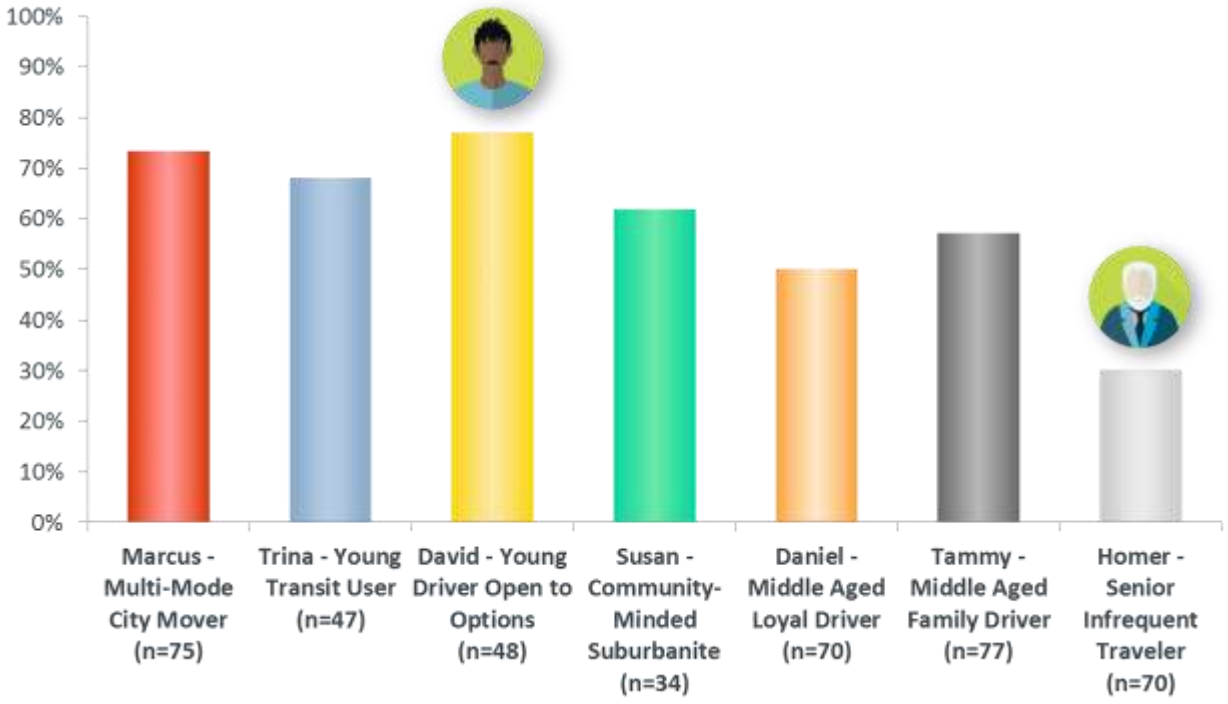
	Marcus	Trina	David	Susan	Daniel	Tammy	Homer
n =	80	61	64	53	107	108	127
Car sharing services	91%	67%	69%	79%	**81%**	77%	73%
TriMet trip planner	**94%**	77%	75%	64%	65%	71%	55%
Public bike share systems	**72%**	38%	39%	**65%**	50%	54%	49%
Sunday Parkways / Sunday Streets	**70%**	44%	45%	52%	42%	35%	41%
Drive Less. Save More	43%	**48%**	**46%**	35%	35%	38%	32%
BTA Commute Challenge	**55%**	20%	22%	**38%**	33%	25%	24%
Safe Routes to School	**48%**	25%	20%	30%	22%	27%	18%
City of Portland SmartTrips	**43%**	31%	25%	**35%**	22%	19%	20%
Oregon Drive Less Challenge	**30%**	20%	22%	21%	17%	17%	22%
Bike There Map	**47%**	**25%**	17%	11%	13%	11%	12%
Drive Less Connect	**23%**	**25%**	13%	19%	15%	10%	12%

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

Q47. Did you plan a transit trip on the TriMet Trip Planner? [Asked of all respondents who indicated that they were aware of the TriMet Trip Planner.]

Among all respondents aware of the TriMet Trip Planner, 58% indicated they have used the program to plan a transit trip. As seen below, David the Young Driver Open to Options, is the most likely to have planned a trip with the TriMet Trip Planner. By contrast, Homer is the least likely to have utilized the Trip Planner.

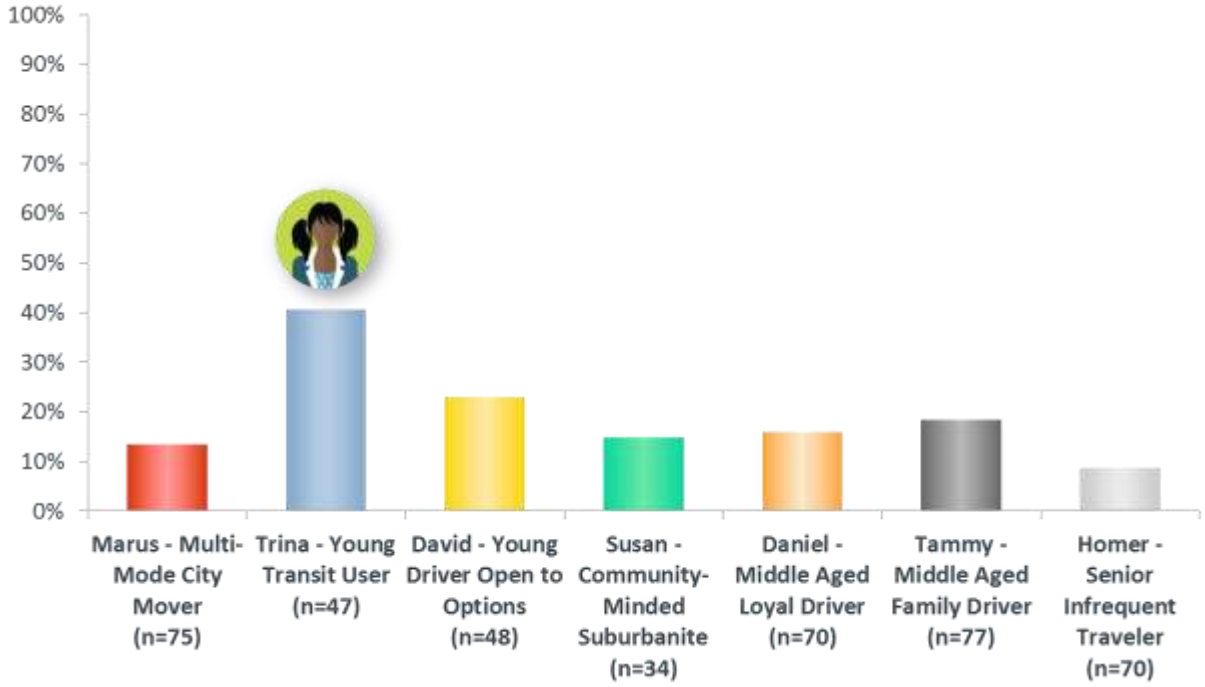
Utilized TriMet Trip Planner by Persona



Q48. TriMet's website now supports planning combined transit and bicycle trips, as well as bike-only and walk-only trips using Beta and Map versions of the trip planner. Have you seen or heard anything about the Beta or Map trip planner? ***[Asked of all respondents who indicated that they were aware of the TriMet Trip Planner.]***

Overall, 18% of respondents who are aware of the TriMet Trip Planner indicated they have heard of the Beta or Map Trip Planner. As indicated below, the Trina persona was most likely to be aware of this relatively new feature, unsurprising given that Trina is the most frequent user of public transit among the seven personas.

Aware of the Beta or Map Trip Planner by Persona

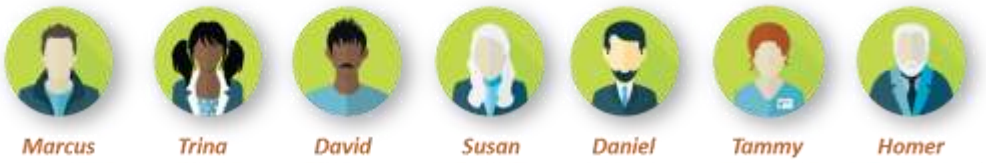


Q50 – Q52. Did you plan a trip…? [Asked of all respondents who indicated they were aware of the TriMet Beta or Map Trip Planner]

Among all respondents who indicated they were aware of the TriMet Beta or Map Trip Planner, 8% had planned a trip combining transit and bicycling, 13% had planned a bicycle-only trip, and 22% had planned a walk-only trip. Among the seven personas, Marcus and Trina were most likely to have planned a trip that combined Transit and Bicycling. It is notable that Trina is least likely to own a bicycle (30%) but is second most likely to have planned a trip combining transit with bicycling. Unsurprisingly, Marcus is the most likely to have planned a bicycle-only trip, while Susan, Trina, and David are most likely to have planned a walk-only trip. Homer, being an infrequent traveler, is least likely to have planned a trip of any kind.

Of those who indicated they had used the TriMet Beta or Map Trip Planner, 92% indicated they were either Somewhat or Very satisfied with the experience.

Type of Trip Planned Using Beta or Map Trip Planner



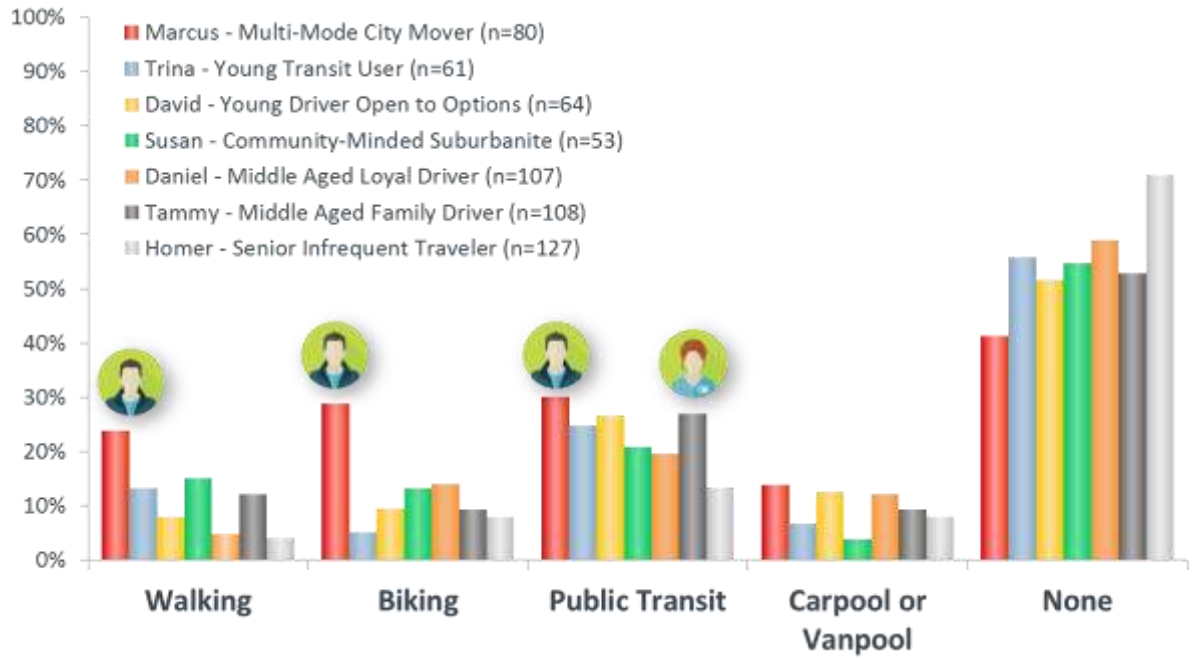
	Marcus	Trina	David	Susan	Daniel	Tammy	Homer
n =	75	47	48	34	70	77	69
Combined Transit and Bicycling	20%	15%	4%	6%	6%	3%	1%
Bicycle-only Trip	27%	15%	8%	21%	14%	5%	4%
Walk-only Trip	23%	36%	33%	42%	14%	17%	9%

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

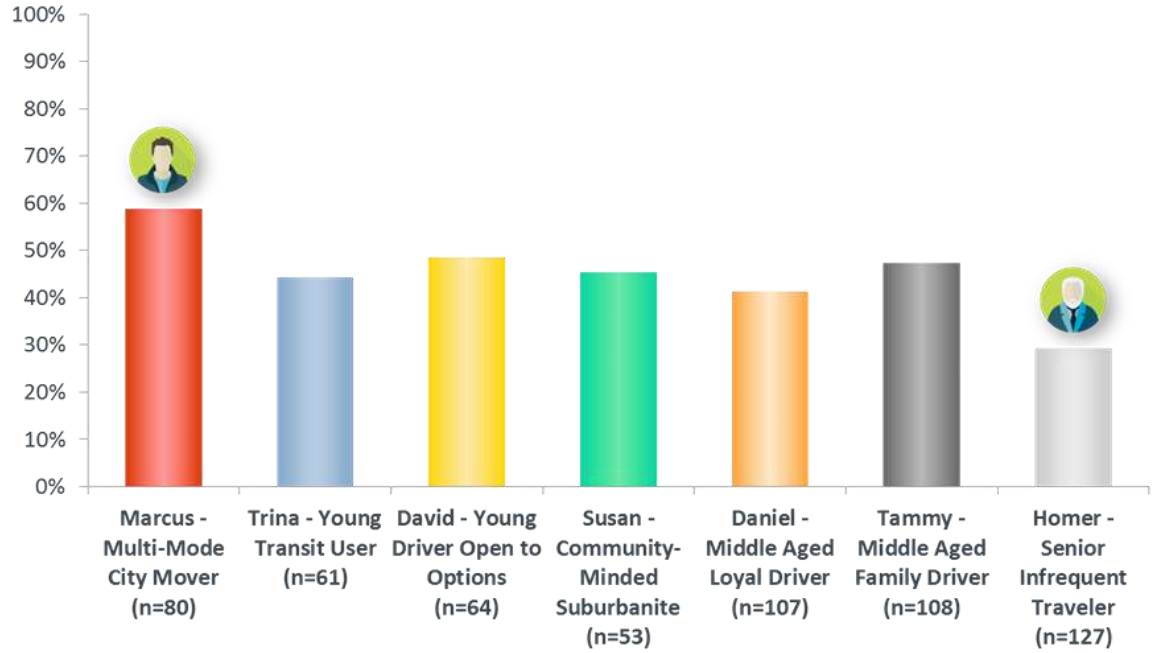
Q111M. Which of the following transportation options are you interested in learning more about, if any? [Asked of all respondents.]

Overall, Public Transit generates the most interest as a transportation option. The Marcus persona is more interested in nearly all transportation options in general, with biking information being the standout compared to other personas. Respondents who replied "none" to this question may feel they already use options and already know enough.

Interest in Learning More About Travel Options



The chart below illustrates the breakdown of all who are interested in at least one transportation option. Homer, the Senior Infrequent Traveler is least interested, as one would expect.



Travel Areas to Improve

Q112. If there is one thing you could suggest to improve or facilitate your travel in the region today, what would that be? [Asked of all respondents.]

The following table presents the open-ended responses to this question categorized and labeled by common theme. Of note, Daniel, is more likely than other personas to suggest "Better infrastructure / roads" and "Reduce traffic congestion," both areas that are generally associated with driving. Similarly, Trina, the Young Transit User, is more likely than other personas to suggest improvements in "More / better bus routes," while the bicycle-centric Marcus is more concerned than others with "More / better bike lanes" and "Increased safety."

Travel Areas to Improve by Persona

	Marcus	Trina	David	Susan	Daniel	Tammy	Homer
n =	72	51	51	46	92	93	104
Better infrastructure/ roads	12%	16%	22%	15%	**27%**	18%	17%
Reduce traffic congestion	7%	2%	**20%**	11%	**18%**	8%	13%
More/better bus routes	12%	**25%**	8%	11%	5%	13%	8%
Better/more bike lanes	**15%**	2%	8%	7%	9%	8%	**11%**
Frequent bus stops/hours	10%	14%	4%	7%	4%	12%	6%
Increased safety	**14%**	12%	8%	**17%**	4%	3%	5%
No complaints/problems	3%	2%	2%	2%	1%	3%	**8%**
Nothing	8%	18%	18%	13%	16%	16%	15%

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row. Multiple mentions allowed and "Don't Know" only responses were excluded from the sample sizes.

The following table consolidates the open-ended responses into more general themes. Unsurprisingly, Trina is more likely than other personas to suggest transit-related improvements, while David and Daniel are more likely than others to suggest automobile-related improvements. Naturally, Marcus is more likely than others to suggest improvements for bicyclists and pedestrians. Also of note, Susan is more likely than other personas to suggest improvements in safety.

General Travel Areas to Improve by Persona

	Marcus	*Trina*	*David*	*Susan*	*Daniel*	*Tammy*	*Homer*
n =	64	41	41	39	76	75	80
Transit	31%	**54%**	20%	28%	16%	31%	20%
Automobile	13%	2%	**29%**	18%	**24%**	15%	21%
Bicycle / Pedestrian	**20%**	5%	10%	10%	12%	9%	14%
Safety	14%	15%	10%	**18%**	4%	5%	6%

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

Commuting Habits

The majority of all employed respondents work in Portland (56%), followed by Beaverton (9%), Hillsboro (8%) and Tigard (4%). This section presents commuting habits among all respondents who work or go to school.

The table below displays the mean number of network miles between home and work or school by persona.[4] Daniel, Tammy and Susan commute the greatest distance, on average, while Trina has the shortest commute. Please note that the 2011 Metro Oregon Travel and Activity Survey provides more precise estimates based on over 6,000 households.

Commute Distances by Persona	n =	Mean Auto Distance in Miles
Marcus - Multi-Mode City Mover	40	6.1
Trina - Young Transit User	14*	4.3
David - Young Driver Open to Options	21	5.3
Susan - Community-Minded Suburbanite	16*	**7.3**
Daniel - Middle Aged Loyal Driver	51	**8.3**
Tammy - Middle Aged Family Driver	52	**7.4**
Homer - Senior Infrequent Traveler	38	6.8

**note: small sample size means a much higher margin of error*

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

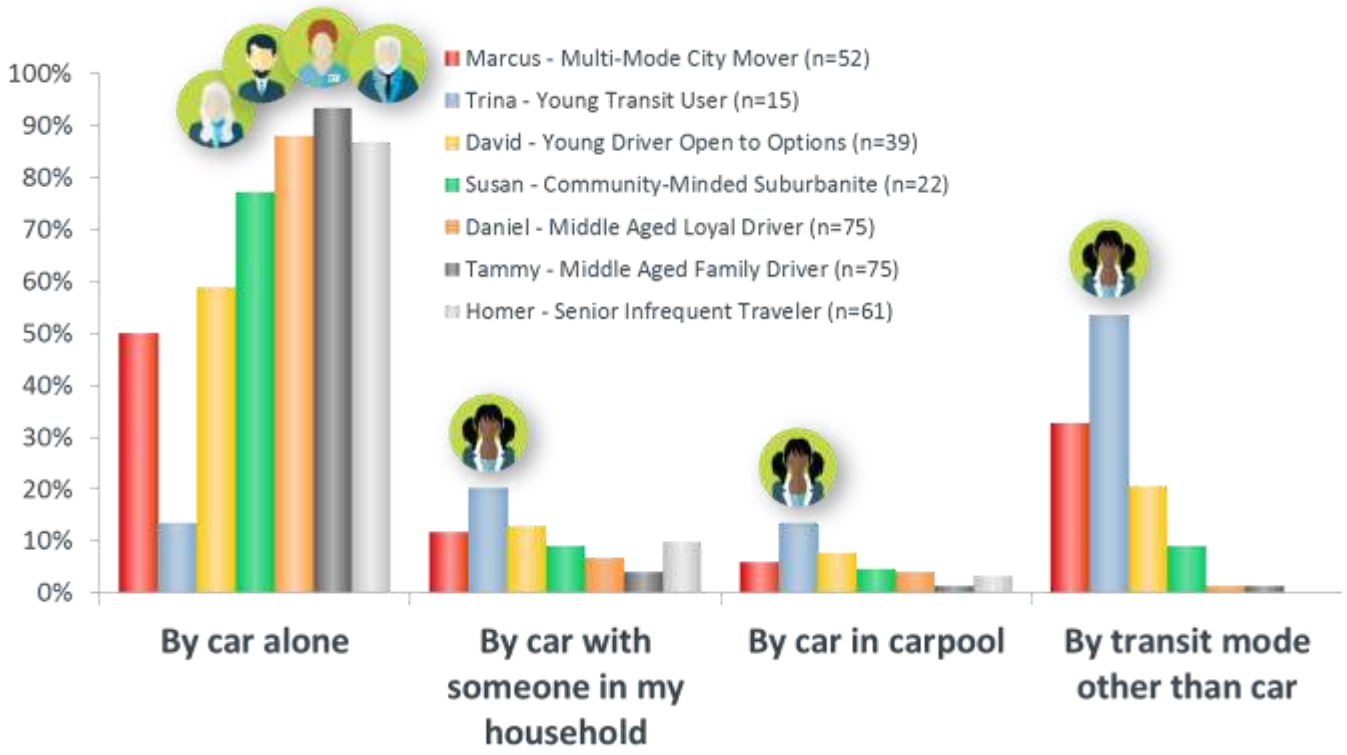
[4] Cross streets nearest home and work/school locations were both indicated by 259 respondents. Metro personnel computed miles by running GIS network analyst on the distance using the region's road infrastructure.

Commute Choice Among Drivers

Q6. Which of the following best describes how you commute to [work/school] most of the time? [Asked if respondent is a student or employed AND drive at least monthly.]

The survey asked employed drivers a more detailed question to see what percentage carpool most of the time, and if so, do they with family or others. Three quarters of commuters who drive, drive their car to work or school by themselves (76%). Trina is least likely to commute by car alone, and instead takes public transit. Marcus and David are less likely than all but Trina to drive by car alone, but Marcus is more likely than all but Trina to take a transit mode other than car. Some in the Trina persona will hitch a ride to work or school with someone like a roommate or in a car pool.

Commute Choice Among Drivers



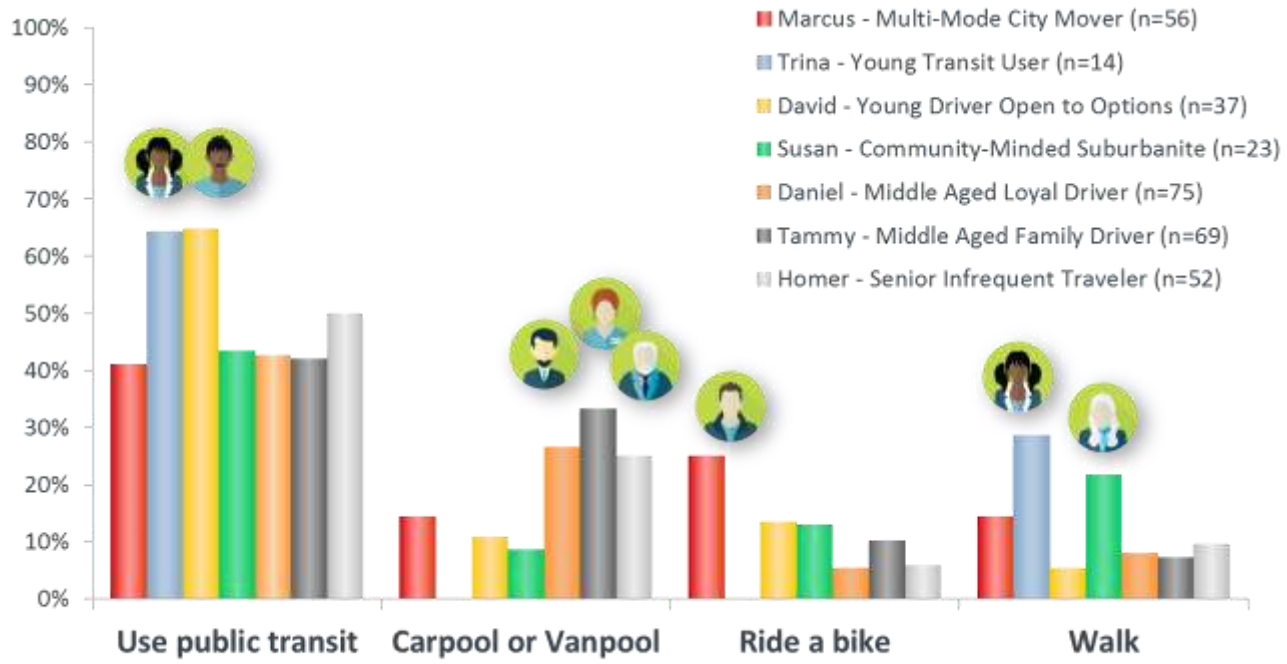
Preferred Commute Option With No Car

Q7. If you did not have access to a car, and needed to get to [work/school], would you most likely…? [Asked if respondent is a student or employed AND they drive at least monthly.]

As in 2012, commuters without access to a car are likely to use public transit more than other options. This is particularly true for Trina and David. The three who least use any of the travel options are more likely to carpool. Naturally, based on findings presented thus far, Marcus is more likely than others to commute using a bike. Lastly, Trina and Susan are more likely than others to walk to work or school.

Overall, 6% said they would use a car sharing service and 3% would take a taxi. Trina and Susan are least likely to ever consider carpooling.

Commute Travel Option if Car Unavailable



Preference if Parking were $25 More Per Month

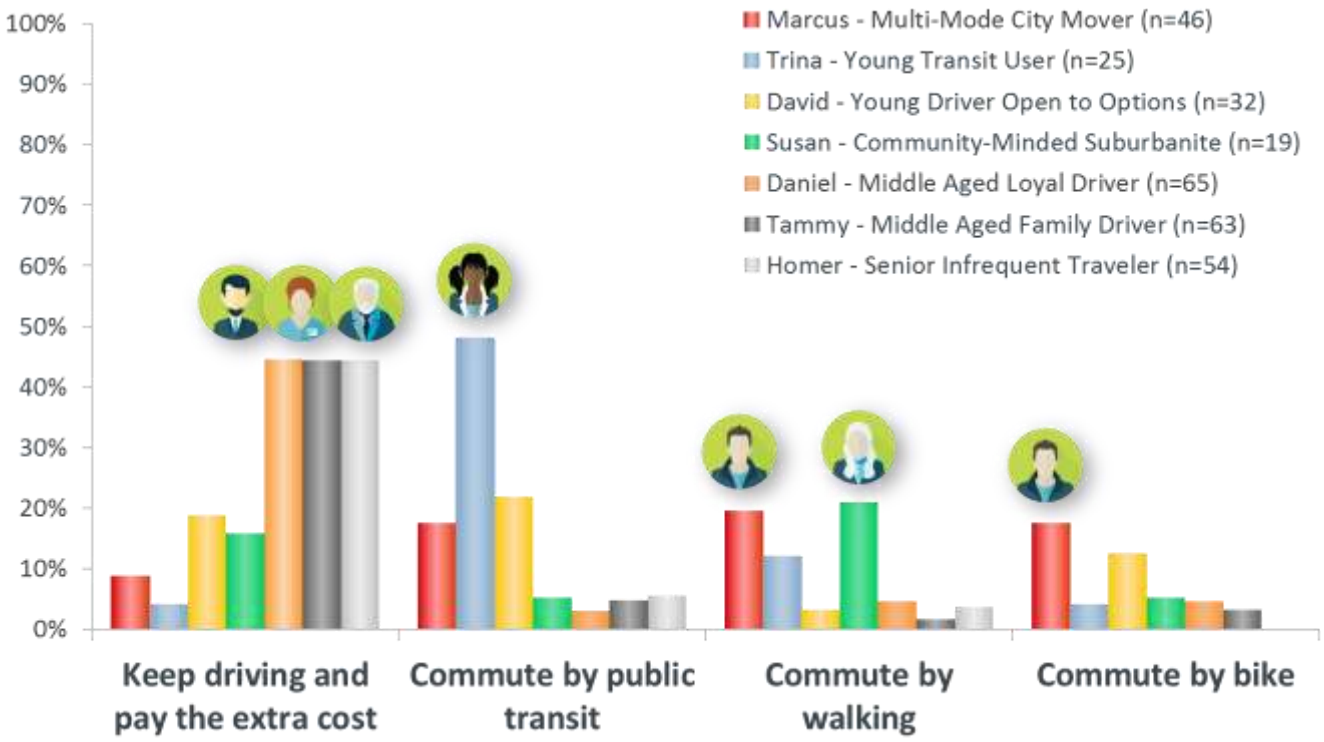
Q80. If you had to pay $25 MORE per month to park, which of the following would you do? [Asked if student or employed and they said they currently pay to park.]

Of ALL respondents who drive and are employed or who attend school, only 12% overall say they currently pay for parking. The median amount paid per month is $60. If they had to pay an additional $25 to park, 54% said they'd pay the extra cost to keep driving, 21% would use transit and 15% would start carpooling.

Preference if Parking were $25 Per Month

Q81. If you had to pay $25 per month to park, which of the following would you do? [Asked if student or employed and they said they currently do not pay to park.]

Unsurprisingly, the three who are least likely to use any of the travel options are more likely to keep driving and pay the extra cost, and Trina is most likely by far to use public transit. Susan is more likely to choose walking over paying $25 per month to park and Marcus would prefer any option over driving and paying the parking fee. The survey used $25 as an arbitrary amount, far below monthly parking rates in downtown Portland but representing a cost for commuters who have free parking.



Commute Information and Incentives from Employer / School

Q72C/D/E/F. Do you remember receiving [commute/transportation] information during your first weeks [on the job/of the school year]?

Of those who are employed *(n=333)*, 17% overall remember receiving commute information during their first few weeks on the job. Of those who remember receiving it *(n=52)*, 60% said they used it.

Of the 57 respondents who attend school, 26 remember receiving transportation information and 17 said they used the information.

Q74M. Does your [employer/school] offer financial incentives for commute options?

A total of 22% said their school or employer offers financial incentives for transit, followed by biking or walking (8%), and carpooling (7%). Notably, Susan is twice as likely (42%) as other personas to say her employer offers incentives for taking transit.

Q77. Have you seen information about different transportation options posted anywhere at your [workplace/school]?

Nearly one-third (30%) said they have seen this information. A higher percentage of Marcus (40%) and Susan (46%) recall seeing posted information, while fewer of the David persona (only 19%) have seen any.

Overall Awareness of Employer Incentives or Commute Information

Among all who are employed, 48% are aware of some kind of commute incentive or information provided by their employer. This compares to 54% in 2012, not a statistically significant difference, based on sample sizes of 333 in 2014 and 307 in 2012. Included in this percentage are those who said yes to at least one of the following questions:

- Q74. Does your employer offer financial incentives for any of the following commute options?
- Q75. If you are at work without a car, does your employer offer a free ride home in case of a personal emergency?
- Q77. Have you seen information about different transportation options posted anywhere at your workplace?

Metro Area Residence Findings

Q88. How long have you lived in the Portland metro area? [Asked of all respondents.]

More than half (55%) of all respondents indicated they have lived in the Portland metro more than 20 years. Among the seven personas, Daniel is the most likely to indicate 5 years or less. Unsurprisingly, Susan and Homer are more likely than other personas to have indicated more than 20 years of residence in the Portland metro area. As well, Susan and Homer have the highest average years of residency, indicating 36 and 34 years respectively.

Respondents who indicated they have lived in the Portland metro area for less than 5 years were asked: *Have you moved residencies in the last 5 years?*

Twenty-three percent (23%) of respondents overall indicated they had moved residences in the last 5 years. Unsurprisingly, the younger personas Trina and David, were more likely than older personas to have moved in the last five years, while Susan, the Community-Minded Suburbanite was least likely to have moved within the last 5 years.

Metro Area Residency Length

	Marcus	Trina	David	Susan	Daniel	Tammy	Homer
n =	80	60	61	52	105	106	115
5 years or less	3%	10%	7%	4%	10%	8%	5%
6 to 20 years	45%	48%	51%	29%	45%	40%	20%
More than 20 years	53%	42%	43%	67%	45%	53%	75%
Mean # years in Portland	24	21	22	37	25	27	35
Moved in last five years	27%	35%	35%	10%	21%	21%	17%

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

Of those who have moved in the last five years, 36% indicated they moved from outside the Portland metro area, 31% indicated they had moved to a new neighborhood within the Portland metro area, and 33% indicated their move had been within their original neighborhood. Notably, over half (52%) of the Trina persona and 42% of the David persona who had moved within the last five years indicated that their move had been from outside the Portland metro area.

Q90B. Was the decision to choose your current location influenced in any way by your household's daily transportation needs or desires? (n=163) [Asked of respondents who indicated they had moved within the last 5 years.]

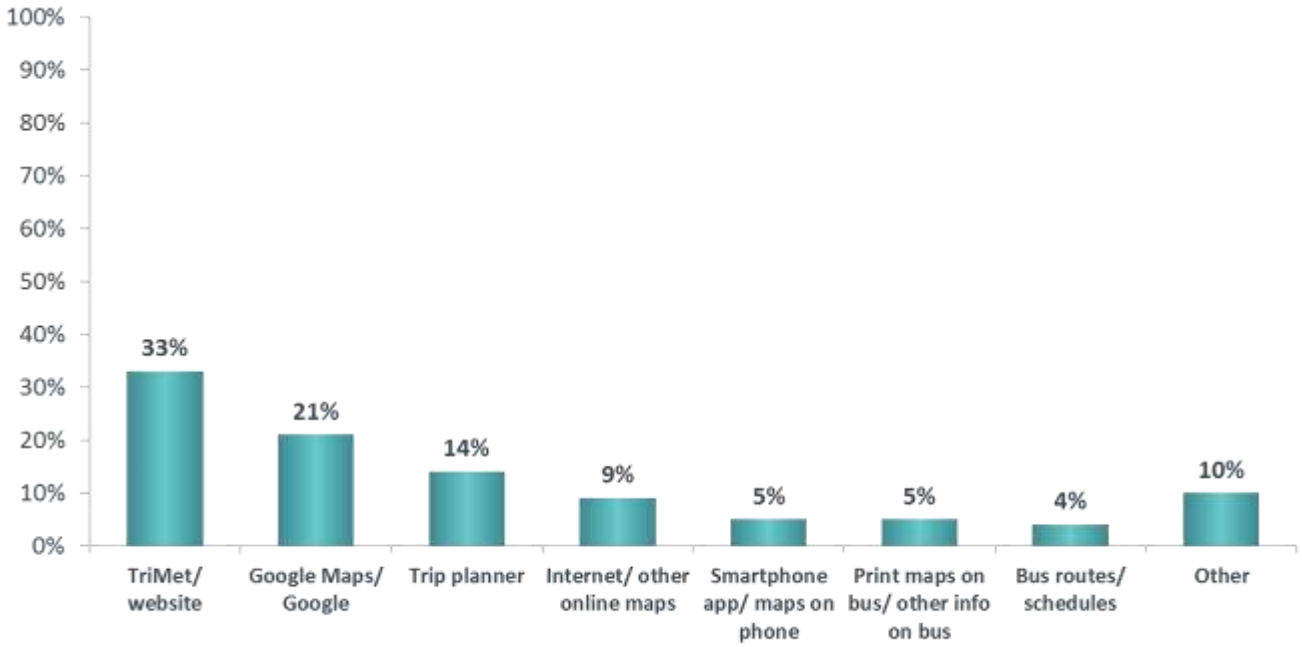
Overall, 33% of respondents indicated their decision was influenced by their household's daily transportation needs or desires. No significant differences were noted across the seven personas. Those who indicated that their decision was influenced by their household's daily transportation needs or desires were asked the follow-up, *In what ways? (n=53)*

The majority (68%) of responses cited a "shorter commute," while 21% indicated "convenient public transit locations."

Q91B. Please describe any online or printed resources you used to understand public transit, bike or walk options available near your new residence? (n=110) [Asked of respondents who indicated they had moved within the last 5 years.]

Among respondents who had changed residences within the last 5 years, 33% indicated they had utilized the TriMet website (14% specifically mentioned Trip Planner) to better understand the travel options near their new residence. Also frequently cited were Google Maps / Google (21%).

New Resident Transportation Resources



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Conclusions and Considerations

Overall Awareness of Programs

Among the programs for which awareness was measured, Car sharing services (base-lined in the 2012 survey) achieved the only significant increase since 2012. This increase is attributed more to Multnomah (now at 83%) and Washington counties (75%) than to Clackamas County (66%).

Notably, of those who do not use car sharing services but are aware of them, 25% said they would use a car sharing service if a vehicle was stationed within 4 blocks of their home. This amounts to 80 respondents, who were also asked: *How many days per month would you use it?* Thirty-four percent (34%) indicated they would use a carshare vehicle 1 to 2 times monthly, 44% said 3 to 9 times monthly and 23% indicated they would use a car sharing service more than 10 times monthly if a carshare vehicle was stationed within 4 blocks of their home.

Washington County awareness increased since 2012 for four of the eleven programs:

- Car sharing services
- TriMet Trip Planner
- Sunday Parkways / Sunday Streets
- Safe Routes to School

Awareness of "Drive Less, Save More" decreased since the 2012 survey, which is not surprising since television advertising ceased in June 2012.

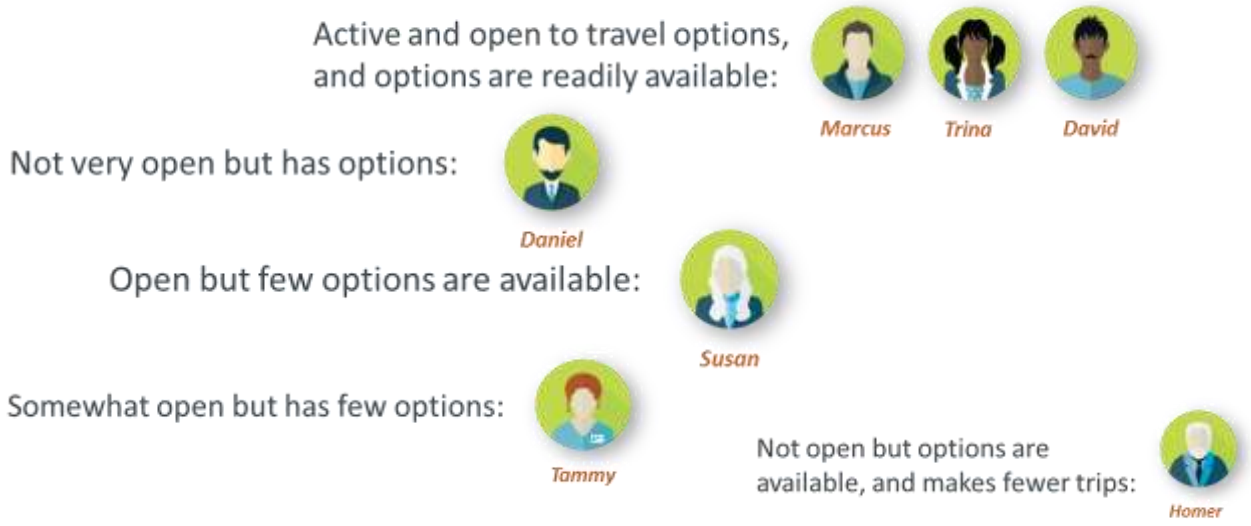
Program awareness increased overall since 2010 for the following programs, in order of highest to lowest awareness levels.

- TriMet Trip Planner
- BTA Commute Challenge
- City of Portland SmartTrips

Of all eleven programs, Daniel the Middle Age Loyal Driver and Susan the Suburbanite are most aware of car sharing services (81% and 79%, respectively, second and third highest of all personas). This may be a sign that these personas are interested in car sharing programs as a travel option.

Travel Option Openness and Availability by Persona

The personas of Marcus and Trina are self-sufficient, capable and willing travel option users. Already active, they don't need much motivation to use travel options. David is similar but has more reliance on a vehicle and shows more driving frequency. Although quite loyal to his car, Daniel shows potential due to nearby availability of options. The seven personas identified have varying levels of openness and travel option availability.

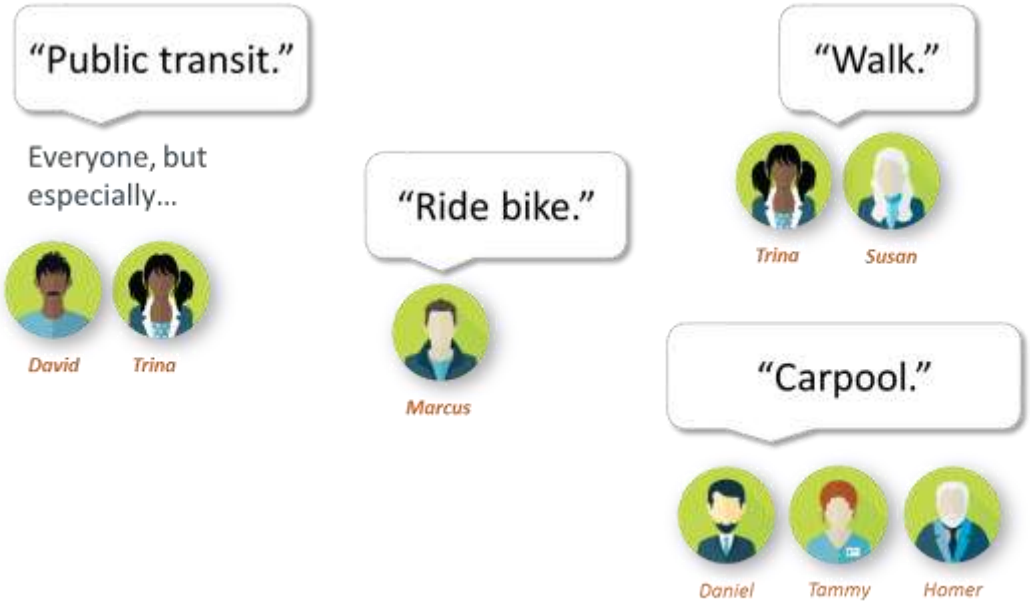


Motivations to Reduce Driving

Just as there are varying levels of openness and travel option availability, there are differences by what motivates them to reduce driving. David and Tammy are driven by the savings significantly more than anything else. Health reasons motivate everyone but David, Tammy and Homer. In addition to health reasons, Daniel wouldn't mind saving money or simply relaxing instead of driving.

Preferred Commute Option with No Car

Without a car, all commuters are more likely to use public transit than anything else, but especially David (who often drives) and Trina (who already uses transit primarily). Marcus is more likely than others to commute using a bike. Trina and Susan are more likely than others to walk to work or school, and Daniel, Tammy and Homer would opt to join a carpool for a lift.



Considerations for Reach and Messaging to Personas

Based on Pivot Group's analysis and feedback from key stakeholders, two personas seem to present a relatively greater opportunity for effective targeting.

- David the Young Driver Open to Options
- Daniel the Middle-Aged Loyal Driver

These two personas seem to show more potential for expanding their travel options and may be more receptive to messaging relative to the others. Please note, as mentioned earlier in the report, the male name references don't imply they are predominately male. From a statistical significance standpoint, a 52%/48% gender split means both personas are as likely to be male as they are female and vice versa. Thus, RTO stakeholders should keep this in mind while building on marketing and outreach strategy to women or other priorities they identify that meet RTO program goals.

Based on our marketing experience and insight, Pivot offers the following considerations for marketing strategies and messaging ideas for each persona.

Persona	 David the Young Driver Open to Options	 Daniel the Middle-Aged Loyal Driver
Strategies and ways to reach audience	**Transit:** • Focus on ease of use, many travel options • Compare cost of transit to other daily costs, e.g. "One latte = one whole day of unlimited transit riding…which is easier to swallow?" • Show value of transit cost vs car travel • Use employers and social media to share messages • Consider ad placement in publications like Willamette Week and the Mercury	**Transit:** • Focus on ease of use and multi-mode advantages (bike/walk + transit) • Reinforce transit's ability to offer "doing something else" while riding • Show value of transit cost vs car travel • Use employers and social media to move messages

Persona	 David the Young Driver Open to Options	 Daniel the Middle-Aged Loyal Driver
	Biking & walking: • Focus on occasional use to get started vs asking for larger commitment, e.g. concentrate on fair weather months vs year-round. • Elevate social acceptance of walking • Address concerns about safety and preparing for biking • Use time comparison to help plan ahead, e.g. "It takes 5 minutes on the bus, 15 minutes by bike, 30 minutes on foot" or "10 mins to wait for the bus, 20 mins to get there – or you could bike there in 10 mins" **Ride sharing:** • Use employers, community colleges, social services and social media to move messages • Consider ad placement in local publications, e.g. Portland Mercury	**Biking & walking:** • Focus on occasional use to get started vs asking for larger commitment, e.g. concentrate on fair weather months vs year-round. • Elevate social acceptance of taking travel options to get to work • Address safety and preparing for biking • Use health benefits in messaging: "Sitting in your car burns XX calories, walking/biking to work burns XXXX calories" • Consider coop ad placement in local publications, e.g. "SW Connections" **Ride sharing:** • Mass media (outdoor, radio) • Events – – Neighborhood activities such as farmers' markets – City celebrations such as Cinco de Mayo, Blues Fest etc. – Use employers, community centers, fitness centers and social media to move messages – Use messaging that focuses on their preference: "Sure, you could ride alone/pay to park but carpooling can be easier and save money."

Persona	 David the Young Driver Open to Options	 Daniel the Middle-Aged Loyal Driver
Key messages	**Urban** *(higher probability of shorter trips):* • "I've got a bus to catch" (retro/upscale image of bus riding) • "Better than Uber!" (save $$ and car pool with people you get to know) • "Car + pool = $$$" (save) • "Walk/bike is cheaper" (use info graphics for visual cost comparison) **Suburban:** • "Free Parking" (...when you don't drive) • "Drive on the lite side" (reduce daily driving) • "Be a fairweather biker" (bike when the weather's nice)	**Urban** *(higher probability of shorter trips):* • "Enjoy the ride" (socialize – carpool) • "Do something different" (get exercise, relieve tedium of commute) • "Strap on some happy shoes" (I'll be happier if I walk more) • "Satisfaction guarantee" (…I'll be happier if I get exercise) **Suburban:** • "I'd rather be _____" (healthier, doing something other than driving) • "It's all about me" (being healthier) • "Sharing is nice" (carpooling) • "Got a healthy attitude?" (focus on personal health) • "Sit. Stay." (relaxed when you don't have to do the driving) • "Choose what moves you" (used by RTO in the past, this is still a good and viable message)

Integrating messaging and strategies into RTO Marketing + Plan

- Fine tune suggested strategies, tactics and messaging from above
- Create general campaigns for partner's use and customization:
- Develop "Campaign-in-a-Box" that includes:
  - Messaging and copy for social media, web, print, outdoor, email, and newsletters
  - Suggested tactics for each persona
  - Customizable templates for collaterals
- Incorporate metric models into campaigns and invite partners to provide results, share with all
- Develop stories, testimonials and other content for partner use
- Continue to use events for community outreach, incorporate campaign into event collaterals
- Expand and leverage exposure of Support personas to reinforce messaging
- Consider working with a local PR company to increase exposure of messaging

Create new regional campaign (replaces Drive Less, Save More)

1. Identify one entity to manage, champion, coordinate and track the new regional program.
2. Work with a creative resource (agency) to develop ideas for the campaign:
    a. Multi-year – suggest 2 – 3 years for maximum impact and ROI
    b. Progressive in nature; each year builds on previous year's messaging
    c. Each year has slightly new look to keep it fresh and engage audiences
    d. Flexible enough to target all personas
    e. Easy to execute for partners

Examples of possible campaign concepts follow. Each concept includes one alternative travel method although all of the concepts below can be customized for any method and for all personas.

<u>Concept #1 – "It's easier than you think"</u>

- Peer-to-peer
- Focus on encouraging people to change travel choices one step at a time
- Use alternate travelers to promote
- Key messages: "I did it, so can you", "Be the change", "It's not that hard"
- Imagery: Local people who could be considered role models for each persona
- Example:
    - Image of a middle aged man getting on a bus
    - "I ride once a week"
    - Caption: "Bill Brown, Architect, Beaverton"
    - Statement: Relax and ride

<u>Concept #2 – "Urban legends"</u>

- Focus on debunking misconceptions to reduce resistance to alternate travel
- Use shared misconceptions to engage, keeping the messages light
- Key messages: "Alternative travel can be easy and rewarding"
- Imagery: Clean and simple illustrated graphics of various scenarios
- Example:
    - Graphic of person looking at a complex chart, has question mark over his head
    - Header: "Urban Legend #156: Car pooling is too complicated"
    - Statement: "The Truth: X,XXXX people simply car pool each month in [Portland]
        - You can do it
        - It's easy, visit www.example.org

<u>Concept #3 – "Make the most of your trip"</u>

- Focus on reasons why each persona would use alternate travel option
- Use high impact visuals and text to elevate alternate travel

- Key messages: "Reduce stress, save money, help the environment, be a positive role model"
- Imagery: bold and simple graphics, simple images, typography
- This option would require engaging other organizations to increase the impact and reach:
  - Health organizations to sponsor and co-promote
  - Educational organizations to co-promote
  - Engage local merchants to participate/ sponsor "trip coupons"
- Example:
  - Vivid graphics with bicycle-related imagery or theme
  - Header options:
    - "Bike to the park – burn 1500 calories"
    - "Bike to work one day a week – enjoy the scenery"
    - "Your bike = unlimited mpg"
    - "Why drive when the sun's out?"

Concept #4 – "Q&A"

- Focus on reducing excuses to try alternative travel options
- Use light humor, possibly developing an illustrated character to answer the questions
- Key messages: "There's an option for everyone", "Things have changed" (i.e. TriMet Trip Tracker, more bike lanes etc.), "More people are doing it."
- Imagery: Simple and clean with character giving the answers (possibly in a speech bubble)
- Example #1:
  - Q: "How do I get from Beaverton to Gresham (without a car?)"
  - A: "You trip chain!" (show simple info graphic of person walking/bus/bike)
- Example #2
  - Q: "What's trip chaining?"
  - A: "Getting where you want to go" (use info graphic to illustrate how it works)

Closing Thoughts about This Study

Analyzing the results by persona presented in this report is a first step—we've identified seven, we know they exist in relevant numbers, and we've discovered many differences between them. The extent to which the information provided is actionable for messaging, however, is limited by the scope of this quantitative research study. To expand on the personas and more deeply understand their behaviors, attitudes, motivations and preferences, we recommend conducting qualitative research with the David and Daniel personas to gain a much deeper understanding of their interests, values, beliefs and what influences them the most.

Appendix A: Demographics by Persona

County. The Marcus, Trina and David personas predominantly live in Multnomah County and just over half of the David persona reside in Multnomah County. Indicative of her suburbanite description, the Susan persona has a stronger presence in Clackamas and Washington counties than Multnomah.

Age. The David persona is the youngest, with a mean age of 34 followed by Trina with a mean age of 35. David is most likely (6 in 10) under 32 years old. With a mean age of 46, the Daniel persona is over 10 years older than David. Homer and Susan are the senior personas with mean ages of 54 and 55 respectively.

Hispanic Origins. Among the 7 personas, Trina and David are the most likely to indicate that they are of Hispanic, Latino, or Spanish origin. Conversely, the Homer persona is least likely.

Sex. No single persona is significantly more likely to be male or female. The male/female names were selected based on a nominally higher percentage of one sex over the other (i.e., the differential ranged from 50/50 for Homer to 60/40 for Susan).

People in HH. Given their higher tendency to have children in the home, the Tammy and Marcus personas are the most likely to have three or more people currently living in their household. By contrast, Trina is most likely to indicate she lives solo.

Children in HH. Status of children in the home is strongly correlated with the age of the respondents. As seen below, Trina, the youngest persona, is among the least likely to have children in the home. Susan and Homer, being older and in many cases "empty-nesters," are also more likely to indicate not having children in the home. Marcus and Tammy, both middle-age personas, have the highest mean number of children in the home among the seven personas.

Vehicles per HH Member. Reflective of their travel option preferences, the Trina and David personas are more likely than the driver-centric personas, Daniel and Tammy, to have less than one vehicle per household member. Despite being so open travel options other than driving, the Marcus persona still averages one vehicle per household member.

Working Status. Among all personas, Marcus, Daniel, and Tammy are most likely to be employed full or part time. David is the most likely persona to be a student, and is behind only Trina in the percentage that indicated they are currently unemployed. The Susan and Homer personas are the most likely to be retired.

HH Income. The Susan, Daniel, and Tammy persona are most affluent personas, with 40%, 39% and 33% respectively earning more than $100k annually. By contrast, more than half of the Trina persona indicate their annual revenue is below $25,000 annually.

Home Ownership Status. Reflective of their age and income status, Trina and David personas are significantly less likely to own their home than other personas.

Educational Attainment. Among the seven personas, Marcus is the most educated, with 7 in 10 having earned at least four year degree. The Trina persona, being younger and in many cases still attending school, tends to be less likely to have completed a four year college degree than other personas.

	Total	Marcus	Trina	David	Susan	Daniel	Tammy	Homer
County (n=)	600	80	61	64	53	107	108	127
Clackamas	21%	5%	13%	8%	**28%**	21%	**28%**	**31%**
Multnomah	48%	**68%**	**61%**	**67%**	26%	**51%**	36%	38%
Washington	31%	28%	26%	25%	**45%**	27%	36%	31%
Age (n=)	598	80	61	64	53	107	108	125
18 – 32	29%	28%	**59%**	**58%**	15%	24%	23%	14%
33 – 49	30%	**41%**	21%	25%	25%	31%	**40%**	25%
50 – 68	27%	29%	8%	14%	26%	**35%**	30%	**35%**
69 +	13%	3%	11%	3%	**34%**	10%	7%	**26%**
Mean Age	45.6	42.5	35.1	34.3	**54.8**	45.7	45.9	**54.1**
Hispanic Origins (n=)	588	79	60	64	50	107	106	122
Yes	10%	11%	**22%**	**22%**	6%	8%	8%	3%
No	90%	89%	78%	78%	94%	92%	92%	97%
Sex (n=)	600	80	61	64	53	107	108	127
Male	49%	56%	46%	48%	40%	52%	45%	50%
Female	51%	44%	54%	52%	60%	48%	55%	50%
People in HH (n=)	589	80	61	64	51	106	106	121
1 person	10%	3%	**30%**	13%	12%	5%	6%	10%
2 people	30%	**30%**	15%	34%	39%	33%	25%	34%
3 or more people	60%	**68%**	56%	53%	49%	62%	**70%**	56%
Mean (approximate)	3.1	3.2	3.0	3.1	2.8	3.2	**3.5**	3.0
Children in HH (n=)	587	80	61	63	51	106	105	121
None	63%	54%	**69%**	65%	**75%**	64%	52%	**69%**
At least 1	37%	**46%**	31%	35%	25%	36%	**48%**	31%
Mean # of Children	1.7	**1.8**	1.6	1.6	1.4	1.6	**1.9**	1.6
Vehicles per HH adult (n=)	589	80	61	64	51	106	106	121
Less than one	34%	31%	**72%**	**41%**	27%	25%	24%	31%
1 exactly	48%	56%	16%	50%	51%	55%	53%	47%
More than 1	18%	13%	11%	9%	22%	21%	**24%**	21%
Mean # Vehicles	1.0	1.0	0.6	0.9	1.1	1.0	**1.1**	1.0

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

	Total	Marcus	Trina	David	Susan	Daniel	Tammy	Homer
Working status (n=)	598	80	61	64	52	107	108	126
Employed full or part time	56%	**70%**	44%	45%	40%	**66%**	**66%**	46%
Student full or part time	10%	11%	11%	**20%**	10%	7%	7%	6%
Homemaker	3%	3%	2%	6%	4%	3%	3%	2%
Retired	20%	11%	10%	8%	**40%**	16%	16%	**37%**
Unemployed	7%	4%	**25%**	**13%**	6%	2%	6%	5%
Other	4%	1%	8%	8%	0%	6%	3%	5%
HH Income (n=)	521	72	55	59	47	100	89	99
Below $25k	16%	6%	**58%**	**37%**	11%	1%	10%	9%
Between $25k and $49k	23%	14%	20%	**47%**	15%	13%	24%	28%
Between $50k and $74k	21%	28%	15%	14%	17%	27%	18%	22%
Between $75k and $100k	17%	**26%**	4%	2%	17%	20%	16%	**23%**
More than $100k	24%	26%	4%	0%	**40%**	**39%**	**33%**	17%
Rent or Own (n=)	512	74	41	45	49	99	94	110
Own	85%	86%	68%	58%	92%	88%	91%	92%
Rent	15%	14%	32%	42%	8%	12%	9%	8%
Education Level (n=)	585	80	58	63	52	106	106	120
Less than high school	6%	4%	10%	**16%**	2%	4%	3%	6%
GED or high school graduate	20%	11%	**40%**	27%	17%	17%	16%	21%
Some college or trade school	28%	15%	28%	24%	**35%**	**35%**	31%	28%
4 – year college or trade school	30%	**40%**	17%	30%	25%	32%	34%	27%
Post-graduate work	16%	**30%**	5%	3%	21%	12%	16%	18%

Numbers shaded in yellow are significantly higher and numbers shaded in orange are significantly lower than at least one other number in the row.

Appendix B: Questionnaire

Metro RTO Travel and Awareness Survey
October 31-November 26, 2014; 13.5 minutes
Total n=600 residents within Metro region ages 16+; 30% cell-phone sample
Proportionate sample for Clackamas, Multnomah, Washington
Quotas for County, Age, Sex
Pivot Group

INTRODUCTION

Hello, this is _____ calling on behalf of Metro, your regional government.

I have a few questions about transportation in your community. Your participation in this study will help our region provide services to reduce traffic congestion and increase livability. Your comments will be kept anonymous and this should take about 10 minutes to complete. Some questions may seem to repeat but they are all important and we appreciate your patience. As a token of our appreciation, we will enter you in a drawing for a $100 gift card. We'll get you through the questionnaire as quickly as possible.

This interview may be recorded for quality control purposes.

(If necessary): This study is funded by Metro, the regional government agency within Clackamas, Multnomah and Washington counties of Oregon. (IF NEEDED: If you have any concerns, please call Caleb Winter at Metro; 503-797-1758.)

107. First, What is your home zip code? _____ (Collect 5 digit zip)

S1. COUNTY. Autofill based on Q107 Zip [QUOTA]

Response Category	N= 600
Clackamas	1 23%
Multnomah	2 46%
Washington	3 31%

S2. And what city do you live in? _____

SECTION 1: GENERAL TRAVEL BEHAVIOR

1. What best describes your working status?

Response Category	l 600
Employed full or part time	1
Student full or part time	2
Homemaker	3
Retired	4
Unemployed	5
Other	6
[DNR] Refused	7

(Randomize Q2-Q5. Answers to Q2-Q5 determine skip logic noted under Q5)

2. Over the course of this year, did you use a car daily, a few times a week but not every day, several times a month, rarely, or never?

Response Category	N= 600
Daily	1
A few times a week but not every day (weekly)	2
Several times a month (monthly)	3
Rarely	4
Never	5
[DNR] Don't know	6

3. Over the course of this year, did you use a bicycle as a form of transportation daily, a few times a week but not every day, several times a month, rarely, or never? Keep in mind this is for transportation trips and not for exercise.

Response Category	N= 600
Daily	1
A few times a week but not every day (weekly)	2
Several times a month (monthly)	3
Rarely	4
Never	5
[DNR] Don't know	6

4. Over the course of this year, did you walk as a form of transportation daily, a few times a week but not every day, several times a month, rarely, or never? Keep in mind this is for transportation trips and not for exercise.

Response Category	N= 600
Daily	1
A few times a week but not every day (weekly)	2
Several times a month (monthly)	3
Rarely	4
Never	5
[DNR] Don't know	6

5. Over the course of this year, did you ride public transportation, also known as public transit, daily, a few times a week but not every day, several times a month, rarely, or never? (If necessary: public transit includes Bus, MAX, WES, Streetcar, Aerial Tram, LIFT paratransit, TriMet, C-Tran, SMART.)

Response Category	N= 600
Daily	1
A few times a week but not every day (weekly)	2
Several times a month (monthly)	3
Rarely	4
Never	5
[DNR] Don't know	6

Respondents may be asked none, one or all series.

- **If Car (Q2) Daily, Weekly, or Monthly=driver**
- **If Bike (Q3) Daily, Weekly, or Monthly=bicyclist**
- **If Walk (Q4) Daily, Weekly, or Monthly=walker**
- **If Public transportation (Q5) Daily, Weekly, or Monthly=public transit user**

SECTION 2: DRIVERS

Ask if defined as "driver' Q2= 1 or 2 or 3 in Section 1

6. **(If student or employed [Q1= 1 0R 2] AND [Q2= 1 or 2 or 3])** Which of the following best describes how you commute to (work/school) most of the time? (read list; accept one response)

Response Category	
Commute by car alone	1
Commute by car with someone in household	2
Commute by car in carpool – either an organized carpool or with people outside your household	3
Commute in a vanpool	4
Commute using a transit mode other than car	5
[DNR]Don't know	6

7. **(If student or employed [Q1= 1 0R 2] AND [Q2= 1 or 2 or 3])** If you did not have access to a car, and needed to get to **(insert work or school)**, would you most likely: (Read list; accept one; randomize)

Response Category	
Ride a bike	1
Walk	2
Use public transit	3
Carpool or Vanpool	4
Take a taxi	5
Carsharing service, for example Zipcar, or Car2Go	6
[DNR] Don't know	7

8. **(If student or employed [Q1= 1 0R 2] AND [Q2= 1 or 2 or 3])** In general, would you say that your commute is easier, more difficult, or the same now as it was one year ago?

Response Category	
Easier	1
More difficult	2
Same	3
[DNR] Don't know	4

9. **(If student or employed but don't carpool or vanpool to Q6 [Q1= 1 0R 2] AND [Q2= 1 or 2 or 3] AND [Q6<> 3 OR 4])** Have you ever considered carpooling to commute on a regular basis? This would be as an organized carpool with someone other than your household or family members.

Response Category	
Yes	1
No	2
[DNR] Don't know	3

10. [NOT ASKED]

11. **(If Car Daily, Weekly, Monthly in Q2 [Q2=1 or 2 or 3])** Before or while driving, do you get updated local travel or traffic information from any of the following? (read list, select all that apply) **Randomize 1-6**

Response Category	
GPS Navigation device	1
Websites	2
Smart Phone apps	3
Calling or texting from a phone	4
News/radio/TV broadcasts	5
Family, friends, or coworkers	6
[DNR] None of the above	7
[DNR] Don't know	8

SECTION 3: BICYCLISTS

Ask if defined as "bicyclist" [Q3=1 or 2 or 3] in Section 1

12. Do you bicycle at all...? (read list and select all that apply) **Randomize 3-4**

Response Category	
(if employed Q1=1) To get to Work	1
(if student Q1=2) To get to School	2
For Shopping or errands	3
For leisure activities, like going to a restaurant or movie	4
[DNR] None of the above	5
[DNR] Don't know	6

In general, when it comes to bicycling in your area are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with: **(Randomize 14-19, but always ask 13 overall experience first)**

Response Category	Very satisfied	Smwt satisfied	Not too satisfied	Not at all satisfied	Don't know
13. Your overall bicycling experience	1	2	3	4	5
14. The availability of bike routes	1	2	3	4	5
15. The quality of bike routes	1	2	3	4	5
16. The connectivity of the network of bike routes	1	2	3	4	5
17. The availability of bicycle parking	1	2	3	4	5
18. The ease of combining bike and transit trips	1	2	3	4	5
19. The awareness of bicyclists by car drivers	1	2	3	4	5

20. Do you get information to help you plan trips on your bicycle from: (read list, select all that apply)

Randomize 1-4

Response Category	
Printed maps	1
Websites	2
Smart Phone apps	3
Family, friends, or coworkers	4
[DNR] None of the above	5
[DNR] Don't know	6

SECTION 4: WALKERS

Ask if defined as "walker" Q4=1 or 2 or 3 in Section 1

21. Do you walk: (read list, select all that apply)

Randomize 3-4

Response Category	
(if employed Q1 = 1) To get to Work	1
(if student Q1 = 2) To get to School	2
To go Shopping or to run errands	3
For leisure activities, like going to a restaurant or movie	4
[DNR] None of the above	5
[DNR] Don't know	6

In general, when it comes to walking in your neighborhood are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with: **(Randomize 23- 26 ask 22 overall experience first)**

Response Category (N=262)	Very satisfied	Somewhat satisfied	Not too satisfied	Not at all satisfied	Don't know
22. Your overall walking experience	1	2	3	4	5
23. The availability of sidewalks and paths	1	2	3	4	5
24. Awareness of pedestrians by car drivers	1	2	3	4	5
25. Awareness of pedestrians by bicyclists	1	2	3	4	5
26. Ease of crossing busy streets	1	2	3	4	5

27. Do you get information to help you take walking trips from: (select all that apply)

Randomize 1-4

Response Category	
Printed maps or guidebooks	1
Websites	2
Family, friends, co-workers	3
Smart phone apps	4
Other (please specify):	5
[DNR]None of the above	6
[DNR]Don't seek information for walking trips	7
[DNR]Don't know	8

SECTION 5: PUBLIC TRANSPORTATION

Ask if defined as "public transit user" Q5= 1 or 2 or 3 in Section 1

28. Which of the following public transit services do you use the most? (read list; accept one response; if necessary ask: Which one do you use to travel the longest distance?)

Randomize 1-5

Response Category	
Bus	1
MAX	2
Streetcar	3
WES commuter rail	4
LIFT	5
[DNR] Don't know	6

29. Do you use public transit: (read and select all that apply)

Randomize 3-4

Response Category	
(if Q1 = 1 employed) To get to Work	1
(if Q1 = 2 student) To get to School	2
To go Shopping or run errands	3
For leisure activities, like going to a restaurant or movie	4
[DNR] None of the above	5
[DNR] Don't know	6

30. In general, are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with public transit in the region?

Response Category	
Very satisfied	1
Somewhat satisfied	2
Not too satisfied	3
Not at all satisfied	4
[DNR] Don't know	5

Are you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with public transit:
Randomize 31-35

Response Category	Very satisfied	Smwt satisfied	Not too satisfied	Not at all satisfied	Don't know
31. Connections between bus, MAX, Streetcar and WES	1	2	3	4	5
32. Frequency of bus, MAX and other public transit vehicles	1	2	3	4	5
33. Reliability for on-time service	1	2	3	4	5
34. Personal safety on vehicles (If necessary: satisfaction with personal safety while riding on a transit vehicle.)	1	2	3	4	5
35. Park-and-ride facilities	1	2	3	4	5

36. Do you get information to help you take public transit trips from: (read and select all that apply)

Randomize 1-5

Response Category	
Printed materials	1
Websites	2
Smart Phone apps	3
Calling or texting from a phone	4
Family, friends, co-workers	5
[DNR] None of the above	6
[DNR] Don't know	7

SECTION 6: AWARENESS OF RTO PROGRAMS (Ask all)

I will now describe a variety of transportation programs in the Portland Region. Please let me know if you have seen or heard about each program. **(Randomize 37-46B)**

Response Category (N=581)	Yes	No	Don't know
37. The TriMet trip planner is an online tool that can be used to plan public transit trips throughout the Portland region.	1	2	3
38. City of Portland SmartTrips delivers information such as bike maps, walking maps and transit guides to residents.	1	2	3
39. The Bicycle Transportation Alliance bike commute challenge is a competition among workplaces where employees log their bike trips each September.	1	2	3
40. The Bike There map is a waterproof, regional bicycling map created by Metro and sold in local bike and outdoor stores.	1	2	3
41 NOT ASKED 42. Drive Less Save More is a campaign encouraging residents to make fewer single person car trips.	1	2	3
43. Drive Less Connect is a carpool matching and trip logging website.	1	2	3
43B. The Oregon Drive Less Challenge is a two-week challenge in October to reduce one million drive-alone miles and includes incentives and events.	1	2	3
44. Sunday Parkways or Sunday Streets are free events that open up city streets to bicyclists and walkers.	1	2	3
45. Carsharing services, such as Zip Car and Car2Go offer convenient, by-the-hour car rentals.	1	2	3
46. Safe Routes to School creates safer, convenient and fun opportunities for children to bicycle and walk to and from school.	1	2	3
46B. Public bike share systems in other cities let people check out a bicycle to ride from one point in the city to another for a small fee. Have you seen or heard about bike share in other cities?	1	2	3

TriMet Trip Planner: Ask if yes / aware in Q37

47. **[ASK if 37=1]** Did you plan a transit trip on the TriMet Trip Planner?
[If needed: The TriMet trip planner is an online tool that can be used to plan public transportation trips throughout the Portland region.]

Response Category	
Yes	1
No	2
[DNR] Don't know	3

48. **[ASK if 37=1]** TriMet's website now supports planning combined transit and bicycle trips, as well as bike-only and walk-only trips using Beta and Map versions of the trip planner. Have you seen or heard anything about the Beta or Map trip planner?
[If needed: The TriMet trip planner is an online tool that can be used to plan public transportation trips throughout the Portland region.]

Response Category	
Yes	1
No **[SKIP TO Q 50]**	2
Don't know **[SKIP TO Q 50]**	3

49. **[ASK if 48 = 1]** Where did you most recently see or hear about the TriMet Beta or Map Trip Planner? (; Do Not Read List , multiples accepted)
[If needed: The TriMet trip planner is an online tool that can be used to plan public transportation trips throughout the Portland region.]

Response Category	N=76
TriMet website	1
Internet-General	2
Word of mouth-friends, family, or co-workers	3
Television news	4
Smartphone	5
Personal knowledge	6
Other	7
Don't know	8

50. **[ASK if 37=1]** Did you plan a trip that combined transit and bicycling?

Response Category	
Yes	1
No	2
[DNR] Did not use	3
[DNR] Don't know	4

51. **[ASK if 37=1]** Did you plan a bicycle-only trip?

Response Category	
Yes	1
No	2
[DNR] Did not use	3
[DNR] Don't know	4

52. **[ASK if 37=1]** Did you plan walk-only trip?

Response Category	
Yes	1
No	2
[DNR]Did not use	3
[DNR] Don't know	4

53. **(ASK if Q50 OR Q51 OR Q52 = 1, yes)** Overall, how satisfied were you with using the Map Trip Planner? Were you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	
Very satisfied	1
Somewhat satisfied	2
Not too satisfied	3
Not at all satisfied	4
[DNR] Don't know	5

BTA Bike Commute Challenge: Ask if aware (ASK IF Q39 = 1)

54. **(ASK IF Q1 =1 or 2 AND Q39 = 1)** Did the Bike Commute Challenge motivate you to commute year-round by bike?

[If needed: The Bicycle Transportation Alliance bike commute challenge is a competition among workplaces where employees log their bike trips each September.]

Response Category	
Yes	1
No	2
[DNR] Did not participate	3
[DNR] Don't know	4

Bike There! Map: Ask if aware (ASK if Q40 = 1)

55. **(Level 1 ASK if Q40 = 1)** Where did you most recently see or hear about the Bike There! map? (Do NOT Read LIst)

[If needed: The Bike There map is a waterproof, regional bicycling map created by Metro and sold in local bike and outdoor stores.]

Response Category	
Word of mouth thru friends, family, or coworkers	1
Bike store/shop	2
Internet or website	3
TV/news	4
Place of employment	5
Newspapers	6
Metro/bus	7
Sunday Parkway	8
Mail	9
Borders books/book store	10
Other, specify __	11
Nothing/none	12
Don't know	13

56. **(Level 2 ASK if Q40 = 1)** Did you bicycle more places as a result of using the map?

[If needed: The Bike There map is a waterproof, regional bicycling map created by Metro and sold in local bike and outdoor stores.]

Response Category	
Yes	1
No	2
[DNR] Did not use	3
[DNR] Don't know	4

57. **(Level 3 ASK if Q56 <> 3)** How satisfied were you with using the Bike There! Map? Were you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?
[If needed: The Bike There map is a waterproof, regional bicycling map created by Metro and sold in local bike and outdoor stores.]

Response Category	
Very satisfied	1
Somewhat satisfied	2
Not too satisfied	3
Not at all satisfied	4
[DNR] Don't know	5

65. **(Ask if Q42 = 1 Drive Less, Save More)** Where did you most recently see or hear about Drive Less, Save More? (Do not read list;)
[If needed: Drive Less Save More is a campaign encouraging residents to make fewer single person car trips.]

Response Category	
Television—general	1
Radio	2
Bus advertisements	3
Internet/online	4
Newspaper	5
Work place	6
Commercials	7
Billboards	8
News – general	9
At school	10
Friends/family	11
Other,Specify_	12
Don't know	13

Drive Less Connect: **(Ask if Q43 = 1)**

66. ***(Ask if Q43 = 1)*** Where did you most recently see or hear about Drive Less Connect? (Do Not Read List , multiples accepted)

[If needed: Drive Less Connect is a carpool matching and trip logging website.]

Response Category	
Ads on cars	9
At work	3
Metro/bus station	8
Newspaper/St. Johns Review	6
Online-General	2
Place of employment	7
Radio	5
Television/news	1
Word of mouth friends/family	4
Other, Specify	10
Don't know	11

67A. ***(Ask if Q43 = 1)*** Did you use Drive Less Connect?

[If needed: Drive Less Connect is a carpool matching and trip logging website.]

YES
NO

67B. **(Ask if Q67 A= yes)** As a result of using Drive Less Connect, did any of the following occur? (Randomize 1-2; select all that apply)

Response Category	
You made fewer trips in your car	1
You started carpooling more often	2
[DNR] None of the above	3
[DNR] Did not use	4
[DNR] Don't know	5

68. ***(Ask if [Q43 = 1] AND [Q67A =1])*** How satisfied were you with Drive Less Connect? Were you very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied?

Response Category	
Very satisfied	1
Somewhat satisfied	2
Not too satisfied	3
Not at all satisfied	4
[DNR] Don't know	5

Carsharing Services: **(Ask if Q45=1)**

69. **(Ask if Q45=1 aware of carsharing)** If you use carsharing, please list the places you go. (If necessary, list examples: such as going to a store, park or movie)

DO NOT READ LIST

[If needed: Carsharing services, such as ZipCar and Car2Go offer convenient, by-the-hour car rentals.]

Response Category	
Do not use	1
Work	2
Stores	3
Doctors office	4
Other, Specify	5
[DNR] Don't know	6

Q69B **[IF Q2 = 1, 2 or 3 AND Q45=1 AND Q69=1 (don't use)]** If a carsharing vehicle was stationed 4 blocks from your home, would you use it?

1. YES
2. NO

[If Q69B =yes] How many days per month would you use it? ___ (allow 1-31)

Safe Routes to School: **[Ask if Q46 = 1]**

70. **(Ask if Q46=1)** Did the Safe Routes to School program encourage your family to walk or bike more for school trips?
[If needed: Safe Routes to School creates safer, convenient and fun opportunities for children to bicycle and walk to and from school.]

Response Category	
Yes	1
No	2
[DNR] Not applicable – no school children	3
[DNR] Don't know	4

Q71 NOT ASKED
Q72 A NOT ASKED
Q72B NOT ASKED

SECTION 7: COMMUTING HABITS

[Ask this section if employed (Q1=1) or go to school (Q1=2)]

Now I'm going to ask you some more questions about commuting, meaning how you get to [work/school] . Insert correct text based on response to Q1

[Ask if employed (Q1=1) or go to school (Q1=2)]

Insert this question next:
72B. [IF EMPLOYED (Q1=1)] First, do you work mainly at home or a specific location outside of your home?
[IF NEEDED]: Based on where you work the majority of the time.
[IF THEY SAY "AT HOME", SAY THE FOLLOWING IF NECESSARY]: I realize some questions in this section may not seem applicable, but we still need to ask them since people working at home may work for an employer that offers commute-related information or benefits.

1. Mainly at home
2. At a specific location outside the home

72C.[If employed Q1=1] Do you remember receiving commute information during your first weeks on the job?
if necessary / if multiple employers: Please answer for the employer or work site where you work the most hours.)

1. YES
2. NO
3. [DNR] Don't Know

72D. **[If Q72C = yes]** How did you use the commute information? (open)

72E **(If student Q1= 2)** Do you remember receiving transportation information during your first weeks of the school year?

1. YES
2. NO
3. [DNR] Don't Know

72F **[If Q72E = Yes]** How did you use the transportation information? (open)

73. [**(If employed and if driver (Q1 = 1 AND Q2 = 1 or 2 or 3)]** Are you able to work from home some days?

Response Category	
Yes	1
No	2
[DNR] Don't know	3

74. **(If employed /student Q1 = 1 or 2)** Does your **(employer/school)** offer financial incentives for any of the following commute options? (read and select all that apply) **Randomize 1-3**

Response Category	
Biking/Walking	1
Carpooling or vanpooling	2
Transit	3
[DNR] None of the above	4
[DNR] Don't know	5

75. **(If employed Q1 = 1)** If you are at work without a car, does your employer offer a free ride home in case of a personal emergency?

Response Category	
Yes	1
No	2
[DNR] Don't know	3

71. **(If employed Q1 = 1)** In what city do you work? [Do Not Read List]

Response Category	
Beaverton	1
Clackamas`	2
Hillsboro	3
Oregon City	4
Portland	5
Tigard	6
Tualatin	7
other, specify	8
[DNR] Refused	9

72. **(If employed Q1=1)** What is the closest intersection (cross streets) to your place of employment? [OPEN]

76. **(If student Q1=2)** What school do you attend? [Do Not Read List]

Response Category	
Portland State University	1
Portland Community College-Sylvania	2
Mt. Hood Community College	3
Clackamas Community College	4
Portland Community College-Cascade	5
Don't attend school	6
Other, specify	7
[DNR] Refused	8

77. **(If student/employed Q1= 1 or 2)** Have you seen information about different transportation options posted anywhere at your **(workplace/school)**?

Response Category	
Yes	1
No	2
[DNR] Don't know	3

78. **(If student or employed Q1= 1 or 2)** Do you pay to park at **(work/school)**?

Response Category	
Yes	1
No	2
[DNR] Don't know	3

79. **(If Q78= yes)** How much do you pay per month to park? Just an estimate is fine.
1. [DNR] Don't Know / Refused
2. (Collect in Dollars--open, whole numbers greater than zero)

80. **(If yes, pay to park Q78=1)** If you had to pay $25 more per month to park, would you: (read and accept one) **Randomize 1-5**

Response Category	
Keep driving and pay the extra cost	1
Commute by bike	2
Commute by public transit	3
Start carpooling or vanpooling	4
Commute by walking	5
[DNR] None of above	
[DNR] Don't know	

81. **(If no to pay to park Q78=2)** If you had to pay $25 per month to park would you: (read and accept one) **Randomize 1-6**

Response Category	
Keep driving and pay the extra cost	1
Commute by bike Commute by public transit	2
Start carpooling or vanpooling	3
Commute by walking	4
Look for other employment	5
Find alternative parking	6
[DNR] Not applicable	7
[DNR] Don't know	8

72B How many years have you worked for your employer? (if necessary, if multiple employers, where employed with the most hours).

1. [DNR] Refused
2. Collect years _____

SECTION 8: MESSAGES + MESSAGING

82. **[if Q2= 1 through 4]** Let's say you're planning to reduce the amount you drive in general. Which one statement from the following choices best describes why you might do this (read list; accept one response): **Randomize 1-4**

Response Category	
I will save money on vehicle and parking expenses; or,	1
I would rather spend my travel time doing something else other than driving; or,	2
To be healthier by using other transportation options like bicycling and walking; or,	3
I want to make my community a better place to live	4
[DNR] Don't know	5

83. **(If "to save money" Q82=1)** How much money do you think you could save each week by reducing the amount you drive? (open ended; enter zero if none and 9999 if they have no idea)

0. [DNR] None
1. Enter response in Dollars ____
9999. [DNR] No ides /Don't Know

84. **(If "time in traffic" Q82=2)** How would you prefer to spend your time while going somewhere? Do Not Read List

(draft potential coding categories)	
Watch TV or videos on a device	1
Social networking	2
Working	3
Leisure reading	4
Sleeping/resting/relaxing	5
Other , specify	6
Don't Know	7

85. **(If "healthier" Q82=3)** In what ways do you think your health could be improved by using transportation options like bicycling and walking?
[Read list] SELECT ALL THAT APPLY

1. Reduce stress
2. Lose weight
3. Prevent chronic diseases such as heart disease and diabetes
4. Include physical activity into my daily routine
5. Feel more energetic
6. [DNR] None of the above
7. [DNR] Don't know

85b. **(Ask if more than one response selected in Q85)** What would be your number one motivation to start bicycling and walking more?
[Only display responses selected in Q85]

86 **(If Q82="better community")** In what ways do you think your community would benefit? (open; Probe and Clarify)

SECTION 9: DEMOGRAPHICS

We've reached the final section of questions, and these are to make sure we have interviewed a representative portion of the community. They are very important, and remember that all of your answers are confidential and not associated with your name in any way.

88. How long have you lived in the Portland metro area? (
    1. [DNR] Don't Know/ Refused
    2. Record number of years____

89. **[IF Q88 > 5 years]** Have you moved residences in the last 5 years? 1. YES
2. NO
3. [DNR] Don't Know

90A. **[IF Q88 <= 5 years OR Q89 = "yes"]** Did you move:

1. From outside the Portland-Metro area
2. To a new neighborhood within the Portland-Metro area
3. Within your original neighborhood
4. [DNR] Don't Know

90B. **[IF Q88 <= 5 years OR Q89 = "yes"]** Was the decision to choose your current location influenced in any way by your household's daily transportation needs or desires?

Response Category	
Yes	1
No	2
[DNR] Don't know	3

91A. **[If Q90=1 yes]** In what ways? (Do Not Read List , record up to 3 responses)

Response Category	N=
Closer to work	1
Convenient public transportation locations	2
Shorter commute	3
Closer to shopping/stores	4
Closer to schools	5
Wanted to live closer to downtown	6
Need a vehicle to get around	7
Wanted to live closer to the city	8
Less traffic congestion	9
Other, specify	10
[DNR] Don't Know	11

91B. **[Ask 91B if Q88 is 5 years or less; or, Q89 is "yes"]**
Please describe any online or printed resources you used to understand public transit, bike or walk options available near your new residence (open)

92. Including yourself, how many people currently live in your household?

Response Category	
1 person	1
2 people	2
3 people	3
4 people	4
5 people	5
6 or more	6
[DNR] Refused	7

93. **(If more than one person IFQ92>1 AND <7)** How many people under age 18 live in your household?

Response Category	
None	1
1 person	2
2 people	3
3 people	4
4 people	5
5 people	6
6 people	7
[DNR] Refused	8

94. How many vehicles are kept at home for use by household members?

Response Category	
0	1
1	2
2	3
3	4
4	5
5 or more	6
[DNR] Refused	7

96. Do you own a bicycle?

Response Category	
Yes	1
No	2
[DNR] Don't know /Refused	3

97. What best describes your home: (read list, Single Mention)

Response Category	
Mobile home	1
Single-family detached house	2
Duplex	3
An apartment building with 3 or more units	4
Condominium	5
Townhome	6
Other (specify) ___	7
[DNR] Don't know/Refused	8

98. [ASK if Q97 <> 4,8] Do you own or rent your home?

Response Category	
Own	1
Rent	2
[DNR] Don't know /Refused	3

99. Which of the following categories includes your annual household income before taxes? (read and select one)

Response Category	
Below $25,000	1
Between $25,000 and $49,000	2
Between $50,000 and $74,000	3
Between $75,000 to $100,000	4
More than $100,000	5
[DNR] Don't know /Refused	6

100. **[IF Q99=1]** Would you say your income is (read and select one)

Response Category	
Below $11,000	1
Between $11,000 and $15,000	2
Between $16,000 and $19,000	3
Between $20,000 to $24,000	4
[DNR] Don't know /Refused	5

Q100B. What is the last grade of school you completed?

1. Less than high school
2. GED or high school graduate
3. Some college or trade school
4. Four year college degree BA/BS
5. Post-graduate work
6. Other (SPECIFY:___)
7. [DNR] Don't know/Not sure
8. [DNR] Refused

101. What is your age?

Under 16	0	TERM	
16-32	1		
33-49	2		
50-68	3		
69+	4		
Refused	5		

102. What best represents your racial background?

Response Category	
White	1
Black or African American	2
Asian	3
Native Hawaiian or other Pacific Islander	4
American Indian or Alaska Native	5
Hispanic	6
Multi-racial or bi-racial	7
Other	8
[DNR] Refused	9

103. Are you of Hispanic, Latino, or Spanish origin?

Response Category	
Yes	1 12% QUOTA
No	2
[DNR] Refused	3

104. Do you speak a language other than English at home?

Response Category	
Yes	1
No	2
[DNR] Refused	3

105. **[IF Q104=1]** What language other than English do you speak at home (Do Not Read List)

Response Category	
Spanish	1
Russian	2
German	3
French	4
Hindi	5
Japanese	6
Arabic	7
Other, specify	8
[DNR] Refused	9

106. Sex (BY OBSERVATION ONLY) [QUOTA]

107. [MOVED TO FRONT OF SURVEY]

108. What is the closest intersection to where you live? (open)

111. Which of the following transportation options are you interested in learning more about, if any? (read and select all mentions)
[**randomize 1- 4**]

1. Walking
2. Bike
3. Public transit
4. Carpool or vanpool
5. [DNR] None

112. If there is one thing you could suggest to improve or facilitate your travel in the region today, what would that be? (Do Not Read List . Enter all that apply)

Response Category	
Better infrastructure/roads/ sidewalks/street lights	1
Better/more bike lanes	6
Frequent bus stops/hours	2
Increased safety	7
More/better bus routes	4
No complaints/problems	3
Reduce traffic congestion	5
Other,specify	6
Nothing	7
Don't know	8

113. May I please have your name so I can enter you into the drawing for the $100 gift card?

Response Category	
1.Refused – Do not want to be entered	
3. Yes – Collect name	

114. And have I reached you at <PHONE>?

Response Category	N=581
Yes	
No – collect new phone	
Refused	

115. [ASK for Cell Sample Only] Do you have a landline or standard wired phone in home, or do you use only your cell phone?

1. Have landline phone in home
2. Use cell only
3. [DNR] Refused