

Regional Travel Options (RTO) Community Program



2019-2023 Metro RTO Grant Program Evaluation

Metro RTO's Community program focuses on how people travel to meet their basic needs and to recreate, including going to the grocery store, enjoying a nearby park, or traveling to an essential service like the doctor. **Metro funded 30 projects in the Community program area during the 2019-2023 RTO grant cycle, totaling \$3,577,000.**

Community Program Highlights



Community projects serve a wide range of audiences including older adults, youth experiencing homelessness, students, communities of color, people living on low incomes, people with disabilities, non-English speakers, and affordable housing residents.



Hiring culturally specific staff deepened community relationships, and multilingual outreach helped to identify barriers to accessing transportation. Adapting outreach methods, such as text communication during the pandemic, further improved participant engagement.



Holistic approaches that addressed intersectional community needs, such as food insecurity and transportation, were successful in engaging participants.



Incentive programs saw a reduction in drive-alone trips – 76% of participants of Portland Bureau of Transportation's Transportation Wallet: Access for All who own cars reported driving less due to the program.

Future Recommendations for RTO

- 1. Address identified barriers to using travel options**, including cost, convenience, and real and perceived safety concerns.
- 2. Expand targeted programming and services** at key community-based destinations.
- 3. Continue to support culturally specific outreach efforts**—storytelling is an effective mechanism to capture the impact of diverse programs.
- 4. Address challenges** in tracking the programs' geographic coverage, targeted audiences, and impact.

Community Program Impact



Over
200,000
program participants



9,235,199
vehicle miles
reduced



and
4,482 metric tons
of CO₂ avoided



Increased transportation
options awareness with
15,000,000+
views or impressions
reported



Delivery of
300,000 lbs
of food
to 4,895 participants
by bike, through a
COVID-19 response
program led by the
Community Cycling
Center



Scan the QR code to view Metro's RTO program

Metro's RTO program funds and supports local programs that increase the use of travel options, reduce pollution, and improve mobility across greater Portland, OR. RTO funds work across three program areas—**Commute, Community** and **Safe Routes to School**. To learn more visit the [RTO program website: www.oregonmetro.gov/regionaltraveltions](http://www.oregonmetro.gov/regionaltraveltions)

Community Program Area Spotlights



Community Cycling Center

The Community Cycling Center (CCC) operates the Repair Hub (the Hub), a community hub that provides on-site bike repair at no cost to residents of the New Columbia community in North Portland. **In the 2019-2023 grant cycle, the Hub repaired over 1,500 bikes.** Additionally, the Hub offers an Earn-A-Bike (EAB) program that connects community members in critical need of reliable transportation with a bike, safety gear, and bike education. Another component of CCC's community programming was the launch of an Emergency Food Delivery Program in response to the COVID-19 pandemic – **staff and volunteers delivered hundreds of food boxes to community members in Portsmouth and Cully on a weekly basis, all by bike.**



Repair Hub staff and volunteers repair a child's bike and provide mechanical knowledge in New Columbia



PBOT staff lead a BIKETOWN for All clinic with participants from IRCO

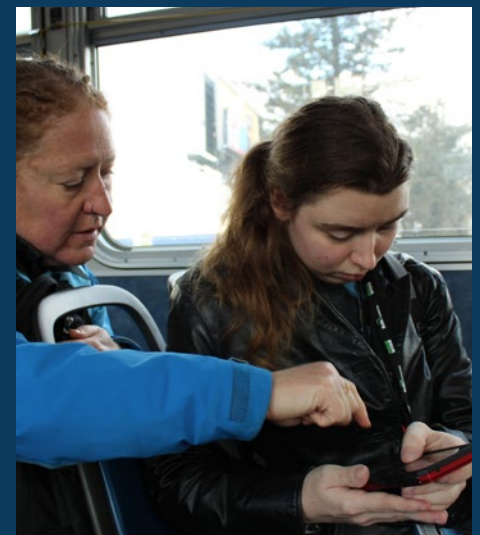
PBOT

Portland Bureau of Transportation (PBOT) provides a variety of transportation demand management programming across the city. The SmartTrips New Movers program is a program for residents of new multi-unit buildings in Portland to discover non-driving transportation options. **Over the 2019-2023 grant period, the New Movers program reached 123,675 households and received 11,124 orders.** PBOT's other TDM programs include organizing bike rides, workshops and events to promote active transportation, such as Sunday Parkways. In addition, **PBOT hosted 30 events with an average of 34 participants at each event** – with a particular focus on supporting participants in the Transportation Wallet: Access for All program – which provides a collection of passes and credits for use on transit, streetcare, bikeshare, e-scooters, taxis, Uber & Lyft and parking to households living on low incomes at no cost. After the pandemic, PBOT has prioritized hosting events in areas that have been historically underserved, are partnering with community-based organizations to reach BIPOC community members, or have newer bike networks.

Ride Connection

Ride Connection's RideWise Travel Training and Mobility Support Program provides travel options counseling and one-on-one travel training to older adults, people with disabilities, and non-English speaking individuals of all ages in Clackamas, Washington, and Multnomah counties. **Over the 2019-2023 grant period, travel options counselors supported 8,303 individuals, exceeding its program goal of 7,200 individuals.**

While Ride Connection paused all in-person services during the COVID-19 pandemic (except for door-to-door life sustaining trips), RideWise continued to provide counseling via phone and developed virtual travel training available on its website at any time. **RideWise provided 206 group trainings over the grant period, exceeding its program goal of 115.**



Ride Connection staff provide digital travel training to a participant while riding the bus.