Smart Trips Neighborhoods
Encouraging biking, walking and transit use through individualized social marketing

Laura Baum
St. Paul Smart Trips

CTS Research Conference - 4/27/2010
Outline

Individualized social marketing
Smart Trips Summit-U (2008)
  Overview
  Evaluation
  Results
  Lessons Learned
Smart Trips Union Park (2009) &
Smart Trips Highland Park (2010)
Smart Trips Summit-U (2008)
Welcome to Smart Trips Summit-U!

Smart Trips is coming to Summit-University! Smart Trips Summit-U is an innovative new program to connect people with new resources, events, and activities that will help them make "smart" trips smart for your budget, smart for the environment and smart for your health.

This summer, we will have in your neighborhood, providing resources on transportation options and free bike rentals, hosting bike rides and walks and leading classes on bike repair and bike commuting. To name a few...

Right around the corner...

- Smart Trips Summit-U
  - University
  - Marshall
  - Seller
  - Summit - University

We'll deliver it to you! We want to make our schedules the most flexible. We will deliver them to you! How about a ride, bike, or local bus to local business? We'll deliver all these resources to you for free along with a reusable tote bag for your neighborhood shopping needs.

Future news will provide additional information on transportation options in your neighborhood, including money-saving tips, earth-friendly ideas, and event information.

We deliver to your doorstep! Review what you can order in a FREE Smart Trips Kit on p. 2.

Get your FREE Smart Trips Kit!

(Take a look at our new resources in the coming weeks for more information on our Smart Trips Kit. You can also order a variety of new resources and events to help you explore Summit-U and beyond.)
Smart Trips SUMMIT-U

ORDER FORM

Tell us what you'd like in your FREE Smart Trips Kit

Deliver to:

☐ Check as many boxes as you want!

☐ Name:

☐ Address:

☐ Apt. / Suite #:

☐ E-mail:

☐ Walking packet

☐ Biking packet

☐ Everything for exploring your neighborhood by foot and tracking your steps.

Plus: FREE pedometer

☑ Marina trips in St. Paul

☐ All you need to start cycling! Includes all bike items from "Mix and match" at right.

Plus: FREE Twin Cities Bike Map and reflective arm / leg band

☐ Both packets include:

- Summit-U and Midway in Motion illustrated maps.
- Calendar of all of our Walks: Hidden Classics.
- Coupon book to neighborhood businesses
- Tracking cards to log all the trips you make.

☐ Transit information

☐ Bus & Train schedules

☐ Capital, Midway Ct., University Ave., St. Paul

☐ Capital, Midway Ct., University Ave., St. Paul

☐ Midway, Marshall, Lake, Uptown

☐ All rail serve Downtown St. Paul

☐ St. Thomas, Eden, Macalester, Sun Ray Shopping Ctr., McKnight

☐ Sunrise, Como, Loring Park, Hennepin

☐ Capital, Snelling & U of M Ht., Midway, MPLS

☐ Bluemont, Marshall, Loring Park

☐ How to ride guide

☑ Highlight the ins and outs of using Metro Transit buses and light-rail trains.

☐ Go-To Card order form

☑ Order a rechargeable Go-To Card, the popular new touch-activated transit pass.

☐ Transit system map

☑ Overview map of the region’s transit routes. Includes bus and light-rail lines, Park & Ride lots, bike lockers and more.

☑ Mix and match

☐ Bike2Benefits brochure*

☐ Enrollment info for this free program which awards new bike commuters with prizes and resources like a personalized route map.

☐ Share the Road card*

☐ Wallet-sized reference card with night ke keys to help cyclists and motorists share the road safely.

☐ Peaceful Coexistence brochure*

☐ Tips and resources to help cyclists stay safe around buses and trains.

☐ Bike-n-Ride brochure*

☑ Instructions and photos showing how to bring your bike on the bus & train.

☐ Carpooling Ridesmatch Request form

☑ Personalized ride matches provided for your trip for work or to school.

☐ HOURCAR brochure

☐ Locations, rates and cost-savings for this local car-sharing service.

☐ Guaranteed Ride Home brochure

☐ A "safety net" program that provides free coupons for transit and taxi rides to individuals who take transit, carpool, vanpool, bike or a walk to work or school.

☐ Midway in Motion map*

☑ Illustrated map of St. Paul's Midway area includes neighborhood amenities, bike and bus routes and helpful tips.

☐ Summit-U map*

☑ Like above, but a detailed view of your neighborhood including cultural heritage sites and public art attractions.

☐ Events calendar*

☑ Full listing of Smart Trips Summit-U events happening throughout the summer including guided walks, bike rides and classes.

More ways to reduce your impact

☐ Composting fact sheet

☑ Get started with backyard or worm bin composting.

☐ Recycling guide

☑ Learn more about recycling in your neighborhood.

Share your thoughts

☐ Newsletter Only – Hi! Smart Trips Kit

☑ Have all the resources you need? Choose to receive only our printed newsletters.
Check as many boxes as you want!

Deliver to:

First Name *

Last Name *

Street Address (e.g. 1234 Main St) *

Apt.

City, State

St. Paul, MN

Zip

E-mail

Choose what FREE resources you'd like
Both packets include: neighborhood events calendar, coupon book and maps.

Walking Packet
☐ Everything for exploring your neighborhood by foot and tracking your steps.
   Plus: FREE pedometer

Biking Packet
☐ All you need to start cycling! Includes all bike items from "Mix and match" below.
   Plus: FREE Twin Cities Bike map & reflective band

Transit Information

Bus & Train Schedules
☐ 16 Capitol, Midway Ctr., Univ. Ave., U of M, Dwtn. MPLS
☐ 21 St. Paul Tech, Selby, Midway Ctr., Marshall, St Thomas, Lake, Uptown
☐ 50 Ltd. Stop – Capitol, Midway Ctr.

63: St. Thomas, Crand, Macalester, Sun Ray Shopping Ctr., McKnight
65: Selby, Dale, Rosedale Ctr., Roseville
94: Capitol, Snelling at I-94, Dwtn. MPLS
Kit Delivery – by bike!
Smart Trips Kits  612
Walking packets   530
Biking packets    493
Options packets   328

8.6% of households ordered a Kit
8. What was the purpose of your first/next trip and what mode of transportation did you use?

EACH STOP QUALIFIES AS A TRIP. RECORD THE PURPOSE AND MODE OF EACH TRIP. REPEAT UNTIL ALL TRIPS (UP TO 20) ARE ACCOUNTED FOR.

<table>
<thead>
<tr>
<th>TRIP PURPOSE CODES</th>
<th>TRIP MODE CODES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Work</strong></td>
<td><strong>Public Transportation</strong></td>
</tr>
<tr>
<td>1 Work</td>
<td>1 Light Trail Transit (LRT)</td>
</tr>
<tr>
<td>2 Work-related (sales call, meeting, etc.)</td>
<td>2 Bus</td>
</tr>
<tr>
<td><strong>School/Childcare</strong></td>
<td><strong>Taxi/Shuttle/Limo</strong></td>
</tr>
<tr>
<td>3 Education (attending classes)</td>
<td></td>
</tr>
<tr>
<td>4 Other school activities (sports, extra-curricular)</td>
<td>3 Taxi/Shuttle/Limo</td>
</tr>
<tr>
<td>5 Childcare, day care, after school care</td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td><strong>Motorized-Private</strong></td>
</tr>
<tr>
<td>6 Leisure (eating out, coffee, entertainment)</td>
<td>4 Drove alone</td>
</tr>
<tr>
<td>7 Shopping</td>
<td>5 Drove with or as passenger</td>
</tr>
<tr>
<td>8 Fitness and exercise</td>
<td>6 Motorcycle/Scooter</td>
</tr>
<tr>
<td>9 Personal business (medical, banking, etc.)</td>
<td></td>
</tr>
<tr>
<td>10 Pick-up or drop-off passenger</td>
<td><strong>Non-Motorized</strong></td>
</tr>
<tr>
<td>11 Other (SPECIFY)</td>
<td>7 Bicycle</td>
</tr>
<tr>
<td></td>
<td>8 Walk</td>
</tr>
<tr>
<td></td>
<td><strong>Other</strong></td>
</tr>
<tr>
<td></td>
<td>9 Other (SPECIFY)</td>
</tr>
</tbody>
</table>
Change in Walking & Biking Trips

- 33% Net Increase
Gas Prices (2008)

Source: www.gasbuddy.com
The growth of biking and walking trips accounts for a reduction of:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle miles per day</td>
<td>6,700</td>
</tr>
<tr>
<td>Vehicle miles per year</td>
<td>2,289,000</td>
</tr>
<tr>
<td>Metric tons of greenhouse gases per year</td>
<td>989</td>
</tr>
</tbody>
</table>
### Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Survey</td>
<td>$25,000</td>
</tr>
<tr>
<td>Program Expenses</td>
<td>$109,000</td>
</tr>
<tr>
<td>Print materials</td>
<td>$10,500</td>
</tr>
<tr>
<td>Postage / mailing</td>
<td>$10,000</td>
</tr>
<tr>
<td>Guided rides / walks</td>
<td>$2,000</td>
</tr>
<tr>
<td>Classes</td>
<td>$2,000</td>
</tr>
<tr>
<td>Incentives</td>
<td>$14,500</td>
</tr>
<tr>
<td>Staff (1.5 FTEs)</td>
<td>$70,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$134,000</strong></td>
</tr>
</tbody>
</table>
The program costs $10 per person to administer

$134,000 budget

= $10.18 per adult resident

13,162 adult residents
Lessons Learned from Smart Trips Summit-U

- Improve phone survey
- Identify barriers and provide more targeted messages
- Offer experiential events and provide incentives for attendance
- Communicate ways to maintain the behaviors after the program
Smart Trips Union Park (2009)
Smart Trips Highland Park (2010)
Dear Smart Trips Union Park participant,

Thank you for ordering a Smart Trips trip plan.

1. Transit Itinerary
   - Use these step-by-step directions to get from your home to the destination you chose.

2. Bus/Train Schedule
   - Use the schedule(s) for your route.

3. Free Ride Coupon
   - Use this free ride pass on any valid Metro Transit service.

4. Walking Map
   - Once you get off the bus or train, use the walking map to reach your destination.

Thank you for choosing Smart Trips.

If you enjoy this trip and want to ride again:

- Create your own custom plan
- Order a Go-To card
- Get real-time departure information

You can also call Metro Transit at 612-371-5222 or contact the transit advisor who can help you plan a trip.

Happy travels,

Jessica Treat
St. Paul Smart Trips
651-224-8555
smart-trips.org

---

Metro Transit

Trip Plan Results

1900 CARROLL AVE to 7TH ST S & NICOLLET MALL
Depart at 8:00 AM on Monday, August 10, 2009

Itinerary #1

Walk 0.17 miles S from 1900 CARROLL AVE to Marshall Av & Moore St

From 1900 CARROLL AVE
Walk a short distance E on Carroll Ave.
Turn right on Moore St.
Walk approx. 1 block S on Moore St.
Turn left on Marshall Ave.
Walk a short distance E on Marshall Ave.

to Marshall Av & Moore St

Route: 21 Selby-Lake/ Uptown
8:08 AM depart from Marshall Av & Moore St
8:10 AM arrive at Marshall Av & Cretin Av

Route: 134 Cleveland / Minneapolis
8:19 AM depart from Cretin Av & Marshall Av
8:38 AM arrive at 7 St S & Nicollet Mall

Regular Fare: $2.25
Senior Fare: $1.35
Total Trip Time: 0:36
Smart Trips Kits (2009)  708
  Walking packets  622
  Biking packets  636
  Transit packets  509

10.9% of households ordered a Kit
Laura Baum
Residential Outreach Specialist
St. Paul Smart Trips
laura@smart-trips.org
651-224-8555 x21

Winner of a 2009 Sustainable Saint Paul Award