

FY 2010 RESEARCH PROBLEM STATEMENT

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TITLE ([more info](#))

Effect of school trip mode on parent work trip mode

PROBLEM (Description of need) ([more info](#))

Many working parents feel that they must drive to work in a private automobile because they must drive their child to school. Most workplace TDM programs do not address child transportation issues. At the same time, the national Safe Routes to School movement is encouraging parents to shift the school commute trip away from drive-alone transportation and towards walking or bicycling. To date, no study has determined a) parental mode distribution compared to average mode distribution, or b) the effect, if any, on the parent work mode choice if the school trip is shifted from drive-alone to walking or bicycling.

PROPOSED RESEARCH, DEVELOPMENT OR TECHNOLOGY TRANSFER ACTIVITY ([more info](#))

This study will develop a work travel mode baseline for working parents; it is anticipated that their drive-alone modeshare will be higher than the average. Then, the study will develop a methodology to measure any changes in parent work modeshare after the child's school trip mode is shifted to bicycling and walking. The study should partner with Oregon's robust statewide Safe Routes to School effort (ODOT contact: Julie Yip) to identify participants and create a research plan that will be appropriate for school needs and limitations. A literature review should be conducted prior to designing the research plan.

BENEFITS ([more info](#))

The results of this study will help to determine the degree to which driving children to school limits parental mode choice, as well as the potential to shift parent commute trips through programs that change the child's school trip mode. One possible benefit would be to make TDM programs and funding organizations aware of the potential impact of school-based TDM programs beyond just school-based vehicle traffic. This study would also help quantify benefits of Safe Routes to School programs.

This research will:

- Contribute to an understanding of the effectiveness and cost-effectiveness of Oregon's existing Safe Routes to School programs at reducing drive-alone trips and increasing multimodal trips
- Increase ODOT's understanding of bicycle boulevards' potential to reduce congestion
- Contribute needed pedestrian and bicycle data to ODOT's library for use in planning, design, and research projects
- Determine whether Safe Routes to School efforts to shift children's school transportation modes are an effective tool for decreasing congestion and reducing carbon emissions in Oregon
- Contribute significantly to statewide and national understanding of what factors limit parental mode choice, and how TDM programs can create conditions that permit parents to select multimodal transportation options for their own work trip

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Problem Statement Number:

IM-10-04 Parent Mode Choice