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# MEMORANDUM

To: Stephanie Millar, Oregon Department of Transportation

From: Anna Gore, Alta Planning + Design

Date: May 7, 2019

**Re: Reboot Your Commute Transportation Options Final Report**

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## Executive Summary

The Reboot Your Commute education and outreach program was initiated help address safety and vehicle flow issues at southbound I-5 at exit 27 from 7:45 - 8:00 am on weekday mornings. Nearly every weekday morning, excess vehicle demand results in traffic back up onto the interstate at the exit, creating traffic delays and dangerous conditions on the roadway.

While expanding capacity of the exit itself is a costly solution, Transportation Demand Management (TDM) strategies, also called Transportation Options (TO) strategies in Oregon, offer a lower-cost alternative by decreasing demand for vehicular roadway capacity. The goal of a Transportation Options program can be to shift the mode, time, and/or route of trips. Transportation Options efforts, including programs, educational campaigns, and community outreach, are a strategic way to support the efficient use of the existing transportation infrastructure investment. They can complement or provide alternatives to increasing roadway capacity through engineering. The Reboot Your Commute program goals included building the capacity of employers near exit 27 to support transportation options for their employees, connecting employers with available statewide and local transportation options resources, and providing transportation options information to employees who work in the area. Reboot Your Commute was a short-term program that ran from September 2018 - January 2019 and reached an estimated 19,000 people through digital communications.

### **The program accomplished the following outreach activities:**

- **Education and outreach communications sent to 19,000 recipients** through digital communications. Communications included monthly emails to an audience of 8,000, and bi-weekly emails to 163 people by the end of the program.
- **Partnered with four major employers** in the East Barnett Road area of Medford: Rogue Regional Medical Center, The Medical Eye Center, St. Mary's School, and Rogue Valley Manor. Each partner assigned a program liaison who was responsible for coordinating communications with the project team.
- **Distributed over 300 print materials in the project area**, including posters, maps, and event flyers, promoting the program. **Produced an article promoting the initiative in the ODOT *Moving Ahead* publication**, which included distribution of over 35,000 copies.
- **Encouraged 162 people to participate in the program** by signing up, each of whom received a bus pass for six free rides and a transportation options map of the area. The employer liaison distributed the materials to employees who signed up, and RVTD hand-delivered materials to people who signed up from smaller employers in the area.
- **Interacted with over 700 people at events**, speaking with them about the program, making them aware of the time frame of morning congestion, and promoting transportation options in the area.

To evaluate the effectiveness of the program, the project team administered a sign-up and post-program survey, conducted post-program interviews with partner employers, conducted a visual inspection of exit 27, and compared pre- and post-program transit and traffic counts.

Analysis of the sign-up and post-program surveys revealed the following key findings:

- **Participants reported increased travel during the peak time frame of 7:45 – 8:00 am**, and decreased travel later than 9:00 am and during 7:00 - 7:15 am. While reported travel times may not have shifted from the peak time frame, the participants' survey responses show that many are making this trip by a different mode or a different route.
- **Over a third of participants who responded to the post-program survey tried new ways of getting to work** because of the Reboot Your Commute Program, 91 percent of whom say they are likely to continue using their new commute options.
- **Drive-alone commute trips decreased 7 percent among program participants.** These trips were replaced with carpooling, taking transit, and working from home.
- Respondents who participated in the Reboot Your Commute program were **more likely to be aware of the traffic congestion during the peak time frame and how to avoid it** than respondents who had not signed up for the program.
- One in three participants who took the post-program survey felt traffic conditions during their morning commutes had not improved (33 percent), **over half (52 percent) agreed that they changed their commute to find a less stressful option.**
- The **top reason participants signed up** for the program was to learn more about **transportation options, decrease their stress, and win prizes.**
- The most common way participants **heard about the program was through their employer's e-newsletter**, indicating that it was an effective form of communication.
- The **top three resources** identified as encouraging survey respondents to explore their transportation options include: **rewards or incentives, safer biking and walking routes, and better transit service.**

Post-program interviews were conducted with the liaisons at Rogue Regional Medical Center and the Medical Eye Center.

Key interview findings include:

- The liaisons were **not aware of any change in the traffic conditions** between 7:45 - 8:00 am at exit 27.
- **Both liaisons felt that their organization benefited from the program**, stating that employees are more aware of their transportation options.
- **Both liaisons felt that their organization was better connected to local RVTD resources** and that they were better prepared to support their employee's transportation options as a result of the program.
- **Both liaisons plan to continue working with RVTD now that the program is over.** The Medical Eye Center plans to promote the Rogue Commute Challenge and Get There Challenge, and Rogue Regional Medical Center plans to work with RVTD on their Employee Transportation Coordinator (ETC) program.

Key findings from the traffic count and visual inspection include:

- **Traffic counts are not a reliable indicator of the program's effect on traffic levels** because free-flowing traffic may result in higher counts than heavily congested traffic.
- **Traffic volumes increased between 2015 and 2018, and declined between 2018 and 2019.**
- **Between 2018 and 2019 there was an 11% decrease in total traffic** passing through the exit between 7:45 – 8:00 am.

- **There was a 15% reduction in southbound traffic turning left between 7:00 – 8:00 am** between 2018 and 2019.
- **Traffic turning right off of the exit decreased by 16% between 7:45 am and 8:00 am**, but increased by 62% between 7:30 and 7:45 am.
- While the program cannot take full credit for the reduction in southbound traffic between 2018 and 2019, **the program was likely a contributing factor to the reduction in southbound traffic turning left.**
- Considering the program's emphasis on avoiding the exit between 7:45 – 8:00 am peak by arriving to work early, **the program may have also contributed to the notable reduction and shift in southbound right turns** during that time.
- **There was no noticeable improvement in the traffic backup** between 7:40 - 7:55 a.m. Ongoing issues with queuing from the signalized right turn lane from Highland/Garfield onto eastbound Barnett Road was observed.
- **The visual inspection was conducted on a rainy morning**, which may have influenced the transportation choice and driving behavior of some people.
- Considering the growth of the area, **any reduction in drive-alone trips may have been replaced by other drive-alone trips** to new businesses.

Key findings from transit counts include:

- **Overall ridership on Route 24 has increased by 70%** from Summer 2017 to Fall 2018.
- **Ridership during the Reboot Your Commute program (9/1/2018 - 1/31/2019) was about 5% lower than the five months preceding it**, but remains high compared to the year before.
- Summertime is peak season for the RVTD's explorer pass program. **Explorer pass usage declined sharply between June and August, then usage plateaued and slowly declined from September through January, when the RYC program was active.**

## What is Reboot Your Commute?

The southbound I-5 exit 27 in Medford, Oregon connects Rogue Valley residents and visitors to key employment centers and health services along Barnett Road. However, this exit experiences heavy vehicle congestion on weekdays between 7:45 a.m. and 8:00 a.m., causing traffic to back up onto the interstate. The excess vehicle demand extends from the southbound exit onto northbound Highland Dr. and continues with eastbound turning traffic onto Barnett Road, creating safety and vehicular flow problems on southbound I-5. To address traffic congestion and improve safety, the Oregon Department of Transportation (ODOT) Region 3 office approved a short-term Transportation Demand Management (TDM) program, titled Reboot Your Commute, focusing on the major employers in the project area.

Reboot Your Commute is a behavior change program that encouraged employees within the East Barnett Road Area of Medford, Oregon to avoid the morning traffic backup by shifting their schedule or avoiding exit 27 by trying an alternate route, or trying transportation options including carpooling, biking, walking and taking transit to work. The program was a pilot initiative funded by the Oregon Department of Transportation in partnership with Rogue Valley Transportation District (RVTD). The Reboot Your Commute program ran from September 2018 to January 2019.

The goals of the Reboot Your Commute program were as follows:

- Improve traffic flow through I-5 southbound exit 27 during the weekday morning commute time between 7:45 - 8:00 a.m.
- Build capacity of employers in the Barnett Road area near exit 27 to support transportation options for their employees.
- Connect employers in the Barnett Road area with readily available local and statewide resources and partnership opportunities.
- Provide transportation options information to employees in the East Barnett Road area.

The program aimed to reach these goals by:

- **Working directly with major employers.** Four major employers in the East Barnett Road area partnered with the project team on the program. Each organization designated a program liaison responsible for promoting the program and providing resources to their employees. This enabled the project team to connect the liaison with available resources and build the capacity of the liaisons to support their employees beyond the duration of the program.
- **Providing strategic communications.** The project team provided transportation options to employees in the East Barnett Road area through two primary channels: the e-newsletters of partner organizations, and a program e-newsletter that was sent to anyone who opted in to the program. The employer e-newsletters served as a channel to reach a broad audience with high-level information about their transportation options, while the program e-newsletter served to provide people who opted in to the program with more detailed information, encouragement, and event promotion.
- **Outreach and events.** The project team provided direct, in-person support to employees in the East Barnett Road Area to explore their transportation options through a variety of events. Events included tabling at the Asante Health Fair and over the lunch hour at the Medical Eye Center; two pop-up outreach stations at the local food trucks; and a variety of events as part of the Oregon Drive Less Challenge.

*I saved so much money and time and even on days when the bus seemed like a struggle, I started to take walks everywhere. From walking so much (between bus stops or to work and back) I have felt so much healthier, saved so much money and time. I didn't used to like to walk or ride the bus but now I actually enjoy it. Thank you for rewarding people for finding healthier and importantly GREENER ways of commuting!*

– Harry & David employee, participant

The Reboot Your Commute Project Team:

- **Rogue Valley Transportation District:** Edem Gomez, Transportation Demand Management Planner
- **Oregon Department of Transportation:** Stephanie Millar, Senior Transportation Planner; Lisa Cornutt, Region 3 Planner; Jennifer Boardman, Region 3 Regional Transit Coordinator
- **Alta Planning and Design:** Anna Gore, Programs Associate; Cailin Henley, Planner; Cathy Cibor, Senior Programs Associate; Jessica Roberts, Principal and Programs Manager
- **Cogito:** Chris Watchie, Principal

## What did Reboot Your Commute Project Team Do?

The following section summarizes what the project team did during Tasks 1 through 4, shown in the timeline in Table 1. More details can be found in the Appendices: **Error! Reference source not found.**, **Error! Reference source not found.**, **Error! Reference source not found.**, and **Error! Reference source not found.**.

Table 1. Project Timeline

Task		2017		2018										2019					
		11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4
1	Data Collection	█	█	█	█	█													
	Stakeholder Engagement				█	█	█	█											
2	Strategy Development					█	█	█	█										
3	Materials Development							█	█	█	█	█	█	█	█				
4	Outreach Planning									█	█	█	█	█	█				
5	Implementation											█	█	█	█	█			
6	Reporting																█	█	█

### Data Collection

The project team reviewed traffic counts at exit 27 and employment numbers in the East Barnett Road area to determine likely destinations for people making trips through exit 27 during the morning peak travel time. This helped the project team narrow the geographic scope for the program. ODOT’s 2017 turn counts off of I-5 at exit 27 indicated that the backup stemmed primarily from vehicles moving from the southbound exit onto northbound Highland Dr. and onto East Barnett Road. The project team identified a number of large employers on East Barnett Road, predominantly the medical businesses and, secondarily, St. Mary’s School and the Rogue Valley Manor to include in the geographic scope, as shown in Figure 1 below. The project team also included Harry & David’s factory and distribution center to the west of the interstate in the scope due to holiday peaks in employment.

## Stakeholder Engagement

To inform the program strategy, the project team met with six employers in the geographic scope and conducted an online stakeholder survey to learn about their employees commute times, which TO strategies they may be interested in, and other factors that may contribute to traffic near their workplaces. The findings from the meetings are summarized below. The online survey had eight responses and served to reinforce the findings from the stakeholder interviews. The project team used these findings to inform the messaging, events, and incentives used in the program.

Figure 1. Geographic Scope



- **Rogue Regional Medical Center:** Barbara McClung, HR Manager
- **The Medical Eye Center:** Jennifer Rafala, Executive Assistant
- **Rogue Valley Manor:** Catherine Goslin, HR Director
- **Hearthstone Nursing and Rehabilitation:** Ralph Allen, Temporary Administrator
- **St. Mary's High School:** Chris Johnson, Principal
- **Harry and David:** Jim Hayek, Vice President of HR, and Zach Lycett, Manager of Safety, Security and Occupational Health

## High Level Interview Findings

- All of the interviewees confirmed that morning traffic congestion on I-5 South at exit 27 is an issue for their business, although Harry and David was the least affected by it.
- The biggest challenge we face is the abundant supply of free parking in our geographic zone. While Asante noted that parking does sometimes fill up, they continue to offer free parking options to employees, visitors and patients. None of the other organizations noted any concern with the quantity of free parking, and many cited that employees and customers would likely rather deal with congestion than the unpredictability of transit or carpooling.
- Nearly all organizations described an established 'car culture' among Medford residents, in that driving for most trips is considered normal, while using other options is unusual. Few were optimistic that a carpool or vanpool program would be worth the effort, citing that people wanted their independence to come and go as they please. The medical organizations also stated that a carpool program would likely only work for a small fraction of their staff due to the unique travel needs related to shift work, clinic needs, and patient trips. A carpool program could be effective for administrative staff at medical organizations, but the cultural challenge would be a big hurdle.

- Many businesses described a negative impression of RVTD transit, due to transit service fluctuations throughout the last decade in the area. The team saw this as an opportunity to re-introduce RVTD and promote their recent service enhancements that have resulted in greater frequency.
- Nearly every employer said an incentive-based approach to encourage people to try a mode other than driving alone was sound. They don't believe people will be motivated to change their behavior for health, environmental, or social benefits.
- Shifting schedules and promoting alternative routes was of interest to some of the interviewees. Our contacts at Asante, Harry and David, and others stated that the Phoenix Road exit is an under-used and viable alternative to exit 27.
- Overall, the interviews helped to engage key stakeholders and all were willing to help us disseminate information and participate in the initiative.

## Strategy Development

The project team used the findings from the stakeholder interviews to develop a strategy for the Reboot Your Commute program and determined how best to engage with the employers.

Four of the six employers were identified as strong partners in the program because they are close to exit 27, have a large number of employees who commute during the peak time, and were interested in partnering: Rogue Regional Medical Center (RRMC), The Medical Eye Center, Rogue Valley Manor, and St. Mary's. The project team invited each organization to partner in the program. Each of the organizations agreed to partner and provided additional information about how best to reach their employees.

The program was tailored to meet the needs of the partner employees' staff. However, to maximize the reach of the program it was made publicly available and open for anyone who worked in the Barnett Road area to join. The program had the following structure:

**Type of program:** Targeted Encouragement and Education

**Stakeholders:** ODOT, ODOT Region 3, RVTD, City of Medford

**Key partners:** Employers in the project zone

**Key partner responsibilities:** Promotion of the program through internal communications channels

**Primary Audience:** Administrative and management employees within the project zone who drive alone to work between 7:45 and 8:00 am

**Secondary Audience:** All employees who work in the project area and drive to work between 7:45 - 8:00 am

**Call to action:** Try a new commute

**Key messages:**

- Avoid the morning backup (Education Focus)
  - Did you know traffic on I-5 southbound at exit 27 backs up onto the freeway from 7:45 – 8:00 am nearly every morning? Arrive to work early or try an alternate route to lower your stress and avoid the hassle.
- Start your day in a better way (Encouragement Focus)
  - Save time and money while adding some fun and activity to your commute by biking, carpooling or taking transit.

**Employee Encouragement:**

- Opt-in resources, including a free pass for 6 transit rides and a welcome email or letter with transportation options information
- Bi-weekly e-newsletter promoting transportation options, special events (including the Oregon Drive Less Challenge) and sharing stories from the community
- Monthly prizes for employees for engagement in the program
- Extra prizes for sharing a personal story
- Personalized trip-planning support with a special hotline (email and phone)
- In-person support at special events

## Materials Development

The project team developed the following materials for the program:

- **Website and online opt-in form:** The project team developed the program website [RebootYourCommute.org](http://RebootYourCommute.org), which included transportation options information, a sign-up form that included a sign-up survey, information about the program and contact information.
- **Program email address:** The project team created and used the email address [info@rebootyourcommute.org](mailto:info@rebootyourcommute.org) for correspondence with participants throughout the program. E-newsletters were sent under the name of RVT D's Edem Gomez, and responses were forwarded to Edem for follow-up as needed.
- **Reboot Your Commute Map:** The project team created a simple map showing bike routes, bus routes, and bus stops, as well as major businesses, in the project area. The map was created as a tri-fold, with information about the program and transportation options on three panels.
- **Reboot Your Commute Posters:** The project team created 8.5 x 11" and 11 x 17" posters to promote the program in the Barnett Road area. Five different versions were created, one for each of the four partner employers and one for general use.
- **Welcome letter:** This welcome letter welcomed participants to the program and explained the purpose of the initiative. Rogue Regional Medical Center employees received a printed letter, while all other participants received an emailed version.
- **Safety lights:** The project team purchased magnetic safety lights branded with RVT D's logo for use at outreach events. The lights could be used to enhance the visibility of participants when walking and biking.

- **Interactive outreach signs:** The project team created two interactive outreach signs to engage with people during events. The signs were created as laminated 11 x 17" with a call to action, including a pledge to use transportation options, and statement identifying how they commute to work and why. People were invited to use dry erase markers to write in custom answers and have their photo taken with the sign at events.
- **E-Newsletter:** A custom e-newsletter template was created in the style of the program website for use in the bi-weekly emails to participants.
- **Event flyer:** The project team created custom event flyers for two events.
- **Social media:** The project team created social media posts for use on RVTD's Facebook and Twitter page, and events on RVTD's Facebook page. RVTD boosted many of the posts throughout the program.

The following items were provided to anyone who worked in the Barnett Road Area and signed up for the program:

- Reboot Your Commute Map
- Free RVTD bus pass for 6 rides
- Welcome letter (printed and sent to Rogue Regional Medical Center employees only)

The project team provided the liaison at each of the four partner employers with a weekly list of employees who signed up for the program. The liaison was responsible for distributing the sign-up materials to their employees directly. Edem delivered the sign-up materials to smaller employers in the area.

## Outreach Planning

The project team planned and conducted outreach on an ongoing basis throughout the program, working with the partner employers to identify existing events that could serve as a way to engage with employees and times/locations for custom events that would best fit with their work schedules. The project team hosted the following events as part of Reboot Your Commute:

- **Asante Benefits Fair:** The project team hosted an outreach table at the annual Asante Benefits Fair to encourage program sign-ups and talk to employees about their transportation options (October 2018)
- **Medical Eye Center lunchtime outreach:** The project team hosted a pop-up outreach table at the Medical Eye Center break room to encourage program sign-ups and talk to employees about their transportation options (October 2018)
- **RVTD Oregon Drive Less Challenge (ODLC) Events:** RVTD promoted the Reboot Your Commute program and took in-person sign-ups at ODLC events including: the Medford Multicultural Fair, Free Fare and Rider Appreciation Days (2 days), Breakfast on the Greenway, Share the Trail: Medford (October 2018)
- **Reboot Your Commute: Food Truck Edition:** The project team hosted an outreach event with an RVTD bus demonstration at the food trucks adjacent to Rogue Regional Medical Center. (November 2018)
- **Reboot Your Commute: Commuter Care Lunch:** The project team hosted an outreach event with an RVTD bus demonstration at the food trucks adjacent to Rogue Regional Medical Center. (January 2019)

The following section provides further detail of these outreach methods and reach.

## What did Reboot Your Commute Accomplish?

### Program Output and Reach

The Reboot Your Commute program focused on the largest employers in the Barnett Road area and those employees and parents most likely to be traveling during the peak traffic time. Avenues to engage these employees included participant emails, e-newsletters, digital and print newsletter publications, social media, community events, and posting print materials. Digital communications were sent to a combined list of over 19,000, and over 700 people were reached through events. Over 160 people signed up for the program, receiving a free pass for six bus rides with RVTD and regular communications throughout the program.

### Digital Communications

In addition to bi-weekly participant emails, the program team crafted digital content that program partners distributed through employer-specific and regional agency communication channels. Table 2 summarizes the digital communications employed throughout Reboot Your Commute.

Table 2. Reboot Your Commute Digital Communications

Audience	Avenue	Frequency	Messaging Strategy	Maximum Reach
Reboot Your Commute participants	Personalized emails via MailChimp	Bi-weekly	TO* tips, stories, events	162
Employees/parents at partner employers** along Barnett	E-newsletters and/or digital signage	Monthly	Program background, TO* tips, stories, events	8,337
	Rogue Valley Manor Digital Signage	On-going	Program background, TO* tips, stories, events	600
Employees at small employers along Barnett	Direct email to business's email	Twice - August and October	Program background, events	16
	Jackson Medford Chamber's The Weekly	Twice - October and November	Program background, events	2,000
	Jackson Medford Chamber's FYI Business Review	Once - November	Program background, events	5,000
Rogue Valley regional public	RVTD E-newsletter	Monthly	Program background, TO* tips, stories, events	2,000

	RVTD Facebook page	Monthly +	Program background, events	1,484 followers
	ODOT Moving Ahead E-newsletter	Once - December	Program background	unknown
<b>Total</b>				<b>19,599</b>

\*Transportation options (TO)

\*\*Rogue Regional Medical Center (Asante), Medical Eye Center, St. Mary's School, and Rogue Valley Manor (and Southern Oregon Orthopedics in January)

**Events**

Events were the most successful way to encourage employees to sign up for Reboot Your Commute, driving 78 percent of the program sign-ups.

Table 3 summarizes events where the Reboot Your Commute team promoted various transportation options, encouraged signing up for the program, and solicited transportation option stories or pledges.

*Four major employers — Rogue Regional Medical Center, the Medical Eye Center, Rogue Valley Manor and St. Mary's School — are working to incorporate flex start times for employees to reduce traffic at the critical time. All employees of businesses in the area are asked to consider commuting by bus or carpools to further reduce congestion. This is an **excellent example of community cooperation** to solve a problem.*

– Public comment following Moving Ahead publication

Table 3. Event Engagement

Event	Audience	Organizer	Description	Reach (Sign-Ups)
Asante Benefits Fair	Asante Employees	Employer	Reboot Your Commute table at the employee benefits fair. Additional coffee card incentive offered for day-of sign-ups.	100 (40)
Medical Eye Center	Medical Eye Center Employees	Employer	Reboot Your Commute table at the lunch time event. Additional coffee card incentive offered for day-of sign-ups.	25 (9)
RVTD Oregon Drive Less Challenge Events: Medford Multicultural Fair, Free Fare, and Rider Appreciation Days (2 days), Breakfast on the Greenway,	Regional public	Rogue Valley Transit District	Reboot Your Commute program information offered at all RVTD - ODLC outreach events.	450 (8)

Share the Trail: Medford				
Reboot Your Commute: Food Truck Edition	Barnett Rd. Employees	Reboot Your Commute program team	Custom Reboot Your Commute event at the food trucks with RVTD bus and lunch discount for on-site sign-ups.	100 (65)
Commuter Care Lunch at the Food Trucks	Barnett Rd. Employees	Reboot Your Commute program team	Custom Reboot Your Commute event at the food trucks with RVTD bus and coffee card incentive offered for sharing commute stories.	25 (5)
<b>Total</b>				<b>700 (127)</b>

### Print Communications

The program team distributed numerous program and event posters and travel maps throughout the project area. ODOT's Moving Ahead publication provided a broad statewide reach promoting the program through print. Table 4 outlines what and where print materials were available for employees and others to view and/or pick up.

Table 4. Print Material Distribution

Material	Locations	Quantity
Reboot Your Commute posters	Large employers, select small employers, and community hubs (coffee shops, diners)	112
Reboot Your Commute Maps		145
Custom event posters	Large employers, select public-interfacing small businesses, community hubs (coffee shops, diners, food trucks), community boards	43
ODOT Moving Ahead publication	Publication available in racks; program related article inserter into various local and regional news and other press sources	35,800
<b>Total</b>		<b>36,100</b>

## Sponsorship and Incentives

The project team secured donations from three local businesses for use as prizes for participants throughout the program. Program sponsors include:

- Fred Meyer, which contributed three \$50 gift cards
- The Extreme Juice Company, which contributed ten gift cards of \$10 value and five gift cards of \$20 value
- The Human Bean, which contributed 40 gift cards of \$5 value

The project team used the donations to encourage program referrals and story shares throughout the program. All prizes used in the program were donated; no state funds were used for their purchase.

## Program Outcomes

### Evaluation Methodology

In addition to the program outputs, such as event attendance and communications impressions, the impact of the Reboot Your Commute Program was measured by:

- A sign-up and post-program survey of participants
- A post-program survey of people who received employer communications
- Pre- and post-program traffic counts at exit 27
- A pre- and post-program visual inspection of exit 27
- Pre- and post-program interviews with partner employers

Results from each of the evaluation methods are included below.

## Survey Results

### Survey Methodology

The project team administered a sign-up and post-program survey to participants (Table 5). The sign-up survey was provided on an online form accessible from the RebootYourCommute.org website, and promoted primarily through employer e-newsletters. Participants signed up on an ongoing basis from September 1, 2018 to January 31, 2019. The project team also facilitated in-person sign-ups at all program events, which included the survey. In total, 162 people signed up for the Reboot the Commute program, completing the initial survey.

After the program concluded, the project team emailed a post-program survey to all participants with a valid email address, which totaled 138. People who had not signed up for the program, but had received program communications through the employer e-newsletter, were also invited to participate in the survey. To increase the response rate, the project team offered respondents a chance to win one of three (3) \$50 gift cards to Fred Meyer or one of 25 \$5 gift cards to the Human Bean. The survey was open from Tuesday, February 12 - February 26, 2019 and elicited a total of 186 responses, of which 18 percent were Reboot Your Commute participants (N = 33), which means 20 percent of participants responded to the survey. Survey results were analyzed only for program participants. Due to the small sample size of respondents who were participants of the Reboot Your Commute program, the findings may not be representative of all participants.

*I liked the idea of shifting my commute time in the morning. I tried it this morning and I was shocked by the huge difference 15 minutes made!*

–Participant

Table 5. Survey Distribution

	Sign-Up Survey	Post-Program Survey
<b>Distribution Date</b>	September 1, 2018 - January 31, 2019	February 12 - 26, 2019
<b>Number of Completed Surveys</b>	162	186 (33 program participants; 153 non-participants)

### Results Summary

- **Participants reported that they increased their travel during the peak time frame of 7:45 – 8:00 a.m.,** and decreased their travel later than 9 am and between 7:00 - 7:15 am. While reported travel times may not have shifted from the peak time frame, the participants' survey responses show a shift in commute modes and indicate a shift in commute routes.
- **One in three participants who responded to the post-program survey tried new ways of getting to work** because of the Reboot Your Commute Program; 91 percent of whom (N = 10) are somewhat to very likely to continue using their new commute options.
- **Drive-alone trips decreased 7 percent among program participants.** These trips were replaced with carpooling, taking transit, and working from home.
- Respondents who participated in the Reboot Your Commute program were **more likely to be aware of the traffic congestion during the peak time frame and know how to avoid it** than respondents who had not signed up for the program.
- A third of participants who took the post-program survey (N = 33) felt that traffic conditions during their morning commutes had not improved (33 percent, N = 11), while **over half (52 percent, N = 17) agreed or strongly agreed that they changed their commute to find a less stressful option.**
- Participants most commonly noted they signed up for the program to learn more about transportation options, decrease their stress, and win prizes.
- Most participants indicated **hearing about the program through their employer e-newsletter,** indicating that it was an effective form of communication.
- The top three resources that encouraged survey respondents to explore their transportation options include: **rewards or incentives, safer biking and walking routes, and better transit service.**

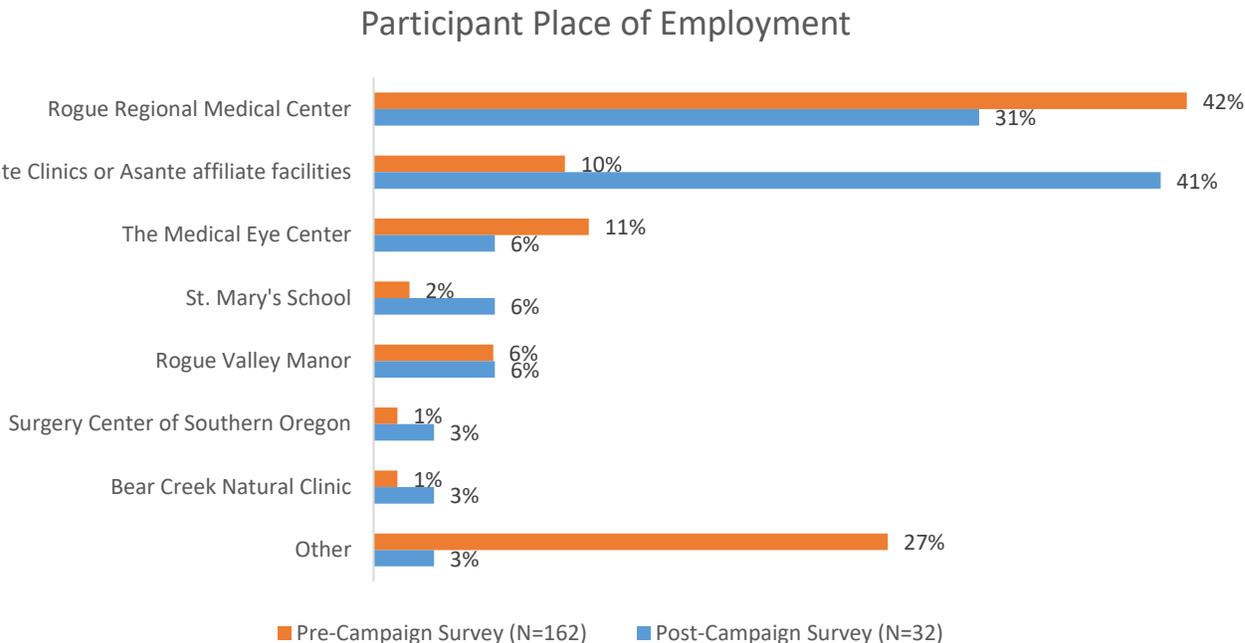
### Survey Respondents Place of Employment

The sign-up and post-program survey asked respondents to identify their place of employment. As seen in Figure 2, the majority of sign-up survey respondents worked at RRM or another Asante affiliate (N = 84, 52 percent), followed by The Medical Eye Center (N = 18, 11 percent), and Rogue Valley Manor (N = 10, 6 percent). Seventy-two percent (72 percent) of program-participants who responded to the post-program survey noted working at RRM or Asante as well (N = 23).

Seventy-five percent (75 percent) of participants worked for one of the four partner employers (Asante, The Medical Eye Center, Rogue Valley Manor, or Saint Mary's). Twenty-five percent (25 percent) of participants worked for one of 34 other employers in the East Barnett Road area, with several employees from Southern Oregon Orthopedics,

Southern Oregon Cardiology, Harry and David, the Surgery Center of Southern Oregon, and Bear Creek Natural Clinic. Figure A illustrates the places of employment of program-participants.

Figure 2. Please select your employer

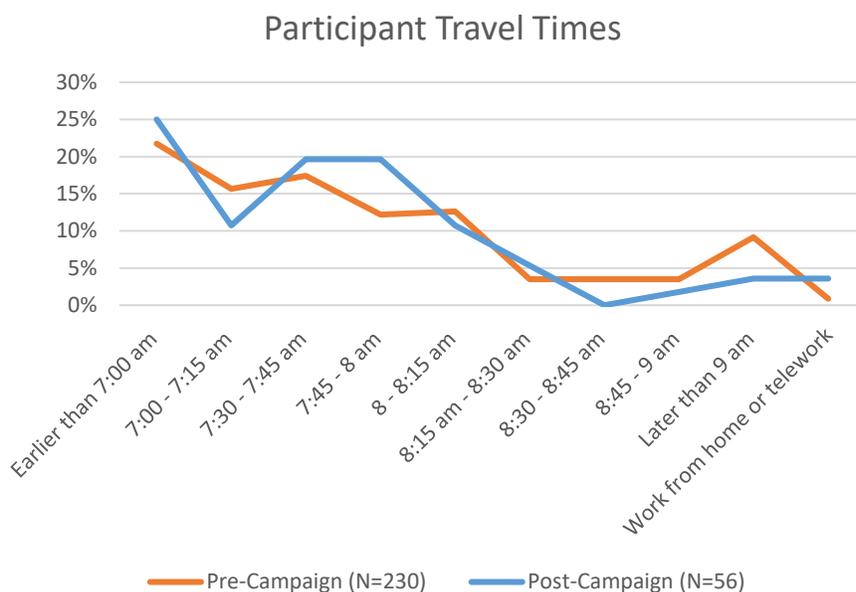


### Travel Behavior and Perceptions Results

#### Commute Trip Times

The sign-up and post-program surveys asked Reboot Your Commute participants what time(s) they typically commuted to work in the past month. Participants reported increased travel during the peak time frame of 7:45 – 8:00 am (7 percent), and decreased travel later than 9 am (6 percent) and 7:00 - 7:15 am (5 percent) (Figure 3). Due to an oversight, the 7:15 - 7:30 am time slot was not included on the sign-up or post-program survey. Non-participants were not asked to report their travel times.

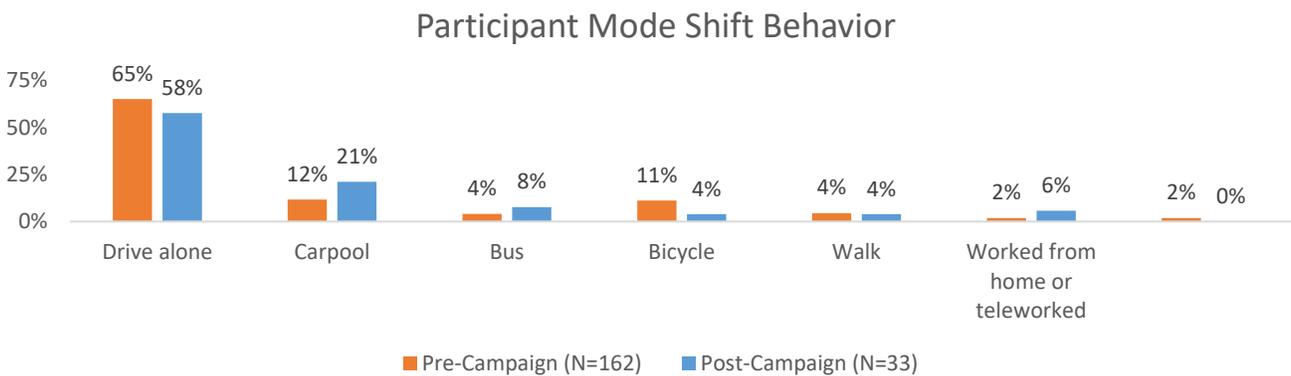
Figure 3. In the past month, at what time have you typically commuted to work in the morning? Select all time frames in which you were actively commuting.



### Commute Trip Mode

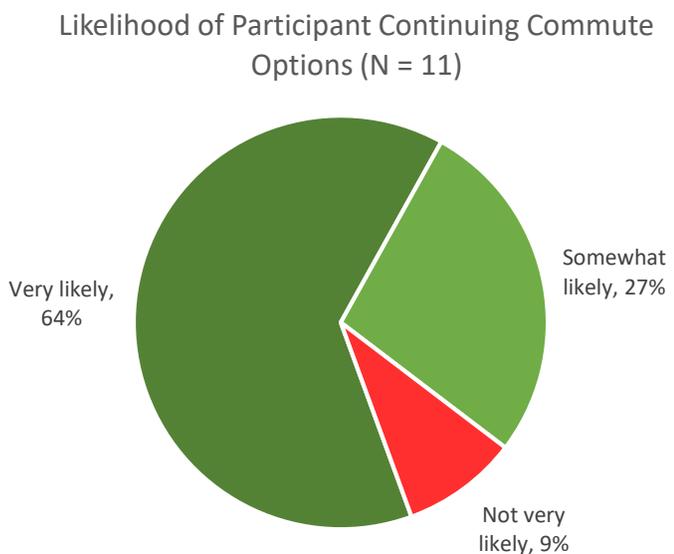
While reported travel times may not have shifted from the peak time frame, the participants' survey responses show that participants shifted their commute mode. The sign-up and post-program survey asked program participants to identify the commute modes used in the past month. Survey respondents reported 7 percentage points fewer drive-alone trips (Figure 4) between taking the sign-up survey and the post-program survey. These trips were replaced with carpooling (10 percentage point increase), taking transit (4 percentage point increase), and working from home (4 percent increase). Bicycling decreased by 7 percentage points, a phenomenon perhaps due to bicycling in the winter, as most participants signed up in the fall.

Figure 4. In the past month, how did you get to work? Select all options that you used.



Over one in three (36 percent, N = 11) post-program survey participants reported that they tried new ways of getting to work because of the Reboot Your Commute program. Seven (64 percent) of these individuals state they are very likely to continue using their new commute options, 3 (27 percent) are somewhat likely, and 1 (9 percent) stated they were unlikely to do so (Figure 5).

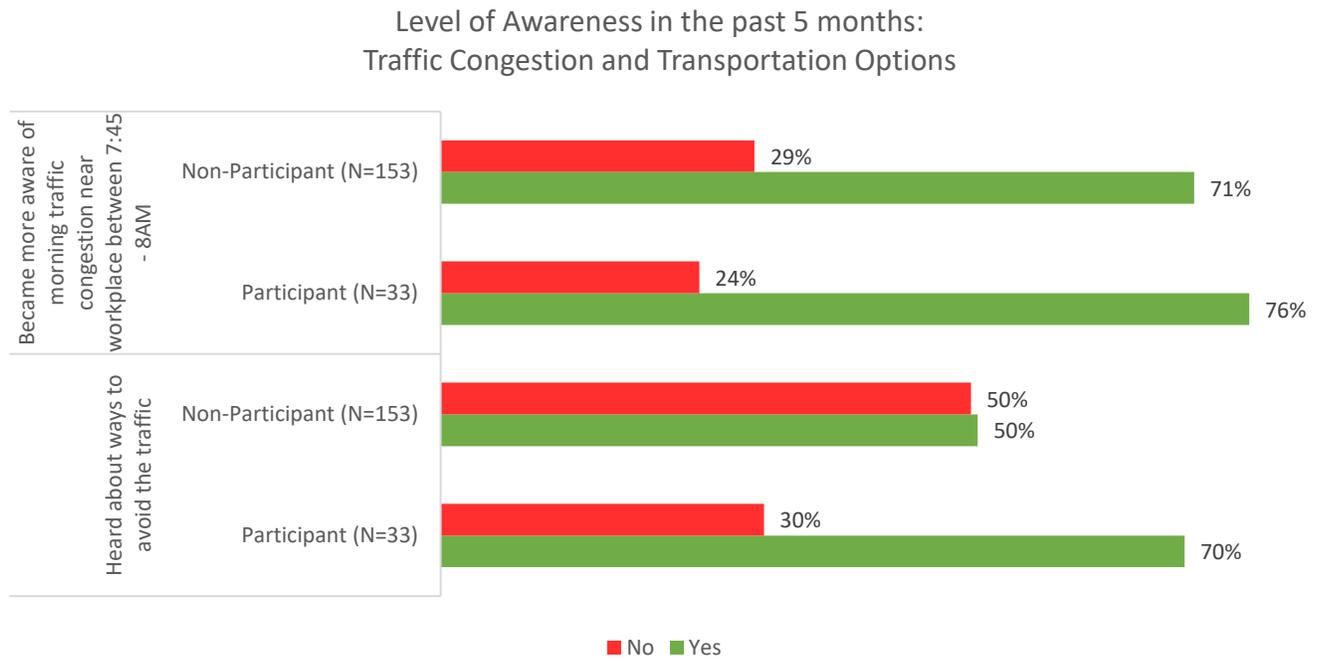
Figure 5. How likely are you to continue using your new commute option(s) (carpool, bus, bicycle, walk, telework, alternate route, schedule shifts, arriving earlier or later)?



### Awareness of Congestion and Transportation Options

Respondents who participated in the Reboot Your Commute program were slightly more likely to be aware of the traffic congestion during the peak time frame, and were more likely to know of ways to avoid the traffic during the peak time frame than respondents who had not signed up for the program.

Figure 6. In the past five months, did you become more aware of morning traffic congestion near your workplace, between 7:45 – 8:00 AM? In the past five months, did you hear about ways to avoid driving in this traffic?



### Commute Trip Perceptions

The sign-up and post-program surveys asked participants to respond to statements about their experience commuting through southbound exit 27. Survey respondents who did not participate in the program were not asked about their perceptions in order to minimize question fatigue (see Figure 6 for more non-participant feedback).

As shown by Figure 7 and Figure 8, the majority of the sign-up survey respondents reported that traffic did not flow smoothly through the I-5 southbound exit 27 and that they were frustrated by the traffic conditions.

Of the 33 participants who completed the post-program survey, 10 (30 percent) reported that the questions were not applicable to them. This answer indicates that their morning commute does not include travel through the exit. The remaining 23 respondents reported similar results to the sign-up survey: traffic continues to not flow smoothly and respondents continue to feel frustrated by the conditions. Figure 9 shows the average composite score of the sign-up survey respondents’ levels of agreement.

*I love getting to work earlier - it helps me start my day off right!*  
– St. Mary’s School, participant

Figure 8. What is your level of agreement with the following statements? (Sign-Up- and Post- campaign survey)

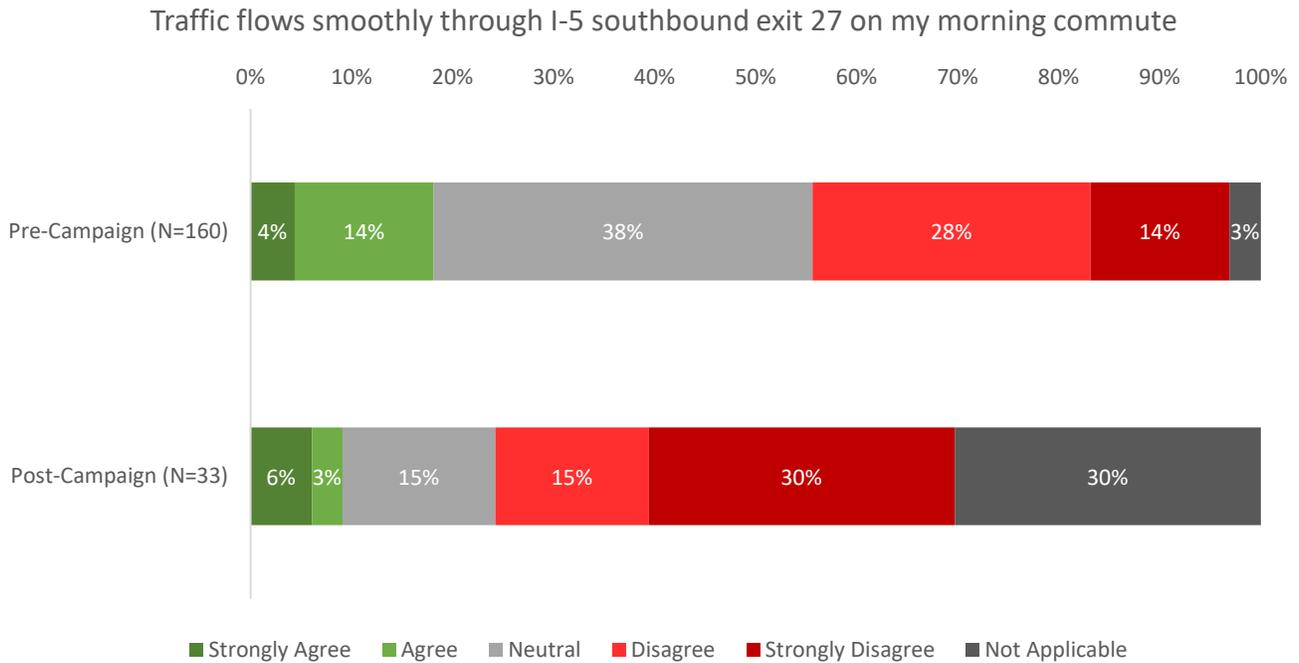


Figure 7. What is your level of agreement with the following statements? (Sign-Up- and Post- campaign survey)

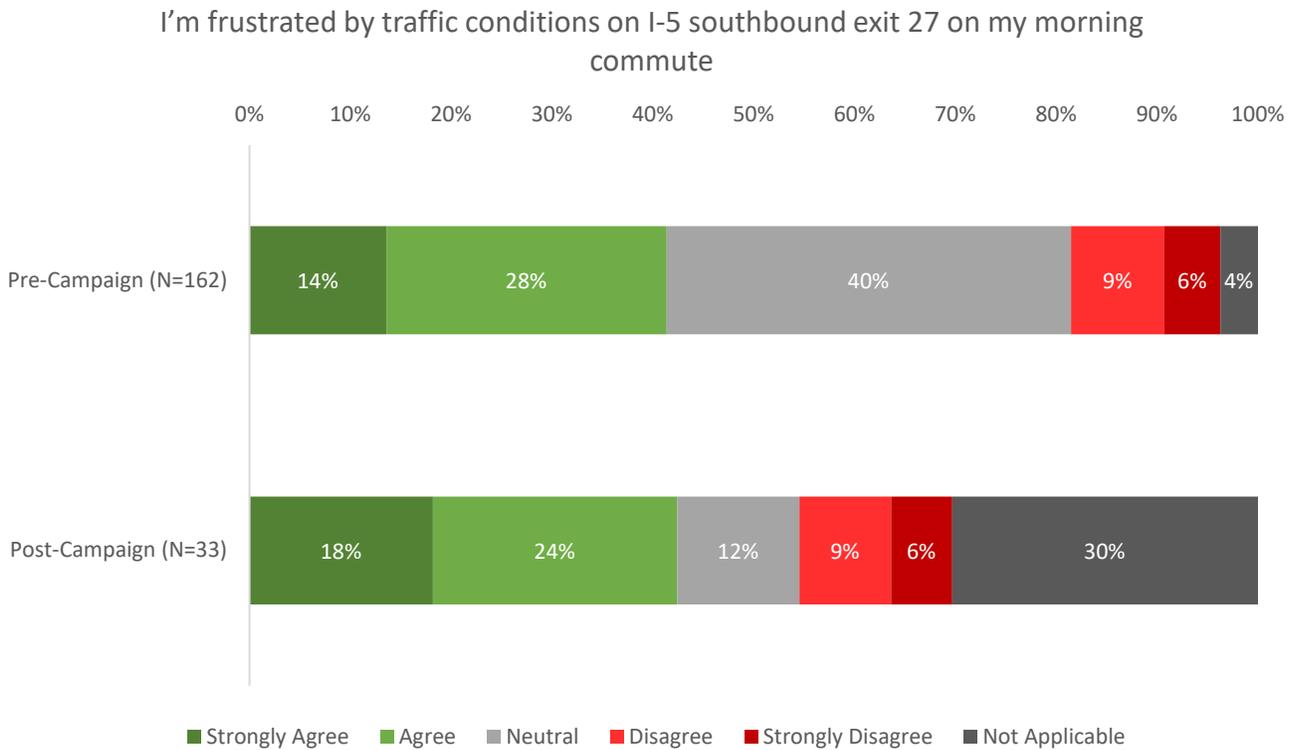
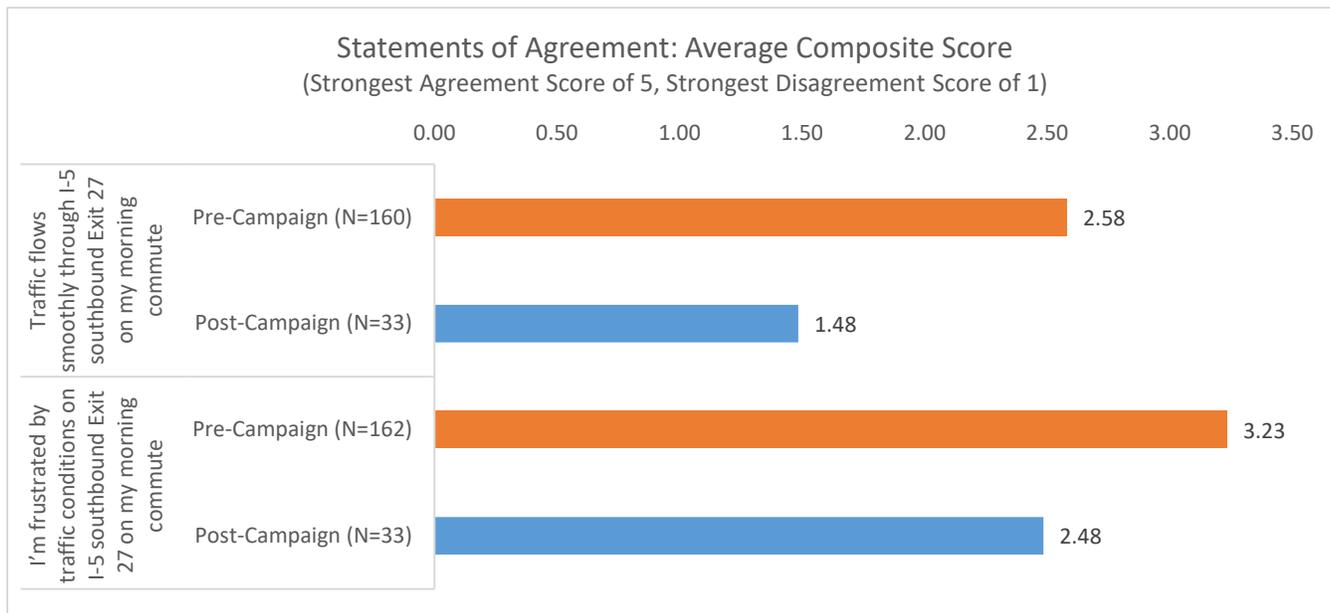


Figure 9. What is your level of agreement to the following statements? ((Sign-Up- and Post- campaign survey)



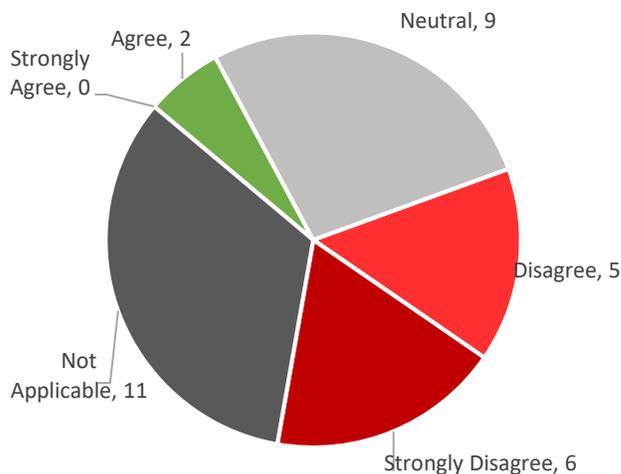
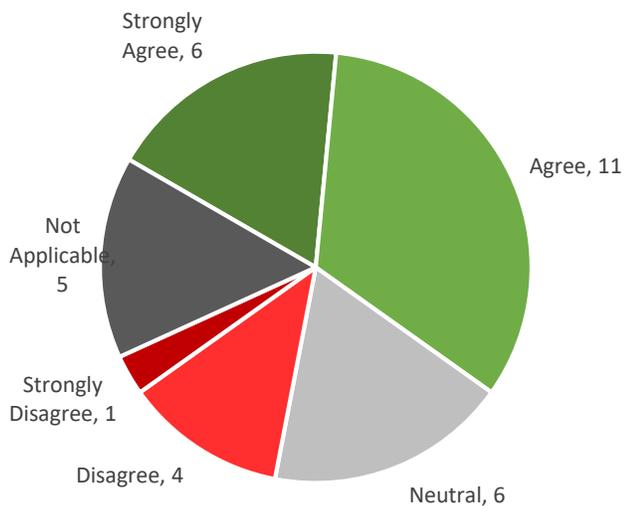
Program participants were asked if they felt traffic conditions were improving and if they had shifted their behavior to reduce commute related stress in the post-program survey. While a third of respondents felt traffic conditions during their morning commutes had not improved (33 percent, N = 11), **over half (52 percent, N = 17) agreed or strongly agreed that they changed their commute to find a less stressful option** (Figure 10 and Figure 11, respectively).

Figure 10. What is your level of agreement to the following statements? (Post-campaign survey only)

Figure 11. What is your level of agreement to the following statements? (Post-campaign survey only)

I have changed my commute patterns to find a less stressful morning commute option (N = 33)

Traffic conditions at I-5 southbound exit 27 are getting better during my morning commute (N = 33)

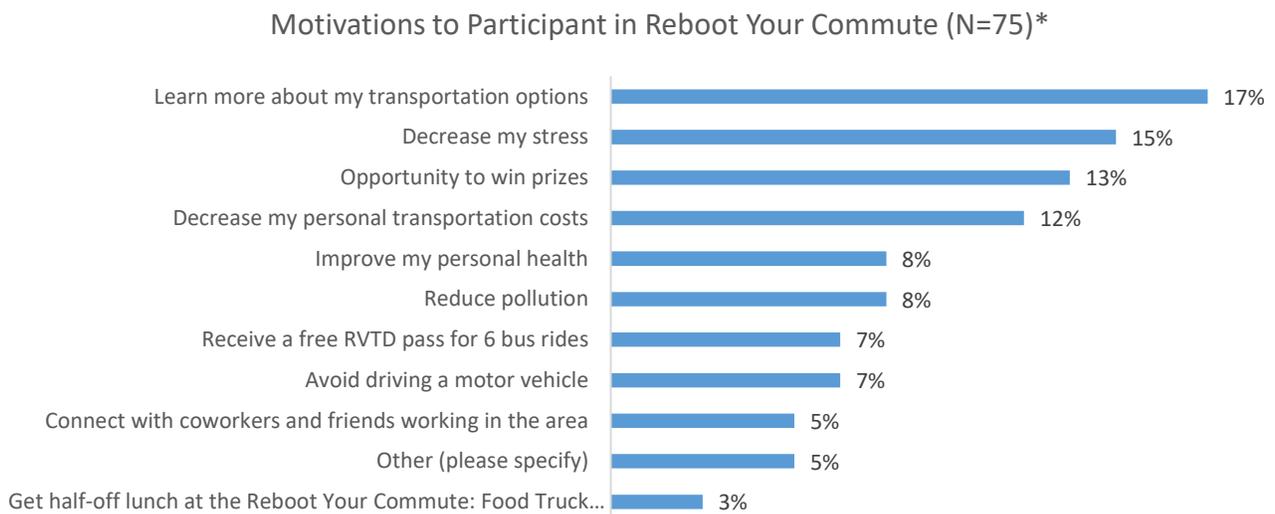


### Program Feedback

This section provides insight into how and why individuals engaged with the program and into potential future engagement opportunities.

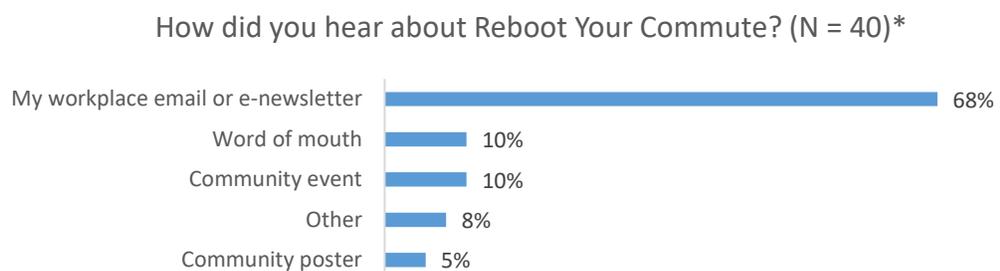
Participants most commonly noted they signed up for the program to learn more about transportation options, decrease their stress, and win prizes (Figure 12). Although 40 percent of participants signed up at the Reboot Your Commute Food Truck event and received half-off lunch, that incentive was the least motivating factor for signing up according to those who responded to the post-program survey. Other motivations included time to spend with one’s spouse (N = 2) and to ‘do their part’ to reduce congestion (N = 1).

Figure 12. What motivated you to participate in Reboot Your Commute? (Select up to three reasons)  
 \*all 33 campaign participants responded to the question and could select up to three reasons.



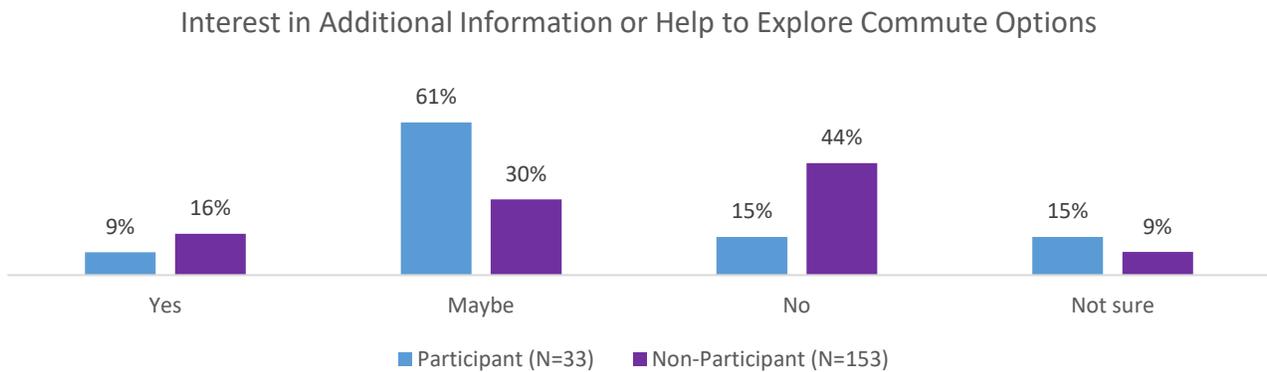
The main pathway used to engage employees in the Barnett Road area proved successful, with 68 percent (N = 27) of people who signed up for the program having learned about it through their employer email or e-newsletter (Figure 13). One participant who selected “Other” reported they heard about the program through the Veterans Affairs. No post-program survey respondents reported they heard about the program through social media, the ODOT Moving Ahead publication, or Medford Jackson Chamber publications.

Figure 13. How did you hear about Reboot Your Commute? (Select all that apply)  
 \*all 33 campaign participants responded to the question and could select multiple communication channels.



Reboot Your Commute participants reported more interest overall (combined answers of “Yes” and “Maybe”) in receiving additional information or help to explore commute options compared to those who did not participate (Figure 14). This is not surprising, given the motivations that program participants indicated in Figure J. The individuals who had heard of it, but chose not to sign up had in effect already expressed less interest than those who had signed up.

Figure 14. Are you interested in additional information or help in exploring your commute options?

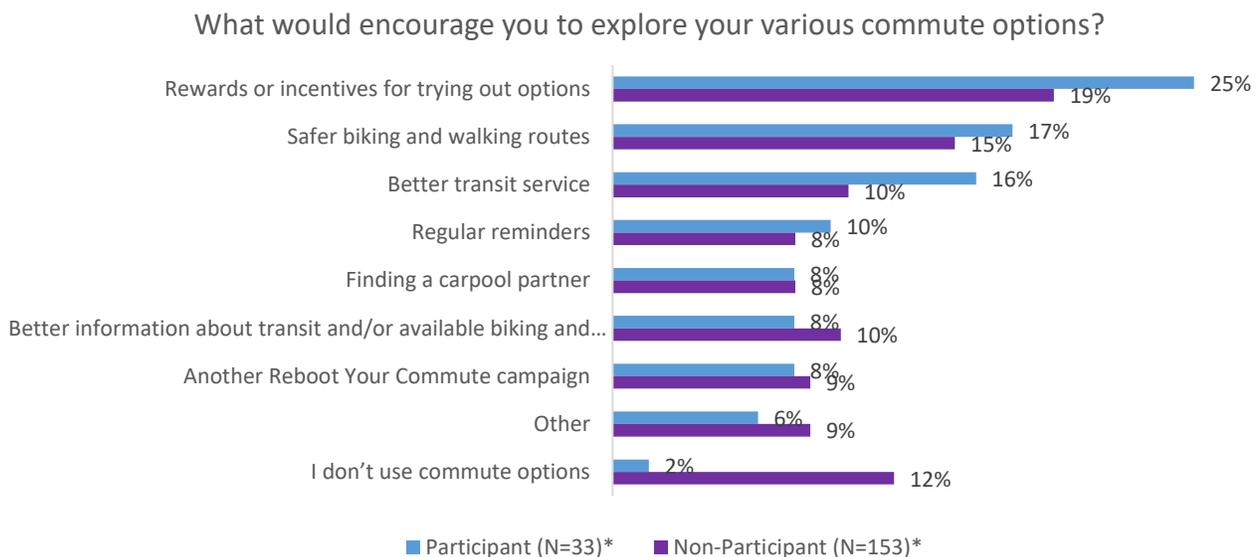


The post-program survey asked participants and non-participants what would encourage them to explore their commute options. The top three resources shared by both participants and non-program participants include (Figure 15):

- Rewards or incentives for trying out options
- Safer biking and walking routes
- Better transit service

Figure 15. What would encourage you to explore your various commute options? (Check all that apply)

\*Survey respondents could select all reasons that applied to them. Participants selected a total of 63 reasons and non-participant selections totaled 301.



Non-participants also indicated better information about transit and/or available biking and walking routes as a desired resource.

Many survey respondents submitted comments on ways to encourage them or barriers they face in exploring their options (N = 30). Most common barriers noted were:

- A lack of safe routes to bicycle or walk to/from the area (N = 3)
- Shift schedules and late shifts, especially if employees have rotating shift schedules (N = 2)
- Coordination of getting children to and from school, childcare and/or after school activities (N = 2)

Respondents proposed the following suggestions to encourage them to explore different commutes or reduce their current commute stress:

- Safe, covered, and easily accessible places to lock up bicycles, especially near the Women’s and Pediatric departments (N = 2)
- Provide text reminders to prompt individuals to try an alternative route (N = 1)
- Sync Josephine Community Transit’s Rogue Valley commuter line’s arrival times with RVTD’s route 24 (N = 1)
- Offer an employer subsidized RVTD transit pass to make taking transit more cost effective and attractive (N = 1)
- Create a safe, accessible commuter Park & Ride with a direct route to the Barnett area (N = 1)
- Add an additional left turn lane on Garfield onto East Barnett (N = 2)

### Post-program interviews

The project team invited the four partner employers to participate in a post-program interview to provide feedback on the program. Throughout the program, the project team experienced stronger interest in collaboration from Rogue Regional Medical Center and The Medical Eye Center than from Rogue Valley Manor and St. Mary’s Schools. This section discusses the project team’s relationship with each organization and summarizes key findings from the interviews.

#### *Asante Rogue Regional Medical Center (RRMC)*

The project team worked closely with the program liaison, Barbara McClung, and a number of other RRMC staff throughout the program to coordinate events and distribute communications. In general, the staff at RRMC were very supportive and engaged in the program.

*Taking an earlier and alternate route decreased my stress.*

– Asante staff, participant

Early in the program, the City of Medford issued a conditional use permit for the construction of a new parking structure at RRMC. The conditional use permit required that RRMC designate an Employee Transportation Coordinator (ETC) as a condition of approval to build the parking structure. In the final month of the Reboot Your Commute program, RRMC designated Barbara McClung as their ETC. The project team was thrilled with this decision, as it enables Barbara to continue her engagement in transportation options in a formal way beyond the duration of the program.

Barbara was out on leave for the final month of the program, so RRMC staff member Nathan Doshier stepped in as the program liaison. Nathan had been involved with the program from the beginning and served as a strong liaison in Barbara's absence, including with the post-program interview. Following the program, RVTD is continuing to work closely with Barbara, Nathan, and RRMC HR on the development of their ETC program.

### *The Medical Eye Center*

The project team worked closely with two staff members at the Medical Eye Center, Executive Assistant Jennifer Rafala and HR Manager Patrick Payne. Jennifer coordinated all digital communications to Medical Eye Center staff and coordinated one tabling event for Reboot Your Commute at their office. Patrick is a regular cyclist who encouraged Medical Eye Center staff to participate in program events and helped to foster enthusiasm for the

*When I'm not riding a bike to work I now take an alternate route.*

– The Medical Eye Center staff, participant

program. Following the program, RVTD plans to continue to engage Medical Eye Center staff around regional events such as Rogue Commute and the Get There Challenge (formerly the Oregon Drive Less Challenge).

### *St Mary's School*

During the planning phase of the project the primary contact was Principal Chris Johnson, but the liaison responsibilities were given to a new staff member, Communications and Marketing Manager Rachel Echstein, just before the launch of the program. While both Chris and Rachel were supportive of the program, they did not partner on any custom events and few people from the St. Mary's community signed up for the program.

Rachel did not participate in a post-program interview, but provided the following input via email:

- Carpooling is an unlikely option for most people in the St. Mary's community.
- Many faculty members and families already avoid the 7:45 - 8:00 am rush due to the timing of the school schedule.
- There was little response from the St. Mary's community regarding the program. Rachel expressed that the lack of response was due to the community not being interested in the "ask" rather than an issue with marketing efforts. The project team understands this to mean that faculty and parents at St. Mary's were not receptive to being asked to shift their schedules or try transportation options.

### *Rogue Valley Manor*

Throughout the program the project team coordinated with two Rogue Valley Manor contacts, HR Director Catherine Goslin and Human Resources Assistant Karen McClinton. Both contacts were supportive of the program and supported timely program communications to their staff. Catherine participated in the food truck event, along with many Rogue Valley Manor staff. Throughout the program the team provided positive feedback on their experience with the program, but they did not respond to requests for a post-program interview.

### *Interview Key Findings*

RVTD TDM Planner Edem Gomez coordinated and conducted interviews with the program liaison at Rogue Regional Medical Center and the Medical Eye Center in March 2019. Key findings from the interviews include:

- The liaisons were **not aware of any change in the traffic conditions** between 7:45 - 8:00 am at exit 27.

- **Rogue Regional Medical Center employees have expressed interest in shifting their schedule,** arriving earlier to avoid the traffic. **Medical Eye Center employees have tried alternate routes** to avoid exit 27.
- When asked if their employees have tried transportation options as a result of the program, **the Medical Eye Center liaison said that some people are now riding their bike to work.** The Rogue Regional Medical Center liaison said that people were more aware of their options and that the bus passes were distributed, but couldn't speak to their use.
- **Both liaisons felt that their organization benefited from the program,** stating that employees are more aware of their transportation options.
- **Both liaisons felt that they received the right amount of communications from the project team.** The Medical Eye Center liaison stated that the pre-written emails and event blurbs saved them time and made it easy for them to participate.
- **Both liaisons expressed that more onsite events and outreach would have been helpful** during the program, stating that the events that were hosted were very popular. The Rogue Regional Medical Center liaison stated that they plan to invite RVTD to participate in future wellness events and benefits fairs.
- **Both liaisons felt that their organization was better connected to local RVTD resources** and that they were better prepared to support their employee's transportation options as a result of the program.
- **Both liaisons stated that they believe that the incentives were the main reason that their employees signed up for the program,** and that additional incentives would have been helpful in building interest.
- **Both liaisons plan to continue working with RVTD now that the program is over.** The Medical Eye Center plans to promote the Rogue Commute and Get There Challenge, and Rogue Regional Medical Center plans to work with RVTD on their Employee Transportation Coordinator (ETC) program.

## Traffic Counts

On March 6, 2019, ODOT District 8 Traffic Operations Engineer, William Fitzgerald, coordinated traffic counts through southbound I-5 exit 27 to compare with pre-program levels. The traffic counts were intended to provide a data point in understanding the program's potential effect on traffic flow at the exit. In order to control variables such as shifts in schedules due to holidays or school breaks, the ODOT team took counts mid-week at the same time of the month in March of 2018 and 2019.

**Traffic counts are not a reliable indicator of the program's effect on traffic levels because free-flowing traffic may result in higher counts than heavily congested traffic.** However, when considered in tandem with the other evaluation metrics, the counts can provide some insight into the volume of traffic at the exit and the potential effect of the program.

Table 6 provides a comparison of the total volume of traffic through exit 27 before and after the program. Two timeframes were considered for the comparison: traffic volumes between 7:45 and 8:00 am, and traffic volumes between 7:00 and 8:00 am. In both cases, traffic volumes increased between 2015 and 2018, and declined between 2018 and 2019. Between 2018 and 2019 there was an 11% decrease in total traffic passing through the exit between 7:45 – 8:00 am.

Table 6. Total Traffic counts at I-5 exit 27

Total Traffic Counts at I-5 Exit 27*				
Year	7:45 - 8:00 am traffic count	Percent difference form previous count	7:00 - 8:00 am traffic count	Percent difference form previous count
2015	1123	N/A	3525	N/A
2018	1192	6%	3924	11%
2019	1060	-11%	3703	-6%

\*Counts include data from all turns (North, South, East, and West), on and off the freeway.

Table 7 provides a comparison of the total southbound traffic counts through Exit 27, broken into 15-minute increments. The Southbound Left column refers to the turn from southbound I-5 onto Highland Drive, which was the primary concern of the Reboot Your Commute program. **There was a 15% reduction in southbound traffic turning left between 7:00 – 8:00 am between 2018 and 2019.**

Table 7: Southbound traffic counts at I-5 exit 27

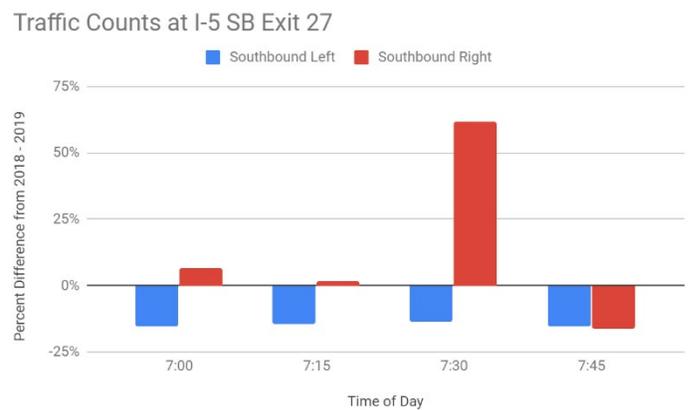
Traffic Counts at I-5 Exit 27						
Time of Day	2015		2018		2019	
	Southbound Left	Southbound Right	Southbound Left	Southbound Right	Southbound Left	Southbound Right
7:00	89	80	110	94	93	100
7:15	150	102	166	119	142	121
7:30	182	111	210	107	181	173
7:45	198	164	210	183	178	153
Total Count	619	457	696	503	594	547
% Difference from Previous Year	N/A	N/A	12%	10%	-15%	9%

Table 8 and Figure 16 illustrate the difference between the 2018 and 2019 southbound traffic counts on I-5 southbound at exit 27, broken into 15-minute increments. **Traffic turning right off of the exit decreased by 16% between 7:45 am and 8:00 am, but increased by 62% between 7:30 and 7:45 am.**

Table 8: I-5 SB Exit 27 Traffic Counts - % Difference

Traffic Counts at I-5 SB Exit 27		
% Difference between 2018-2019 Data		
Time of Day	Southbound Left	Southbound Right
7:00	-15%	6%
7:15	-14%	2%
7:30	-14%	62%
7:45	-15%	-16%
<b>Total Difference</b>	<b>-15%</b>	<b>9%</b>

Figure 16: I-5 SB Exit 27 - % Difference



The Reboot Your Commute program is one of a number of factors that may have influenced the traffic volumes passing through I-5 Exit 27 during the morning peak. Other factors may include the weather, shifts and growth in employment in the area, the availability of other transportation options, and more. **While the program cannot take full credit for the reduction in southbound traffic between 2018 and 2019, the program was likely a contributing factor to the reduction in southbound traffic turning left.**

**Also, considering the program’s emphasis on avoiding the exit between 7:45 – 8:00 am peak by arriving to work early, the program may have also contributed to the notable reduction and shift in southbound right turns during that time.**

### Transit Counts

**Ridership on Route 24 has increased by 70% from Summer 2017 to Fall 2018.** As illustrated in Table 9 and Figure 17, **ridership during the Reboot Your Commute program (9/1/2018 - 1/31/2019) was about 5% lower than the five months preceding it, but remains high compared to the year before.** A number of factors may effect ridership, including the weather, the availability of other transportation options, and shifts in transportation needs in the community. While it's unclear if the Reboot Your Commute program had a direct effect on ridership, it is encouraging that ridership on the route remains high compared to the prior year.

Table 9: RVTD Route 24 Ridership Numbers

Route 24 Ridership		
Date Range	Total Ridership	Percent change from previous count
4/1/2017 - 8/31/2017	11,890	N/A
9/1/2017 - 1/31/2018	13,988	18%
4/1/2018 - 8/31/2018	21,173	51%
9/1/2018 - 1/31/2019	20,206	-5%

Figure 17: RVTD Route 24 Ridership Numbers



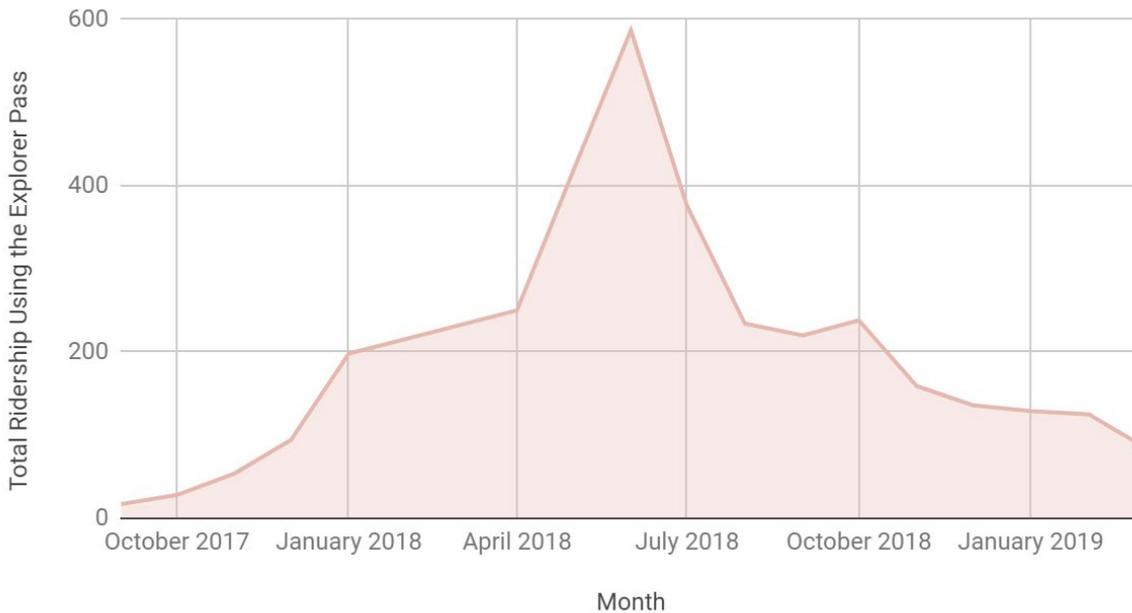
RVTD's Explorer Pass program is an annual initiative to encourage increased ridership by providing free passes for six bus rides to individuals throughout the Rogue Valley. The Reboot Your Commute program distributed 163 Explorer Passes between September 2018 and January 2019 to encourage ridership in the East Barnett Road area. While the passes given to RYC participants were not independently tracked, usage data from the broader program can provide some insights. As illustrated in Figure 18, summertime is peak season for the RVTD's explorer pass program. This is due to a large number of outreach events being hosted in a relatively short period of time. **Explorer pass usage declined sharply between June and August, then usage plateaued and slowly declined from September through January, when the RYC program was active.** Although some participants expressed that the bus was not a viable option for them, some liaisons provided the project team with feedback that the transit passes helped to encourage people to try the bus.

*I would be interested in taking the bus to work in the morning, however, there are no stops near my house - on High Crest (off of Hillcrest). There are also no bike lanes on my way to work. I don't have a lot of options.*

- Asante staff, participant

Figure 18: RVTD Explorer Pass Usage

### RVTD Explorer Pass Usage



### Visual Inspection Results

ODOT conducted a visual inspection of southbound I-5 at exit 27 on Wednesday, March 6, 2019 to evaluate the morning congestion issue. The inspection was led by ODOT District 8’s Traffic Investigations Engineer Dan Dorrell, RVTD’s TDM Planner Edem Gomez, and the City of Medford Transportation Manager Karl MacNair.

The team found no noticeable improvement in the traffic backup between 7:40 - 7:55 a.m. A number of factors may have contributed to the traffic that morning, one of which was the weather. It was raining during the visual inspection, which may have influenced the transportation choice of some people. The area had also grown significantly in the two years since the project started. Considering the growth of the area, it is possible that any reduction in drive-alone trips that resulted from the program may have been replaced by other drive-alone trips to new businesses.

While the visual inspection is a strategic way to evaluate the traffic congestion at exit 27, it is not a reliable indicator of the success of the Reboot Your Commute program in reaching its goal of improving traffic flow at the exit. For instance, while the conditions weren’t improved upon visual inspection, it is possible that the conditions could have been even worse without the program.

Findings from the visual inspection include:

- **There was no noticeable improvement in the traffic backup between 7:40 - 7:55 a.m.** Ongoing issues with queuing from the signalized right turn lane from Highland/Garfield onto eastbound Barnett Road was observed

- **The visual inspection was conducted on a rainy morning**, which may have influenced the transportation choice and driving behavior of some people.
- Considering the growth of the area, **a reduction in drive-alone trips may have been replaced by other drive-alone trips to new businesses.**

## What were the Lessons Learned?

### Program Timing

The project team recommends starting future programs earlier to avoid major winter holiday times when employers have a lot of year-end activities, and employees may be out of town or not working.

### Program Materials

- The project team received positive feedback on the Reboot Your Commute map and magnetic safety lights.
- A stronger suite of sign-on materials may help to incentivize more program sign-ups. Materials could include additional safety products and transportation resources.

### Incentives

- The project team observed that the chance to win a higher value incentive may have motivated greater participation in the post-program survey than lower value incentive-driven calls to action throughout the program. In the future, the project team recommends presenting a higher value sign-up incentive to encourage more individuals to sign up via digital avenues (e-newsletters).
- Incentivizing people to share their commute story online was largely unsuccessful, with only three stories being shared throughout the program. Initially the project team invited people to share their story through social media or email, and later invited story shares through an online form. It is unclear if this is due to the level of incentive offered, what was being asked, how the story share was facilitated, or some other factor. The project team recommends that incentive-driven story shares be paired with larger incentives or more specific asks (ex: share your story at a specific event for a chance to win) in future programs.

### Outreach and Events

- In-person outreach at employer organized events was a more successful strategy to sign up participants for the program than digital outreach. This was evidence by the slow sign-up rate between outreach events, and the fact that over 75 percent of program sign-ups happened in person at outreach events. In post-program interviews, partner employers noted that digital communications have a lot to compete with since their employees receive a lot of emails.
- Digital calls for sharing stories resulted in few responses. Individuals were more willing to share their stories in person. The project team recommends more emphasis on in-person story sharing in future programs.
- Digital calls for commute resolutions resulted in no responses, despite a low barrier, minimally time demanding request with a high value (\$20) incentive. Individuals have been generally more willing to engage with outreach staff and share their stories in person.
- The project team recommends partnering with major employers to host events specific to their staff for future programs. The Asante Benefits Fair and lunchtime outreach to Medical Eye Center staff were both successful ways to connect with employees and gain program sign-ups.

### Stakeholder outreach and partnerships

- Working directly with a designated liaison at each major employer is an effective way to build their relationship with RVTD and increase their capacity to promote transportation resources by better understanding of what is available to their employees.
- Short/direct content promoting signups was a successful strategy for the Asante newsletter. Longer content may continue to be a challenge to include due to the newsletter's space limitations.
- Shifting the project team's point of contact with Asante from Alta to RVTD was a strategic way to establish a stronger relationship between RVTD and Asante and reaffirm the hyper-local focus of the program.
- The project team found that successful partnership with businesses required both the right day-to-day contact and support from upper-level management or decision makers. For example, communications and coordination with Asante greatly improved after gaining support of the Human Resources Director.

## Discussion and Conclusion

While the Reboot Your Commute program did not single-handedly resolve the morning traffic backup onto southbound I-5 at exit 27, the program was successful in achieving the other program goals, including:

- **Advancing employer resources:** On the organizational level, the program connected major employers in the area to transportation resources and built their capacity and confidence in supporting their employees' transportation options.
- **Supporting individual behavior change:** On the individual level, the program provided transportation options information to employees in the area through employer emails, direct emails to people who signed up for the program, and program promotions in the community.

Programs such as Reboot Your Commute can serve to initiate behavior change, but a longer-term project is needed for that change to be sustained or to grow. In this case, Reboot Your Commute helped to advance two longer-term efforts that may support sustained behavior change:

- The program helped to build a relationship between major employers in the project area and RVTD, who plans to continue providing support and services to the employers even after the program ends.
- The program provided Rogue Regional Medical Center's new Employee Transportation Coordinator, Barbara McClung, with information about transportation options and direct experience with a transportation options program that may benefit her work in her new role.

Understanding the lasting effect of the program can help to inform future ODOT programs. Future evaluation could be conducted in tandem with the longer-term efforts mentioned above, and may include:

- **Follow-up interviews** with Rogue Regional Medical Center and the Medical Eye Center to understand how they continue to support transportation options and how Reboot Your Commute may have influenced her efforts. The interviews may consider:
  - If/how the employer promotes the Get There platform and Challenge
  - The employers' interest, involvement, and/or experience with the RVTD employer bus pass program
  - If the employer is satisfied with the level of support and services provided by RVTD and ODOT

- The employers' perception of the lasting impact of the Reboot Your Commute campaign at their organization
- **A traffic count and visual inspection at the exit in March 2020**, analyzed in relation to the 2018 and 2019 findings to understand if the status of the traffic backup problem has changed, considering how new development in the growing corridor affects these counts.
- **An employee transportation survey** to understand if the individual behavior change was sustained.

Future evaluation could be led by RVTD, ODOT, and the employers. ODOT should lead the traffic count and visual inspection, but it is recommended that RVTD conduct the follow-up interviews with employers as part of their ongoing work to provide them with support and services. Employers could conduct the employee transportation survey directly with support from RVTD. RVTD could provide them with ODOT's new Employee Transportation Coordinator Toolkit, which includes a sample employee transportation survey that could be adjusted to include questions specific to the Reboot Your Commute program.

It is strategic for ODOT to build upon this project and integrate Transportation Option efforts into future congestion mitigation efforts around the state. Transportation Options campaigns and programs promote the efficient use of existing infrastructure, and can often be provided at a fraction of the cost of many infrastructure projects. Employers can save money and resources by funding a part or full-time Employee Transportation Coordinator position to support the use of transportation options such as carpooling, vanpooling, biking, walking or taking transit. By encouraging and supporting employees to use travel modes other than driving alone, the company can save on the development and upkeep of their parking infrastructure and help to improve employee health and happiness through the use of active transportation.

The consultant team is creating a case study for this project intended to support future efforts. The case study may be updated to reflect additional insights gained from future evaluation of the program's impact.

## Appendices

The following documents are included in a separate document titled “Reboot Your Commute Transportation Options Final Report Appendices”:

- A. Transportation Demand Management Approach Memo
- B. Program Approach Memo
- C. Stakeholder Interview Summary Memo
- D. Monthly Reports