

Point2point

2015–2020 Strategic Work Plan



Point2point

Helping to Reduce Single Occupancy Vehicle Miles Traveled in the Region





Contents

PROGRAM PURPOSE	6
BACKGROUND	8
What does Point2point Do?	
Current Mission Statement	
Accomplishments.....	9
THE STRATEGIC PLANNING PROCESS	10
Challenges & Opportunities.....	11
Core Values	
Vision.....	11
Our Strategic Directions.....	11
Action Plan.....	12–21
ORGANIZATIONAL CHART	23
FINANCIAL INFORMATION	24
EVALUATION PROCESS	27
APPENDIX	28–31

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Program Purpose

Point2point programs and services contribute to the Central Lane Metropolitan area system and supports the mobility of the region's travelers. These efforts are more important than ever. There is direction at the regional level on existing and emerging transportation options, programs and services coupled with the

policy guidance at the State level, through the State Transportation Options Plan. How transportation options programs adopt and adapt to the proposed direction requires thoughtful consideration of both the opportunities and challenges.

The recent adoption of the Central Lane Metropolitan Planning Organization's Regional

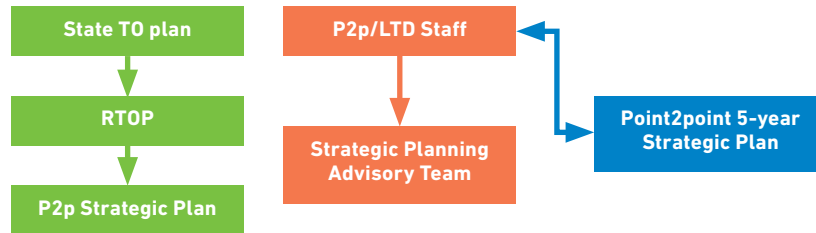
Transportation Options Plan (RTOP) and the Oregon Transportation Options Plan (ODOT) provide regional and state strategic guidance for effective development and delivery of transportation options.

The RTOP identifies strategic recommendations for the most effective application of transportation options (TO) programs, strategies, and services. These recommendations serve to address the changing demands for transportation in the Central Lane region over the next ten years.

The Oregon Transportation Options Plan provides policy guidance for state and local partners to enhance and expand transportation access for all Oregonians, while ensuring that transportation investments are efficient and support broader community goals such as growing the economy and improving personal and environmental health.

Adapting to this new direction and policies requires a fresh look and close analysis of the proposed programs and services best suited for Point2point to offer over the next five-year horizon. To that end, Point2point staff engaged the regional partner agencies in a planning process with the goal of developing a five-year strategic plan to guide Point2point's implementation of effective programs and services. This new plan outlines how best to expand Point2point's capacities to meet the current and growing transportation needs in the region, help build off of existing strengths, test new strategies, adapt new technologies, and nurture new collaborations.

Point2point Strategic Planning Process





What does Point2point Do?

The Point2point program serves as the Central Lane Metropolitan Planning Organization's (MPO) comprehensive regional transportation options program. This program, started by Lane Transit District (LTD) in 1995, is funded annually with regional partners' approval through the Surface Transportation Local Urban (STP-U) funds and the Oregon Department of Transportation (ODOT) various funds.

Mission:

Point2point's mission is to reduce single occupancy vehicle (SOV) miles with transportation options programs and services.

Point2point's regional role is to ensure that transportation options reflect and help to further the Central Lane Regional Transportation Plan's goals and policies, and support local and regional jurisdictions land use, transportation, safety, and environmental planning.

Accomplishments

Over the last 18 years, Point2point has been recognized by Oregon Transportation Options professionals as one of the premier transportation options programs in the State of Oregon, receiving a number of program awards.



Key Recent Program Accomplishments

Some of the Point2point program accomplishments over the past five years include the following:

- Expanding the regional vanpool program to 17 vanpools. Together they reduce over 1.5 million vehicle miles traveled annually in the Willamette Valley.
- Partnering with the private sector to bring car-sharing to the Eugene/Springfield area.
- Implementing the Driveless Connect ridesharing database in the region and signing up over 500 commuters in the first year.
- Developing and implementing three new *SmartTrips* programs in Springfield and partnering to secure funding for Eugene *SmartTrips* programs (through joint grant writing efforts).
- Growing the Regional Business Commute Challenge to serve a regional audience and more than 2,000 employees.
- Expanding the Regional Safe Routes to Schools (SRTS) program to the Springfield School District, which now serves all three public school districts in the region.
- Mapping nearly all of the region’s elementary and middle schools for school walking maps (slated for completion in early 2016).
- Enhancing the Emergency Ride Home (ERH) program to serve 134 regional businesses.
- Serving on the planning team to develop and finalize the Regional Transportation Options Plan (RTOP), in addition to providing input to ODOT on the first Transportation Options Plan for the State of Oregon.

Despite the many successes of Point2point, it was recognized by regional partners that it is critical for Point2point to adapt programs and services to meet the changing realities of the community we serve; including stronger partnership linkages, new technology options, enhanced performance measures, and a dedicated funding base.

Transportation Options – Why It’s Important To The Region

Transportation Options are the number of accessible travel options available for a trip, taking into account the traveler’s specific needs and abilities.

A Transportation Options Program is designed to support and promote travel choices as well as advocate and innovate for new service options.

There are a number of community benefits that come from a robust Transportation Options Program including:

- More efficient use of existing transportation infrastructure.
- Enhanced mobility options for all ages.
- The reduction of vehicle miles traveled and greenhouse gas emissions.
- Increased physical activity.
- Lower personal transportation expenses and the potential to impact the local economy.
- More equity and accessibility.
- Reduction in traffic congestion and the potential to enhance freight movement.

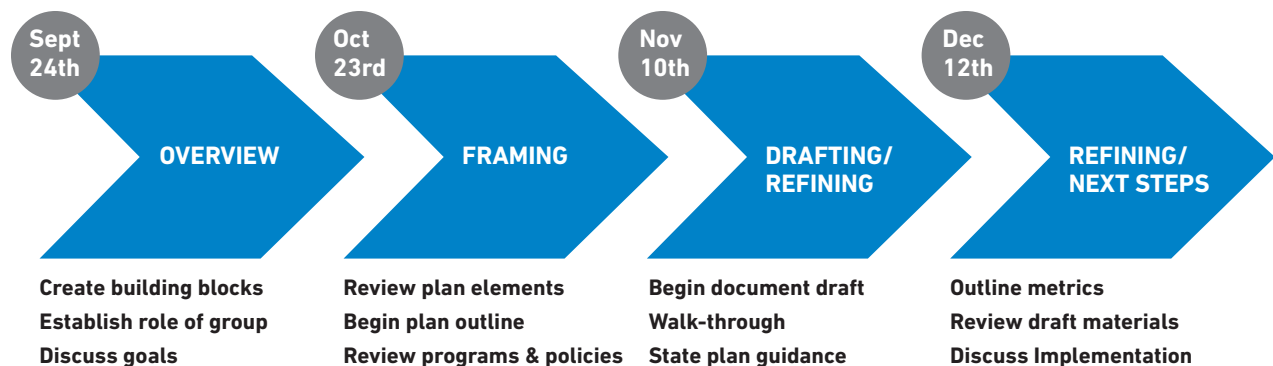
The Strategic Planning Process

Point2point established a Strategic Plan Advisory Team in the fall of 2014 to assist with the development of a five-year strategic plan. The group included transportation representatives from the following partner agencies and organizations:

- Oregon Department of Transportation
- Lane County
- City of Coburg
- City of Eugene
- City of Springfield
- Lane Transit District
- Lane Council of Governments
- University of Oregon

Point2point Strategic Planning

Technical Advisory Team



The four-step process included several meetings with the Strategic Planning Advisory Team (SPAT) to assess the program, define key challenges and opportunities over the next five years, outline key goals for the programs and services, and develop a more detailed action plan for future service offerings. The following provides an overview of the outcomes.

Challenges & Opportunities

The focus of the transportation options, trip reduction, and associated policies in the Central Lane area are continually being shaped by a wide variety of factors. Some of the issues that the region is grappling with today include new trends in mobility, climate change, demographic shifts, and a renewed focus on regional transportation equity and fairness. All of these issues offer compelling opportunities and pose challenges.

The challenges are complex, as are the opportunities. A summary of those issues identified by LTD and partners include the following:

- Fewer resources in terms of money and time, yet an increased need for outreach and options.
- Mobility Services are constantly evolving and expanding. As such, the opportunities for new technologies and data solutions to best support transportation choices are increasing.
- Partnerships have played a strong role in the past. Point2point has a strong history of engaging the community and providing outreach to businesses, schools, and the general public. Despite this, regional partners still have high expectations for their investment and need enhanced efforts to engage new partnerships.

Vision

The Point2point Strategic Plan aligns with the both the regional and state visions for the role of transportation options:

Regional Transportation Options Plan:

Promote and provide for safe, efficient, and equitable transportation options throughout the region that support economically vibrant and livable communities, improve public health through active transportation, and enhance environmental sustainability.

State Transportation Options Plan:

Oregon's state, regional, and local transportation systems provide travelers of all ages and abilities with transportation options to access goods, services, and opportunities needed across the state. Public and private investments in a range of transportation options strategies, programs, and services provide travel choices for Oregonians and improve the efficiency with which people and goods move through the transportation system. People in Oregon have better options to travel and can readily access information to choose the options that best meet their transportation needs, budget, and preferences. By using efficient transportation options, people improve the economic, human, community, and environmental health in their communities.

Point2Point's Strategic Direction

Point2point is committed to ensuring that the region's traveling public has access to transportation options information and resources in order to assist in daily travel choices and reduce mobility barriers. The Strategic Plan Advisory Team (SPAT) has collectively outlined five key strategic goals, or the collective ambition by the region, for the Point2point program to serve as a guide for all future program and service efforts:

GOAL 1	Support the needs of individuals of all ages in the Eugene/Springfield area;
GOAL 2	Accomplish the region's vision for transportation options through partnerships;
GOAL 3	Apply innovative technologies to enhance the regional transportation options services;
GOAL 4	Seek and secure stable funding for regional transportation options;
GOAL 5	Commit to ongoing monitoring and measuring of services in order to meet the regional needs and goals.

Action Plan

Using these goals as a guide, the Strategic Plan Advisory Team (SPAT) went through a process to review a comprehensive list of Point2point's current programs and services. The team identified which programs should continue and/or expand, and which programs should be reduced or even eliminated in the future. In addition, the SPAT recommended a number of new areas in which Point2point should prioritize over the next five-year planning period. These recommendations are identified in the chart on the next page.

A slate of recommended programs, existing and new, were outlined by the Strategic Plan Advisory Team. These are identified below in the **Key Priorities** and **Strategic Action Plan Strategies** section below. In addition, these strategies are identified in more detail in the **Point2point Strategic Plan Action Plan Detail Chart**. This lists recommended action, impact, ease of implementation, implementation strategy, estimated costs, including additional costs beyond the current level of allocated funding, time frame for initiation, and the partnerships that may be involved.

Key High Priority Areas of Focus:

These are the highest priorities for the five-year workplan horizon.

1. Expand regional TO outreach
2. Strengthen all employer programs
3. Strengthen all metrics
4. Develop new and maximize existing partnerships

Strategic Action Plan Strategies:

- Expand outreach programs including *SmartTrips* to new markets such as new residents and low-income housing.
- Development of a plan and pilot program on how to revisit a *SmartTrips* area already served.
- Expand general and brand awareness of Point2point and TO in region.
- Expand outreach efforts by using a Train-the-Trainer approach.
- Expand outreach to new markets beyond the regular users of alternative transportation options.
- Expand outreach to rural satellite cities that flow into the MPO.

- Pilot test the mobility hub concept.
- Increase awareness of TO for families of school age children and school staff.
- Coordinate efforts to support the Regional Safe Rides to School Strategy.
- Expand and enhance the Employer Transportation Coordinator (ETC) Program.
- Strengthen all employer services.
- Market increased awareness and use of new options such as carsharing and bikesharing.
- Develop new partnerships with health, social services, and businesses.
- Test ridesharing tools to ensure effectiveness.
- Stay abreast of new technologies and share with the regional partners.
- Support the centralization of data.
- Seek ongoing base funding and funding for new projects, special service offerings or pilot tests.
- Measure travel impacts of customers.
- Measure participation and satisfaction.
- Measure program or campaign awareness.
- Measure behavior change.
- Measure ETC and school pool program awareness and effectiveness.

Please note the following:

- * Identifies costs that can be covered by the Point2point Base Funds.
- ** Identifies when additional funds need to be secured for this effort.



Point2point Strategic Plan Action Plan Detail

Goal 1: Support the Needs of Individuals 8 – 80

ACTION	IMPACT	EASE OF IMPLEMENTATION	IMPLEMENTATION
Expand Outreach and Education to new markets such as new residents, and low income housing using a <i>SmartTrips</i> model.	Can increase mode shift and use of options in the target population up to 13%.	Moderate effort. Point2point has experience running the program but each new area requires a fair amount of unique preparation and development of new materials.	To be determined by the regional partners. Point2point staff suggest including new resident in partnership with all 3 cities and low income housing pilot.
Develop a plan and do a test pilot on how to revisit a <i>SmartTrips</i> area already served.	Can assist in sustaining new behaviors/mode shift.	Minimal effort.	Develop scope and a target neighborhood to revisit.
Expand general brand awareness of Point2point and TO in the region.	Enhance recognition and use of TO's in the region. Help make connection to Point2point as a key source of information and resources.	Minimal effort.	Increase amount of general TO outreach efforts.
Expand outreach programs to include Train the Trainer approach.	Will expand the reach and awareness of available options to more markets.	Minimal effort.	Development of a training curriculum for a variety of audiences along with a target list.
Expand outreach to new markets beyond the 'choir'. (Regular users of TO)	Can focus Point2point time and energy where it can receive the most return on investment along with testing new markets.	Minimal effort.	Development of a tracking system that identifies, targets, and tracks success of efforts. Examples can include community events, or low income housing.
Expand outreach to include rural – Satellite cities that flow into the MPO.	Increase awareness and use of TO in the three rural cities. Increased equity of service provision.	Minimal effort.	Focus should be on sharing existing TO available to Florence, Cottage Grove, and Oakridge residents.
Pilot test the mobility hub concept.	Can increase access to TO information at a number of sites through portable kiosk. River Road Hub could serve as a model for future hub efforts.	Minimal to Moderate effort.	Focus on portable information kiosk along with working with LTD to pilot a more formal hub at River Road Station.
Increase awareness of TO for families of school age children and school staff and coordinate efforts that support the Regional SRTS Strategy.	Can help reduce impacts of congestion around schools during the school year and help with student, family, and school staff awareness around their own personal travel choices. Can help maximize awareness and support for the regional SRTS programs in all three districts. End result can be an increase in walking, biking, and awareness of safe travel in the region by students and their families.	Minimal effort.	Develop an annual strategy and work plan that outlines the specific goals and targets for the year, in coordination with SRTS staff. Work with SRTS and school staff to maximize all SRTS efforts, outreach, and impacts of programs. Examples include: support efforts at walk/bike events, tabling at PTA/school sponsored events, developing infrastructure wish lists and update, school action plans, promote, awareness/use of school walking maps.

STRATEGIC PLANNING PROCESS | ACTION PLAN

	ESTIMATED ANNUAL COST	YEAR INITIATED	PARTNERSHIP INVOLVEMENT
	** \$100,000 - \$125,000 depending on size of target area. TBD for revisit program.	2016	Host city or agency, low.
	** TBD depending on size of target. Existing staff can be used. Costs for printing/marketing estimated \$10,000 +	TBD by region and available funds. Could request pilot grant funds from ODOT.	ODOT, LTD and Host city.
	**\$10,000 for additional materials/marketing expenses.	2016	Leverage work on LTD and other partners including school district, cities, county, and businesses.
	* Existing funds can be used.	2017	LTD Accessible Services, Lane County Health, United Way, and regional partner agencies.
	* Existing funds can be used.	2016	Point2point with advice from partner agencies.
	**Minimal. Costs could include up to \$5,000 for any needed materials/safety supplies.	Expand in 2016. Initial efforts started in 2015.	LTD, LCOG, ODOT, Cities of Oakridge, Florence, and Cottage Grove, along with business partners.
	* Minimal. ** Any work on the River Road location would be identified and paid for by LTD.	2016 for portable kiosk. 2018 or 2019 for River Road Hub.	LTD
	* Existing funds can be used.	Ongoing.	SRTS Staff, regional partner agencies, and school districts.

Point2point Strategic Plan Action Plan Detail

Goal 2: Accomplish the region’s vision for transportation options through partnerships

ACTION	IMPACT	EASE OF IMPLEMENTATION	IMPLEMENTATION
Expand and enhance the Employer Transportation Coordinator – ETC Program.	Can help increase the number of employees that are aware of and choose TO in their commute travel. This could help reduce congestion and improve travel times for other road users. Additional impacts may include new champions for annual challenges such as: the Business Commute Challenge, Oregon Drive Less Challenge, and the BTA Bike Challenge.	Moderate effort.	Enhance the overall ETC program to include a more comprehensive approach to ETC efforts based on national best practices and input from regional partners existing GPP, and current ETC’s. Conduct an evaluation of the program to identify baseline program, then post once new strategies are implimented.
Strengthen all employer services.	Can help increase use of all services which may assist in reduction of commute SOV. This may help reduce congestion and help maximize the regional transportation system.	Minimal effort.	Focus on enhancing awareness of & use of employer programs such as the Emergency Ride Home (ERH), Group Pass Program, Commute Club Voucher Program, Employer fairs/abling, Business Commute Challenge.
Market awareness and use of new options in the region such as carsharing and bikesharing.	Can result in the increased awareness and use of these options. Effort will include seeking use information on a regular basis.	Minimal effort.	Share current information on all new options through information provided by the host agency or business partner.
Develop New Partnerships, i.e. health, insurance, and social services.	Results may include new program development and new opportunities to closely coordinate health and active transportation efforts and outcomes. Long term efforts may result in new ways to track and measure active transportation impacts.	Minimal effort.	Develop a target list and timeframe for forming new partnerships with health, insurance and social service providers.
Develop New Partnerships with Businesses.	Can help maximize program awareness and business support for certain programs, i.e. as the Business Commute Challenge or the Oregon Drive Less Challenge. May have co-benefit to each side.	Minimal effort.	Engage local businesses as new partners including new sponsorships or programs.

STRATEGIC PLANNING PROCESS | ACTION PLAN

	ESTIMATED ANNUAL COST	YEAR INITIATED	PARTNERSHIP INVOLVEMENT
	<p>* None to start.</p> <p>** Could see additional costs if program gets large (>\$10,000).</p>	Establish baseline survey in 2016 and implement enhanced program elements in 2017.	Business partners and coordination with city and county partner agencies.
	* Existing funds.	Ongoing.	Close coordination with LTD Group Pass Coordinator, business partners, cities, and county.
	* Existing funds. Materials cost would be covered by sponsoring business or agency.	Ongoing.	Close coordination with agency or business to offer current information.
	* Existing funds.	2017 and expand list in 2018.	Close coordination with LTD Accessible Services, Lane County Health, and private health providers.
	* Existing funds.	2016	Identifying interested partners, then securing short or long term agreements for program support.

Point2point Strategic Plan Action Plan Detail

Goal 3: Apply Innovative Technology

ACTION	IMPACT	EASE OF IMPLEMENTATION	IMPLEMENTATION	
Test ridesharing tools to ensure effectiveness.	Can result in a change in the tool used. For the DriveLess Connect tool, ODOT would have to be a major partner in any change or modification.	Moderate effort.	Review the current ridesharing tools and processes to ensure ongoing effectiveness.	
Stay abreast of new TO technologies and share with the regional partners.	Could result in change and improvements in regional TO technology.	Minimal effort.	Continual effort to stay on top of new tools and technologies nationally and seek out demos and information that shares applicability information. Bring experts to the region from private sector when possible.	
Support the centralization of data.	Increased access and awareness to Point2point program data.	Minimal to moderate effort.	Identify historical and existing data sources in current programs and services, collect and send to LCOG. Develop a longer term plan for continuous flow of program data to LCOG data portal.	

Goal 4: Secure Funding For Regional TO

ACTION	IMPACT	EASE OF IMPLEMENTATION	IMPLEMENTATION	
Seek ongoing funding for base Point2point.	Stable funding is key to any long term program stability and growth. Stable funding allows for consistent professional staff to lead regional program efforts.	Hard to determine as each funding cycle includes prioritization by regional partner agencies.	Use program results to continue to make the case for consistent investment of the region in the state of service offerings.	
Seek new funds for new projects, special service offerings or pilot tests.	Allows Point2point to expand services to meet more regional priorities and needs as identified.	Moderate effort.	Focus of efforts are on securing funds for regional priorities that are not funded out of the base funds. One example could be additional support for more bicycle and pedestrian education classes in more regional schools.	

STRATEGIC PLANNING PROCESS | ACTION PLAN

	ESTIMATED ANNUAL COST	YEAR INITIATED	PARTNERSHIP INVOLVEMENT
	*Existing funds.	2017 & coordinate with any ODOT related efforts.	ODOT and regional partner agencies.
	*Existing Funds can be used (unless the new technology is brought to the region).	Ongoing.	State and National TO Partners, ODOT, Shared Use Mobility Center and research centers such as UCB, PSU, and Mobility Lab. Private Business TO experts.
	*Existing funds/staff time can be used.	2016 Identify historical and current data available. By 2018 establish a protocol on how data will be captured and sent to LCOG.	LCOG

	ESTIMATED ANNUAL COST	YEAR INITIATED	PARTNERSHIP INVOLVEMENT
	\$300,000 to region and \$100,000 from ODOT.	Every year of major funding cycles.	LTD, City of Eugene, City of Springfield, City of Coburg, Lane County, Lane Council of Governments and ODOT.
	**Determined by cost of service. Bicycle education costs are \$1,000 per class and \$200 per class for pedestrian education.	As needed by program efforts, as funding is available, and per direction from partners.	Verbal and written support from partner agencies when funding source is identified and sought.

Point2point Strategic Plan Action Plan Detail

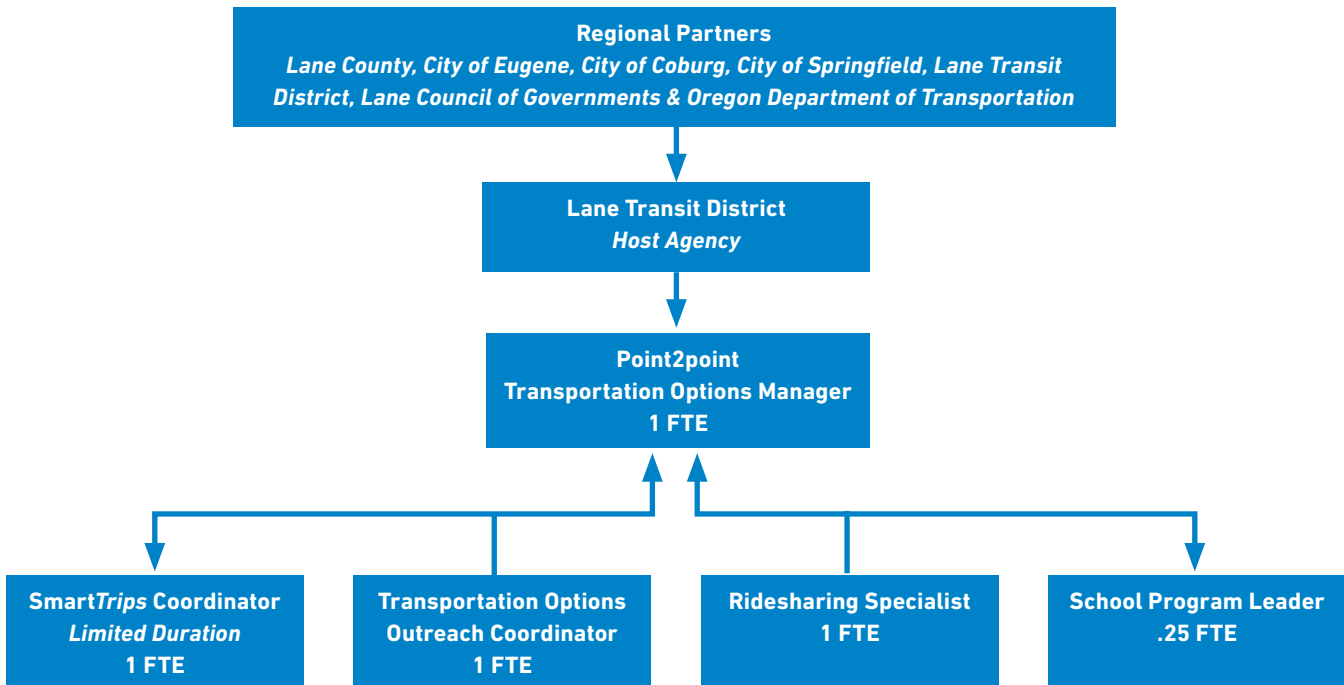
Goal 5: Commit to Ongoing Monitoring and Measurements				
ACTION	IMPACT	EASE OF IMPLEMENTATION	IMPLEMENTATION	
Measure travel impacts of customers.	Can show mode shift and reductions in specific mode travel.	Moderate effort.	On Vehicle miles traveled (VMT) reduction, cost savings, and SOV rate reduction.	
Measure program participation.	Can show program interest and effectiveness of marketing efforts.	Minimal effort.	Number of people participating in activities. Example will include number of carpools formed, and number of new vanpools formed.	
Measure Program awareness.	Can show awareness of program and branding efforts.	Moderate effort.	Securing ways to contact specific markets. Would need contact information.	
Measure Program Satisfaction.	Can show program support or need for program modifications.	Moderate effort.	Measurement on participation or business satisfaction.	
Measure Behavior Change.	Can show specific changes in targeted behavior.	Moderate effort.	Focus on changes in target behavior around mode shift.	
Measure Safety Campaign Awareness.	Can be a baseline to start to measure program each and awareness.	Moderate effort.	Identify target audience for program, do sample survey.	
Measure ETC Program Awareness & Effectiveness.	Feedback will enhance program efforts and encourage continual program improvement and modification.	Moderate effort.	Phase 1: Develop a survey to measure program awareness phase 2: Measure effectiveness in a follow up survey, 1 year later.	
Measure use of and effectiveness of SchoolPool program.	Greater understanding of the effectiveness of the schoolpool program and more information on the best ways to modify and possible sunset the program.	Minimal effort.	Develop criteria, and pilot test the effectiveness of the schoolpool program/database.	

STRATEGIC PLANNING PROCESS | ACTION PLAN

	ESTIMATED ANNUAL COST	YEAR INITIATED	PARTNERSHIP INVOLVEMENT
	*TBD by program. Pre and post program surveys can increase costs.	Identify targets for reporting in 2016. Do Pilot with LCOG to load data in the Data Portal – 2016. Review and add to annually. Will align with the State TO Plan recommendations once completed.	Participants and host agency or city.
	*Existing funds.	Annually.	None.
	*Existing funds ** If an outside contractor is used to do analysis. Potential of \$5,000 – \$10,000 at a minimum if needed.	Formalize process in 2017.	None, unless joint measurement is used.
	*Depends on size of sample and ** who does the analysis. Could run \$0 – \$10,000 and up.	Develop tools for this effort in late 2016 and into 2017.	Participant or business partner.
	TBD by program. Generally requires pre and post survey.	Identify targets in 2016 and modify annually with partner feedback.	Participants and host agency or city.
	** TBD on size of pop surveyed. Some cost for survey analysis – \$5,000.	Early 2017 after Be Safe Be Seen – Safety Campaign Events.	Cities, LTD, County, LCOG, and Health Department.
	*TBD on sample size. Could use survey monkey and do inhouse analysis. Do interviews in phase 1 to increase awareness of needs and ideal program expansion design.	Phase 1 – 2016. Phase 2 – mid 2017.	LTD and Business partners.
	** Costs may include survey and analysis if contractor is utilized. Up to \$5,000.	Pilot in 2016, measure in early 2017.	SRTS Coordinators and identified schools.



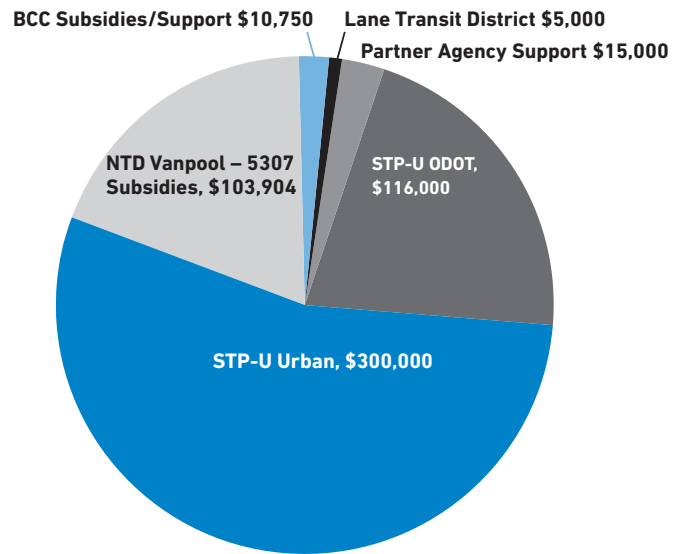
Point2point Organizational Chart



Point2point Organizational Chart – More complete program descriptions are listed in the Appendix.



Point2point Base Funding — FY 2015–2016



Point2point Financial Information

Point2point receives funding from regional partners through the STP-U, Surface Transportation Program, along with direct funding from various ODOT funds. Additional funding sources include vanpool subsidies through the USDOT FTA's Urban Formula Funds. Additional in-kind support from Lane Transit District includes facility/office overhead, marketing and graphics support, and financial management support (Estimated value = \$45,000+). The chart above identifies a Point2point's typical annual base funding sources.

Base Budget:	
Lane Transit District	\$5,000.00
Partner Agency Support/Match – City of Eugene, City of Springfield and Lane County.	\$15,000.00
Partner Agency Support/Match – City of Eugene, City of Springfield and Lane County.	\$15,000.00
STIP-U ODOT - Region 2	\$116,000.00
STP-Urban – Allocated from Lane MPO	\$300,000.00
NTD Vanpool Subsidies – 5307 Formula Funds	\$103,904.00
BCC Subsidies/Support – Business Sponsors/Underwriters for Specific BCC events.	\$10,750.00
Total Base Budget	\$550,654
Total FTE	3.25

POINT2POINT FINANCIAL INFORMATION

Special Project Funds:

In addition, Point2point has been successful at receiving special project funds which are generally used for limited duration projects.

Two current examples of this include the SmartTrips program funding for projects along Main Street in Springfield and the SRTS Mapping Project. Each of these projects will sunset when the funding is expended.

Special Project Budget:

STP-U - SRTS Mapping Project - Carryover - .25 FTE	\$40,000	Through 2016
ODOT SRTS – Springfield School District = .50 FTE	\$49,482	Through 2016
STP-U - SRTS 4J School District = 1.0 FTE	\$76,000	Through 9/15
STP-U – SRTS Bethel School District = .50 FTE	\$40,500	Through 9/15
ODOT - Drive Less Connect .20 FTE	\$61,434	Through 6/16
ODOT – DLC Challenge TO Funding	\$28, 975	Through 6/16
Flex Fund 2 -SmartTrips Main Street 1 – Carryover 1.15 FTE (portion of program year remaining)	\$56,571	Through 6/15
STIP Enhance - SmartTrips Main Street 2 – 1.15 FTE	\$155,125	Through 12/16
ODOT Carshare - Membership - Carryover	\$5,000	Until Expended
ODOT Carshare supplemental grant - Marketing	\$5,000	Through 6/15
Total Special Project Budget	\$518,087	
Project Funded Staff: 1.0 FTE – Limited Duration SmartTrips Coordinator .15 FTE – Part Time SmartTrips Assistant (5 months) .20 FTE – DLC Staff Time .25 FTE – Limited Duration Part Time Mapping Project Leader		
Total Limited Duration FTE (Does not include School District SRTS Staff)	1.60	







Strategic Plan Evaluation and Update Schedule

Point2point will review the 2015–2020 Strategic Work Plan each year through a scheduled review process that will include the review of the year’s accomplishments and will seek input and assistance with refinement of the work plan. The development of metrics, as established under Goal 5 of this plan will be an ongoing process further refined during the planning period, and is likely to change. Initial benchmarks will be established in 2016 by Point2point Staff in consultation with regional partner agencies. One of the first Initial efforts will involve gathering all past and existing data, then testing a pilot with LCOG to load that data on the Data Portal. The review process of the metrics will include members of the Transportation Planning Committee (TPC) and the Transportation Options Advisory Committee (TOAC), and will occur during the month of May of each calendar year beginning in 2016 and ending in May of 2020.

Note: Once the State TO metrics have been defined, and guidance established statewide by the Performance Measures Working Group, then an assessment will be completed to identify which of these measurements should align or be incorporated into the Point2point measurement process as initially outlined in Goal 5 of this plan. Suggested metrics will be brought to the Transportation Planning Committee for review and recommendation. If approved, these metrics will then be incorporate into this plan during the next annual review cycle. Additional effortswill be developed to streamline the flow of data between Point2point and Lane Council of Governments.

Conclusion

Over the next five years, a process of continual evaluation and fine tuning of the programs and services will be conducted. Each year a review of the metric will be conducted, and metrics added, if recommended by the regional partner agencies. In addition, the measurement process will be influenced by what happens at the state level with the State Transportation Options Plan and corresponding performance measures that are scheduled to be finalized in mid-2016.





Point2point Strategic Work Plan 2015-2020

Point2point offers a comprehensive suite of programs and services in order to reduce single occupancy vehicle travel, while lowering emissions and helping to meet customer travel needs. By-products of these efforts can help reduce regional congestion and maximize the efficiency of the transportation system.

A description of service offerings follow that reflect the outcomes of the recent strategic planning process including the following service or program areas:

- Employer programs
- Outreach and education
- School programs
- Partnerships
- Technology
- Ridesharing

Employer Programs:

*(*Notes future programs and service).*

Point2point, in coordination with Lane Transit District's Group Pass Coordinator, share TO related information frequently with local business Employer Transportation Coordinators (ETC). Staff work with businesses on a one-on-one basis to establish relationships and share information on all TO for employers/employees. This information includes programs and services such as:

- Emergency Ride Home (free workplace program for employees who use alternative commute modes).
- Group Pass/CCV – LTD's Group Bus Pass and Commuter Club Voucher Program.
- ETC Education.
- Employer Survey Research (Point2point will work with employers to develop a tool that the business administrators can use to learn more about employee commute habits, and travel needs).
- Employer/Activity Center Site Maps – These are site specific maps that identify what TO options are available for each specific work site.
- Dot Maps – These are geocoded maps that show where the business' employees live to assist with finding carpool partners.
- Drive Less Connect – Online rideshare matching database.



- Carpool Preferential Parking – Point2point staff encourage employers (if interested) to assist them with setting up areas for preferential carpool/vanpool parking areas on their site. Encourage employers to offer a discounted rate for parking to those that carpool if they pay for their employees parking.
- Employer Fairs – Point2point staff tables at an employer's worksite to assist employees with their commute options.
- Marketing Materials for Employees – Point2point provides informational materials on carpool, vanpool, carshare, BCC, bus schedules etc., to provide employees with specific information for their travel interests.
- Awareness of and support of the Business Commute Challenge – Direct work with employers to maximize participation in the annual BCC events including internal, encouragement activities to promote employees participation.

** Expansion of the ETC program is recommended and may include the addition of a monthly ETC newsletter, the development of ETC training and support programs, and more individual coaching and problem solving. Research on best practices for ETC education will be completed and used to enhance the program.*

Outreach & Education:

Point2point dedicates staff time year-round to raise general public awareness through a variety of channels including direct marketing, social media, print media, radio interviews, community outreach, and conducting special events.

Programs and Services include:

- Point2point also provides sponsorships in the range of \$100 – \$400, depending on available funds, to partners who are fostering transportation options awareness such as City of Eugene's Sunday Streets.
- Oregon Drive Less Challenge events.
- Direct management and leadership of the Springfield SmartTrips Individualized Marketing/Community Education Program.
- Promoting the awareness of the regional private carshare programs.
- Developing frequent weekly communications through social media sites and boosting posts for more exposure.

- Promoting the use of Park & Ride lots for meeting carpools, riding bikes, or taking transit.
- Educational presentations to community groups in a variety of community settings.
- Conduct program research when needed to assess future program needs or direction. Previous examples include the Carsharing Feasibility Study (2010) and the Student Transit Pass research pilot (2004). Future examples could include schoolpool pilot testing at Magnet or alternative schools and new outreach models for outreach in manufacturing/shift work oriented businesses to identify the best options for a specific employer's needs.
- Oregon Drive Less Challenge. The ODLC is a two-week incentive program to encourage the use of Transportation Options on a statewide level. The ODLC is sponsored by ODOT. Statewide campaign strategy and media plan is developed by PacWest, a Portland based communications firm. The Point2point Rideshare Coordinator works in conjunction with PacWest to develop local promotions and communications.

** Point2point will expand outreach and education efforts to maximize regional awareness of Point2point and TO messaging. Point2point will develop, additional brochures, third cut one page pieces, posters, small and full size ads for publications, table tents for public speaking events, a customized tent design for outdoor events, social media posts on general and specific program topics and bus ads. In addition, Point2point will begin tracking customer feedback and will relay any information to local and regional jurisdictions needed. Point2point will focus on new customer markets, reducing time spent sharing the TO messages with those we consider the "choir."*

Point2point staff will develop a "Train the Trainer" education program that will focus on sharing TO information with community organizations, agencies and groups that serve and directly engage with the public, including but not limited to, housing staff, senior centers, transportation service providers, social service, and health agencies.

Point2point will continue to expand outreach efforts to satellite cities in rural areas of Lane County to assist those communities with accessing more information about their local transportation options. Any material expenses would need to be paid for by ODOT grant support. Point2point will work closely with LTD's Accessible Services Staff, Lane County, and ODOT on coordination of these efforts.



SRTS Bike Safety Education class

Point2point will seek additional funding streams to develop and create SmartTrips type programs (Individualized marketing and outreach programs focusing on transportation options materials targeted to the individual) for new regional residents and older adults. This effort may be in coordination with the Oregon Department of Motor Vehicles (ODMV).

Point2point will pilot the mobility hub concept (defined as places of connectivity where different modes of transportation – from walking to biking to riding transit come together). Mobility hubs can range from a static mobile display to an electronic information kiosk up to a multi modal location that brings together a number of modes in one location such as transit, car-sharing, biking and walking. Point2point will develop a pilot to test, and electronic kiosk prototype. Additional funds will be sought for this effort.

School Programs:

Point2point began operating school related programs in 2004 when a research pilot for school travel needs was initiated. Upon completion, the schoolpool program and the student transit pass were developed to assist regional families with their travel options. In 2007, Point2point received a grant to establish the Safe Routes to Schools Program in the 4J School District and the first school SRTS Coordinator was hired. Soon thereafter, Point2point assisted with obtaining funds to maintain the SRTS Coordinator in the Bethel School District after their funding was discontinued.

Currently, Point2point staff operates the Schoolpool Carpool Matching program and markets that extensively during the back to school period each fall. Additionally, Staff provide support and coordination efforts to assist the SRTS School District Coordinators in a variety of manners. The Point2point School Program Leader manages the SRTS and school project grant funds and reporting.

Point2point will continue to develop school walking maps, and finish the map review and approval process at the 48 local schools. Point2point will work closely with the SRTS Coordinators to promote the availability of the mapping resource and use stipends to assist the regional schools fund their walk and bike to school activities during the International Walk and Bike to School Day each year.



SRTS Walking/Bike map for Twin Rivers/ Dois Rios Elementary (For use by families walking to school)

A number of schools or school programs continue to use a student group pass which they fund directly. Lane Transit District is pursuing funding for a two-year pilot project to fund a renewed Student Transit Pass Program through the State Legislature.

**Point2point will enhance the level of student and parent outreach for all their trips through outreach and education at school related events in coordination with the School SRTS Coordinators. Additional effort will be placed on assessing the most effective tool for encouraging family carpool trips.*

Partnerships:

The development and cultivation of partnerships has always been very important to Point2point and will continue into the future. Partnerships include the regional partner agencies cities of Eugene, Springfield, Coburg, and Lane County, Lane Council of Governments, Oregon Department of Transportation, Willamalane, Eugene Recreation, and numerous local businesses. Point2point will continue to maintain strong partnerships with other statewide TO providers, and will have an active role with Transportation Options Group of Oregon (TOGO) and the State Safe Routes to Schools Advisory Committee. Point2point will continue to seek out information and best practices from national TO providers such as the Arlington Partners along with the Washington State Ridesharing Association.

**Future efforts will focus on developing partnerships with groups such as social service, health, additional private businesses, neighborhood and housing oriented organizations. Additional efforts will include the development of joint health and transportation grants that support health and encourage and foster active transportation in the region. These will target interested private businesses such as health insurance, health care and other businesses that wish to align with active transportation efforts in the region.*

Technology:

Point2point currently manages four program web sites and three Facebook social media sites. The social media sites are updated multiple times weekly as this becomes an increasingly important channel for communicating with the region's travelers.

**Point2point will continue to stay abreast of emerging TO technologies that are developed and assess them for regional applicability. Point2point will present information to the regional partner agencies for consideration. In addition, Point2point also will coordinate TO Intelligent Transportation Systems (ITS) efforts with the regional partners and ITS Committee.*

Ridesharing:

Point2point currently serves as one of three partners for the Valley Vanpool program. Point2point staff facilitate the development of new vanpools and work closely with the two private vanpool vendors, vRide and Enterprise Rideshare. Point2point at Lane Transit District provides a monthly subsidy to area vanpools to reduce the monthly cost of commuting. Subsidy funds are paid for through 5307 funds. The 5307 funds are from the Federal Transit Administration and are Urbanized Area Formula Funds. Vanpool subsidies are one of the identified use for these type of funds. Point2point manages all vanpool issues with the 17 vanpools that travel into or out of the Central Lane MPO area. Point2point has set a goal of increasing the number of vanpools by 2 percent for 2015/16 and a total of 10 percent by 2020.

Point2point serves as the Drive Less Connect Regional Network Administrator for Lane County. Drive Less Connect (DLC) is Oregon's online rideshare matching database provided by ODOT. Point2point staff develop ongoing outreach efforts to make the region's travelers aware of this ridesharing tool and its function to find carpool partners. Funding for the maintenance of the software and for additional program outreach is supplied to Point2point and other statewide TO providers through supplemental DLC grants. The program goal is to have 50 percent success rate in ride match searches. In addition, a goal of 300 new registrants a year for each of the five years.

Point2point works with the region's employers to help facilitate the development of preferential carpool and vanpool parking at their business location. Once developed, the signage and site management is the responsibility of the private business.

** Future Point2point efforts will include continual testing and evaluation of the current rideshare tool/database Drive Less Connect and communicate those findings and recommendations to ODOT.*

