



CITY OF LAKE OSWEGO

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MEMORANDUM

TO: Transportation Advisory Board

CC: Sustainability Advisory Board
Erica Rooney, Assistant City Engineer
Nancy Flye, Engineering Technician
Laura Weigel, Associate Planner

FROM: Susan Millhauser, Sustainability Coordinator
Beth Otto, Sustainability Intern

SUBJECT: New Active Transportation Resource and 100 Mile Challenge

DATE: July 2, 2012

Background

One of the Sustainability Advisory Board's goals for 2012 is to engage Lake Oswego residents and employees in an active transportation challenge, encouraging walking, biking, and transit for local and commute trips rather than driving alone. The City Council reviewed the SAB's goals and work plan in January and gave a head nod to all of the proposed projects.

Discussion

The Sustainability Advisory Board has been working with City staff to develop an active transportation challenge, dubbed The 100 Mile Challenge. Initial contact with the Transportation Advisory Board (TAB) chair and Engineering and Planning staff indicated interest and support for such a challenge but lack of capacity to be involved deeply at this time due to the Transportation System Plan and Comprehensive Plan updates. This memo is intended to provide TAB with an update on this project and encourage your participation in the Challenge and beyond.

An overview of the 100 Mile Challenge can be found on the attached flyer and here: <http://www.ci.oswego.or.us/plan/Sustainability/ActiveTransportation-100MileChallenge.htm> (note this is a temporary site and will be replaced with a more comprehensive site when the City's new website goes live in the coming weeks). Linked to the City site is a Lake Oswego-specific Drive Less.Connect website, which is part of the multi-state network/database, iCarpool.

The City was able to use energy efficiency and conservation block grant funds to pay for the site's set up and programming. The main purpose for acquiring administrative rights is to conduct an active

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transportation challenge, the 100 Mile Challenge, beginning this summer, which is a step towards encouraging Lake Oswegans to leave their cars at home. The 100 Mile Challenge focuses on getting people out of their cars and walking, biking, and using transit instead. Although car pooling is not specifically being promoted during the Challenge, the website does facilitate ride-matching and we will encourage car pooling as an option when other modes are not realistic. In addition to being a place for Challenge participants to log their trips, the website is a powerful communication and organizational tool which can be useful in a multitude of ways, as the Lake Oswego specific site is connected to Metro's broader Drive Less.Connect website.

Following is a summary of the 100 Mile Challenge, which will officially kick-off August 1 and be promoted heavily during the August 11 Connected Community Bike Ride that will feature the bike route developed by TAB:

Through a fun, community-wide challenge, promote the benefits of walking, biking, and transit for trips to work, school, shopping, and other local destinations. The Challenge is designed to encourage people who live and work in Lake Oswego to shift how they make daily trips around town and beyond, helping them see how small changes can have a big impact on our personal health, our wallets, community livability, and the natural environment.

For people who are new to using travel options, we hope they will discover that, with a little planning, making trips by walking, biking, and transit is easier than they thought. For those who already know the many benefits of using travel options, the Challenge will provide new inspiration, rewards, and an opportunity to encourage friends, neighbors, and co-workers to join the Challenge.

An additional benefit of the Challenge will be to raise awareness of the benefits of having a well connected community and access to the regional transit system, and garner awareness and support for these elements of Lake Oswego's transportation system.

Participants will commit to the Challenge by registering through the Lake Oswego website, where they will log their miles using active transportation options. At that time they will receive resources to help them get started, such as maps and other informational brochures. The site is now live, so participants can sign up prior to August 1, request resources, and start tracking their trips.

To promote the Challenge, we are working with local businesses, such as the Bike Gallery (thanks!) to offer coupons and incentives to encourage people to sign up and as they meet milestones. Metro's Carefree Commuter Challenge is occurring this month as well, so 100 Mile Challenge incentives will kick-in starting in August.

Throughout the rest of 2012, weekly or monthly incentives will be offered to encourage people to use active transportation options and log their trips. For example, for a specific week, participants may be eligible for a prize drawing if they have logged a certain number of trips. How the incentives will be awarded throughout 2012 will depend on the participation rate and availability of funds. At the end of 2012, every participant who has logged at least 100 miles will be entered to win a bicycle!

The Lake Oswego-specific Drive Less.Connect website has much greater capacity for use beyond the 100 Mile Challenge. For example, it can be used to communicate with Challenge participants and others already

signed on to Drive Less.Connect who live or work in Lake Oswego. By tapping into people interested in active transportation in Lake Oswego, there is the opportunity to further build community support for as well as provide Lake Oswego-specific information and resources about active transportation. The Lake Oswego Drive Less.Connect can also be set up to encourage “school pools” to assist local schools with student carpool matching, and has the full functionality and interconnection with Metro’s Drive Less.Connect website that provides carpool matching services, one-time ridesharing, special event ridesharing, and more.

Ideally, investing in this resource now using available energy block grant funds will help to build a formal Lake Oswego transportation options program. Building capacity in this area may also poise the City to apply for and receive future grants, through Metro and others, to further develop resources and projects to encourage active transportation. For instance, the City of Tigard received a Metro grant to create a city-wide bike map. We are hoping that once the Challenge is complete, Engineering and Planning staff who work on active transportation will see this as a tool they can tap for future outreach and engagement projects, as well as to serve as an ongoing resource for Lake Oswegans.

For next year and beyond, the SAB would like to work more closely with the TAB in developing programs that tie into TAB’s priorities. So please keep this resource in mind as you consider future program goals.