

GO UO!

A Marketing Strategy for Sustainable
Transportation at University of Oregon

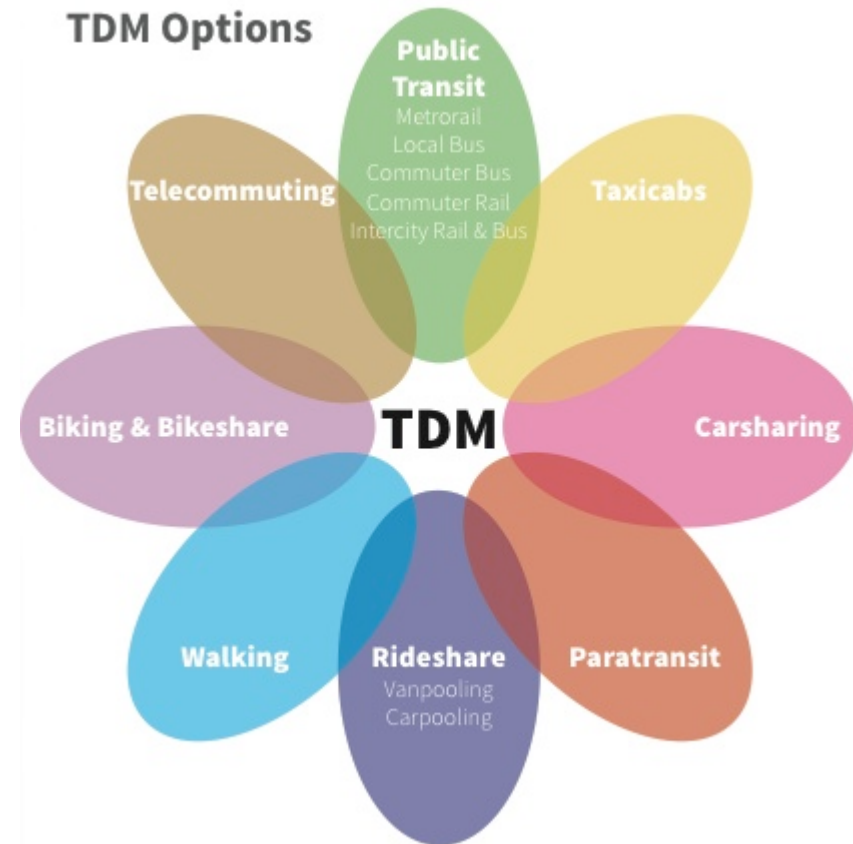
About your presenter...

- Experience
 - Director of Transportation & Parking at PSU
 - 13 years experience in transportation
 - 15 years experience in personnel management
- Skills
 - Transportation Demand Management
 - Budget Analysis & Forecasting
 - Grant Writing & Funding Acquisition
 - Communications & Marketing
 - Project Management
 - Customer Service & Conflict Resolution



Transportation Demand Management

- “The flip side of infrastructure”
- Understanding how people make transportation decisions
- Help people utilize existing transportation options
- Guide design of infrastructure to balance and optimize systems and resources
- A program of information, encouragement, and incentives



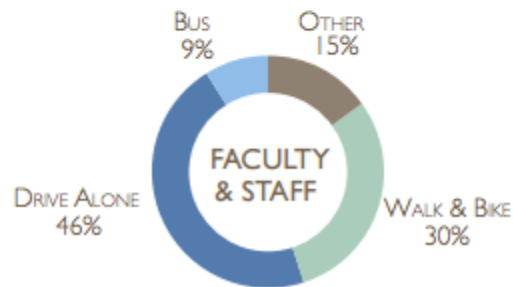
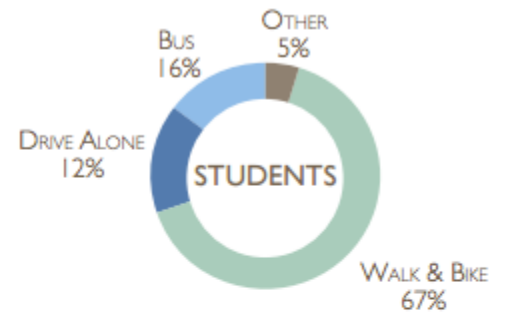
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STEP ONE:

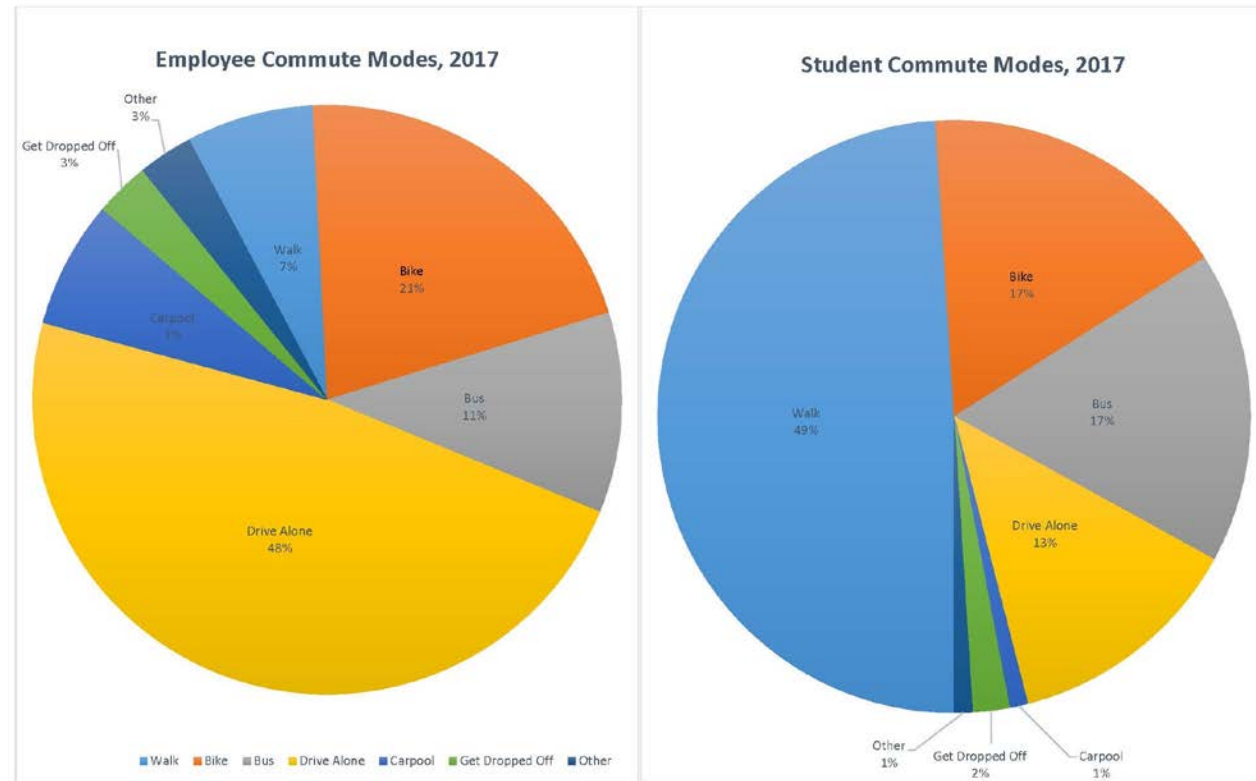
Research and Data Analysis

Step One: Research & Data Analysis

2013 Survey Results



2017 Survey Results



Source: UO Commuter Survey, 2017

Step One: Research & Data Analysis

- Identify Target Audience
 - Demographic Profile
 - Distance from campus
 - Modal access
 - Modal history
- Identify Barriers to Behavior Change
 - Online survey
 - Intercept survey
 - Focus groups

- Evaluate Institutional Readiness
 - Identify policy barriers
 - Query UO leadership
 - Review labor contracts
 - Evaluate budget and funding access
 - Explore departmental partnerships
 - Alignment with UO mission & goals
 - Evaluate impact and availability for disadvantaged communities

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STEP TWO:

Develop and Pilot Program

Step Two: Develop and Pilot Program

- Pilot Group: Faculty
 - Current parking permit holder
 - Reside within 1/4 mi of EmX or LTD Station/Stop
 - Survey and apply to join pilot
 - Incentives
 - Individualized commute plan
 - Keep annual parking permit
 - Credit for each transit use
 - Monetary credit or other incentive



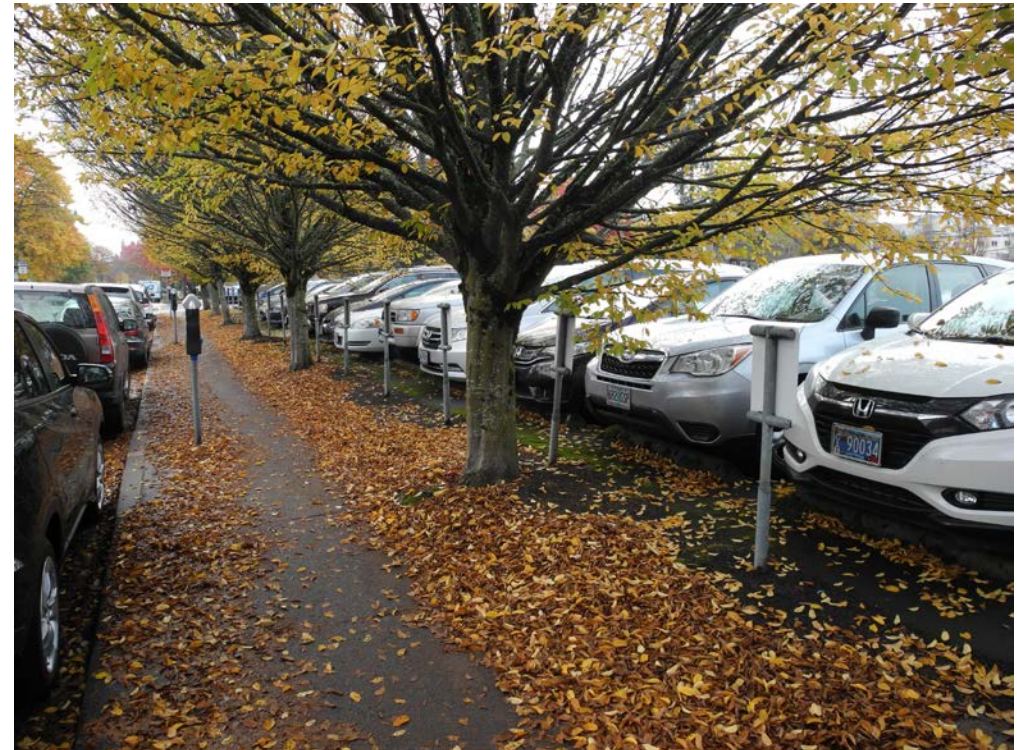
Step Two: Develop and Pilot Program

- Pilot Group: Students
 - Current parking permit holder
 - Reside within 5 mi of campus
 - Do not own a working bicycle
- Incentives
 - Free or reduced-rate rental bike from UO Outdoor Program
 - Individualized commute plan
 - Bike Safety 101 workshop
 - Log trips into online journal
 - Rewards and incentives for participation
 - Compete with other program participants



Step Two: Develop and Pilot Program

- Pilot Group: Faculty, Staff & Students
 - Select highly utilized parking lot
 - Shift to daily parking pricing
 - Utilize gates or LPR system
 - Monthly permit rate becomes rate cap
 - Track utilization and provide user feedback to support lower use
 - Increase participants to ensure lot remains fully occupied
 - Provide bike and transit incentives along with route planning



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STEP THREE:

Implement Program Community Wide

Step Three: Implement Program Community Wide

- Budget program funding and parking revenue impact
- Solidify internal and external partnerships
- Purchase or contract for services and software needed to scale up
- Develop and implement communications strategy
- Host events and showcase leadership support



Step Three: Implement Program Community Wide

- Marketing & Communications
 - Target new students & new hires
 - Website redesign
 - Email campaigns & newsletters
 - Social media options
- Departmental Collaboration
 - UO Bike Program
 - Campus Sustainability
 - Campus Public Safety
 - New Student Orientation

The screenshot shows the website for Portland State University's Transportation & Parking Services. The header includes the university logo and navigation links for myPSU, Contact TAPS, and Quick Menu. A secondary navigation bar lists services like Public Transit, Bicycling, Carpooling & Carsharing, Parking, Getting to Campus, Maps, and About Us. The main content area is titled 'Public Transit' and features a grid of links: Student Transit Program, Employee Transit Program, Other Transit Options, and Trimet Trip Planner. A 'Location & Contact' section provides the address (1812 SW 6th Avenue, Portland, OR 97207-0751), phone (503-725-3442), and fax (503-725-6245). A 'Quick Actions' section includes links for purchasing parking permits, paying citations, and managing accounts. The page is visually enhanced with a grid of images showing students, employees, and transit vehicles.

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STEP FOUR:

Evaluate Program Effectiveness

Step Four: Evaluate Program Effectiveness

- Track program participation
- Survey program participants
 - Measure against campus survey
- Review budget and staff time
- Survey program staff
- Report on communications strategy
 - Click through rates and views
 - Quantity of contacts via phone, email, in person, social media
- Celebrate Successes!



Questions?

Thank you!

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