

DESTINATION DOWNTOWN 2013 PROGRAM REPORT

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We would also like to thank the following program partners and supporters:

A Little Pine Tree Korean Restaurant

Bad Monkey Bikes, Board & Skate

Bleu Door Bakery

Brewed 360

Burgerville

Compass Coffee

Gaia Java

Java House

Jerusalem Cafe

Kiggins Theatre

Main Event Sports Grill

Mint Tea

Mon Ami Cafe

Niche Wine & Art

Rosemary Cafe

Sabor Mexicano

Source Climbing Center

Sweet Spot Skirts

Sugar and Salt

Tiger's Garden

The Mighty Bowl

Tommy O's

Torque Coffee Roasters

Vancouver Food Co-op

Vancouver Pizza Company

Vancouver Community Library

Vinnie's Pizza

Willem's On Main

Zipcar

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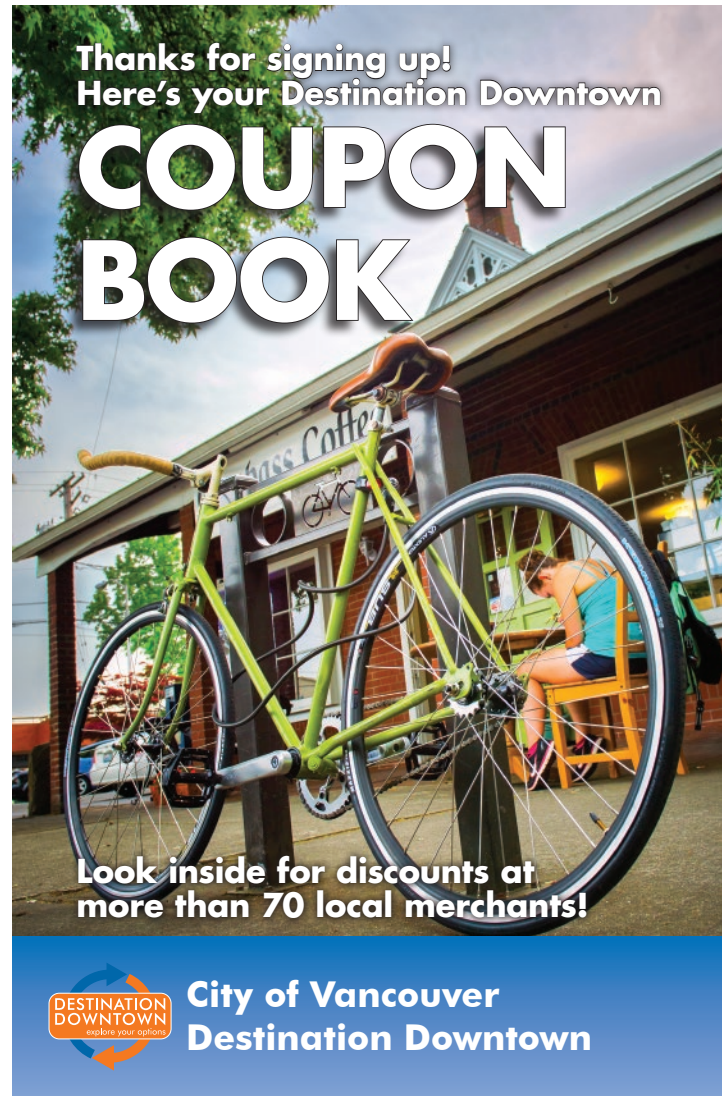
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2013 PARTICIPATING BUSINESSES

2nd Bloom
Beyond Bliss
Bleu Door Bakery
Burgerville
Burnt Bridge Cellars
Canine Utopia
Cascade Federal Credit Union
Clark County Democratic Office
Clark County Historical Museum
Clark County Sheriff's Office
Clark Public Utilities
Cobalt Design Works
Columbia Dance Center
Dale Q Rice Investments
Delux Tatoon Parlor
Discovery Shop
Earth, Glaze, Fire
Elite Muscular Therapy
Family Care Services
Gallery 360
Halo Design Salon
Heritage Gallery Fine Art
Hire Source Staffing
Homes For Community Living
Huff Insurance
I Support Software
Ice Cream Renaissance
Integrative Body, Inc.
J. Michael
La Botega
Lolas
Low Bar
Main Street Trader
Marshall Center

Mighty Bowl
Moe's Barber Shop
Mon Ami Cafe
Natural Body Works Massage
New Heights Physical Therapy
Northwest Family Psychology
Olalani Skin Health
Old Ivy Taproom
One World Merchants
PLS Engineering
Pro Vitae
Sabor Mexicano
Shanahans
Sigma Design
Synergy Home Care
The Columbian
The Grant House
The Holland Inc.
Tiger Lily Restaurant and Bar
Urban Growers Market
Vancouver Pizza
Vancouver Yoga Center
Village Pearl
Washington Trails Association
Wells Fargo
Zoom Net Postal +

More than 140 businesses participated in the 2012 Pilot Program and many of those businesses continued to receive Destination Downtown services into 2013. An additional 60 new businesses participated in the 2013 Program



Thanks for signing up!
Here's your Destination Downtown

COUPON BOOK

Look inside for discounts at more than 70 local merchants!

DESTINATION DOWNTOWN
explore your options

City of Vancouver
Destination Downtown

"I'm actually thinking about riding my bike as part of my commute (to and from the park and ride near my home) and taking the bus into downtown. Had it not been for the information packet and encouragement from Destination Downtown, I don't think I would have considered this option. Thank You!"

PROGRAM SUMMARY

The City of Vancouver's Destination Downtown Program, piloted in 2012, was effective at encouraging downtown employees to try out commute options such as bicycling, walking, ridesharing, and transit. The success of the 2012 Pilot Program resulted in a continued effort to promote commute options to employees in the downtown core, in addition to a new target area in Uptown Village, a business and residential district just north of downtown. In 2013, Destination Downtown outreach staff engaged an additional 60 new businesses, most of which were located in Uptown Village. An additional 186 employees signed up for the rewards program, received Welcome Packets, and had the option of tracking commute trips through Rideshare Online (RSO) to earn rewards and weekly prizes. Eighty-five personalized Commute Kits were assembled and delivered by bike to downtown and uptown employees in 2013.

Eleven well-attended events were hosted by Destination Downtown outreach staff during the active outreach phase in 2013. Outreach staff worked with partners to plan and conduct this series of events, including an uptown and downtown spring kickoff event, an Uptown Village historic walking tour, a bicycle scavenger hunt, a bike ride and DIY bike repair workshop, and Vancouver's Sunday Streets Alive open street event.

The 2014 Destination Downtown Program is focused on contacting new businesses and employees in Uptown Village and



Cyclists enjoying a ride through Fort Vancouver on their way to a DIY bike maintenance workshop

downtown Vancouver. Outreach staff will also collaborate with partners, local business leaders, and neighborhood associations to plan and implement a series of events. Other new program developments include the development of a parking resource brochure, hosting new travel options events, sponsoring a City of Vancouver Noon Concert Series, and conducting outreach to residents in a new downtown apartment complex that has limited auto parking.

Program results show that in 2013, Destination Downtown encouraged participants to drive alone less often and use commute options more frequently. Results from pre- and post-program surveys collected from all Destination Downtown participants (2012 and 2013) indicate the drive-alone mode share decreased by 9.6 percentage points, whereas the walking mode share increased by 5.2 percentage points, transit increased by 3.6 percentage points, and carpooling increased by 1.7 percentage points. The bicycling mode share decreased by 2.8 percentage points, which was likely due to poor weather conditions when participants completed the post-program survey in early October of 2013. Survey responses among 83 panel participants (those who completed both a pre-survey and a post-survey) were also evaluated separately. The panel results showed similar mode-shift trends when compared with the full sample of participants, meaning that program participants continue to make more of their trips by walking, transit, and carpooling, even after two years of exposure to the program. Additional post-survey findings show that program participants greatly benefited from Destination Downtown outreach and events:

- 41% of participants report they are driving alone less often compared to when they first signed up for Destination Downtown
- 69% indicated the information they received from Destination Downtown helped them reduce their drive-alone trips
- 84% said the Destination Downtown program encouraged them to visit downtown locations other than their workplace
- 89% were satisfied with the program
- 92% think there is value in continuing the program

BACKGROUND

In 2006, the Washington State Legislature passed the Commute Trip Reduction (CTR) Efficiency Act to further improve the efficiency of the state's transportation system. The new legislation focused on areas of high employment, housing, and state highway congestion. Local jurisdictions were required to develop local and regional CTR plans, which provided an opportunity to designate Growth and Transportation Efficiency Centers (GTEC) and develop customized transportation demand management programs and efficient land-use policies to improve transportation system performance in these community centers.

Under the GTEC concept, downtown transportation programs are managed through a coordinated program of strategies, services, and products designed to reduce employee vehicle trips by businesses of all sizes in the downtown area.

In 2007, the City of Vancouver developed a GTEC plan for downtown Vancouver. The plan is a collection of adopted goals and policies, facility and service improvements, and marketing strategies to increase progress towards the reduction of drive-alone trips and vehicle miles traveled.

Vancouver's GTEC is known as Destination Downtown, which is the brand for the program developed through the collaborative efforts of a Blue Ribbon Stakeholder Committee appointed by the mayor in 2008. The program seeks to reduce drive-alone trips to downtown from an estimated 2008 level of 84

percent to 65 percent by the year 2025. The key to the program's success is based on a coordinated and strategically focused partnership between public agencies (particularly the City and C-TRAN), non-profit organizations, and downtown businesses.

The City of Vancouver's Destination Downtown Program was piloted in 2012 and was successful at supporting local businesses, hosting multiple outreach events, and encouraging downtown employees to try out commute options such as bicycling, walking, ridesharing, and transit. Results from the 2012 pilot indicated that the drive-alone commute mode share decreased 8 percentage points for reporting program participants. Although the bicycle mode share decreased by 1.8 percentage points, the number of people walking, carpooling, and riding transit rose substantially. Walking increased by 1.7 percentage points, transit increased 3.9 percentage points, and the carpooling mode share rose 4.2 percentage points. A total of 235 downtown commuters signed up for program in 2012 and more than 200 downtown businesses took part in program offerings.

PROGRAM FUNDING

Funding for Destination Downtown comes from a Congestion Mitigation and Air Quality (CMAQ) grant from the Federal Transit Administration.



Cyclists head over the land bridge and into Fort Vancouver while on an after-work bike ride

"First time riding my bike into work during this campaign and enjoy it. I felt better and was more productive."

PROGRAM GOALS

The main goals of Destination Downtown are to reduce drive-alone commute trips and promote commute options such as bicycling, walking, transit, and ridesharing. A series of long- and short-term goals were developed prior to program implementation. Many of the stated goals listed below were surpassed at the completion of the 2012 Pilot Program. Evaluation data included in this report indicates Destination Downtown program participants continue to decrease drive-alone trips and increase their use of walking, transit, and ridesharing.

The drive-alone rate into downtown was approximately 84% (based on a survey conducted in 2008) and incremental goals are required to make a significant reduction in single-occupant vehicle trips into downtown. A comprehensive work plan identified three-year goals for Destination Downtown to move downtown a step closer to meeting the Vancouver City Center Vision Plan's goal of a 65% drive alone rate into downtown Vancouver by 2030. The 2012 Destination Downtown Pilot Program met and exceeded most of the program mode split goals that are mentioned in this section. Results from the 2013 Program indicate continued progress for decreasing participant drive-alone trips and increasing the frequency of walking, transit, and carpooling commute trips.

Transit

Goal: Increase transit mode split from 3% to 5.5% over three years (2030 Goal is 15%)

Downtown Transit Pass Program: With C-TRAN as the project lead, assist with the process of developing a "downtown specific" transit pass program that would be marketed and sold to downtown employers only.

Destination Downtown continued to work with C-TRAN marketing personnel and participating downtown businesses to promote C-TRAN's Employer Compass Pass Program.

Employee Access to Transit Information: Partner with C-TRAN to increase the amount of transit route and schedule information available to employees through expanded outreach and consider the possibility of adjusting service routes into downtown.

Destination Downtown Commute Kits offered C-TRAN System Maps, in addition to information on how to ride the bus. A set of five, complimentary day passes were offered in Commute Kits to allow downtown employees to try out the bus for free. These passes were also distributed to participants who attended Destination Downtown events.

Transit Pass Programs: Reach out to employers through marketing materials to help them with the development of transit pass subsidy programs at their worksite for employees.

During employer outreach, staff pitched Transit Pass Programs and encouraged business owners, managers, and human resources staff to work with C-TRAN to provide discounted transit passes to receptive employees.

Downtown Outlet for Transit Passes: Partner with C-TRAN and the City of Vancouver to find at least one business, public agency, or vending machine location that could sell transit passes in downtown.

C-TRAN is currently in the process of developing a Bus Rapid Transit (BRT) system that will travel in and out of downtown Vancouver. With the development of the BRT system it will provide the opportunity for users to purchase transit passes at BRT stations in the downtown.

Bicycling

Goal: Increase bicycle mode split from < 1% to 3% over three years (2030 Goal is 5%)

Bicycle Education and Encouragement Program: Provide outreach to employees through events, brochures, maps, or other incentives, and develop a reward program for employees who choose to bicycle that will be administered through the www.MyDestinationDowntown.com web site.

Numerous bike maps, guides, resources, and bike kits were distributed to downtown employees in 2013. A new "Bike-Walk-Ride" map was created that included the new target area in Uptown Village. Furthermore, rewards were offered to employees who chose to bicycle to work (in addition to using other travel options such as walking, transit, and ridesharing). Destination Downtown outreach staff partnered with Bike Clark County and Sweet Spot Skirts to host an after-work bike ride and DIY bike maintenance class in September of 2013.

Bicycle Parking Improvement Program: With the City of Vancouver as the project lead, assist with a bicycle parking inventory and work to develop a program to help employers provide improved bicycle parking for their employees.

A total of 18 bike racks were installed at participating businesses during the Pilot Program in 2012. Two additional bike racks were installed in 2013 and outreach staff plan to install up to three additional bike corrals and multiple staple racks in 2014.

Program Partnerships: Reach out to bicycle advocacy groups and organizations to examine how resources could be leveraged between all of the different groups in the region and how those groups can assist with the development of the Destination Downtown Program.

Destination Downtown staff partnered with Bike Clark County in 2013 to leverage participation in bicycling-related events and to increase overall awareness of the program. Staff worked with a local bike shop, Bad Monkey Bikes, to purchase gift certificates and prizes for a bicycle scavenger hunt event, and to host a DIY bike maintenance class. Staff also partnered with The Mighty Bowl, Sweet Spot Skirts, The Source Climbing Gym, Vancouver Housing Authority, Vancouver Downtown Association, Uptown Village Association, and the Urban Growers Market to host and promote travel options events. .

Walking

Goal: Increase Walking mode split from < 1% to 3% over three years (2030 Goal is 5%)

Walking Education and Encouragement Program: Provide outreach to employees through options such as events, brochures, or maps, and develop a reward program for employees who choose to walk that will be administered through the www.MyDestinationDowntown.com web site.

The Destination Downtown team used the Walk-Bike-Ride Map and other walking resources to encourage walking to downtown businesses, public art, the library,



Destination Downtown participants enjoying a leisurely stroll through the Arnada Neighborhood

and other downtown attractions. A 2.1-mile-long scenic walk was featured on the back side of the map—a convenient option for employees looking to exercise over their lunch break. The map also highlighted transit routes and stops, safe bicycle routes, and bicycle and carpool parking. In addition to providing the Walk-Bike-Ride map to downtown employees, walking trips were highlighted as a means of earning the \$25 Fred Meyer gift card reward. A new Walk-Bike-Ride map was created in 2013 that included Uptown Village and a new one-mile-long walking route. .

Pedestrian Improvement Program: With the City of Vancouver and C-TRAN as the project leads, assist with identifying needed pedestrian and transit improvements that could help encourage more employees to walk to work..

Although no new walking or transit infrastructure improvements were implemented, expanding the target area into Uptown Village allowed for greater promotion of walking resources and activities to employees who live in the surrounding neighborhoods.

Program Partnerships: Reach out to other walking advocacy groups and organizations to study how resources could be leveraged between all of the different groups in the region and how those groups can assist with the development of the downtown program.

The team distributed a large number of walking resources in the Commute Kits and Welcome Packets to promote walking. Outreach staff also teamed with businesses to produce a Coupon Book, which was also a great way to promote walking to downtown businesses. The Coupon Book was designed to encourage employees to visit shops and restaurants by foot over lunch breaks, after work, or during the weekend. The expanded target area in Uptown Village provided an opportunity for outreach staff to promote walking because it is compact and within close proximity to residential neighborhoods.

Ridesharing

Goal: Increase rideshare mode split from 8% to 10% over three years (2030 Goal is 10%)

Ridesharing Education and Encouragement Program: Provide outreach to employees through options such as events, brochures, or maps and develop a reward program for employees who choose to rideshare that will be administered through the MyDestinationDowntown.com web site with ridematching provided by the RideshareOnline.com (RSO) tool.

"I LOVE being able to keep track of my trips and see how much money and gas I've saved. This has really encouraged me to keep my footprint small and bike, bike, bike. And I've lost 15 pounds since starting the program. So, thank you, for helping make me healthier and easier on the environment."

Rideshare is an important commute option that was promoted in 2013. Upon registration, participants were encouraged to set up active carpool trips in their RSO accounts. In addition, a total of twelve one-month trial carpool permits were requested in Commute Kits. Carpooling also counted towards the Fred Meyer reward and employees were encouraged through outreach to purchase carpool permits from the City instead of choosing to drive alone to work.

Employee Access to Facilities: With the City of Vancouver as the lead, identify other locations in downtown where on-street carpool parking spaces could be provided to improve employee commute options.

The Bike-Walk-Ride map identified available carpool spaces in downtown and provided new carpool tips and resources. Weekly outreach emails also contained messaging around carpooling.

Zipcar Program: With Zipcar as the lead agency, assist with the identification of on-street Zipcar locations and provide outreach to employees on Zipcar and its program.

The Destination Downtown Team worked with Zipcar to offer a discount in the Destination Downtown Coupon Book and Zipcar locations were noted on the expanded Walk-Bike-Ride Map

Program Partnerships: Reach out to other groups and organizations to look for ways that resources could be leveraged between all of the different groups in the region and how those groups can assist with the development of the downtown program.



Resting and eating ice cream following the Sweet Treat Ride during Bike To Work Week

The team leveraged many important partnerships in 2013, which were helpful for conducting outreach, events, and communications during year two of the program. The team worked directly with businesses and non-profit organizations to maximize program efficiencies. Weekly outreach emails highlighted partner events throughout the year, which encouraged participants to become more involved in their communities. In addition, partner events were often shared and promoted through the Destination Downtown Facebook page.

Outreach Goals

Information Kiosks: Work with larger downtown property owners to identify possible information kiosk locations that would allow for improved dissemination of information to employees.

Destination Downtown information was posted on bulletin boards throughout numerous coffee shops, restaurants, and employee break rooms. A leave-behind flyer was also left on tables at participating cafés and businesses.

Destination Downtown Office: Explore the option of having the Destination Downtown program housed in its own office. The office would provide information to employees and may include the sale of transit passes as well as providing bicycle parking for employees.

The Destination Downtown Outreach Coordinator was housed in the Community and Economic Development Department at City Hall. Other potential locations will be examined during year three of the program.

Commute Survey: With the City of Vancouver as the lead, survey downtown employees on a bi-annual basis.

A SurveyMonkey baseline survey was administered to all Destination Downtown participants when they signed up for the program.

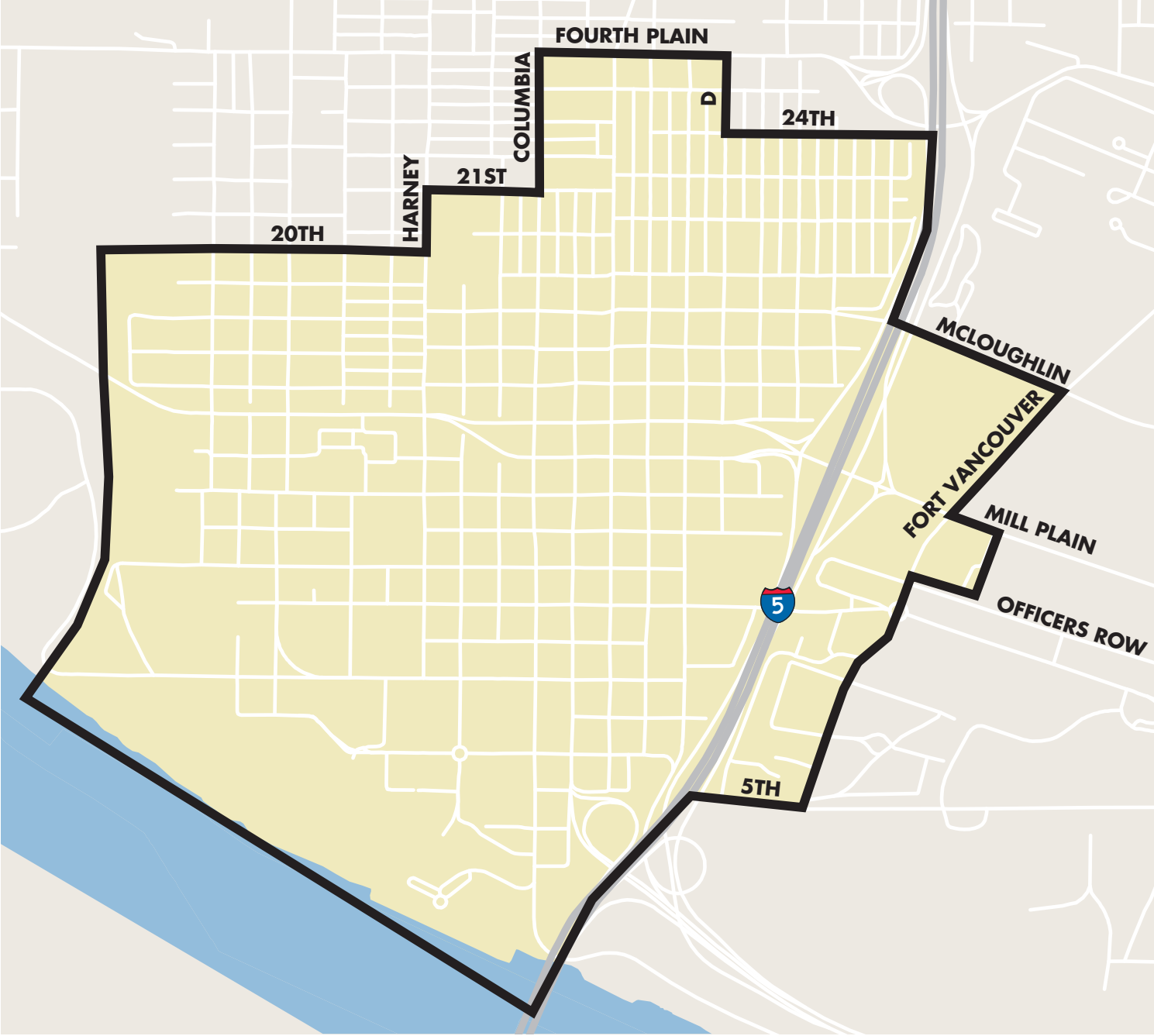
Events and Fairs: Working with other partners such as the City of Vancouver and C-TRAN, participate in items such as Bike to Work Week events, walking events, and transportation fairs.

Working alongside project partners, the Destination Downtown team conducted a total of eleven outreach events and workshops in 2012.

TARGET AREA

The expanded 2013 target area included the core of downtown Vancouver and Uptown Village. The project boundary was expanded to allow the team to conduct outreach to

new businesses and residents in the Uptown Village area. Employees were required to live or work inside the boundary to be eligible to participate in the project.



"Because of the walk through the Arnada neighborhood, I now frequently enjoy walking through there on my lunch breaks."

PROGRAM PARTNERS

The Destination Downtown program benefited from engaging with multiple partners such as the Vancouver Downtown Association, the Uptown Village Association, Bike Clark County, The Source, Sweet Spot Skirts, Bad Monkey Bikes, The Mighty Bowl, and the Vancouver Housing Authority.

Vancouver Downtown Association (VDA)

The VDA was a key partner in Destination Downtown planning and implementation and has contributed greatly to the success of the program. The VDA has a powerful voice in the downtown business community and they were extremely helpful in getting the word out to businesses about Destination Downtown services and events. Working in partnership with the VDA ultimately helped the program to focus on important issues such as employee parking and economic development for the downtown business district.

Uptown Village Association (UVA)

The UVA supported and helped promote many of the events that took place in Uptown Village, especially the planning of Sunday Streets Alive. They were also instrumental in assisting the team with contacting various employers in the area.

Bike Clark County

In 2013, Bike Clark County continued to promote Destination Downtown bicycling-related events such as the after work bike ride, the DIY bike maintenance class, and the bicycle scavenger hunt. Bike Clark County staff also volunteered to table at the Terry Noon Concert Series, assisted with setting up valet bike parking at larger downtown events, and provided bike education resources for Sunday Streets Alive.

The Source Climbing Gym

The Source donated free climbing class lessons for Destination Downtown weekly prize drawings. Staff also assisted with programming the Block 10 activity area for Sunday Streets Alive.

Sweet Spot Skirts

Staff at Sweet Spot Skirts helped plan the after-work bike ride and Bike to Work Week events. They also rented free bikes to participants and offered in-store discounts for people who showed up for Destination Downtown-sponsored bike rides.

Bad Monkey Bikes

Bad Monkey Bikes supported Destination Downtown by supplying gear for the bicycle scavenger hunt, participating in Sunday Streets Alive, and teaching the DIY bicycle maintenance class.

The Mighty Bowl

The Mighty Bowl food truck provided an excellent opportunity for outreach staff to sign up downtown and uptown employees during the lunch hour. The Mighty Bowl also assisted in promoting Destination Downtown events and partnered on a referral program, encouraging existing participants to bring a colleague, sign them up, and receive a complimentary lunch.

Vancouver Housing Authority (VHA)

The VHA invited the Destination Downtown Outreach Coordinator to attend a staff meeting and discuss Destination Downtown Program offerings. As a result, 15 VHA employees signed up for the program and several participated in 2013 events.

Urban Growers Market

The Urban Growers Market was a bi-monthly farmer's market and music event that occurred in the heart of Uptown Village on Friday afternoons. The team partnered with Urban Growers Market staff to promote and launch the bicycle scavenger hunt and the Uptown Village Walking Tour.



Hungry downtown employees gather at the Mighty Bowl food truck for lunch

PROGRAM ELEMENTS

Creative planning and rigorous implementation strategies contributed to the continued success of Destination Downtown. Many of the program elements from the 2012 Pilot Program were carried forward into 2013.

Kickoff Events

Two separate spring kickoff events were held in 2013—one at Divine Consign in downtown and the other at Neighbors Market in Uptown Village. The Destination Downtown team promoted the kickoff events with a referral promotion for existing participants.

Website

The Destination Downtown Team was responsible for updating the website (www.MyDestinationDowntown.com). Web links were provided for downtown parking information and bicycling, pedestrian, and transit resources. Site updates also included multi-modal directions to access downtown services and parking. In addition to the offering of a wide variety of transportation options resources, a Commute Kit order form was available for employees to fill out via the website.

Coupon Book

The Destination Downtown Coupon Book was very popular during the 2012 Pilot Program and was continued in 2013. The Coupon Book provided an opportunity for downtown employees to support local businesses. It also was a great tool for outreach staff to introduce the program to business owners. The Coupon Book was designed to encourage employees to walk, bike, or carpool to local businesses during lunch breaks or during the weekends. A total of 65 businesses participated in the 2013 Destination Downtown Coupon Book, in addition to several downtown event coupons.

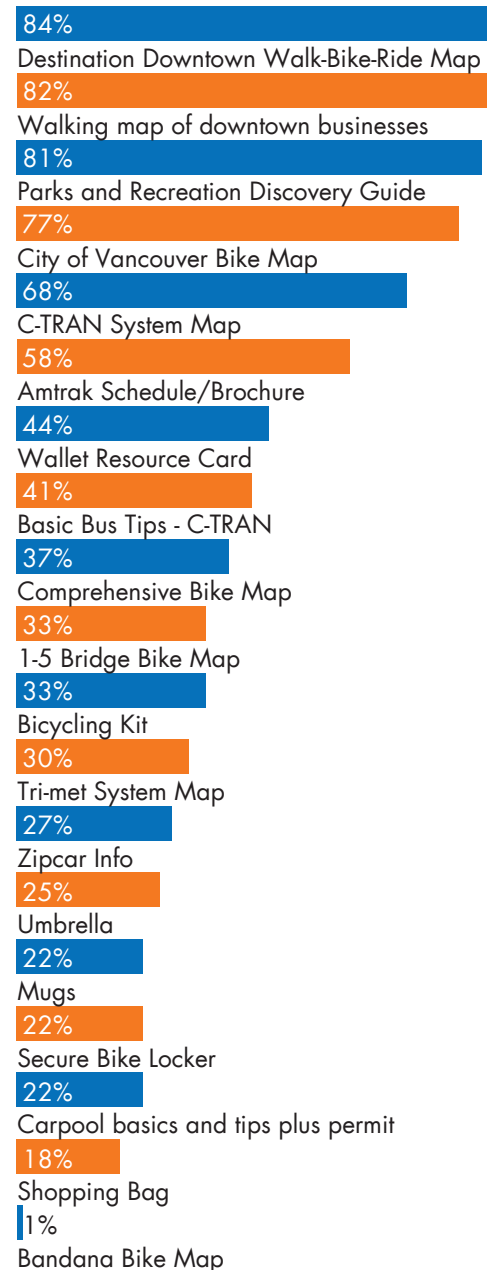
Commute Kit

Personalized Commute Kits were developed using both existing and new materials. The Destination Downtown team created an updated Walk-Bike-Ride map in 2013 that included Uptown Village and a new walking route. The City's Destination Downtown brochure gave an overview of the Destination Downtown program and services. C-TRAN produced a Compass Pass employer services brochure in addition to a "Try the Bus on Us" brochure that contained five day-passes for use on both C-TRAN and TriMet buses.

Downtown employees and residents were directed to go to the Destination Downtown website to order their personalized Commute Kit and incentive item. Commute Kits could be

ordered by anyone living or working in the downtown target area, even if they did not sign up for the rewards program through RSO. Once ordered, the materials were packaged in a blue envelope and delivered by bicycle within two weeks of the initial order. A total of 80 downtown employees and residents ordered Destination Downtown Commute Kits in 2013. During the 2012 Pilot Program year, many participants signed up through RSO but did not order a commute kit because it was

Commute Kit Items Ordered



"Winning a gift card to Fred Meyers was encouraging indeed. Thanks Destination Downtown."

a separate process. To ensure that all participants received relevant information about their travel options, the team provided additional resources from the Commute Kit (e.g., bike map, Walk-Bike-Ride Map, C-TRAN System Map, Parks and Recreation Map, Amtrak Cascades schedule, a transit day pass) in Welcome Kits, which were delivered to participants a few days after they signed up for Destination Downtown. The Welcome Kits also contained a welcome letter, a Coupon Book, a small gift item, and a \$5 gift card to a local coffee shop. The following chart shows the popularity of Commute Kit materials that were ordered through the online form.

Walking Materials

Walk-Bike-Ride Map

The 2013 Walk-Bike-Ride Map was produced by City of Vancouver and Alta outreach staff and designers. The map was larger than the 2012 version and included a variety of downtown transportation services and amenities such as safe bicycle routes, bike rack and locker locations, transit routes and stops, carpool parking spaces, public restrooms, and major attractions such as parks, the Farmer's Market, and the library. The back of the map provided biking and walking commuting tips, a list of transit routes serving downtown, a 2.5-mile-long downtown walking loop, a one mile Uptown Village walking route, and detailed information about carpooling and carsharing services in Vancouver.

Walking Map of Downtown Businesses

The Walking Map of Downtown Businesses was created by the Vancouver Downtown Association in partnership with Destination Downtown. The map listed downtown businesses that are within walking distance from the downtown core.

Parks and Recreation Discovery Guide

The Parks and Recreation Discovery Guide included information for Clark County parks and trails and was the third most popular item offered in Destination Downtown Commute Kits.

Bicycling Materials

City of Vancouver Bike Map

The City of Vancouver Bike Map was updated in 2013 and provided an excellent overview of bike routes in both Vancouver and Portland. The map also showed an inset of the I-5 bridge crossing. Bike maps were handed out during 2013 events.

I-5 Bridge Map

This pocket-size map gave detailed information on the bike route between Portland and Vancouver via the I-5 bridge crossing.

Comprehensive Bicycle Guide

The Bicycle Guide was a great resource for beginner cyclists.

It provided information on traffic laws, commuting gear, and basic maintenance.

Bicycle Resource Card

This wallet-sized card listed City and County bicycling resources.

Bike Link Card

The Bike Link card provided 400 hours of bike locker storage time and could be used for most bike locker locations in downtown and uptown Vancouver. A total of seventeen Bike Link cards were distributed in Commute Kits and at events such as the bike commute workshops.

Transit Materials

C-TRAN System Map

The C-TRAN System Map provided an overview of C-TRAN bus routes and stops and also displayed connections to TriMet bus and MAX services. This popular brochure was often ordered in conjunction with the C-TRAN Trial Passes.

TriMet System Map

The TriMet System Map was popular among commuters traveling from Portland to Vancouver. The map showed bus and MAX routes throughout the Portland Metro region and also highlights connections to C-TRAN bus services.

C-TRAN "Try the Bus on Us" Passes

Five day-passes were distributed within this informative brochure. Passes could be used for C-TRAN or TriMet transit trips. A total of 78 passes were collected in fare boxes in 2013. Providing free transit passes allows commuters to try riding the bus free of charge and is an excellent way to increase ridership by introducing new riders to transit.

Amtrak Cascade Line Schedule

The Amtrak Cascade Line stretches from Vancouver, BC to Southern California. The Cascades schedule was a popular offering, with over one-half of participants ordering it.

Carpooling Materials

Carpooling Basics

The Carpooling Basics brochure was developed by Alta Planning and City staff in 2012. The brochure explained the environmental and financial benefits of carpooling.

One-Month Trial Carpool Parking Permit

The One-Month Trial Carpool Parking Permit was also a popular item, with twelve participants requesting one in a Commute Kit. Once commuters registered their permit online, it could be used to park in any designated carpool spot in downtown.

OUTREACH

The Destination Downtown team communicated with downtown and uptown employers and employees through personal visits, emails, and telephone communication. A “Menu of Services” form was provided to employers which listed both employer and employee services that Destination Downtown offered:

- Free bike rack installations
- Assistance with the C-TRAN employee pass program
- Individual commute counseling
- Carpool matching services
- Local parking information
- Zipcar consultation
- Commute workshops and events
- The offering of commute kits, a rewards program, and weekly prize drawings

In-person visits to businesses were highly valued during the 2012 Pilot Program and were continued during the 2013 Program. When possible, posters and program brochures were left behind and also displayed on bulletin boards in employee break rooms. Staff conducted outreach by bicycle and on foot, which was a great way to show the program’s commitment to supporting the use of travel options in downtown and uptown Vancouver.

The Coupon Book was popular among businesses and program participants during the 2012 Pilot Program. The new edition 2013 Coupon Book offered a great opportunity to reconnect with businesses in downtown and also inform uptown business owners about the program. A handful of business owners mentioned the coupon book was very helpful for promoting their businesses.

Once a business agreed to join the program, outreach staff gave the business a Destination Downtown window slick to display on their front door. Staff also filled out a form that included the business name, number of employees, and preferred telephone and email contact. Later in the day, a follow-up message was emailed to the contact person at the business and included sign-up instructions to forward to all employees. This proved to be an efficient and successful method for signing up employees.

Rideshare Online (RSO) Participation

Downtown employees were encouraged to use the Destination Downtown website to sign up for the program. Although the program was geared towards downtown and uptown employees, residents who lived within the target area boundaries were also allowed to participate in the program.¹ Participants were advised through email and flyer communications how to log commute trips, enter carpool matching preferences, and set up an active carpool trip in the system. During the 2012 Pilot Program, 235 downtown employees were registered in the Destination Downtown RSO database. The 2013 program attracted an additional 186 participants between January and December of 2013.

Email Communications

Email was the primary means of communication between the Destination Downtown team and downtown employees and residents who signed up for the program. The first email correspondence was sent after the Welcome Packet was delivered. The email contained step-by-step instructions for setting up ridesharing preferences and recording trips on the trip-logging calendar.

Weekly themed outreach emails were sent to all Destination Downtown participants in the RSO database. The email announced a new raffle prize drawing each week and offered tips and resources for commuting by foot, bike, transit, and ridesharing.

Rewards

Rewards were offered to motivate downtown employees to sign up for the program. Rewards encouraged positive commuting habits and also helped support downtown businesses. Sets of \$5 gift cards were purchased from Compass Coffee, Torque Coffee Roasters, Sugar and Salt Café, Brewed 360, Mon Ami Café, and Dolce Gelato.

Upon completion of registration, a Welcome Packet (comprised of a \$5 gift card to a local coffee shop, coupon book, maps, brochures, and small gift item) was delivered by foot or on bike to participants. Participants were eligible for a \$25 Fred Meyer gift card when they logged five days of commute trips by foot, bike, transit, or ridesharing. The gift cards were either personally delivered or held at the customer service desk at City Hall for pick up. Recipients of the Fred Meyer gift card were required to sign a form that indicated the reward was taxable income.

¹ Downtown residents comprised of a small percentage of all Destination Downtown participants.

Prize Drawings

The Destination Downtown program offered a \$25 gift certificate to a local shop or restaurant as a weekly prize drawing. Different businesses were promoted in weekly outreach emails. Participants who logged at least one commute trip in a given week by bike, foot, transit, or ridesharing were eligible to win the prize. A total of 50 prize drawings were offered to Destination Downtown participants between January and December of 2013.

Destination Downtown also provided rewards for the BTA Bike Commute Challenge Vancouver League winner and Bike to Work Day participants.

Social Media

Destination Downtown utilized a Facebook page (www.Facebook.com/DestinationDowntownVancouver) to promote Destination Downtown events, share relevant news, and announce weekly prize drawing winners. Destination Downtown events such as the bicycle scavenger hunt, Mighty Bowl promotions, and the DIY bike maintenance class were shared with the community by program partners, which greatly improved event attendance. For weekly prize drawings, outreach staff posted participant commute stories, such as which mode they used the most and why they enjoy using travel options. Businesses that provided gift certificates for the program were always tagged in posts. The team also conducted a prize drawing among Facebook participants when the Destination Downtown page reached 150 "Likes".



Destination Downtown outreach staff tabling at an event in Esther Short Park

"I bus every day now because I learned how much gas I save from Destination Downtown, and I have always met awesome people."

EVENTS

A series of events were held in 2013 to increase awareness, promote Destination Downtown services, and recruit new businesses and employees.

List of 2012 Events	Location	Date	# Reached
Downtown and Uptown Spring Kickoff Events/ Referral Incentive	Divine Consign/ Neighbors Market	May 16 and 22	35
Bike Week	Commuting to workplaces	June 16-20	44
Bike to Work Day	Esther Short Park	June 19	25
Mighty Bowl Tabling/Lunch Referral	Torque Coffee Roasters/ One World Market	Ongoing	125
Sunday Streets Alive	Block 10/ Heritage Square	August 17	2200
Terry Noon Concert Series	Esther Short Park	Tuesdays in August	60
Uptown Walking Tour	Uptown Village	August 23	10
Bicycle Scavenger Hunt	Hidden Park/ One World Merchants	September 13	80
BTA Bike Commute Challenge	Vancouver	Month of September	24 Businesses
After-work Bike Ride + DIY Bike Maintenance Class	Sweet Spot Sports/ Bad Monkey Bikes	September 26	45

2013 Spring Kickoff Events

To kick off the 2013 program year, two separate events were held in downtown and uptown Vancouver to re-engage 2012 participants and offer a referral incentive to bring additional employees into the program. The downtown event was held at Divine Consign and the uptown event was held at Neighbors Market. Existing participants who brought an eligible friend or co-worker to the event and signed them up received a free packet of fudge for two from Fudge Fix—a local merchant. Participants were also given the 2013 coupon book, in

addition to other Destination Downtown materials and incentive items.

Bike Week and Bike to Work Day

Destination Downtown staff supported the City's efforts to promote bicycling to work during Bike Week and Bike to Work Day by distributing and displaying posters, and by posting content in weekly emails and on social media. Destination Downtown hosted bicycle riders on Bike to Work Day at Esther Short Park, providing refreshments, maps, tools, and rewards.

Mighty Bowl Food Truck

The Mighty Bowl food truck provided an important strategy for outreach staff. The Outreach Coordinator worked with business owner for permission to set up a table during lunchtime in both downtown and uptown locations. This was a great opportunity to target employees during their lunch break when they were available to sign up for the program and pick up a pre-packaged commute kit. The Mighty Bowl also participated in a Destination Downtown referral event, where existing program participants earned a free lunch for two people if they signed up a friend or co-worker.

Sunday Streets Alive

Vancouver's first open street event was held on August 17, 2013. The team promoted the event through weekly emails and social media. During the event, the Outreach Coordinator staffed a Destination Downtown table at Block 10 in downtown. Numerous maps, brochures, tire patch kits, and blinky lights were given to attendees who stopped by the table. The Outreach Coordinator was also able to connect with many people to let them know about the program offerings and to assist them with questions they had about bike commuting and basic bike maintenance such as how to fix a flat tire or find a safe cycling route or trail.

Terry Noon Concert Series

Bike Clark County volunteers staffed this concert series in Esther Short Park. Volunteers were given bike maps, blinky lights, and Destination Downtown brochures to pass out to people who were interested in cycling or signing up for the program.

Uptown Walking Tour

The Outreach Coordinator organized an Uptown Walking Tour—a one mile, round trip walk through the Arnada neighborhood. Eight participants met at the Urban Growers Market,

where they were given a tote bag with Destination Downtown maps and gifts. The Outreach Coordinator led the walking tour and discussed historical Vancouver houses and parks along the way. The group ended the walk at Ice Cream Renaissance, a local ice cream shop.

Bicycle Scavenger Hunt

Destination Downtown staff hosted a bicycle scavenger hunt on Friday, September 13 that started at the Urban Growers Market in Uptown Village and ventured to Hidden Park, about one mile north of the market. The event was a huge success, drawing over 65 cyclists of all ages. Prizes consisted of bike-related items such as multi-tools, water bottles, pumps, bike lights, saddle bags, velcro ankle straps, and tote bags. Participating riders were given a Destination Downtown goodie bag and treated to a free meal at the Mighty Bowl food truck upon return to the market. Program partners helped spread word about the event through word of mouth and social media.

After Work Bike Ride + DIY Basic Bike Maintenance Class

A total of 25 cyclists participated in a scenic three mile ride that began at Sweet Spot Skirts, meandered through the waterfront, up to the Fort, and back into downtown. The ride ended at Bad Monkey Bikes, with a 1.5 hour class on basic bike maintenance. The team provided free pizza and Destination Downtown goodie bags to event participants.

BTA Bike Commute Challenge

The BTA created a Vancouver League for the Bike Commute Challenge during the Pilot Program. In 2013, the League attracted 24 Vancouver businesses that participated in the event. A catered lunch gift prize was awarded to Wallis Engineering employees for winning the challenge with the most participating riders.



The City of Vancouver Noon Concert Series draws people of all ages to downtown

EVALUATION AND RESULTS

Evaluation Approach

The Destination Downtown team used the following measures to track the impact and results of the 2013 program. It is important to note that program participants who signed up during the 2012 Pilot Program were invited to participate in the post-program survey to examine potential travel behavior changes that may have occurred over time. Two separate analyses were provided for this report. The first sample is comprised of all 2012 and 2013 participants who completed either a pre-program survey or a 2013 post-program survey. The second sample is comprised of a panel of 2012 and 2013 participants who completed both a pre-program survey and a 2013 post-program survey. The sample sizes and number of trips recorded by participants are listed in the table below.

Survey Sample	# of respondents	# of trips analyzed
2012 pre-program survey	119	577
2013 pre-program survey	91	448
2013 post-program survey (includes 2012 participants)	149	751
2012 and 2013 panel sample	83	581

A pre-program commute trip survey of participants was conducted at the time of registration, followed by a post-program survey following the active outreach phase of the program. Both the pre- and post-surveys asked for the participant's commute mode over the last seven days. It is worth noting that the sample size was relatively small for all survey samples.

Pre-Program Survey

The pre-program survey was emailed to participants via SurveyMonkey upon registration. A \$50 prize drawing to a local restaurant was offered as an incentive to take the survey. A total of 91 pre-program surveys were collected between January 1 and September 26, which was during the active phase of the program. Pre-surveys from 119 participants from the 2012 Pilot Project were also included in the analyses. Therefore, a total of 210 pre-program surveys were analyzed to develop a baseline mode split.

Post-Program Survey

All 2012 and 2013 program participants were asked to complete a post-program commute diary and offer program feedback via an online survey that was emailed to them on October 7, 2013, shortly following the close of active program outreach. A total of 456 participants were emailed the 2013 post-program survey, with 149 participants completing the survey (33% response rate). Participants who signed up for the program during the initial 2012 Destination Downtown Pilot Project were also invited to participate in the post-program survey. In addition to the same commute trip diary that was used to collect the baseline data, this survey included questions regarding participants' experience with and opinions of the program. A grand prize drawing for a \$100 Visa Cash Card was offered as an incentive for completing the survey.

Impacts

Commute Trip Diary Results

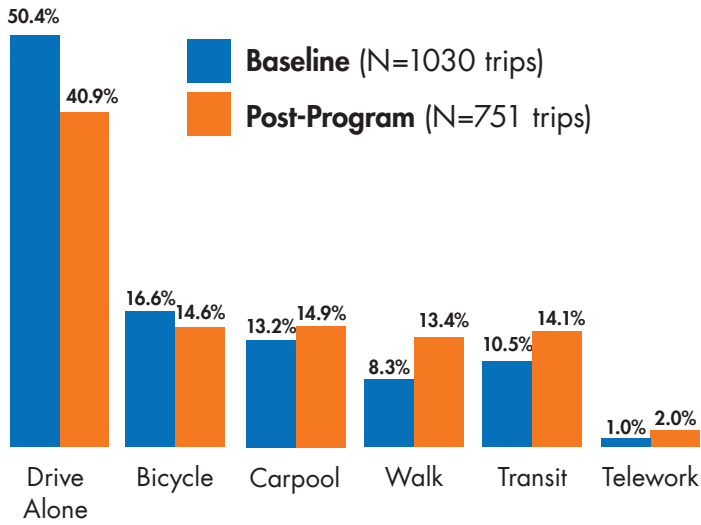
Based on the data from all baseline and post-program surveys completed by 2012 and 2013 participants, the share of commute trips taken by each mode was calculated to compare pre- and post-program travel behavior. The following chart shows these pre- and post-program commute mode splits. Drive-alone mode share began at 50.4% of all recorded commute trips, while other modes began with relatively high mode shares: 16.6% for bicycling, 13.2% for carpooling and shared rides, 10.5% for transit, and 8.3% for walking.

The baseline drive-alone mode share for commute trips, as reported by survey respondents, is relatively low compared to the national average (76%), and as compared to the drive-alone mode share measured for downtown Vancouver as part of the GTEC planning process in 2008 (84%). Although the Destination Downtown program reaches many commuters who are already using travel options, the program encourages them to make more of their trip by bike, walk, transit, and sharing rides. This baseline makes the post-program 9.6% drop in drive-alone mode share all the more significant, suggesting that downtown Vancouver employees benefitted from the additional support and information provided through the marketing and outreach efforts.

"I recently moved to Vancouver from Seattle. Destination downtown has been a huge motivator/help in getting acquainted with the city!"

Pre- and Post-Program Commute Mode Share of all Program Participants

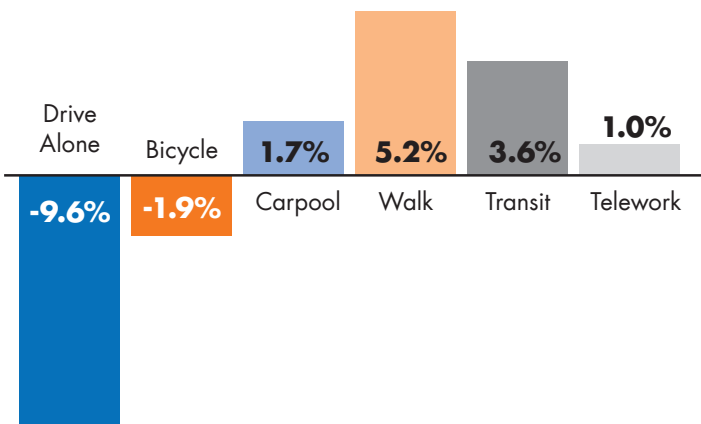
SOURCE: BASELINE AND POST-PROGRAM PARTICIPANT SURVEYS



The following chart shows the commute mode shift for survey respondents, which includes participants who registered between April 18, 2012 (the official project kick-off date) and October 23, 2013. The survey results indicate the drive-alone mode share decreased 9.6 percentage points, whereas the share of trips made by carpooling increased by 1.7 percentage points, walking increased by 5.2 percentage points, transit increased by 3.6 percentage points, and telework increased by 1 percentage point. The decrease in the bicycling mode share by 1.9 percentage points may have been the result of external factors such as weather conditions at the time the post-program survey was conducted, which was in early October. Overall, these results indicate program participants are using active commute options more frequently compared to when they first joined the program.

Participant Sample Commute Mode Shift

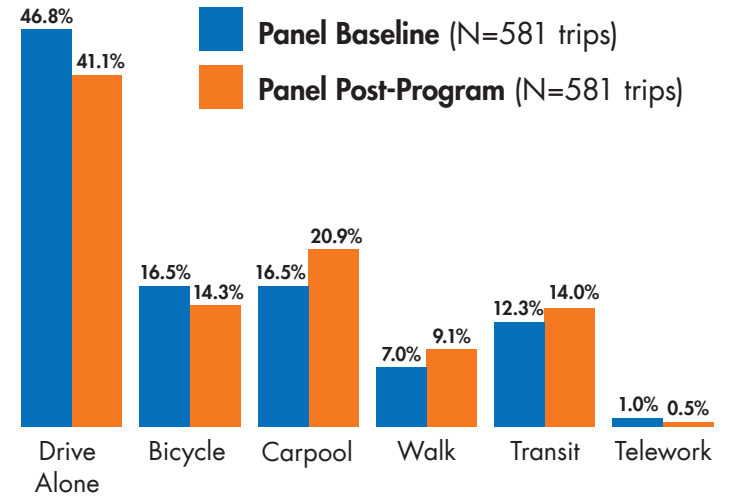
SOURCE: BASELINE AND POST-PROGRAM PARTICIPANT SURVEYS



A panel of survey responses was analyzed to ensure that the mode shift changes were consistent with travel diary data collected in pre- and post-program surveys. Panel respondents consisted of 83 participants who completed both the pre- and post-program survey. The following chart shows a mode-shift calculation based on the exact same number of trips (581) between the pre- and post-program surveys.

Panel Sample Mode Split Results

SOURCE: BASELINE AND POST-PROGRAM PARTICIPANT

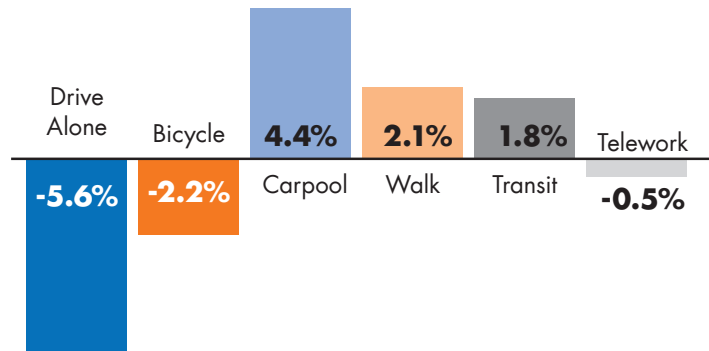


The mode share results from the 83 panel respondents are consistent with the findings presented for 2012 and 2013 participants who completed either a pre- or post-program survey (non-panel sample). The panel results from the chart below indicate a 5.6 percentage point decrease in the mode share of drive-alone trips, whereas the carpooling mode share increased by 4.4 percentage points, walking increased by 2.1 percentage points, transit increased by 1.8 percentage points. The bicycling mode share dropped 2.2 percentage points, which is similar to the non-panel sample. Telework also dropped by 0.5 percentage points.

The panel results are relevant because they show that travel behavior changes among program participants are consistent with the larger data set collected among all 2012 and 2013 participants. The results indicate that respondents continue to make more of their commute trips by walking, transit, and carpooling, even after being exposed to the program for two years. Destination Downtown offers weekly emails and prize drawings, in addition to hosting educational events related to bicycling and walking. Thus, participants are constantly reminded and encouraged to use travel options for their commutes.

Panel Sample Mode Split Results

SOURCE: BASELINE AND POST-PROGRAM PARTICIPANT

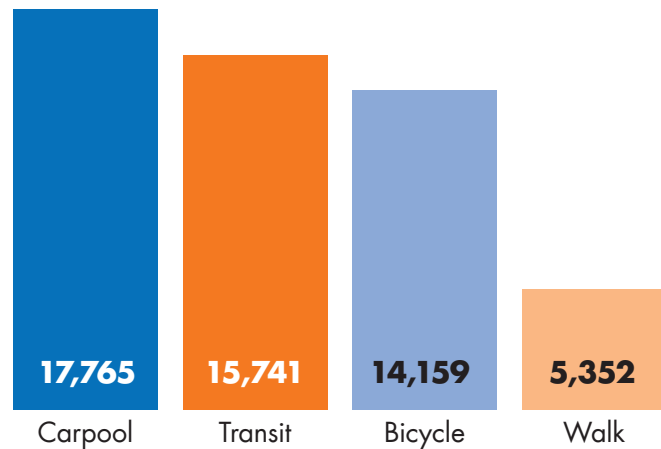


Trip Log Summary

Destination Downtown participants used the Rideshare Online database to log non-drive-alone commute trips in order to be eligible for rewards and prizes. When logging trips, participants provided the trip mode and the trip starting and ending points (for automated distance calculations). The following chart shows the number of trips logged by each mode by Destination Downtown participants (including existing ClarkCommute.org participants who work in downtown Vancouver) between April 18, 2012 and December 31, 2013. During this time, participants logged 525,762 non-drive-alone miles, which translates to 304,602 pounds of carbon dioxide, more than 15,891 gallons of gasoline, and monetary savings of more than \$104,000.

Trips Logged by Participants²

SOURCE: RIDESHARE ONLINE DATABASE



Participant Feedback

The majority of program participants provided positive feedback regarding the effectiveness and value of the Destination

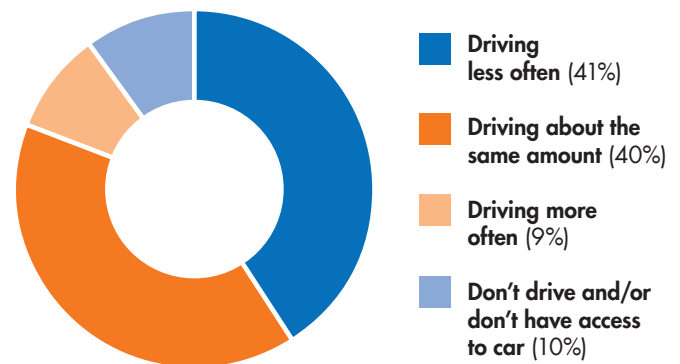
² Trips logged in Rideshare Online database by new and existing Destination Downtown participants, April 18, 2012 through December 31, 2013.

Downtown program, as described in the following section. Overall, these results were very consistent with the 2012 Pilot Program findings. The feedback questions did not change from the 2012 post-program survey, although three additional questions were added to the 2013 post-program survey.

In the post-program survey, participants were asked to gauge whether they were driving more or less often compared to when they first signed up for the program. The majority of participants (81%) stated that they are driving about the same or less than they were, with 41% reporting that they are driving less often. The responses are shown in the following chart.

Self-reported Change in Driving Patterns Compared to When They First Signed up for Destination Downtown

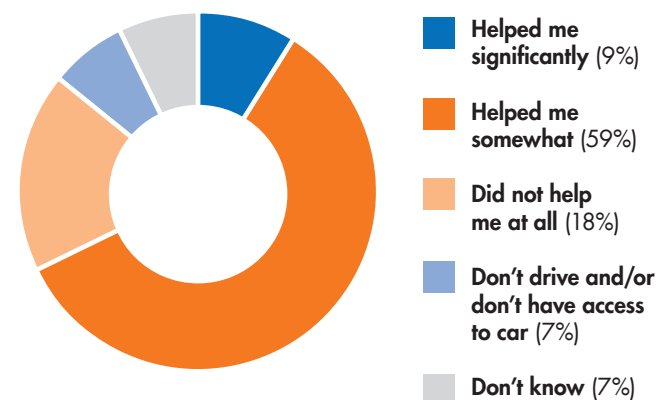
SOURCE: POST-PROGRAM PARTICIPANT SURVEY



Participants were also asked to what extent the information they received from Destination Downtown helped them reduce their driving. Sixty-eight percent of participants mentioned the information either significantly or somewhat helped them reduce their drive-alone trips. Responses are shown in the chart below.

Helpfulness of Information Received from Destination Downtown

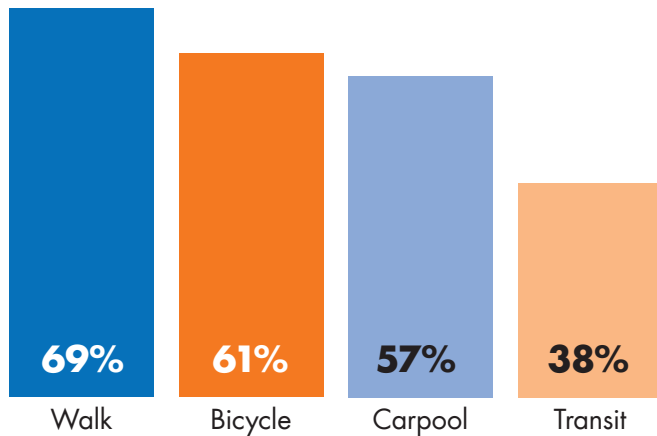
SOURCE: POST-PROGRAM PARTICIPANT SURVEY



Looking at each transportation mode provides a more nuanced understanding of the impact of the Destination Downtown program on participants' trips. Sixty-nine percent of survey respondents stated that the program helped them take more walking trips, while 61% said so for bicycling. Fifty-seven percent said the program helped them take more shared ride trips (e.g., carpooling and vanpooling), and 38% said so for transit trips. It is important to note that these self-reported responses differ from what would be expected based on the results of the mode share evaluation, particularly with the bicycling mode. Although participants said the information helped them bicycle more frequently, the mode share results do not reflect those results. One possible explanation could be with the timing of the post-program survey, which was conducted in early October when the weather was cold and rainy. Another plausible reason is that respondents increased their frequency of discretionary (e.g., errands or shopping) or exercise-related cycling trips, which were not asked for in the trip diary.³

Post-program Survey Respondents Who Stated that Destination Downtown Helped Them Make More Trips, by Mode

SOURCE: POST-PROGRAM PARTICIPANT SURVEY



When asked what would have helped them reduce their driving more than they did, participants pointed predominantly to weather and better bicycling and transit infrastructure. Nearly one-fifth of survey respondents indicated that success in finding a carpool partner would help them reduce their driving more. All responses are shown in the chart below and respondents were allowed to choose more than one answer.

³ Participants were only asked to provide information about commute trips in the survey trip diaries.

Factors That Would Have Helped Reduce Participant Driving More

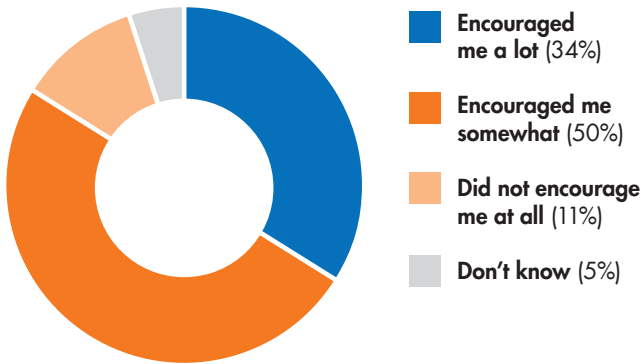
SOURCE: POST-PROGRAM PARTICIPANT SURVEY



The Destination Downtown program was instrumental in highlighting and promoting downtown businesses to participants. Eighty-four percent of survey respondents stated that the program encouraged them to visit downtown locations other than their workplace; one-third said the encouragement was significant. These results are likely the positive effect of distributing a coupon book comprised of local business offerings, using gift certificates from local businesses as rewards, and featuring business locations on walking maps. Businesses were also tagged in prize winner Facebook posts.

"I am very fortunate to live close to where I work, which makes walking to and from work on a regular basis relatively easy for me. Destination Downtown motivated me to continue my walking commute in the rain, which can be inconvenient (wet!) and when I needed my car right after work to do an errand that required driving. I still walked to work, walked home and then got the car to do my errand."

Extent to Which Destination Downtown Encouraged Participants to Visit Downtown Locations Other than Their Workplace SOURCE: POST-PROGRAM PARTICIPANT SURVEY



Participants were asked in the post-program survey what types of rewards would motivate them to log their commute trips more frequently or continue to log them. Respondents were allowed to select more than one answer for this question. Results indicate that over three-quarters of survey respondents (77%) mentioned a Visa Cash Card was their top preference, followed by a Fred Meyer gift card (67%), gift certificate to a local business (57%), dinner package at a downtown restaurant (57%) and discount at a local bike store (26%). Other mentions included bus passes, movie tickets, bicycles, and bicycle gear. This information will be used to plan rewards packages for the 2014 Program.

Destination Downtown Reward Preferences

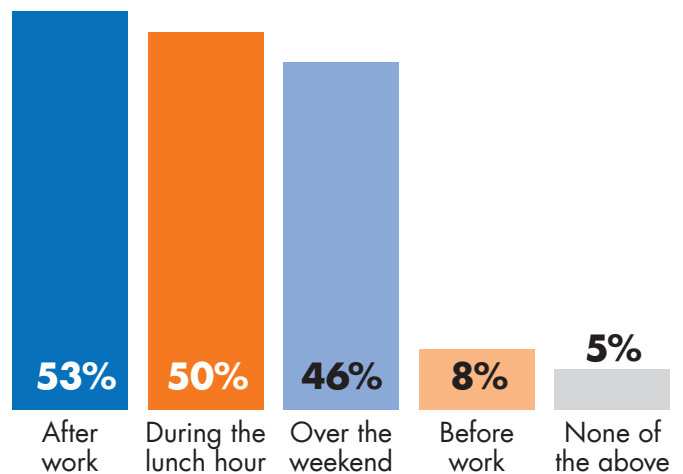


Community or Workplace-related Events Participants are Most Interested in Attending



According to the chart below, survey respondents indicated that after work and during the lunch hour were the best times to participate in events. The weekend was also considered a good time to hold an event. Respondents were allowed to select more than one answer for this question and the information will help outreach staff plan 2014 events.

Likelihood of Participating in an Event, Based on the Participant's Schedule



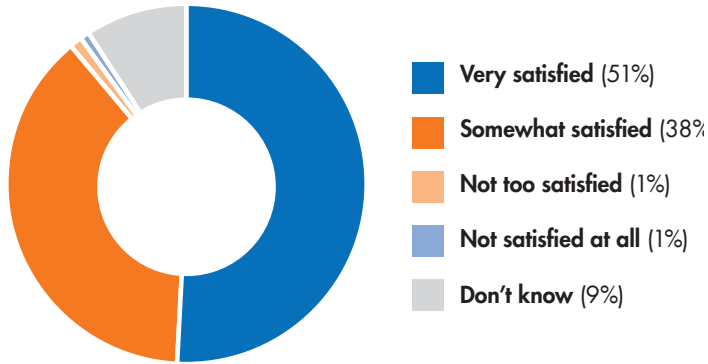
"Great outreach efforts. Very impressive and encouraging program."

Overall, participants were satisfied with the Destination Downtown program. Over half were very satisfied, and another 38% were somewhat satisfied, while 9% said they weren't sure. Similarly, 90% of program participants surveyed

stated that they think there is value in continuing the program, with only 2% stating the contrary. Survey responses for those two questions are summarized in the charts below.

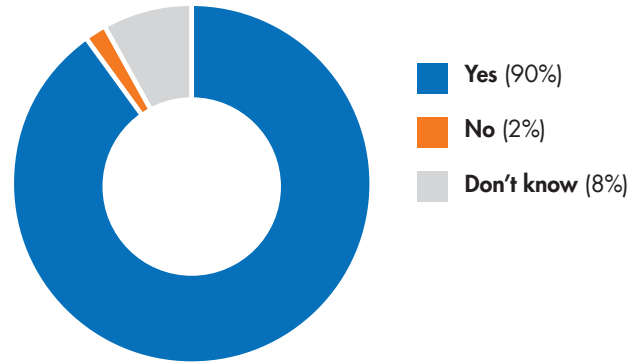
Satisfaction with the Destination Downtown Program

SOURCE: POST-PROGRAM PARTICIPANT SURVEY



Participant Opinion of Whether There is Value in Continuing the Program

SOURCE: POST-PROGRAM PARTICIPANT SURVEY



Outreach Coordinator Derek Hofbauer gives away prizes at the Destination Downtown Bicycle Scavenger Hunt in Hidden Park

PARTICIPANT FEEDBACK

Destination Downtown participants had many good things to say about the Destination Downtown program:

"I'm walking more, just because you got me thinking about it - I walk to work most days, why not also walk home, at least when the weather is good? Duh! Also appreciate the map of downtown businesses - lets me know how much there is here, and has inspired me to patronize some of them in the near future."

"I'm actually thinking about riding my bike as part of my commute (to and from the park and ride near my home) and taking the bus into downtown. Had it not been for the information packet and encouragement from Destination Downtown, I don't think I would have considered this option. Thank You!"

"First time riding my bike into work during this campaign and enjoy it. I felt better and was more productive."

"I LOVE being able to keep track of my trips and see how much money and gas I've saved. This has really encouraged me to keep my footprint small and bike, bike, bike. And I've lost 15 pounds since starting the program. So, thank you, for helping make me healthier and easier on the environment."



Participants enjoying the view of the Kiggins House during a historic walking tour

"Because of the walk through the Arnada neighborhood, I now frequently enjoy walking through there on my lunch breaks."

"Winning a gift card to Fred Meyers was encouraging indeed. Thanks Destination Downtown."

"I bus every day now because I learned how much gas I save from Destination Downtown, and I have always met awesome people."

"I recently moved to Vancouver from Seattle. Destination downtown has been a huge motivator/help in getting acquainted with the city!"

"I am very fortunate to live close to where I work, which makes walking to and from work on a regular basis relatively easy for me. Destination Downtown motivated me to continue my walking commute in the rain, which can be inconvenient (wet!) and when I needed my car right after work to do an errand that required driving. I still walked to work, walked home, and then got the car to do my errand."

"I have found Destination Downtown to be very informative and have been challenged to carpool some and to really think about sharing trips and other ways to participate. I also took advantage of the bicycles at Sweet Spot during lunch a couple of times and rode along the river, what a blast. I still want to finish that. Also, the exposure of the local business in the coupon book was great. It's good to see that Vancouver, USA is providing encouragement and resources to those who are becoming more aware of the importance of these alternative methods of travel."

"Great outreach efforts. Very impressive and encouraging program."

"Until I signed up for Destination Downtown I did not follow through on my desire to bike/walk to work. I knew it was the right thing to do but I didn't hold myself accountable. DD gave me the motivation to follow through."

"I think it's great. Now that the Bike Commute Challenge is done, I feel like Downtown Destination continues to motivate me. I live in Portland and work in Vancouver, and this program definitely improves my happiness level about working in Vancouver, and encourages me to use the substandard transit facilities between the two cities. I wish they were better, but I want to do my part, so I support C-Tran."

"The drawings and prizes definitely helped motivate me to ride my bike to work. I did it mostly for the health benefits, but the incentives did help and encourage me."

"Until I signed up for Destination Downtown I did not follow through on my desire to bike/walk to work. I knew it was the right thing to do but I didn't hold myself accountable. DD gave me the motivation to follow through."

LESSONS LEARNED

Looking back on the 2013 Destination Downtown Program, a set of “lessons learned” were suggested:

- **Target Area Selection** – The boundary expansion into Uptown Village and just east of the I-5 freeway was necessary for contacting new employees and encouraging them to sign up for the program. Many employees who joined the 2013 Program worked in Uptown Village and lived in the surrounding neighborhoods, allowing for an easy commute by foot or bike. The boundary expansion also allowed employees at Clark Public Utilities, which is located east of I-5, to sign up for the program.
- **Materials** - The most popular materials from the Commute Kit were provided in the Welcome Packet, which allowed new participants to get information about their commute options without having to go through a separate ordering process.
- **Communications** – Leave-behind flyers were not as effective in garnering registrations as signing up employers on-site. This required identifying the most appropriate time to visit an employer, but this effort proved successful. Staff will redesign the leave-behind flyer in the 2014 Program to make it smaller and glossy. Small plastic holders will also be purchased so the flyers have a more permanent status at local coffee shops and stores that support the program.
- **Outreach** - Personal visits to businesses were an important component of the outreach process—many business owners appreciated the opportunity to talk about transportation choices for their employees and sample commute kits allowed employees to look through the information and decide the appropriate materials to order
- **Program Partners** - Staff collaborated with partners to promote events and spread the word about the Destination Downtown program. Partners were instrumental in promoting Destination Downtown services and using Facebook to share events with their audiences.
- **Tabling events** - Staff set up a small table at the Mighty Bowl food truck in both downtown and uptown locations, which offered an excellent opportunity to engage and sign up new employees on site. Staff also tabled at the Sunday Streets Alive event, which offered a great opportunity to engage with recreational cyclists who were interested in commuting to work by bicycle.

- **Building Community and Support** - Staff will continue to host family-friendly rides and activities, such as the bicycle scavenger hunt and the historic walking tour. These events were launched at the Urban Growers Market in Uptown Village, which will no longer be in operation during the 2014 Program Year. Staff will search for other venues in Uptown Village that will provide an adequate meeting space for participants who gather for events.
- **Bicycling** – Vancouver’s bike culture is steadily growing and Destination Downtown participants are actively logging bicycle commute trips to earn rewards. Staff will continue work with Bike Clark County and Bad Monkey Bikes to engage new participants and also support and promote bicycle-related events.
- **Continued Stakeholder Involvement** – The Destination Downtown Program will continue to rely on important stakeholder feedback that supports the direction, goals, and vision of the program.



Bad Monkey Bikes shop owner Wade Leckie shows commuters how to clean bike chains

CONCLUSION

The Destination Downtown Program successfully reduced drive-alone commute trips in downtown and uptown Vancouver. The program was also responsible for increasing the mode share of walking, transit, and carpooling commute trips among program participants. The Destination Downtown Team will continue to provide transportation services to Vancouver businesses throughout 2014, with an emphasis on reaching new employees and employers. The team will also promote travel options to residents moving into new downtown apartment buildings with limited auto parking capacity. The 2014 Program will build upon the success of the 2012 and 2013 program years by developing a third edition coupon book, continuing the popular rewards program, leveraging existing partnerships, and by highlighting local businesses as attractive destinations to reach by foot or on bike.

In summary, the 2013 Destination Downtown Program offered a diverse suite of TDM services to employers and employees in downtown and uptown Vancouver, Washington. During the active outreach phase, Destination Downtown engaged over 60 new businesses and 271 employees. Of the individuals engaged, 186 participated by registering for the online rewards and receiving Welcome Packets, and 85 requested hand-delivered, customized Commute Kits. Destination Downtown hosted eleven transportation options events and workshops, reaching approximately 550 people.

Results from pre-and post-program surveys indicate the drive-alone commute mode share among 2012 and 2013 program participants decreased 9.6 percentage points among survey respondents. The number of participants walking, carpooling, and riding transit for their commute trips increased. The walking mode share increased 5.2 percentage points, transit increased by 3.6 percentage points, and carpooling went up 1.7 percentage points. Results from pre-and post-program surveys among 83 panel participants indicate that travel behavior changes are sustained for at least two years and that program participants continue to make more of their trips by foot, transit, and carpooling. Additional

post-program survey findings show that program participants greatly benefited from Destination Downtown outreach and events:

- 41% of participants claim they are driving alone less often compared to when they first signed up for Destination Downtown
- 69% indicated the information they received from Destination Downtown helped them reduce their drive alone trips
- 84% said the Destination Downtown program encouraged them to visit downtown locations other than their workplace
- 89% were satisfied with the program
- 92% think there is value in continuing the program

Destination Downtown has provided valuable and effective Transportation Demand Management services to residents and employees of downtown Vancouver. Lessons learned and experience gained to date will continue to improve the program for future implementation phases, and will help the City of Vancouver reach its 2020 GTEC goals.



Resting and enjoying the company in Uptown Village following an evening bike ride