



Personal Travel Planning

NTPP Pilot Communities:

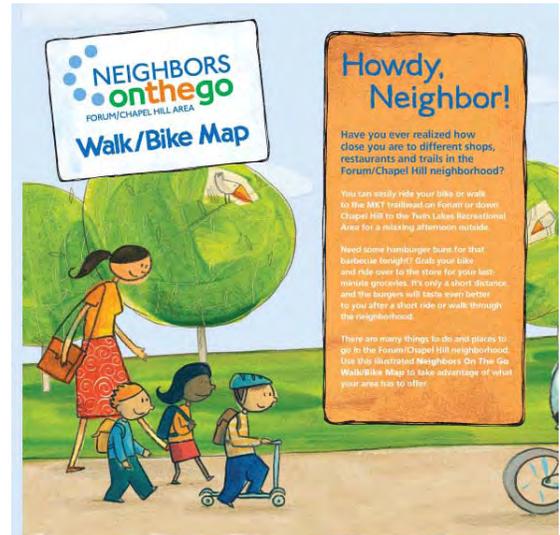
Columbia – “Neighbors on the Go”

Marin County – “Way to Go”

Personal Travel Planning (PTP) is a method of providing customized information, incentives, and motivation directly to individuals, to encourage less habitual use of the car and more trips by foot, bike, bus, train or in shared cars.

Program highlights:

- Guided walks and rides
- Newsletters
- Customized information packets (including brochures, maps, stickers, reflective pantleg straps, flat repair kits, water bottles, event calendars, bicycle bells)
- Home delivery (by bicycle) of promotional materials



Initial outcomes

- *Way to Go Sausalito* held 24 events over 14 weeks in 2008, with 105 total event attendees
- *Neighbors On The Go* held 67 activities over 12 weeks in 2008, with 301 total event attendees
- The most popular events were guided bicycle rides or about walking and bicycling for fitness and commuting.
- *Way to Go Sausalito* program survey showed a 3% decrease in auto trips and 3.3% increase in walk/bike trips
- Before and after surveys in Sausalito showed an increase in walking or bicycling for personal errands
- *Neighbors on the Go* survey showed 87% of respondents considered switching some drive-alone trips to bicycling, carpooling, or walking, since participating in the program.



Lessons learned

- Promotional campaign may be more effective after infrastructure is built
- Start with trying to shift a few trips per week, rather than major lifestyle changes at the beginning

For more information, contact:

Ted Curtis, GetAbout Columbia

<http://www.getaboutcolumbia.com/neighbors>

Dan Dawson, WalkBike Marin

<http://www.walkbikemarin.org/waytogo/>



The Non-Motorized Transportation Pilot Program

*Columbia, MO – Marin County, CA – Minneapolis, MN – Sheboygan County, WI
Preliminary Observations and Experiences*

More information about Personal Travel Planning programs and evaluation:

- Chicago Bicycle Ambassador Program
<http://www.bicyclingambassadors.org/about.html>
- Travel Smart Case Studies
<http://www.travelsmart.gov.au/universities/case-studies.html>
- Portland Smart Trips
<http://www.portlandonline.com/transportation/index.cfm?c=43801>
- Personal Travel Plans, U.K. Department for Transport
<http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/>



Columbia Neighbors on the Go program's "See and Be Seen" riding at night & in the rain class.