TRAVELWISE TO KEEP UTAH MOVING

TravelWise
MAG Technical Advisory Committee Meeting

Angelo Papastamos  |  February 25, 2019
What is TravelWise?

- Carpooling / Vanpooling
- Public Transit
- Skip the Trip
- Teleworking
- Trip Chaining
- Plan Ahead
- Active Transportation
- Alternative Work Schedules
Point of the Mountain Construction

- Tech Corridor – Focused Effort with Businesses and Media

**Total Traffic Radio Network**
- KAAZ-FM (106.7)
- KZHT-FM (97.1)
- KJMY-FM (99.5)
- KSOP-FM (104.3)
- KNRS-FM (105.9)

KSL-AM radio was also included for the Morning and Afternoon drive times.

**Highlights**

- 98% of all website traffic came from paid media (23,228 sessions)
- 93% video completion rate on Facebook
- 96% of Pandora Banner clicks came from the transit 300x250 banner, pointing to opportunities for optimization in 2019
Taking Action – Creating Behavior Change

Point of the Mountain Construction

- I-15 Core – Focused on Behavior Adjustments for Major Events
Point of the Mountain Construction

- The Point – Expanded to Create Everyday Commuter Behavior Change

Traffic reduction of up to 17% during peak travel times.
# TravelWise

**rethink your trip**

## Research

### How You Traveled in the Past 6 Months by Age

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpoled</td>
<td>79%</td>
<td>72%</td>
<td>68%</td>
<td>58%</td>
</tr>
<tr>
<td>Bus</td>
<td>28%</td>
<td>18%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>TRAX</td>
<td>54%</td>
<td>44%</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>FrontRunner</td>
<td>48%</td>
<td>35%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>Biked</td>
<td>48%</td>
<td>34%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Walked</td>
<td>75%</td>
<td>72%</td>
<td>70%</td>
<td>67%</td>
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Taking Action – Creating Behavior Change

TravelWise™
rethink your trip

Me Hero - Public Transit

travelwise.utah.gov
TravelWise Tracker:

Using 2016 Research, TravelWise launched a “Me Hero’s” campaign in Oct. 2017 to:

- Increase adoption of TravelWise actions
- Increase awareness of TravelWise
- Increase use of the TravelWise trip planning tool

<table>
<thead>
<tr>
<th>SEPTEMBER 2017</th>
<th>OCTOBER 2017</th>
<th>NOVEMBER 2017</th>
<th>DECEMBER 2017</th>
<th>JANUARY 2018</th>
<th>FEBRUARY 2018</th>
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<tr>
<td>TravelWise Tracker:</td>
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<td>TravelWise Tracker:</td>
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<tr>
<td>165 trip searches</td>
<td>206 trip searches</td>
<td>549 trip searches</td>
<td>843 trip searches</td>
<td>2,428 trip searches</td>
<td>4,486 trip searches</td>
</tr>
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</table>
Some Focus Areas

• Encourage Behavior Change
• Foster and Further Develop Partnerships with Agencies, Local Governments, and the Private Sector
• Develop an Integrated Design Approach
• Create Branded, Mega-Region Travel Portal and Communication System
Move Utah - Working with our Move Utah Program to extend reach to communities for active transportation needs.
• Working with the Traffic Operation Center on Transportation Systems Management and Operations (TSMO) to shift travel actions
Focused Areas – coming together

- Working with multiple groups to create a communication platform
- Incorporating experiences from the MaaS Effort
- Collecting information on what communities are doing
TravelWise™
rethink your trip

MaaS Partnership

https://vimeo.com/312691110
BE A PART OF THE SOLUTION

Visit TravelWise.utah.gov to learn how you can be a part of the solution. Download the Business Resource Kit, Community Resource Kit and other resources online.

TravelWise@utah.gov | 801-810-9473
WEBSITE:  www.travelwise.utah.gov

EMAIL:  travelwise@utah.gov

PHONE:  801.810.9473

Questions ??