



**CURLEY**  
**CONSULTING**

Kim Curley, Owner

Bend, OR based company  
Transportation Options  
and Health Education consultant

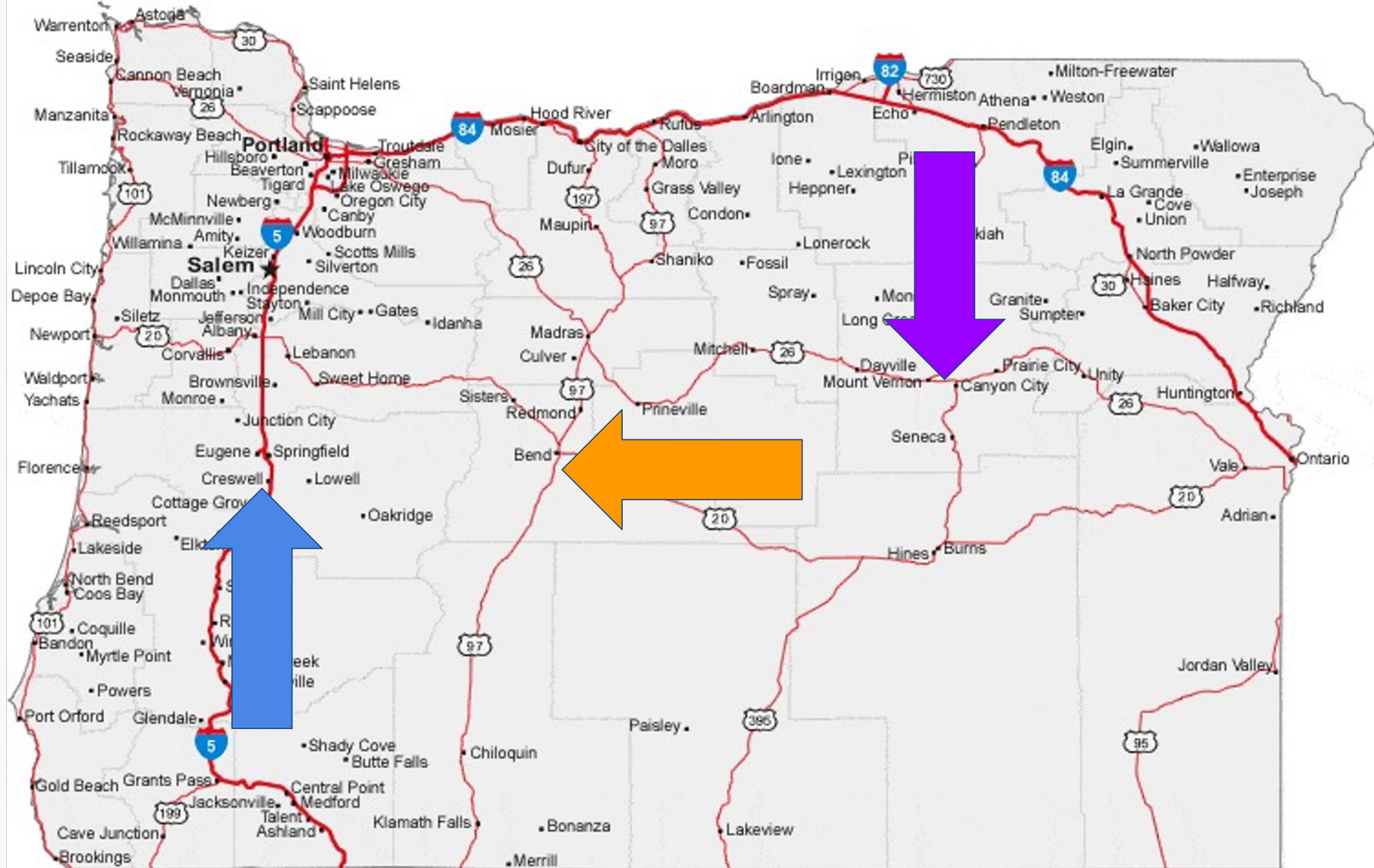
**Mission:** to make transportation and health education systems more equitable, sustainable, and effective for agencies in the Pacific Northwest.



# About Me







# What's TDM?

Transportation Demand Management (TDM) is the **use of strategies** to inform & encourage travelers to **maximize the efficiency of our transportation systems** to improve mobility, reduce congestion, & lower vehicle emissions.



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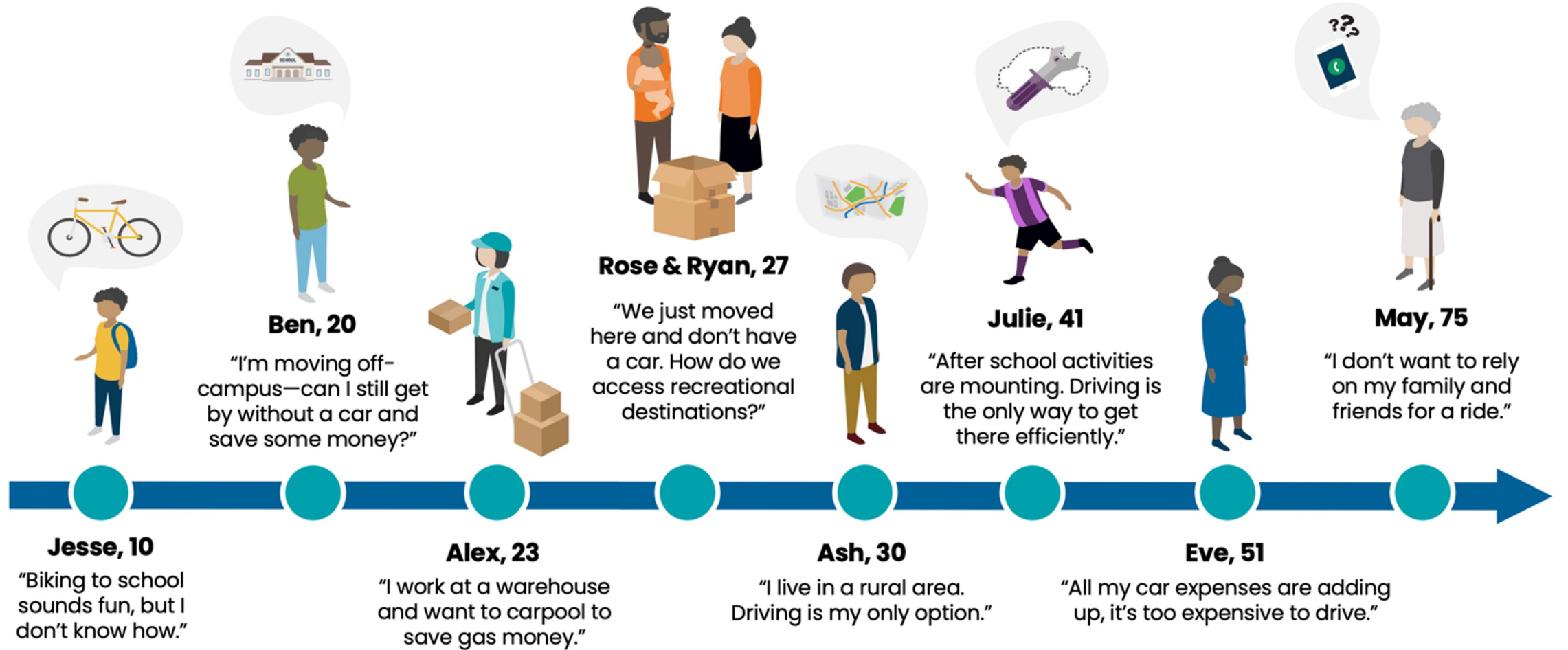
# What is Get There Oregon?

ODOT's public-facing TO program with:

- A statewide ride matching & trip planning tool, Get There Connect
- Statewide & localized initiatives
- A unifying brand for TO



# Lifetime of TO





# Employer Tools

- Tools are designed for TO partner use
- Employer guides + digital & social media tools
- Turnkey + customizable



**Looking to  
energize and build  
your workforce?**



**PRO  
TIP!**

Start a Commute Reduction  
Program for your employees!



Get insights  
& free support!



**get there**  
employer forum

# Partner Features

## Track metrics:

### NETWORK STATISTICS

Last 30 Days



112

ALTERNATIVE TRIPS



362.2 mi

ALTERNATIVE DISTANCE



248.5 lbs

CO2 REDUCED



\$198

MONEY SAVED



112

TOTAL TRIPS



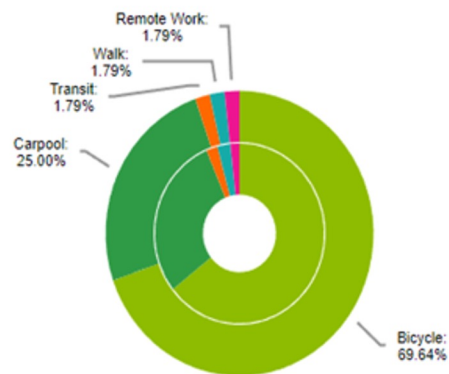
362.2 mi

TOTAL DISTANCE



13k

CALORIES BURNED



### MY STATS



\$223.53

YOU HAVE ALREADY SAVED



132

Non-SOV Trips



421.9 mi

Non-SOV Distance



320.3 lbs

CO2 Saved



16,700

Calories Burned



# Partner Features

- Custom networks
- Guaranteed ride home
- Custom & mode-specific challenges
- Reward programs
- Trip planning tool promotes:
  - Park & Rides
  - Bike Share
  - All fixed route transit



Join the  
TriMet June  
Transit  
Month  
Challenge!

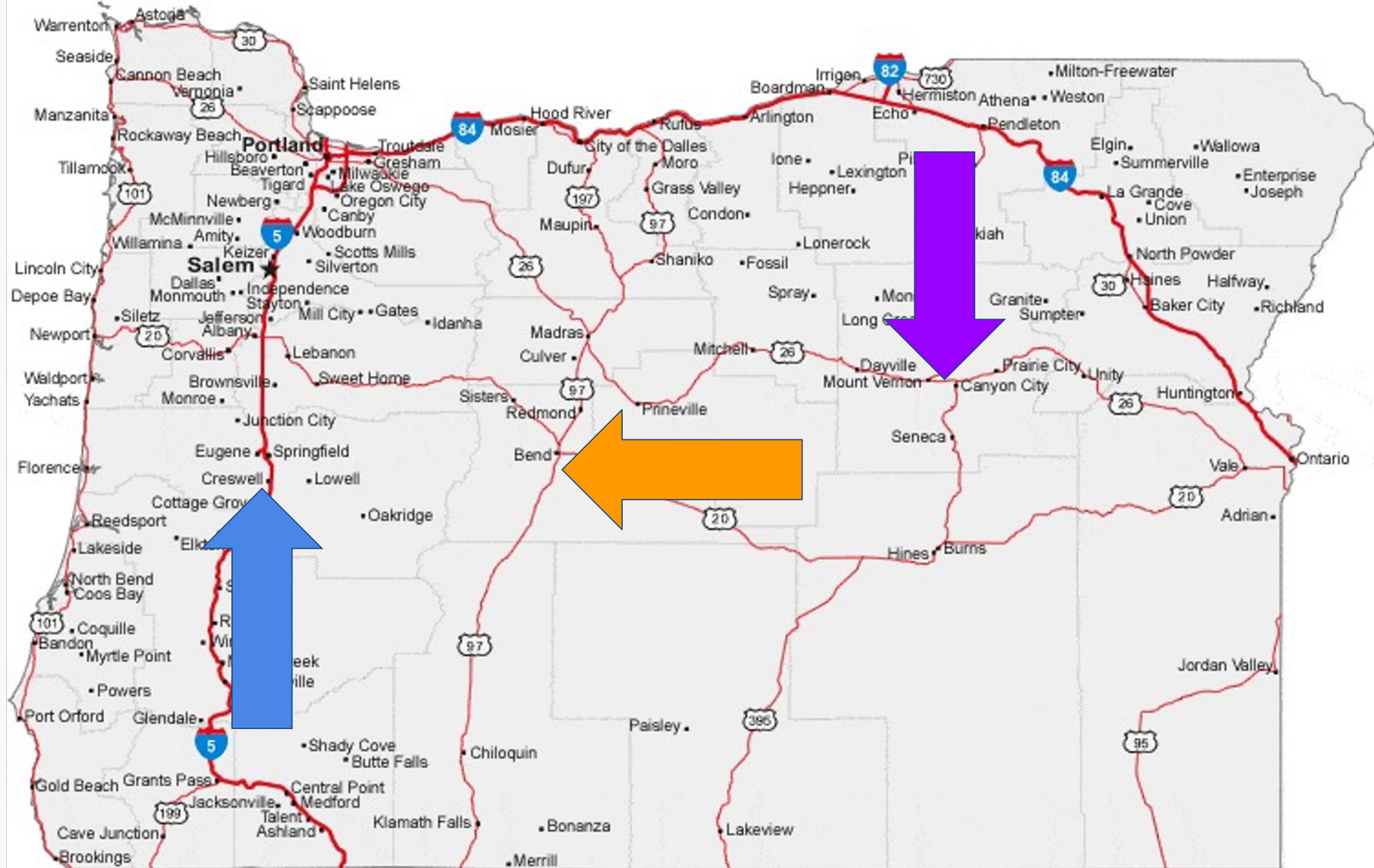
TRI-MET

# Oregon STIF funds

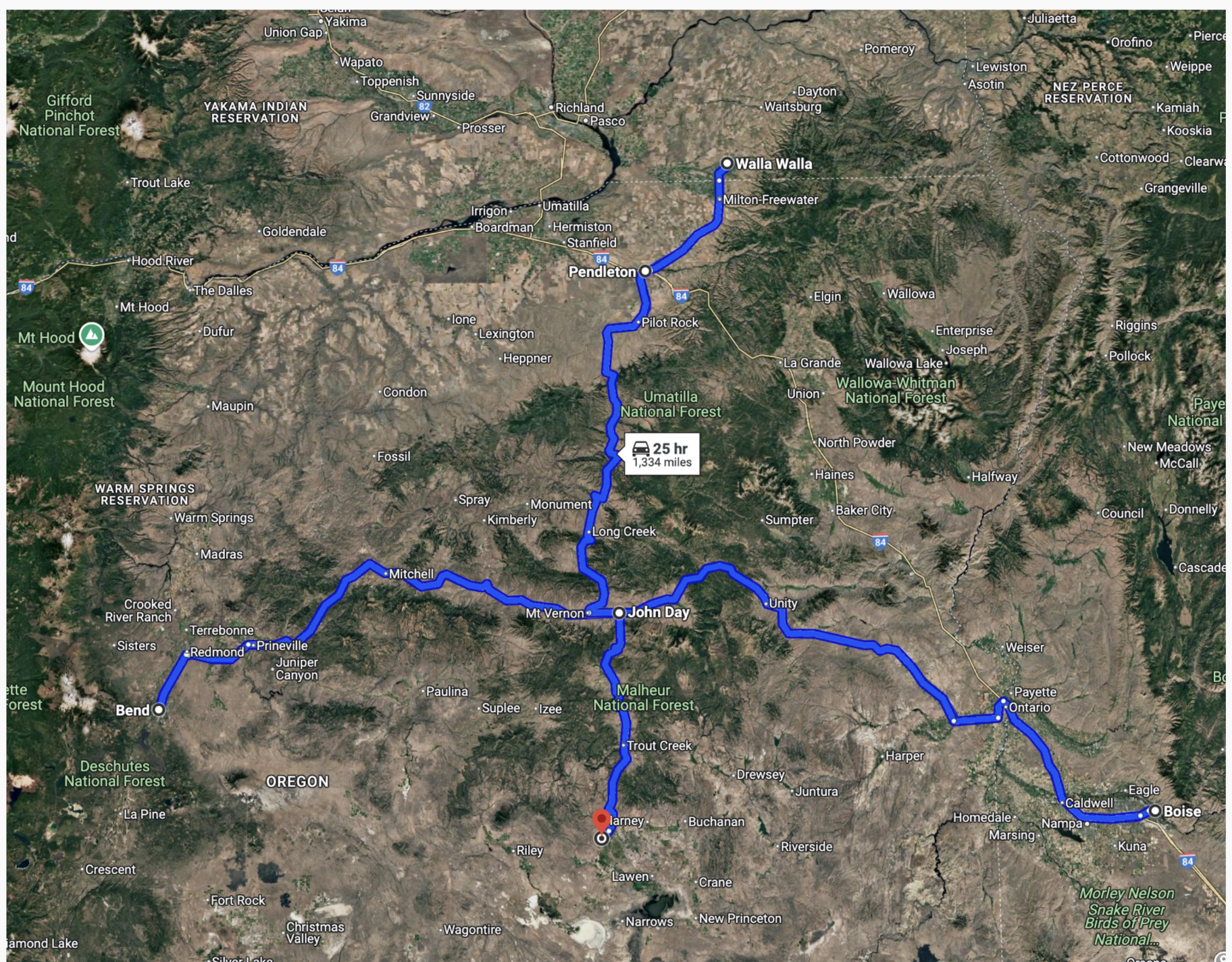
## Statewide Transportation Improvement Fund (House Bill 2017)

- Payroll tax, employee paid, distributed to county it was collected (36)
- Minimum distribution to very rural and tribal partners
- Projects intended for new service (until COVID times)
- Projects must be in plans (TSP, transit master plan, coordinated human services plan, etc.)
- Super flexible source of funding







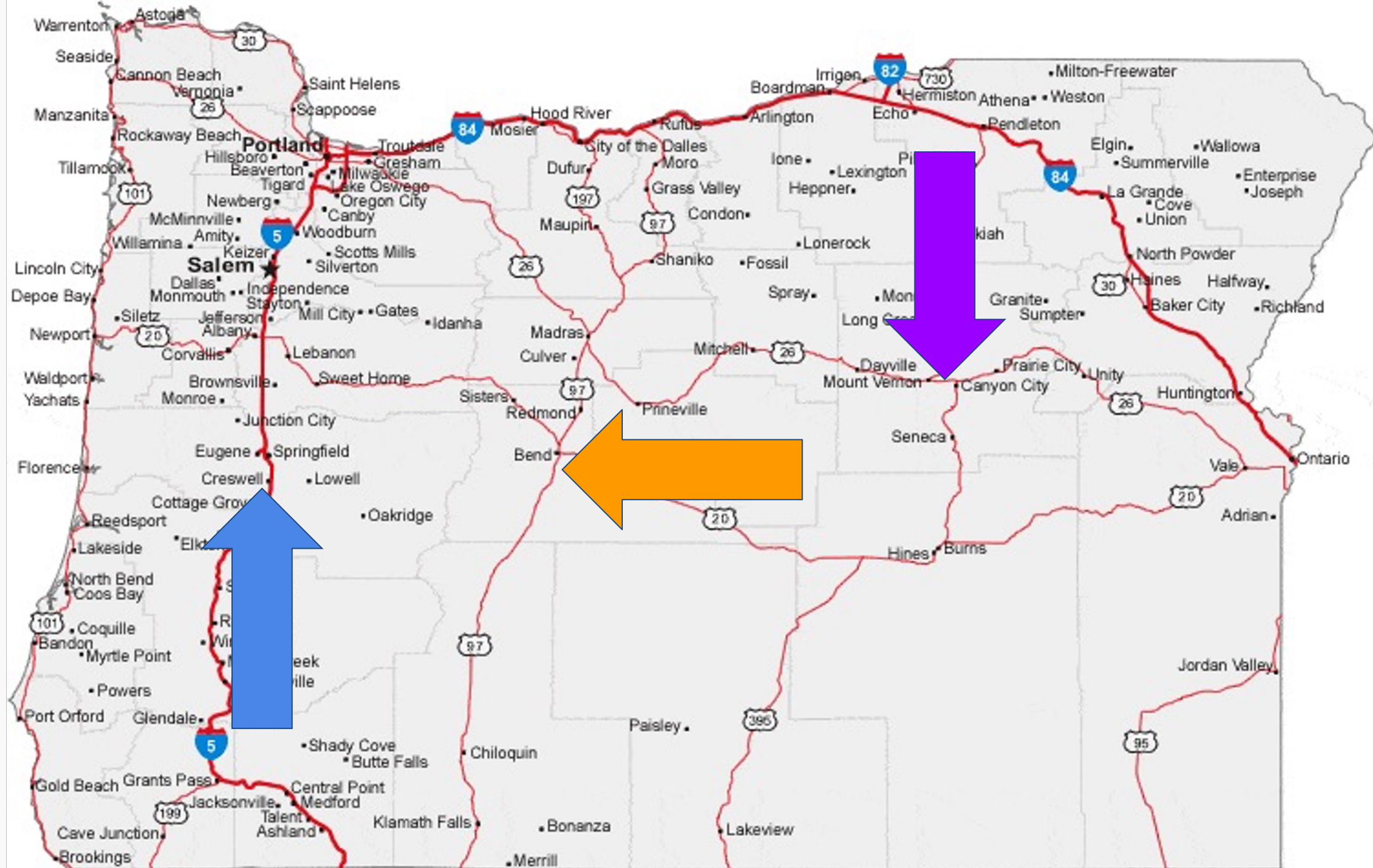




# Grant County Peoplemover









# Cascades East Transit- “Ride the River”





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# Cascades East Transit- “Ride the River”





# Cascades East Transit- “Transit to Trails”





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## Cascades East Transit- “Transit to Trails”





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## Cascades East Transit- “Mt. Bachelor”





# Cascades East Transit- “Mt. Bachelor”





# Cascades East Transit- “Lava Lands”



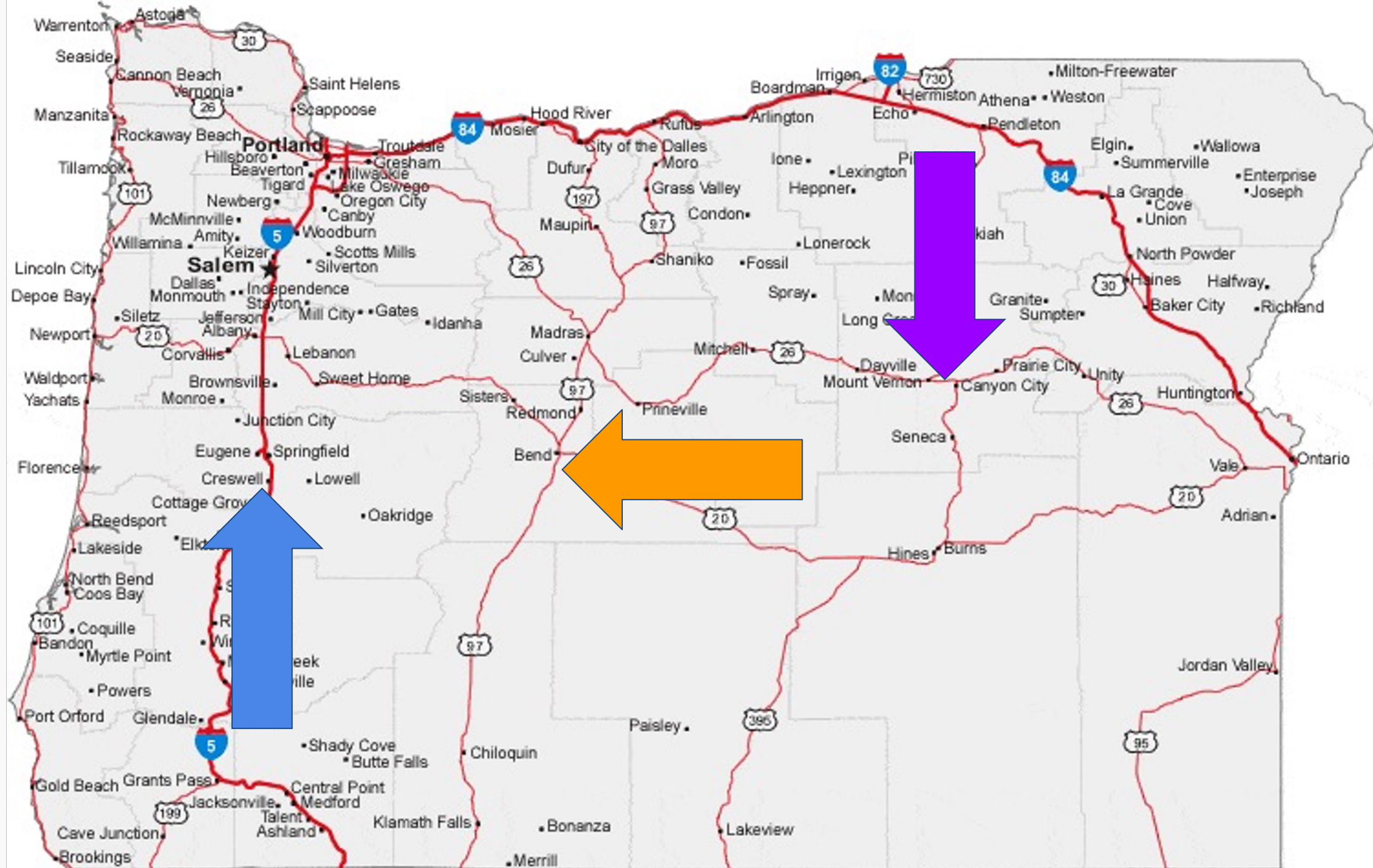


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# Cascades East Transit- “Lava Lands”









# Cascadia Mobility-Eugene's Two-Wheel Transit!





# Cascadia Mobility-partners





**2024**



**PeaceHealth Rides**

**2021**

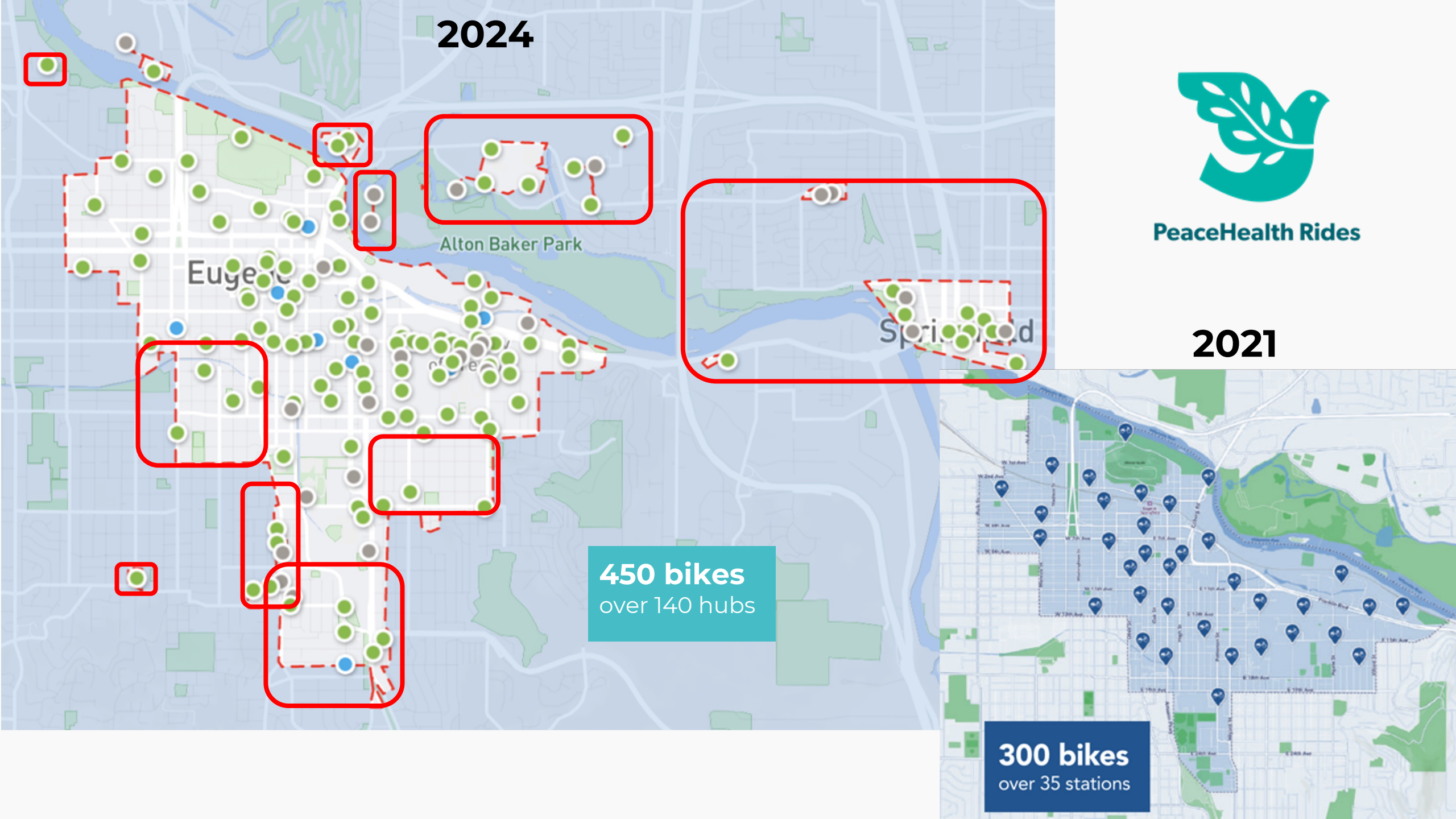
Eugene

Alton Baker Park

Springfield

**450 bikes**  
over 140 hubs

**300 bikes**  
over 35 stations





## Two-Wheel Transit Agency

### Bike Share Program Growth

**2021**



- 300 bike share bikes
- 35 hubs
- 92,895 trips

**2024**



- 450 bike share bikes
- 140+ hubs
- 201,058 trips
- Plus education, encouragement, events



# City of Eugene-infrastructure investments



# Eugene/Springfield Bike Share Economics

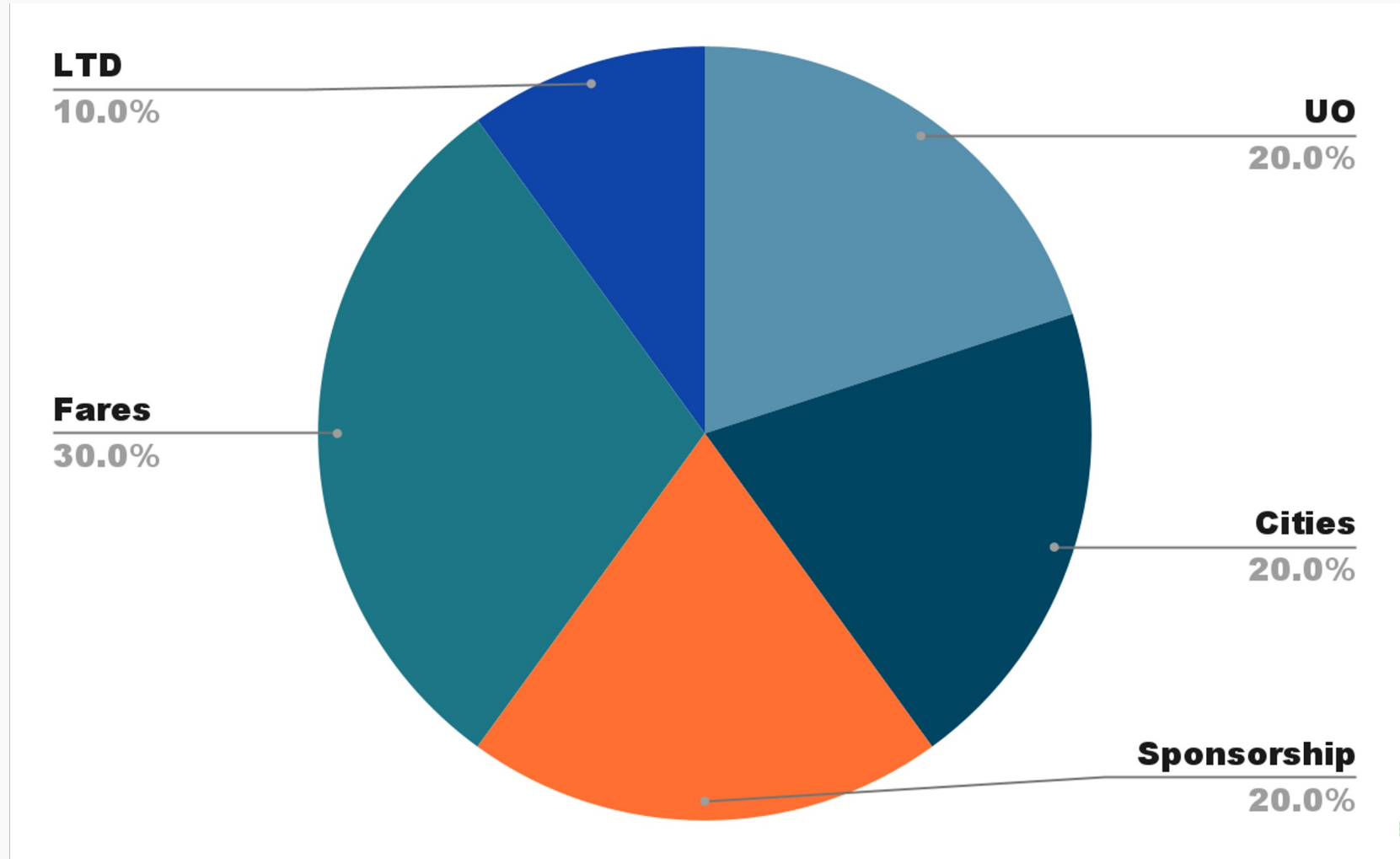
## 2025 Projected

\$1M operating budget

450 bikes

220k trips

1.5 miles per trip  
(330k miles)





# What's Next in Eugene / Springfield

- IMP Planning Grant: Shared Mobility Version 2.0
- FY 26-27 STIF-F Plan: \$1.8M capital investment
- New & expanded fleet of pedal-electric and pedal bikes, and maybe more modes





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Let's connect!

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