

Events that Move People:

How Oregon Uses Events and Collaboration to Change Student and Adult Travel Behavior



Oregon Active Transportation Summit 2026

Oregon Department of Transportation
Safe Routes to School



ALTA • COMMUTE OPTIONS • CYCLE OREGON • THE STREET TRUST



Session Goals

- Understand the **role of encouragement events** and **collaboration** with local partners in changing travel behavior.
- Identify **student and adult focused programs in Oregon** that your community can get involved in to shift travel behavior.
- Learn about **successful strategies from statewide events** in the past few years.

Speakers

ODOT Transportation Options (TO)

- Hope Estes, ODOT
- Anna Gore, Alta Planning + Design

ODOT Safe Routes to School

- Heidi Manlove, ODOT
- Lindsay Huber, The Street Trust

Session Agenda | 10:00am – 10:45am

- Session Introduction
- Student Events: ODOT Safe Routes to School
- Adult Events: Get There Oregon
- Questions (10 minutes)

SRTS within a Lifetime of TO



Elsie, 6

"My dad drives me because he needs to get to work and doesn't know about his options."



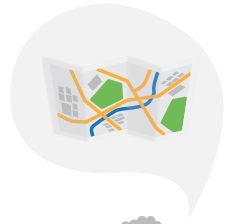
Grayson, 12

"I want to walk to middle school with my friends but I don't know the best route."



Julie, 41

"After school activities are mounting. Driving is the only way to get there efficiently."



May, 62

"When there's a safe route, I can walk my grandchildren home from school."

Thea, 4

"Riding to preschool is fun on my mom's e-bike! I want to practice with my balance bike so I can ride to school soon."

Jesse, 10

"Biking to school sounds fun, but I don't know how and I don't have a bike or lock."

Bridgit, 16

"I'm worried about the planet so I ride the bus to school. I'm on the Green Team and we'd like to host a Walk and Roll day to get other students to try it."

Eve, 51

"I'm a teacher and I drive because I don't live near school and there's no secure bike parking for adults."

Getting to Know You



April 13-26, 2026

Get There Commute Challenge

Turn your commute into a WIN!

GetThereOregon.org/CommuteChallenge







BIKE MONTH CHALLENGE


YOU CAN BIKE THERE!

PORTLAND REGIONAL BIKE MONTH
MAY 1-31, 2026

Artwork by Lisa Congdon

Sign up and log your bike trips in    
Get There Connect for the chance to win prizes!

GetThereOregon.org/BikeMonth2026



ODOT Safe Routes to School



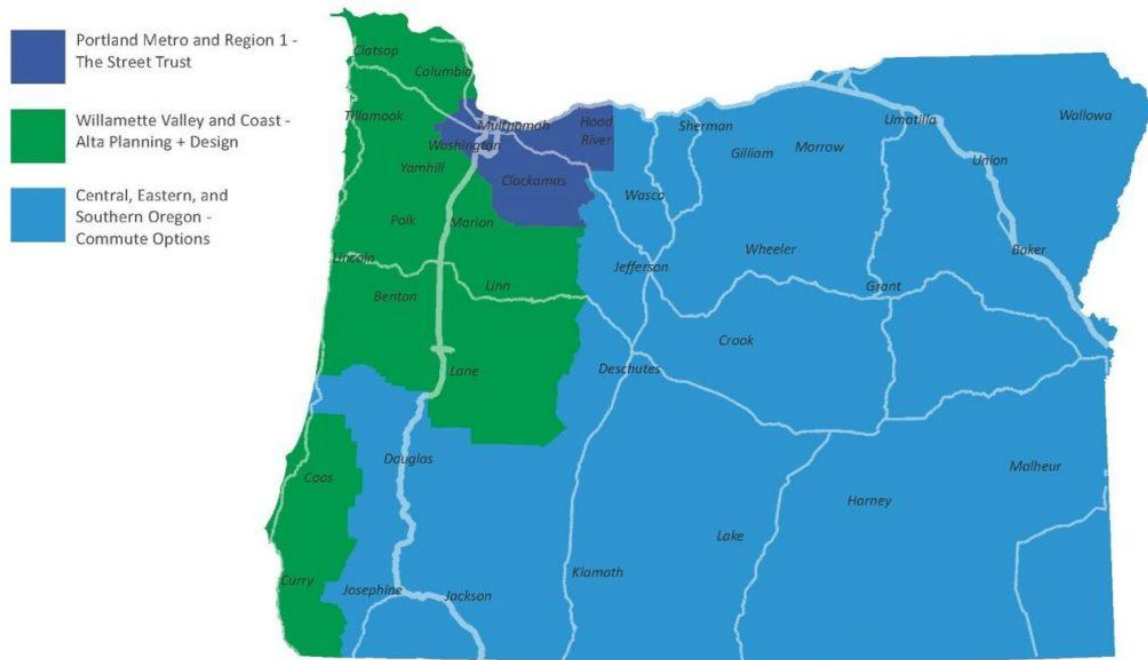
Walk+Roll Encouragement Events

Education and Construction

The goal of ODOT's SRTS program is to make it **safer and easier for students to walk, bike, and roll to school.**



Regional Hubs + SRTS Coordinators



Walk+Roll Encouragement Events



- Six events during the school year
- Free materials for students
- Flexible, inclusive, easy-to-run events
- Creates visibility and excitement about safe, active travel

Walk+Roll Events Influence Student Travel

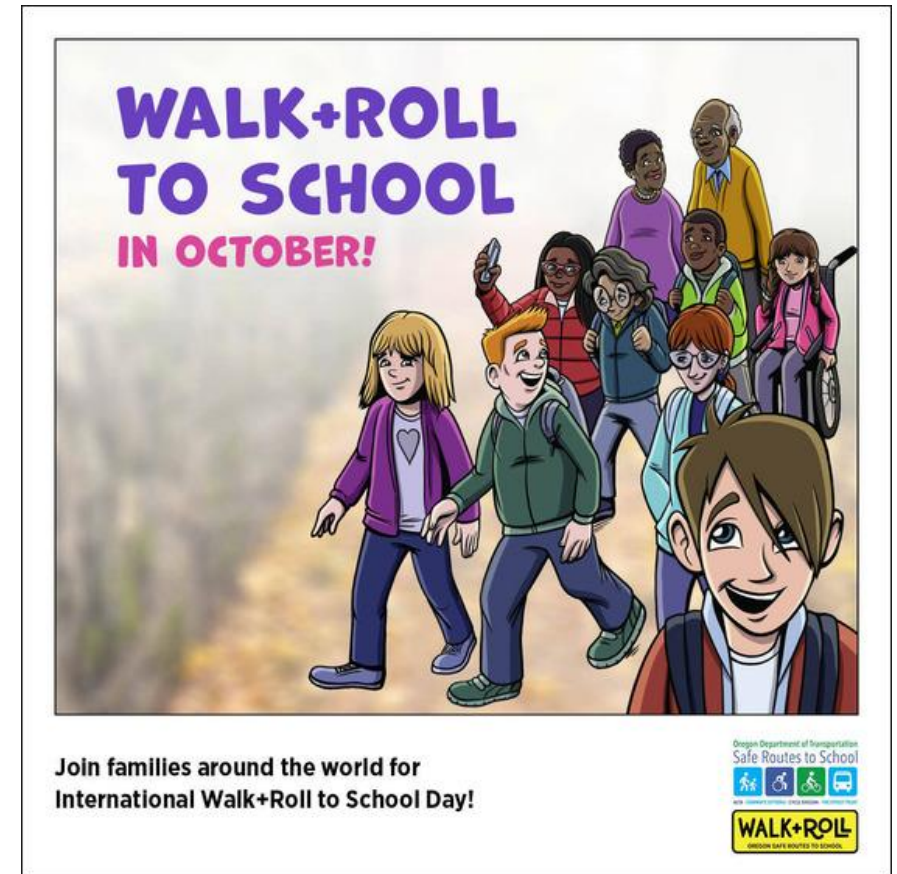
- Fun, social events and challenges help students **build lasting active-travel habits**
- Increased **confidence & skills**
- Parent and caregiver **involvement**



Oregon is #1 for the most participation in October Walk + Roll events 2 years in a row

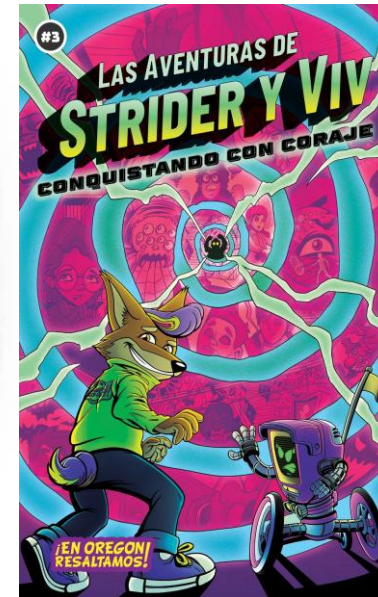
Over 200 Public K-8 schools

- Consistent outreach and messaging
- Support for local coordinators and schools
- Challenges and incentives
- SRTS Technical Assistant Team
- SRTS Regional Hub



Walk+Roll Incentives

- Print materials (comics, stickers, bookmarks, activity books, coloring sheets)
- Reflective (stickers, shoelaces, keychains)
- Event-specific incentives (stickers, beanies, backpacks)



Walk+Roll Activities

- Incentive distribution tables
- Walking school buses and bike buses
- Bike rodeos
- Park and walks
- Bike/wheel fairies
- Story walks
- Media schools



Incentives and Tracking School Participation

- Individual school order form
- Bulk order form

The total value of your order must not exceed 15 points.
You have a remaining balance of 15 points.

THE STREET TRUST

Create your first navigation menu [here](#) and add it to the "Main menu" location.

ORDER YOUR WALK + ROLL INCENTIVES

Orders must be placed before **April 2nd** in order to receive them before **Dolores Huerta Walk+Roll Day on April 10th**


Orders must be placed before **April 28th** in order to receive them before **Bike to School Day on May 6**

You can order items up to a total of **15 points** "value", this is our way of limiting orders so that we have enough for all schools.

Please enjoy your free incentives for your school!

Default sorting

HOT



EL CAMINO DE DOLORES


El Camino De Dolores Sticker

\$2

- 1 +

Add To Cart

HOT



WALK+ROLL MAY CHALLENGE


Walk+Roll May Sticker

\$2

- 1 +

Add To Cart

HOT




Walk+Roll

May Challenge Poster - FREE

\$0

Add To Cart

HOT



WHERE ARE OUR HEROES?


Activity Book

\$1

- 1 +


Add To Cart


HOT




¿DÓNDE ESTÁN NUESTROS HÉROES?

LIBRO DE ACTIVIDADES







Your Role and Next Steps Walk+Roll Events

- Connect with your Regional SRTS Hub for support.
- Choose Walk+Roll events to host throughout the school year.
- Use ODOT's free materials and planning tools.
- Track participation to show impact and build momentum.
- Combine events with infrastructure planning for long-term change.



oregonsaferoutes.org

Get There Oregon



What is Get There Oregon?

A statewide program led by the Oregon Department of Transportation (ODOT) and local partners.

Purpose: to help connect people and organizations with active and shared transportation options.



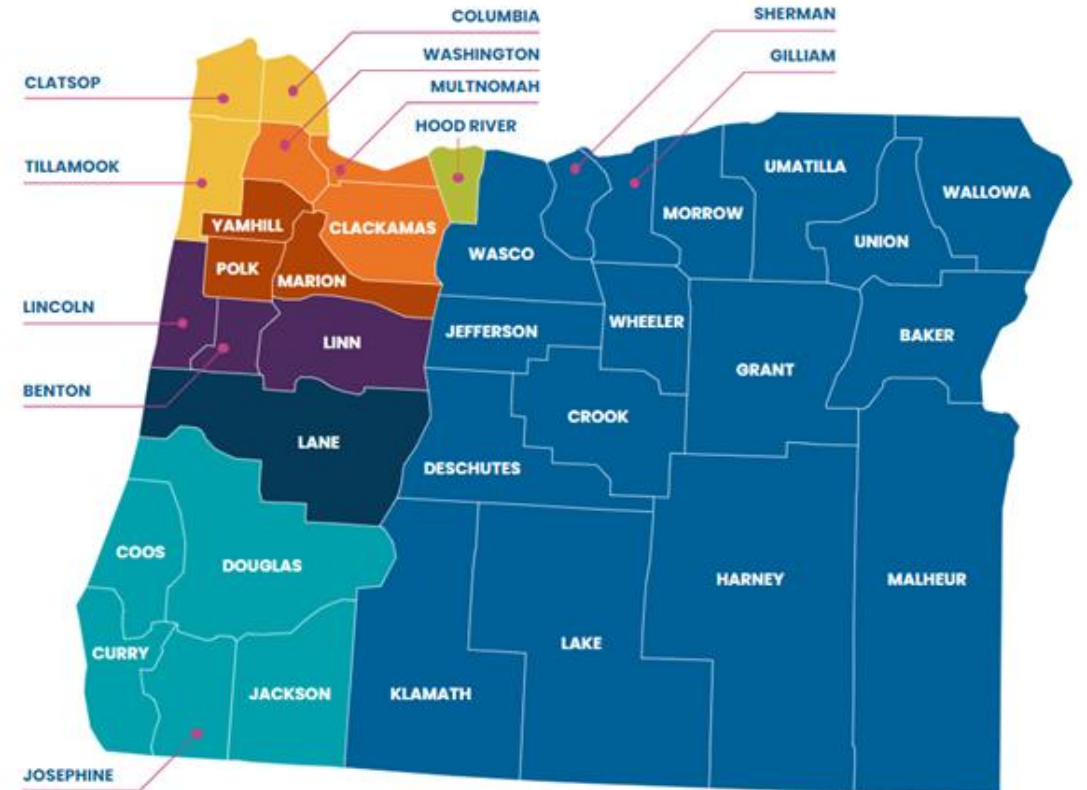
Get There Oregon Focus Areas

- Transportation options tools
 - *e.g., Get There Connect*
- Employer & employee programming
- Community programming
- TO Partner support & resources



Local Get There Oregon Partners

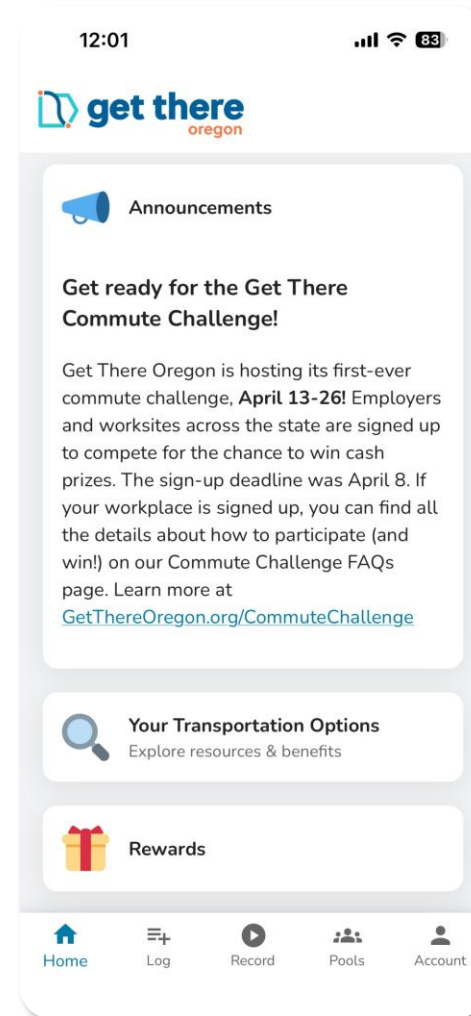
1. **Cascade West Transit & Ride Options**
2. **Cherriots**
3. **Commute Options**
4. **Gorge Translink (administered by MCEDD)**
5. **Lane Council of Governments**
6. **Metro (Get There Portland Metro)**
7. **Rogue Valley Transportation District**
8. **Columbia Pacific Economic Development District**



What is Get There Connect?

A free desktop platform and mobile app where users can log their commute trips, compete in challenges, and participate in point programs.

Find the app on the [Google Play](#) and [Apple App Stores](#).



getthereoregon.org/digital-guide

← Rewards

ACTIVE AVAILABLE COMPLETED

★ Claim Perks

8 / 8 Days

🚗 Commute Perks

By RideAmigos

🌟 24 Points

🕒 Dec. 22nd

🌟 SMART Rewards Commute Program 2026

By SMART

← Challenges

AVAILABLE COMPLETED

🏆 147

2026 Oregon Get There Commute Challenge | Large Employers

👤 178 🕒 Apr 13 - 26

🏆 10

2026 SMART EARTH MONTH CHALLENGE

👤 28 🕒 Apr 1 - 30

OVERVIEW LEADERBOARDS INFO

Challenge stats Filter by Everyone ▾

👤 736 Trips	📍 6,895.66 Miles
💰 4,733.91 \$ saved	♻️ 2.76 t CO2 saved
👑 98,586 Calories burned	
👤 180 Participant	

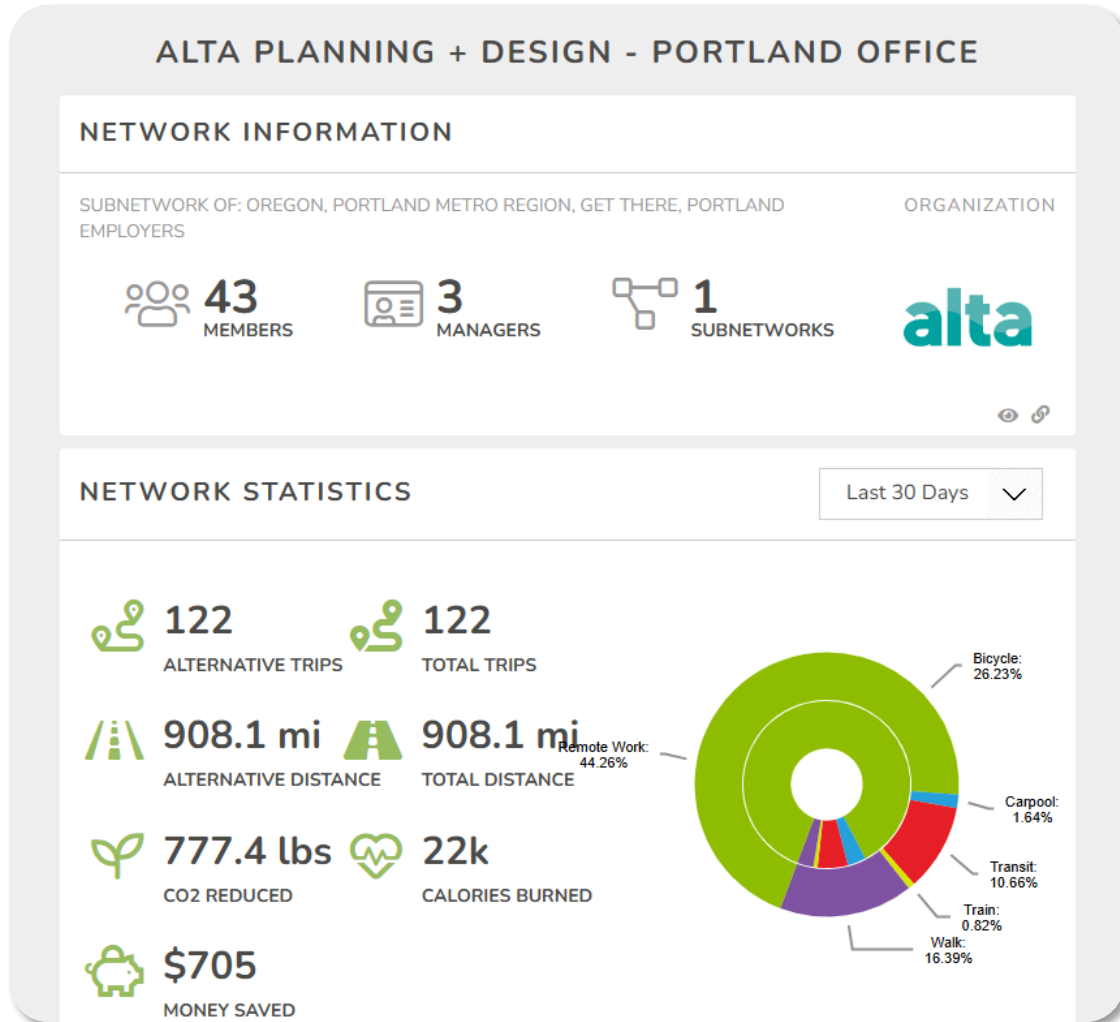
Statewide Initiatives Approach

Event Name	Dates	Transportation Focus	Scale
Get There Challenge	October	<ul style="list-style-type: none"> All trips All modes 	Statewide
Get There Commute Challenge	April	<ul style="list-style-type: none"> Commuter trips All modes 	Statewide
Bike Month	May	<ul style="list-style-type: none"> Bike trips 	Regional
Transit Month	June	<ul style="list-style-type: none"> Transit trips 	Regional



Find information about spring events getthereoregon.org/springevents

Get There Connect for Partners



- Emergency Ride Home Programs
- Pool Matching
- Vanpool Programs
- Transportation Options impact statistics

2025 Challenges and Point Programs



- **26** Transportation Option Challenges
- **16** Point Programs, including:
 - 6 county
 - 3 city
 - 3 regional
 - 2 employer
 - 1 neighborhood
 - 1 school

Incentives in Events and Challenges

The Role of Incentives

- Change the *cost-benefit calculations*
- Influence behavior
- Help overcome inertia
- Compensate for perceived downsides
- Singal social or policy priorities
- Create lasting change
- Scale across groups

Common Incentives

- Gift Cards
- Swag
- Company merchandise
- Commuter accessories (e.g., bike gear, umbrellas, reflective items, etc..)
- Custom Badges
- Transit and Micromobility Passes

Incentive Strategies

- **Point-based rewards** – Earn points per trip (e.g., 10 points per bike ride) and redeem them for gift cards, company merchandise, or other prizes.
- **Raffles and contests** – Enter raffles by meeting trip or participation goals (e.g., biking 20 miles in a month, commuting sustainably on 15 days, or logging 10 trips).

Incentive Strategies

- **Short-term campaigns** – One-time or limited-time programs to try a new mode, such as a month-long carpool challenge.
- **Long-term benefits** – Ongoing rewards like cash payouts for trips taken via a specific mode, transit vouchers, or tickets.



Key Takeaway

Networks are important

A Get There Connect network is used to facilitate transportation initiatives at many scales:

- Your workplace
- Your city
- Your region
- Statewide



Key Takeaway

Networks are important

- Get There Connect networks are free to all Oregon employers/partners
- With a network you can:
 - Track organizational metrics (trips taken, miles traveled, CO2 saved, calories burned)
 - Hold your own events or challenges that offer *your own rewards and incentives*



Request a new network
[Getthereoregon.org/
EmployerSignup](https://getthereoregon.org/EmployerSignup)

Wrapping Up



Contact us:

- **ODOT SRTS:** info@oregonsaferoutes.org
- **Get There:** info@getthereoregon.org

Key Takeaways:

- **Events and challenges create opportunities** to try active and shared travel modes (and learn how to do it!).
- **Incentives** can **encourage participation**.
- **Partnerships** create broader reach and more successful events!
- Providing **free promotion materials and event resources** sets partners up for success, especially those with limited time and resources.

Questions



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- **Get There:** info@getthereoregon.org