

Personal Travel Encouragement

Personal Travel Encouragement (PTE) Programs are individualized marketing programs based on the successful SmartTrips model that has demonstrated a 9 to 13 percent reduction in drive-alone trips in target areas.

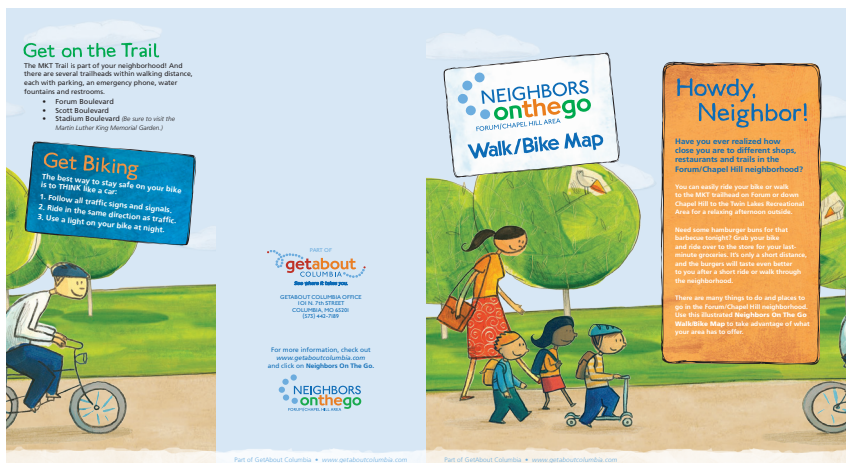
Unlike traditional employer-based TDM (transportation demand management) programs, the PTE approach focuses on home-based discretionary trips, using a responsive and positive approach to lower perceived barriers to bicycling and walking.

Alta excels at customizing our PTE offerings to fit the needs of jurisdictions. We provide services ranging from high-level (such as delivering a full multi-year program) to first steps (such as an opportunity analysis to prepare a jurisdiction for future PTE implementation). Our services include:

- GIS analysis of best target area
- PTE quickstart: producing a timeline, analysis of existing resources and identification of resources (e.g. maps), recommendations for communications
- Advising local teams on implementation
- Managing implementation
- PTE program grantwriting
- Map and materials design
- Media outreach and program evaluation
- Program sustainability recommendations



Alta worked with Marin County, California, to implement their Countywide Non-Motorized Transportation Pilot Program. Here, Alta staff educate Marin residents on biking and walking opportunities.



Columbia, Missouri was selected as one of four national communities to participate in the Nonmotorized Transportation Pilot Program. As part of this project, Alta managed the development of the Neighbors on the Go program, an individualized marketing program based on the award-winning SmartTrips program model.



The Juanita In Motion program reached 4,000 households in Kirkland, Washington with a community dialogue approach to reducing drive-alone trips.