



commute options

2024 ANNUAL REPORT



2024 Annual Report

Commute Options is dedicated to innovative transportation options that connect people of all ages to the places they go – employees to their workplaces, students to their schools, and neighbors within their communities. We champion active transportation and infrastructure improvements, fostering essential partnerships, and educating the community on transportation options.

Mission Statement

Commute Options increases access to transportation options across Oregon.

Vision Statement

We envision communities using safe, convenient, and reliable transportation options that result in healthier individuals, a cleaner environment, and a stronger economy.

2024 Staff

Brian Potwin - *Executive Director*

Whitney Bennett - *Education Program Manager*

Indigo Larson - *Oregon SRTS Technical Assistance & Vanpool Program Manager*

Marika Tammaru - *Safe Routes to School Coordinator*

Lucy Stout - *Communications and Program Coordinator*

Tina Brubaker - *Safe Routes to School Assistant*

Kim Curley - *Community Engagement Coordinator (former)*

Shelby Sauer - *Program & Administrative Coordinator (former)*

2024 Board of Directors

Neil Baunsgard - *Board Chair*

Marshall Greene - *Treasurer*

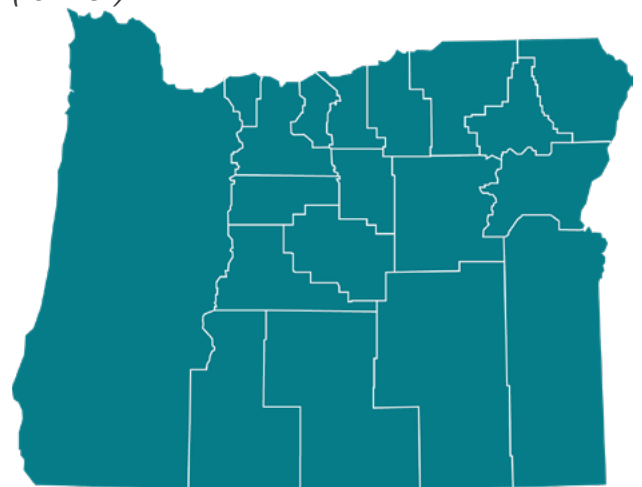
Zechariah Heck - *Secretary*

Jerry Huegel - *At Large*

Mark Russell Johnson - *At Large*

Jovi Arellano - *Ex Officio Member*

Noelle Copley - *At Large (former)*



In 2024, Commute Options expanded to increase access transportation options across the entire state of Oregon.

Top Accomplishments

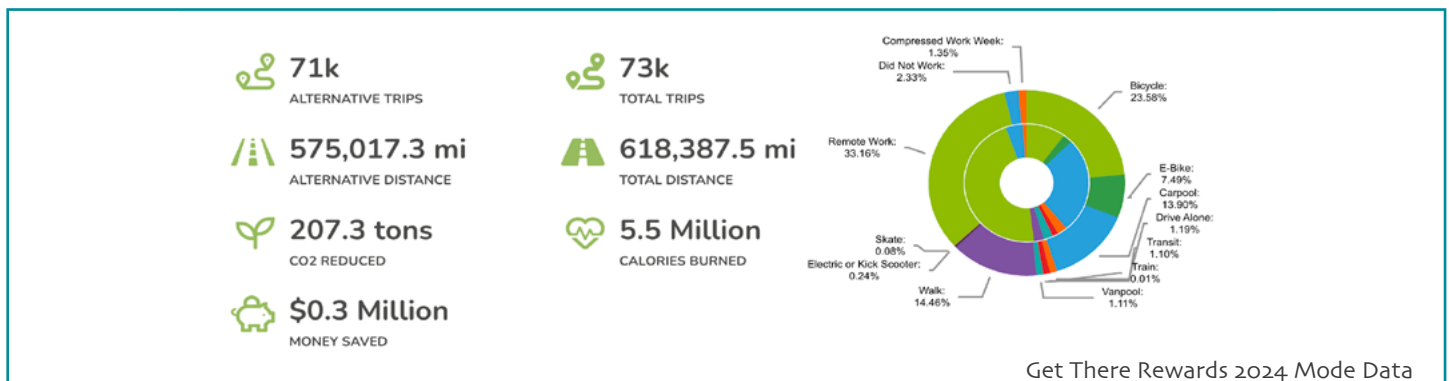
1. **Safe Routes to School Encouragement.** Led five Walk + Roll to School Day events with over 500 participants throughout the school year.
2. **Safe Routes to School Education.** Instructed Safe Routes to School Education to over 3,000 students at ten schools in the Bend-La Pine School District.
3. **Oregon Safe Routes to School Education.** Commute Options is part of a statewide team that hosted 10 webinars, 4 meetings, and 33 regional hub sessions to support Safe Routes to School in Oregon. The JumpStart program grew its fleet to 400+ bikes, coordinated Walk+Roll Days, and developed safety activity kits and guides. Oregon ranked #1 in Walk+Roll Day participation!
4. **Oregon Friendly Driver.** Completed Oregon Friendly Driver Strategic Plan and Marketing Plan in the new role as Statewide Program Administrator.
5. **Oregon Friendly Driver.** Instructed OFD in a record number of Driver Education Class across Oregon, 420 new drivers are on the road as Certified Oregon Friendly Drivers.
6. **Get There Rewards.** 243 New Users registered in Get There bringing the total users to over 3,966.
7. **Get There Rewards.** Bend City Council launched the “Week Without Driving” initiative to encourage residents to reduce car use for one week. This initiative, apart of the Get There Car Free Challenge, had 743 participants.
8. **Vanpool.** Provided 15 different companies with vanpools for their employees to use for their daily commute to work. Collectively we served 280 individuals.
9. **Vanpool.** Launched vanpool pilot programs in both Hood River County and Malheur County, with funding to fully subsidize two vans in each county.
10. **Electric Bicycle Safety Education.** We continued our efforts to enhance electric bicycle safety by updating and maintaining a free online safety education course aimed at promoting safe riding practices for both new and experienced e-bike riders on the road.

Programs



get there rewards

Sponsored by the Oregon Department of Transportation (ODOT) Get There Connect and its partners across the state, helps commuters and employers shift business practices and work habits one trip at a time. Commute Options' [Get There Rewards](#) program changes personal travel behavior, improving health, saving money, and reducing parking needs. Incentives come to employees through the Get There Rewards program, which encourages use of walking, biking, carpooling, vanpooling, remote work and compressed work week instead of driving alone. In 2024, 243 New Users registered in Get There bringing the total users to over 3,966. Get There Rewards network logged 71,000 alternative trips. These trips alone saved 572,854 miles of driving on our roads and reduced carbon emissions by 206.7 CO2 grams. This year, through Get There, \$0.3 million was saved on gas, and a collective 5.5 million calories were burned by opting for physical forms of transportation.



In 2024, Bend City Council launched the “Week Without Driving” initiative to encourage residents to reduce car use for one week. This initiative is part of the Carfree Get There Challenge, running from September 16 to 22, and ending on World Car Free Day, an international event promoting alternative commuting. The challenge encourages biking, walking, carpooling, and public transit to reduce solo driving. This year, 743 participants took part, completing 3,001 trips and covering 21,536 miles. The shift away from driving alone saved participants \$10,000 in commuting costs. Through the Week Without Driving and the Get There Challenge, Commute Options and Oregon aim to build a culture of sustainability, demonstrating how small changes in commuting habits can benefit both individuals and the community.



In 2024 [Oregon Friendly Driver](#) reached people who drive through the Oregon Friendly Driver Online Course, as well as through in person classes that were offered across Oregon. We traveled to conferences across the state to present on the program and increase participation in the online course. Driver education teachers have integrated the materials into their curriculum and regularly invite our instructors to teach the training during their driver education classes. In 2024 we focused on developing the Statewide Strategic Plan and Marketing Plan, increasing our in person classes across the State, and upgrading our [online course](#).



**Oregon Friendly Driver:
Statewide Program Strategic Plan
2024-2026**

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[Oregon Friendly Driver](#) is a course for people who drive that helps to educate on how to safely use the roadway with people who are walking and biking. The training is provided as a Live Webinar, Online Course, and the in-person class; which all include pre- and post-tests.



Oregon Friendly Drivers learn about proper use of bike lanes

Participants learn about:

- The safest ways to utilize the roadway network.
- The rules of the road for people driving, people riding bicycles, and people walking.
- How to avoid common crashes.
- How people riding bikes use the road and how people driving can respond.
- How to use roadway features: sharrows, bike lanes, and rapid flashing beacons.

Last year 948 participants successfully completed the class, received an Oregon Friendly Driver Certificate, and became a more friendly driver on our roadways.



SafeRoutes

Oregon Safe Routes To School



[Safe Routes to School](#) is one of Commute Options' foundational programs and is part of a national network of providers bringing walking and biking education and encouragement to students. We do this through a combination of walking and bike safety instruction across Central Oregon, as well as encouragement events throughout the year. Commute Options is also a member of the Oregon Safe Routes to School Technical Assistance Provider team, which provides Safe Routes practitioners throughout the state with tools to build and expand their programming.

Safe Routes to School Education Program

Spring and Fall 2024 brought lots of opportunities to implement Safe Routes to School programming in our partner schools. We offered walking and biking education at schools in the Bend La Pine and Sisters School Districts. In addition to being at schools, we were able to reach more of our community throughout the summer by offering bicycle education at The Environmental Center's Eco Hero Camp.

Winter Walk to School Day

On February 7th, 2024, we celebrated Winter Walk to School Day to remind our students to keep walking through the seasons. We hosted an in-person Walk to School Day event at Ponderosa Elementary where students and parents joined us for a group walk to school. We created a Winter Walking Bingo challenge and awarded participants Walk + Roll Prizes for participation.

Earth Day Walk to School Day

On April 22nd, 2024, we celebrated Earth Day with a Walk to School Day event at Bear Creek Elementary. Students received native seed packets to scatter in their community and enjoyed a group walk to school.



Safe Routes to School

May Walk + Roll Challenge

On May 8th, 2024, we celebrated May Walk and Roll to School Day. We hosted in-person events at Ponderosa, Lava Ridge, Pine Ridge, and Elk Meadow Elementary schools. Students across the district had the opportunity to log their trip for the chance to win a prize and two students were awarded the grand prize this year, taking home new scooters. The Walk to School Day was promoted to schools across Central Oregon.

Fall Walk + Roll to School Day

On October 19th, 2024 we celebrated Fall Walk + Roll to School Day in schools across Central Oregon, encouraging students and their families to get outside and walk or roll. We hosted in-person Walk to School Day events at Juniper, Pine Ridge, Lava Ridge, Ponderosa, and Bear Creek Elementary Schools. Students across the district had the opportunity to log their trip for the chance to win a prize and 10 prize winners received Walk + Roll goodie bags.

Ruby Bridges Walk to School Day

On November 14, 2024, we celebrated Ruby Bridges Walk to School Day to remind our students about the impact Ruby Bridges made on the civil rights movement and make connections to today's collective efforts for change. For this event students and their families gathered with us at Ponderosa Park to enjoy hot cocoa, a few words about Ruby Bridges, and then a group walk to school. It was a wonderful opportunity for families to connect, learn, and get a few extra steps into their day.



Bike Night

Oregon Department of Transportation Safe Routes to School



ALTA • COMMUTE OPTIONS • THE STREET TRUST

Commute Options provides support to statewide Safe Routes to School efforts as a part of the Technical Assistance Program team. In 2024, we hosted 13 webinars and statewide meetings, and led 11 regional meetings for SRTS practitioners in Central, Eastern and Southern Oregon. We continued to lead the Oregon SRTS statewide communication efforts, and help with the design and implementation of bicycle and pedestrian safety courses across the state. We worked on creating a high school SRTS program that will be unveiled and piloted in 2025.

Oregon SRTS Quarterly Meeting



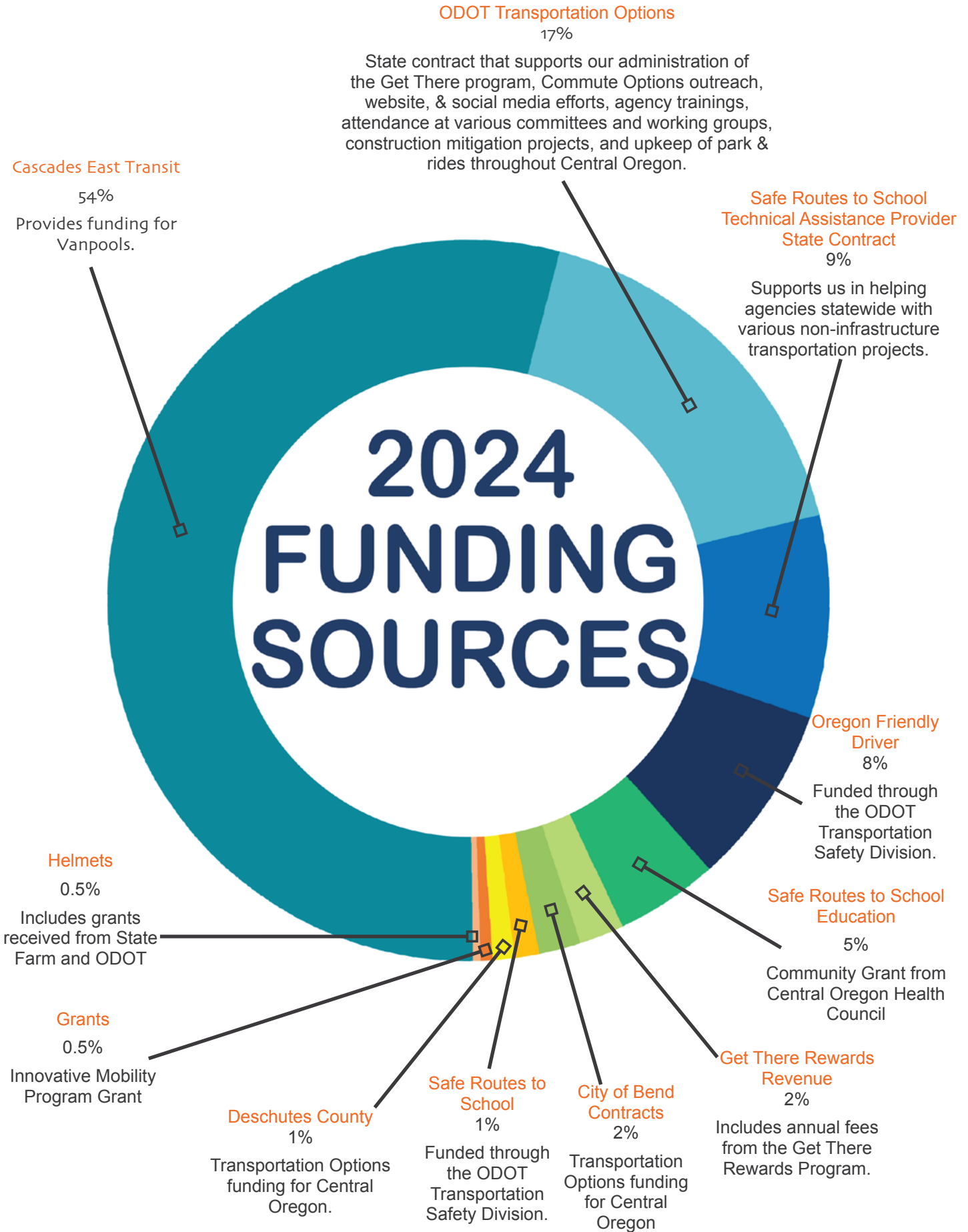


In late 2024, our vanpool program faced a funding change, which led to a reduction in the number of vans in operation. However, by the end of the year, the program saw an uptick in new participants, resulting in a gradual increase in the number of vans on the road. A vanpool consists of four or more employees who share a ride to and from work on a regular schedule. The program includes a vehicle, insurance, roadside assistance, and carpool matching, all covered by a monthly lease fee. This cost-effective and sustainable commuting solution benefits both employers and employees. In 2024, we provided vanpool services to 15 companies and agencies, helping their employees with daily commutes. In total, we served 280 individuals, reducing the number of cars on the road.

This year, we also had the opportunity to partner with the Mid Columbia Economic Development District to fully subsidize two vanpools in Hood River County. Additionally, we introduced new vans for the Warm Springs community and began collaborating with Malheur Council on Aging and Community Services to pilot a vanpool program in Malheur County.



2024 FUNDING SOURCES



Thank you to all our sponsors in 2024



And so many more...



Commute Options 2024 (Left to Right): Jerry Huegel, Brian Potwin, Indigo Larson, Whitney Bennett, Jovi Arellano, Marshall Greene, Kim Curley, Lucy Stout, Marika Tammaru, Mark Russell Johnson, and Noelle Copley. *Not pictured: Neil Baunsgard, Zechariah Heck, and Tina Brubaker.*

THANK YOU!

