



**commute  
options**

**2025**

**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.



## Our Vision

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

## Our Mission

Commute Options increases access to transportation options across Oregon.



## 2025 Staff

Brian Potwin - Executive Director

Whitney Bennett - Education Program Manager

Indigo Larson - Active Transportation Programs Manager

Aoibhe Richardson - Transportation Options Coordinator

Lucy Stout - Communications & Program Coordinator

Marika Tammaru - Safe Routes to School Coordinator

Lara McCormick - Rogue Valley Safe Routes to School Coordinator

Carina Forsell - Education & Special Projects Coordinator (former)

## Board of Directors

Neil Baunsgard - Board Chair

Marshall Greene - Treasurer

Jerry Huegel - At Large

Mark Russell Johnson - Secretary

Jovi Arellano - Ex Officio Member

# Top Accomplishments

- Safe Routes to School programming reached over 3,000 students at nine schools in Central Oregon.
- Safe Routes to School programming distributed over 400 helmets to students in need. In addition, we hosted four Walk & Roll to School Day events throughout the Bend-La Pine School District.
- The Oregon Safe Routes to School team led Oregon to rank #1 in National Walk+Roll Day participation! Additionally, the JumpStart program grew its fleet to 400+ bikes for bike safety programming, including an adaptive bike fleet to provide options for students with intellectual and developmental disabilities.
- Oregon Friendly Driver tracked a 134% increase in online course participation this year and added 1,347 Certified Oregon Friendly Drivers to our roads.
- The Get There Car Free Challenge had a total of 969 participants, and of those, 272 represented the Commute Options region in Central and Eastern Oregon, logging an incredible 3,905 non-drive-alone trips during the challenge period.
- The community showed up for the Get There May Walk & Roll Challenge. We had a 20% increase in participation from last year, with a total of 2,030 walk and roll trips logged during the two-week challenge.
- Vanpool provided 94 individuals with vehicles for their daily commutes, totaling over 15,000 miles of carpooled trips.
- Safe Routes to School education expanded to Southern Oregon with the addition of our new Rogue Valley Safe Routes to School Coordinator. Safe Routes programs reached over 1,370 students in Southern Oregon.
- 709 individuals completed our online E-bike Safety Course, expanding their knowledge of best practices for riding e-bikes as well as updated Oregon state laws for e-bikes.
- The E-Bike Rebate program awarded 70 e-bike rebates of \$1,800 each through a phased lottery.

# Programs



E-BIKE COURSE

Oregon Department of Transportation  
Safe Routes to School



ALTA - COMMUTE OPTIONS - CYCLE OREGON - THE STREET TRUST



get there  
connect



Vanpool



# Oregon Safe Routes to School



Commute Options provides support to statewide Safe Routes to School efforts as part of the Technical Assistance Program team, which provides Safe Routes practitioners throughout the state with tools to build and expand their programming.

This year, the TAP team hosted statewide webinars, statewide meetings, and regional hub meetings to provide resources and support for Safe Routes to School practitioners across the state.

We are proud that Oregon ranked #1 in National Walk+Roll Day participation. In addition, the JumpStart program expanded their fleet to include over 400 bikes for coordinators to use for bike safety programming, including an adaptive bike fleet to provide options for students with intellectual and developmental disabilities.

The TAP team continued helping coordinate walk and roll days, and developing activity kits and guides to help with the design and implementation of bicycle and pedestrian safety courses, walking school buses and much more.

# 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.

This year's Safe Routes to School Bicycle and Pedestrian Education Program reached over 3,000 students at nine schools in Central Oregon. Through our education programs, we distributed over 400 helmets to students in need. In addition, we hosted four Walk+Roll to School Day events throughout the Bend-La Pine School District, including Winter Walk+Roll to School Day, May Walk+Roll to School Day, October Walk+Roll to School Day, and Ruby Bridges Walk to School Day. Other program highlights include hosting a Bike Safety Assembly for middle school students and a Bike Night at William E. Miller and R.E. Jewell Elementary Schools.



# Rogue Valley Safe Routes to School



We've had a ton of growth in the Rogue Valley this year, especially since bringing on a dedicated Rogue Valley SRTS coordinator.

Phoenix-Talent School District held seven Walk+Roll events with 413 total participants, including four events at Talent Elementary alone! We also taught pedestrian safety to 81 summer school students in the Phoenix-Talent District. In Ashland, with help from our community partners, 336 students received bike safety education across five schools. This fall, the JumpStart Learn to Ride fleet came to Medford and has already reached 541 students. Safe Routes to School programming reached over 1,370 students in the Rogue Valley.

Across the region, we participated in five community events where we educated families about Safe Routes to School, and the kids enjoyed helmet decorating, spinning for prizes, and fun incentives. It's been a busy and productive season, and we're excited to keep building on this momentum in Southern Oregon.

# Vanpool



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. We work with Cascades East Transit to serve Central Oregon and Malheur Council on Aging to bring vanpools to Eastern Oregon.

This year, our vanpool program remained steady, providing six different companies with vanpools for their employees to use for their daily commute to work. Collectively we served 94 individuals. Vanpool trips totaled over 15,000 miles of carpooling trips, saving individuals money, reducing traffic congestion, and reducing their carbon footprint.

We continue our efforts with Malheur Council on Aging and Community Service in Malheur County to pilot their vanpool program.

# Oregon Friendly Driver



This year, Commute Options continued to elevate the Oregon Friendly Driver Program across Oregon as the lead statewide administrator. We expanded the marketing efforts, increased in-person instruction, upgraded the website, and traveled to conferences across the state to present on the program.

As the statewide administrator, we increased the amount of training and the number of participants in the online course. We tracked a 134% increase in online course participation this year and added 1,347 Certified Oregon Friendly Drivers to our roads.

- Total online course participants = 496
- Total in-person classes instructed = 63
- Average improvement knowledge = +20%

# Get There Rewards



Sponsored by the Oregon Department of Transportation, 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 a compressed work week instead of driving alone.



The Get There Car Free Challenge encourages participants to explore sustainable transportation methods, such as biking, walking, carpooling, or taking public transit, as ways to reduce the number of people driving alone. This year's Get There Challenge had a total of 969 participants, and out of those, 272 represented the Commute Options region in Central and Eastern Oregon, logging an incredible 3,905 non-drive-alone trips during the challenge period. Our region accounted for 28% of the total statewide participation. The collective action across the state delivered a significant impact, including:

- 44.7 tons of CO2 reduced
- \$78,000 saved by participants choosing alternative modes
- 15,982 drive-alone trips replaced with sustainable travel options

Locally, The May Walk and Roll Challenge has been a staple on the Commute Options calendar. We had a 20% increase in participation from last year, with a total of 2,030 walk and roll trips logged during the 2-week challenge. That led to a reduction in 4,955 lbs of CO2 and savings of \$3,700 when compared to driving alone.

This year we partnered with the Old Mill District and Hayden Homes Amphitheater on a month-long challenge to encourage more sustainable commuting during the month of August, The "August Car-Free Commute Challenge." Designed to encourage concert attendees and folks visiting the district to choose sustainable transportation methods, log their trips on Get There, and be entered to win a \$200 prize package from the Old Mill District.

# E-bike Rebate Program



The E-Bike Rebate awarded 70 e-bike rebates of \$1,800 each through a phased lottery. Over 600 community members applied and also participated in online e-bike safety instruction. To support underserved communities, it included bilingual materials, targeted outreach, and in-person application assistance.

E-bikes benefit the community by providing a clean, affordable, and efficient transportation option that reduces traffic congestion, lowers greenhouse gas emissions, and improves access to jobs, schools, and services, especially for those without reliable car access. Thank you to the City of Bend, the Pacific Power Foundation, BendR Cyclery, and Bend Electric Bikes for helping make this happen!

# 2025 Funding Sources

## Oregon Department of Transportation

### Transportation Options - 31%

State contract that supports our administration of the Get There program, Commute Options outreach, website, social media efforts, agency trainings, attendance at various committees and working groups, construction mitigation projects, and upkeep of park & ride throughout Central Oregon.

## Safe Routes to School Technical Assistance

### Provider State Contract - 7.9%

Supports us in helping agencies statewide with various non-infrastructure transportation projects.

## Oregon Friendly Driver - 25.5%

Funded through the Oregon Department of Transportation Transportation Safety Division.

## Cascades East Transit - 7.8%

Provides funding for Vanpools.

## Deschutes County - 1.1%

Includes donations from Deschutes County.

## Helmets - 5%

Includes grants received from State Farm and Oregon Department of Transportation.

## General Operations - 1.6%

## E-Bike Rebate - 9.7%

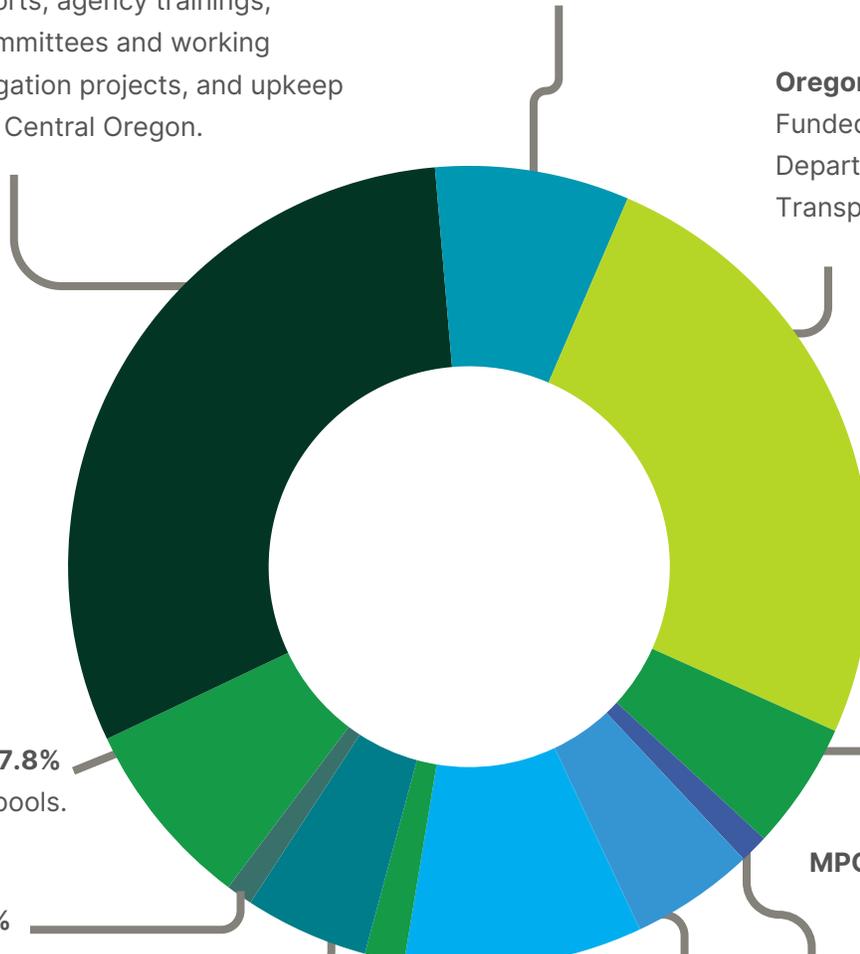
## City of Bend Contracts - 5%

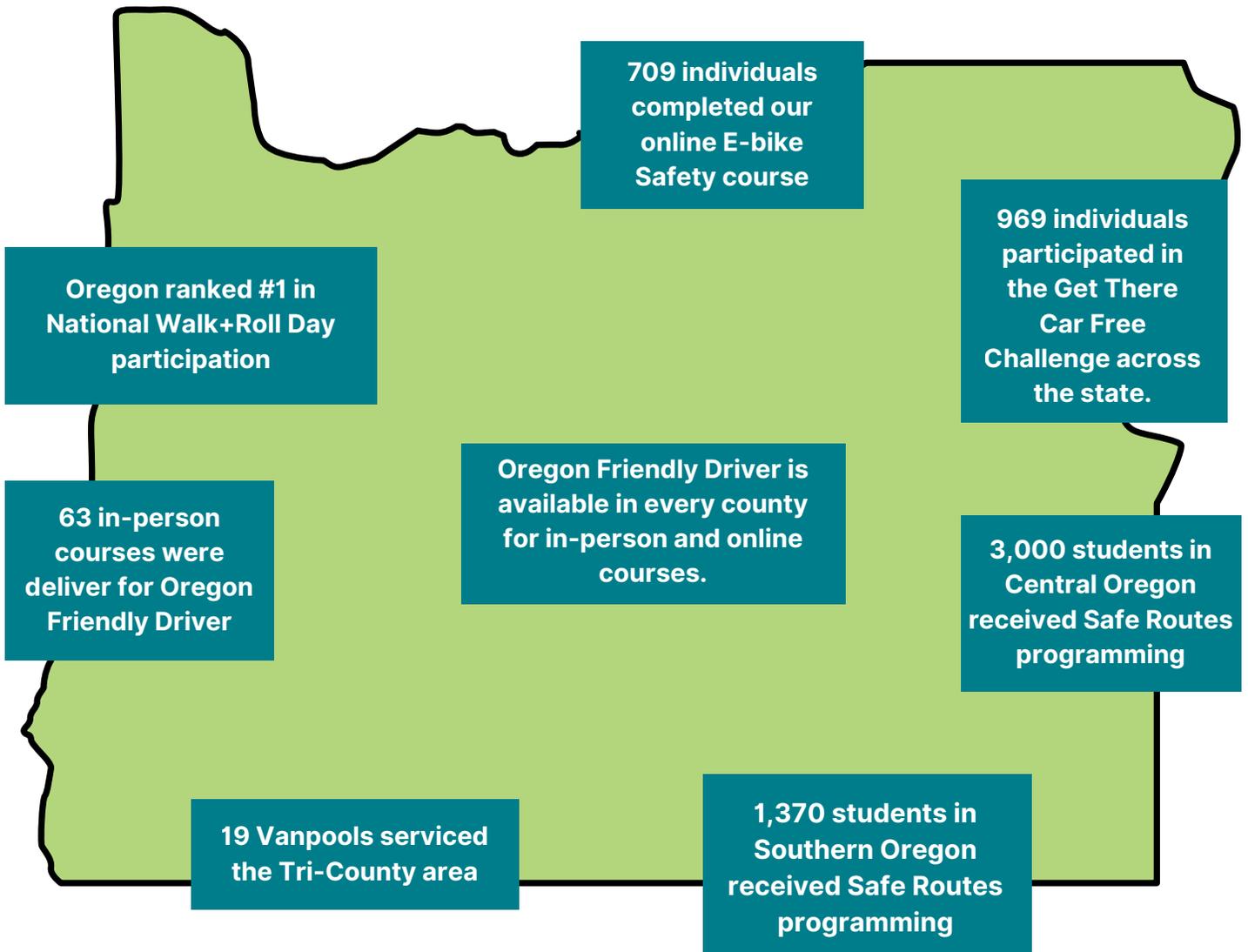
Transportation Options funding for Central Oregon.

## MPO Safe Routes to School - 5.2%

## Get There Rewards - 1.2%

Includes annual fees from the Get There Rewards Program.





**Commute Options has worked to increase access to transportation options across the entire state of Oregon.**

# Thank you for your continued support!



Commute Options team from left to right: Brian Potwin and Toby, Indigo Larson, Whitney Bennett, Carina Forsell, Marika Tammaru, Lara McCormick, Aoibhe Richardson, Lucy Stout

# Thank you to all our sponsors in 2025...



**FOOTZONE**



## & thank you to our partners!

Oregon Department Of Transportation  
Lane Council Of Governments  
Central Oregon Community College  
Commute With Enterprise  
Cascades East Transit  
Bend Metropolitan Planning Organization

Deschutes County  
City of Bend  
Bend-La Pine Schools  
Woom  
Bend Electric Bikes  
The Street Trust