

Where we've been. Where we're headed.



Transforming motorist services across Oregon.



### Safety and security

OTE works with law enforcement and community partners to find solutions to everyday security challenges.

We continue to develop exclusionary law and public education campaigns—striving for the safest rest areas in the nation.



### Mission to improve

We understand that when visitors stop at a rest area for the first time, they're forming lasting impressions of Oregon.

OTE supports Oregon tourism and commerce—by showcasing Oregon at her finest.

We help connect motorists to hidden gems in communities by staffing rest areas with local employees who can point the way to the best the region has to offer.



## 2013 Agency Update to the Oregon Legislature and Partners by Oregon Travel Experience

1500 Liberty Street SE, Suite 150, Salem, OR 97302  
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3 plan view, display station with digital display



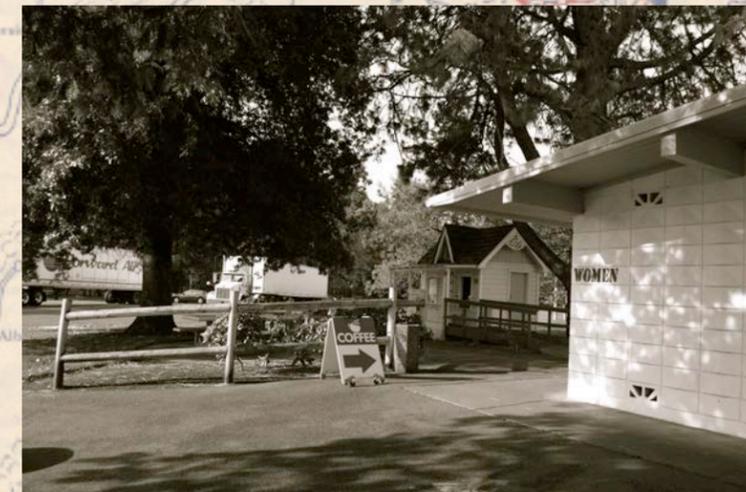
4 front view display station

### From old to new

OTE is at the crossroads of technology and public demand.

From electronic kiosks to TripCheck.com, we're helping to shape the future of travel information.

The goal is to keep pace with technology and the needs of our customers who rely on OTE to research and deliver meaningful products.



[www.ortravelexperience.com](http://www.ortravelexperience.com)



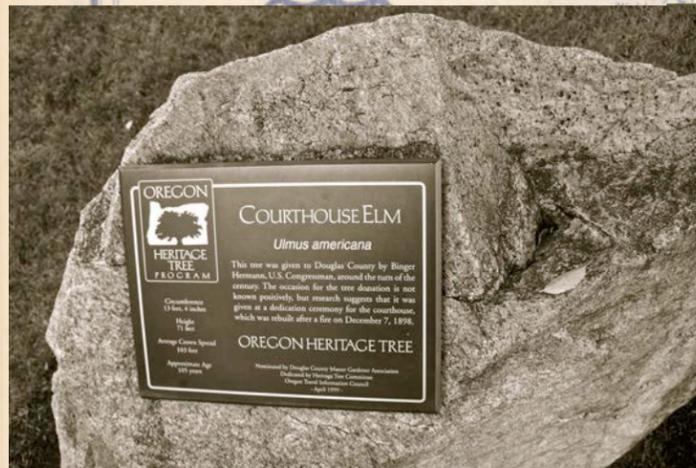
### Business Highway Signs

- OTE served 2,469 sign customers and maintained 4,558 installations with a median annual cost of \$325 per customer.
- Highway business signs drove millions of travelers into local communities from busy Oregon roadways. Sign permit fees generated a self-sustaining revenue to maintain the program and its 7 FTE.
- Projected revenue for the biennium was \$2,100,000.
- OTE reinforced its commitment to maintain a hazard free workplace for all employees.



### The basics of what we supervise

- Total rest areas managed: 20 locations
  - Total visitor count: 16 million users
  - Median cost per visitor: service costs ranged from 14 cents to 43 cents, depending upon location.
- Our rest area staff performed installation and maintenance of wells, septic systems, pedestrian and trucker curbs, parking lot paving, ADA compliant facilities upgrades, onsite offices, and refurbishment of outdated buildings, HVAC systems and plumbing.



### Oregon Heritage Programs

- The official statewide Heritage Tree Program administered oversight to 62 heritage trees. Two significant groves were inducted into the Class of 2013.
- The official statewide Oregon Historical Marker Program maintained 108 interpretive historic markers. Seven new interpretive markers were installed and six refurbished in 2013.
- Volunteer committee members installed markers that were funded in part, by local communities.



### Rest area budget and 2013 projects

- Deferred maintenance completed: \$457,678
- Planned deferred maintenance projects: \$478,200
- 2013 annual operating budget: \$6.4 million
- Staff: 29.2 FTE

As a project sample, OTE staff refurbished and opened restrooms at French Prairie that had been shuttered for approximately 30 years. This facility served a total of 1,444,599 visitors in 11 months.



### Enhanced Driver Safety

- Our value-added Free Coffee Program served thousands of motorists at over 16 highway safety rest areas.
- Program volunteers were recruited from nearby communities and non-profit associations. The coffee they served helped decrease motorist fatigue and reduce highway fatalities.
- OTE provided ADA accessible serving facilities and program administrative support. OTE staff maintained website presence for program scheduling and information.



### Benefits to OTE's staffed rest area model

- Courteous professional onsite staff
- Clean and stocked restrooms
- Safe and welcoming environment
- Attractive facilities and grounds
- Maintained operational infrastructure
- Increased driver safety
- Active community engagement
- Increased economic prosperity

Under OTE's management, Oregon's rest areas have evolved into travel information hubs—helping connect travelers to new experiences.