



OREGON

TRANSPORTATION OPTIONS PLAN
Oregon Department of Transportation

OREGON TRANSPORTATION OPTIONS PLAN 2015



AN ELEMENT OF THE OREGON TRANSPORTATION PLAN | ADOPTED APRIL 16, 2015

Copies of the Transportation Options Plan and supporting materials can be found at the project website:

<https://www.oregon.gov/ODOT/Planning/Pages/Plans.aspx#OTOP>

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OTHER ELEMENTS OF THE STATE TRANSPORTATION PLAN

Aviation System Plan

Bicycle and Pedestrian Plan

Freight Plan

Highway Plan

Public Transportation Plan

Rail Plan

Transportation Safety Action Plan

ACKNOWLEDGEMENTS

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Policy Advisory Committee

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2015

OREGON
TRANSPORTATION OPTIONS
PLAN



AN ELEMENT
OF THE OREGON
TRANSPORTATION
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Adopted by the
Oregon
Transportation
Commission

April 16, 2015

Oregon Department
of Transportation

Transportation
Development Division

Rail and Public Transit
Division

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INTRODUCTION

OREGON TRANSPORTATION OPTIONS PLAN



INTRODUCTION

The Oregon Transportation Options Plan envisions a safe, affordable, and efficient transportation system for Oregon residents, employees, and visitors.

Oregon ranks among the top states to walk, bike, ride transit, telecommute, and share rides. Today, people are choosing to use these transportation options to improve their health and wellness, promote environmental benefits, reduce costs of living, and make more productive use of travel time. Oregon recognizes that the economic vitality and the well-being of residents, businesses, and visitors are enhanced by a balanced and complete transportation system. The Oregon Transportation Options Plan is a step toward ensuring Oregon communities are prosperous, enjoyable, and healthy places to live; places where people of all ages and abilities benefit from active, shared transportation options.

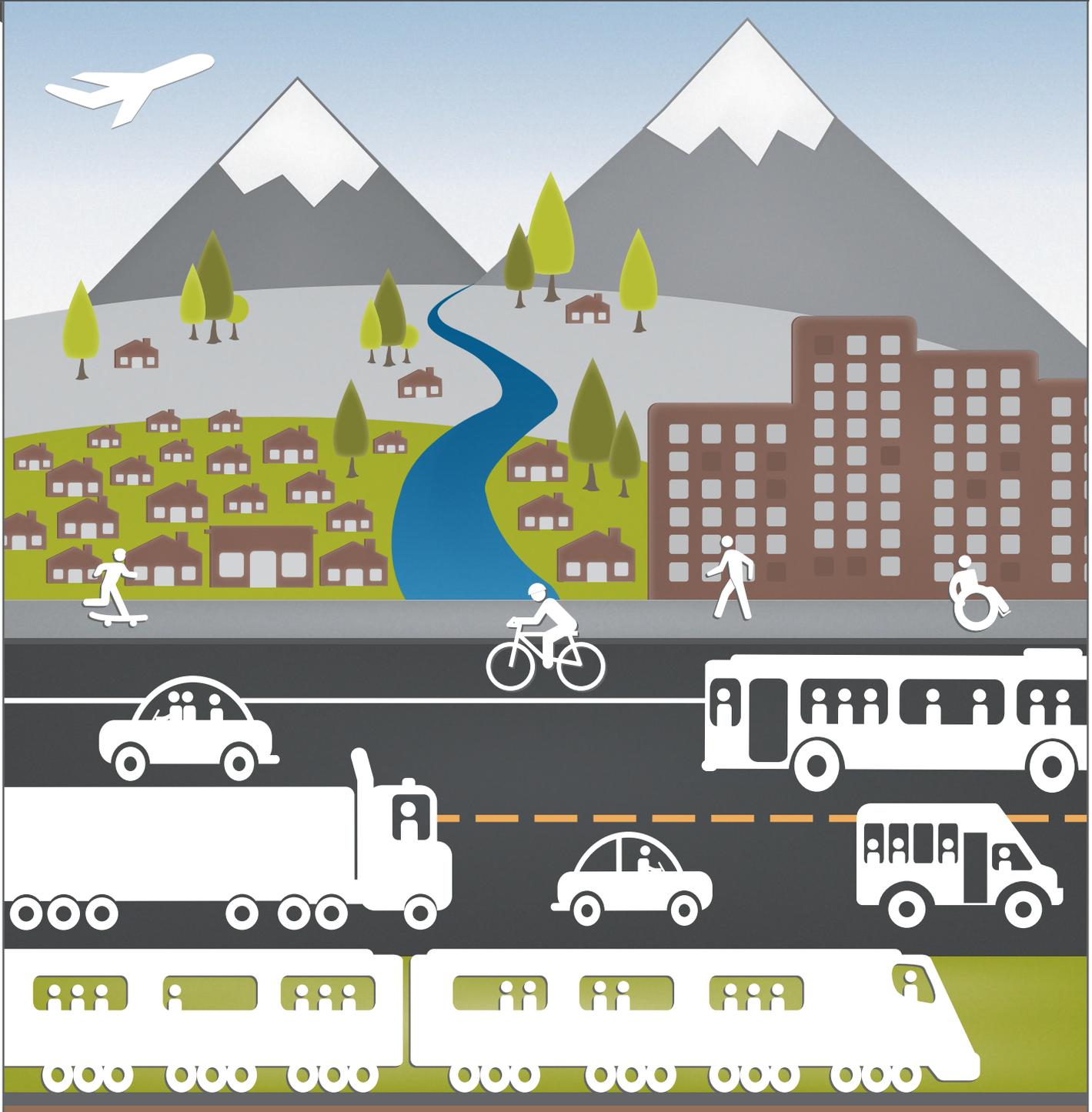


The Oregon Transportation Options Plan is a step toward ensuring Oregon communities are prosperous, enjoyable, and healthy places to live.

Source: ODOT

What is the vision for the Oregon Transportation Options Plan?

Oregon's state, regional, and local transportation systems provide travelers of all ages and abilities with transportation options to access goods, services, and opportunities needed across the state. Public and private investments in a range of transportation options strategies, programs, and services provide travel choice for Oregonians and improve the efficiency with which people and goods move through the transportation system. People in Oregon have better options to travel and can readily access information to choose the options that best meet their transportation needs, budget, and preferences. By using efficient transportation options, people improve the economic, human, community, and environmental health in their communities.





WHAT ARE TRANSPORTATION OPTIONS?

Transportation options strategies, programs, and investments create choice in our state and local transportation systems, allowing people to bike, walk, take transit, drive, share rides, and telecommute.

WHAT'S THE FOCUS OF THIS PLAN?

Oregon topic plans (described in detail on page 4) provide policy guidance for local, regional, and state transportation planning. This Transportation Options Plan focuses on the programs, strategies, and investments that support the efficient use of transportation infrastructure, recognizing that the benefits of transportation options extend beyond the traditional definitions of “managing transportation system demand” or “reducing peak period traffic congestion.” While a number of strategies, such as high occupancy vehicle (HOV) lanes, tolling, and congestion pricing, are important, these strategies are addressed through other planning documents and policy work and are not the focus of this Plan.

OVERVIEW OF THE TRANSPORTATION OPTIONS PLAN

The Oregon Transportation Options Plan provides policy guidance for state and local partners to enhance and expand transportation access for all Oregonians while ensuring that transportation investments are efficient and support broader community goals like growing the economy and improving personal and environmental health. Strategies, policies, and programs described in the Oregon Transportation Options Plan promote efficient use of existing transportation system investments, reducing reliance on the single-occupancy vehicle and facilitating use of walking, biking, transit, rideshare, and telecommuting. While transportation infrastructure and operations are critical to the success of a balanced transportation system, this Plan focuses on the programs, strategies, and investments that support the efficient use of transportation infrastructure.



The Transportation Options Plan is an investment in the future of Oregon's transportation system and the transportation needs of future generations.
Source:ODOT

POLICY FRAMEWORK



State transportation policies, programs, and investments are guided by the Oregon Transportation Plan (OTP) last updated in 2006.¹ The OTP is a 25-year plan required by Oregon and federal statutes. It provides a multimodal policy framework for prioritizing transportation programs, improvements, and funding. It does not identify specific projects for development.

The OTP is complemented by several statewide transportation modal and topic plans that further define and implement the OTP. In general, these plans:

- Further define vision
- Refine broad policy
- Identify existing conditions
- Establish implementation priorities

Oregon Topic Plans

Topic Plans include the Oregon Freight Plan and the Oregon Transportation Safety Action Plan. Instead of tackling the issues of just a single mode, these plans define statewide policy for all modes as they relate to the given topic (e.g., safety on Oregon’s roadways). The need for an additional topic plan – the Transportation Options Plan – was identified in response to increasingly diverse transportation needs of Oregon residents and the need to plan for a multiplicity of new transportation modes and programs being introduced by public and private sector providers. The Oregon Transportation Options Plan identifies opportunities to expand transportation choices; looks to increase funding opportunities for transportation options programs and activities; and provides direction to better integrate transportation options into local, regional, and state transportation planning. This plan has been developed under the policy foundation provided by the OTP.

Oregon Mode Plans

Mode Plans analyze a single mode of travel and make recommendations for policy and implementation strategies that inform state facility plans and regional/local plans. Oregon currently has the following mode plans:

- Aviation Plan
- Bicycle and Pedestrian Plan
- Public Transportation Plan
- Highway Plan
- Rail Plan

Regional/Local Plans

The OTP and each of the mode and topic plans inform planning and transportation policy at the local and regional level. Regional Transportation Plans (RTP) and local Transportation System Plans (TSP) carry out the vision for the transportation network’s future in Oregon in a manner that is consistent with state policy. Projects and programs are then prioritized at the local level. In later stages, a funding source is identified for priority projects and they are implemented.

TRANSPORTATION CHALLENGES, TRENDS, AND OPPORTUNITIES

During the next 25 years, Oregon's population is expected to increase by nearly 30 percent – more than one million additional people will be using Oregon's transportation system. The purchasing power of each dollar raised to fund transportation is diminishing.

At the same time, operating, maintenance, and replacement costs of aging infrastructure is placing pressure on transportation budgets. Transportation options strategies can help provide critical mobility and access for more people with less per capita transportation spending.



Source: State of Oregon Office of Economic Analysis Long-Term Oregon State's County Population Forecast, 2010-2050

A number of other trends emphasize the importance of the Oregon Transportation Options Plan, including:

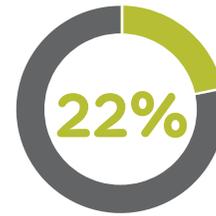
- **Growing economy:** With a growing population and economy, Oregon depends on an efficient, reliable, and affordable transportation system. Expanded transportation options are needed particularly during times of peak travel to maintain competitive commute times, retain and attract businesses, and support efficient movement of freight.
- **Doing more with less:** Oregon's ability to invest in significant new capacity is challenged both by the lack of space to expand roadways and the reduced buying power of transportation funding, requiring jurisdictions to think more broadly about moving people and goods efficiently. The Oregon Department of Transportation and its local partners face long-term funding challenges that will limit their ability to preserve and improve the transportation system in the coming years. The Transportation Options Plan provides guidance for cost-effective strategies to improve the efficiency and use of the existing transportation system.
- **Changing transportation preferences:** Transportation preferences among younger generations are changing – young adults are driving less and many show a clear preference for options to bike, walk, and take transit. The millennial generation² is the first generation in decades that drives less

than their parents and the number of young people with a driver's license is declining.³ Mobile technologies have changed how this generation connects with their peers, how and where they choose to live, how they work, and consequently how they travel.

- **Aging Baby Boomer population:** By 2035, nearly one quarter of Oregonians will be over the age of 65. As Baby Boomers reach retirement, there is a renewed need for expanded transportation options for seniors. While many Baby Boomers will continue to drive, research suggests that many will rely on new and diverse opportunities to travel without having to drive alone.



**POPULATION
AGED 65+ IN
2012**



**POPULATION
AGED 65+ IN
2035**

Source: State of Oregon Office of Economic Analysis Long-Term Oregon State's County Population Forecast, 2010-2050

- **Increasing public health concerns:** Transportation options help address a number of growing public health concerns in Oregon. Diabetes, heart disease, and stroke and their associated risk factors lead to more disability and death than any other conditions in Oregon. Combined, these diseases affect one in seven Oregonians.⁴ Twenty-seven percent⁵ of the Oregon population is obese; by 2030, if current trends continue, this is projected to nearly double to 49 percent.⁶ Even moderate amounts of active transportation such as walking, biking, and even walking to transit stops can result in important health benefits for Oregonians. Awareness of public health and its relationship to active transportation is increasing. Nationwide and in Oregon, efforts are on the rise to increase the use of active transportation to help curtail this trend. The health of Oregonians is also directly connected to transportation safety.
- **Supporting state environmental goals:** Transportation is inextricably linked to the state's goal to reduce greenhouse gas emissions to levels that are at least 75 percent below 1990 levels by 2050.⁷ The Statewide Transportation Strategy: A 2050 Vision for Greenhouse Gas Reduction points to transportation options strategies as one of the key activities to achieve the state emissions reduction goal. Transportation sources make up more than 30 percent of Oregon's greenhouse gas emissions⁸ and are expected to increase to more than 40 percent by 2025 without action.
- **Growth in personal technology:** Reliance on technology is increasing at an unprecedented pace. New technology brings people transportation-related information in real time at the click of a button.



HOW DO TRANSPORTATION OPTIONS BENEFIT VULNERABLE POPULATIONS?

Transportation options are particularly important for vulnerable populations including but not limited to mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with limited English proficiency. These populations may have:

- Limited access to vehicles either due to income levels or the inability to drive a car.
- Mobility challenges.
- Resource limitations that make them dependent on transit or other transportation options to meet daily needs.

BENEFITS OF TRANSPORTATION OPTIONS

The Oregon Transportation Options Plan promotes an efficient, reliable, and affordable transportation system to support Oregon's growing population and economy. Historically, the purpose of transportation options programs and strategies (also referred to as "transportation demand management") has been to reduce reliance on single occupant vehicle travel during the busiest times of day through strategies such as carpooling, high-occupancy vehicle (HOV) lanes, and other congestion mitigation strategies such as tolling and congestion pricing. This Plan recognizes that the benefits of transportation options extend beyond the traditional definitions of "managing transportation system demand" or "reducing peak period traffic congestion." Transportation options programs, strategies, and investments affect how Oregonians travel, where they choose to live, and their overall health. Providing transportation choices to residents, employees, and visitors contribute to the outcomes listed below.



The Transportation Options Plan benefits people of all ages.

Source: Nelson\Nygaard

- **Efficiency:** Maximize transportation system efficiency by increasing capacity of existing infrastructure and services.
- **Reliability:** Manage system congestion and improve the reliability of transportation for people and goods.
- **Reduced cost:** Reduce transportation costs for system providers, operators, travelers, and the general public.
- **Access:** Provide travel opportunities for those who may not otherwise be able to access needed information, goods, and services.
- **Other community goals:** Support state, regional, and local goals related to economy, environment, community, and public health by providing transportation choices.



How can rural communities benefit from transportation options programs?

Typical drivers for transportation options programs include congestion, long commute times, and parking inaccessibility. While small communities may deal with these issues in their downtowns during the busiest times of day, the benefits of transportation options – in both urban and rural communities – extend beyond these typical drivers, including:

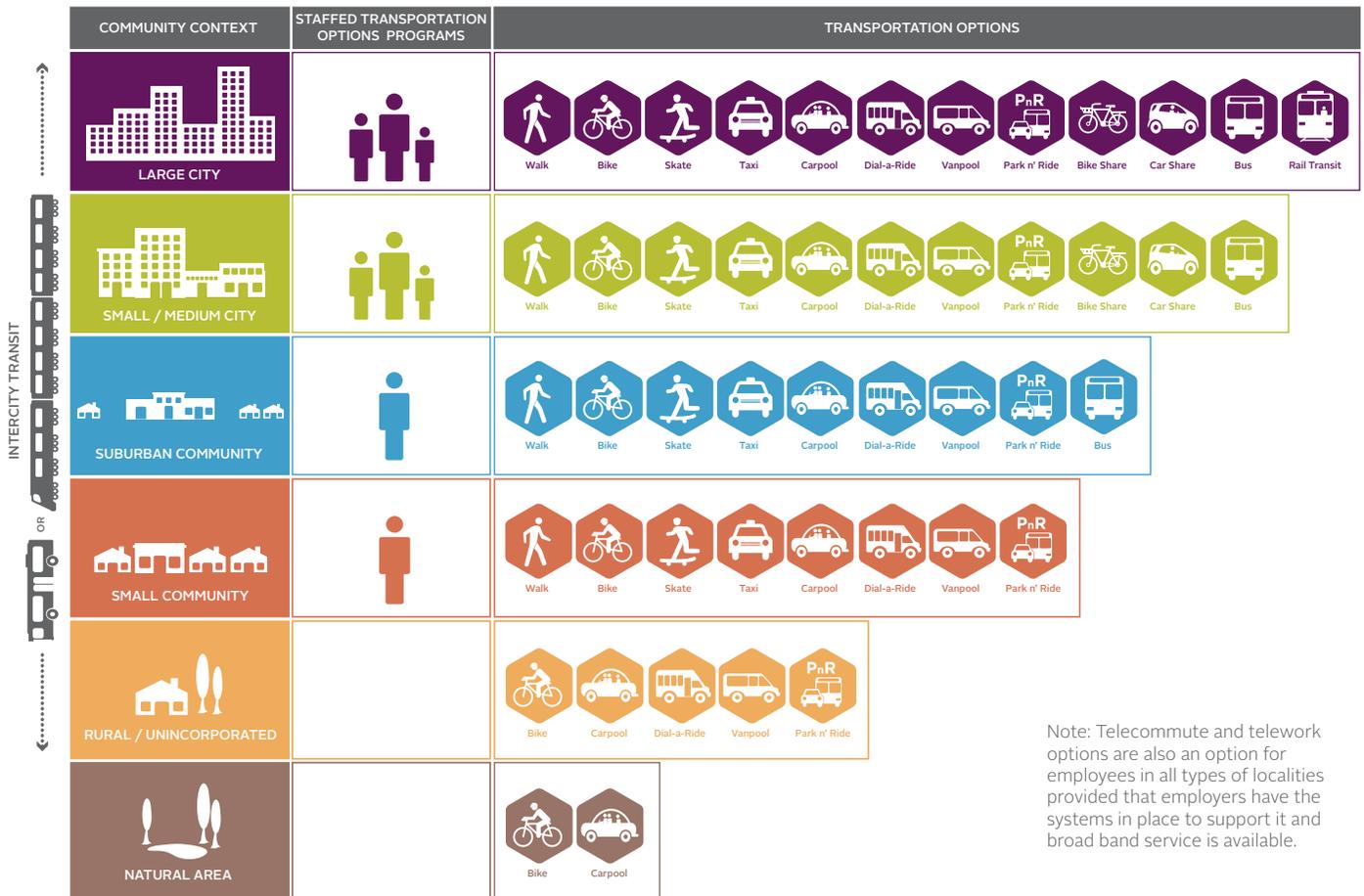
- **Transportation options improve quality of life:** In areas with limited transportation options, people without the means of owning a personal vehicle suffer from isolation, lack of access to medical and other services, and an inability to access employment. These limitations contribute to an overall degradation of quality of life. The availability of transportation options can significantly contribute to Oregonian's economic success and personal well-being.
- **Transportation options are sometimes the only choice:** Transportation options, such as intercity bus service, provide access to jobs and medical services. In rural communities, intercity transit may be the only way people can access these services. In an onboard survey conducted by the Rogue Valley Transit District, one-third of transit passengers noted that they would not have taken the trip if transit was not available.⁹
- **Transportation options induce cost savings:** Trips are typically longer in rural areas and therefore more expensive due to increased wear and tear and cost of fuel. Transportation options present a significant cost saving potential for Oregon households, particularly if the availability of options results in the need to own fewer vehicles.¹⁰

Source: Nelson\Nygaard

TRANSPORTATION OPTIONS VARY BY COMMUNITY SIZE

Oregon is a vast and diverse state – transportation options may be employed differently in a small coastal community, a mid-sized city such as Bend, and in a large urban area like Portland. The Oregon Transportation Options Plan recognizes that the appropriateness and scale of transportation options programs and strategies will vary in different communities and regions. While individualized marketing programs may be prioritized in large communities, rideshare and park-and-ride promotion may be more applicable in smaller communities. The level of transportation options program staffing also varies by geography. In large cities, local jurisdictions and nonprofits have staff dedicated to transportation options promotion and education. Smaller communities may have very few or no dedicated staff to help travelers learn about and access transportation options. However, the availability of dedicated staff is paramount to program success. The graphic below demonstrates how the viability of transportation options and the level of transportation options program staff may vary by local context.

Transportation Options Vary by Community Size



Note: Telecommute and telework options are also an option for employees in all types of localities provided that employers have the systems in place to support it and broad band service is available.

TRANSPORTATION OPTIONS PROGRAMS AND STRATEGIES

While the value of specific transportation options may vary by location and context, the goal of providing better information and travel choice brings value to all Oregonians. The following section provides a brief overview of transportation options investments and example programs and strategies that are in place around the state.

Staffing

Transportation options requires customer focused, on-the-ground staff that work hands-on in communities to provide transportation options information and education to improve awareness of options.

- **Point2Point Solutions** in Lane County has a number of staff dedicated to delivering transportation options to the Lane County region. Staff provide transportation options information and support for employers, schools, and residents and provide program development support for initiatives such as SmartTrips.



Technology & Information

Print and web resources provide tools to access transportation options information and understand transportation costs.

- **TriMet's Multimodal Trip Planner** is an online application that combines transit, biking and walking in one itinerary, making it easier for customers to plan their trips.



Collaborative Statewide Campaigns

Collaborative statewide outreach campaigns improve awareness and use of transportation options through a promotional mix of paid media, educational information, and on-the-ground outreach.

- **The Oregon Drive Less Challenge** is a statewide outreach campaign that encourages people to use options other than driving alone.



Individualized Marketing Campaigns

Individualized marketing campaigns expand awareness of transportation options and are typically targeted at neighborhood, corridor, or employment sites by providing individualized marketing materials in a designated area to encourage people to use alternative modes.

- The Portland SmartTrips program provides individualized marketing materials to residents in targeted neighborhoods.



Rideshare

Rideshare requires both in-person and online resources to coordinate carpool and vanpool ride matches.

- **Community Connection of Northeast Oregon**
Using the statewide Drive Less. Connect. tool, Community Connection of Northeast Oregon in partnership with Northeast Oregon Public Transit promotes rideshare in Baker, Union, and Wallowa Counties.



Soft Infrastructure

Soft infrastructure includes investments outside of the street right-of-way that help travelers use transit, bike, and walk. Examples include bicycle parking, bicycle racks on buses, onsite showers at the workplace, and transit stop amenities including benches, lighting, and real-time information.

- **Rogue Valley Transit District (RVT) Bikes on Buses**
All of the RVT buses in the Rogue Valley are outfitted with triple bike racks to allow riders to combine bus and bike trips.



Incentive Programs

Incentive programs provide a subsidy or added benefit for program participants to encourage the use of alternative transportation modes and report trips.

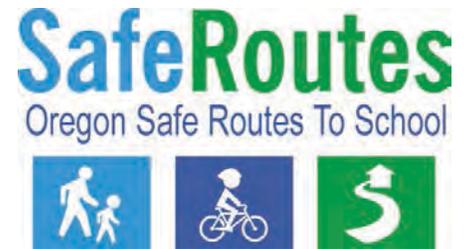
- **The Bend Commute Options Rewards Program** provides incentives for employees at participating employers to log non-SOV trips. Incentives include gift cards and access to the Guaranteed Ride Home program.



Education, Engineering, Encouragement, Enforcement, and Evaluation – The “Five Es”

Programs involve parents, school districts, planners and health officials to improve health, reduce childhood obesity, decrease traffic congestion, improve air quality, and enhance neighborhood safety.

- **The Jefferson County Health Department** coordinates Safe Routes to School (SRTS) programs at Buff Intermediate and Madras Primary Schools. Volunteers from the local hospital provide pedestrian safety instruction to students in 2nd and 3rd grades.



Community Events

Community events allow residents to try a new mode of transportation in a safe, supportive environment.

- **Open Streets Events** in Portland, Wilsonville, Eugene, and elsewhere promote healthy, active living by opening the city’s largest public space - its streets - for people to walk and bike and discover active transportation in a safe, traffic-free environment.



When the conditions for riding a bicycle are comfortable for users of all ages and abilities people have the opportunity to bicycle to meet daily travel needs.

Source: ODOT

TRANSPORTATION OPTIONS PLAN OVERVIEW

CHAPTER 2: Transportation Options in Oregon provides a snapshot of transportation options programs and activities in each ODOT region and statewide.

CHAPTER 3: Challenges, Trends, and Opportunities provides an overview of how transportation options are used today and how they are evolving in Oregon communities and around the nation.

CHAPTER 4: Vision, Goals, Policies, and Strategies documents the policy framework for the Plan, including the vision, goals, policies, and strategies.

CHAPTER 5: Plan Implementation provides an overview of funding opportunities, the opportunity to integrate transportation options into existing planning processes, performance measures, and a discussion about the need for partnerships to move the Plan forward.

APPENDIX A: Glossary includes useful definitions of industry terminology.

APPENDIX B: Summary of Plan Development Process and Stakeholder Outreach provides information on how the Plan was developed and outreach efforts throughout the planning process.

APPENDIX C: Findings of Compliance with Oregon's Statewide Planning Goals ensures the Transportation Options Plan is in compliance with statewide planning expectations.

Other supporting technical information include the Existing Conditions Report, Transportation Options Business Case White Paper, Transportation Options Best Practices, and Vanpool White Paper.

ENDNOTES

1. The Oregon Transportation Plan, adopted by the Oregon Transportation Commission, is the statewide policy document guiding transportation decisions and investments. The OTP is the umbrella policy plan that fulfills the statutory planning requirement for the Oregon Transportation Commission.
2. The “millennial generation” is defined as people born between 1977 and 2003.
3. According to the Federal Highway Administration, from 2000 to 2010, the share of 14 to 34-year-olds without a driver’s license increased from 21 percent to 26 percent. Federal Highway Administration, Highway Statistics 2010—Table DL-20, September 2011.
4. Oregon Health Authority. “Diabetes, Heart Disease, and Stroke in Oregon 2013.”
5. Center for Disease Control. Prevalence of Self-Reported Obesity Among U.S. Adults. 2012.
6. Trust for America’s Health. F as in Fat: How Obesity Threatens America’s Future. 2012.
<http://healthyamericans.org/report/100/>.
7. Oregon Revised Statute 468A.205.
8. Oregon Department of Transportation. Oregon Statewide Transportation Strategy. 2012.
9. Oregon Department of Transportation. Rogue Valley Transportation District On-Board Study. 2011.
10. The Automobile Association of American estimates that it costs \$10,000 per year to own and operate a car.

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EXISTING CONDITIONS

OREGON TRANSPORTATION OPTIONS PLAN

2

EXISTING CONDITIONS

Ranging from urban Portland to rural communities in southern and eastern Oregon, Oregon is home to diverse transportation options programs. In each community across the state, transportation options programs feature different characteristics. From organizational structure and funding sources to programmatic elements, municipalities and partner organizations customize programs to meet the unique needs of the local population, the geography of the community, and the transportation services and infrastructure available.

This chapter provides an overview of transportation options programs across Oregon followed by a discussion of transportation options funding amounts and sources. In addition to the programs documented in this chapter, other efforts by employers, advocacy groups, institutions, private vendors, and human service transportation providers are working to expand the use of transportation options statewide. The complete Existing Conditions Report of transportation options programs in Oregon is available as a separate technical report posted on the Transportation Options Plan website.

STATEWIDE PROGRAMS

Local transportation options programs are supported by a number of statewide efforts managed by both the Oregon Department of Transportation (ODOT) and nonprofit partners.

Oregon Rail & Public Transit Division: Transportation Options Program

The Oregon Rail and Public Transit Division (RPTD) Transportation Options program is housed at the Oregon Department of Transportation and provides coordination between local providers and ODOT staff. The RPTD program provides the following:

- **Technical Assistance:** RPTD helps communities develop alternative transportation methods, including rideshare programs, park-and-ride lots, active transportation, telecommuting programs, and information through technical and grant assistance.
- **Transportation Options Sponsorship program:** This program develops and/or implements new transportation options activities in Oregon. The Sponsorship Program is designed to inspire creativity and innovation in the field and provide funding under the following project categories: strategic planning, education, social equity, promotion, and traffic safety.

Drive less. Save more.

In 2006, the Oregon Legislature directed ODOT to engage in public outreach activities to educate the public about alternatives to driving alone. The statewide outreach campaign – Drive less. Save more. (DLSM) - was first launched in 2009 in the Portland area with funds from ODOT and managed by Metro. In 2010, the program was expanded statewide and ODOT RPTD assumed the management of Drive Less. Save more. The public information campaign has created numerous television and radio ads, billboards, support materials, and internet campaigns to educate the public about transportation options and opportunities to drive less.



Regional Network Administrators help manage the statewide Drive Less Challenge each year. The 12-day competition encourages commuters to drive fewer miles.
Source: drivelessconnect.com

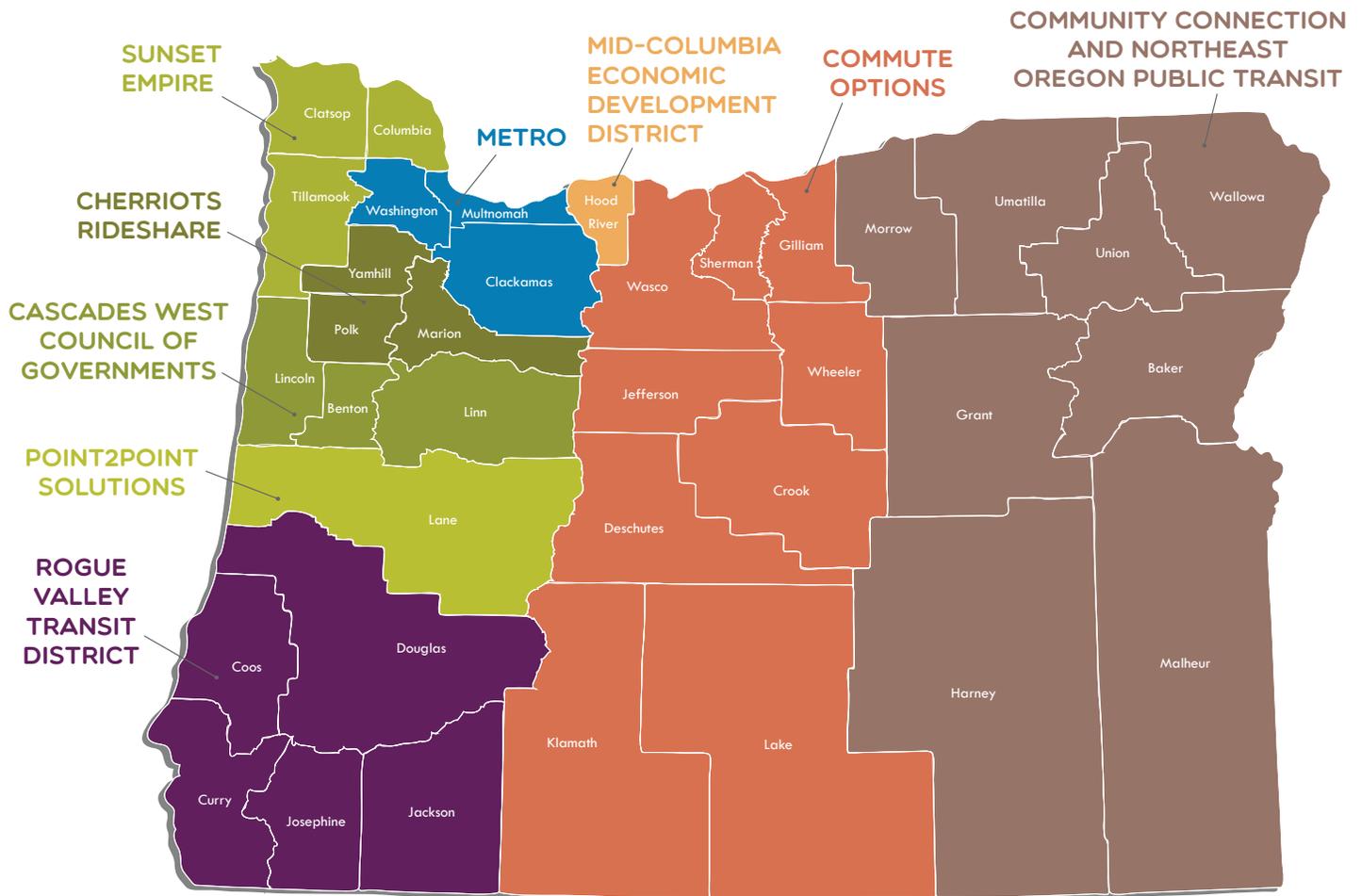
Drive less. Connect.

Drive less. Connect. (DLC) is the state's online rideshare matching and trip logging service. The web service supports seamless ridesharing across state lines by allowing people to set up and manage their own carpool or join an existing carpool. The website also connects "biking partners" to help bicyclists find others who may want to ride together. DLC participants are able to track their rideshare, biketrips, and subsequent monetary savings. Starting in 2012, the RPTD Transportation Options program initiated statewide Regional Network Administrators to help market DLC locally. As of 2014, there are nine Regional Network Administrators, which include transit agencies, city governments, and metropolitan planning organizations (see map following page).

Safe Routes to School

Oregon's Safe Routes to School (SRTS) program is part of a national initiative to increase the rates of bicycling and walking to school. The program initiatives are modeled around the "5-E" concept. The areas of focus are Education, Encouragement, Engineering, Enforcement, and Evaluation. An additional "E" for "Equity," has been included in some municipalities. Participating schools sponsor special events that accompany education and enforcement initiatives. Safe Routes to School programs in Oregon are managed by a range of partners,

Regional Network Administrators for *Drive Less. Connect.*



including school districts, County Health Departments, local jurisdictions, and regional nonprofits. A statewide Safe Routes to School Program was established in 2006, housed in the ODOT’s Transportation Safety Division, and managed in coordination with ODOT’s Active Transportation Section.

Park-and-Rides

Park-and-ride lots are an important component of the transportation system. These lots provide an opportunity for transportation system users to travel to a destination by connecting to other modes of transportation, such as a carpool, vanpool, or transit service. Two initiatives in Oregon document existing park-and-ride lots in Oregon and promote their role in the system: a statewide park-and-ride inventory and an initiative that identifies informal “pop up” sites on ODOT-managed property. The park-and-ride inventory will be linked to the DLC database as one way of providing comprehensive park-and-ride information to the public.

Vanpool

Vanpools in Oregon are operated by private vendors at the local level. vRide and Enterprise are the primary vanpool vendors in Oregon. The Metro Regional

Travel Options Program coordinates vanpooling in the Portland Metropolitan area by providing ridematching services and an initial \$350 monthly subsidy to initiate a vanpool for the first three months of operation.

Valley Vanpool promotes and provides support for vanpools in the regions served by Point2Point Solutions, Cascades West Council of Governments, and Cherriots Rideshare in Northwest Oregon. Each vanpool is assigned to one of the Valley Vanpool partners. Valley Vanpool provides a monthly subsidy to its vanpools based on mileage and vanpool size.

Oregon Employers Large and Small Support Employee Use of Transportation Options

Samaritan Health Services: Corvallis, Oregon

Samaritan Health Services has a corporate office building at Avery Square in Corvallis, Oregon that houses 600 employees. Constrained onsite parking led Samaritan to develop an Employee Transportation Options program. The program offers a monthly financial reward to employees who commute to work by a method other than driving alone. Onsite showers and secure parking are available for employees who bike to work. Currently 185 employees (out of 600) take advantage of the benefit. Samaritan will soon launch a “Go Green. Earn Green” campaign to increase carpooling.

Ruffwear: Bend, Oregon

Ruffwear designs and builds performance dog gear in Bend, Oregon. Long-term sustainability is a company value for Ruffwear, and the company’s commitment to a light environmental footprint is as strong as their desire for their employees to live active lives.

Ruffwear employees have the opportunity to earn \$20 gift certificates through the Bend Commute Options Program when they complete 45 round trips. Ruffwear offers an additional match of \$20 in the employee’s paycheck. Ruffwear also sponsors a three-month long Bike to Work competition. Prizes for the competition include patch kits, bikes socks, and gift cards to a local bike shop.

U.S. Environmental Protection Agency (EPA): Corvallis, Oregon

The U.S. EPA is committed to encouraging their employees to use transportation options in communities large and small. In most large metropolitan areas, the EPA offers transit subsidies. In Corvallis, where transit is already free, the EPA enables their employees to move sustainably throughout their work day. The office provides onsite bikes that are available for transportation to meetings off-site. Administrators also promote the annual Bike Commute Challenge held during the month of September.

Nike: Beaverton, Oregon

The Nike Corporation provides a comprehensive employee transportation demand management (TDM) program for Nike’s world headquarters outside of Beaverton, Oregon.

Since 1992, Nike has experimented with different ways to encourage employees to use commute options. Today’s program includes:

- Shuttle and taxi service. Nike operates a shuttle every 15 minutes to transport employees from the nearby MAX light rail station to the core campus and off-campus buildings. Recently, Nike introduced a free app for smart phones that tracks the shuttles in real time so employees know when to expect the next shuttle. A free taxi service is available for transit riders needing a connection to the less central Evergreen campus.
- Transit subsidy. Nike provides all full-time employees with a discounted universal transit pass, which allows them unlimited rides on all TriMet trains and buses. Employees pay \$30 per year for the pass and Nike pays the remaining cost (about \$1,200 per pass). All employees who do not drive can also take advantage of the guaranteed ride home program.
- On-site services. The core Nike campus has a number of onsite services, all of which help reduce the need for employees to use their cars to access services.

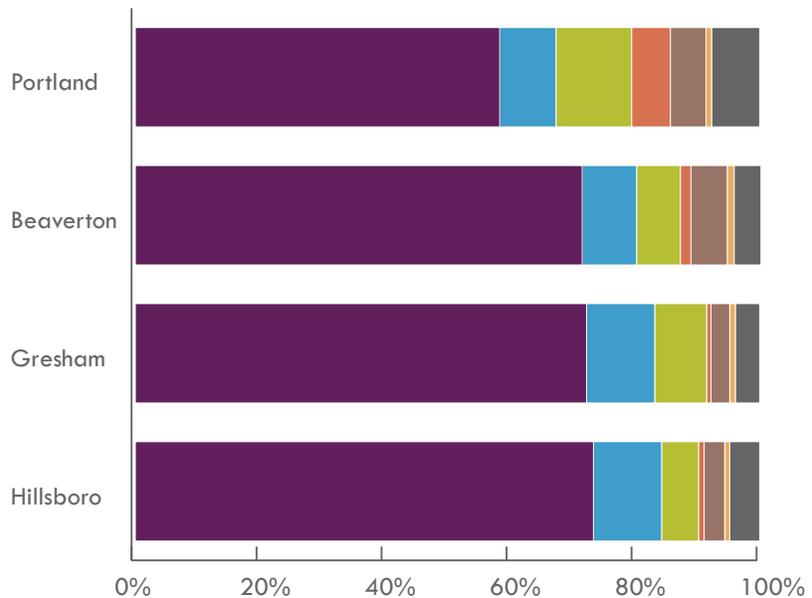


Portland Region

The greater Portland region encompasses Portland, Gresham, Beaverton, Hillsboro, and surrounding areas within Multnomah, Hood River, and Washington Counties. There are about 1.2 million residents living in the region, nearly one-third of all Oregonians. Residents living in the greater Portland region primarily drive alone to work; however, many also take transit, bike, and walk to work, particularly in the more urban areas.

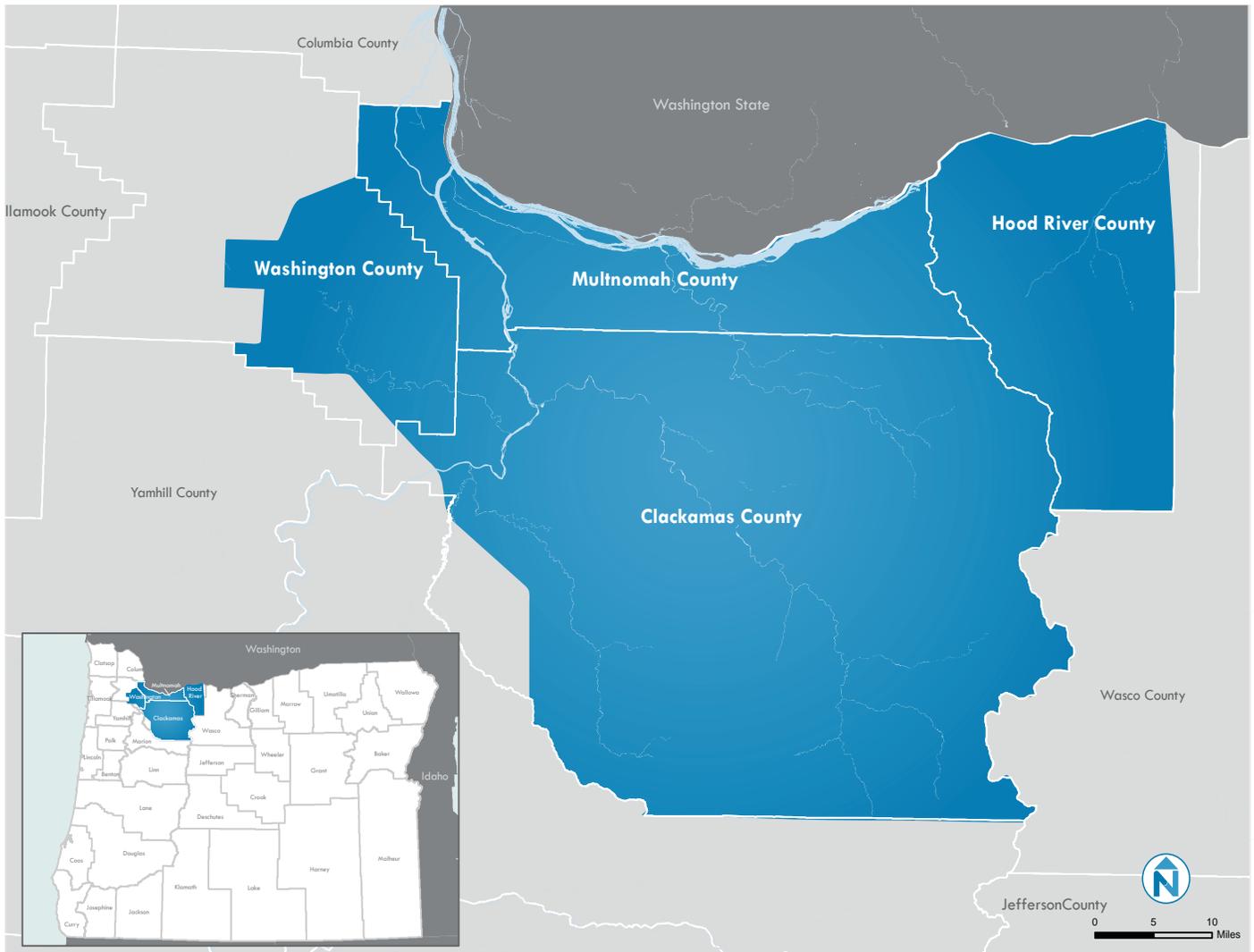
The region hosts many of Oregon’s largest employers. The “silicon forest” of Beaverton-Hillsboro-Forest Grove is home to numerous technology companies, while Portland hosts Oregon Health and Science University and Providence Health Systems. Thousands of other workers commute to education centers, such as Portland Community College and Portland State University. The Portland International Airport, Oregon Convention Center, sports venues, and Columbia River Gorge all bring millions of visitors to the region.

Portland Region
Commute Mode Split for Major Cities (2012)



Source: 2010-2012 American Community Survey 3-Year Estimates

Portland Region Coverage Area



Based on ODOT Regions

WHO ARE THE TRANSPORTATION OPTIONS PARTNERS?

The Portland area is a leader in providing a range of transportation choices. Transportation options providers include public and private entities, transit operators, and local governments.

Metro Regional Travel Options (RTO) Program

The Metro Regional Travel Options program acts as a coordinating body for transportation options funding and program implementation throughout the region. In partnership with regional jurisdictions, nonprofits, and public-private partnerships, the RTO invests in: (1) collaborative marketing, (2) commuter services, (3) traveler information tools, (4) transportation management associations, and (5) the travel options grant program.



SPOTLIGHT ON INNOVATION
Washington Park TMA secures sustainable funding source

A Transportation Management Associations (TMA) is a non-profit organization typically formed to address the transportation needs and challenges of a particular destination with a distinct geographic boundary, such as a business district. The Washington Park TMA was established in 2013 to address growing transportation issues in the park. With more than three million annual visitors, Washington Park is one of the most visited parks in the state. Paid parking was instituted in 2014 to generate funding for transportation improvements and management. One hundred percent of the parking fees are reinvested in Washington Park. The City of Portland estimates that parking revenues will raise \$2 million annually in new revenue. Revenue will be used to fund a free park shuttle, improvements for pedestrians and bicyclists, and TMA administration, among other initiatives. The TMA will receive \$375,000 annually from the parking meter revenue in the park to fund TMA staff and programs.

A large portion of Metro RTO funds are allocated biennially through a competitive grant process, which amounted to approximately \$2.1 million for fiscal year 2014-2015. Metro’s commuter services program also provides dedicated funding to TriMet and Wilsonville South Metro Area Regional Transit (SMART) for employer outreach. Metro is also the dedicated Regional Network Administrator for DLC.

TriMet Employer Outreach Program

TriMet’s Employer Outreach program engages employers and colleges in urban and suburban areas to increase awareness of transportation options. Education and outreach activities include promotional campaigns, direct outreach to employers, and providing online content that employers can use to educate their employees on travel options. The program also offers transit pass programs and survey support to comply with Oregon DEQ’s Employer Commute Options (ECO) Rule.¹



Ride Connection is a non-profit and makes it possible for people to get around. In coordination with community partners, Ride Connection provides customer-focused, safe, reliable transportation options primarily for people with disabilities and older adults in Clackamas, Multnomah, and Washington counties. From public transit training to door-to-door rides, Ride Connection offers a variety of options. Source: rideconnection.org

SMART Commute Options Program

SMART serves the Wilsonville area, including bus connections to Portland, Salem, Canby, and Tualatin. Wilsonville’s SMART Commute Options program includes employer outreach, targeted individualized marketing and other promotional campaigns, Sunday Streets events, wayfinding (including the development of water resistant biking and walking maps), and management of bicycle lockers at local transit stations.



Discover Wilsonville was a year-long individualized marketing campaign that encouraged residents to bike, walk, and take transit.

Source: Images from Turtledove Clemens www.turtledove.com

City of Portland Transportation Options Programs

The City of Portland Transportation Options program serves city residents in coordination with TriMet, Metro, and several Transportation Management Associations. The City's programs include an individualized marketing program² that targets neighborhoods, businesses and new residents; promotional events such as Sunday Parkways; educational programs such as Ten Toe Express, Senior Strolls, and Women on Bikes; Safe Routes to School coordination, and the management of "soft" infrastructure such as bicycle parking. The City will also manage the new bikeshare program.

Transportation Management Associations

Five Transportation Management Associations (TMAs) serve businesses, residents, and visitors in the Portland region. TMAs are typically nonprofit, member-based organizations that provide transportation services in a particular area, such as a commercial district, industrial park, or other large destination. TMAs include:

- Lloyd TMA: The Lloyd TMA helps employers, developers, and government entities to work together to improve the Lloyd business district. The TMA serves 575 businesses, 21,000 employees, and a growing number of residents in the district. Its primary purpose is to establish policies, programs, and services to address local transportation issues and foster economic development.
- Washington Park TMA: The Washington Park TMA serves the more than 3 million annual visitors to the park. The TMA is funded by parking revenue in the park; its programs focus on parking management through pay stations a free park-wide shuttle service, and improved safety and wayfinding for pedestrians and bicyclists.
- Westside Transportation Alliance: The Westside Transportation Alliance (WTA) delivers programs and services to approximately 25 member businesses in Washington County.
- South Waterfront TMA: The South Waterfront TMA provides transportation options information via a website, a monthly e-newsletter, and Twitter. Residents and employees in the South Waterfront can purchase transit passes at the South Waterfront Community Relations office.
- Swan Island TMA: Swan Island TMA expands transit service, improves pedestrian and bicycle access, and increases rideshare opportunities for employees on Swan Island. Considering the importance of freight mobility to Swan Island, the TMA aims to reduce single-occupancy vehicle trips to make freight transportation more efficient.



The Lloyd TMA partners with district businesses and residents to address transportation challenges and opportunities. As a result of the Lloyd District programs, drive-alone trips have decreased from 60 percent in 1997 to 41 percent in 2011, representing a 32 percent decrease in drive-alone trips over 15 years.

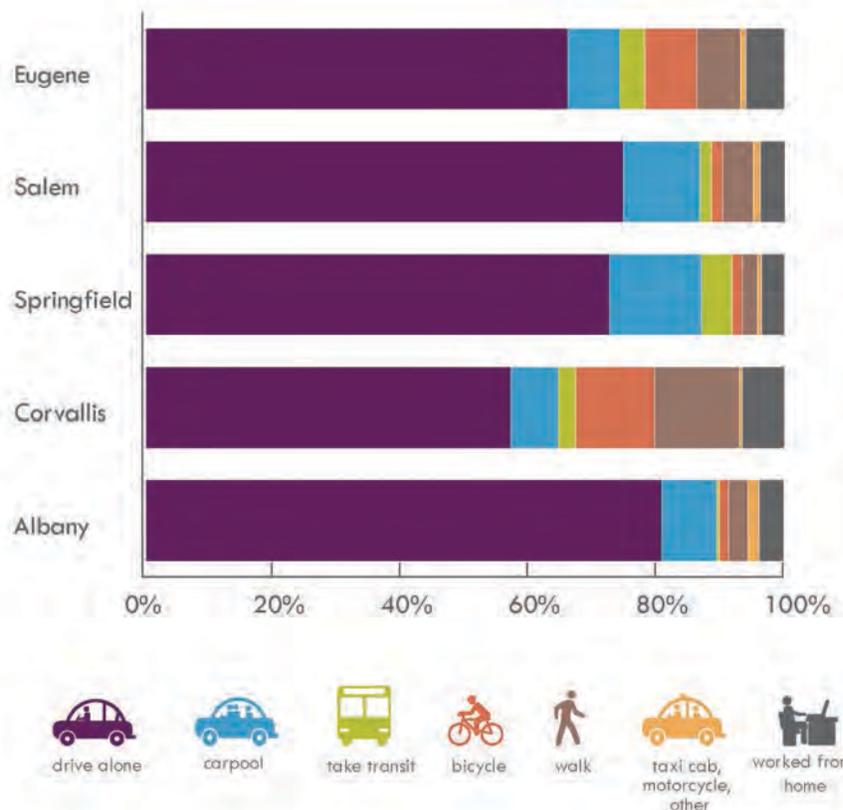
Source: www.golloyd.org



Willamette Valley and North Coast

The Willamette Valley and North Coast includes several of Oregon's largest urban areas, including Eugene, Salem, Springfield, Corvallis, and Albany. These cities contain some of the most prominent employment centers in the state, such as the State of Oregon in Salem, Oregon State University in Corvallis and the University of Oregon in Eugene.

Willamette Valley and North Coast
Commute Mode Split for Major Cities (2012)



Source: 2010-2012 American Community Survey 3-Year Estimates

Willamette Valley and North Coast Coverage Area



Based on ODOT Regions



SPOTLIGHT ON INNOVATION

ODOT Region 2 sets aside STP funds

In 2013, ODOT Region 2 set aside 10 percent of its Surface Transportation Program (STP) Operations funds for five transportation options programs in the Region. The set aside funds will be divided between the five local transportation options programs.

WHO ARE THE TRANSPORTATION OPTIONS PARTNERS?

Transportation options providers in the region are operated by a range of partners, including programs that are operated in partnership with local transit agencies, local city programs, and a program operated with a Council of Governments. Three of the transportation options providers in the region – Point2Point Solutions, Cherriots Rideshare, and Cascades West – have also formed a unique partnership called Valley Vanpool to help promote vanpooling along the I-5 corridor between Portland and Eugene (see sidebar in Chapter 4 for more details).

Point2Point Solutions

Point2Point is the regional transportation options program offering transportation options programming for all of Lane County. The program is housed at Lane Transit District (LTD) but is directed by a regional advisory body representing staff from the transit agency, Lane County, and neighboring cities. Point2Point administers employer programs such as a group transit pass program for employees, School Solutions, and the SmartTrips program, among others. Point2Point is also the Drive less. Connect. Regional Network Administrator for Lane County, providing online ridesharing assistance. Point2Point also partners with the Eugene-Springfield Safe Routes to School Program to administer Safe Routes to School programs in the region.



The Group Bus Pass Program administered by Point2Point allows employers to buy transit passes for employees at a highly subsidized rate. The cost is only \$5.63 per month for each person but the employer must cover all employees regardless of transit use. Participation has increased by 11 percent since 2005 and more than 45,000 employees receive the pass on behalf of their employer. Source: Nelson\Nygaard

City of Eugene Transportation Options Program

The Department of Public Works at the City of Eugene manages a transportation options program. The program partners closely with LTD, Point2Point, University of Oregon and others to administer programs such as SmartTrips Eugene which provides specific neighborhoods with individualized transportation options marketing material. Pending available funding, the City's SmartTrips program targets a new neighborhood each year.

Eugene's transportation options program also administers community events such as Sunday Streets, Breakfast at the Bike Bridges, free helmet giveaways, and other safety and demand management programs.



Cascades West hosts an annual “Get There” campaign to inspire commuters to shift their travel mode. Prizes are donated by local businesses to spur commuters to log their trips on the Drive less. Connect. website.

SOURCE: Corvallisoregon.gov

Cherriots Rideshare

The Cherriots Rideshare program is the Regional Network Administrator for DLC in Yamhill, Polk, and Marion Counties and currently coordinates 45 active vanpools and 15 park-and-ride lots. The program coordinates with employers, Salem-Keizer transit agency (Cherriots), and ODOT staff. In addition to coordinating carpool, vanpools, and bicycle activities, Cherriots also manages an employee bus pass program, emergency ride home program, and outreach activities such as the development of the “WonderWalk” book. “WonderWalk” is a walking guide for the Salem region developed in partnership with the YMCA Partners for Healthy Communities program and Kaiser Permanente.



Cherriots Rideshare is the oldest ridematching program in the state, coordinating 45 active vanpools and 15 park-and-ride lots.

Source: Cherriots.org

Cascades West Rideshare

Cascades West Rideshare is the Regional Network Administrator for DLC in Benton, Linn, and Lincoln counties. Cascades West is housed within the Cascades West Council of Governments’ Community and Economic Development Department. The program manages vanpools (through Valley Vanpool), a Safe Routes to School program, an employer outreach program, and an emergency ride home program.

City of Corvallis Transportation Options

The City of Corvallis program is housed in the Public Works Department. The program markets transportation options – including the city’s free transit service – to Corvallis residents, employees, employers, and students at Oregon State University. The transportation options program staff also work with employers to promote the Drive less.Connect. tool for employees and partners with schools to promote safety and education through the Safe Routes to School program.

Sunset Empire

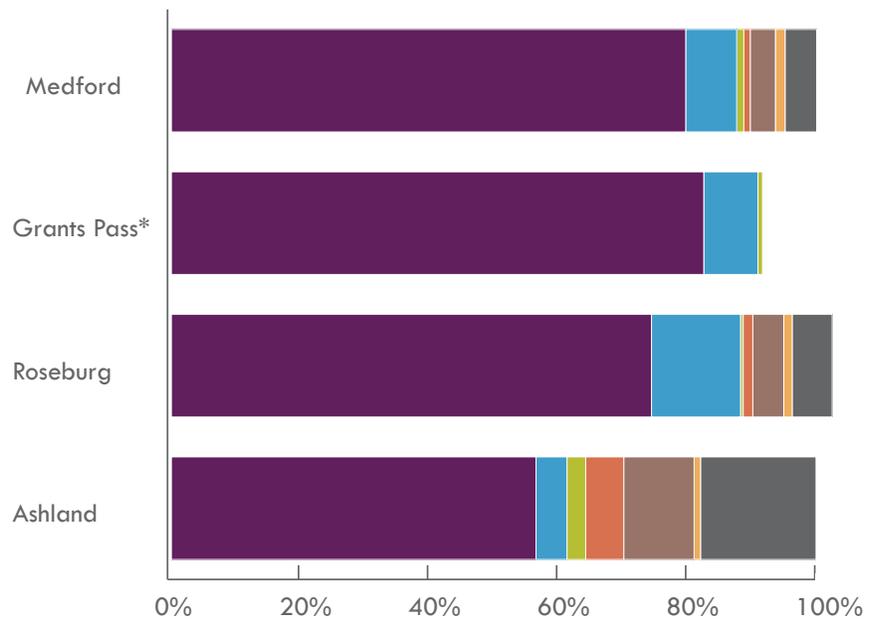
Sunset Empire provides rural intercity bus service in Clatsop County in northwest Oregon. As of 2014, Sunset Empire’s transportation options program is currently in the development stages. The new transportation options program (name pending) will be managed by Sunset Empire and will serve Columbia, Tillamook, Clatsop, and unincorporated Washington counties where no current transportation options program exists.



Southwestern Oregon

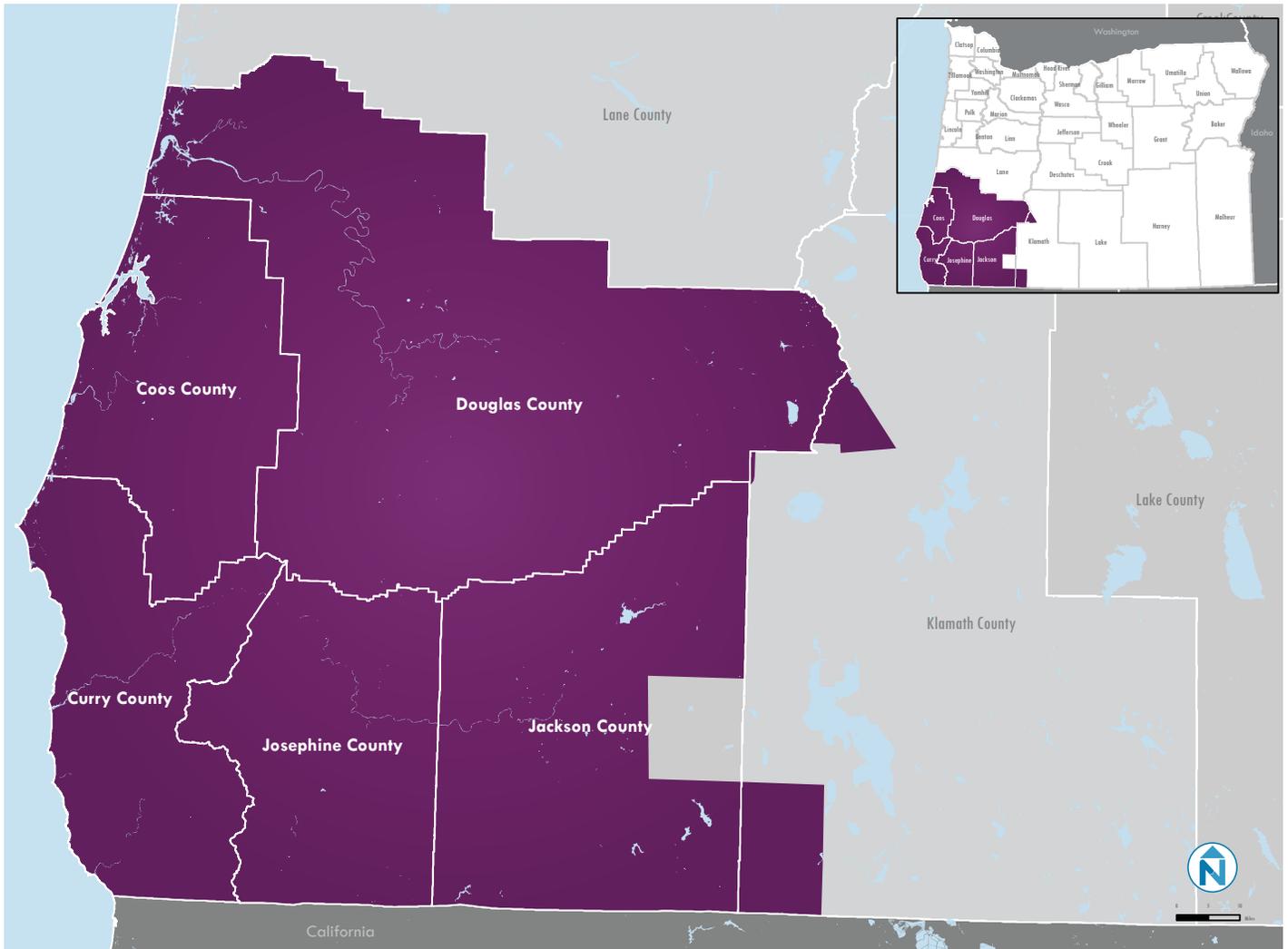
Southwestern Oregon includes Douglas, Coos, Josephine, Curry, and Jackson counties and includes several significant population centers including: Medford, Grants Pass, Roseburg, and Ashland. Medford hosts some of the region's largest employers and Ashland is home to Southern Oregon University with nearly 6,000 students and staff members. The region is also a major tourist destination.

Southwestern Oregon
Commute Mode Split for Major Cities (2012)



*Results do not total 100% due to ACS limitations
Source: 2010-2012 American Community Survey 3-Year Estimates

Southwestern Oregon Coverage Area



Based on ODOT Regions

WHO ARE THE TRANSPORTATION OPTIONS PARTNERS?

Rogue Valley Transportation District (RVTD) is the primary transportation options provider in the region and works in partnership with a number of public and private entities including Jackson County Community Services Consortium, United Way, ACCESS, Rogue Community College, Southern Oregon University, Jackson County Health Department, City of Medford, Jackson County Bicycle Committee, the Metro Medford Downtown Agency, the Bike and Pedestrian Committee at the City of Medford, and the Transportation Commission in Ashland.



SPOTLIGHT ON INNOVATION

Rogue Valley Transportation District offers flexible bus pass programs

RVTD's U-Pass Program provides free or subsidized passes for employees and students. The two options allow flexibility for businesses to find a program that best meets their organization's needs.

The U-Pass Program allows employers to offer free transit passes to employees at a cost of \$3.85 per employee per month. The second option is a group bus pass program for schools and businesses. The program is called "Fare Share" and allows employees to buy bus passes at a significantly reduced price when their employer pays for a 'membership.' The employer pays 45 cents per employee and employees can buy a monthly pass for \$10 per month (versus \$56 sale price). Under this program the employer must pay the membership price for all employees, regardless of whether they plan to purchase the subsidized pass.

Rogue Valley Transportation District Transportation Options Program

The RVTD Transportation Options program includes the following focus areas:

- Education: RTVD provides educational outreach programs, including a bike safety rodeo, safe skateboarding class, a bus commuter skills class, and an Explorer Bus Pass program.
- Public outreach: Staff participate in numerous community events throughout the region to promote transportation options. In addition to festivals and other one day events, staff organize events and incentives for Bike to Work week. They also publish a four-page newsletter that provides information about local events and trip planning tools.
- Employer outreach: RTVD operates the "Fare share" and U-Pass programs, profiled above. In addition to traditional employers, the program is available for schools and a housing authority.
- Rideshare: RVTD is the Regional Network Administrator for DLC for five counties (Douglas, Coos, Curry, Josephine, and Jackson).

goRogueValley is a coalition of partners in the region committed to promoting active transportation established by RVTD in partnership with Jackson County. This group sponsors a webpage (goroguevalley.com) and a Facebook page. They also meet quarterly to provide an opportunity for regional coordination of transportation options efforts.



RVTD offers two group bus programs for employers and schools to choose from, the U-Pass program and the Fare Share program.

Source: www.rvtd.org



Bike parking in downtown Ashland, Oregon.

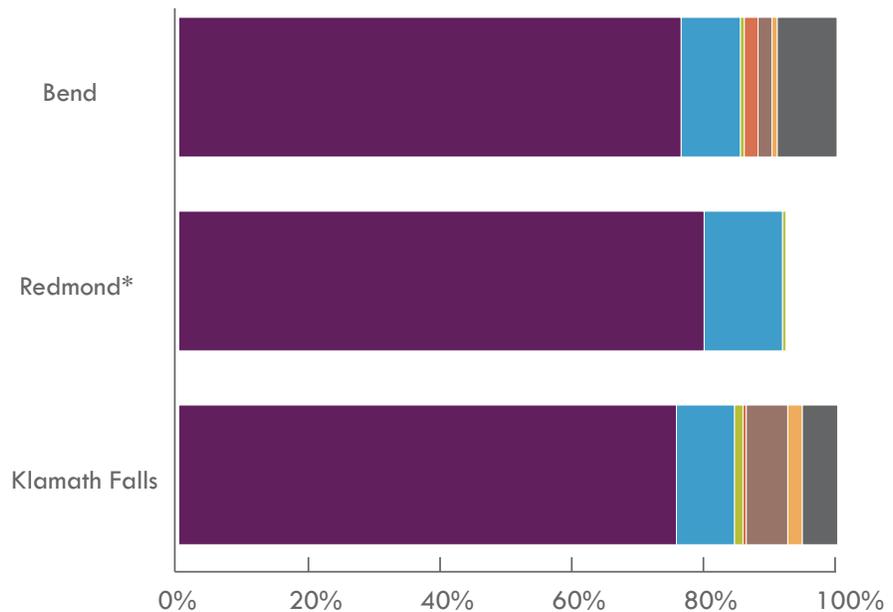
Source: flickr user chocopups



Central Oregon

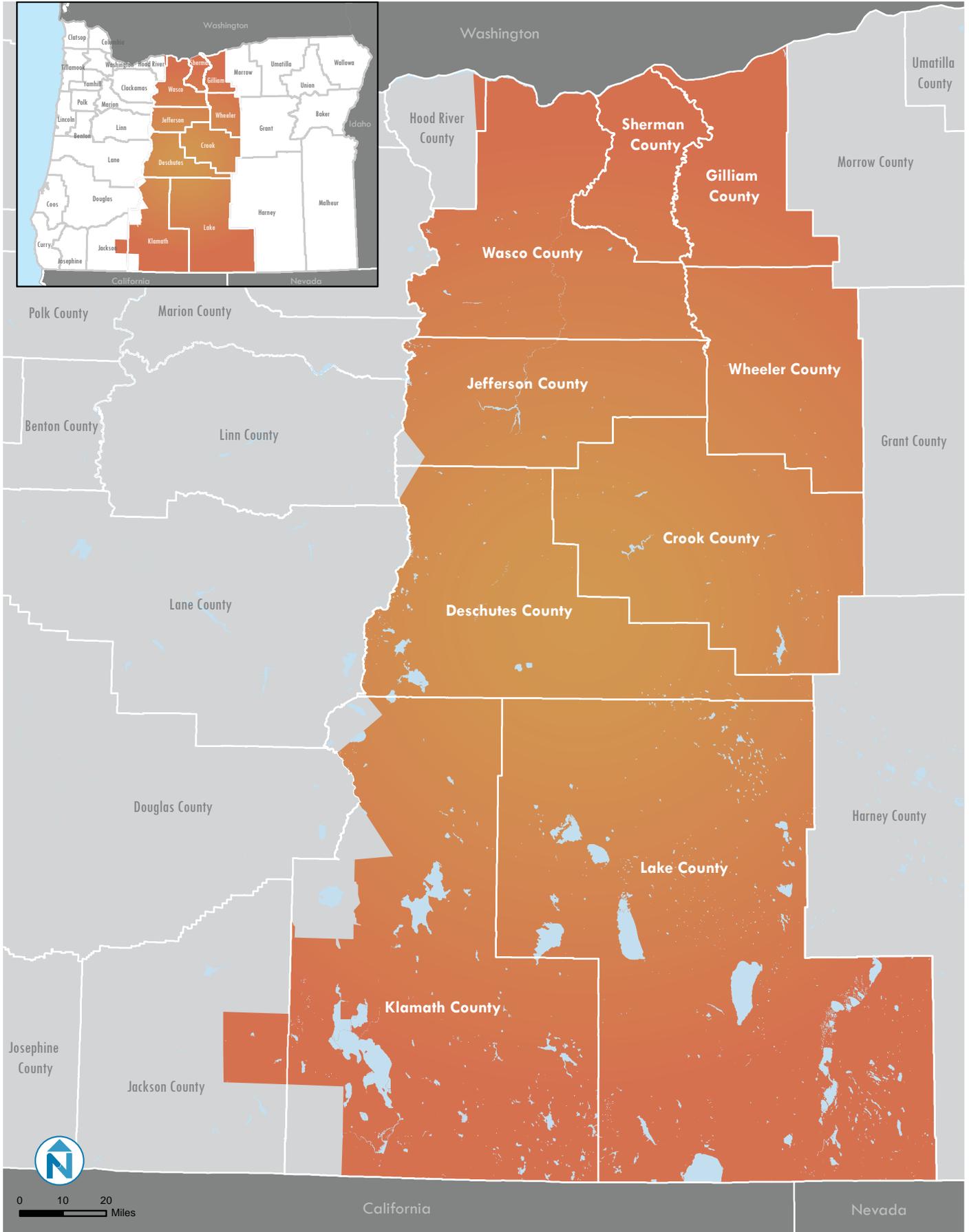
Central Oregon includes Wasco, Sherman, Gilliam, Jefferson, Wheeler, Deschutes, Crook, Lake, and parts of Klamath counties. The region contains the high desert, eastern slopes of the Cascade Mountains, and the Harney Basin. The region's iconic vistas, windy gorge, and snowy Cascade peaks attract thousands of visitors each year. The primary population centers are Bend, Redmond, and Klamath Falls. Medical centers in these cities make up the region's largest employers.

Central Oregon
Commute Mode Split for Major Cities (2012)



*Results do not total 100% due to ACS limitations
Source: 2010-2012 American Community Survey 3-Year Estimates

Central Oregon Coverage Area



Based on ODOT Regions



SPOTLIGHT ON INNOVATION

Commute Options rewards commuters who choose not to drive alone

In Bend, Commute Options rewards commuters who use and report travel options in partnership with employers. Employers pay a sliding membership fee which helps fund program operations. The fee is also used to purchase gift cards from local businesses. Commuters who log their trips on www.drivelessconnect.com earn gift cards from a list of local businesses. The commuter earns a gift card for every 45 days that they use a commute option.

This model helps to encourage commuters to both use and log their commute options trips. Logging trips provides useful data for planners and government officials. The membership fee model gives the program greater flexibility, and supplements Drive Less. Connect. funds, which cannot be used for incentives.

WHO ARE THE TRANSPORTATION OPTIONS PARTNERS?

The primary transportation options providers in Central Oregon are Commute Options and the Mid-Columbia Economic Development District. These providers work with partners from the public and private sector to implement transportation options programs. Some Central Oregon counties have also been awarded SRTS grants that are managed through County Health Departments.



Commute Options

Commute Options is the transportation options provider for central Oregon, partnering with Deschutes County, the City of Bend, school districts, and local businesses to promote transportation options. The program includes:

- Rideshare: The Commute Options Program works with employers to promote rideshare through the *Drive less. Connect.* tool.
- Employer Outreach: Commute Options staff provide transportation options information and training at individual worksites.
- Safe Routes to School: Commute Options teaches bicycle safety education at 11 area schools, sponsors walking school buses, and works to improve safety and reduce traffic near schools.
- Community Outreach: Commute options sponsors community events and programming, such as “Commute Options Week.” Staff offer input on local transportation plans and participate in many advisory groups and committees.

Mid-Columbia Economic Development District

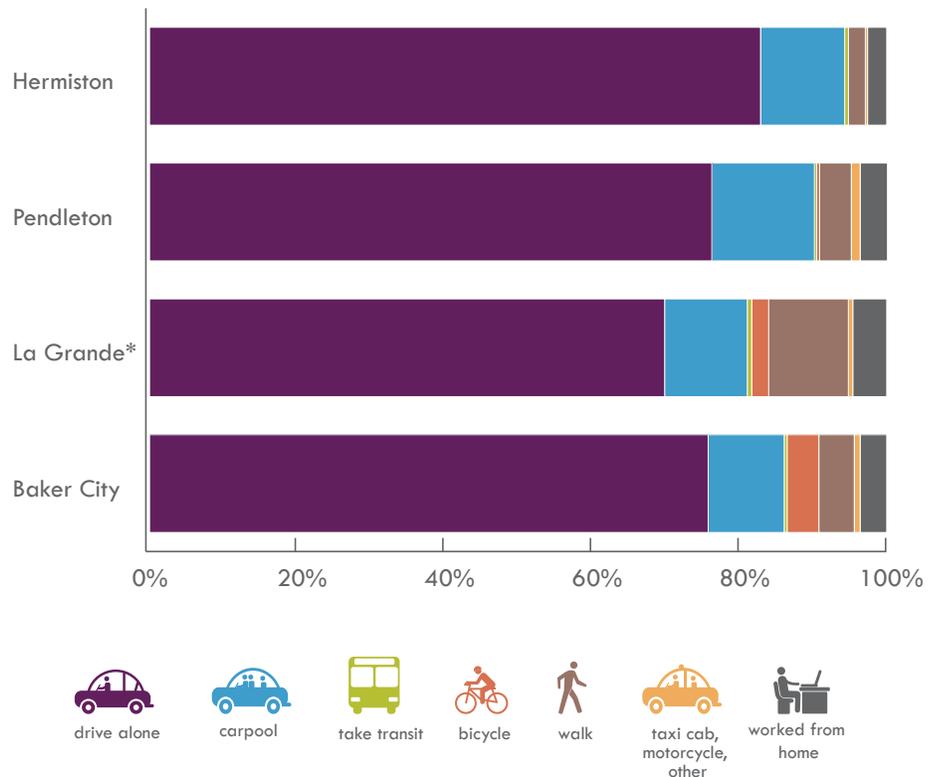
The Mid-Columbia Economic Development District (MCEDD) contracts with the Commute Options Program to manage travel options programming in Sherman, Wasco, and Gilliam counties. Programs include outreach to employers, community organizations, and the general public regarding transportation options and use of the *Drive less. Connect.* ridesharing website.



Eastern Oregon

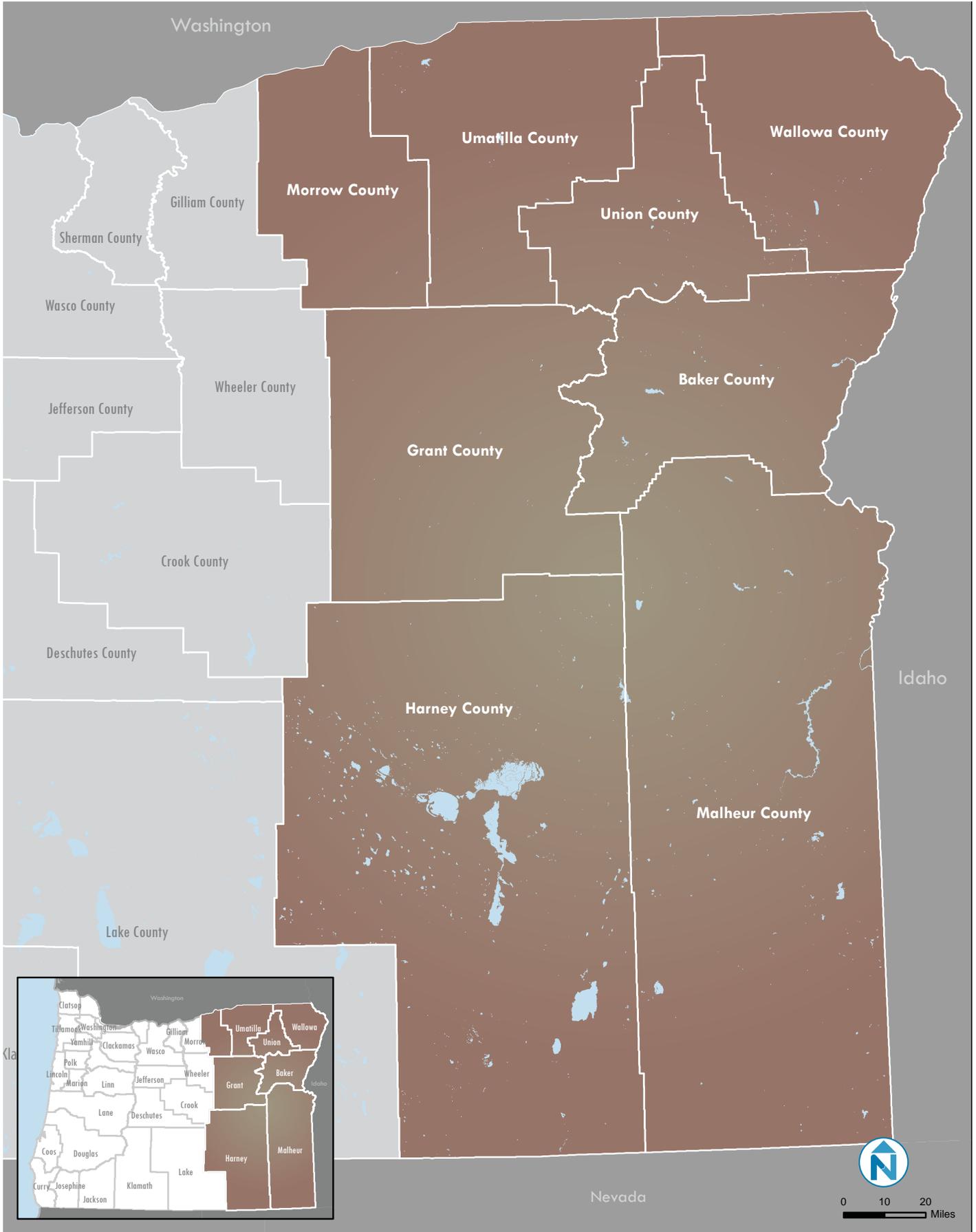
Eastern Oregon includes Morrow, Umatilla, Union, Wallowa, Baker, Grant, Harney, and Malheur counties. The region contains more land area than the other regions but contains fewer than 200,000 residents. The region's population and employment clusters in the northeastern portion of the region near Hermiston, Pendleton, La Grande, Baker City, and Ontario. The region attracts recreational tourists to the Wallowa Mountains, Hells Canyon National Recreation Area, and Steens Mountain.

Eastern Oregon
Commute Mode Split for Major Cities (2012)



Source: 2010-2012 American Community Survey 3-Year Estimates
*Source: 2008-2012 American Community Survey 5-Year Estimates

Eastern Oregon Coverage Area



Based on ODOT Regions



SPOTLIGHT ON INNOVATION

Staff document informal park-and-ride locations for commuters

Oregon Department of Transportation (ODOT) staff in eastern Oregon have undertaken a statewide park-and-ride inventory. The program aims to formalize “pop-up” park-and-rides that are acting as intermodal nodes. These include places where people park to take intercity transit, or park and access scenic bikeways.

The park-and-ride sites are sometimes owned by transit agencies or maintained by non-profit recreational groups. ODOT has partnered with the Federal Highway Administration to install information kiosks at the park-and-rides that connect to scenic bikeways and recreational opportunities. The pop-up stops will be integrated into ODOT’s TripCheck website and scenic bikeway information through Travel Oregon.

WHO ARE THE TRANSPORTATION OPTIONS PARTNERS?

Transportation options programs in Eastern Oregon are coordinated by Community Connection of Northeast Oregon (CCNO) through its transportation program Northeast Oregon Public Transit. Staff from ODOT Region 5 office also undertake projects to improve transportation options through better documentation of park-and-rides.

The CCNO’s mission is to advocate for and assist senior citizens, children, low-income persons, and persons with disabilities. CCNO’s transportation program Northeast Public Transit promotes transportation options by marketing at community events such as bike rodeos and the Union County Fair and provides outreach to elementary schools.

Transportation options programs and services in Eastern Oregon, to date, have been focused primarily on people with disabilities, the elderly, and low-income populations. However, recent efforts to promote *Drive less. Connect.* in the three counties have focused on building a culture of transportation options such as vanpool, park and ride, biking, walking, transit etc. for all types of trips.

CCNO is the *Drive less. Connect.* Regional Network Administrator for Baker, Union, and Wallowa counties.

Grant County Transportation District also provides curb-to-curb transportation service called The People Movers between communities in Grant County and Bend. The service is available to anybody.

Transit service is also provided by the Confederated Tribes of the Umatilla Indian Reservation, Burns-Piute Tribe, and Snake River Transit in Malheur County.

Existing Transportation Options Funding

In fiscal year 2012/2013, the State of Oregon and its local partners invested \$8.9 million in transportation options program funding (Table 1). This is compared to the State of Oregon's more than \$2.4 billion in total transportation funding during the same period.³ Per capita funding for transportation options varies significantly by region. The Portland region invests the most program funds per capita, followed by Central Oregon and the Willamette Valley and North Coast. Not surprisingly, per capita spending tends to be the highest in urban areas; policy support for transportation options tends to correlate to funding levels.

More than 65 percent of transportation options funding was allocated by the State primarily from federal Surface Transportation Program and Congestion Mitigation and Air Quality sources. Other sources include the State Transportation Improvement Program Enhance fund (available by competitive application). Descriptions of existing transportation options funding sources are provided below.

Staffing is a key component of successful transportation options programs. Statewide, 45.2 full-time staff are dedicated to promoting transportation options, including ODOT staff and staff at local jurisdictions and organizations.

Table 1 Summary of Transportation Options Programs by Region (FY 2012/2013)

Region	State	Local/ Match	Other	Total ²	Region Population	Per Capita Spending	Staff (FTE)
Portland Region	\$1,973,826 ¹	\$2,521,325	-	\$4,495,151	1,646,447	\$2.73	26.2
Willamette Valley and North Coast	\$1,574,352	\$158,048	\$281,700	\$2,014,100	1,218,543	\$1.65	11.5
Southwestern Oregon	\$325,610	\$17,308	-	\$342,918	478,344	\$0.72	2.0
Central Oregon	\$471,719	\$60,202	-	\$531,921	305,380	\$1.74	2.5
Eastern Oregon	\$99,515	-	-	\$99,515	182,132	\$0.55	1.0
Statewide Funds	\$1,372,919	-	-	\$1,401,302	n/a	n/a	2.0
TOTAL	\$5,817,941	\$2,785,266	\$281,700	\$8,884,907	3,830,846	\$2.32	45.20

¹ Note: Funds in the Portland region and the Willamette Valley and North Coast are primarily STP/STP Urban funds prioritized for transportation options at the local level; the majority of these funds are direct federal funds.

² The Total amount includes funds to operate transportation options programs including programmatic costs (e.g. outreach materials), costs to evaluate programs, staffing, etc.

State Transportation Improvement Program (STIP) Enhance

Transportation option investments are eligible for funding from the State Transportation Improvement Program, Oregon's four-year transportation capital improvement program that identifies the funding for, and scheduling of, transportation projects and programs. The STIP is an ODOT federal funding program.

Congestion Mitigation and Air Quality Program (CMAQ)

The Congestion Mitigation and Air Quality Improvement program provides federal funding to qualifying transportation projects or programs that provide an air quality benefit. These funds assist areas that have been designated as non-attainment or maintenance areas according to the national ambient air quality standards for ozone and carbon monoxide emissions under the Clean Air Act of 1990. Currently, the Oregon Transportation Commission has elected to make the CMAQ program a local program, distributing the funds to eligible local governments by formula. Population, pollutant levels, and highway vehicle emissions in the designated areas are factors in the formula. There are seven areas in Oregon that are currently eligible for CMAQ funding: Grants Pass, Klamath Falls, La Grande, Lakeview, Medford-Ashland, Oakridge, and Portland Metro. The CMAQ program includes specific eligibility criteria for transportation options programs: "Projects or programs that shift travel demand to nonpeak hours or other transportation modes, increase vehicle occupancy rates, or otherwise reduce demand through initiatives, such as teleworking, ridesharing, pricing, and others."

Surface Transportation Program (STP)

The Surface Transportation Program (STP) is the primary federal program that funds local government and non-highway projects. Fifty percent of STP funds are suballocated to metropolitan planning organizations (MPOs) with a population over 200,000; these are referred to as Surface Transportation Program – Urban funds (or STP-U). MPOs program STP-U funds in their respective metro or Regional Transportation Improvement Program (MTIP or RTIP). Currently, ODOT Regions 1 and 2 set aside STP-U funding for transportation options.

Dedicated Funding

In 2003, the Oregon Legislature called for statewide transportation demand management activities and provided funding for transportation demand management activities per a legislative budget note. Currently, this funding is used for the Drive Less. Save More. (DLSM) education and outreach campaigns. Funding for DLSM is from Surface Transportation Program funds. This funding currently provides money for both the statewide outreach campaigns and for some transportation options outreach at the local level.

Transportation Alternatives Program (TAP)

Under Moving Ahead for Progress in the 21st Century (MAP-21), Federal Recreational Trails, Safe Routes to School (SRTS), and Transportation Enhancements (TE) programs were merged into the Transportation Alternatives Program (TAP). Nationwide, two percent of total highway funds are set aside for TAP, a significant reduction from previous years. In Oregon, this amounts to a

cut of about 38 percent when comparing the \$14.4 million in FY 2012 TE, SRTS and Recreational Trails funding with the \$9 million in FY 2013 TAP funding. Fifty percent of TAP funds are dedicated to Transportation Management Areas. Public awareness campaigns, safety education, and training for outreach for Safe Routes to School are all eligible to be funded under TAP.

Safe Routes to School (SRTS)

Safe Routes to School programs are funded locally or regionally through a competitive grant process on an annual basis. Grant recipients can apply for up to three year's worth of funding. Between 2006 and 2012, Oregon received more than \$13 million from the national SRTS program for infrastructure and non-infrastructure programs and projects. The federal SRTS program was combined into the TAP program under MAP-21 and there is no longer dedicated funding for SRTS at the federal level. Now, each state Department of Transportation has discretion about whether to fund Safe Routes to School projects and how much funding to dedicate. Oregon currently allocates approximately \$500,000 per year for SRTS.

Today, localities can also compete for SRTS program funds through the Oregon STIP. Infrastructure projects are eligible to apply for funds through the competitive STIP/Enhance program.

ConnectOregon

ConnectOregon was created in 2005 by the Legislature to invest the proceeds of lottery-backed bonds in grants and loans to non-highway transportation projects that promote economic development in Oregon. Since the program's inception, ConnectOregon has invested \$335 million. For fiscal year 2013-2015, \$42 million in funds are available. In 2005, the funding was available for aviation, rail, marine, and transit projects. Starting with ConnectOregon V in 2014, bicycle and pedestrian projects are also eligible for funding; however, there is no minimum or maximum amount awarded to any mode. Grants require a 20 percent match. Project selection criteria include: (1) whether the proposed project reduces transportation costs for Oregon businesses or improves access to jobs and sources of labor; (2) whether the proposed project is a critical link connecting elements of Oregon's transportation system that will measurably improve utilization and efficiency of the system; (3) how much of the cost of a proposed transportation project can be borne by the applicant for the grant or loan from any source other than ConnectOregon; and (4) whether the proposed project is ready for construction.

ODOT Rail and Public Transit Division (RPTD)

The Rail and Public Transit Division at the Oregon Department of Transportation assists communities with the development of alternative transportation methods, including rideshare programs, park-and-ride lots, active transportation, telecommuting programs, and information to encourage the use of alternatives to driving alone. RPTD provides funding for Drive less. Connect. but this funding is not dedicated.

RPTD develops and implements new transportation options activities in Oregon. The Sponsorship Program is designed to inspire creativity and innovation in the transportation options field and provide funding under the following project categories: strategic planning, education, social equity, community events, and promotion.

RPTD also manages the legislatively directed funding allocation for the statewide outreach campaign currently being used to fund Drive Less. Save More. education and outreach.

Private Sponsorship

Transportation options programs also rely on private sector support in the form of sponsorships (e.g. donations for promotional events such as Sunday Parkways in Portland and Eugene) or membership dues (for participation in programs such as Bend's Commute Options Partner program or memberships for Transportation Management Associations in the Portland Metro area). The health sector is also increasing its role in funding transportation options programs. Kaiser Permanente in the Portland region, for example, provides funding for the Westside Transportation Alliance, the Vamanos! campaign in Washington County, and Sunday Parkways in Portland.

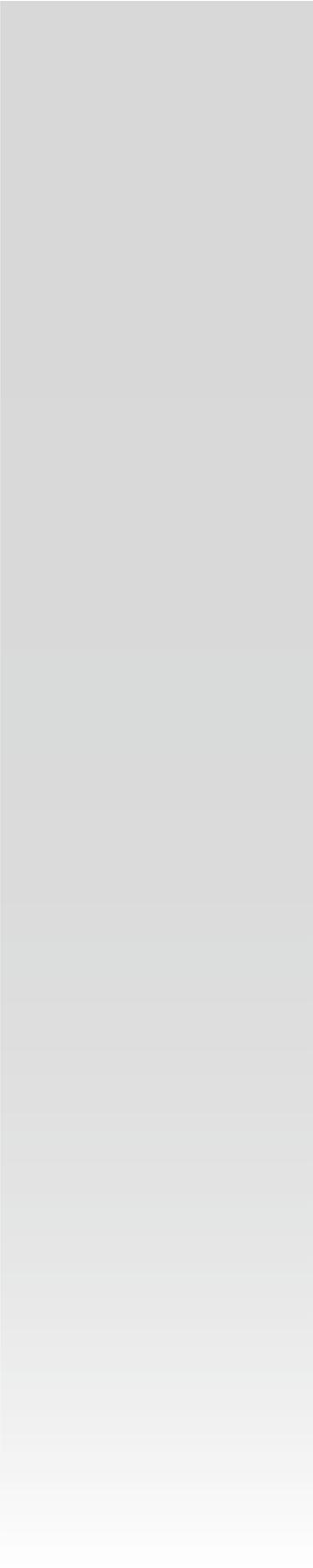
National Transit Database (NTD) Vanpool Reimbursement

The National Transit Database (NTD) is the Federal Transit Administration's primary database for national transit and vanpool statistics. NTD provides reimbursement for vanpool miles tracked by qualifying transit agencies.

CONCLUSION

Transportation options programs in Oregon touch each region of the state. Key findings from the Existing Conditions assessment are summarized below:

- Organizational structure of programs varies significantly, from transit agencies, to MPOs, to cities.
- Transportation options programs focus primarily on the commute and elementary school markets; there is a growing emphasis on reaching neighborhoods through the Eugene, Springfield, and Portland SmartTrips programs.
- Transportation options programs tend not to focus on the elderly, veterans, disabled, low-income households, communities of color, populations with Limited English Proficiency, or high school students.
- Funding for transportation options programs is derived from a variety of sources, including State Transportation Improvement Program funds prioritized at the ODOT Region level, ODOT Rail and Public Transit Division grants, Drive less. Connect. sources, and local match. Per capita funding levels vary significantly by region.

- 
- Based on the list of transportation options programs documented through this Existing Conditions work, a total of \$8.9 million was invested statewide, including federal, state, local and match funds. The Portland Metropolitan area invests the most program funds per capita, followed by Central Oregon and the Willamette Valley and North Coast. Not surprisingly, per capita spending tends to be the highest in urban area.
 - Varied organizational structures results in varied level of transportation options program reporting. Although individual programs are thorough in reporting outcomes, individual program foci are very different, as are local conditions. This makes it difficult to summarize program outcomes on a statewide level.

ENDNOTES

1. The DEQ ECO Rule was established under Oregon Administrative Rules 340-242-0200 through 0290 DEQ. Under the Rules, employers with more than 100 employees must provide commute options to employees designed to reduce the number of cars driven to work in Portland and surrounding areas. Employers that fall under the Rules are required to survey employees to demonstrate progress toward a 10 percent commute trip reduction goal.
2. Individualized marketing campaigns expand awareness of transportation options and are typically targeted at neighborhood, corridor, or employment sites by providing individualized marketing materials in a designated area to encourage people to use alternative modes.
3. Oregon Department of Transportation. Budget 2011-2013. <https://www.oregon.gov/ODOT/About/Pages/Budget-Office.aspx>.



CHALLENGES, TRENDS AND OPPORTUNITIES

OREGON TRANSPORTATION OPTIONS PLAN

3

CHALLENGES, TRENDS, AND OPPORTUNITIES

Changing demographics coupled with a need to make more efficient use of transportation infrastructure require a new look at how transportation investments can serve Oregon residents, businesses, and visitors. The State of Oregon and its local partners will need to respond to a number of important trends:

SUPPORTING A GROWING ECONOMY: With a growing population and economy, Oregon depends on efficient, reliable, and affordable transportation choices. Expanded transportation options are needed particularly during times of peak travel to maintain competitive commute times, retain and attract businesses, and support efficient movement of freight.

DOING MORE WITH LESS: Oregon's ability to invest in significant new capacity is challenged both by the lack of space to expand roadways and the reduced buying power of transportation funding, requiring jurisdictions to think more broadly about moving people and goods efficiently.

CHANGING TRANSPORTATION PREFERENCES: Transportation preferences among younger generations are changing – young adults are driving less and many show a clear preference for options to bike, walk, and take transit.

AGING BABY BOOMER POPULATION: As Baby Boomers reach retirement, there is a renewed need for expanded transportation options for seniors.

INCREASING PUBLIC HEALTH CONCERNS: Awareness of public health and its relationship to active transportation are increasing. Public health and reduction of debilitating disease requires rethinking our transportation options, both in terms of reducing pollution and increasing physical activity. Public health is also directly related to transportation safety – reducing accidents and incidents contributes to public health.

GROWTH IN PERSONAL TECHNOLOGY: Reliance on technology is increasing at an unprecedented pace. New technology brings people transportation-related information in real time at the click of a button.

This chapter provides an overview of these emerging trends at the national, state, and local levels, and explores the opportunities for transportation options to respond. Following this discussion is a summary of additional challenges, trends, and opportunities identified during the stakeholder interview process.¹



WHAT IS THE CHALLENGE?

Economic growth in Oregon relies on an efficient transportation system where freight haulers and employees can depend on reliable travel times.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Support economic growth and personal and freight mobility by making more efficient use of the transportation system.

SUPPORTING A GROWING ECONOMY

Economic growth in Oregon relies on an efficient transportation system

where freight haulers and employees can depend on reliable travel times. Freight reliability is essential for the freight and business community but also for consumers who rely on products to be available. Congestion is a growing issue in Oregon, including in the Portland Metro region and along the I-5 corridor.² Congestion increases costs to businesses through increased travel time, loss of predictability and productivity, and increased operations costs such as fuel and maintenance.

Congestion also negatively affects households. Although commute times in Oregon are currently below the national average, **Oregonians spend an average of 184 hours per year commuting to work.** If current trends continue, commute times are expected to increase 5 percent by 2030, adding 11 hours of commute time per person per year.³

Walking, biking, taking transit, sharing rides, and telecommuting help promote transportation system efficiency. Reduced congestion facilitates access to a talented workforce for employers, expands access to jobs, and creates an attractive transportation environment to attract and retain businesses.

A key strategy to reduce peak demand on the transportation system is to encourage use of biking, walking, transit, and ridesharing. Just 5 -10 percent reduction in vehicles on a congested roadway can make a significant difference for traffic congestion.

Increasing Commute Times



Source: American Community Survey 5-Year Estimates (2008-2012)
Oregon Department of Transportation. Oregon Transportation Plan Policy Analysis.



WHAT IS THE CHALLENGE?

The cost of transportation burdens Oregon households.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

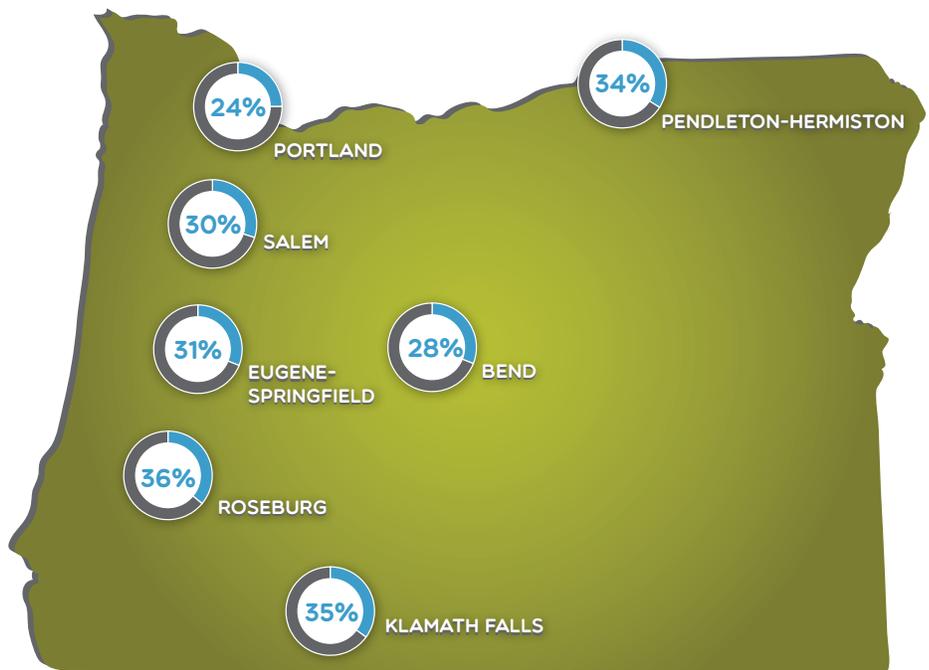
Help Oregon households and visitors reduce spending on transportation.

PROVIDING AFFORDABLE TRANSPORTATION OPTIONS

The cost of transportation burdens Oregon households. Transportation is typically the second largest share of household costs (after housing costs). Between 2000 and 2012, combined housing and transportation costs increased 44 percent while income only grew 25 percent.⁴ Transportation costs are particularly burdensome for low-income households who often have the farthest distances to travel. The proportion of spending on transportation tends to be higher in smaller, rural communities where average incomes are lower and travel distances are longer. On average in 2011, rural households spent \$3,115 per year on gasoline, while urban households spent \$2,613.⁵ In Oregon, residents of Roseburg spend an average of \$947 more per year on transportation costs than a person living in Eugene.⁶

Money that households save on transportation expenses can be spent on other goods and services and may be more likely to circulate in the local economy. This phenomenon has been called the “Green Dividend.” Conversely, Internal Revenue Service data suggests that the majority of money spent on fuel, vehicle purchases, and insurance leaves the local economy.⁷

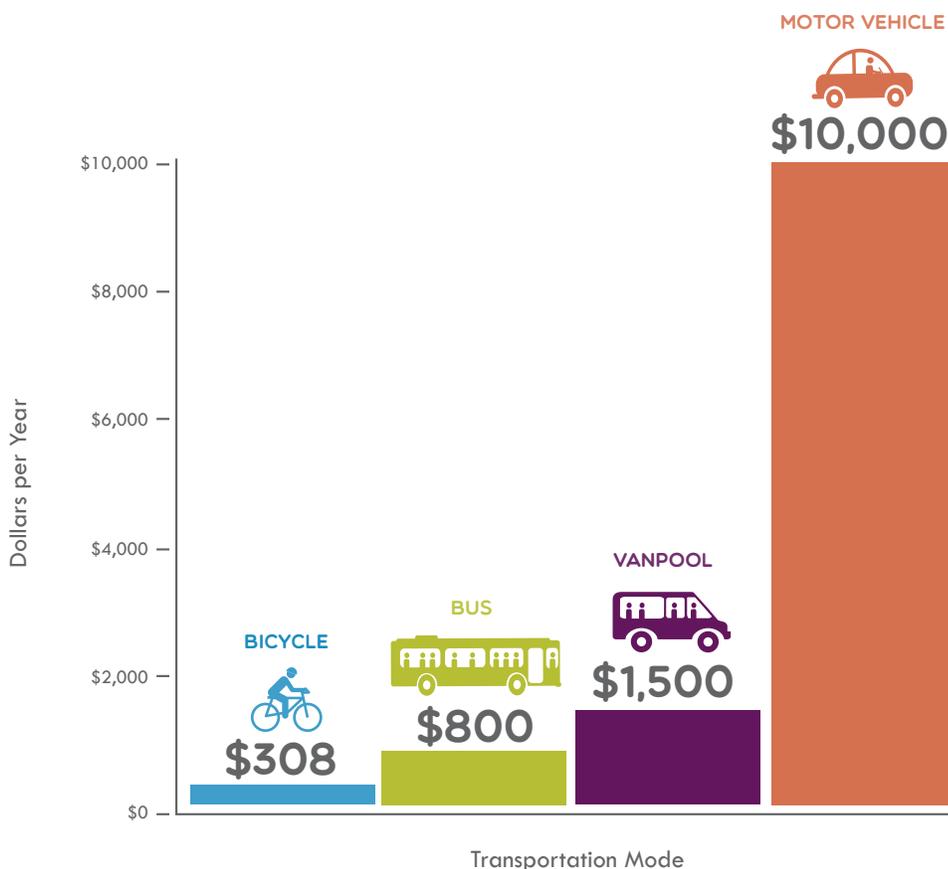
Percentage of Income that Oregonians Spend on Transportation



The percent of income spent on transportation in small communities like Pendleton-Hermiston and Klamath Falls tends to be higher than it is in larger Oregon communities.
Source: Housing + Transportation Affordability Index



Average Annual Cost Comparison of Biking, Taking Transit, Vanpool, and Driving



Source: (1) Biking: The League of American Bicyclists and the Sierra Club. "The New Majority: Pedaling Towards Equity." (2) Transit: Based on an average of annual transit pass costs in the five metropolitan areas (Salem-Keizer, Bend, Portland, Eugene-Springfield, and Rogue Valley). Corvallis was excluded because transit is fare-free. (3) Vanpool: Based on average cost of vanpool for Valley Vanpool Riders. Cost is offset by Federal dollars. (4) Driving: American Automobile Association. "Your Driving Costs." 2013.

Investments in transportation options programs and supportive infrastructure, as well as shorter commute distances, will help to reduce household transportation costs in Oregon. The average American household owns 2.28 vehicles; 35 percent of households have three or more vehicles. The cost of vehicle ownership and operation continues to grow, reaching more than \$10,000 per year for a medium-sized sedan in 2013.⁸ Comparatively, the average annual cost to maintain a bike is \$308,⁹ and the average cost of an annual transit pass in Oregon is \$800.¹⁰ Providing options to help households own fewer vehicles can result in savings that can be spent elsewhere in the local economy. The opportunity to own fewer vehicles can be particularly beneficial for lower-income households that are often disproportionately affected by transportation costs.



WHAT IS THE CHALLENGE?

Transportation funding is challenged at the federal, state, and local levels. Transportation dollars cannot keep up with transportation demand.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Funding scarcity reinforces the need for transportation agencies to do more with less.

DOING MORE WITH LESS

Oregon's ability to invest in significant new capacity is challenged both by the lack of space to expand roadways and the reduced buying power of transportation funding. While specific funding levels will likely change throughout the lifetime of this Plan, transportation funding is currently stretched thin at the federal, state, and local levels. The federal gas tax, which supplies the vast majority of the revenues flowing into the Federal Highway Trust Fund for surface transportation programs, has not been adjusted for inflation since 1993, losing one-third of its purchasing power. As fuel economy improves, less revenue is collected per vehicle mile traveled. Transportation dollars cannot keep up with transportation demand. As early as 2015, the Congressional Budget Office predicts that the national Highway Trust Fund will have insufficient funds to meet obligations.¹¹ Federal funding crunches in turn hurt state funding; ODOT estimates that shortfalls at the federal level will translate into \$150 million less for Oregon surface transportation and \$30 million less for transit annually.¹² Other funding constraints in Oregon include:



- **Increased debt service on bonds:** ODOT will be paying significant debt service for the Oregon Transportation Investment Act, the Jobs and Transportation Act (JTA), and other projects – about \$200 million each year by 2016. This level of debt service will continue through 2036, reducing funding available for new projects.
- **Increased construction costs:** Transportation construction costs are on the rise; in 2010, costs were nearly 70 percent higher than they were in 2001.¹³

With over a million more people expected to live in Oregon by 2035,¹⁴ there will be significant demands on the transportation system. Budget projections will not support significant roadway capacity expansion such as new highway or arterial lanes to accommodate a commensurate increase in demand. Funding shortfalls necessitate creativity in flexing and using scarce resources. Transportation options programs offer a cost-effective solution. However, the success of these programs will depend on reliable funding sources for transportation options staff, program development, and program implementation.



WHAT IS THE CHALLENGE?

Oregon's transportation infrastructure is getting older and more expensive to maintain, preserve, and expand.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Support a diverse and growing economy by investing in transportation options and preserving and maintaining aging infrastructure.

AGING INFRASTRUCTURE REQUIRES A MORE EFFICIENT APPROACH

Oregon's transportation infrastructure is getting older and more expensive to maintain, preserve, and expand. Increased maintenance investments are necessary to keep older facilities safe and operational, yet a growing population also brings new demands to the system. As noted above, transportation revenue is stretched thin, forcing state, regional, and local governments to focus investments on maintenance and preservation of the transportation system instead of significant investments in new infrastructure. In Oregon, the vast majority of commuters drive alone to work. Although the percent of commuters driving alone to work has declined slightly over the last two decades,¹⁵ the continued trend in single-occupancy driving will require expensive infrastructure to accommodate the growing population.¹⁶

Transportation options, such as biking, walking, and transit, require less roadway space per passenger than a single-occupant vehicle. Bikes and pedestrians also put less wear and tear on the road. Roadway congestion is peak-oriented; mode shift at the peak (e.g. commute travel) can help to reduce the need for facility expansion and repair, limiting the need for costly capital infrastructure and reducing the cost of operations and maintenance over time.

Transportation options providers across the state can improve awareness and education to continue the trend of fewer SOV trips, especially in areas with a mix of options available. In more rural areas, opportunities include raising awareness about trip chaining, sharing rides, and utilizing park-and-rides through education, outreach, and technical tools.

Space Requirement by Mode

MOVING CARS



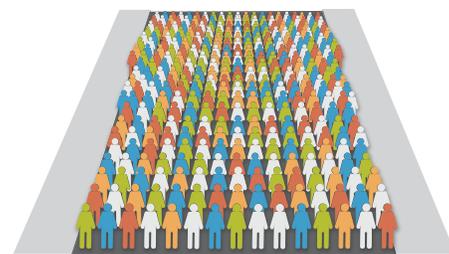
28.4 PEOPLE
PER BLOCK

MOVING TRANSIT



225 PEOPLE
PER BLOCK

MOVING PEDESTRIANS



1,000 PEOPLE
PER BLOCK

Source: City Block assumed 40' curb to curb and 300' long. The space needs for pedestrians and vehicles based on 'Evaluating Transportation Land Use Impacts', Victoria Transport Policy Institute (2014). Average number of passengers per automobile calculated based on National Household Travel Survey Summary of Travel Trends (2009).



WHAT IS THE CHALLENGE?

The Millennial generation (those born between 1977 and 2003) expects new and diverse shared mobility options.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Provide programs and systems that allow Millennials to use transportation options through all stages of life.

CHANGING TRANSPORTATION PREFERENCES

Transportation preferences are changing for a new generation of Americans. The Millennial generation (born between 1977 and 2003) and future generations expect new and diverse shared mobility options. This is true in Oregon where a study found that the majority of Oregonians support more investment in public transit service, such as bus and rail, and consider such investment more important than investing further in roads for cars.¹⁷

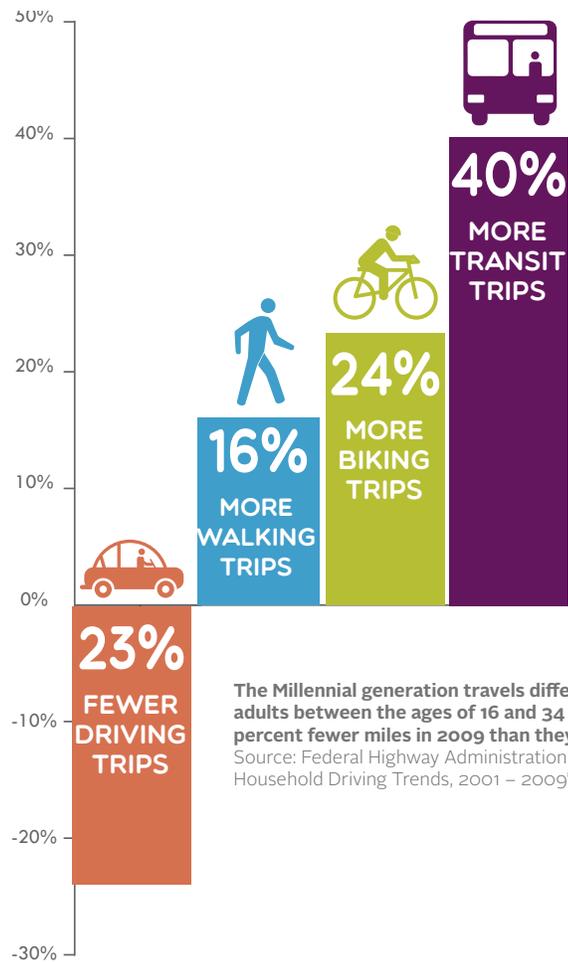
According to the 2010 Census, the 85.4 million Millennials make up close to 28 percent of the total U.S. population. Just over 1 million Millennials live in Oregon, comprising 27 percent of the state's population. Millennials travel differently. Compared to their parents' generation, Millennials are:

- **Purchasing fewer cars:** From 2007 to 2011, the number of cars purchased by 18 to 34- year-olds fell almost 30 percent.¹⁸
- **Driving less:** People aged 18 to 34 drove 23 percent fewer miles in 2009 than in 2001.¹⁹
- **Not obtaining their driver's licenses:** The percent of young people with a driver's license is on the decline. According to the Federal Highway Administration, from 2000 to 2010, the share of 14 to 34-year-olds without a driver's license increased from 21 percent to 26 percent.²⁰
- **Biking, walking, and taking transit more:** Millennials use transit, bicycling, and walking more than young people have in the past two decades.²¹ From 2001 to 2006, bike trips increased by 24 percent among 16-34 year olds.²²

Mobile technologies have changed how people connect with their peers, how and where they choose to live, how they work, and consequently how they travel. "Staying connected" with online communities often outweighs the personal mobility of a private automobile. Millennials – and other generations – value transportation options because they allow them the luxury of working while in transit, staying connected with peers, relaxing, or exercising through active transportation.

The big opportunity is to promote activities that help the Millennial generation continue to use transportation options through all stages of life – as they raise their families, need more space, change jobs, and grow older. Maintaining the use of transportation options will require more programs, diverse transportation offerings, and innovation in safety measures for non-motorized transportation.

Change in Millennial Travel Patterns Between 2001 & 2009



The Millennial generation travels differently. Young adults between the ages of 16 and 34 drove 23 percent fewer miles in 2009 than they did in 2001. Source: Federal Highway Administration "National Household Driving Trends, 2001 – 2009"



WHAT IS THE CHALLENGE?

The large population of Baby Boomers are reaching retirement and are expected to remain active longer than any previous generation.

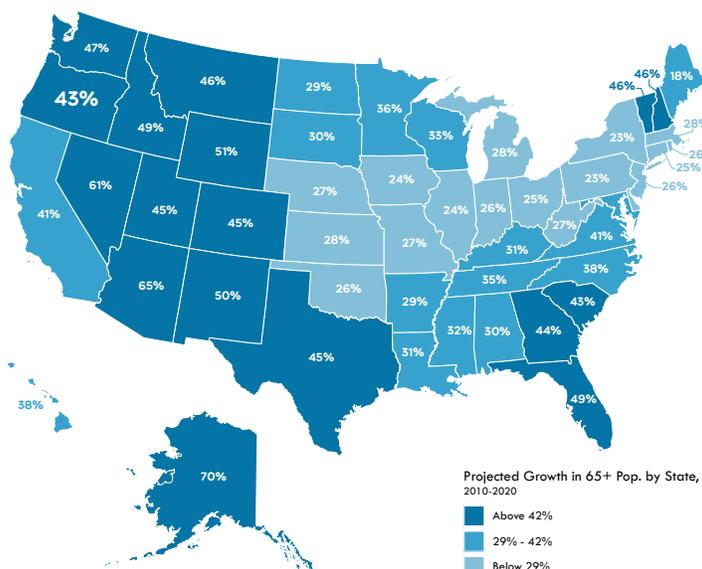
WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Create a mobility environment that allows seniors to maintain independence without a private automobile.

AGING BABY BOOMER POPULATION

The large population of Baby Boomers (born 1946-1964) are reaching retirement and are expected to remain active longer than any previous generation. There is a significant need to provide transportation options to the growing senior population. According to the 2010 Census, approximately 25 percent of both the U.S. and Oregon populations are Baby Boomers. Although the Sunbelt states will continue to attract a high percentage of older adults, the historic migration to Florida and the Southwest has slowed since 2008. Oregon is in the top third of projected senior growth rates in the country – the population of adults over age 65 is expected to increase 43 percent between 2010 and 2020.

Senior Population Growth in the US



Oregon ranks in the top third for senior growth rates in the U.S.

Source: Brookings Analysis of Census Bureau Population Projections

Baby Boomers travel more miles per day than members of other generations.²³ While many will continue to drive, research suggests that the demand for transportation options will increase as people of this generation face challenges in driving.²⁴ In fact, reducing the number of older adults who drive could pose a safety benefit to everyone. One study demonstrates that the rate of driving declines sharply with increasing age, decreasing from 88 percent of men in their early 70s to 55 percent for those aged 85 or older. Among women in the same age ranges, driving rates dropped from 70 to 22 percent.²⁵ Research also suggests that 85 percent of Baby Boomers plan to “age in place.”²⁶ Given that this population will ultimately be driving less, transportation options programs and services will be needed to meet this generation’s travel demands.

There is an opportunity to provide new and affordable mobility options to accommodate the broad travel needs of an aging generation accustomed to independent personal mobility. Although dial-a-ride or shopping shuttles are one option to promote mobility for seniors, these services are expensive. Other transportation options programs can enhance senior autonomy by educating them on how to ride more cost-effective fixed-route transit service and also provide information on how to walk or share rides, where applicable.



WHAT IS THE CHALLENGE?

Health trends related to poor diet and lack of physical activity continue to worsen, particularly among children.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Improve the health of Oregonians through active transportation.

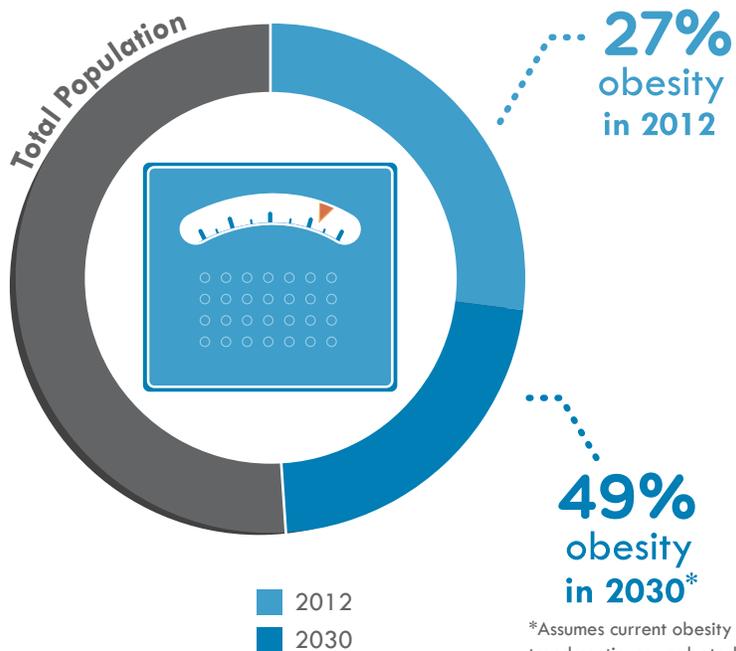
INCREASING PUBLIC HEALTH CONCERN

Transportation options help address a number of growing public health concerns in Oregon. Diabetes, heart disease, and stroke and their associated risk factors lead to more disability and death than any other conditions in Oregon. Combined, these diseases affect one in seven Oregonians.²⁷

Health trends related to poor diet and lack of physical activity continue to worsen, particularly among children. The rate of obesity in Oregon has been on the rise for the past two decades from only 11 percent of adults in 1990²⁸ to 27 percent in 2012.²⁹ This trend is projected to continue, reaching 49 percent by 2030.³⁰ Obesity rates among children is particularly troublesome, with over 15 percent of children ages 2 to 4 documented as obese in Oregon.³¹ Obesity rates are strongly correlated to a low level of physical activity. From 1965 to 2009, the hours Americans were physically active each week declined 32 percent. By 2030, this figure is projected to be 46 percent below 1965 levels.³²

The upward trend in obesity rates and physical inactivity has been directly linked to chronic disease. **In Oregon, more than \$7.2 billion is spent annually on treatment for obesity-related illness today.**³³ Numerous agencies have turned to active multimodal transportation systems to help reduce obesity rates. For example, the Centers for Disease Control calls for street-scale urban design and multimodal policies to increase physical activity.³⁴

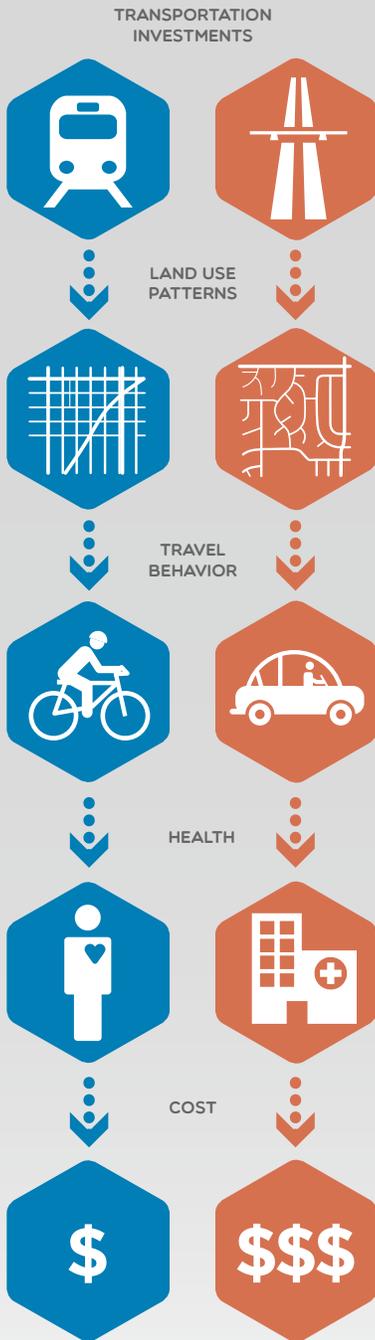
Oregon's Rapidly Rising Obesity Rate



Between 2012 and 2030, the percent of obese adults in Oregon is projected to increase from 27 percent to 49 percent.

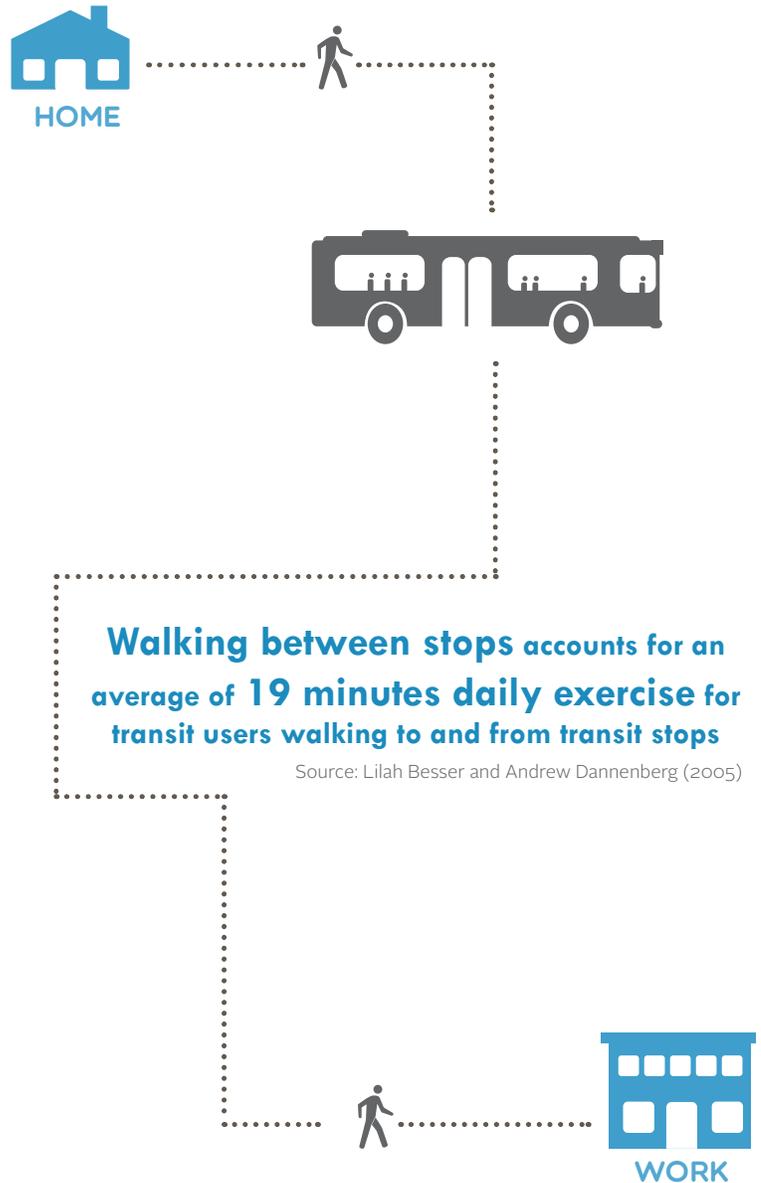
Source: (1) 2012 data: Centers for Disease Control and Prevention. Prevalence of Self-Reported Obesity Among U.S. Adults, 2012, and Trust for America's Health. (2) 2030 projection: Trust for America's Health. F as in Fat: How Obesity Threatens America's Future.

THE RELATIONSHIP BETWEEN HEALTH AND TRANSPORTATION



Source: Adapted from American Public Health Association

Transit Users Are Active



Increasing the use of transportation options – particularly biking, walking, and transit – can help reverse the upward trend of sedentary lifestyle-related diseases.

Although not thought of as an “active” mode, taking transit has been documented to improve health. For an average transit rider, the time spent walking to and from stops totals 19 minutes per day (around 1 mile of walking)³⁵ – more than half of the recommended daily levels of physical activity.³⁶ Transportation options programs can help to increase the use of these modes and can communicate the health-related benefits.



WHAT IS THE CHALLENGE?

Emissions from all sectors, including transportation, are a challenge for both air quality and objectives to address climate change.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

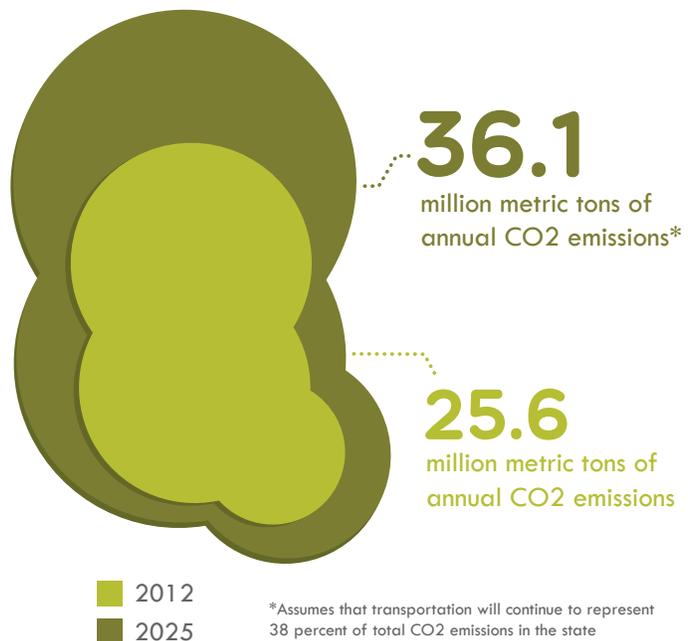
Help the State meet its greenhouse gas emissions reduction goals.

INCREASING MOBILE SOURCE EMISSIONS

Emissions from all sectors, including transportation, affect air quality, public health, and climate change. The transportation sector emits 6,526 million metric tons of CO₂ equivalent across the nation each year.³⁷ Congested travel in particular emits higher levels of CO₂ because emissions are related to fuel economy, which is reduced through vehicle idling and speed variance. In Oregon, the transportation sector emits 34 percent of all greenhouse gas emissions, of which nearly 75 percent are derived from cars and passenger trucks (including minivans and SUVs).³⁸ If current trends continue, transportation-related emissions will increase 25 percent by 2025, from 25.6 million metric tons of annual CO₂ emissions per year in 2012, to 36.1 million in 2025.³⁹ Public health is significantly influenced by auto-related emissions, particularly in areas with heavy traffic. Vehicle-related emissions impact to the number of cases of respiratory and cardiovascular diseases (such as asthma).

Oregon has a legislatively set goal to reduce greenhouse gas (GHG) emissions by 75 percent below 1990 levels by 2050.⁴⁰ Under the direction of the Statewide Transportation Strategy, transportation options are critical to reduce transportation-related emissions and help Oregon meet this goal. Walking and bicycling emit zero emissions, and when comparing auto trips to transit trips, even a fairly empty bus with 7-8 passengers emits less per passenger mile than an average car trip. As transit agencies integrate more energy-efficient vehicles into their fleet, transit-related emissions will continue to decrease.⁴¹

CO₂ Emissions are Projected to Increase Under Current Trends



CO₂ emissions are projected to increase 25 percent by 2025 if current trends continue. Source: Governor's Advisory Group on Global Warming. Oregon Strategy for Greenhouse Gas Reductions



WHAT IS THE CHALLENGE?

Investments in education and training for roadway designers, operators, and users of all modes are needed to promote the safety of all transportation users.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

Provide education and supportive programs for transportation users.

CONTINUED NEED FOR A SAFE TRANSPORTATION SYSTEM

Investments in education and training for roadway designers, operators, and users of all modes are needed to promote the safety of all transportation users. Bicyclists and pedestrians are the most vulnerable road users and may choose not to bike or walk if perceived or actual safety conditions are poor. Older adults in particular may be dissuaded from walking due to safety concerns.

In Oregon, while the traffic death rate has fallen dramatically over the last 20 years, traffic crashes are still the leading cause of death for persons under age 35. Bicycle-involved motor crashes are on the rise in Oregon. Between 2001 and 2011, bicycle crashes increased nearly 50 percent which could be partly due to the increase in people bicycling. The State of Oregon's goal is to reduce bicyclists killed and injured in motor vehicle crashes 3 percent per year by 2015.⁴² Education, outreach, and programs are needed to improve safety awareness for all modes.

Transportation options programs raise awareness and provide safety education to all road users – including bicyclists, pedestrians, and drivers. In Oregon, for example, the State of Oregon's Bicycle Safety Program provides educational tools for bicyclists, including the rules of the road for bicyclists, and for drivers, including a field guide on how to share the road.

There is also a growing body of research that suggests that providing safe options for a variety of modes improves overall system safety. Some studies show that transportation options strategies and programs that effectively promote travel with alternative modes tend to reduce overall crash risk.⁴³

Traffic speed and street design also play a role in safety. Although transportation options programs do not directly influence traffic speed and community design, there is opportunity for improved coordination to ensure streets are being designed safely for all modes. Proper traffic speeds tend to reduce collision rates and crash severity and are particularly effective at reducing injuries to pedestrians and cyclists. As active travel increases in a community, both total per capita traffic casualty rates and per-mile pedestrian and cyclist crash rates tend to decline, an effect sometimes called safety in numbers. Some research suggests that U.S. cities with higher per capita bicycling rates tend to have much lower traffic fatality rates for all road users than other cities. They conclude that this results, in part, because increased street network density both supports cycling and reduces traffic speeds and therefore risk.⁴⁴





WHAT IS THE CHALLENGE?

Transportation policy needs to support opportunities to provide travelers with services and information that make transportation options more viable and convenient.

WHAT ARE THE OPPORTUNITIES FOR TRANSPORTATION OPTIONS?

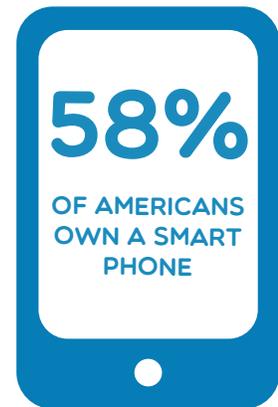
Set policy, conduct research, aggregate data, and partner with the private sector to leverage technology and support traveler needs.

GROWTH IN PERSONAL TECHNOLOGY

Transportation policy needs to support opportunities to provide travelers with services and information that make transportation options more viable and convenient.

In an age where 90 percent of Americans own a cell phone, 58 percent own a smart phone, and 87 percent use the internet, technology plays a critical role in delivering effective transportation options information.⁴⁵ Technology-enabled services remove barriers typically associated with understanding and using a variety of transportation services. For example, technology applications help people to know exactly when the next bus will arrive, how to plan a trip using multiple modes, and how to find ridesharing.

Comprehensive, real-time information provides significant opportunity to change how transportation services are marketed and delivered. The most commonly cited reasons why people do not use transportation options are lack of information about services and concerns about safety, reliability, and convenience.⁴⁶ Technology can help overcome these barriers and provide a universal platform for anyone – from transit agencies to private citizens – to put their transportation service on the market.



Source: Pew Research Center.
"Mobile Technology Fact Sheet."
January 2014

Technology facilitates the use of transportation options through:

- **Real time travel information:** Travel apps give drivers congestion alerts, tell transit riders when the next bus will arrive, and show a potential rideshare customer where a driver is originating. Real-time information removes many of the concerns about service reliability and helps inform travelers at the point of their decision.
- **Multimodal trip planning:** The ability to find a bike share station, a carshare, or a bus stop is one step in a trip; however, trips often require more than one mode. Multimodal trip planners allow people to plan trips using a combination of modes.
- **Rideshare coordination:** Online rideshare applications allow people to offer and find rides.
- **Convenient service payments:** Technologies like mobile transit ticketing and paying for parking by phone also improve traveler convenience and encourage use of transportation options.
- **Augmented reality:** There is speculation that in the not too distant future it may be commonplace for people to wear optical technology that will layer

computer generated visual information on the wearer’s field of vision. This might allow an end user to “turn on” the transportation options layer and see relevant information to assist with selection and use of transportation options.

- **Benchmarking tools:** Technology can communicate the business case for transportation options. For example, applications and websites can document the calories burned, emissions averted, and dollars saved based on trips taken by biking, walking, transit, and ridesharing.
- **Virtual transportation:** Transportation has typically been about connecting people to destinations. There may be a time when telework technologies, gaming, remote conferencing provide people with the ability to experience rich environments for work or play without the need to travel.
- **Emerging technology for the single occupant vehicles (SOV):** There are some trends in technology that may make SOV use significantly more efficient than it is now, such as electric vehicles or connected/autonomous vehicles. Technology that allows platooning of vehicles has the potential to increase the vehicle carrying capacity of existing highways. Autonomous, semi-autonomous, and connected vehicles may result in safer travel and more efficient use of the transportation system.

Despite trends in technology, it will be important to recognize that not everyone has access or the ability to use the Internet. Transportation options programs and information should be made available in a broad range of formats and programs can work to make electronically available information available more broadly.

OTHER CHALLENGES AND OPPORTUNITIES IDENTIFIED BY LOCAL STAKEHOLDERS

In addition to the key challenges and opportunities noted above, extensive stakeholder outreach for the Transportation Options Plan revealed a number of additional challenges and opportunities considered in the development of this Plan.⁴⁷

Transportation Options are Not “One Size Fits All”

Transportation options need to be tailored to the local context

Viable transportation options depend on the local context. While taking transit, biking, and walking are likely feasible in urban Oregon, ridesharing, dial-a-ride, and driving may be the primary options available in rural Oregon. However, walking and biking may also be viable options in some rural areas. It is important to identify transportation options programs and opportunities for varying contexts throughout Oregon.

Expanded transportation options markets

Transportation options providers identified an opportunity to expand the current outreach model (which historically focuses largely on commuters) to new markets such as new residents, older adults, students, low-income households, and other transportation disadvantaged populations. The opportunity to coordinate with and extend outreach to Native American tribes and veterans was also identified.

Expanded rideshare and vanpool

Opportunities were identified to expand ridesharing services to include dynamic ridesharing and improve transportation system management for rideshare. Vanpool riders may also be a significantly untapped market in both urban and rural parts of Oregon. Despite having some of the largest employers in the state, and a strong vanpool market, vanpools are few and far between in the Portland Metro region. Vanpools could also be a significant opportunity to connect rural populations with job centers. The lack of dedicated resources has limited the advancement of vanpooling as a primary mode across the state.

Staff Capacity

Staff resources

Quality staff with training in customer service and outreach is critical to successful transportation options programs. Without reliable funding, establishing these positions and attracting and retaining staff is difficult.



Geographic span of programs

In many cases in Oregon, particularly in rural areas, transportation options programs are staffed by Drive less. Connect. Regional Network Administrators. The boundaries of these programs can span multiple counties which significantly limits the ability to work hands-on in communities. For programs that expand beyond the city boundaries, there is also difficulty in tailoring programs to both rural and urban populations, especially given limited resources and staffing capacity. Customer-focused, on-the-ground staff is critical to program success.

Visibility and Understanding Transportation Options

Public awareness

Many Oregonians are not aware of the transportation options available. There is an opportunity to improve awareness of options, this includes communities that are not proficient in English. A succinct and compelling business case that spans locality and communicates why transportation options are beneficial to the individual is needed, along with outreach on how to use a range of options.

Understanding transportation options

Education and outreach to local, regional, and state decision makers and community members is also needed to improve understanding of transportation options and demonstrate the opportunity to integrate transportation options into project planning and delivery. There is a specific opportunity to inform members of the Area Commissions on Transportation, local planning officials, and state agency staff on the benefits of transportation options and how it can be incorporated into project planning and delivery and compete effectively in existing competitive funding processes.

Transportation options in land use decisions

The viability of transportation options depends in large part on the design of the community. Transportation options should be considered at the very beginning of the planning process, not just as a mitigation tool. There is a need to articulate how transportation options benefits can be better included in Transportation System Plan processes. Guidance, recommendations, and potential credits to integrate transportation options into the land development process should also be considered. Developing planning and design guidance on transportation options requirements and incentives for development to be implemented at the local level can be beneficial.⁴⁸

Reliable and Responsive Funding

Reliable and responsive funding

Funding sources for transportation options programs vary considerably across the state. In some ODOT Regions, funding is a dedicated line item in the Surface Transportation Program (STP). In other areas, transportation options programs rely on state *Drive less. Connect.* funds. Because transportation options programs rely primarily on staff time, reliable funding from year to year is needed to build strong programs. State, regional, and local partners (including the private sector) all play a role in identifying and leveraging new and expanded funding sources.

Reliable funding for Safe Routes to School

With the discontinuation of Federal Safe Routes to School funding, new sources of reliable funding are needed. However, if reliable funding at the state level is secured,⁴⁹ there is an opportunity to expand the Safe Routes to School program model to also include high school students and opportunities beyond biking and walking such as school-pool efforts and access to transit.

Partnerships

Coordination between transportation options providers and transit agencies

In many communities in Oregon improved coordination between transportation options providers and transit agencies is needed to strengthen programs.

Partnerships with universities and other large institutions

Transportation options providers across the state expressed a need to strengthen partnerships with the universities to expand reach to some of the largest transportation markets in the community.

Partnerships with Human Service Transportation providers

Partnerships with Human Service Transportation Providers can expand transportation options. For example, in the Portland Metro region, the RideWise Mobility Support and Training program is a collaborative effort between TriMet and Ride Connection to promote independent travel of older adults, people with disabilities, and low-income individuals by providing free training, support, and access to information. The program enabled more trips to be taken on regular fixed-route transit instead of LIFT paratransit service. This model of bridging human service transportation efforts with general transportation options outreach could be expanded throughout the state.



Partnerships with the health sector

There is an opportunity to strengthen the connection between health and transportation across Oregon to support project development and funding. Partnerships with County Health Departments, health insurance providers, hospitals, and the Oregon Health Authority can help to leverage funding opportunities and align policy.

Coordination between ODOT and local/regional transportation options program staff

Communication between ODOT transportation options program staff and local providers is critical; coordination and communication between other ODOT staff, including planners and managers and local transportation options program staff can also benefit transportation options implementation.

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VISION, GOALS, POLICIES, AND STRATEGIES

OREGON TRANSPORTATION OPTIONS PLAN

4

VISION, GOALS, POLICIES, AND STRATEGIES

The Oregon Transportation Options Plan includes a vision and set of goals, policies, and strategies to guide and support state, regional, and local partner investment and development of transportation options programs.

The vision, goals, policies, and strategies were crafted with input from hundreds of stakeholders across Oregon ranging from industry and agency experts to community advocates and transportation options providers. The Plan's Policy Advisory Committee was instrumental to this effort, bringing experience and expertise from many diverse regions of the State of Oregon and representing different sectors of government, transportation options providers, other transportation interests such as freight, and private business. Policies and strategies were further informed using topic-specific focus groups that included community practitioners and industry experts in the areas of health, technology, and human services, among others. See Appendix B for a complete overview of the stakeholder involvement process. Policies and strategies in this chapter are intended for state, regional, and local implementation.

VISION FOR THE OREGON TRANSPORTATION OPTIONS PLAN



Oregon's state, regional, and local transportation systems provide travelers of all ages and abilities with transportation options to access goods, services, and opportunities across the state. Public and private investments in a range of transportation options strategies, programs, and services provide travel choice for Oregonians and improve the efficiency with which people and goods move through the transportation system. People in Oregon have better options to travel and can readily access information to choose the options that best meet their transportation needs, budget, and preferences. By using efficient transportation options, people improve the economic, human, community, and environmental health in their communities.



Safety

GOAL 1: To provide a safe transportation system through investments in education and training for roadway designers, operators, and users of all modes.

The education of Oregon's transportation system designers and operators on safe multimodal design results in safer infrastructure. All transportation users benefit from safety education and awareness programs.

Why is it important?

The safety of all road users is an Oregon Transportation Options Plan priority. Over the last 20 years, transportation-related deaths in Oregon have declined significantly. Stricter laws, coupled with aggressive education and public information campaigns, have increased safety awareness and encouraged changes in driving behavior. While Oregon's progress has been significant, traffic crashes are still the leading cause of death for persons under the age of 35.¹ The 2011 Oregon Transportation Safety Action Plan (TSAP) calls for continued reduction in transportation-related deaths from 10 per 100,000 population in 2009, to 9.25 per 100,000 in 2020, to 8.75 per 100,000 in 2030.²

Bicycle-involved motor crashes are on the rise in Oregon. Between 2001 and 2011, bicycle crashes increased nearly 50 percent. The State of Oregon's goal is to reduce bicyclist injuries and fatalities from motor vehicle crashes 3 percent per year by 2015.³

The Transportation Options Plan plays an important role in meeting the state's safety goals. Transportation options programs can reduce conflicts between transportation modes by providing safety education and information. This Plan supports safety education programs that focus on all modes and target people at every stage in life, starting with pedestrian and bicycle safety training for children through older adults transitioning away from driving.

Partnerships with trusted messengers including the Automobile Association of America (AAA), Better World Club, and Driver and Motor Vehicle Services (DMV) will be critical to build more robust programs that educate drivers about driving safely in the presence of bicyclists and pedestrians. Partnerships with bicycle advocacy groups and Safe Routes to School (SRTS) programs are also needed to educate bicyclists and pedestrians about how to safely interact with motor vehicles. Coordination with engineering, education, and outreach professionals will be critical to meet the state's safety goals to ensure safe street design to improve road safety for all modes.

Walking school bus app helps kids arrive safely to school

The walking school bus refers to an organized group of students who walk to school together, picking up children along the way in the same way a bus or carpool would operate. The “bus” supports the concept of “safety in numbers” and is usually led by a parent who accompanies the students along the route.

In Utah, the Student Neighborhood Access Program developed a mobile application for smart phones to encourage the formation of walking school buses. The app, available through Utah Department of Transportation (UDOT), allows parents to search by elementary school for existing walking groups. They can also create their own walking bus route and invite



The Student Neighborhood Access Program developed a mobile application for smartphones to encourage the formation of walking school buses.

Source: Student Neighborhood Access Program, utah.gov

neighbors and other parents to join. The walking bus app also includes the capability to plan walks to and from school, assign parent leaders, send text messages to the group, and alert the parents once students have arrived safely at school. It also tracks the number of miles walked, calories

burned, and emissions saved. The program is lauded by parents for increasing the safety of walking or bicycling, particularly on streets that often do not have sidewalks.

Oregon Driver and Motor Vehicle Services (DMV) provides safety information for older adults

The Oregon DMV recently developed a website with information targeted to older drivers. The site provides safety information for older adults and offers safety tips about interacting with other transportation modes.

The website also provides recommendations on when to stop driving and guidance on how to craft a “retirement from driving” plan to begin accessing common day to day destinations. The worksheet encourages seniors to think about whether destinations are available by bus or walking. It also links to other websites to assess one’s driving health and could provide an opportunity to host information about travel options for older adults who can no longer drive.



The Oregon DMV provides safety information for older adults – both how to drive safely and also to know when to stop driving and depend on other modes of travel.

Source: ODOT



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Automobile Association of America and Better World Club
- Safe Routes to School professionals
- School Districts
- Street designers and traffic engineers
- Law enforcement
- Community organizations

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

What are the policies?

1.1 Improve safety for all facility users to make each modal option more safe and attractive to prospective users.

1.2 Raise awareness of the availability of transportation options through the integration of road safety education for all modes into classroom and through lifelong learning, including traffic diversion programs and community programs such as Safe Routes to Schools, Drivers Education, licensing renewals, and community cycling workshops.

1.3 Incorporate safety considerations, including education and enforcement strategies, into statewide and local plans to facilitate the viability of all modes and increase transportation choices.

What are the strategies?

1.a Develop or enhance statewide safety education materials for all facility users and create public/public and public/private partnerships for distribution, including agencies like American Automobile Association (AAA), Better World Club, ODOT Driver and Motor Vehicle Services (DMV), ODOT Safety Division, ODOT Rail and Public Transit Division, ODOT Active Transportation Section, public health organizations, and insurance companies.

1.b Promote training curricula for traffic engineers, planners, developers, and other transportation officials to conceptualize, design, and achieve a system that safely accommodates a multitude of transportation uses and users and provides viable transportation options.

1.c Pursue funding for expanded K-12 school safety programs using the Safe Routes to School program model.⁴

1.d During project development look for opportunities that encourage efficient multimodal travel and maximize system safety.

1.e Adopt “safety in numbers” as a core principle for transportation system planning, design and operations. “Safety in numbers” refers to the overall safety benefits of more people traveling together on foot, bicycle, and on transit.

1.f Engage in targeted education campaigns around safety of many modes;⁵ debunk misconceptions or “safety myths” surrounding the safety of walking, bicycling, and public transportation.



New urban design guidance showcases safety treatments that support transportation options

Street design supports the use of transportation options. New and developing street design guidance, for example the Urban Street Design Guide developed by the National Association of City Transportation Officials (NACTO), focuses on the safe integration of automobiles, pedestrians, bicycle riders, transit users, and others on city streets and in public spaces. These types of manuals treat urban roadways as a shared space, recognizing that urban areas typically have more interaction between travel modes. They also provide research and examples of innovative roadway treatments that increase safety for transportation options activities and feature interim or temporary treatments to test changes to roadway design.

Source: Nelson\Nygaard



Funding

GOAL 2: To establish an optimized transportation system with funding for transportation options equally considered with other programs at the state, regional, and local levels, with strategic partnerships that support jurisdictional collaboration, and with public and private sector transportation investment.

By recognizing the value and strategic significance of transportation options as part of Oregon's transportation network, transportation options programs and strategies are funded and coordinated at the local, regional, and state levels.

Why is it important?

Transportation buying power is decreasing at the federal, state and local levels. Moving forward, the State of Oregon and its local and regional partners will need to do more with each dollar of revenue. ODOT and its local partners face long-term funding challenges that will limit their ability to preserve and improve the transportation system in the coming years, including:

- Growing debt service on bonds
- State and federal revenue projections that don't keep pace with system costs
- Uncertain federal funding environment
- Strained gas tax revenue per mile driven
- Increasing operations costs

"Faced with...funding challenges, ODOT will be focusing on its most basic mission of maintaining and preserving the highway system, investing scarce resources strategically to minimize the deterioration of the system. New strategies are being developed across all modes to ensure that scarce resources are being invested to get maximum return on investment."

-ODOT Website

For the current biennium, ODOT's state highway fund is primarily committed to debt service, administrative costs, and maintaining highways.⁶ Federal funds are being stretched and construction costs are increasing. The gas tax and user fees do not generate the funds required to fully support building and maintenance of the roadway network.

The state of transportation funding necessitates the continued development of a transportation system that is efficient, multimodal, and sustainable. Transportation options investments help to maximize the returns on infrastructure spending (in terms of lifecycle costs) and reduce the need for new or widened roads. New projects for highways, interchanges, and other high-capacity



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Local and regional policy makers
- Local transportation options providers
- Private sector, including employers and developers
- Health care sector

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

roadways are expensive and need to be balanced with other state and community goals. In a limited funding environment, transportation options strategies cost less and use limited resources effectively. Incorporating transportation options into project criteria and providing reliable and responsive funding sources will help grow programs across the state (see Chapter 5 for a complete description of expanded funding opportunities).

What are the policies?

2.1 Work to secure reliable funding to support transportation options program staff. This staff is critical to raising awareness of modal choices, providing education services, working with employers, and helping to expand travel options within various geographies of Oregon.

2.2 Communicate the value of transportation options programs, services, and strategies so that these types of investments are considered on par with other types of transportation infrastructure and service investments.

2.3 Work to ensure that transportation options programs and tools are considered for funding across programs where they support overall transportation needs.

2.4 Form and support partnerships – public/public and public/private – to provide and potentially fund transportation options programs.⁷ Develop strategies that facilitate private sector investment and other opportunities to develop, maintain, and expand the use of transportation options.

TMA's can act as funding partners

A Transportation Management Association (TMA) is typically formed to address the transportation needs and challenges of a particular destination with a distinct geographic boundary, such as a business district. TMAs address parking, circulation, congestion, and non drive-alone access through employee commute programs, information about alternate travel options, or other tools. In many cases, TMAs are funded in part by employer membership dues. TMAs can operate in communities of all sizes. Portland's Lloyd TMA (Go Lloyd!) was founded in 1994 and covers a mid-sized commercial and entertainment district. In Washington County, the Westside Transportation Alliance partners with employers to comply with the DEQ's ECO Rule, administer incentive programs, sponsor transportation fairs, and participate in local and regional planning committees.

2.5 Identify ways to support existing and expanded vanpool programs through policy and funding.

What are the strategies?

2.a Consider strategies to integrate transportation options into existing funding streams, ensuring projects are eligible and competitive at the state, regional, and local levels.

2.b Plan road construction projects, budgets, and timelines to include transportation options outreach as a standard public information strategy.



WHY FUND TRANSPORTATION OPTIONS?

Transportation options programs, services, and strategies offer a cost-effective way to achieve transportation system efficiency, reduce the need for vehicle capacity expansion, maximize the use and value of existing infrastructure and service investments, decrease health and household costs, and help meet mobility needs of travelers.

2.c Find ways to appeal to new sectors and leverage funding. Create incentives for the private market to fund partnerships and market-based opportunities. Link transportation options and health providers to leverage health care funding.

National Transit Database (NTD) provides funding opportunities for vanpools

NTD vanpool reimbursement funds are a source of funding for many jurisdictions. The Federal Transit Administration (FTA) considers vanpools a transit mode if the vanpool service provided meets the FTA's definition of public transportation. The vanpool must submit specific data to FTA's NTD program, which is then used to apportion funding through the Urbanized Area Formula Program (Section 5307) to urbanized areas.⁸



The amount of money distributed through Section 5307 depends on the specific factors of the reporting agency, including passenger miles, transit vehicle-miles, percentage of on-time reporting and other factors.

In the Willamette Valley, Valley Vanpool is a partnership between Cherriots Rideshare, Lane Transit District (LTD), and Cascades West Rideshare. LTD reports vanpool miles that operate in Lane County. Cherriots Rideshare reports vanpool miles in Polk, Marion, and Yamhill Counties. Vans running in areas without a major transit agency are unable to report vanpool miles to NTD.

Not reporting vanpool miles results in a missed opportunity to secure federal revenue. Local vanpool providers in Oregon report frustration with current guidelines that miles must be reported through a transit agency and that it takes two years to receive NTD reimbursement. The delayed reimbursement makes it difficult to subsidize new vanpool startups. Lastly, there is no requirement that NTD funds generated through vanpool miles are then used to reinvest in vanpool programs.⁹ In the case of Valley Vanpool, the program only receives 50 percent of the NTD funds that they generate.¹⁰

2.d Work to incorporate transportation options into funding criteria. Support eligibility for State Transportation Improvement Program (STIP) and other funds across the state where transportation options programs and services can help projects and ongoing programs better meet transportation needs. Considerations for criteria could include questions such as:

→ How does the proposed project support transportation options?

→ Is the proposed project a cost-effective way to provide or preserve transportation system capacity and reduce congestion?

2.e Use elements of this Plan and other work to document the “business case” for transportation options. Clearly communicate what transportation options is (a collection of strategies and tools) and its benefits, such as deferred capital costs, reduced community cost, and congestion management.

2.f Define basic transportation options programs and services (such as ridesharing, park-and-rides, information access), assess needs unique to geographic areas, and seek funding to support such needs.

2.g Coordinate state and local transportation options goals and policies with other state planning tools and processes such as least-cost planning concepts and strategic assessments and scenario planning.

2.h Encourage and support regions eligible for federal Congestion Mitigation and Air Quality (CMAQ) funding to apply for projects for transportation options programs and transit improvements.

2.i Facilitate cost sharing between local jurisdictions, healthcare organizations, and higher education institutions for transportation options coordinators and/or maintenance of bicycle, pedestrian, and transit facilities on campuses.

Opportunities to facilitate cost sharing between local jurisdictions and higher education institutions

The following is a list of opportunities for local jurisdictions and higher education institutions to cost share transportation options programs and investments (Strategy 2.i):

- Share the cost of a Transportation Options Coordinator
- Share the cost of bicycle parking on or near campus
- Share the cost of transit stop amenities on or near campus
- Implement higher education individual marketing programs (the education institution pays for the program; the jurisdiction operates/ manages the program)
- Co-write grants to secure funding for transportation options programs
- Explore opportunities to use institutional parking revenue for capital improvements in the public right-of-way

2.j Create a funding mechanism to support vanpooling throughout the state either by offering subsidies to vanpool providers or directly to riders. Explore using money generated via National Transit Database vanpool reported miles to support vanpooling programs.



Accessibility

GOAL 3: Expand the availability, information, and ease of use of transportation options; improving access to employment, daily needs, services, education, and travel to social and recreational opportunities.

Enhanced transportation options and information improve opportunities for people to reach destinations in their communities and throughout Oregon. While the range of choices may vary from place to place, more Oregonians benefit from having additional transportation options that meet their transportation needs.

Why is it important?

Transportation options programs provide information to help people access everyday necessities, including jobs, services, education, and recreation destinations. Although transportation options programs have historically focused on commute trips, this Plan extends the focus to all types of trips at all times of day. This Plan also recognizes that transportation options may vary based on the local context. In rural Oregon, transportation options often include driving, sharing rides, and dial-a-ride transit service and/or intercity transit service. By comparison, transportation options are broader in urban communities like Portland, Eugene, and Salem. This goal recognizes that contextual differences throughout Oregon create a need to tailor transportation options outreach, education, and information accordingly. Outreach materials reflect the different options available in locally appropriate formats and consider the need for transportation information in multiple languages and in multiple formats for people with disabilities.

What are the policies?

3.1 Provide access to multiple modes and transportation options so that people may choose to walk, bicycle, take transit, and share rides for a broad range of trips, including trips to work, school, access goods and services, recreation and tourist destinations, and special events.

3.2 Provide outreach and programming in locations with existing transportation options, as well as to improve transportation options in areas that currently have limited transportation choices.

3.3 Provide affordable, barrier-free transportation options information, ensuring that where a person lives, how they receive information, or how they currently travel does not limit access to information. Design platforms that recognize user limitations and differences in ability.¹¹

3.4 Provide clear and comprehensive information about transportation options programs, services, and modes through communication and collaboration between transportation providers, the private sector, and other stakeholders.



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Local and regional policy makers
- Local transportation options providers
- School districts
- Community organizations
- Private sector, including employers and the development community

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.



The Oregon Transportation Options Plan was guided by a Policy Advisory Committee.
Source: Nelson\Nygaard

What are the strategies?

3.a Expand transportation options information and leverage distribution channels to users through transportation providers, community organizations, housing developments, local and state agencies, schools, higher education facilities, health and insurance providers, tourist and travel agencies, and developers, among others.

3.b Develop guidance for transportation options programs suitable for all regions and communities of various sizes. For example, all communities with transit or rideshare services should also consider Guaranteed Ride Home programs.

3.c Create toolkits with the type and scope of transportation options programs scaled to communities of urban, suburban, and rural contexts, supported by education and training to the public and providers.

3.d Include language and visualization tools in promotional materials that emphasize transportation options as an end-to-end solution for many trip types. Distribute transportation options materials and information through a variety of media – printed materials, fliers at community centers, online resources, and in-person customer-focused outreach.

3.e Develop a formalized transportation options training program for providers to “train the trainer” and expand awareness of available programs and services. Example trainings could reach human resources staff, human services case workers, youth sports coordinators, medical facilities, or senior centers, among others.

“ Investment in transportation options is akin to planning for the future like retirement. We don’t know what will happen, but we plan for it. We don’t put all the eggs in one basket. ”

-Oregon Transportation Options Plan
Human Services Focus Group participant



Mobility & System Efficiency

GOAL 4: To improve the mobility of people and goods and the efficiency of the transportation system by managing congestion, enhancing transportation system reliability, and optimizing transportation investment through transportation options.

Mobility and efficiency investments in transportation options help Oregonians spend less time in congestion, experience more reliable travel times, foster a competitive place for business, optimize transportation infrastructure and service investments, and support transportation system resiliency.

Why is it important?

State, regional, and local economies benefit from reduced single-occupant driving, freeing highway space for more travelers and keeping freight moving. Congestion and unreliable travel times result in significant economic costs and put tremendous stress on travelers. The ability to move freight quickly and reliably is an essential business function and often a significant consideration when companies consider where to locate. Freight reliability is essential for the freight and business community but also for consumers who rely on products to be available. Freight tonnage in Oregon is forecasted to grow 80 percent by 2030 and increase by 147 percent in value.¹² Congestion is already affecting businesses across the state. The failure to invest in transportation improvements will result in significant travel delay for individual travelers and freight.¹³ Current congestion projections estimate an average of 50 hours of time lost annually per household by 2025.¹⁴ Transportation options, such as biking, walking, transit, and ridesharing can reduce congestion. As the population of Oregon increases and the amount of revenue available to build new infrastructure is stretched further, continued investments in system efficiency will be critical.

What are the policies?

4.1 Use transportation options to improve the personal mobility of Oregonians and visitors to travel to a range of destinations and access needed goods and services.

4.2 In developing statewide, regional, and local plans, investigate options to divert traffic to less busy times of the day or to other modes before considering roadway capacity expansion, in turn optimizing existing state and local transportation systems through transportation options investments.¹⁵



WHO ARE THE IMPLEMENTATION PARTNERS?

Oregon Department of Transportation

- Local and regional policy makers
- Local transportation options providers
- Community organizations
- School Districts
- Large institutions
- Private sector, including developers, employers, and vanpool and taxi vendors
- Freight stakeholders

Note: Refer to the "Moving the Plan Forward" section in Chapter 5 for an overview of partner roles in implementation.

4.3 Deploy and incentivize transportation options solutions as a means of managing congestion, especially during peak hour travel, and as mitigation during construction.¹⁶

4.4 Invest in and promote expanded shared fleet services including carshare vehicles (short-term, self-service vehicle rental, and/or peer-to peer) and bikeshare bicycles to reduce the need for vehicle ownership and reduce vehicle miles traveled.

Congestion is affecting Oregon businesses



Congestion is affecting businesses in Oregon. For example, many Portland-area businesses are already dealing with the effects of congestion with significant impacts to the local and regional economy:

- Sysco Foods opened a new regional distribution center in Spokane because it was taking too long to serve their market from the Portland area
- PGE estimates it spends approximately \$500,000 a year on travel time delay for their maintenance crews
- Providence Health Systems reported difficulty delivering to the west side of Portland and is planning a relocation of warehousing and support operations at significant cost to the company
- Intel has had to adjust their shipment times for their latest outbound shipments to account for congestion

Source: Economic Development Research Group. "The Cost of Congestion to the Economy of the Portland Region." November 2005. https://www.portofportland.com/PDFPOP/Trade_Trans_Studies_CoCReport1128Final.pdf

What are the strategies?

4.a Promote, encourage, and incentivize biking, walking, and taking transit, and carpool/vanpool (rideshare) program participation to help spread demand across modes and to more efficiently utilize existing modal capacity.

4.b Support ride matching programs, services, and applications that facilitate carpooling, ridesharing, and trip chaining.

4.c Assess the State's role in delivering and supporting rideshare and rideshare technology.

4.d Analyze options and opportunities to increase use of existing programs and bring vanpooling to additional areas of the state, including consideration of a statewide program, branding concept, guidance for reporting vanpool activities, and/or the provision of subsidies.



MOBILITY HUBS INTEGRATE TRAVEL MODES AND INFORMATION

Mobility hubs are a place where transportation modes seamlessly connect. They usually involve transit, vehicle sharing such as car and vanpooling, concentrations of land uses, and an information component. Mobility hubs connect a variety of sustainable modes and services through a network of physical locations or “mobile points.” The points are located throughout a city or region to physically and electronically link the elements of a door-to-door trip.

4.e Explore the value of peer-to-peer services, dynamic taxis, and their associated applications; explore how to introduce them into a community through policy and/or legislation if needed.

4.f Formalize a statewide park-and-ride database and/or network and promote their use.

4.g Establish partnerships with local jurisdictions and the private sector to site and manage new park-and-ride facilities.

4.h Develop guidance and support mechanisms for informal “pop-up” park-and-ride locations where existing regional and/or local transit routes already stop (e.g. shopping centers), carpooling occurs, or where potential carpool locations could be along highly traveled corridors.

4.i Transition informal “pop-up” park-and-rides that are well used to permanent facilities when the following minimum conditions are in place:

- **Appropriate Location:** There is not another existing park-and-ride lot close by that could serve the need, and the location is the most accessible and safe of potential other locations in the area.
- **Adequate Demand:** The lot is used by 15 or more cars per week.
- **Safe and Usable:** Location is safe and usable or can be made so with a reasonable amount of mitigation (e.g. driveway access, illumination, grading, drainage, etc.).
- **ADA Accessible:** The topography and other features of the park-and-ride location meet ADA requirements with a reasonable amount of mitigation.
- **Cost Efficient:** The state, local jurisdiction, or private provider, whose property is being utilized as a park-and-ride location, has determined that they can afford to operate and maintain the facility; and approves formal designation.

4.j Prioritize maintenance of high-demand park-and-ride locations during inclement weather, including sanding, de-icing, snow removal, and flood prevention.

4.k Foster the identification and development of mobility hubs through financial, policy, or technological support or coordination, with an initial focus on locations with an existing user base such as park-and-ride lots, transit stops or stations, universities, or institutional campuses.

4.l Increase access to shared vehicles through investments in shared vehicle fleets that allow new networks to seed.

4.m Promote bike share programs at mobility hubs and other destinations connecting the “last mile” of travel.



GUARANTEED RIDE HOME PROGRAMS

A Guaranteed Ride Home (GRH) program offers participants a free ride home in case of emergency. GRH programs are usually coupled with a carpool, walking/ biking, transit, or other transportation options program. The program guarantees a ride, usually a taxi or other car-share, when program participants have a family emergency. The program is meant to offer assurance to employees weary of giving up their vehicle in case emergencies arise.

Several local transportation options providers in Oregon partner with employers to offer transit benefits and also include a GRH program. These include TriMet, Salem Cherriots Rideshare, and Point2Point Solutions through Lane Transit District.

4.n Enhance the availability of carsharing (short-term self-service vehicle rentals or peer-to-peer rentals), providing options to households choosing not to own a vehicle or choosing to limit the number of vehicles owned.

4.o Support and encourage telework programs by providing technical or logistical support to employers who implement telework policies.

4.p Encourage and recruit early adopters, especially among government agencies and information technology or communications firms, to implement communication technologies supporting telework and telecommuting.

4.q Support Guaranteed Ride Home programs that provide commuters with a subsidized ride home from work when an unexpected emergency arises.

4.r For roadway construction projects, conduct public outreach and work with transportation options providers to provide information on available programs and services to corridor users. Develop programs to encourage the use of transportation options before, during, and after construction.

4.s Integrate multimodal solutions in road expansion projects to manage transportation demand.

4.t Encourage the use of transportation options to reduce congestion, emissions, and overall single occupancy vehicle trip reduction through guidance, best practice or, sample Trip Reduction ordinances.

4.u Research a methodology to assess how specific types of transportation investments may influence mode choice and use.

4.v Work with employers to develop transportation options programs such as: rideshare programs, alternative work schedules, telecommuting options (video conferencing, virtual meeting technologies, and other communication technologies to decrease business travel demand), commuter incentives (e.g., transit passes), etc.

4.w Provide “point-of-purchase” information to travelers that enables efficient mode and time of day travel choices.

4.x Support and encourage trip chaining* to help drivers make efficient travel decisions.

Telework!VA offers financial and technical assistance to employers

The State of Virginia's Telework!VA program helps companies offset the cost of starting up or expanding a telework program. Qualified employers can receive between \$35,000 and \$50,000, as well as technical assistance to set up and administer the telework program. The program currently has had more than 170 employers have participate since 2001. When funding for the start-up assistance was exhausted, the legislature passed a Telework Tax Credit (up to \$50,000) that businesses can use to cover telework program equipment and operations.

*Trip chaining refers to the process of combining multiple errands into one trip in an effort to reduce the number of vehicle miles traveled.



Economy

GOAL 5: To enhance economic vitality by supporting job creation and retention, decreasing household spending on transportation, supporting vibrant local businesses, and helping goods move reliably.

Travel options provide employees cost effective access to jobs, support employer decisions about where to locate and expand, help employers attract and retain employees, enhance the bottom line for businesses by providing access to goods and services, and support the freight and delivery industry by keeping goods moving reliably throughout the transportation system.

Why is it important?

Transportation options support the local, regional, and state economy. Whether walking in downtown La Grande or in southeast Portland, improved access to transportation options has been attributed to improving a region's competitiveness and is one sign of a healthy, balanced economy.

Transportation options strengthen the economy by reducing congestion and allowing for greater travel time reliability for businesses, their employees and their customers. The ability to move freight quickly and reliably is an essential business function. Transportation options programs and investments that reduce congestion and improve system efficiency can reduce travel time, increase productivity, and reduce operations costs such as fuel and maintenance.

Employers also benefit from transportation options. High quality transit access, vanpool subsidies, or on-site bike parking can be an effective recruitment strategy to retain quality employees. High tech companies are spending millions of dollars annually on employee shuttle services and other amenities to attract and retain employees. When employees travel by options other than driving alone, they have been shown to demonstrate higher rates of on-time arrival and greater productivity.¹⁷ Studies have shown that employees that are active in employer-sponsored health and wellness programs are 8 percent more productive than inactive peers.¹⁸

In 2014, Oregon was still recovering from the recession and several counties continued to face unemployment rates well above the national average.¹⁹ In these same counties, transportation costs are typically more than a third of household income.²⁰ Transportation options can help ease the financial burden by providing households with affordable transportation options.



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Local and regional policy makers
- Private sector, including employers
- Freight stakeholders

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

What are the policies?

5.1 Encourage the use of transportation options that can reduce household and visitor spending on transportation.

5.2 Invest in transportation options as a system efficiency and management tool to reduce the need for costly capital infrastructure investments. Focus and scale investments to meet local needs and circumstances. When investing in transportation options programs, consider accompanying supportive policies, such as bicycle, pedestrian and transit infrastructure investment, and coordinated land use and local funding commitment.

5.3 Use transportation options to promote system efficiency, mobility, and reliability for passengers and freight.

5.4 Consider transportation options opportunities to support tourism and recreation through improving access to popular destinations via alternative modes of travel.



According to the Travel Oregon website, visitors don't need a car to have a good time in Oregon. The increasingly popular Scenic Bikeways program is a good example of active transportation options to support tourism in the state.

Source: Travel Oregon

5.5 Document and publicize the business case for transportation options programs, including health care savings, contribution to livable communities, development, community and infrastructure lifecycle costs savings, impact on workforce development goals, and personal transportation cost savings.

5.6 Partner with employers to develop commute trip reduction programs, or offer incentives that encourage employees to utilize transportation options.



EMPLOYERS CAN IMPACT EMPLOYEE TRAVEL BEHAVIOR

Google encourages their employees to “move sustainably”

Google’s shuttle program began in 2006. Today, more than 70 private buses shuttle employees, with 275 scheduled departures a day. The motor coaches are equipped with wifi and fold down tables so employees can work while they ride. They also feature bike racks for employees who choose to do one-way commutes by bicycle. Employees who commute via a non-motorized mode also earn charity credits. On-campus staff have access to more than 1,000 bikes and the ability to check out fleet vehicles if they need to run errands. Google estimates that their shuttle program alone saves 5,400 tons of CO₂ and 14 million vehicle miles traveled each year.²¹

What are the strategies?

5.a Integrate transportation options into alternatives analysis for large infrastructure projects to consider the most cost effective solutions. Similarly, measure the impact of transportation options strategies when engaging in least cost and long term planning.

5.b Establish performance metrics and gather data on outcomes associated with the use of transportation options that are scalable and context-sensitive to community size and scope. Publicize the return on investment in terms of transportation cost savings for individuals, tax-payer savings on infrastructure costs, healthcare savings in air quality and exercise associated with transit, walking and bicycling, and cost savings associated with reduced congestion, among other benefits.

5.c Develop a standard set of performance measures that local transportation options providers can use to measure transportation options program success, including the effectiveness of transportation options programs and investments in long-term travel choice changes.

5.d Create communication material that demonstrates the role that transportation options can play in strengthening the local economy, particularly as it relates to recreation and tourism, environmental benefits, downtown vitality, and health costs.

5.e Encourage collaboration between transportation options providers and groups that create economic development opportunities for Oregon communities using cycling, passenger rail, and other non-single occupant vehicle (SOV) transportation to attract visitors, tourism, and commerce.

5.f Communicate the benefits of transportation options to employers to develop commute reduction programs as a strategy to retain and attract employees.

5.g Support research and studies on the economic, health, and environmental impact of transportation options programs, strategies, and policies.

5.h Include transportation options as a mitigation strategy in developer agreements for a range of projects.



Health & Environment

GOAL 6: To support healthier natural and built environments by developing and promoting transportation options that reduce the environmental impacts of motorized travel and allow more people to incorporate physical activity in their daily lives.

Enhancing and promoting transportation options in Oregon fosters healthier communities. Increased active transportation enhances community health, reduces health disparities, and improves the environment.

Why is it important?

Physical activity incorporated into daily travel can help reduce incidents of several life-threatening diseases and sedentary illnesses and can result in a healthier Oregon. The adult obesity rate in Oregon rose from only 11 percent of adults in 1990²² to 27 percent in 2012.²³ If current trends continue, the adult obesity rate is projected to reach 49 percent by 2030.²⁴ There is also a growing public health concern about childhood obesity. In 2011, 15 percent of children ages 2 to 4 were documented as obese in Oregon.²⁵

Trends in obesity are linked in part to a decline in physical activity. The number of hours of physical activity per week declined 32 percent among Americans between 1965 and 2009. By 2030, this figure is projected to be 46 percent below physical activity levels in 1965.²⁶

Research indicates that there is a link between the amount of time spent or distance traveled in a vehicle and the likelihood of being overweight or obese.²⁷ Increasing the use of transportation options – particularly biking, walking, and taking transit – can help curtail this trend and help people meet their daily recommended activity levels. Transit riders are more likely to reach their recommended daily levels of activity because transit trips usually involve walking at either end of the trip destination (on average 19 minutes daily to and from transit).²⁸

Promoting the use of transportation options can help lower the risk of illnesses related to inactivity. The benefits of living an active lifestyle have been shown to cause a:

- 50 percent reduction in coronary heart disease
- 50 percent reduction in adult diabetes risk
- 50 percent reduction in the risk of becoming obese
- 30 percent reduction in the risk of developing hypertension²⁹



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Department of Environmental Quality
- Oregon Health Authority
- Local transportation options providers
- Community organizations, such as Coordinated Care Organizations, Medicaid providers, and other human service agencies and organizations
- Street designers, traffic engineers, and land use planners
- School districts
- Private sector, including employers, and the development community
- Health sector

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

The transportation sector remains a significant source of emissions. Transportation options reduce air pollution and support Oregon’s goal to reduce greenhouse gas (GHG) emissions by 75 percent below 1990 levels by 2050.³⁰ Currently, transportation sources make up approximately 34 percent of Oregon’s GHG emissions.³¹ Under the direction of the Statewide Transportation Strategy, transportation options are critical to reducing transportation-related emissions and helping the state meet the 2050 GHG goal. Congested travel in particular emits higher levels of CO₂ because emissions are related to fuel economy, which is reduced through vehicle idling and speed variance.

What are the policies?

- 6.1** Emphasize the role of transportation options in enhancing human and environmental health.
- 6.2** Broaden and strengthen partnerships between transportation options providers, health insurance providers, and social service and community health organizations.
- 6.3** Use transportation options to help achieve local, regional, state, and federal environmental and public health goals to reduce vehicle miles traveled, reduce greenhouse gas emissions (GHG),³² improve air quality, and reduce obesity and associated chronic diseases due to lack of physical activity.
- 6.4** Use transportation options to support access to health services.
- 6.5** Use transportation options to support community resiliency and health and safety goals associated with disaster planning and response.

Health Impact Assessments (HIA) help estimate impacts from transportation projects

HIA’s are increasingly used to measure the effects of transportation projects, plans, and policies on people’s health, especially the health of vulnerable populations. They are modeled after environmental assessment reports required by the National Environmental Policy Act (NEPA). While full HIAs may not be applicable in all situations, considering health objectives and potential analysis tools can help guide decision-making.

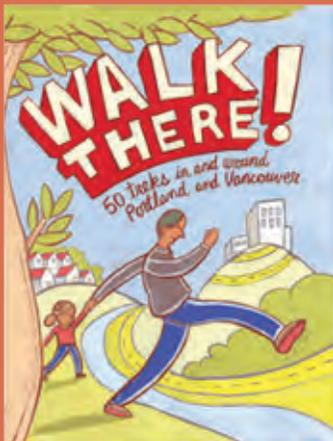


In Massachusetts, a “Health Transportation Compact” was passed in 2009. The DOT conducted a pilot HIA for a large highway project in need of replacement. The HIA focused on the transportation impacts for air quality, noise, mobility and connectivity, public safety, and land/ use economic development for each project alternative. Based on the data reviewed during the HIA, the two optimal alternatives were road configurations that offered better mobility and access, particularly to nearby residents who struggle with access to goods and services.³³



WALK THERE! GUIDE ENCOURAGES PHYSICAL ACTIVITY

Metro's Regional Travel Options program produced the regional Walk There! guidebook. The popular guidebook provides maps and descriptions of places to walk in the Portland Metro region. Recognizing the health benefits of walking, Kaiser Permanente provided a \$13,000 grant to Metro to enable the book to be distributed for free.



Source: www.elsocartography.com

What are the strategies?

6.a Use local, regional, and state networks (Coordinated Care Organizations, Medicaid providers, Oregon Health Authority, etc.) to support transportation options programs and distribute information to clients. Encourage human services agencies and organizations that must provide client transportation to promote transportation options as a way to cost-effectively provide transportation.



The Oregon Health Authority (OHA) is in an optimal position to distribute information about transportation options to clients.

Source: <http://oregonconsensus.org>

6.b Integrate health considerations and impacts in transportation planning. Include transportation options outcomes in Community Health Improvement Plans / Community Health Needs Assessments. Where detailed health impact assessments are not practical, consider elements of public health in transportation and community planning and in site design.

6.c Support active transportation programs at all ages, including Safe Routes to Schools (including middle school and high school students), senior services, and other community-supported travel training.

6.d Encourage communities to use streets for community health and activity events such as Open Streets events.

6.e Evaluate and communicate the societal and public health benefits of active transportation and active living.

6.f Create plans to utilize transportation options in response to natural or manmade disasters, such as mobilizing shared vehicles for large-scale community evacuation and utilizing trails and transit vehicles for coastal or flood evacuation, recovery, and repair.

6.g Incorporate relevant elements of the Statewide Transportation Strategy: A 2050 Vision for Greenhouse Gas Emissions Reduction related to effective transportation options approaches to reduce emissions.

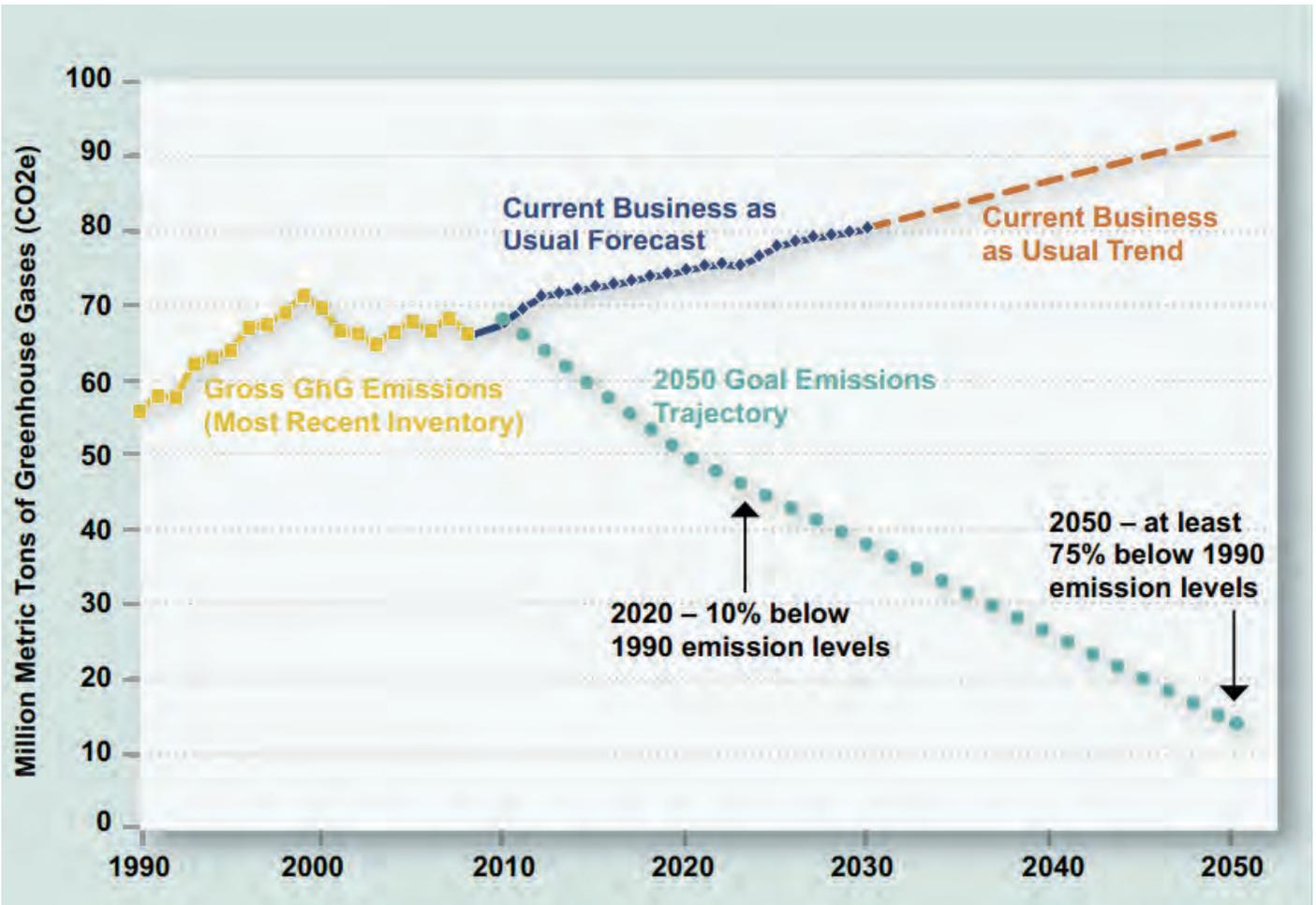
Oregon's Statewide Transportation Strategy (STS) relies on transportation options to reduce emissions

As part of the Oregon Sustainable Transportation Initiative (OSTI), the Oregon Legislature directed ODOT to help meet Oregon's 2050 greenhouse gas reduction goal. The goal is to reduce transportation emissions to 75 percent less than 1990 levels.

The STS was developed through extensive research and technical analysis. Industry experts and representatives from local, regional, and state government played a role in crafting the strategy. Transportation strategies were analyzed for reduction impacts, leading ODOT to develop a new analysis model, GreenSTEP, to measure the emissions implications of policy choices. Transportation and land use strategies and elements were identified to help the state meet its greenhouse gas reduction goal. Transportation options activities were deemed critical in reducing emissions and are featured prominently in the document.



Historical and Projected GHG Emission Trends (1990 - 2050)



Source: Oregon Statewide Transportation Strategy; Oregon Global Warming Commission Report to the Legislature: 2011.



Land Use & Transportation

GOAL 7: To ensure land use planners, developers, and decision makers have transportation options tools and strategies to implement livable development patterns by supporting the availability, access, and co-location of transportation options.

Integrating transportation options programs and strategies into local, regional, and state planning processes supports state goals.

Why is it important?

The most powerful way to increase walking, bicycling, and transit use is to plan for and design walkable, well-connected, compact, and mixed-use communities. Oregon has a strong history of planning based on a set of 19 Statewide Planning Goals³⁵ and enforced through a unique set of state land use laws. Oregon's population is expected to increase by more than one million people by 2035, putting pressure on urban centers, small communities, and rural land.

Land use strongly impacts transportation choices. Disconnected land use and development limit transportation options because of the longer distances between where people live, work, and shop. Communities that are built on connected grids enable people to walk or bicycle to meet many of their daily needs. Connected street networks combined with compact housing and commercial development create opportunities for people to travel on foot, by bicycle, and on transit. Strong partnerships with the development community to incent and/or encourage compact development is important to ensure communities are built to support all modes of transportation.

“ Transportation systems and land use patterns influence each other. Roads, transit, and other transportation elements shape land development, while the distribution and types of land use affect travel patterns and transportation facilities. ”

– The Transportation-Land Use Connection Brief³⁴



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Department of Land Conservation and Development
- Local and regional policy makers
- Street designers, traffic engineers, and land use planners
- Private sector, including developers

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

Parking is also an essential component of our transportation system. Without it, people would not be able to access goods and services by car. Communities of all sizes face the need for a careful balance: supply enough parking to support businesses and people who want or need to drive without discouraging biking, walking, taking transit, and ridesharing. Additionally, too much parking can both encourage more driving as well as take the place of more productive and attractive land uses.

The supply of free or inexpensive parking is a key decision factor cited for choosing to drive a personal auto rather than another mode of travel. Coordination between land use and transportation planning and policy is important to ensure transportation options are viable.



Density doesn't always mean high rises. In Bend, Oregon, the community design of downtown encourages biking and walking.

Source: SW Oregon Architect

What are the policies?

7.1 Recognize the impact land use has on the ability to utilize transportation options by supporting State planning goals, planning tools, and a comprehensive consideration of impacts.

7.2 Encourage the incorporation of multimodal level of service (LOS) or similar multimodal and person movement measures and analysis tools during transportation system plan (TSP) updates.

7.3 Encourage the development of multimodal trip rates that take into account trips using non-SOV modes for modeling land uses and development types that can be accessed by transportation options.

7.4 Expand the role of parking management and coordinated site planning in community planning and design, recognizing the full costs and outcomes associated with inefficient parking strategies.



HOW CAN TRANSPORTATION OPTIONS INFLUENCE LOWER VEHICLE TRIP RATES?

Strategy 7.b outlines the opportunity for developers, local jurisdictions, and ODOT to recognize that certain development types, land uses, and facility siting decisions that are supported by transportation options will generate lower vehicle trip rates. Local governments may coordinate with ODOT staff during Transportation System Plan updates and relevant land use code amendment updates to consider opportunities to give further credit to transportation options. The process and opportunities for how to allocate this credit may vary depending on the circumstances and may need to be explored further.

What are the strategies?

- 7.a** Provide best practices and policy guidance to local community planners and policymakers on incorporating transportation options into development review. Provide guidance to determine potential alternative trip generation rates when approving project permit applications for non-auto oriented developments.
- 7.b** Recognize that certain development types, land uses, and facility siting decisions in urban areas supported by transportation options will generate lower vehicle trip rates. Consider the use of these trip rates when assessing system performance and documenting Transportation Planning Rule requirements.
- 7.c** Pair mixed-use development with expansion of transit, walking, and bicycle networks to facilitate availability of transportation options.
- 7.d** Support the development of complete “20-minute” neighborhoods (neighborhoods that contain jobs, housing, and services that are accessible by bicycle, walking, or transit within a 20-minute walk, bike ride, or transit ride).
- 7.e** Engage in public-private partnerships to address barriers to efficient development. This might include providing information or training modules, sample memoranda of understanding, or other tools for planners and local government staff working with developers.
- 7.f** Encourage the development of parking management plans in downtowns and activity centers throughout the state.
- 7.g** Update local zoning codes to reduce requirements for off-street parking and establishing off-street parking supply maximums in urban areas, as appropriate.
- 7.h** Promote parking programs that recognize the full cost of each space. Create incentives to arrive by carpool, motorcycle, and other modes through parking strategies.
- 7.i** Promote use of parking management strategies such as parking restrictions (e.g., permit zones and on-street parking time limits) and associated enforcement/penalties.
- 7.j** Increase shared parking at mixed commercial/retail/entertainment developments.
- 7.k** Promote parking pricing strategies such as variable market rates for on-street (metered) parking or variable pricing (e.g., during peak hour).
- 7.l** Providing timely information on parking costs (“point-of-purchase”) to influence travel behavior.

7.m Promote parking cash-out programs (employer offers employees a choice between paid for parking space or a cash allowance).

7.n Work with employers and retail spaces to provide secure bicycle parking, especially in communities with a bicycle mode split above five percent. Look to the TGM Main Street Handbook and ODOT Bicycle and Pedestrian Design Guide for spacing considerations.

7.o Create parking toolkits for the development community and municipalities including the costs of parking provision, parking trends in Oregon, best practices, model ordinances, and parking management strategies that apply to both car and bicycle parking.³⁶

7.p Work with developers and local jurisdictions to integrate, incent, or require transportation options as part of the development review process. Reference the Oregon Transportation Growth Management “Transportation Demand Management Plans for Development” guide.

How to integrate transportation options in the development review process

Strategy 7.p references the “Transportation Demand Management (TDM) Plans for Development” guide. This guide provides a series of steps for local jurisdictions choosing to integrate transportation options into the development review process by suggesting that certain developments develop TDM Plans. TDM Plans outline targets, strategies, and evaluation measures to reduce vehicle miles traveled (VMT) and reduce single-occupancy vehicle (SOV) mode share to and from a specific site. The guide suggests five key steps for local jurisdictions to follow:

- **Establish policy foundation:** Determine whether existing plans provide an adequate policy basis for additional TDM requirements or if new policies need to be adopted.
- **Set targets and expectations:** By connecting targets to vehicle miles traveled, emissions, and/or mode share goals, a jurisdiction can strengthen its case for requiring implementation of a TDM Plan because it aligns with the community’s broader goals.
- **Decide applicability:** Determine when and where TDM Plans should be required (for example, based on geographic location of the development or based on the number of employees or the square footage of the development).
- **Establish a menu of strategies and procedures:** Identify sample infrastructure-based or programmatic strategies.
- **Monitor and enforce:** Ensure the TDM Plan has “teeth” and enforce compliance throughout the lifetime of the development.

Source: State of Oregon “Transportation Demand Management (TDM) Plans for Development



Coordination

GOAL 8: To work collaboratively with public and private partners to integrate transportation options into local, regional, and state planning processes, operations and management, and investment decisions.

A well-coordinated approach to intermodal planning requires integration of transportation options at all levels of governance and operations.

Why is it important?

Effective coordination, communication, and cooperation will be critical to leverage funding, policy, and implementation support. Transportation options providers, local jurisdictions, active transportation programs, transit providers, health organizations, employers, developers, and state and community agencies directly interact with users of the transportation system. These same groups can also directly inform and consider street design, parking management, and other issues that strongly influence the use of transportation options. Enhanced coordination between these entities can facilitate increased transportation options, a seamless transportation system, supportive policies, increased funding opportunities, and the sharing of best practices across the state. These partnerships can also incorporate transportation options into planning work, project development, and investment decision making.

What are the policies?

8.1 Efficiently accommodate trips for vulnerable populations where travel options are currently not available.

8.2 Make transportation options viable for more types of trips, for more people, more often.

8.3 Encourage communication and partnerships between current transportation options providers, local jurisdictions, active transportation programs, transit providers, health organizations, employers, developers, equity groups, and other community agencies to support and grow staff capacity and program resources and match those in need of transportation with information or a provider.³⁷

8.4 Integrate transportation options programs and investments throughout the planning process to ensure its early incorporation into funding cycles, capital, and operational projects.

8.5 Integrate transportation options programs and investments into plans and projects led by equity groups and agencies that work with underserved communities, human service providers, housing advocates, health care organizations, institutions, and employers where possible.



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- State of Oregon agencies (Departments of Energy, Human Services, Housing and Community Services, Veterans Affairs, Land Conservation and Development, and the Oregon Health Authority)
- Local and regional policy makers
- Local transportation options providers
- Street designers, traffic engineers, and land use planners
- Community organizations
- Private sector, including technology, employers, developers, private vendors
- Health sector

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

What are the strategies?

- 8.a** Integrate transportation options programs and investments in project development and facilitate communication among local public and private agencies and service providers.
- 8.b** Expand the state ridesharing network to include public and private agencies such as human services, low-income housing, and medical providers.
- 8.c** Coordinate with policymakers on regulatory statutes pertaining to ridesharing and dial for service operators to encourage services that reduce reliance on car ownership.
- 8.d** Support transportation options activities at educational institutions – both K-12 and higher education.

Steps to develop transportation options activities at educational institutions

Strategy 8.d calls for transportation options at educational institutions. The National Safe Routes to School Program provides the following eight-step process to create a Safe Routes to School Program:

- **Bring together the right people:** Identify the people in your community who want to make walking and bicycling to school safer and more appealing for children and families (parents, teachers, law enforcement, etc.).
- **Hold a kick-off meeting:** The kick-off meeting creates a vision and generates next steps.
- **Gather information and identify issues:** Assess the walking and bicycling conditions for students to understand what the barriers and opportunities are.
- **Identify solutions:** Solutions will include a combination of education, encouragement, engineering, and enforcement strategies.
- **Make a plan:** A Safe Routes to School plan should include a description of tasks and programs from step 4, a schedule, and an explanation of how the program will be evaluated.
- **Fund the plan:** Work with local, regional, and/or state partners and the private sector to help fund the plan.
- **Act on the plan:** Hold a kick-off event to initiate the plan, such as Walk to School Day.
- **Evaluate, make improvements, and keep moving:** Carefully monitor whether or not identified strategies, programs, and investments are increasing the number of children safely walking and bicycling to school.

Source: National Safe Routes to School “Steps to Creating a Safe Routes to School Program”

8.e Include transportation options as a recommended area of expertise in Area Commissions on Transportation (ACT) membership.

8.f Integrate transportation options programs into Human Services Coordinated Transportation Plans.

8.g Improve collaboration of transportation options outreach with regional Oregon WorkSource offices and leverage existing resources such as the 211 coordination network.

8.h Coordinate among state agencies and commissions to understand common objectives, catalogue existing needs, and improve service delivery of transportation options.

8.i Encourage private and public development of transit and shuttle access or bicycle and pedestrian infrastructure that links to travel destinations.

8.j Develop transportation options programs that are tailored to different market segments (school trips, commute trips, and shopping, recreation, and other non-commute trips).

Coordination between state agencies strengthens funding and program delivery

For example, MassDOT GreenDOT coordinates health and transportation initiatives:

In 2010, in response to several existing state laws, Executive Orders, and Massachusetts Department of Transportation (MassDOT) policies, MassDOT launched an initiative to elevate Massachusetts as a national leader in “greening” the state’s transportation system. The 2009 Transportation Reform Law established the Healthy Transportation Compact that promoted improved public health through active transportation. The compact led to the issuance of a policy directive establishing three primary goals for MassDOT:

- Reduce greenhouse gas (GHG) emissions
- Promote walking, bicycling, and transit use
- Support smart growth development

The GreenDOT Implementation Plan established 15 broad sustainability goals to decrease resource use, minimize ecological impacts, and improve public health outcomes from MassDOT’s operations and planning processes. Each category includes strategies with a time horizon and implementing divisions.

Coordination is important to secure funding for transportation options

For example, the Go! Vermont program began in 2008 when the new rideshare program operator determined that Vermont could provide more information and a better user experience for riders if it changed its way of doing business.

The program is a partnership between the state and transit agencies, non-profits, businesses and any other willing partner who will provide transportation options programs. Go! Vermont is administered by a .5 FTE employee. Go! Vermont envisions its role as creating capacity within existing organizations. It administers the program through a mix of contracts, grants, and coordination and supports agencies and employers who provide transportation options.

The impetus for the program was not congestion or parking capacity issues as is most often the case in transportation options programs. Instead, there was a desire to alleviate the financial burden that driving imposes on Vermonters. The rural nature of the state results in Vermonters driving more miles and spending more of their household budget on transportation than the average American.³⁸ Greenhouse gas emission and fuel reduction goals also generate support for a transportation options program. In Vermont tailpipe emissions are responsible for 50 percent of all emissions.

The program budget started at \$300,000 in 2008, and has grown to \$650,000/ year in the most recent fiscal year. The program is entirely funded through federal CMAQ funds, and is allocated annually by the Vermont Legislature. Go! Vermont administers the grants and contracts through a Request for Proposals (RFP) process, and partners directly with employers and business groups.

During 2013, Go! Vermont ridesharing:

- Eliminated 1.1 million vehicle miles traveled
- Saved 45,000 gallons of gas
- Cut 878,000 tons of CO₂
- Saved commuters \$635,000 in transportation costs
- Averaged 300 hits per day to the Go!Vermont website³⁹



Equity

GOAL 9: To support the diverse transportation needs of people of all ages, abilities, income levels, and ethnicities throughout Oregon.

Expanding and improving transportation options provides diverse populations across Oregon access to a range of local, regional, and statewide transportation options.

Why is it important?

Oregonians most in need are also those who benefit most from safe and affordable transportation options. Vulnerable populations, including but not limited to, mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with Limited English Proficiency, often do not have access to a car or cannot drive. In Oregon, over 7 percent of the population does not have access to a car, 16 percent of the population is in poverty,⁴⁰ 15 percent of the population is over aged 65,⁴¹ and over 15 percent of the population is documented to have a disability.⁴² These populations tend to depend more on transportation options. With rising gas prices, transportation-related costs are proving more burdensome for households. These costs are specifically burdensome in rural areas where driving is often the only choice for most trips given long distances between destinations. This is true in Oregon where transportation costs account for approximately one-third of rural household spending.⁴³

Access to basic transportation services is essential to access employment, medical services, and goods and it contributes to overall quality of life. Expanded transportation options provide more affordable opportunities for travel to those who may not otherwise be able to travel. Transportation options and strategies specifically targeted to vulnerable populations are needed. Coordination with human service organizations and other community groups is also needed to ensure transportation options programs improve access in addition to accomplishing other transportation goals such as improving system efficiency and reliability.

What are the policies?

9.1 Engage with a broad array of stakeholders and community organizations to include diverse perspectives and input in the provision of transportation options programs and services.

9.2 Provide transportation options to serve the needs of Oregon residents, including but not limited to, mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with Limited English Proficiency and other vulnerable populations.



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Department of Veterans Affairs
- Department of Human Services
- Local transportation options providers
- Community organizations such as Community Care Organizations, Medicaid providers and brokerages, other community groups that represent diverse populations
- Private sector including employers

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

9.3 Gather and assess travel needs by directly engaging with communities in need. Based on identified needs, provide transportation options information through many forms of communication and media.

9.4 Expand communication networks for transportation options providers via partnerships with existing organizations and agencies to reach residents and visitors where they live, work, play, and travel.

9.5 Coordinate between transportation options providers and human service providers to improve efficiency and expand access. Utilize annual agency plans where data has been collected to inform needs assessments throughout the state.

What are the strategies?

9.a Tailor statewide transportation options outreach materials and programs (such as ridesharing services) to diverse audiences, including non-English speakers. Reflect diversity in communication materials and utilize trusted messengers within a community.

9.b Develop community engagement guides to use when planning transportation options programs and services to help meet the needs of underserved populations.

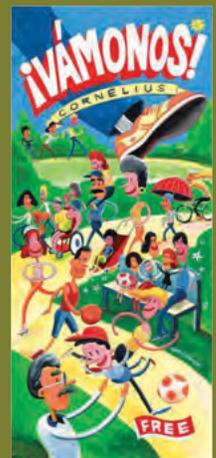
9.c Focus efforts on understanding the travel habits of currently underserved groups. Use data, mapping tools, and pilot projects to document trip origins, destinations, and time of day travel.

9.d Create financial incentives for communities that coordinate human service delivery with transit and transportation options providers to improve efficiency of operation, user experience, and access to destinations.

Transportation options programs in communities large and small provide information on how to access needed transportation services

Vámonos! encourages Spanish speaking populations in the Portland Metro region to use transportation options

In 2012, Metro launched *Vámonos!*, an outreach and education program geared toward the Spanish-speaking populations in the Portland Metro region. The program includes bilingual materials, maps, and community events. The maps are free and promote walking, biking, and recreation in the communities of Hillsboro, Cornelius, and Forest Grove. The map releases were paired with 14 events that highlighted safe routes for walking and biking. The maps were funded through a partnership with Kaiser Permanente; Metro partnered with Centro Cultural and Adelante Mujeres to launch the program.



Source: Metro



Knowledge & Information

GOAL 10: To provide Oregonians and visitors with easily accessible information about the full range of transportation options available to them, to improve the customer experience through increased human capital, and to help customers match options with individual travel needs.

By providing quality customer support and creating accessible, clear, and widely available travel information, people will have the confidence to use all travel modes. Transportation options programs will help existing and new users understand how and where to access options that work for their individual travel needs, understand what the cost of travel is, and feel empowered to take advantage of expanded options.

Why is it important?

A lack of knowledge and understanding are often the greatest barriers to the use of transportation options. Improving the availability, effectiveness, and delivery of information is a powerful way to increase use of transportation options and, in doing so, advance the other goals of this Plan.

Another barrier is lack of skills and experience using a particular travel mode. Barriers to bike riding include not understanding the safest route or the safety precautions of riding in traffic; barriers to taking transit include not understanding the transit schedule, where the bus goes, or what the most efficient route is; and, barriers to ridesharing include not knowing how to find a convenient ride match. Even with the full route/schedule information, using transit or riding a bike can be daunting tasks to the novice rider.

Strategies to address these barriers include: (1) providing accessible and clear print materials (maps, marketing, and outreach materials), (2) leveraging technological innovation in web platforms and smart phone applications to provide real-time information, trip planning, dynamic ridesharing, and mobile ticketing, (3) providing travel training, bike training, or bike/transit buddy programs to build the necessary skills to use non-automotive travel modes, and (4) funding dedicated staff in local communities to disseminate information and educate travelers of the options available for all types of trips. Beyond just knowing how and where to access transportation options, these tools and resources help travelers make informed decisions about travel time and travel cost.



WHO ARE THE IMPLEMENTATION PARTNERS?

- Oregon Department of Transportation
- Local transportation options providers
- Street designers, traffic engineers, and land use planners
- Private sector, including the technology sector

Note: Refer to the “Moving the Plan Forward” section in Chapter 5 for an overview of partner roles in implementation.

Next generation technologies make it easier to use transportation options

Technological advances in smart phone and real-time technology are making transportation options a convenient choice in communities large and small. “Smart phones” have become a ubiquitous part of life, unleashing demand for apps and programs that allow people to move seamlessly throughout and between communities.

The apps have made using transportation options easier for many by providing real time information on transit service, helping people find safe routes to bicycle or walk, and connecting people looking for a ride with those who have a free seat in a vehicle. For example, TriMet’s mobile ticketing app allows users to purchase tickets on the fly, plan transit trips, and check real-time bus and MAX stop arrival information.



Source: TriMet

Real-Time Transit

Real-time transit information allows transit riders to track exactly when the next bus will arrive. Real-time information is available online, on smart phone applications, and/or on signs at transit stop locations.

Smart Phone Ticketing

Smart phone ticketing allows transit options users to purchase transit passes, bikeshare memberships, and other transportation options directly from their smart phones.

Casual Taxis

Casual taxis allow owners of private vehicles to pick up passengers in a system similar to a taxi. Members can track where the vehicle is and get a fare estimate.

Dynamic Ridesharing

Dynamic ridesharing refers to a system that allows drivers and passengers to make one-time ride matches close to their departure time.

Peer-to-Peer Carsharing

Peer-to-peer carsharing refers to a program that allows individuals to privately share their vehicles. GetAround is a peer-sharing rental network operating in San Francisco, San Diego, Austin, Portland, and Chicago. A Federal Highway Administration grant was awarded to help study the impact of participating in carsharing on personal travel behavior.

Bike Share

Bike share provides users with the ability to pick up a bicycle at a self-serve bike-station and return it to any other bike station located within the system’s service area. Real-time technology shows users where bikes or station docks are available.

What are the policies?

- 10.1** Support and utilize local knowledge and staff to disseminate customer-focused information that appeals to the unique needs of each Oregon community.
- 10.2** Build and leverage public and private partnerships to gather and provide information across agencies and coordinate services to connect to transportation options services and information.
- 10.3** Increase access to transportation options information across the state.
- 10.4** Increase understanding of transportation options and its value among state, regional, and local policy and funding decision makers.
- 10.5** Support policies and information platforms to share travel data with the public. Support the sharing of best practices and information between government agencies, local community practitioners, non-profits, and other transportation options providers.
- 10.6** Support and incentivize private sector investment in traveler information technologies by making data public. Encourage data sharing through contract agreements when public agencies partner with the private sector. Provide privacy requirements whenever appropriate.
- 10.7** Provide technical support for a robust ridesharing platform such as an expanded online database and mobile-to-mobile technology. Encourage system-to-system connections and publicize the connections.

Open source data is required for real-time information

Allowing access to open data from transit agencies can allow third-party innovation to improve the customer experience. Though many agencies are moving in this direction, allowing access to open data as a matter of policy is still rare.

Oregon has taken the lead, creating a site cataloging all available General Transit Feed Specification (GTFS) data. The website, www.oregon-gtfs.com, hosts transit data files from large transit agencies around Oregon and small providers, shuttles, and non-profits that provide transportation services. The site also links to discussion forums and includes a GTFS data aggregation tool for software developers and researchers.

The GTFS was first conceived by a manager at TriMet and was built with the help of Google.⁴⁴ TriMet was the first and only operator available on Google's transit mapping service for nearly a year. Today, TriMet has over 50 free applications that were created by third-party developers. Eugene's transit authority followed suit and was available nine months later. GTFS data consists of a series of zip files containing route, schedule, and stop information. The purpose is to make open data available for app and web developers to independently create applications for transit users and help promote transit efficiency and ridership.



WAYFINDING HELPS PEOPLE ACCESS AND USE TRANSPORTATION OPTIONS

The City of Salem developed a new wayfinding system to promote bicycling and walking in downtown Salem. The project was part of Vision 2020 – the City’s downtown strategic action plan. The new wayfinding system consists of eight welcome information centers and 46 directional wayfinding posts located throughout downtown Salem.

Representatives from Travel Salem, Willamette University, the Salem Area Chamber of Commerce, downtown property owners, the City of Salem, Oregon State Parks, and local design firms formed a Wayfinding and Entranceway Task Force to support the Vision 2020 project. The project was funded with Riverfront Downtown Urban Renewal funds, grants from the Small Business Administration, and Preserve America.

What are the strategies?

10.a Design and host training modules to share information, best practices for customer service, and lessons learned regarding the integration of transportation options.

10.b Continue state collaboration with established transportation options professional and related organizations to leverage and disseminate information.

10.c Identify the role of the public sector to manage and provide data through websites to public and private software developers. This could be modeled after the ODOT’s General Transit Feed Specification (GTFS) site.

10.d Develop presentation and other communication materials that document the benefits of transportation options programs and investments (health, safety, accessibility, efficient use of transportation dollars, household transportation savings, etc.).

10.e Continue to publish open data on park-and-ride locations throughout the state, particularly state facilities, to enable integration with ridesharing networks.

10.f Encourage public-private partnerships to develop user-friendly, widely available transit tools such as scheduling software and web applications, and the integration of digital tickets.

10.g Enhance pre-travel and point-of-decision traveler information through cost calculators based on all modes of transportation. These could include the costs of single occupancy vehicle travel such as fuel, wear and tear, parking, insurance, and travel time. The cost of transit, for example, could include price of fare and travel time.

10.h Pursue public and private sector partnership opportunities to identify funding opportunities and develop a mobility hub pilot program. Explore the concept and scalability for different communities.

10.i Utilize symbology and wayfinding information to help residents and visitors use transportation options throughout Oregon communities.

10.j Support and grow peer-to-peer travel training programs to encourage safe travel and new users. Target Limited English Proficiency populations and newcomers who have questions on travel options, such as new residents, new employees, or students.

10.k Recognize the changing ways that people access information by supporting emerging technologies and tools. Continue to support the creation of standardized open source transit data. Tools may include travel applications, dynamic ridesharing, point-of-decision traveler information, and/or information available at mobility hubs.

10.l Identify opportunities to coordinate with survey instruments and other research tools; explore opportunities to track change in travel choices over time to understand the effectiveness of transportation options programs and investments.

ENDNOTES

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6. ODOT, “Six trends spell trouble for transportation funding”, updated 3/12/2013. <http://www.oregon.gov/ODOT/GOVREL/pages/news/110811a.aspx>, accessed 8/18/2014.
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**PLAN
IMPLEMENTATION**

OREGON TRANSPORTATION OPTIONS PLAN

5

PLAN IMPLEMENTATION

Implementing the Oregon Transportation Options Plan will require a concerted and sustained effort by state, regional, and local agencies, and the private sector.

This chapter documents: (1) investment principles to help guide funding for transportation options; (2) the need to communicate the benefits of transportation options; (3) a discussion of how to integrate transportation options into existing planning processes; (4) existing and potential sources of funding; (5) performance measures to track progress toward shared goals; and (6) a discussion of how to leverage and coordinate partnerships between state, regional, local, and private sector partners to move the Plan forward.



Source: ODOT

TRANSPORTATION OPTIONS INVESTMENT PRINCIPLES

The Transportation Options Plan includes policy and strategy direction for evaluating and, in many cases, promoting strategic investments across the transportation system. This direction supports and complements Oregon's approach for collaborative and public-involved investment decision-making through the Area Commissions on Transportation (ACTs) and other stakeholder groups and processes. The Transportation Options Plan implements solutions and programs at the local and regional levels rather than using a "top down" process.

The following investment principles help guide investment in transportation options programs and policies at the state, regional, and local levels:

- **Provide transportation options strategies and programs equal opportunity in state, regional, and local funding processes.** Evaluation criteria for transportation options programs and investments should be considered in all applicable funding processes.
- **Promote transportation options as a solution to transportation problems.** Before building new infrastructure or as part of broader transportation investments, implement transportation options programs and investments to expand the use of existing transportation infrastructure.¹
- **Support research efforts to justify continued and increased investment in transportation options.** The economic, social, and environmental impact of transportation options programs is an emerging field. Investment in research to document the effectiveness of transportation options programs is critical for continued and increased investment in transportation options programs.
- **Integrate transportation options into transportation project planning, development, design, and implementation.** Transportation options programs and investments are often an afterthought once a transportation facility is built, such as a bike lane or trail. At the outset of project development, education and information for the public about new facilities should be integrated as a line item in transportation projects to ensure there is funding for transportation options-related investments, staff time, program development, education, and outreach.
- **Create reliable and responsive funding for transportation options.** In most areas of Oregon, funding for transportation options is not available or reliable. Transportation options projects³ often compete against infrastructure-based projects through the State Transportation Improvement Program or depend largely on earmarked funding, which is not dedicated. Although transportation options programs sometimes benefit from a one-time investment (i.e. installation of bike parking), many transportation options projects require long-term resources to fund ongoing staff positions.

- **Grow funding through public, private, and institutional partnerships.** Successful transportation options programs rely on the private sector and other institutional partnerships. Employers play a critical role in expanding the use of transportation options by providing access to information and, in many cases, providing incentives or supplemental programs, such as vanpool or transit subsidies, to encourage the use of transportation options. The health care sector is also a transportation options partner and a growing source of funding, particularly for active transportation projects.
- **Investigate opportunities for advancement of transportation options through new technologies.** Building on public/private partnerships, it is critical to capitalize on opportunities to advance transportation options programs using technology. The web development industry plays a critical role in creating web-based applications and tools to provide better mode-choice information to travelers and thus expand the use of transportation options. Examples include multimodal trip planning tools, web-based rideshare applications, and the development of information at mobility hubs.
- **Recognize the importance of investing in staff resources to conduct direct outreach to transportation system users.** Transportation options is a customer service-oriented industry that relies on quality staff that work directly with employers, residents, and visitors. Funding for staff time in all areas of the state will be essential to implement the Transportation Options Plan.
- **Recognize that the level and type of transportation options investment will vary in different regions of the state.** Transportation options vary based on the local context. In rural Oregon, rideshare and rural transit may be among the most effective strategies, while higher capacity transit is applicable in urban areas.

The following sections describe opportunities for implementation that support each of these investment principles.

COMMUNICATING THE BENEFITS OF TRANSPORTATION OPTIONS

It is vital to effectively communicate the benefits of transportation options to secure responsive and reliable funding. The message about why transportation options matter differs by audience. Table 2 highlights the broad range of transportation options benefits by audience. Tailored messages on the benefits of transportation options for these distinct audiences is a key outcome of this Plan.

Table 2 Why Transportation Options Matter to Various Groups

AUDIENCE	BENEFITS
<p>POLICYMAKERS, AGENCY LEADERS, AND PLANNERS</p>	<ul style="list-style-type: none"> • Yields infrastructure cost savings from system preservation and efficiency rather than capacity expansion • Supports local, regional, and state economic development • Takes vehicles off the road, decreasing congestion and increasing travel time reliability for movement of goods • Supports public health initiatives • Improves access from an equity standpoint (e.g. those without access to a car have more opportunity to travel affordably) • Responds to changing transportation preferences and necessities of changing demographics (e.g. baby boomers and millennials) • Helps meet environmental policy goals such as reduced CO₂ emissions • Increased rates of bicycling and walking on streets and reduced vehicle use can improve safety
<p>LOCAL TRANSPORTATION SERVICE AND PROGRAM PROVIDERS</p>	<ul style="list-style-type: none"> • Yields infrastructure cost savings from system preservation and efficiency rather than capacity expansion • Increases use of transportation services
<p>BUSINESSES/EMPLOYERS AND LARGE INSTITUTIONS</p>	<ul style="list-style-type: none"> • Takes vehicles off the road, decreasing congestion and increasing travel time reliability for movement of goods • Provides access to an expanded labor pool • Reduces need to pay for parking construction and maintenance • Encourages higher levels of on-time arrivals by employees • Supports lower health-related costs • Increases employee productivity due to less stressful and more productive commutes • Provides attractive benefit to recruit workplace talent

AUDIENCE	BENEFITS
----------	----------

OREGON RESIDENTS AND VISITORS

- Reduces congestion
- Increases travel time reliability
- Improves health (due to improved air quality and increased physical activity)
- Reduces household spending on transportation
- Provides options to those who cannot or choose not to drive
- Increased rates of bicycling and walking on streets and reduced vehicle use can improve safety

EMPLOYEES

- Reduces household spending on transportation
- Offers ability to relax, sleep, or work during commute
- Provides options to those who cannot or choose not to drive
- Can be an opportunity to build physical activity into every work day
- Provides potential tax benefits that cover all or part of the cost of transportation

FREIGHT COMMUNITY

- Reduces congestion
- Reduces travel costs due to improved fuel economy
- Increases travel time reliability and efficient movement of freight

DEVELOPMENT COMMUNITY

- Can reduce the need to build costly parking
- Provides attractive benefit to potential tenants

NEIGHBORHOOD AND OTHER COMMUNITY-BASED ORGANIZATIONS REPRESENTING BROAD-BASED COMMUNITY INTERESTS

- Supports local, regional, and state economic development
- Improves access from an equity standpoint (e.g. those without access to a car have more opportunity to travel affordably)
- Responds to changing transportation preferences and necessities of changing demographics (e.g. baby boomers and millennials)
- Reduces household spending on transportation
- Increased rates of bicycling and walking on streets and reduced vehicle use can improve safety

Note: The Business Case White Paper provides a detailed description of the benefits of transportation options.

INTEGRATING TRANSPORTATION OPTIONS INTO THE PLANNING PROCESS

Transportation options promote more efficient use of our transportation system and support investments in multiple modes and services. While a mode or area plan might include a list of projects or priorities for investment, it typically does not include strategies for how to encourage people to use the new service or infrastructure; it simply assumes “if you build it they will come.” Education, program promotion, and soft infrastructure⁴ are core elements of transportation options. These programs seek to expand awareness of transportation options and ensure participants have the information they need to make informed travel decisions.

The integration of transportation options in state, regional, and local planning efforts will help to achieve the desired balance between efficient use of existing resources and wise investments for future needs. The Transportation Options Plan relies on partners across the state to identify the need for transportation options investments and programs in existing planning processes. Identifying transportation options as a priority in planning efforts will heighten awareness of the options available and help promote investment in transportation options programs and projects. Table 3 below provides examples of how transportation options programs, strategies, and policies can be incorporated into existing planning efforts at the state, regional, and local levels.

Table 3 Opportunities to Integrate Transportation Options in State, Regional, and Local Planning Efforts

PLAN LEVEL	EXAMPLE PLAN	EXAMPLES OF HOW TRANSPORTATION OPTIONS POLICIES CAN BE INTEGRATED
STATE	Oregon Transportation Plan	Transportation options policy helps meet system efficiency, public health, and other statewide goals
STATE	Oregon Freight Plan	Transportation options strategies reduce auto congestion and support reliable freight travel times
STATE	Oregon Pedestrian and Bicycle Plan	Transportation options strategies support increased pedestrian and bicycle use for transportation
REGIONAL	Regional Transportation Plans	Transportation options can be included as a mitigation measure in travel demand scenarios
REGIONAL/ COUNTY	Human Services Coordination Plan (various counties, metro areas, and cities)	Transportation options strategies promote coordination with human service organizations to promote transportation for the elderly and people with disabilities

PLAN LEVEL	EXAMPLE PLAN	EXAMPLES OF HOW TRANSPORTATION OPTIONS POLICIES CAN BE INTEGRATED
REGIONAL/ LOCAL	Greenhouse gas reduction strategies (MPOs)	Transportation options policies included to support greenhouse gas reduction goals
LOCAL	Comprehensive Plan	Transportation options policies support complete streets initiatives, 20-minute neighborhoods, parking management, and efficient land use planning
LOCAL	Transportation System Plan	Transportation options strategies support increased pedestrian and bicycle use for transportation
LOCAL	Pedestrian and Bicycle Plan	Transportation options strategies support soft infrastructure: bikes on buses, bike parking guidelines, bike accommodation in zoning code and outreach such as bike and pedestrian programming delivered through local community organizations

Note: this list is not comprehensive but rather provides examples of how transportation options support existing planning efforts at the state, regional, and local levels.

FUNDING TRANSPORTATION OPTIONS

Nearly every sector of transportation and level of government is faced with significant funding challenges. Stretched state and federal gas tax revenues are leading to challenges for roadway capital improvements, operations, and maintenance. A better understanding of transportation options projects and their benefits will help them compete more effectively in transportation funding. Achieving the Transportation Options Plan’s 20-year vision will require new funding sources, innovative strategies to leverage existing funding, strong partnerships with state agencies and local providers, and increased involvement with private sector partners to fund and expand transportation options programs and investments.



FUNDING GUIDANCE FROM THE OTP

The Oregon Transportation Plan (OTP) recognizes the likely variability in funding for transportation over an extended planning horizon and the need to incorporate flexibility into investment decision-making. Goal 6 of the OTP, Funding the Transportation System, recognizes that whether or not funds are increased, it is essential to maximize existing resources, invest strategically, consider return on investment, provide equity among rural and urban areas, reduce disparity among income groups, and provide access to transportation options throughout Oregon.

Expanded Funding Opportunities for Transportation Options

Reliable and responsive transportation options funding is needed to develop robust transportation options programs at the state and local levels. Although funding exists for transportation options (see Chapter 2 for further details), there is a strong need to identify more funding opportunities and for that funding to be reliable from year to year. Reliable funding is of particular importance to transportation options programs given its dependence on program staffing; without staffing, these programs tend to fail. While transportation options projects and programs have had varying success securing funding from existing sources, there are opportunities to better compete for or receive funding. New opportunities to fund transportation options are described below.

Who is responsible? State of Oregon, local jurisdictions, transportation options providers, and the private sector

Transportation Options in Capital Project Development

An important outcome of this Plan is to think more holistically about transportation investments. Transportation options can be folded into every phase of capital project development, from needs assessment, to conceptual planning, to design and implementation. This approach supports cost effective and/or efficient projects by shifting transportation demand to less costly and/or less space-intensive modes. With each investment, State and local partners should ask themselves, “how might this project affect what travel choices a person makes and what transportation options programs can help the project more fully meet community goals related to economic development, equity, the environment, and health?”

Who is responsible? State of Oregon and local jurisdictions

Transportation Options Criteria in Project Selection

Broader understanding and better information on the benefits and outcomes of transportation options can help these investments compete effectively in STIP and other project selection processes.

To help implement the Transportation Options Plan and help transportation options programs compete for funding, the State could develop project eligibility criteria and prioritization factors for STIP and other funding sources to specifically address transportation options. Capital projects that meet the transportation options criteria would also compete more favorably.

Specifically indicating the eligibility of transportation options for funding streams helps to assure that transportation options programs will be considered in grant application processes. For example, the CMAQ program includes as eligibility criteria: “Projects or programs that shift travel demand to nonpeak hours or other transportation modes, increase vehicle occupancy rates, or otherwise reduce demand through initiatives, such as teleworking, ridesharing, pricing, and others.” Including comparable eligibility criteria for STIP and other

funding streams would assure the continued consideration of transportation options applications.

Who is responsible? *State of Oregon and stakeholder partners, such as the STIP stakeholder committee*

Reliable Funding for Transportation Options

A strong predictor of successful transportation options implementation is the provision of reliable funding. Setting aside a reliable pot of funding for transportation options could aid in the implementation of this Plan. Many states have demonstrated success through this strategy.

In New Jersey, Transportation Management Associations (TMAs) administer transportation programs, ensuring that they are context sensitive while consistent with regional and state goals. In Vermont, transportation options programs are run through a statewide partnership that includes transit agencies, businesses, and nonprofits. In Washington, a portion of road funds (raised through taxes and permits) are shifted to a state multimodal account to break down mode funding silos. California implemented a creative source to fund transportation when it stipulated that any revenues collected from parking fines at state universities “shall be used exclusively for the development, enhancement and operation of alternate methods of transportation programs for students and employees.”

Who is responsible? *State of Oregon*

Administering transportation options funds varies by state

New Jersey

The New Jersey Department of Transportation directly funds Transportation Management Associations (TMAs) to implement transportation options projects at the local level. It allocates a mix of federal funds including CMAQ, STP, National Highway Traffic Safety Administration, and Federal Transit Administration dollars (projected at \$5.76 million for FY 2015).⁵ The program is managed and administered by the North Jersey Transportation Planning Authority (NJTPA). Each year, the state issues a TMA Work Program Solicitation Guidance. TMAs submit work plans and NJTPA ensures that programs are consistent with statewide and regional plans.

Go! Vermont

Go! Vermont is a partnership between the State, transit agencies, nonprofits, and businesses. The program is primarily funded with CMAQ funds (\$650,000 in most recent fiscal year) and staffed by a Vermont Transportation Agency (state DOT) employee. These funds are allocated annually by the Vermont Legislature.

Construction Mitigation

State and local partners can incorporate transportation options programs and investments into the construction phase of large capital projects to help mitigate traffic delay during construction. Developing and implementing transportation options programs concurrent with major highway or roadway projects can mitigate construction impacts and influence traveler choices over the long term. Capital dollars during construction have been used to fund transportation options programs, including:

- Additional peak period transit through the corridor
- Subsidized or free transit passes for the duration of the project
- Subsidies for carpools and vanpools within the affected area
- Education and outreach efforts to provide information on travel options and ridesharing

In recent years, ODOT has worked proactively with local partners to set aside funding for transportation options during major construction projects. These activities have involved outreach materials and information campaigns such as community presentations and door-to-door outreach. In the future, a certain percentage of major construction projects could be set aside to promote the use of transportation option during construction.

Who is responsible? *State of Oregon, local jurisdictions, and transportation options providers*

Transportation options programs funded during construction

The State of Colorado incorporated transit subsidies into mitigation efforts for a major roadway and rail construction project along the I-25 corridor.

The I-25 project set aside \$3 million of the public involvement budget to help mitigate impacts through transportation options programs. The programs provided education and outreach to communities along the I-25 corridor through three newly formed Transportation Management Associations (TMAs).

The TMAs each received \$50,000 annually for six years to implement the programs, including:

- Subsidized transit passes for commuters
- Internet-based information network for alternative transportation (called a Smart Community)
- Vanpool subsidies for I-25 commuters
- Marketing and promotional material for commuters along the corridor



WHAT IS A TDM PLAN?

A “TDM Plan” is a written document that outlines targets, strategies, and evaluation measures to reduce vehicle miles traveled and reduce single-occupancy vehicle mode share to and from a specific site.

Transportation Options in the Development Review Process

There is a growing trend to integrate transportation options in new development processes. Many local jurisdictions across the U.S. are requiring developers to implement Transportation Demand Management (TDM) Plans as part of the development review process to limit the impact of the new development on the transportation system. The requirement for TDM Plans varies: some jurisdictions require them for developments over a certain square footage; others require them for developments with a certain number of employees. Whatever the “trigger” is that requires a TDM Plan, the private developer implements certain transportation option elements, such as bike parking, subsidized transit passes or parking cash-out programs. The TDM Plan details the transportation options strategies the developer or tenant will implement to meet site-specific mode share goals over time. Requiring TDM Plans is not the only option. Alternatively, jurisdictions can encourage developers to implement a TDM Plan by offering bonuses, such as increased Floor Area Ratio (FAR) or reduced parking requirements. In either case, strong partnerships with the Employer Transportation Coordinators, Resident Transportation Coordinators, and case workers are needed to engage with tenants and employees inhabiting the developments.

Although this is not a transportation options funding “source” per se, it is an opportunity to expand the implementation of transportation options programs and strategies by requiring or incentivizing them during the development review process. Ongoing success of these requirements is dependent upon reliable reporting and evaluation processes implemented at the local level. Through revisions to the Transportation Planning Rule, Oregon has taken steps to ensure measures that manage demand to a specific site are taken into account when assessing the impact of a zone change for development in an area.

Who is responsible? State of Oregon, local jurisdictions, transportation options providers, and developers

ODOT guidance on transportation demand management plans for new development

In 2013, ODOT and the Department of Land Conservation and Development produced a guide for Oregon communities to consider Transportation Demand Management Plans as part of the development review process. The guide includes a step-by-step process for local governments to integrate transportation options in the new development review process.

Employer-Supported Programs

Similar to requiring or encouraging transportation options in the development review process (as noted above), local, regional, and state governments are increasingly requiring or encouraging large employers to implement employee transportation programs. The programs typically feature commuter benefits for employees such as: transit pass subsidies, vanpool or carpooling support, parking cash-out or walking and bicycling incentives. These programs are an attractive benefit to employees and help companies reduce their parking

infrastructure costs. They also help local jurisdictions meet transportation-related goals including vehicle miles traveled and greenhouse gas reductions.

In Washington State, the legislature passed the Commute Trip Reduction (CTR) program to address congestion with employer-based programs. The 2011-2013 legislative sessions funded the program at \$5.5 million with \$3.9 million going to local governments to administer their plans through employer partnerships. The state provides technical support and program tools, and funds program monitoring, evaluation, and reporting. A 2011 cost survey estimates that employers contributed an annual total of \$58 million in their CTR programs, more than \$16 for each dollar invested by the state.⁶ The program acts as a major funding source for transportation options programs and projects in Washington.

***Who is responsible?** State of Oregon, local jurisdictions, transportation options providers, and employers*

Oregon's Employee Commute Options (ECO) program

In Portland and the surrounding areas, employers with 100+ employees are subject to Oregon Department of Environmental Quality Employee Commute Options (ECO) Program. This program is triggered in the Portland Metro region because it is out of attainment under the federal Clean Air Act. This rule requires employers to submit a TDM Plan to reduce the number of trips to the worksite and to survey their employees.

Nike's headquarters in Beaverton, Oregon employs 5,000 workers. Before implementing an employee commute reduction program, the drive alone rate was 98 percent. Today, that rate has dropped to 78 percent thanks in large part to a comprehensive program that includes transit and rail subsidy, preferential parking, shuttle services to transit, flextime, on-campus end-of-trip facilities, and prize incentives for employees who use alternative transportation modes.⁷

Although many companies in the Portland Metro region have implemented successful commute programs to satisfy ECO requirements, there is also a need for the ECO program to have more "teeth" to ensure that all employers who meet the criteria implement a successful TO program.

Health Partnerships

The relationship between transportation and health is becoming widely accepted. Research finds a strong link between the amount of time spent driving and obesity, suggesting that small, widespread reductions in driving could provide significant statewide health benefits.⁸ These and other health concerns are leading to the introduction of health impact assessments (HIA) or other types of health considerations for transportation plans, programs, and projects. Modeled on environmental impact assessments, HIAs evaluate the full health impact to individuals and society (crash data, pollution, etc). Partnering with public health officials and community groups, HIAs or other health considerations provide evidence to support a more balanced transportation network with more transportation options.



IMPROVING TRANSPORTATION OPTIONS FOR VETERANS

The Veterans Transportation and Community Living Initiative has awarded three grants to Oregon communities to improve travel options to veterans and military families. In the Tri-County area, Ride Connection will extend its one-call center to connect veterans and their families to additional resources, including coordinating with the Regional Veterans Administration Medical Center. In the Rogue Valley, the transportation district is working to house its one-call/one-click center in a central location. The aim is to co-locate all the Jackson County special transportation providers where they can receive client calls and broker trips more efficiently.

The health care sector is also an opportunity to grow funding for transportation options. For example, Kaiser Permanente in the Portland Metro region has made significant investments in the Metro Regional Transportation Options program and in the Westside Transportation Alliance. As more research documents the relationship between active transportation and health, the health care sector is investing in people's health as a preventative measure.

Health partnerships are also important internally at the state level. In 2013, ODOT and the Oregon Health Authority Public Health Division agreed to a Memorandum of Understanding (MOU) that cites the availability of walking, biking, and public transportation options as affecting physical activity, weight, heart health, rates of traffic fatalities and injuries, and mental health. Through the MOU, the agencies agreed to coordinate on work plans and initiatives, including data collection on injuries. The agreement also aims to align funding processes and further promote active transportation.

Who is responsible? State of Oregon, local jurisdictions, transportation options providers, and health partners

Human Service Partnerships

Many jurisdictions are focusing on how to stretch funds for services, investigating coordination and partnership between transportation programs such as dial-a-ride services, the Enhanced Mobility of Seniors and Individuals with Disability Public Transportation Grants program, the Job Access and Reverse Commute Program, Small Urban Public Transportation grants program, and the New Freedom Grants program. These programs provide transportation options for populations who are often transit dependent (low-income, zero car households, and Limited English Proficiency populations).

Transportation options can improve health outcomes by providing access to medical care and needed services for those who cannot drive. Isolation and difficulty accessing care and services can lead to poorer health outcomes for patients and lower quality of life. The Department of Health and Human Services estimates that half the adults living in rural areas suffer from a chronic health condition. This problem has also been identified by the US Department of Veterans Affairs (VA), who found that over 40 percent of the VA's enrolled vets live in rural areas.

Who is responsible? State of Oregon, local jurisdictions, transportation options providers, and human service partners

Improving transportation options for older adults and people with disabilities



Ride Connection is a nonprofit organization dedicated to providing responsive, accessible transportation options for those in need in the Portland metro region. While many of its customers are older adults and people with disabilities, they also provide transportation solutions for the community at large. Partnerships and coordination between organizations such as Ride Connection, transportation options providers, and transit agencies can help leverage funds to expand transportation options to these vulnerable populations. Examples of existing Ride Connection programs include:

Travel Coach Program provides a personalized mobility planning system that is easy to access and addresses the individual mobility needs of each customer. This personalized service provides customers with information and services that best meet their mobility needs.

RideWise Travel Training promotes independent travel of older adults and people with disabilities by providing free access to information, training, and support. The RideWise program is designed to provide mobility support ranging from trip planning assistance to intensive one-on-one travel training and is based solely on an individual's need and ability level.

RideWise Urban Mobility Support and Training Program is a collaborative effort between TriMet and Ride Connection to promote independent travel of older adults, people with disabilities, and low-income individuals by providing free training, support and access to information. The program aims to increase equitable access to transit and results in cost-savings to TriMet of approximately \$500,000 per year by enabling more trips to be taken on fixed-route transit instead of LIFT paratransit service. Although awarded in 2013, the grant will operate through years FY13-14 and FY14-15.

Ride Connection also provides transportation services including fixed-route, shuttle service, veteran transportation, shared vehicle programs, and fare relief.

PERFORMANCE MEASURES

The Oregon Transportation Options Plan is an opportunity to communicate how transportation options investments support state, regional, and local goals through effective performance measurement. Performance measures serve as a way to report back to stakeholders and the general public on the results of implementing policy and investment choices and help answer the question, “What would Oregon look like in 20 years if this Plan succeeds?”

The performance measures outlined in Table 4 below streamline the documentation of transportation options program performance to help justify investment. More detailed program and implementation-based performance measures and information and roles for data will be developed as a follow-up to this planning effort.

Table 4 Transportation Options Plan Performance Measures

PERFORMANCE MEASURE	DESCRIPTION
Number of transportation options staff per capita ⁹	A key outcome of the Plan is to provide equitable coverage of transportation options information to ensure that Oregonians have access to transportation options services and programs in both urban and rural areas in addition to having the resources they need to understand the options available to them. Tracking the number of staff per capita is a useful measure given the importance of transportation options staff to conduct outreach, deliver information, and manage programs.
Motor vehicle miles traveled per capita ¹⁰	Vehicle miles traveled (VMT) is a key metric for system efficiency and use of the transportation system. As VMT per capita declines, more people are able to use the transportation system and system reliability is improved for freight. VMT can also be translated into environmental measures, such as carbon dioxide emissions or air pollutants and may inform future travel time measures.
Percent of trips that use a mode other than driving alone during the peak hour	A key outcome of the Transportation Options Plan is to increase the availability of transportation options and reduce the reliance on driving alone. One of ODOT’s key performance measures that is currently collected is mode share, or the “percent of Oregonians who don’t commute alone to work during peak hours.” Tracking mode share during the peak hour documents congestion and system efficiency benefits. ¹¹

ODOT's GreenSTEP model demonstrates the benefits of transportation options investments

GreenSTEP was developed by the Oregon Department of Transportation (ODOT) to estimate and forecast the effects of various policies and other influences on the amount of vehicle travel, the types of vehicles and fuels used, energy consumption, and resulting GHG emissions. The model estimates vehicle ownership, vehicle travel, fuel consumption, and GHG emissions at the individual household level. One factor or input into the model is the participation of households in transportation demand management/TO programs. Other factors include land use and transportation system characteristics, vehicle ownership, household daily vehicle miles traveled, etc.¹²

The GreenSTEP model was run to evaluate the general outcomes/benefits of increasing transportation options programs and associated community design variables across the state. The analysis hinges off the GreenSTEP setup and inputs assumed in the ODOT Statewide Transportation Strategy (STS) report;¹³ pivoting off the STS-Reference scenario, and assuming levels in the OTC accepted STS-Recommended or Vision scenario.

Results

The effect of ambitious implementation of transportation options programs across all Oregon metropolitan areas in year 2035 was evaluated. This included home and work based TDM programs, car-sharing, and parking cash-out programs. Other related policies were increased marginally to reflect TO program effects (transit service, bicycle promotion, parking coverage, and parking fees). Benefits of transportation options include benefits to individual households and the overall transportation system. This general assessment shows:

- 7 percent reduction in daily vehicle miles traveled per capita
- 7 percent reduction in GHG emissions
- 3 percent reduction in number of vehicles per household
- 2 percent reduction in annual household travel costs
- 10 percent reduction in annual vehicle travel delay per capita
- 3 percent reduction in daily heavy truck delay

Note: Additional information is being pursued to monetize some of the TO benefits from the GreenSTEP model, including cost savings from reduced truck delay.

Source: GreenSTEP model results based on setup for the Oregon Statewide Transportation Strategy (2011)

MOVING THE PLAN FORWARD

The Oregon Transportation Options Plan establishes a vision for an accessible, safe, and efficient transportation system. By 2035, people across Oregon will have access to information and transportation options that support economic, community, and environmental health. The Oregon Transportation Options Plan cannot be achieved by the State of Oregon alone: it will require strong partnerships across State agencies and with local partners and the private sector.

State of Oregon

The State of Oregon provides policy, funding opportunities, and performance measurement and evaluation resources to help implement the Transportation Options Plan. In addition to the role ODOT plays in funding and managing the state transportation system, other agencies will provide important policy support and resources to advance the Plan.

Oregon Department of Transportation

In addition to ODOT's operational responsibility for the state highway system, the Department is also responsible for funding certain bicycle, pedestrian, public transportation, and rail facilities. These responsibilities provide opportunities to promote connectivity between local road systems, connectivity between modes, improved access to intermodal freight and passenger facilities, and programs to promote transportation system safety.

ODOT also houses the Rail and Public Transit Division (RPTD) which includes the Transportation Options program. The RPTD transportation options program will play a critical role in the implementation of the Plan. Specific roles for RPTD are outlined below:

- Promote and implement transportation options programs by coordinating statewide outreach campaigns; providing program development and guidance for local transportation options providers, particularly for new programs; and fostering innovation in transportation options program development and implementation, including the implementation of pilot programs to test the latest programs and strategies.
- Expand funding opportunities for transportation options by developing transportation options eligibility criteria; revising funding application guidance to more explicitly support transportation options applications; and identifying innovative state, federal, and grant sources of funding.
- Coordinate technical information from transit and rideshare organizations to expand development of real-time information applications, travel planning tools, and dynamic ridesharing.
- Convene local transportation options providers to foster collaboration and innovation in program development and implementation.
- Communicate the benefits of transportation options investments and educate

decision-making bodies and a broad range of stakeholders about the benefits of transportation options; advocate for transportation options programs at the state level.

- Evaluate and justify investment in transportation options programs by developing consistent and accepted metrics to quantify the benefits of transportation options and the effectiveness of implementation.
- Monitor statewide performance of transportation options programs by developing reporting requirements for funded projects and develop cost/benefit calculation tools that will help increase the competitiveness of transportation options programs and projects in grant applications.
- Coordinate internal transportation options activities including coordination of ODOT transportation options funding (ODOT Regions, Safe Routes to School, CMAQ, etc.), administration of transportation options grants, and implementation of the internal State of Oregon Transportation Options Program.
- Collaborate with external partners to advance the implementation of transportation options programs, investments, and strategies.

Other state agencies

State agencies including Department of Environmental Quality, Department of Human Services, Department of Energy, Housing and Community Services, Department of Land Conservation and Development, State Lands, Public Health, and Veterans Affairs all have a stake in the transportation system. Coordinating with these agencies to create supportive policies and programs is a priority for Plan implementation. Some example opportunities for these agencies are provided below as a starting point for consideration.

- **Department of Environmental Quality:** Consider opportunities to improve and expand the Employer Commute Options Rule to ensure eligible employers implement substantive transportation options programs.
- **Department of Human Services:** Partner with the ODOT Rail and Public Transit Division and local transportation options providers to coordinate transportation options programs and services and annual service plans between agencies.
- **Department of Energy:** Consider opportunities to fund innovative transportation options programs such as the previous instated Business Energy Tax Credit.
- **Housing and Community Services:** Promote partnerships between housing agencies and community groups to offer travel options counseling to all clients as they enroll in housing programs or move into new properties.

- **Department of Land Conservation and Development:** Continue efforts to work with local jurisdictions to implement policies that support the use of transportation options.
- **Oregon Health Authority:** Consider agency goals and objectives to include transportation-related outcomes such as the increased use of active transportation. Consider transportation-related strategies such as applying safety treatments, upgrading pedestrian, bicycle and transit facilities, and investing in programming in the agency’s strategic plan that will improve the health of Oregonians.
- **Veterans Affairs:** Coordinate with human service agencies to ensure that veterans and their families have travel options to reach medical offices, veteran’s administration centers, and other destinations.
- **Oregon Department of Education:** Coordinate with the Oregon Department of Education to strengthen the relationship with local schools and encourage opportunities for students to walk, bike, take transit, or share rides to school.

Local and regional policy makers

The inclusion of transportation options in local and regional planning efforts (including Transportation System Plans, Comprehensive Plans, etc.) will help prioritize transportation options programs and further transportation options investments. While not directly addressed in this Plan, policies to expand services and infrastructure such as expanded transit service and enhanced bicycle and pedestrian facilities will help to increase the number of people biking, walking, taking transit, and sharing rides for more trips. Similarly, land use policies support efficient development and parking policies manage the demand for parking and encourage the use of multiple modes. Local funding decision-makers, such as Area Commissions on Transportation, also play an important role in funding transportation options programs.

Street designers, traffic engineers, and land use planners

The promotion of transportation options must happen concurrently with the development of safe and multimodal transportation systems. Street designers and engineers impact the physical attractiveness and safety of streets, such as the availability of sidewalks or bicycle lanes, vehicle speed and traffic calming treatments, and landscaping. These factors strongly determine a person’s willingness and desire to bike, walk, and use transit. Land use planners also influence the viability of transportation options by influencing street connectivity and the proximity of housing, jobs, and services.

Local transportation options providers

Local transportation options providers offer direct connections to local transportation markets and services across the state. They provide customer service, information, and guidance to employers, residents, and visitors to help them make informed transportation decisions. Local transportation options providers include transit agencies, nonprofits, Transportation Management Associations, Safe Routes to School professionals, and other organizations.

School districts

Transportation options education and outreach programs at the school age level, such as Safe Routes to School programs, can promote the use of many transportation options at an early age. In addition to working with children, these programs have the added benefit of influencing teachers and parents. While Safe Routes to School programs have traditionally focused on K-8th grade outreach, this Plan also prioritizes education and outreach to middle and high school students. Partnerships with law enforcement, particularly around schools, are important to ensure all road users are safe and the rules of the road are being monitored.

Community organizations

Community organizations that represent a broad base of community groups will help ensure that people of all ages and abilities have access to transportation options and have the information and resources they need to use them. Important partners to move the Plan forward include Coordinated Care Organizations; Medicaid providers and brokerages; non-profits and advocacy groups that represent communities of color and non-English speaking communities; and organizations such as RideConnection in the Portland Metro area and Community Connections of Northeast Oregon that represent the mobility needs of older adults and those with disabilities. These organizations are uniquely poised to reach out to communities that are often in the most dire need of transportation options. Opportunities to incorporate transportation options programs into human service plans and pool transportation dollars should be explored.

Private sector

Innovative partnerships between public and private sector partners can assist with transportation options funding and forward Oregon's interests in all modes of transportation, including:

- **Technology sector:** Foster partnerships with developers to create cutting-edge applications that deliver real-time information, multimodal trip planning for web and mobile devices, and ridesharing tools.
- **Health sector:** The health sector, including health care providers and hospitals, has a shared interest in increasing the use of active transportation (biking, walking, and taking transit). As the connection between physical activity and positive health outcomes becomes more apparent, the health sector will play an increasing role in advocating for and funding transportation options programs and investments.
- **Employers:** Employers can provide direct outreach, vanpool or transit pass subsidies, and supportive infrastructure to increase travel options to and from the worksite. Transportation Management Associations and other local transportation options providers work hand-in-hand with employers. Large institutions, such as hospitals, community colleges, and universities, and other large campuses, typically have a dedicated staff person to disseminate transportation options program information to employees and students. Coordination with this staff person – typically referred to as a Employee Transportation Coordinator – will be important.

- **Developers:** Developers influence transportation options amenities on site, such as the availability of secure and covered bicycle parking and showers for employees who use active transportation. The development community can also encourage the use of transportation options through design. Design factors include how the building is oriented to the street, where the building is located in terms of proximity to other services, and the availability of sidewalks, bicycle connections, safe access to transit, and preferential parking for carpools or vanpools. Many communities are incentivizing developers through reduced parking requirements or increases in allowable building height or density.
- **Employer Transportation Coordinators (ETCs), Resident Transportation Coordinators (RTCs), and Case Workers:** ETCs, RTCs, and case workers engage directly with users of the transportation system at employment sites and residential buildings. Other community groups that work directly with Limited English Proficiency populations are also key partners. Close partnership between these staff people, local transportation options providers, and other transportation service providers will be important to ensure information and resources are being provided directly to people using the transportation system.
- **Private vendors:** Private vendors, such as vanpool, carshare, and bikeshare vendors, and organizations like the Automobile Association of America play an important role in making sure that transportation options products are continually evolving and marketed to the appropriate audiences.
- **Freight stakeholders:** For freight haulers, highway congestion adds cost to business operations and reduces the ability to reliably deliver goods to markets around the state and nation. Effective transportation options programs and strategies that take auto trips off major freight routes can benefit the bottom line for freight haulers and ensure manufacturers, retailers, grocers, and other businesses have the goods they need to keep the economy moving.

ENDNOTES

1. This approach is consistent with established state policy in Oregon Transportation Plan Strategy 1.1.4 and Oregon Highway Plan Action 1G.1.
2. Conventional methods for calculating level of service for a road or intersection only address the single-occupancy vehicle. Multimodal level of service extends this methodology to estimate the auto, bus, bicycle, and pedestrian level of service on an urban street.
3. Transportation options projects often refer to programs and services, not infrastructure.
4. Soft infrastructure includes elements such as bike parking and on-site showers at the workplace.
5. By comparison, total budget for the NJDOT Transportation Capital Program is projected at \$3.723 billion in FY 2015 (<http://www.state.nj.us/transportation/capital/tcp15/pdf/tcp15.pdf>).
6. Washington State Commute Reduction Board. (2011) CTR Report to the Washington State Legislature. Retrieved 3/25/14 <https://www.wsdot.wa.gov/Transit/CTR/overview.htm>.
7. U.S. Department of Transportation, Federal Highway Administration. Mitigating Traffic Congestion - The Role of Demand-Side Strategies. Nike – Beaverton, OR. https://ops.fhwa.dot.gov/publications/mitig_traf_cong/nike_case.htm.
8. McCormack, Gavin. "Driving towards obesity: A systematized literature review on the association between motor vehicle travel time and distance and weight status in adults." *Preventive Medicine*, Vol. 66, September 2014, pages 49-55.
9. A transportation options staff person is defined as a staff person who promotes the use of transportation options and provides transportation options information and education to the community. Staff may be located in local or regional governments (city, council of governments, or metropolitan planning organizations), transit agencies, or non-profit organizations.
10. Vehicle miles traveled is an effective indicator of a host of important transportation options outcomes, including system efficiency, household transportation cost, and vehicle source emissions.
11. It has been noted that members of the Transportation Options Plan Policy Advisory Committee desire to track the percent of trips that use a mode other than driving alone for all types of trips (not just those during the peak hour). The Implementation Phase of the Plan will explore this concept further.
12. More information on the design and development of the GreenSTEP model can be found here: <https://www.oregon.gov/ODOT/Planning/Pages/Technical-Tools.aspx#GreenSTEP>.
13. More information on the Statewide Transportation Strategy can be found here: <https://www.oregon.gov/ODOT/Planning/Pages/STS.aspx>.

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APPENDICES

OREGON TRANSPORTATION OPTIONS PLAN

APPENDIX A: GLOSSARY

- **Area Commissions on Transportation (ACTs):** ACTs are advisory bodies chartered by the Oregon Transportation Commission to address all aspects of transportation (surface, marine, air, and transportation safety) with primary focus on the state transportation system. ACTs play a key advisory role in the development of the Statewide Transportation Improvement Program, which schedules funded transportation projects.
- **Casual taxis:** Casual taxis allow owners of private vehicles to pick up passengers in a system similar to a taxi. Members can track where the vehicle is and get a fare estimate.
- **Congestion Mitigation and Air Quality (CMAQ):** Congestion Mitigation and Air Quality Improvement Program provides federal funding to qualifying transportation projects or programs that provide an air quality benefit. These funds assist areas that have been designated as non-attainment or maintenance areas according to the national ambient air quality standards for ozone and carbon monoxide emissions under the Clean Air Act of 1990.
- **ConnectOregon:** *ConnectOregon* was created in 2005 by the Legislature to invest the proceeds of lottery-backed bonds in grants and loans to non-highway transportation projects that promote economic development in Oregon.
- **Coordinated care organization:** A coordinated care organization is a network of all types of health care providers (physical health care, addictions and mental health care and sometimes dental care providers) who have agreed to work together in their local communities to serve people who receive health care coverage under the Oregon Health Plan (Medicaid).
- **Community Health Assessment and Improvement Plans:** A Community Health Improvement Plan is a long-term, systematic effort to address public health problems in a community. The plan is based on the results of Community Health Assessment activities and is part of a community health improvement process. A community health improvement process looks outside of the performance of an individual organization serving a specific segment of a community to the way in which the activities of many organizations contribute to community health improvement.
- **Employee Commute Options (ECO) Program:** In Portland and the surrounding areas, employers with 100+ employees are subject to Oregon Department of Environmental Quality Employee Commute Options (ECO) Program. This program is triggered in the Portland Metro region because it is out of attainment under the federal Clean Air Act.
- **Dial-A-Ride (demand response services/paratransit):** Dial-a-Ride service (also referred to as demand response or paratransit) is a curb-to-curb transportation service for people who are unable to access fixed route transit service because of mobility

- limitations, or those whose origins and/or destinations are not within close proximity to fixed routes.
- **Dynamic ridesharing:** Dynamic ridesharing refers to a system that allows drivers and passengers to make one-time ride matches close to their departure time.
 - **Guaranteed Ride Home Program (GRH):** A GRH program offers participants a free ride home in case of emergency. GRH programs are usually coupled with a carpool, vanpool, walking/ biking, transit, or other transportation options program. The program guarantees a ride, usually a taxi, when program participants have a family emergency. The program is meant to offer assurance to employees weary of giving up their vehicle in case emergencies arise.
 - **Health Impact Assessments (HIAs):** HIAs measure the effect of transportation projects and policies on public health and vulnerable populations. They are modeled after environmental assessment reports required by the National Environmental Policy Act (NEPA) and evaluate the full health impact of selected projects to individuals and society.
 - **High occupancy vehicle (HOV) lanes:** HOVs are traffic lanes limited to vehicles that carry more than one passenger or other qualified vehicles.
 - **Human Services Coordination Plan:** Federal Transit Law requires that projects selected for funding under the Elderly Individuals and Individuals with Disabilities (Section 5310), Job Access and Reverse Commute (JARC), and New Freedom programs be derived from a locally developed, coordinated public transit-human services transportation plan and that the plan be developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by members of the public. These plans identify the transportation needs of individuals with disabilities, older adults, and people with low incomes, provide strategies for meeting these needs, and prioritize transportation services for funding and implementation.
 - **Individualized marketing programs:** Individualized marketing programs or campaigns expand awareness of transportation options and are typically targeted at neighborhood, corridor, or employment sites by providing individualized marketing materials in a designated area to encourage people to use alternative modes.
 - **Mobility hub:** Mobility hubs are a place where transportation modes seamlessly connect. They usually involve transit, vehicle sharing such as car and vanpooling, concentrations of land uses, and an information component. Mobility hubs connect a variety of sustainable modes and services through a network of physical locations or “mobile points.” The points are located throughout a city or region to physically and electronically link the elements of a door-to-door trip.
 - **Mode or topic plan:** A plan that implements the broad policies of the Oregon Transportation Plan for specific modes, such as public transportation and rail, or topics such as safety, passenger or freight movement over a 20-year period.
 - **Moving Ahead for Progress in the 21st Century (MAP-21):** MAP-21 was signed into law by President Obama on July 6, 2012. MAP-21 allocated over \$105 billion for surface transportation projects in fiscal years (FY) 2013 and 2014.
 - **Metropolitan Planning Organization (MPO):** A planning body in an urbanized area of over 50,000 in population which has responsibility for developing transportation plans for the area.

- **Multimodal trip planner:** Multimodal trip planners provide users with the ability to plan trips using a combination of modes (i.e. transit, bike, carshare, etc.).
- **National Transit Database (NTD):** The NTD is the Federal Transit Administration’s primary database for national transit and vanpool statistics. NTD provides reimbursement for vanpool miles tracked by qualifying transit agencies.
- **Open Streets:** Open Streets (also referred to as Sunday Parkways in some communities) promote healthy, active living by opening the city’s largest public space - its streets - for people to walk and bike and discover active transportation in a safe, traffic-free environment. Events typically occur on Sundays on designated dates throughout the year.
- **Park-and-ride:** Park-and-ride facilities provide a designated area for vehicles to park to make connections to public transportation, rideshare and other transportation options.
- **Peer-to-peer carsharing:** Peer-to-peer carsharing allows individuals to privately share their vehicles.
- **Real-time travel information:** Real-time information provides travelers with congestion alerts, next bus arrival information, and rideshare opportunities in real time.
- **Rideshare:** Rideshare requires both in-person and online resources to coordinate carpool and vanpool ride matches.
- **Oregon Transportation Plan (OTP):** The OTP is Oregon’s 25-year transportation plan that comprehensively assesses state, regional, and local public and private transportation facilities and services and serves as the policy element of the state transportation system plan.
- **Smart phone ticketing:** Smart phone ticketing allows travelers to purchase transit passes, bikeshare memberships, and other transportation options tickets directly from their smart phones.
- **Safe Routes to School (SRTS):** SRTS programs involve parents, school districts, planners, and health officials to improve health, reduce childhood obesity, decrease traffic congestion, improve air quality, and enhance neighborhood safety particularly around schools. Programs promote biking and walking to school through safety education classes and “walk and bike to school day” programs, for example.
- **State Transportation Improvement Program (STIP):** The funding and scheduling document for major road, highway and transit projects in Oregon listing projects for a four-year period.
- **Single-occupant vehicle (SOV):** A single occupant vehicle refers to a vehicle that is occupied by one person.
- **Statewide Transportation Strategy (STS) - A 2050 Vision for Greenhouse Gas Reduction:** The STS examines all aspects of the transportation system, including the movement of people and goods, and identifies a combination of strategies to reduce greenhouse gas (GHG) emissions.
- **Surface Transportation Program (STP):** The Surface Transportation Program (STP) is the primary program that funds local government and non-highway projects. Fifty percent of STP funds are suballocated to metropolitan planning organizations (MPOs) with a population over 200,000; these are referred to as Surface Transportation Program – Urban funds (or STP-U).

- **Telework:** Telework (also referred to as telecommuting) is a work arrangement in which employees do not commute to a central workplace but rather work from home or offsite in close proximity to home.
- **Transit:** Transit service includes local, regional, and intercity bus; passenger rail; commuter rail; light rail; and streetcar.
- **Transportation Alternatives Program (TAP):** Under Moving Ahead for Progress in the 21st Century (MAP-21), Federal Recreational Trails, Safe Routes to School (SRTS), and Transportation Enhancements (TE) programs were merged into the Transportation Alternatives Program (TAP). Nationwide, two percent of total highway funds are set aside for TAP.
- **Transportation demand management (TDM) Plan:** A TDM Plan is a written document that outlines targets, strategies, and evaluation measures to reduce vehicle miles traveled and reduce single-occupancy vehicle mode share to and from a specific site.
- **Transportation Management Association (TMA):** A Transportation Management Association (TMA) is typically formed to address the transportation needs and challenges of a particular destination with a distinct geographic boundary, such as a business district. TMAs address parking, circulation, congestion, and non-drive-alone access through employee commute programs, information about alternate travel options, or other tools. In many cases, TMAs are funded in part by employer membership dues.
- **Transportation options:** Transportation options strategies, programs, and investments create choice in our state and local transportation systems, allowing people to bike, walk, take transit, drive, share rides, and telecommute. Historically, the purpose of transportation options programs and strategies (also referred to as “transportation demand management”) has been to reduce reliance on single occupant vehicle travel during the busiest times of day through strategies such as carpooling, high-occupancy vehicle (HOV) lanes, and other congestion mitigation strategies. The Transportation Options Plan recognizes that the benefits of transportation options extend beyond the traditional definitions of “managing transportation system demand” or “reducing peak period traffic congestion.”
- **Transportation System Plan (TSP):** A plan for one or more transportation facilities that is planned, developed, operated and maintained in a coordinated manner to supply continuity of movement between modes, and between geographic locations.
- **Vehicle miles of travel (VMT):** Miles traveled per vehicle multiplied by the total number of vehicles. VMT is a common metric to measure the efficiency and use of the transportation system.
- **Walking school bus:** A walking school bus refers to an organized group of students who walk to school together, picking up children along the way in the same way a bus or carpool would operate. The “bus” supports the concept of “safety in numbers” and is usually led by a parent who accompanies the students along the route.

APPENDIX B: STAKEHOLDER SUMMARY

The Oregon Transportation Options Plan is built upon meaningful and continuous engagement from a broad spectrum of stakeholder groups and individuals across Oregon.

The voices and perspectives captured in the Plan include representatives from ODOT, other State agencies, transportation options providers, Metropolitan Planning Organizations, city, county, and tribal governments, health and human service agencies, community groups, educational institutions, technology firms, innovators, business, and environmental groups.

The Transportation Options Plan adhered to the Oregon Transportation Commission's Public Involvement Policy (5/28/2009) to:

"Meaningfully involve the public in important decisions by providing for early, open, continuous, and effective public participation in and access to key planning and project decision-making processes."

The following stakeholder involvement goals helped guide collection of these perspectives:

- Communicate with a broad spectrum of Oregon stakeholders
- Develop a vision for transportation options rooted in statewide perspectives
- Collect information about statewide transportation options issues and opportunities
- Organize and facilitate a Policy Advisory Committee to guide plan development
- Ensure sensitivity to local needs and objectives, while developing a comprehensive statewide plan
- Coordinate with state agencies
- Comply with Title VI requirements and objectives
- Comply with the Oregon Transportation Commission's Public Involvement Policy

POLICY ADVISORY COMMITTEE

A diverse Policy Advisory Committee (PAC), appointed by the ODOT Director, provided direction and guidance throughout the planning process. The 16-member committee served as the core conduit for stakeholder input and communication. The committee's membership was drawn from urban and rural transit and transportation options providers, city, county, regional, and state agencies and governing bodies, tourism, land use and economic development, freight, technology, and health care providers. The PAC met throughout the course of the 12-month planning process to provide insights and guidance on plan development.

The Oregon Transportation Options Plan Policy Advisory Committee included the following:

- Mary Jo Carpenter – Community Connection of Baker County
- Jay Flint – Sunset Empire Transportation District
- Ann Hanus – Association of Oregon Counties
- Ted Leybold – Metro
- Jeff Monson – Commute Options for Central Oregon
- Mike Montero – Montero & Associates
- Jerry Norquist – Cycle Oregon
- John Oberst – Transportation Enhancement Advisory Committee
- Doug Pilant¹ – Tillamook County Transportation District
- Bob Russell – Oregon Trucking Associations
- Patrick Son – ITS America
- Mary Stern² – Association of Oregon Counties
- Paige Townsend – Rogue Valley Transportation District
- Phil Warnock – Oregon Cascades West Council of Governments
- Rick Williams – Lloyd Transportation Management Association
- Dr. Philip Wu – Kaiser Permanente
- Jerri Bohard (Co-Chair) – Oregon Department of Transportation, Transportation Development Division
- Hal Gard (Co-Chair) – Oregon Department of Transportation, Rail and Public Transit Division

The PAC and project team committed to a stakeholder involvement process that was:

- **Meaningful:** provide timely information
- **Accountable:** respond to input
- **Inclusive:** communicate outside of structured meetings
- **Transparent:** make decisions public; post materials on the website
- **Realistic:** inform about constraints and objectives
- **Outcome-oriented:** engage the public to maximize success

The PAC served as one of the key communication conduits to provide information to and feedback from their local constituencies, committees, and decision-making bodies. In total, PAC members presented updates on the Transportation Options Plan to over 80 entities throughout the course of the project. Example PAC outreach included:

- Oregon Trucking Associations' Government Affairs Committee
- Central Oregon Intergovernmental Council
- Oregon State University – Cascades Campus
- Mayors and City Managers of Sisters and Oregon City
- John Day - Travel Oregon
- Baker City Community Leaders
- Medford Chamber of Commerce Transportation Committee
- Asante Sustainable Real Estate Group
- Southern Oregon University

¹ Doug Pilant replaced Jay Flint (Sunset Empire Transportation District) on the PAC.

² Mary Stern replaced Ann Hanus (Association of Oregon Counties) on the PAC.

- Jackson County
- ITS America
- Metro’s Joint Policy Advisory Committee on Transportation
- Intercommunity Health Network Community Care Organization (Linn County)
- NW Health Foundation
- Oregon Active Transportation Summit
- Transportation Options Group of Oregon
- Community Cycling Center

Over the course of the planning process, the project team provided PAC members with periodic updates and newsletter articles for further distribution to keep their constituencies well informed.

STAKEHOLDER INTERVIEWS

The outreach process began with in-person, phone, and web-based interviews of over 60 statewide stakeholders representing community groups; educational institutions; the public sector including local, regional, and state representatives; the private sector; and transit and transportation options providers. Information gathered provided a baseline understanding of the Oregon’s available transportation options, identified key issues and opportunities, and helped the PAC paint a collective vision for transportation options based on many Oregon viewpoints.

Initial input derived from internal and external ODOT conversations included:

- ODOT Active Transportation
- ODOT Intermodal Leadership Team
- ODOT Rail and Public Transit Division’s Regional Transit Coordinators (RTCs)
- ODOT Regional and Area Managers and Planners
- ODOT Intelligent Transportation Systems
- ODOT Office of Innovative Partnerships
- ODOT Transportation Safety
- Oregon Employment Department
- Oregon Department of Human Services
- Oregon Public Health Division
- Oregon Health Authority
- Oregon Department of Administrative Services
- Oregon Housing and Community Services / U.S. Department of Housing and Urban Development
- Oregon Department of Veterans Affairs
- Oregon Department of Parks and Recreation
- Oregon Area Agencies on Aging and Aging & People with Disabilities Services
- Existing public and private transportation options providers
- Tribal Governments
- Large employers
- Universities and colleges

- Local and statewide health and transportation advocacy groups
- Local transportation committees (e.g. Bicycle and Pedestrian Advisory)

The stakeholder interview process helped to develop the Transportation Options Plan vision and supporting goals, policies, and strategies.

FOCUS GROUPS

A series of focus groups were conducted to foster discussion and gather feedback on the Plan’s draft goals, policies, and strategies. The focus groups tapped the insight and knowledge of over 70 issue-based experts to better understand the public and private sectors’ response to the feasibility and applicability of proposed policies and strategies. Based on input from these groups, the PAC and project team further refined the recommended goals, policies, and strategies.

Focus Group Topic Areas
Technology
Outreach/Education
Human Services
Safety
Business Case/Return on Investment
Health/Insurance
Ride/Car/Bike Sharing

OTHER OUTREACH

ODOT staff advertised the Plan’s development by providing updated project information on the project’s website:

<https://www.oregon.gov/ODOT/Planning/Pages/Plans.aspx#OTOP>.

Through Govdelivery, an online email subscription service, stakeholders received notification of upcoming involvement opportunities and draft documents for review.

ODOT staff, the project team, and the PAC kept key elected and appointed public bodies updated of the Plan’s progress. ODOT governance and advisory committees received updates throughout the process to coordinate with other planning efforts, advance Intermodal Oregon efforts inside of ODOT, and to keep decision makers well informed of the Plan’s progress. Updates were provided to the following groups and committees:

- Oregon Transportation Commission
- Oregon Public Transit Advisory Committee
- Oregon Freight Advisory Committee
- Oregon Bicycle and Pedestrian Advisory Committee
- ODOT Area Commissions on Transportation
- Metropolitan Planning Organizations

PUBLIC REVIEW PERIOD

Formal public review of the Transportation Options Plan began when the Oregon Transportation Commission released the Draft Oregon Transportation Options Plan for review on November 21, 2014 with comments due from the public on January 30, 2015. ODOT staff distributed press releases and other notices announcing the public review period and provided presentations on the Plan throughout the state.

A complete log of public review comments along with ODOT's responses is included in the OTC Adoption Packet.

APPENDIX C: COMPLIANCE WITH OREGON'S STATEWIDE PLANNING GOALS

Findings of Compliance with State Agency Coordination Agreement

ODOT's State Agency Coordination Agreement (SAC) requires the OTC to adopt findings of fact when adopting final modal system plans (OAR 731-015-0055). Pursuant to these requirements, the following findings and supporting information supplements the OTC adoption of the 2015 Oregon Transportation Options Plan.

Coordination Procedures for Adopting Final Modal Systems Plans (OAR 731-015-0055):

- (1) Except in the case of minor amendments, the Department shall involve DLCD, metropolitan planning organizations, and interested cities, counties, state and federal agencies, special districts, and other parties in the development or amendment of a topic plan. This involvement may take the form of mailings, meeting, or other means that the Department determines are appropriate for the circumstances. The Department shall hold at least one public meeting on the plan prior to adoption.
- (2) The Department shall evaluate and write draft findings of compliance with all applicable statewide planning goals.
- (3) If the draft plan identifies new facilities which would affect identifiable geographic areas, the Department shall meet with the planning representatives of affected cities, counties, and metropolitan planning organization to identify compatibility issues and the means of resolving them. These may include:
 - (a) Changing the draft plan to eliminate the conflicts;
 - (b) Working with the affected local governments to amend their comprehensive plans to eliminate the conflicts; or
 - (c) Identifying the new facilities as proposals which are contingent on the resolution of the conflicts prior to the completion of the transportation planning program for the proposed new facilities.
- (4) The Department shall present to the Transportation Commission the draft plan, findings of compatibility for new facilities affecting identifiable geographic areas, and findings of compliance with all applicable statewide planning goals.

(5) The Transportation Commission, when it adopts a final modal systems plan, shall adopt findings of compatibility for new facilities affecting identifiable geographic areas and findings of compliance with all statewide planning goals.

(6) The Department shall provide copies of the adopted final modal systems plan and findings to DLCD, the metropolitan planning organizations, and others who request to receive a copy.

FINDING:

Development of the 2015 Oregon Transportation Options Plan was based on an open and ongoing public and agency involvement process which included the Department of Land Conservation and Development (DLCD), metropolitan planning organizations (MPOs), Area Commissions on Transportation (ACTs), cities, counties, state agencies, transportation options providers, modal and stakeholder interest groups, and input from interested citizens.

ODOT formed and worked closely with a 16-member Policy Advisory Committee (PAC) to guide Plan development. The PAC was co-chaired by the Rail and Public Transit Administrator and ODOT Transportation Development Division Administrator and included representatives from: local jurisdictions, regional government, counties, urban and rural transportation options providers, the health sector, economic and environmental stakeholders, the freight community, and the development community. The PAC met 11 times over the course of Plan development. PAC meetings were open to the public, with specific times identified for public comments scheduled at each meeting.

DLCD received written notification of the Plan's availability for public review and comment.

At their November 21, 2014 meeting, the OTC reviewed the Draft Transportation Options Plan and released the document for public review and input. A public hearing was held at the January 15, 2015 OTC meeting to provide the opportunity to testify directly to the Commission. Public comments were accepted until January 31, 2015.

The Draft Transportation Options Plan was made widely available for public comment, as described in the Plan's Stakeholder Summary. In addition to guiding the Plan development, the PAC served as one of the key communication conduits to provide information to and feedback from their local constituencies, committees, and decision-making bodies. They helped to notify interested parties on the availability of the Plan for comment. Accompanying the draft Plan were a range of materials, including links to the full document, a handout summarizing key elements of the Plan and who participated, as well as dates to attend the OTC public hearing and how to provide written comments by email or post. The public involvement and outreach process followed OTC Policy 11 – Public Involvement Policy for statewide planning processes and the Statewide Transportation Improvement Program (STIP).

The OTC adopted the Transportation Options Plan and Findings of Compliance with Oregon's Statewide Planning Goals at their April 16, 2015 meeting. This OTC meeting will provide additional opportunity for public comment.

The April 16, 2015 OTC Meeting Packet included the following material and information for OTC consideration:

- OTC Cover Memorandum

- 2015 Oregon Transportation Options Plan, including Findings of Compliance with Oregon’s Statewide Planning Goals
- Outreach Summary
- Summary of Comments Received on Draft Oregon Transportation Options Plan and Recommended Actions
- Compilation of Written Public Review Period Comments Received

Per the State Agency Coordination Agreement, and customary ODOT practice, information on the adopted Transportation Options Plan and final Findings of Compliance with Statewide Planning Goals will be distributed to DLCD, MPOs, interested participants from the Plan development process, and others who request a copy following adoption. The final documents will be available on the TO Plan Project webpage:
<http://www.oregon.gov/odot/td/tp/pages/toplan.aspx> (as posted at the time of this document).

Findings of Compliance with Oregon’s Statewide Planning Goals

The State of Oregon has established 19 statewide planning goals to guide state, regional and local land use planning. The goals express the state’s policies on land use and related topics. The findings below are based on applicability and content of the TO Plan.

- 1. Citizen Involvement** - *The purpose of Goal 1 (660-015-0000(1)) is “To develop a citizen involvement program that ensures the opportunity for citizens to be involved in all phases of the planning process.”*

FINDING:

The Oregon Transportation Options Plan is built upon meaningful and continuous engagement from a broad spectrum of stakeholder groups and individuals across Oregon, demonstrated more fully in the Appendix B Stakeholder Summary.

The voices and perspectives captured in the Plan include representatives from ODOT, other State agencies, transportation options providers, Metropolitan Planning Organizations, city, county and tribal governments, health and human service agencies, community groups, educational institutions, technology firms, innovators, businesses, environmental groups, and other non-profits. Outreach for the Draft Transportation Options Plan was conducted in compliance with OTC Policy 11 - Public Involvement, which establishes public involvement objectives for the development and update of statewide plans, including topic plans, such as the Oregon Transportation Options Plan. Outreach activities were also conducted in compliance with relevant policies in the Oregon Transportation Plan including OTP Goal 7, Coordination, Communication and Cooperation.

Throughout the Plan, there were several methods of outreach. Highlights include:

- In person, phone, and web-based interviews of over 60 statewide stakeholders representing local, regional, and state representatives; the private sector; and transit and transportation options providers.

- A series of 7 focus groups with over 70 issue-based experts to gather feedback and further refine the recommended goals, policies, and strategies.
- Regular updates with interim draft reports and information on opportunities to attend PAC meetings or offer other comments.
- Presentations on the Plan made by PAC members to over 80 entities throughout the course of the project.
- Notification of public review in November 2014 sent to interested state agencies, MPOs, Oregon counties and cities, interested advisory committees, focus group participants, and interested project stakeholders.
- A public hearing at the January 15, 2015 Oregon Transportation Commission Meeting.

Development of the Oregon Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 1, Citizen Involvement.

2. Land Use Planning - *The purpose of Goal 2 (OAR 660-015-0000(2)) is “To establish a land use planning process and policy framework as a basis for all decisions and actions related to use of land and to assure an adequate factual base for such decisions and actions.”*

FINDING:

The Oregon Transportation Options Plan recognizes the important role that land use planning plays in the ability to create and sustain transportation options for communities large and small. In the Transportation Options Plan, Goal 7 is “To ensure land use planners, developers, and decision makers have transportation options tools and strategies to implement livable development patterns by supporting the availability, access, and co-location of transportation options.” The Plan sets four policies that integrate land use considerations into transportation planning. The Plan also lists 16 strategies for using land use planning to encourage the use of transportation options. These strategies range from providing guidance on how to determine alternative trip generation for non-auto oriented developments to integrating transportation options into development review processes. There are several strategies that recognize the economic value of land currently dominated by parking and promote programs to better size parking to land uses.

Development of the Oregon Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 2, Land Use Planning.

3. Agricultural Lands - *The purpose of Goal 3 (OAR 660-015-0000(3)) is “To preserve and maintain agricultural lands.”*

FINDING:

The Transportation Options Plan does not directly propose facilities or infrastructure that would encroach or impact agricultural lands. The Plan does propose many policies and strategies that encourage connected development through the promotion of transit-oriented developments, 20-minute neighborhoods, and infill development around urban cores or town centers. These

development types encourage the use of transportation options and the reduction of vehicle miles that people drive to meet their daily needs. Such developments focus expansion within communities instead of on the periphery, helping to relieve development pressures on agricultural lands.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 3, Agricultural Lands.

- 4. Forest Lands** – *The purpose of Goal 4 (OAR 660-015-0000(4)) is “To conserve forest lands by maintaining the forest land base and to protect the state’s forest economy by making possible economically efficient forest practices that assure the continuous growing and harvesting of forest tree species as the leading use on forest land consistent with sound management of soil, air, water, and fish and wildlife resources and to provide for recreational opportunities and agriculture.”*

FINDING:

The Transportation Options Plan does not directly propose facilities or infrastructure that would encroach or impact forest lands. The Plan does propose many policies and strategies that encourage connected development through the promotion of transit-oriented developments, 20-minute neighborhoods, and infill development around urban cores or town centers. These development types encourage the use of transportation options and the reduction of vehicle miles that people must drive to meet their daily needs. Such developments focus expansion within communities instead of on the periphery, helping to relieve development pressures on forest lands.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 4, Forest Lands.

- 5. Natural Resources, Scenic and Historic Areas, and Open Spaces** - *The purpose of Goal 5 (OAR 660-015-0000(5)) is “To protect natural resources and conserve scenic and historic areas and open spaces.”*

FINDING:

The Transportation Options Plan does not directly propose facilities or infrastructure that would encroach or impact historic areas, scenic areas, or open spaces. The Plan does propose many policies and strategies that encourage compact development through the promotion of transit-oriented developments, 20-minute neighborhoods, and infill development around urban cores or town centers. These development types encourage the use of transportation options and the reduction of vehicle miles that people drive to meet their daily needs. Such developments focus expansion within communities instead of on the periphery, helping to relieve development pressures on scenic areas and open spaces. The Plan also includes strategies to expand access to open space and scenic areas through transportation options by partnering with pop-up park and rides.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 5, Natural Resources, Scenic and Historic Areas, and Open Spaces.

6. Air, Water and Land Resources Quality - *The purpose of Goal 6 (OAR 660-015-0000(6)) is “To maintain and improve the quality of the air, water and land resources of the state.”*

FINDING:

The Transportation Options Plan promotes travel through clean, efficient modes of transportation. Goal 6 of the Plan (Health and Environment) is “to support healthier natural and built environments by developing and promoting transportation options that reduce the environmental impacts of motorized travel and allow more people to incorporate physical activity in their daily lives.” A significant number of policies and strategies in the Transportation Options Plan promote the reduction of vehicle miles traveled to improve air quality. Strategies include the promotion of walking and biking. Both modes are non-polluting and do not require natural resources for operation. Other transportation options such as transit, carpool, and vanpool are encouraged throughout the Plan. These modes are more fuel-efficient and generate fewer greenhouse gas emissions than single occupant travel.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 6, Air, Water and Land Resources Quality.

7. Areas Subject to Natural Hazards - *The purpose of Goal 7 (OAR 660-015-0000(7)) is “To protect people and property from natural hazards.”*

FINDING:

The Transportation Options Plan recognizes the challenges associated with natural hazards and the impact on travel. In the cases of natural disasters such as earthquakes and tsunamis, transportation options can be vital to helping people evacuate or deliver supplies post-disaster. Policy 6.5 of the Transportation Options Plan states, “Use transportation options to support community resilience and health and safety goals associated with disaster planning and response.” Strategy 6.F discusses ways that transportation options can be used in response to natural and manmade disasters.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 7, Areas Subject to Natural Hazards.

8. Recreational Needs - *The purpose of Goal 8 (OAR 660-015-0000(8)) is “To satisfy the recreational needs of the citizens of the state and visitors and, where appropriate, to provide for the siting of necessary recreational facilities including destination resorts.”*

FINDING:

The Transportation Options Plan supports Planning Goal 8 by promoting greater choices to access recreational opportunities and open spaces. Policy 5.4 of the Plan states, “Consider transportation options opportunities to support tourism and recreation through improving access to popular destinations via alternative modes of travel.” The Plan furthers Planning Goal 8 by encouraging the expansion of recreational opportunities through use of cycling, passenger rail, and other non-single occupant vehicles (SOV) to attract visitors, tourism, and commerce.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 8, Recreational Needs.

9. Economic Development - *The purpose of Goal 9 (OAR 660-015-0000(9)) is “To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon’s citizens.”*

FINDING:

The Transportation Options Plan supports economic development for Oregonians on many levels. Goal 5 Economy of the Transportation Options Plan is “to enhance economic vitality by supporting job creation and retention, decreasing household spending on transportation, supporting vibrant local businesses, and helping goods move reliably.” The Plan discusses how transportation options can provide employees cost effective access to jobs, can affect employer decisions about where to locate, and can help attract and retain skilled workers. Transportation Options also play a role in supporting freight and goods delivery by easing congestion. Finally, transportation options support the economy by maximizing transportation system efficiency through increasing the capacity of existing infrastructure and services.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 9, Economic Development.

10. Housing - *The purpose of Goal 10 (OAR 660-015-0000(10)) is “To provide for the housing needs of citizens of the state.”*

FINDING:

The Transportation Options Plan does not have direct application to the provision of housing, but does support increased access to housing. The Plan promotes strategies to increase transportation options information and benefits to housing developments, such as providing free or subsidized transit passes to residents. The Plan also focuses on creating safer access to housing through quality infrastructure and a focus on citing facilities such as senior housing in places that can be served by transportation options providers. The Plan’s Implementation Chapter also promotes collaboration with Housing and Community Services organizations to serve residents and promote the use of transportation options.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 10, Housing.

11. Public Facilities and Services - *The purpose of Goal 11 (OAR 660-015-0000(11)) is “To plan and develop a timely, orderly and efficient arrangement of public facilities and services to serve as a framework for urban and rural development.”*

FINDING:

Transportation options are critical to supporting efficient transportation networks in urban and rural settings. Goal 4 of the Plan (Mobility and System Efficiency) is “to improve the mobility of people and goods and the efficiency of the transportation system by managing congestion, enhancing transportation system reliability, and optimizing transportation investment through transportation options.” Goal 3 Accessibility promotes improved access to employment, daily needs, services, education, and travel to social and recreational opportunities. Strategies to create efficiency in the transportation system and integration with land uses are woven throughout the Plan.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 11, Public Facilities and Services.

12. Transportation - *The purpose of Goal 12 (OAR 660-015-0000(12)) is “To provide and encourage a safe, convenient and economic transportation system.”*

Transportation Planning Rule, OAR 660-012

Statewide Planning Goal 12, Transportation, and its administrative rule, the Transportation Planning Rule (TPR), have several elements for assuring that statewide planning goals are considered in transportation planning efforts. The TPR is a broad administrative rule that covers a range of applications, some of which are summarized below:

- The preparation and coordination of transportation system plans (TSPs)
- Coordination with federally required transportation plans in metropolitan areas
- Elements of TSPs
- Complying with statewide planning goals
- Determination of transportation needs
- Evaluation and selection of transportation alternatives
- Transportation financing programs
- Implementation of TSPs
- Transportation project development
- Timing and adoption of TSPs
- Plan and land use regulation amendments
- Transportation improvements on rural lands
- Exceptions for improvements on rural lands

The Transportation Options Plan is a statewide topic plan that addresses many of the elements in Statewide Planning Goal 12. However, it is the combination of the state’s Oregon Transportation

Plan, modal and topic plans, and state facility plans that together form the state Transportation System Plan. Not all sections and objectives of the TPR are applicable to the Transportation Options Plan.

Purpose, OAR 660-012-0000

(1) This division implements Statewide Planning Goal 12 (Transportation) to provide and encourage a safe, convenient, and economic transportation system. This division also implements provisions of other statewide planning goals related to transportation planning in order to plan and develop transportation facilities and services in close coordination with urban and rural development. The purpose of this division is to direct transportation planning in coordination with land use planning to:

(a) Promote the development of transportation systems adequate to serve statewide, regional and local transportation needs and the mobility needs of the transportation disadvantaged;

(b) Encourage and support the availability of a variety of transportation choices for moving people that balance vehicular use with other transportation modes, including walking, bicycling and transit in order to avoid principal reliance upon any one mode of transportation;

(c) Provide for safe and convenient vehicular, transit, pedestrian, and bicycle access and circulation;

(d) Facilitate the safe, efficient and economic flow of freight and other goods and services within regions and throughout the state through a variety of modes including road, air, rail and marine transportation;

(e) Protect existing and planned transportation facilities, corridors and sites for their identified functions;

(f) Provide for the construction and implementation of transportation facilities, improvements and services necessary to support acknowledged comprehensive plans;

(g) Identify how transportation facilities are provided on rural lands consistent with the goals;

(h) Ensure coordination among affected local governments and transportation service providers and consistency between state, regional and local transportation plans; and

(i) Ensure that changes to comprehensive plans are supported by adequate planned transportation facilities.

FINDING:

The Transportation Options Plan supports the above list under OAR 60-012-0000 in the following ways:

- Goal 9 (Equity) supports the availability of transportation options for Oregonians. Policy 9.2 specifically states, “provide transportation options to serve the needs of Oregon residents, including but not limited to, mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with limited English proficiency and other vulnerable populations.”
- The Transportation Option Plan promotes travel choices, including opportunities to bike, walk, take transit, share rides, and drive.

- Goal 1 (Safety) of the Plan focuses on safety through investments in education and training for roadway designers, operators, and users of all modes. This goal identifies how transportation options lead to more safe, clean, and economically vibrant communities.
- Goal 4 (Mobility and System Efficiency) illustrates the importance of transportation options in reducing congestion on major arterials and freeways to support the efficient movement of freight. Efficient movement of freight supports travel time and reliability and protects the existing and planned transportation facilities, corridors, and sites for their identified functions.
- Goal 8, (Coordination) recognizes the importance of working with transportation options providers, local communities, employers, and other stakeholder groups for effective coordination in all aspects of transportation planning and investment.
- The Implementation Chapter identifies opportunities to integrate transportation options into the planning process, such as into Comprehensive Plans.

Definitions, OAR 660-012-0005

FINDING:

The definitions section of the OAR details the meaning of specific transportation terms. The Transportations Options Plan is written with the same understanding of terms such as “Transit-Oriented Development” and “Demand Management” as defined in the OAR.

Transportation Planning, OAR 660-012-0010

- (1) *As described in this division, transportation planning shall be divided into two phases: transportation system planning and transportation project development. Transportation system planning establishes land use controls and a network of facilities and services to meet overall transportation needs. Transportation project development implements the TSP by determining the precise location, alignment, and preliminary design of improvements included in the TSP.*
- (2) *It is not the purpose of this division to cause duplication of or to supplant existing applicable transportation plans and programs. Where all or part of an acknowledged comprehensive plan, TSP either of the local government or appropriate special district, capital improvement program, regional functional plan, or similar plan or combination of plans meets all or some of the requirements of this division, those plans or programs may be incorporated by reference into the TSP required by this division.*
- (3) *It is not the purpose of this division to limit adoption or enforcement of measures to provide convenient bicycle and pedestrian circulation or convenient access to transit that are otherwise consistent with the requirements of this division.*

FINDING:

Section 0010 of the TPR recognizes that the state TSP is comprised of a number of elements as described in ODOT’s State Agency Coordination Program. The SAC states, “(1)(a) The state TSP shall include the state transportation policy plan, modal systems and transportation facility plans as set forth in OAR 731, Division 15.” The Transportation Options Plan is a component of the state TSP, along with the statewide policy plan (OTP), other modal/topic plans, and facility plans.

Preparation and Coordination of Transportation System Plans, OAR 660- 012-0015

Section 0015 of the TPR conveys that the state TSP shall include the state transportation policy plan, modal systems plans and transportation facility plans.

FINDING:

The Transportation Options Plan is a topic under the OTP. As noted above, the state policy plan (OTP), modal and topic systems plans, and transportation facility plans are separate documents that together make up the state TSP.

Coordination with Federally-Required Regional Transportation Plans in Metropolitan Areas; OAR 660-012-0016

- (1) In metropolitan areas, local governments shall prepare, adopt, amend and update transportation system plans required by this division in coordination with regional transportation plans (RTPs) prepared by MPOs required by federal law(...) Nothing in this rule is intended to make adoption or amendment of a regional transportation plan by a metropolitan planning organization a land use decision under Oregon law.*

FINDING:

The Transportation Options Plan is a guiding policy document without proposed capital projects or investments pertaining to RTPs.

Elements of Transportation System Plans, OAR 660-012-0020

Section 0020 of the TPR stipulates that a TSP “shall establish a coordinated network of transportation facilities adequate to serve state, regional and local transportation needs and that the TSP will include a description of the type or functional classification of planned facilities and services and their planned capacities and performance standards...”

FINDING:

As a policy document, the Transportation Options Plan does not include a project list of transportation facilities. It does not include functional classifications or performance metrics for multimodal facilities. The Transportation Options Plan is not applicable to Section 0020 of the TPR.

Complying with the Goals in Preparing Transportation System Plans; Refinement Plans, OAR 660-012-0025

- (1) Except as provided in section (3) of this rule, adoption of a TSP shall constitute the land use decision regarding the need for transportation facilities, services and major improvements and their function, mode and general location.*
- (2) Findings of compliance with applicable statewide planning goals and acknowledged and comprehensive plan policies and land use regulations shall be developed in conjunction with the adoption of the TSP.*

FINDING:

As a policy plan, many of the requirements of section 0025 do not apply to the Transportation Options Plan. However, TPR Section 0025, Subsection 2 states “Findings of compliance with applicable statewide planning goals and acknowledged comprehensive plan policies and land use regulations shall be developed in conjunction with the adoption of the TSP.” This requirement is addressed through development of this “Findings” document and its supporting information.

Determination of Transportation Needs, OAR 660-012-0030

Section 30 of the TPR requires that TSPs identify transportation needs relevant to the planning area and the scale of the transportation network being planned including state, regional and local transportation needs.

FINDING:

Chapter 2 of the Transportation Options Plan includes a comprehensive documentation of existing conditions of transportation options across the state. Each region within the state is profiled to include the mode splits of residents and programs provided within the jurisdictions. The Plan highlights a number of issues and opportunities to address needs and objectives of the document. The Plan also discusses the economic impacts associated with transportation costs and details how the availability of transportation options can help people meet their daily transportation needs.

Evaluation and Selection of Transportation System Alternatives, OAR 660- 012-0035

TPR Section 0035 stipulates that TSPs shall be based upon evaluation of potential impacts of system alternatives.

FINDING:

The TO Plan is policy based and does not codify changes or amendments to specific system alternatives. It is not applicable to TPR Section 0035.

Transportation Financing Program, OAR 660-012-0040

Section 0040 of the TPR applies to the development of a transportation financing program for documents with planned transportation facilities or improvements.

FINDING:

The Plan does not list projects in need of financing and many elements of the section 0040 do not apply. However the Plan does discuss funding policy. Goal 2 (Funding) of the Plan is “to establish an optimized transportation system with funding for transportation options equally considered with other programs at the state, regional and local levels, with strategic partnerships that support jurisdictional collaboration, and with public and private sector transportation investment.”

Implementation of the Transportation System Plan, OAR 660-012-0045

(1) Each local government shall amend its land use regulations to implement the TSP.

- (2) *Local governments shall adopt land use or subdivision ordinance regulations, consistent with applicable federal and state requirements, to protect transportation facilities, corridors and sites for their identified functions.*
- (3) *Local governments shall adopt land use or subdivision regulations for urban areas and rural communities as set forth below. The purposes of this section are to provide for safe and connected pedestrian, bicycle and vehicular circulation consistent with access management standards and the function of affected streets, to ensure that new development provides on-site streets and access ways that provide reasonably direct routes for pedestrian and bicycle travel in areas where pedestrian and bicycle travel is likely if connections are provided, and which avoids wherever possible levels of automobile traffic which might interfere with or discourage pedestrian or bicycle travel.*
- (4) *To support transit in urban areas containing a population greater than 25,000 where the area is already served by a public transit system or where a determination has been made that a public transit system is feasible, local governments shall adopt land use and subdivision regulations as provided in subsections (a) - (g).*
- (5) *In MPO areas, local governments shall adopt land use and subdivision regulations to reduce reliance on the automobile.*
- (6) *In developing a bicycle and pedestrian circulation plan as required by local governments shall identify improvements to facilitate bicycle and pedestrian trips to meet local travel needs in developed areas. Appropriate improvements should provide more direct, convenient and safer bicycle or pedestrian travel within and between residential areas and neighborhood activity centers (i.e. school, shopping, transit stops).*
- (7) *Local governments shall establish standards for local streets and access ways that minimize pavement width and total right-of-way consistent with the operation needs of the facility. The intent of this requirement is that local governments consider and reduce excessive standards for local streets and accessways in order to reduce the cost of construction, provide for more efficient use of urban land, provide for emergency vehicle access while discouraging inappropriate traffic volumes and speeds, and which accommodate convenient pedestrian and bicycle circulation.*

FINDING:

TPR Section 0045 addresses actions required by local governments to implement its TSP. The TO Plan is the first of its kind, and an implementation plan is currently being crafted. The TO Plan includes strategies that a local government can undertake to deliver the policies of the Plan, but it is not a direct application and implementation of a local TSP under Section 0045.

Transportation Project Development, OAR 660-012-0050

The language included in 660-012-0050 details the process for developing a specific transportation project as would be included in a regional or metropolitan transportation system plan.

FINDING:

The Transportation Options Plan does not propose specific transportation projects; therefore, TPR Section 0050 does not apply.

Timing of Adoption and Update of Transportation System Plans; Exemptions, OAR 660-012-0055

The language on 660-012-0055 outlines the timing of updates and adoption of transportation system plans for local governments. Cities and counties shall adopt local TSPs and implementing measures within one year following completion of the regional TSP.

FINDING:

Section 0055 of the TPR covers the adoption, update, and exemptions of local TSPs and does not apply to the Transportation Options Plan.

Plans and Land Use Regulation Amendments, OAR 660-012-0060

Section 660-012-0060 details the process for amendments to functional plans, comprehensive plans, and land use regulations that would significantly affect a transportation facility.

FINDING:

Section 0060 of the TPR addresses the coordination and review that must occur when a local government considers an amendment to its comprehensive plan and land use regulations. The Transportation Options Plan creates policy, but does not invoke local plan amendments or regulation. As a statewide document, this provision is not applicable.

Transportation Improvements on Rural Lands, OAR 660-012-0065 and OAR 660-012-0070

This rule identifies which transportation facilities, services and improvements may be permitted on rural lands, and how to pursue an exception if the planned facility does not meet those previously identified.

FINDING:

TPR Sections 0065 and 0070 apply to transportation improvements on rural lands. The Transportation Options Plan is a policy document and does not propose new transportation improvements or projects on rural lands. These sections of the TPR are not applicable.

13. Energy Conservation - *The purpose of Goal 13 (OAR 660-015-0000(13)) is "To conserve energy." Goal 13 declares that "land and uses developed on the land shall be managed and controlled so as to maximize the conservation of all forms of energy, based upon sound economic principles."*

FINDING:

The Transportation Options Plan does not propose specific land use developments, but promotes accessing destinations using transportation modes that are energy efficient. There is also significant discussion of designing appropriately sized parking that could contribute to land uses generating fewer vehicle miles traveled. The Transportation Options Plan recognizes the inherent

fuel and related emission efficiencies that walking, bicycling, carpooling, transit, and rail provide in relation to many other modes.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 13, Energy Conservation.

14. Urbanization – *The purpose of Goal 14 (OAR 660-015-0000(14)) is “To provide for an orderly and efficient transition from rural to urban land use, to accommodate urban population and urban employment inside urban growth boundaries, to ensure efficient use of land, and to provide for livable communities.”*

FINDING:

Many transportation options, such as walking, riding a bicycle, or taking transit are easier in urban areas where destinations are in closer proximity. For these reasons, the Plan promotes integration with transportation and mixed land uses. Strategies that promote 20-minute neighborhoods or transit oriented developments focus development within urban growth boundaries and promote livable communities. The Plan profiles several programs to serve employers, schools, and neighborhoods with affordable, sustainable, and accessible transportation options.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 14, Urbanization.

15. Willamette River Greenway - *The purpose of Goal 15 (OAR 660-015-0005) is “To protect, conserve, enhance and maintain the natural, scenic, historical, agricultural, economic and recreational qualities of lands along the Willamette River as the Willamette River Greenway.”*

FINDING:

The Transportation Options Plan does not plan for specific uses on lands protected in the Willamette River Greenway. Strategies throughout the Plan seek to connect Oregonians and visitors with natural and scenic places through expanded transportation options. The Plan encourages multiuse trails. These trails not only provide recreational opportunities, they also provide safe transportation links between neighborhoods and communities.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 15, Willamette River Greenway.

16. Estuarine Resources - *The purpose of Goal 16 (OAR 660-015-0010(1)) is “To recognize and protect the unique environmental, economic, and social values of each estuary and associated wetlands; and to protect, maintain, where appropriate develop, and where appropriate restore the long-term environmental, economic, and social values, diversity and benefits of Oregon’s estuaries.”*

FINDING:

The Transportation Options Plan does not plan for specific land uses on estuarine resources. Transportation Options Plan Goal 6 Health and Environment emphasizes the roles transportation options play in enhancing human and environmental health. Transportation modes such as biking and walking require less paved infrastructure and help preserve the health of estuaries and wetlands.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 16, Estuarine Resources.

17. Coastal Shorelands - *The purpose of Goal 17 (OAR 660-015-0010(2)) is "To conserve, protect, where appropriate, develop and where appropriate restore the resources and benefits of all coastal shorelands, recognizing their value for protection and maintenance of water quality, fish and wildlife habitat, waterdependent uses, economic resources and recreation and aesthetics. The management of these shoreland areas shall be compatible with the characteristics of the adjacent coastal waters; and to reduce the hazard to human life and property, and the adverse effects upon water quality and fish and wildlife habitat, resulting from the use and enjoyment of Oregon's coastal shorelands."*

FINDING:

The Transportation Options Plan does not plan for specific land uses on coastal shorelands. Transportation Options Plan Goal 6 emphasizes the roles transportation options play in enhancing human and environmental health. Transportation modes such as biking and walking require less paved infrastructure and help preserve the health of streams, rivers, and other water resources.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 17, Coastal Shorelands.

18. Beaches and Dunes - *The purpose of Goal 18 (OAR 660-015-0010(3)) is "To conserve, protect, where appropriate develop, and where appropriate restore the resources and benefits of coastal beach and dune areas; and to reduce the hazard to human life and property from natural or man-induced actions associated with these areas."*

FINDING:

The Transportation Options Plan does not plan for specific land uses or infrastructure that would impact beach and dune resources. Transportation Options Plan Goal 6 emphasizes the role transportation options play in enhancing human and environmental health. Balancing environmental and community impacts with access and mobility needs represent an important and ongoing discussion within the Plan.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 18, Beaches and Dunes.

19. Ocean Resources - *The purpose of Goal 19 (OAR 660-015-0010(4)) is "To conserve marine resources and ecological functions for the purpose of providing long-term ecological, economic, and social value and benefits to future generations."*

The Transportation Options Plan does not plan for specific land uses or infrastructure that would impact ocean resources. Transportation Options Plan Goal 6 emphasizes the role transportation options play in enhancing human and environmental health. Balancing environmental and community impacts with access and mobility needs represent an important and ongoing discussion within the Plan.

The Transportation Options Plan is in compliance with and supportive of Statewide Planning Goal 19, Ocean Resources.

Conclusion

The Oregon Transportation Options Plan was developed in compliance with OAR 731-015-055, Coordination Procedures for Adopting the Final Modal Systems Plans and the Oregon Transportation Commission's Policy 11 – Public Involvement Policy. These Findings of Compliance with Statewide Planning Goals and supporting information were presented to the OTC for consideration and action at their April 16, 2015 Meeting.

As a component of the state's Transportation System Plan, the Transportation Options Plan must be in compliance with statewide planning goals. Based on the analysis of each statewide planning goal represented by the findings in the report, the TO Plan is found to be in compliance with all 19 planning goals.