



1120 SW Fifth Avenue, Suite 800 Portland, OR 97204 503.823.5185
Fax 503.823.7576 TTY 503.823.6868 www.portlandoregon.gov/transportation

Steve Novick Commissioner Leah Treat Director

Transportation System Plan (TSP) Update

Stage 2 Recommended Draft – Fall 2016

KEY ISSUES SUMMARY: TRANSPORTATION + PARKING DEMAND MANAGEMENT

Background

Transportation and Parking Demand Management, also known as TDM, encompasses a variety of strategies to encourage more efficient use of the existing transportation system by reducing reliance on the personal automobile, especially during peak periods. This is achieved by providing viable transportation options and encouraging their use through education, outreach, financial incentives, and pricing. Such TDM strategies can encourage residents, employees, students, and others to choose other modes, share rides, travel outside peak times, and telecommute, among other methods. TDM strategies are a cost effective way to help reduce traffic congestion, reduce personal transportation costs, improve air quality, and ensure road capacity is available for those who need it most.

Effective transportation demand management also incorporates management of parking supply and demand. It is generally accepted among transportation professionals that free or underpriced parking limits the effectiveness of even the most robust TDM programs. When well coordinated, TDM and parking management are complementary, synergistic strategies that can significantly improve the economic and environmental benefits for both residents and businesses.

Existing TDM

TDM is not a new part of the transportation system. The Portland Bureau of Transportation provides several types of TDM services, such as Safe Routes to School and bike share. The Smart Trips program offers free resources to every household that moves within or to Portland to encourage the use of active transportation modes. Many public and private employers, institutions, and residential developments already offer TDM programs as a means of reducing the costs of parking and alleviating personal transportation costs. For example, some employers offer compressed work schedules, or flexible start/stop times to reduce peak hour travel; many employers and institutions provide a reduced cost transit pass to employees or students.

PSC Decision

The PSC approved a letter of support for Council consideration of the Title 17 code amendments for required Transportation and Parking Demand Management (TDM) Plans in Mixed Use Zones and Campus Institutional Zones.

More on reverse.



The Portland Bureau of Transportation fully complies with Title VI of the Civil Rights Act of 1964, the ADA Title II, and related statutes and regulations in all programs and activities. For accommodations, complaints and information, call (503) 823-5185, City TTY (503) 823-6868, or use Oregon Relay Service: 711.

What's new in TDM?

According to recent modeling work by the City, a strong and effective TDM program will be essential to accommodating anticipated growth while meeting our traffic, access, and climate goals. To achieve this, Portland is seeking greater partnership and participation from the development community. The focus of Portland's proposed TDM policy is to improve the effectiveness of TDM requirements that are currently in place, and to extend the requirement to new residential development in mixed use zones.

In collaboration with the Bureau of Planning and Sustainability's comprehensive plan implementation projects, this proposed TDM policy change will:

1. Clarify and standardize performance-based requirements to reduce traffic and automobile parking demand at campuses and institutions in the proposed Campus Institutional Zones.
2. Establish new requirements to reduce traffic and auto parking demand from developments in commercial/mixed use zones with more than 10 dwelling units.

TDM plans have long been a part of Campus & Institutional development, usually through the conditional use master plan process. The proposed changes will improve effectiveness by tying the evaluation to the adopted mode split targets. They also seek to clarify the TDM requirements and evaluation in order to reduce uncertainty and delay in the development review process.

The TDM requirements for residential development are a more significant change. While some larger master planned developments have included TDM programs, this proposed policy changes will expand the requirement to significantly more multifamily residential developments. The policy includes a new obligation that developers provide a financial incentive such as a transit pass or bike share membership, with the total obligation equivalent to a one-year transit pass. While this is a new obligation, developers have typically been accustomed to providing access to developments, but it has usually been in the form of on-site parking. Portland has long had low or no minimum parking requirement for multifamily residential development; the proposed policy change seeks to reengage developers in ensuring access for their residents.

This proposal creates two paths to developing a TDM plan. It distinguishes between discretionary and by-right permits, allowing by-right applicants to choose a pre-approved TDM plan or to develop a custom plan. Discretionary permits tend to cover larger or more sensitive sites, and are thus more likely to require a custom TDM plan.

PBOT is proposing a new code chapter, 17.106, "Transportation and Parking Demand Management," to standardize Transportation and Parking Demand Management Plan requirements (see next page). The zoning code, Title 33, will establish TDM plan triggers and reference 17.106. Administrative details will be included in a new administrative rule developed and adopted in 2017.