

Campus Institutional TDM Implementation



May 31, 2017

Agenda

- I. Welcome
- II. Introductions
- III. Background
- IV. Approval Process
- V. Alternate Performance Targets
- VI. Next Meeting



May 31, 2017

Project Goals

- Provide mobility for residents, employees, visitors, and students
- Provide framework that allows Institutions to grow
- Protect adjacent neighborhoods
- Achieves the City's climate and TSP goals

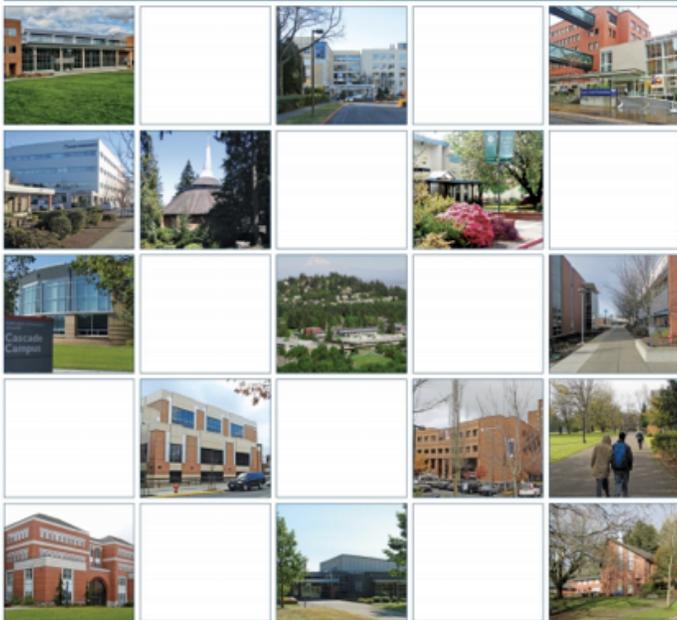
Introductions



Background



Campus Institutional Zoning Project
 EARLY IMPLEMENTATION OF THE 2035 COMPREHENSIVE PLAN
 RECOMMENDED DRAFT - AUGUST 2016



Primary Changes for Transportation

- Type II approval, rather than Type III
- Provides option of TDM / multimodal strategies as mitigations
- Specific tie of Institution's Mode Split to TSP Performance Targets

- (Transportation Impact Review still required 3-10 years)



TDM Plan Elements

- Compliance with:
 - Neighborhood engagement requirements
 - Commute Mode Survey reporting requirements (2 year increments)
- Mode split trend relative to Performance Targets
- Creation and adherence to TDM plan composed of most effective TDM strategies

TDM Plan Elements

- **Performance Targets:** Adopted by the City Council in the Transportation System Plan* (non-drive alone rates)
 - Central City: 87%
 - Inner Neighborhoods: 71%
 - Western Neighborhoods: 65%
 - Eastern Neighborhoods: 65%
 - Industrial and River: 55%
- **Interim Performance Targets:** Calculated using a straight-line method
- **Enforcement:** Based on lack of execution, not mode split performance

TDM Plan Elements

- **Baseline Plan:** Approved TDM Plans are the baseline for plan updates & evaluation
- ***Alternate Performance Targets:** Provides option for “individualized” targets (17.106.020)
 - Availability / viability of optional modes
 - Current TDM strategies
 - Unique travel characteristics and needs
 - Best / current practice in Portland or elsewhere

Triggers for TDM Plan (any of these)

- Expiration of Conditional Use Master Plan
- Year 2023
- Increases net building area by more than 20,000 square feet
- Increases the number of parking spaces by more than four

Common Themes

Issues & Concerns from Institutions

- Evaluation of TDM plans should be “clear and objective”
- TDM requirements should allow flexibility in how the goals are reached
- Existing (successful) TDM plans should be the starting point for any updates
- Performance targets should reflect unique needs and circumstances
- Specific strategies (i.e., parking pricing) should not be mandated

Objectives

- Clarify the requirements in Code
 - Improve predictability and objectivity of TDM plan evaluation
 - Improve effectiveness of TDM to help accommodate growth
- 

Transportation and Parking Demand Management (TDM)

- Encompasses a variety of strategies to encourage more efficient use of the existing transportation system by reducing reliance on the personal automobile.
- Encouraging people through education, outreach, financial incentives, and pricing to choose other modes, share rides, travel outside peak times, and telecommute,
- Effective transportation demand management also incorporates management of parking supply and demand.

Examples:

- Subsidized transit passes to employees and students
- Vanpool programs
- Walk and bike commute reimbursement or cash
- Subsidized bike share memberships
- Parking management through pricing, short term passes and parking cash out
- Encouragement and promotions, such as the Bike More Challenge.

Parking Management is Key

"...The inclusion of free car parking in benefit packages alongside benefits for public transportation, walking, and cycling, seems to offset the effect of these incentives."

Commuter Mode Choice and Free Car Parking, Public Transportation Benefits, Showers/Lockers, and Bike Parking at Work: Evidence from the Washington, DC Region

"We find that an increase in parking provision from 0.1 to 0.5 parking spaces per person is associated with an increase in automobile mode share of roughly 30 percentage points."

Effects of Parking Provision on Automobile Use in Cities: Inferring Causality



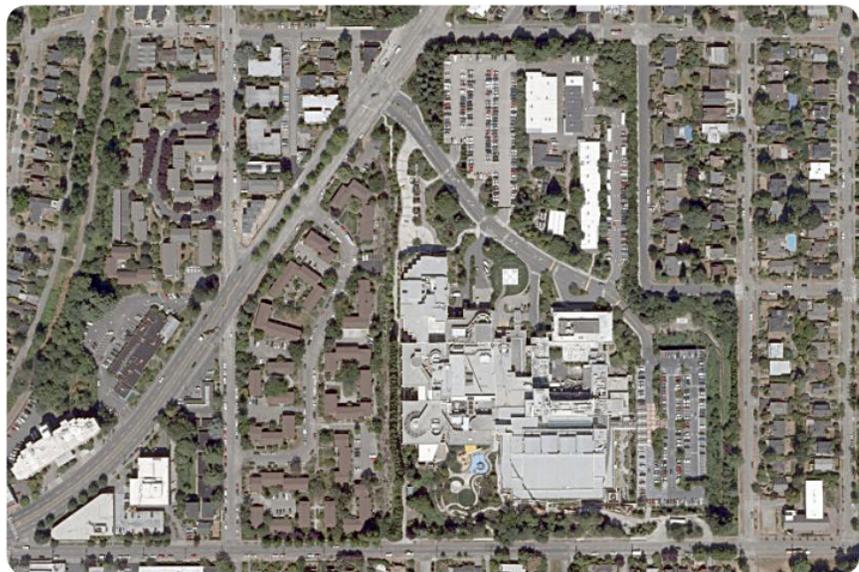
Seattle Children's[®]
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Comprehensive Transportation Plan

SUBMITTED TO: City of Seattle

PROPOSED BY: Seattle Children's



Case Study: Seattle Children's Hospital

Seattle Children's Hospital – A case study in TDM Implementation

The Seattle Children's Hospital has a renowned TDM Plan that focuses on changing the travel patterns for employees and visitors through the following strategies:

- Paid employee parking: employees have to pay \$50/month to park; employees are also paid \$50/month if they choose not to park
- Robust shuttle-to-transit system linking Children's to regional transit hubs
- Innovative bicycle programs including Flexbike (shared bicycle program) and Company Bikes which offers free bicycles to employees committed to cycling at least two days per week
- Financial rewards for employees who commute without driving alone
- Guaranteed Ride Home program
- Subsidized bicycle tune-ups
- Onsite showers and lockers
- Secure bike parking
- Cover 100% of vanpool fares and provide incentives to vanpool drivers

The Seattle Children's Hospital has also made investments in Supportive Infrastructure:

- Campus design and near-site improvements to encourage alternative transportation
- Intelligent Transportation Systems (ITS) for NE 45th Street / Montlake Boulevard / Sand Point Way NE to optimize the performance of key intersections and reduce vehicle delay and travel time (for more information about ITS see <http://www.its.dot.gov/>)
- Contributions to capital projects that will improve the northeast Seattle transportation network
- Investments in walkable and bikeable northeast Seattle

The Seattle Children's Hospital TDM program has seen marked success. Between 1995 and 2010, the drive-alone rate of employees has decreased considerably from 73% to 38%.

able Financial Incentive: Parking fee + C

Employees who drive alone to work must pay for parking. The hospital periodically raises parking fees in step with market rates. At the same time, employees who get to work by bus, bike, or on foot receive a monthly Commuter Bonus in addition to their salary. Employees who do not drive alone to work essentially receive a financial incentive – earning the Commuter Bonus, and saving on parking fees.

Case Study: Seattle Children's Hospital

- ✓ Provide transit passes and vanpool fare, including an unlimited-rides FlexPass for all employees
- ✓ Provide last mile shuttle service from regional transit hubs
- ✓ Charge solo drivers for parking*
- ✓ Pay employees to not drive alone*
- ✓ Offer Guaranteed Ride Home to those who carpool, walk, bike, or take transit - a free taxi ride home in the case of an emergency
- ✓ House on-site hospital vehicle fleet and Zipcar carsharing vehicles for mid-day trips, so employees can leave their cars at home
- ✓ Support on-site services, such as coffee shops, cafeterias, and nearby daycare, so that employees can combine personal activities into their work day, reducing the need for extra trips

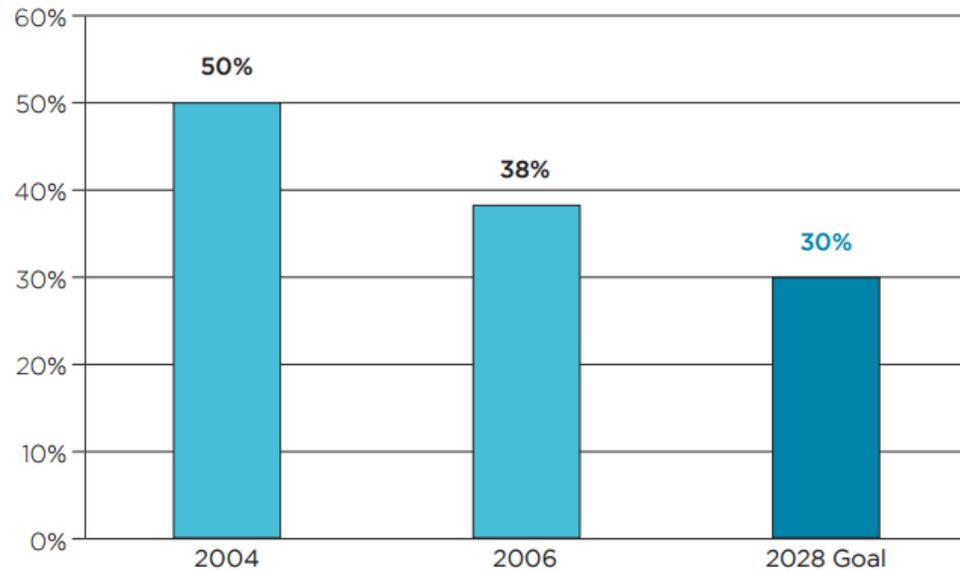


Double Financial Incentive: Parking fee + Commuter Bonus

Employees who drive alone to work must pay for parking. The hospital periodically raises parking fees in step with market changes. At the same time, employees who get to work by bus, bicycle, carpool, vanpool, or on foot receive a monthly Commuter Bonus in their paychecks. Employees who do not drive alone to work essentially receive a double incentive - earning the Commuter Bonus, and saving the cost of parking.



Percent of Children's Daytime Employees Driving Alone to Work
as measured in CTR surveys 2004 - 2006, and 2028 Goal



* Note: SOV rates as measured in the 2004 and 2006 Washington State Commute Trip Reduction (CTR) survey, a more stringent survey than used in Children's existing TMP agreement with the City. Children's target, a 30% SOV rate among daytime employees as measured by the CTR survey, mirrors the 2020 goal set for the University District Urban Village in the City of Seattle's comprehensive plan

Project Objectives



Project Objectives: Council Direction

“Clarify administrative process for TDM requirements in the CI Zone ...sufficient to facilitate the approval process in development review and to ensure adequate administration of new program requirements, including:

- a) Evaluation guidance for Campus Institutional zone mode split trends
- b) Evaluation guidance for evaluating “current practices” in existing local Campus Institutional zone TDM plans to assist in adaptation...”

Project Objectives

1. How is PBOT going to evaluate TDM Plans?
2. What will PBOT do if an Institution is not meeting its mode split targets?
3. How will PBOT determine when to qualify for Alternate Performance Targets?

Project Deliverables (draft)

Published TDM Plan guidance, including:

- TDM Plan Templates
- Preferred structure and components of a TDM Plan
- Process for consideration for Alternate Performance Targets
- Determining the eligibility of student trips
- Steps leading to enforcement action and requisite penalties for noncompliance

Approval Process (Draft)



Approval Process

- Two Options
 - TDM Plan Templates
 - Custom plan

Approval Process: TDM Plan Templates

- Based on research and regional case studies
- More prescriptive
- If not meeting mode split targets, additional prescriptive actions delayed until later years

Approval Process: Custom Plans

- Designed by Institution
- Grounded in plan's ability to meet Institution's mode split targets (based on pattern area)

Approval Process: Custom Plans

- If interim targets not met:
 - Must include corrective actions
 - These will become progressively more prescriptive if continue to miss targets
- Provides more flexibility to applicant, but more discretion to PBOT

Approval Process: Custom Plans

- Plan evaluation criteria will include:
 - Compliance with existing/legacy TDM Plan
 - Performance to date (i.e., drive alone commute rate reduction)
 - Research and best practice on efficacy of actions

TDM Plan Templates

- 3 Plan Options
- Includes items implemented by Portland colleges, universities and hospitals:
 - Transit benefits
 - Bike incentives
 - Priced and/or time budgeted parking
 - Dedicated TDM staff

TDM Plan Template A

- Charge at least \$75/month for parking for staff and \$50/month for students.
- Pre-tax transit pass available to all employees.
- Offer all employees and students information and participation in an encouragement event bi-annually.
- New employee transportation options orientation material.
- Plan is good for first 10 years of plan regardless of mode split.

TDM Plan Template B

- Provide at least 50% toward cost of transit pass.
- Require monthly parking pass (may be free) for employees and students.
- Issue parking fees with penalties on those without permits.

TDM Plan Template B (continued)

- Plan is good for first 6 years of plan regardless of mode split*
- If drive alone mode split hasn't decreased by 10% in first 6 years, 1-2 additional actions must be added.

**Employees working swing and graveyard shifts exempt*

TDM Plan Template B (continued)

Additional (1-2) actions:

- Universal Transit Pass program
- Parking at \$75/month for staff and \$50/month for students
- Parking Cash Out (requires additional action)
- Vanpool program (requires additional action)
- Bike and walk incentive (requires additional action)
- Add TDM Staff Person at least .5 FTE (requires additional action)

TDM Plan Template C

- Institution has seen a 10% or greater reduction in drive alone commute trips for previous 10 year period, with no greater than 5% drive alone commute increase in past 5 years.
- Moving forward, must continue 1% decrease in drive alone commute rate per year (measured in four-year increments).

TDM Plan Template C (continued)

1-2 additional actions required if not meeting drive alone commute reduction targets:

- Universal Transit Pass program
- Parking at \$75/month for staff and \$50/month for students
- Parking Cash Out (requires additional action)
- Vanpool program (requires additional action)
- Bike and walk incentive (requires additional action)
- Add TDM Staff Person at least .5 FTE (requires additional action)

Questions & Discussion



Alternate Performance Targets (Draft)



Alternate Performance Targets

- Alternate performance targets do NOT necessarily change the required actions.
- Instead they reduce the expected mode split shift due to special circumstances of the employer

Alternate Performance Targets

Examples of qualifying circumstances

- The relative unavailability of bicycle, transit, bike share, and car share infrastructure and services;
- Current TDM strategies that have been implemented by the applicant;
- Travel characteristics, including schedules, of employees, residents, and visitors;
- Best practices and performance of comparable sites in Portland and comparable cities;

Alternate Performance Targets: Exempt Groups

- Swing and Graveyard Shift Employees*
- Patients and Visitors to Hospitals

*Except they should be included in carpool promotions

Alternate Performance Targets:

Eligible Groups

- In conformance with Conditional Use Master Plan and TDM Plan for past 10 years
- Has taken at least three of the following actions:
 - Priced parking or parking cash out
 - Transit benefit of at least 50% to employees and students
 - Subsidized Vanpool program
 - TDM Coordinator (.5 FTE minimum)
 - Bicycle commuter cash incentives or reimbursement

Questions & Discussion



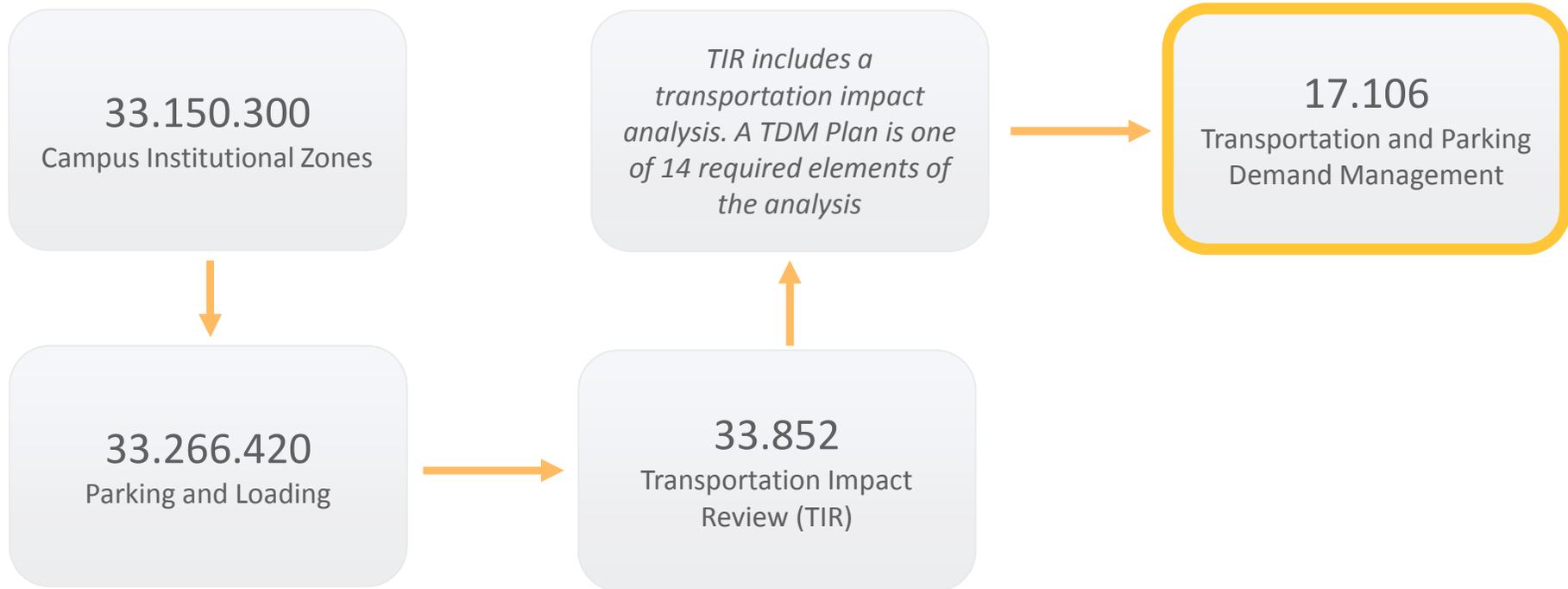
Next Meeting:

- TDM Custom Plan (composition and evaluation
 - TDM Plan Structure and Interim Monitoring
 - Alternate Performance Targets (if don't reach)

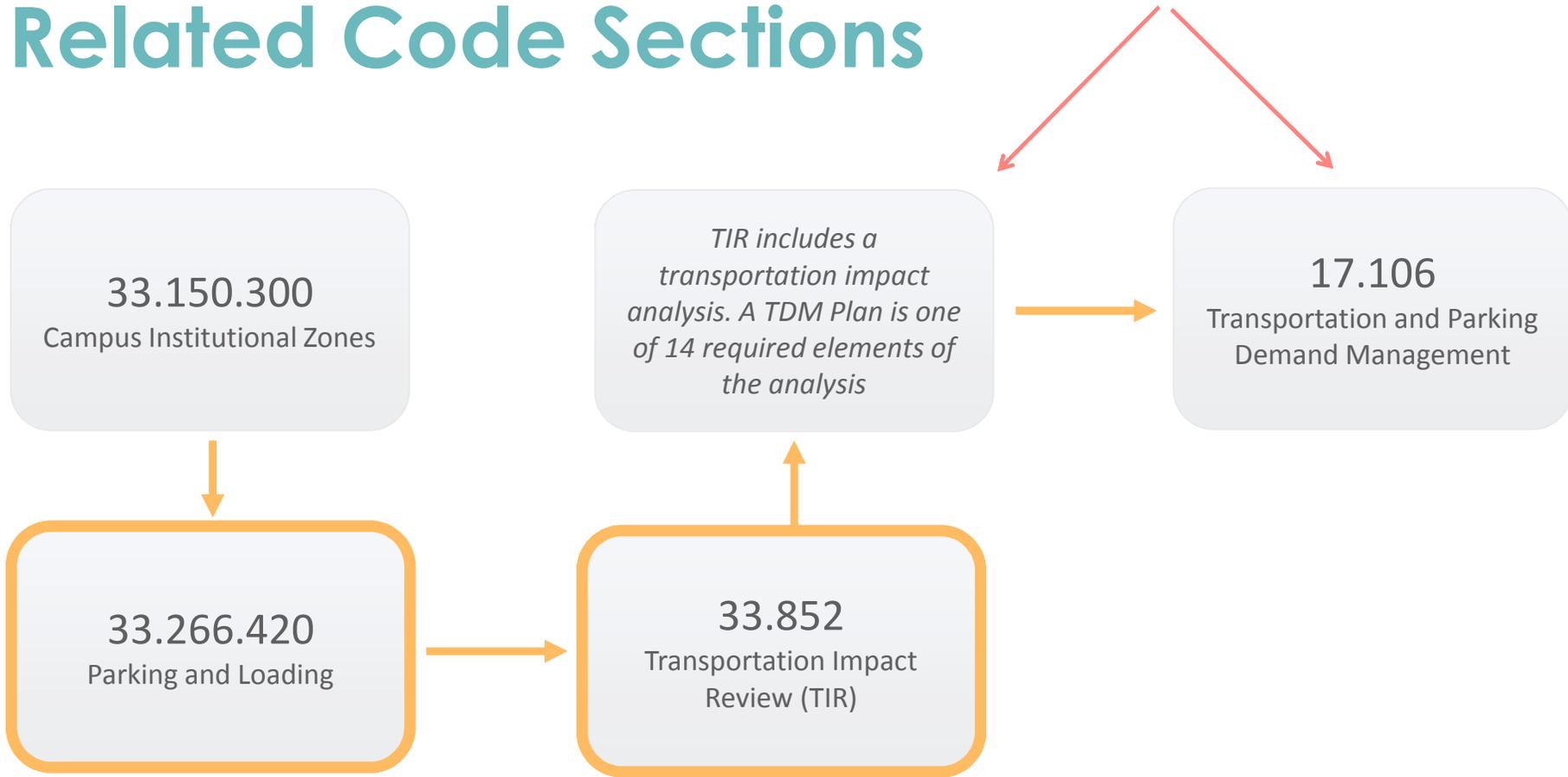
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Lewis and Clark College
Multnomah University
Portland Community College – Cascade
Portland Community College – Southeast Center
Portland Community College – Sylvania
Providence Portland Medical Center
Reed College
University of Portland
University of Western States
Warner Pacific University**



Changes in Title 17



Related Code Sections



Proposed New CI Zone

BPS has developed two new base zones

- Campus Institutional 1 & 2
- Grant land use entitlements
- Eliminate the CUMP/IMP requirement

Overall development requirements are simplified or removed

- Eliminates required Type 3 Review process
- Allowable FAR in base zone equals or exceeds current approvals
- Approved height and setback allowances are included in base zone
- In many cases, eliminates Design Review
- Simplifies small improvements/modernizations with minimal added trips