

Campus Institutional TDM Implementation



September 12, 2017

Agenda

- I. Welcome
- II. Replies to questions from last time
- III. Recap from last meeting
- IV. TriMet Service Expansion Planning – Tom Mills
- V. Review – TDM Plan Templates
- VI. Alternate Performance Targets



Project Website: <https://www.portlandoregon.gov/transportation/74861>

The screenshot shows a web browser window with the URL <https://www.portlandoregon.gov/transportation/>. The page header includes the PBOT logo and the text "Portland Bureau of Transportation". Contact information is provided: PHONE: 503-823-5185, FAX: 503-823-7576, and 1120 SW Fifth Ave, Suite 800, Portland, OR 97204. A navigation menu contains links for Vision Zero, Parking, PDX Streets & Infrastructure, Future PDX, PDX On The Go, Your PBOT, and Employees. A callout box on the left says "Click on 'Future PDX'" with an orange arrow pointing to the "Future PDX" link, which is circled in green. Below the navigation is a featured banner titled "INTRODUCING ADAPTIVE BIKETOWN" with a Nike logo, showing four people on adaptive bicycles. To the right, a "FEATURED" section lists a traffic advisory and a news release about BIKETOWN for ALL.

Click on "Future PDX"

PBOT Portland Bureau of Transportation
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[MORE CONTACT INFO](#)

Navigation: Vision Zero, Parking, PDX Streets & Infrastructure, **Future PDX**, PDX On The Go, Your PBOT, Employees

INTRODUCING ADAPTIVE BIKETOWN

FEATURED

- Traffic Advisory: Street improvements on SW Sam Jackson Park Road from SW 9th Avenue to SW Campus Drive, September 9-12
- News Release: BIKETOWN for ALL expands eligibility and makes it easier than ever to sign up for the program



Replies to questions from previous meeting

Questions from last meeting

- ***Will Conditional Use Master Plans (or Impact Master Plans) that expire between 2016-2022 fall under the new Campus and Institutional structure?***
 - Answer: Any applications that come in before the CIZUP takes effect (as part of the Comprehensive Plan, winter 2018) will be vested as part of the existing plan. Any coming in after winter 2018/Comp Plan enabled will go under new rules.



Questions from last meeting

- ***How are neighbors being notified, both by the applicant and the City?***
 - Answer: The City conducts neighborhood notification as part of a Type II decision (Transportation Impact Review).
 - Additionally, for development plans for new development (i.e., institutions not under an existing Conditional Use Master Plan), Campus and Institutions planning new development must:
 - Notify neighborhood associations 30 days prior to submitting land use review application to City
 - Conduct annual community meeting

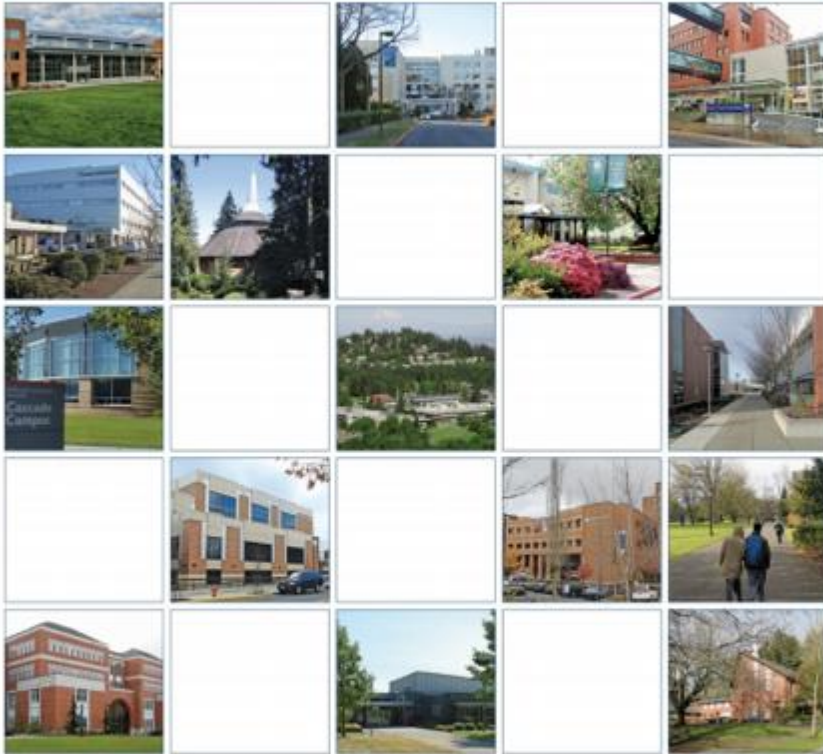


Recap from last meeting

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)

Project Goals

- Provide mobility for residents, employees, visitors, and students
- Provide framework to allow Campuses & Institutions to grow
- Protect adjacent neighborhoods
- Achieves the City's climate and Transportation goals

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 and carpool 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.

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 can be the basis 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



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

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



**TriMet Service Area Planning
Presentation
Tom Mills, TriMet**

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 availability (or 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

Examples of qualifying circumstances

- Swing and Graveyard Shift Employees

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:

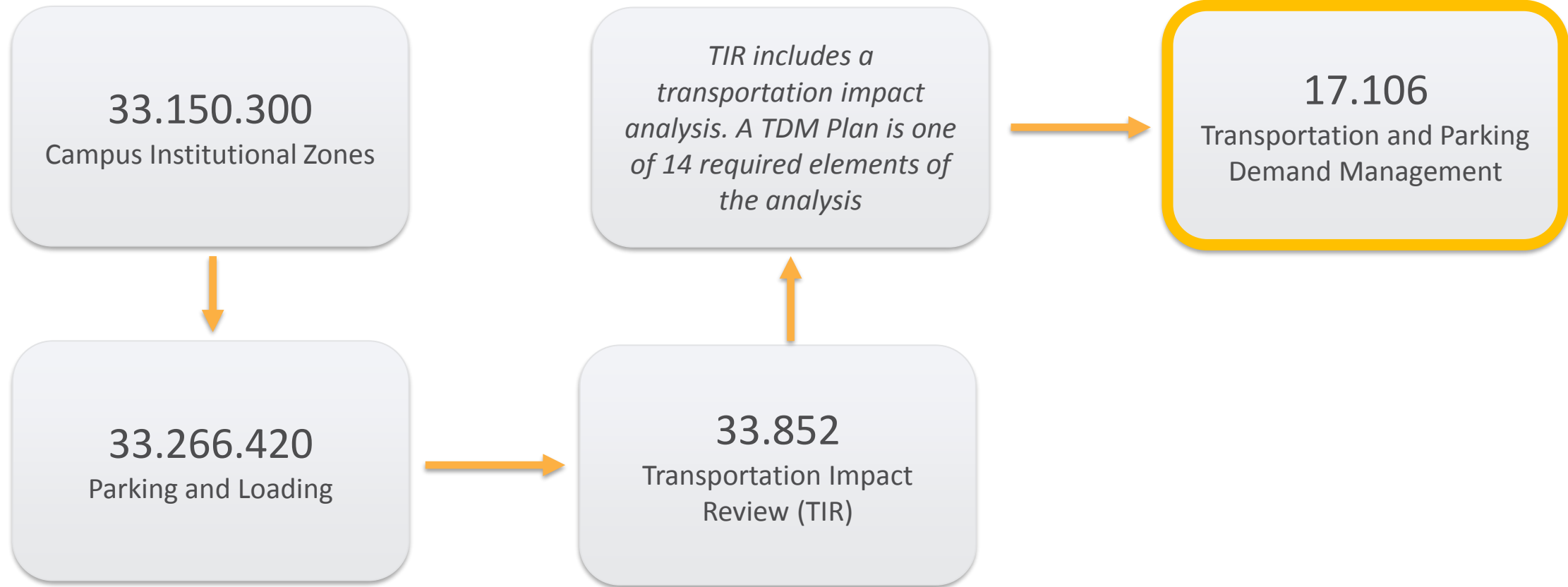
October 9, 3-5pm

- TDM Custom Plan (composition and evaluation
 - TDM Plan Structure and Interim Monitoring
 - Alternate Performance Targets (if not completed)

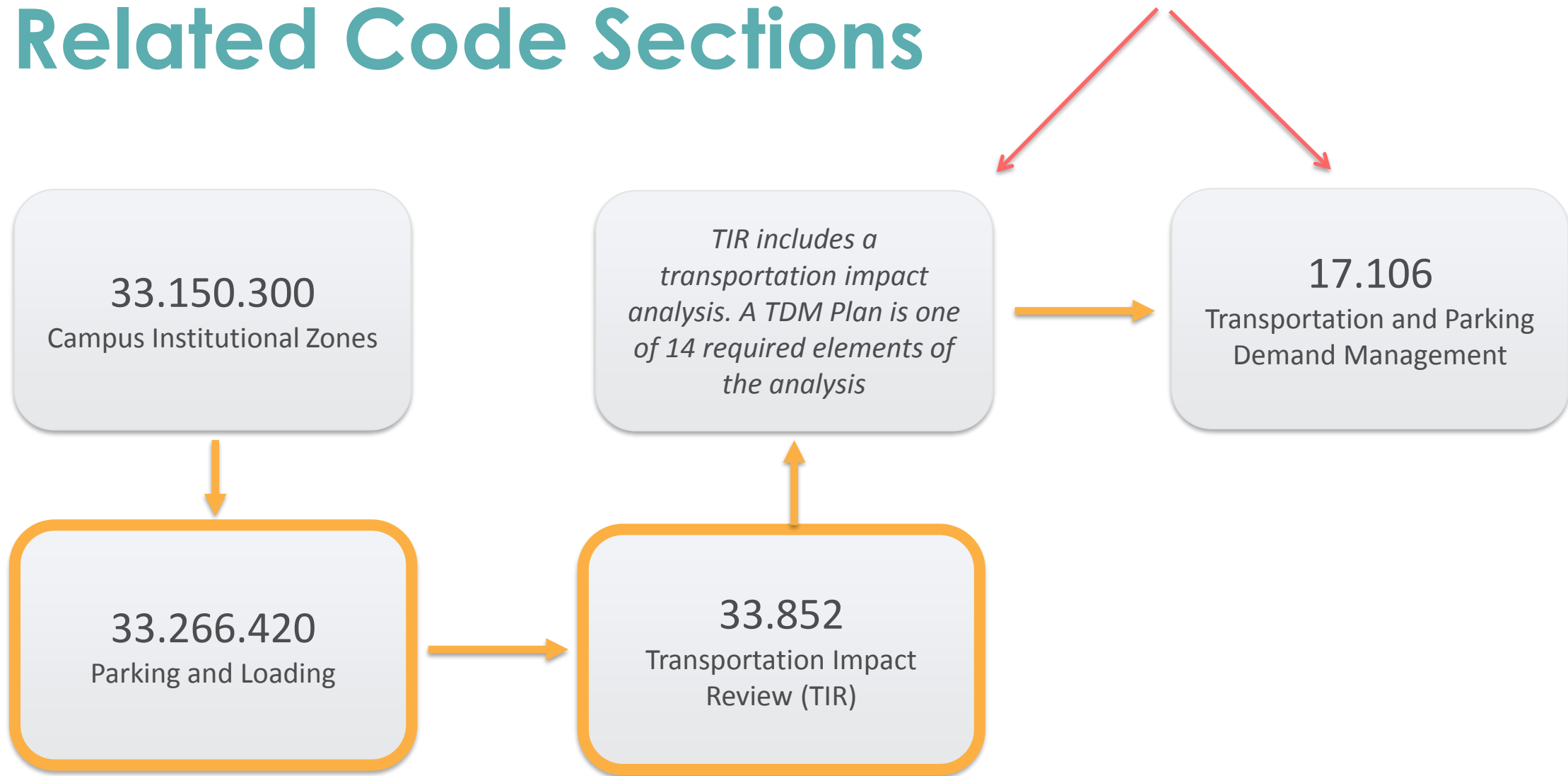
Adventist Medical Center
Concordia University
Kaiser Medical Center
Legacy Emanuel Hospital and Health Center
Legacy Good Samaritan Hospital and Health Center
Lewis and Clark College
Multnomah University
Portland Community College – Cascade
Portland Community College – Southeast Center
Portland Community 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

