

Transportation Demand Management Rulemaking for Campus Institutional Zones

DRAFT Administrative Rule Outline – October 30, 2017

Policy statement/purpose

Provide guidance to Portland Bureau of Transportation (PBOT), applicants, and the general public to implement the Transportation Demand Management and Parking Demand Management (TDM) requirements for CI zones in Title 17.106 and Title 33.266.410.

Where does this rule apply?

Applies to the CI1 and CI2 Zones. Refer to Portland Zoning Map, effective upon the enactment of the Comprehensive Plan.

When does this rule apply?

Per Title 33.266.420, the requirement is triggered either when the institution proposes more than 20,000 square feet in floor area, or increases the number of parking spaces on the campus by more than four spaces. TDM is an element of the required Transportation Impact Review.

Definitions

Will flesh out in draft admin rule.

Overall process

Engagement with PBOT

As an initial step, the City encourages an early engagement meeting with PBOT. At the early engagement meeting, PBOT may:

- Review previous TDM Plan and mode split performance
- Review applicant's anticipated growth or development in next 10 years
- Review mode split and performance targets from Objective 9.28.h in the Transportation System Plan
- Review existing facilities
- Discuss future TDM Plan strategies
- PBOT may give general guidance on recommended strategies, approaches, and evaluation

Community engagement

Neighborhood Contact and Outreach is required as outlined in 33.150.060 and 33.700.025.

PBOT encourages active dialogue between institutions and neighboring residents/businesses. PBOT recommends an early engagement that provides interested parties with an opportunity to learn about the institution's plans and to provide input about proposed TDM strategies. We

encourage applicants to invite the PBOT staff assigned to your land use case file to your annual meeting.

Evaluation

The City is committed to working with institutions to achieve their performance targets. PBOT will evaluate a TDM Plan based on its ability to meet the performance targets. The required pieces are outlined in Title 17.106.

Applicants will be expected to propose a reasonable plan that will meet the performance targets. PBOT sees the following as essential parts of a Plan:

- Parking management
- TDM encouragement
- Transit incentives, or other financial incentives if location is not supported by transit.

With early engagement, PBOT and applicant will define:

1. The initial, minimum actions required
2. Additional (tiered) actions required if performance is off-track
 - a. PBOT may begin prescribing these corrective actions two years from initial approval.
3. Additional (tiered) actions required if performance continues to be off-track

Alternative Performance Targets

Applicants can propose an alternative performance targets for reasons outlined in 17.106.020.C4a. If applicants propose an alternative, they will need to demonstrate to PBOT why it is not feasible to meet the given target. The following factors will play into PBOT's determination:

- Existing and anticipated transportation facilities
- Transportation connectivity
- Availability of transit service
- Compliance with previous TDM plan
- Situations unique to an institution

Reporting

Per 17.106.045, employers are required to submit Employee Commute Options (ECO) survey a minimum of every two years.

Admin rule draft will define which populations (e.g. staff, students, visitors, swing shift staff, graveyard shift staff) need be surveyed and a target response rate.

Enforcement & Penalties

Refer to Title 17.106.050.