



Photo Credit: Steve Morgan

# WASHINGTON COUNTY

## Travel Options Assessment

February 2017



## Table of Contents

		Page
<b>1</b>	<b>Introduction.....</b>	<b>1-1</b>
	Why a Travel Options Assessment.....	1-1
	Project Process.....	1-2
	Travel Options Programs in Washington County – Key Findings & Opportunities.....	1-2
	Organization of this Report.....	1-4
<b>2</b>	<b>Travel Options Strategies.....</b>	<b>2-1</b>
	Employer Outreach .....	2-2
	Neighborhood/Residential Outreach.....	2-5
	Targeted Outreach Aligned with New Transit Service and MultiModal Infrastructure Investments .....	2-7
	Community Events.....	2-8
	School Outreach.....	2-9
	Travel Options in the Development Review Process.....	2-10
	Parking and Land Use Policy.....	2-11
	Technology .....	2-13
<b>3</b>	<b>Funding Opportunities .....</b>	<b>3-1</b>
	State Sources .....	3-1
	Regional Sources.....	3-1
	Local Sources .....	3-1
	Private Sector Sources .....	3-2
<b>4</b>	<b>Summary of Strategies to Support Travel Options .....</b>	<b>4-1</b>
	<b><u>Appendix A: Existing Conditions and Best Practices .....</u></b>	<b><u>A-1</u></b>
	<b><u>Appendix B: Stakeholder Outreach Summary .....</u></b>	<b><u>B-1</u></b>

## Table of Figures

		Page
Figure 2-1	Potential Focus Areas for Employer Outreach.....	2-4
Figure 2-2	Potential Focus Areas for Neighborhood/Residential Outreach.....	2-6
Figure 4-1	Washington County Travel Options Assessment –Strategies and Potential Next Steps.....	4-1

# 1 INTRODUCTION

## WHY A TRAVEL OPTIONS ASSESSMENT

Washington County continues to be among the fastest growing regions in the state, adding an average of more than one resident and 1.3 jobs per hour in the last year.<sup>1</sup> As a result of this population and employment growth, the region is experiencing steady increases in traffic volumes on local roadways and a greater demand for travel options. Congestion on the county's main roadways, particularly during peak hours, is only projected to get worse, jeopardizing the efficient and reliable movement of people and goods. As the region continues to grow and develop, it is critical to support robust travel options programs that complement growth and maintain the quality of life that Washington County residents and employees expect.

Travel options programs can provide significant benefits for employees getting to work, support a healthier community and a stronger economy, and ensure the county continues to be an attractive place to live and work. Travel options programs benefits include:

- **Economic Development.** Washington County is a critical economic generator for the state of Oregon. Home to more than half a million people and over 230,000 jobs, the county attracts a large number of trips from throughout the Portland metropolitan region and beyond. The availability of travel options programs would help to attract new businesses and a talented workforce from throughout the region.
- **Health.** According to the Robert Wood Johnson Foundation Program, Washington County is ranked the second best county in Oregon for health factors—which includes health behaviors, clinical care, social and economic factors, and physical environment. Approximately 24% of Washington County adults are considered obese, which is lower than the state obesity rate of 28%.<sup>2,3</sup> Travel options programs support active transportation modes (biking, walking, and taking transit) and continue to improve the

### *What are Travel Options Programs?*

Travel Options Programs encourage residents, commuters, and visitors to get out of the private automobile for more trips and provide opportunities for them to walk, bike, share rides, and take transit. These programs are coordinated efforts that provide education, information, incentives and other resources to encourage alternatives to driving alone.

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<sup>1</sup> Washington County, 2016.

<sup>2</sup> Robert Wood Johnson Foundation Program. 2012. Retrieved from <http://www.countyhealthrankings.org/app/oregon/2016/rankings/benton/county/outcomes/overall/snapshot>

<sup>3</sup> Robert Wood Johnson Foundation Program. The State of Obesity. 2014. Retrieved from <http://stateofobesity.org/states/or/>

health of county residents and workers. For example, on average, transit riders walk 19 minutes a day to get to and from transit stops.<sup>4</sup>

- **Environment.** Approximately 76% of Washington County residents (16 years and older) drive alone to work.<sup>5</sup> The Washington County population is projected to increase 42% by 2035, which will contribute to increased traffic congestion throughout the county, especially on already congested roadways like Highway 217 and US 26. Congested travel contributes to high levels of emissions from vehicle idling and speed variance. Travel options programs can help shift residents and employees away from single occupancy vehicles, relieving traffic congestion and reducing emissions.
- **Affordability.** Washington County residents spend an average of 21% of their household income on transportation.<sup>6</sup> While the majority of Washington County residents drive to work, low-income residents and households without access to a car are in need of more affordable travel options to access work, healthcare, and other services.
- **Changing travel preferences.** The travel needs and preferences for millennials as well as older adults suggest expanded travel options will help retain college graduates and young professionals in the county and help the elderly age in place. Millennials make up approximately 24% of the Washington County population while older adults (people ages 65 and older) make up approximately 11%.<sup>7</sup>

## PROJECT PROCESS

The Washington County Travel Options Assessment began with a detailed [Existing Conditions and Best Practices Report](#) that provided an overview of the current challenges and potential opportunities related to travel options in Washington County. Stakeholder outreach was a critical component of the process, including the formation of a Project Advisory Committee, stakeholder interviews, and focus groups. The [Stakeholder Engagement Plan](#) and Stakeholder Summary Report detail the outreach approach and stakeholder feedback. The [Organizational Scenarios Assessment](#) analyzed the current state of travel options programming in Washington County and provided some potential organizational scenarios for future consideration. Developing this Travel Options Assessment will identify and evaluate opportunities to expand and diversify travel options programming, partnerships, coordination and funding.

## TRAVEL OPTIONS PROGRAMS IN WASHINGTON COUNTY – KEY FINDINGS & OPPORTUNITIES

Key findings and opportunities from the existing conditions analysis and stakeholder outreach efforts are highlighted below.

**Washington County has a wide range of existing transportation services.** There are a variety of travel options available in Washington County: local and intercity bus, light rail, commuter rail, community shuttles, ridesourcing, car sharing, and active transportation. Such a

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<sup>4</sup> “Walking to Public Transit: Steps to Help Meet Physical activity Requirements”. American Journal of Preventive Medicine. 2005.

<sup>5</sup> American Community Survey, 2014.

<sup>6</sup> Housing and Transportation Affordability Index. Transportation Costs as % of Income. <http://htaindex.cnt.org/map/>

<sup>7</sup> American Community Survey, 2014.

wealth of existing services provides Washington County with an opportunity to leverage and encourage travel options in many areas of the county. However, some areas of the county—particularly the cities of Sherwood and Tualatin—have limited access to transit, making it more difficult to encourage travel options. These areas are in need of “last-mile” solutions to help residents and employees access transit and final destinations.

**Washington County is expected to continue to experience growth over the next 20 years.** As population and employment growth continues, the number of trips is expected to increase 43% by 2035, with a larger share of those trips being made by transit, biking and walking (increases of 90%, 54% and 52%, respectively). Expanded travel options programs provide an opportunity for Washington County to leverage transportation programs to accommodate this growth.

**Staffing and resources to support travel options programs are limited in the county.** Many Washington County businesses, organizations, institutions, and public agencies support travel options. However, the Westside Transportation Alliance (WTA) is the only Transportation Management Association (TMA) within the county with dedicated staff to support employers and implement travel options programs. TriMet also provides employer outreach support through its universal pass program. However, findings suggest that more resources and targeted outreach could improve travel options program delivery.

**Expanded partnerships to support travel options programs are needed.** The stakeholder outreach process confirmed a desire to expand the geographic coverage of programs in the county and also the partners involved in implementing them (e.g. jurisdictions, business community, school districts, etc.). Stakeholders expressed a desire for the jurisdictions to support residential outreach programs and community events such as open streets events; for school districts to increase investment and attention to educate school age children; and for WTA and TriMet to expand support for employee outreach.

**Travel options strategies in the county tend to focus on the commute.** Work trips only account for approximately 15% of all daily trips.<sup>8</sup> While commute trips are more predictable and may be easier to shift out of the single occupancy vehicle, travel options programs focused at the residential level could be an opportunity for the county. Safe Routes to School programs have also been successful at the school level.

**Travel options programming should occur simultaneously with new development in targeted development areas.** By the year 2040, North Hillsboro, the 217 corridor, Tigard Triangle, and the Basalt Creek employment area are expected to have the most employment growth in the county. New urban areas including South Cooper Mountain (Beaverton), River Terrace (Tigard), South Hillsboro, AmberGlen (Hillsboro), and Sherwood West are expected to develop as mixed-use centers with residential neighborhoods, commercial nodes, and employment districts. Integrating travel options programs at the time development occurs will help ensure programs and services are provided.

**Information and resources for travel options are available but could be improved.** The TriMet trip planner and other tools are available for people to access travel options

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<sup>8</sup> United States Department of Transportation. Bureau of Transportation Statistics.  
[https://www.rita.dot.gov/bts/sites/rita.dot.gov/bts/files/subject\\_areas/national\\_household\\_travel\\_survey/daily\\_travel.html](https://www.rita.dot.gov/bts/sites/rita.dot.gov/bts/files/subject_areas/national_household_travel_survey/daily_travel.html)

information in the county, however, a centralized travel options website could provide a clearinghouse of information for residents and employees on the benefits of travel options, how to use them, and who they can reach out to for help. Investments in technology such as this can improve access to travel options information and enhance mobility for people across the region.

**Travel options require an integrated approach to achieve the greatest potential benefits.** Local jurisdictions are looking for guidance on how best to support travel options. Some of the barriers to travel options include campus style development at places of employment, an abundance of free parking, and limited policy support to justify travel options.

## ORGANIZATION OF THIS REPORT

**Chapter 1, Introduction.** Highlights the benefits of travel options programming and the purpose of developing a strategy in Washington County.

**Chapter 2, Travel Options Strategies:** Details various formats for travel options programming and the associated challenges and opportunities for Washington County.

**Chapter 3, Funding:** Provides an overview of the existing funding sources and potential new sources to support an expanded travel options program.

**Chapter 4, Potential Implementation Strategies:** Summarizes the opportunities for Washington County and suggests future studies to consider for program implementation.

## 2 TRAVEL OPTIONS STRATEGIES

The Washington County Travel Options Assessment highlights opportunities to reduce the number of single occupancy vehicles in Washington County and expand access for residents and employees to access jobs and services. Travel options programs have been touted as “urban” programs to address “urban” problems during the busiest times of day in order to meet emissions reduction goals and address congestion issues. This trend is shifting as communities recognize the need to provide travel options programs to serve all types of trips, not just on-peak commute travel in cities. Having travel choices throughout the day and in communities large and small helps meet broader goals for the region such as improved health, accessibility, and economic development.

This chapter provides an overview of the opportunities to expand travel options programs in Washington County, including:

- **Employer Outreach:** Hands on engagement with employers to provide information and resources to travel to work using alternative modes (bike, walk, transit, rideshare, telecommute).
- **Neighborhood/Residential Outreach:** Targeted outreach to specific neighborhoods or residential developments to provide information and resources to travel for all types of trips using alternative modes (bike, walk, transit, rideshare, telecommute).
- **Targeted Outreach Aligned with New Transit Service and Infrastructure Investments:** Education and marketing campaigns targeted to communities in the vicinity of new or improved transit service or infrastructure investments (e.g. new bike lane or trail connection).
- **Community Events:** Events that promote alternatives to driving alone, such as Open Streets events.
- **School Outreach:** Education and outreach to elementary, middle, high school, and college students.
- **Travel Options in the Development Review Process:** Incentives or requirements for developers to integrate travel options programs or infrastructure into the new development process.
- **Parking and Land Use Policy:** Policies and programs that support parking management and land use policies to leverage investments in transportation and make it easier for residents and employees to use alternative modes of travel.
- **Technology:** Applications and tools that provide information about travel options and facilitate ridesharing and other shared mobility modes.

Existing conditions, challenges, opportunities, potential pilot projects and partners, and best practice examples are provided for each topic listed above.

## EMPLOYER OUTREACH

### Description

Employer outreach engages employees to increase awareness and encourage the use of travel options to and from work. There are a variety of outreach activities for employers, such as promotional campaigns, direct outreach to employees, informational resources (e.g. online content or mobile app), and transit pass programs.



Local partners that utilize Drive Less Connect—the Oregon Statewide Rideshare database—conduct employer outreach for travel options, such as the Drive Less Challenge.

Source: Drive Less Connect

### Existing Programs

**Drive Less Connect:** Provides a statewide rideshare database and trip logging tool.

**TriMet Employer Outreach Program:** Encourages employees to use commute options other than driving alone.

**Westside Transportation Alliance (WTA):** Implements programs and services to encourage employees in Washington County to use transit, carpool, vanpool, biking, and walking to commute to work.

**Wilsonville SMART Commute Options Program:** Provides free assistance to employers setting up transportation programs to help employees find the best way to get to work.

**Employer programs (e.g. Intel, Nike, SolarWorld):** There are several individual employer travel options programs that encourage employees to use travel options for their commute; several employers also provide services such as last mile shuttle and bike share.

### Existing Partners

ODOT, WTA, transit providers

TriMet, employers

WTA, employers

SMART, employers

Employers

### Challenges

- Washington County employment is expected to continue to grow in the future. Additional funding is needed to support programs for the growing number of employers.
- WTA is challenged to adequately provide program support to the entire county due to limited resources. WTA membership fees are also seen as a barrier to bringing businesses on board.
- Roles and responsibilities between partners (i.e. TriMet and the WTA) are not clearly defined. Both entities engage with employers and provide Employer Commute Options (ECO) survey support.
- Stakeholders expressed that the existing ridesharing tool (Drive Less Connect) is not well utilized due to its limited functionality and inability to support dynamic (on-demand) carpooling options.

### Opportunities

- A growing employment base provides opportunity to expand programs and engage with new employers relocating to the area. Potential focus areas with the highest concentration of employment are those circled in yellow in Figure 2-1.
- The organizational structure of employer programs in the county could be improved to ensure that there are more staffing resources and geographic coverage to engage with employers. WTA was initially established as a county-wide TMA envisioned to support other more localized TMAs. However, geographically focused TMAs have not materialized. This assessment explored three potential options for expanding the geographic coverage of travel options program delivery: (1) enhance the WTA with more staff and funding to expand the reach of WTA employer programs; (2) expand employer programs by designating more staff to the WTA and establishing local field offices geographically focused on smaller defined areas—such as a city, downtown, employment district, or neighborhood—to focus on community-specific travel needs; (3) work with local jurisdictions who self-elect to provide travel options programs, services, and/or grant programs to enhance the WTA's work.
- In all scenarios listed in the bullet above, it will be important to clearly define the roles and responsibilities of TriMet, SMART, and the WTA.

## EMPLOYER OUTREACH (continued)

### Potential Pilot Projects

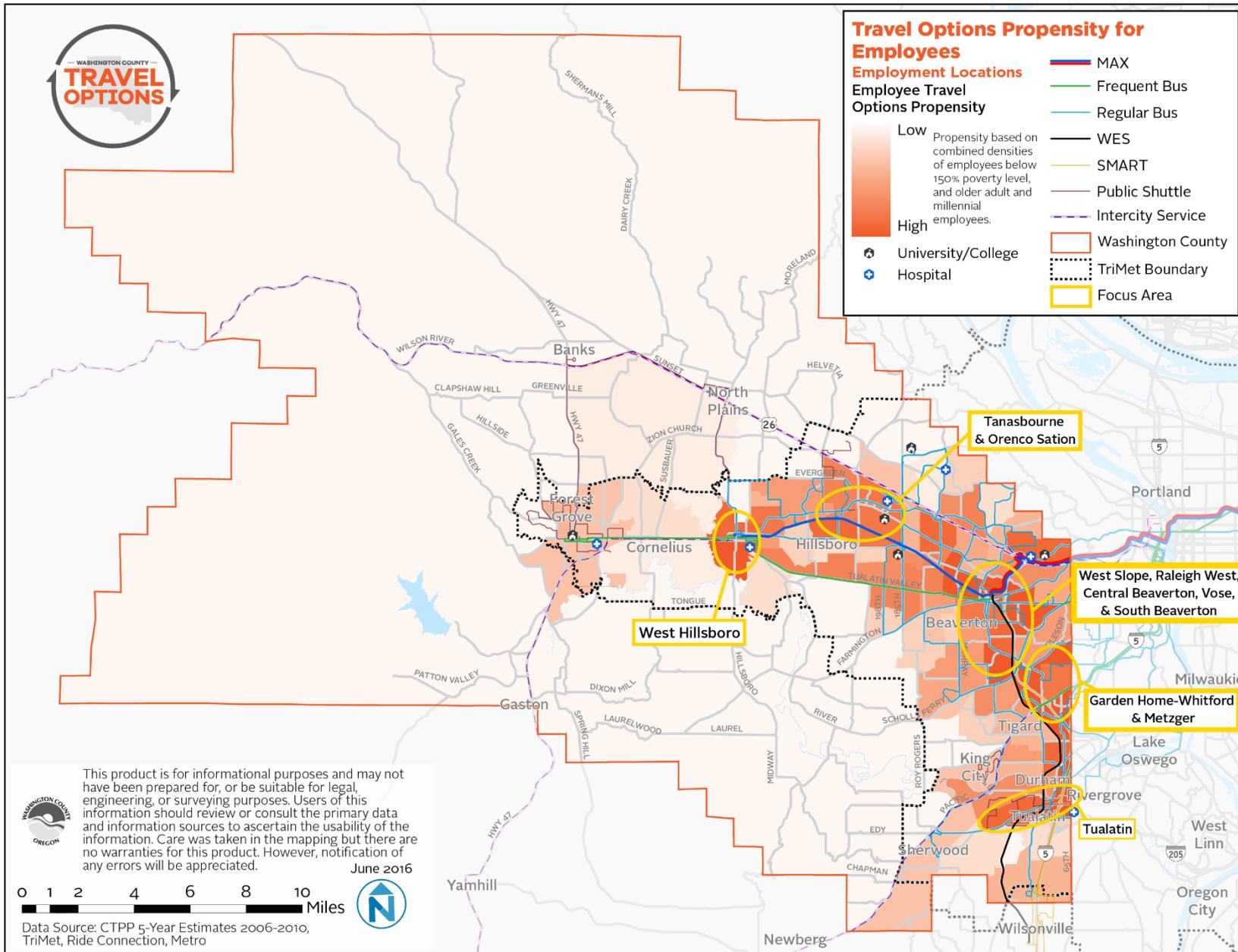
Title	Description	Potential Partners
Non-traditional work force outreach	Develop a targeted marketing program to promote rideshare (vanpool and carpool) at an employment site with non-traditional schedules (e.g. shift or seasonal workers)	WTA, local jurisdictions, employers, local chambers, Department of Environmental Quality (DEQ), local non-profits
Corridor-focused travel options program	Develop an individualized marketing program that targets employers along a specific corridor or corridor segment (e.g. US 26 or 217)	WTA, vanpool providers, large employers, DEQ, local non-profits
New employee onboarding services	Work with the WTA to develop a “new employee onboarding” training program. Engage with a group of employers to offer services to employees in a group setting once per week or once per month.	WTA, large employers without onsite coordinator, DEQ
Employer coordination	Bring a group of employers together to collaborate on a number of initiatives, such as shuttle planning, first/last mile issues, rideshare, and the purchase of discounted transit passes	WTA, employers, DEQ

### Successful Examples

- In the California Bay Area, dynamic rideshare companies like Scoop and Carma are being successfully implemented to expand rideshare opportunities for commuters. Other dynamic carpooling services include UberHop, Lyft Line, or UberPool.
- In Colorado, a corridor-focused travel options program, 36 Commuting Solutions, provides transportation options programming along the US 36 corridor, which connects Denver and Boulder.

## Travel Options Assessment Washington County

Figure 2-1 Potential Focus Areas for Employer Outreach



## NEIGHBORHOOD/RESIDENTIAL OUTREACH

### Description

Neighborhood/residential outreach is a customized outreach method to promote travel options within a specified geographic area. Customized information allows each program to focus on the unique travel needs of the individual community to bridge the information gap and support a change in travel behavior—driving less and using travel options more.



As part of the Cedar Hills Drive Less Save More campaign, travel options education materials were made available free of charge through ODOT, TriMet, and other project partners; customizable Go Kits were distributed upon request by residents. Source: Drive Less Save More: Cedar Hills Final Report, 2014.

### Existing Programs

A three month individualized marketing (IM) campaign in Cedar Hills aimed to reduce the drive-alone mode share for all trips. [Drive Less Save More: Cedar Hills](#) was an ODOT funded program in collaboration with numerous organizations.

### Existing Partners

Metro, Pac/West Communications, Alta Planning + Design, Washington County, local jurisdictions, local businesses, and the Bicycle Transportation Alliance

### Challenges

- Travel options are more limited in some parts of the county, particularly in the southwest portion. Residents in this area are not within convenient access to frequent transit service, making travel options programs more challenging.
- Neighborhood/residential outreach programs—such as the one in Cedar Hills—are very limited because they are only being done through one-time grant funding.

### Opportunities

- An increase in population in Washington County provides opportunity to expand travel options programs and engage with new residents at the time of relocation. Potential focus areas (circled in yellow in Figure 2-2) include the neighborhoods of Forest Grove, West Hillsboro, Tanasbourne, Aloha, Central Beaverton, and South Beaverton.
- Property managers at new residential developments could provide travel options information or incentives to new residents.
- Neighborhood IM programs with customized information allow each program to focus on the unique travel needs of the individual community or audience. A variety of outreach methods and a focused target area or audience have contributed to successful IM programs.
- Social media platforms can help generate community involvement and participation. Tualatin Citizen Involvement Organization is currently using [NextDoor](#) for this.

### Potential Pilot Projects

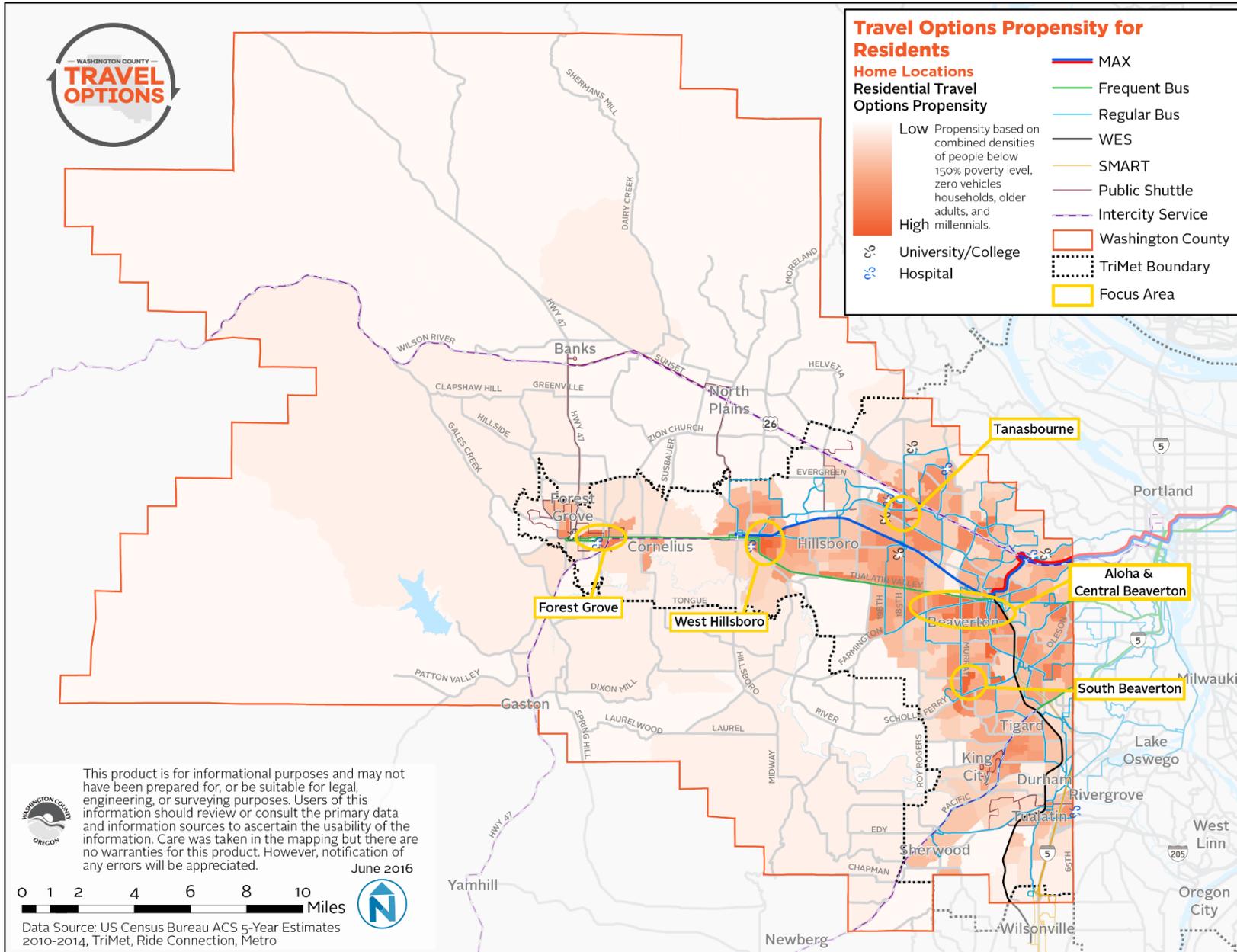
Title	Description	Potential Partners
Neighborhood IM program	Target neighborhoods with a high propensity for transportation options (high density populations with zero car households, limited English proficiency, low income, etc.)	Local neighborhood associations, Local jurisdictions, ODOT
New resident program	Pilot a “new resident” program that targets residents at the time of their move.	Local neighborhood associations or jurisdictions

### Successful Examples

- The City of Portland has a new resident program called Portland SmartTrips, that provides tools and information regarding transportation for new Portland residents or current Portland residents relocating within the city.
- Portland conducted a yearlong outreach campaign in northwest and north Portland—SmartTrips North-Northwest—to decrease neighborhood traffic and pollution and increase neighborhood livability.

Travel Options Assessment  
Washington County

Figure 2-2 Potential Focus Areas for Neighborhood/Residential Outreach



## TARGETED OUTREACH ALIGNED WITH NEW TRANSIT SERVICE AND MULTIMODAL INFRASTRUCTURE INVESTMENTS

### Description

Marketing and outreach campaigns can help inform the public of new transit services and infrastructure investments, and encourage the use of these new investments. Travel options promotions during infrastructure and service investments inform the public about the availability and benefits of this new investment. It also encourages the use of the new service or infrastructure with hopes that it will be well used and therefore validated as a worthy investment.

### Existing Programs

Currently there are no existing programs in Washington County.

### Existing Partners

No designated partners

### Challenges

- The business case for using travel options is more challenging in the suburban context, which is typically beyond one mile from MAX and has free and plentiful parking, gaps in the bicycle and pedestrian network, and areas not well served by transit.
- Funding for education and outreach of new services is not always included in the budgets for transit service or infrastructure investments.

### Opportunities

- Align education and marketing campaigns with new service improvements or routes through coordination with transit service providers, such as TriMet. This is particularly relevant for the implementation of the Westside and Southwest Service Enhancement Plans and any new service for the Southwest Corridor.
- Coordinate with local jurisdictions and transit agencies to dedicate funding for education and outreach campaigns at the project development phase to complement new infrastructure (bike/ped facilities, bike parking, etc.).

### Potential Pilot Projects

Title	Description	Potential Partners
Outreach for new service and investments	Encourage the use of new transit service and infrastructure investments through targeted outreach campaigns.	Transit agency, TO providers, neighborhood organizations, local jurisdictions, Tualatin Hills Park & Recreation District (THPRD), Tigard Transit Subcommittee

### Successful Examples

In 2015, a unique partnership between TriMet, the City of Milwaukie, and Metro developed [an individualized marketing campaign](#) to help promote the region's newest MAX line—the Orange line connecting downtown Portland to Milwaukie. Outreach included, but was not limited to, door-to-door distribution of informational materials, e-newsletters, and community events, such as a family bike ride and art walk.



To help promote the new MAX line, TriMet, City of Milwaukie, and Metro conducted a marketing campaign to promote the new service.

Source: TriMet

## COMMUNITY EVENTS

### Description

Community events can help raise awareness about travel options available within the region and motivate residents to try out new and active ways to travel. Events include an informational fair at a farmer's market or festival, trainings/workshops, or open street events.

### Existing Programs

[Tour de Parks](#) is an annual family fun bike ride throughout Washington County using low traffic streets and car-free trails. The 2016 Tour de Parks will take place in Tigard and is being held in partnership with the Washington County Bicycle Coalition, Western Bike Works, and Tigard Parks and Recreation.

### Existing Partners

Washington County Bicycle Coalition and others depending on the location of the ride

### Challenges

- Gaining support for community events can be difficult when local jurisdictions have a hard time building the business case for travel options.
- Community events take a concerted effort from numerous partners, including law enforcement, the business community, and local jurisdictions.

### Opportunities

- Partner with local jurisdictions, neighborhood groups, and local businesses to initiate open streets events in Washington County communities; events could be aligned with the launch of new programs, services, or infrastructure.
- Leverage lessons learned from events (THPRD Sunday Trail Ways, Bike Beaverton Event, PARKing Day, Cully Caminain in Portland) and partners in the region (Bicycle Advisory Committee of Beaverton, Better Block PDX, Oregon Walkways) for future community events in Washington County.

### Potential Pilot Projects

Title	Description	Potential Partners
Open streets events	Pilot open streets events in urbanized areas of Washington County, such as Beaverton, Hillsboro, Forest Grove, Tualatin, and/or Tigard	Local jurisdictions, neighborhood groups, local businesses, Washington County Bicycle Transportation Coalition (WashCo BTC), THPRD

### Successful Examples

In Portland, [Sunday Parkways](#) events are held in various neighborhoods throughout Portland to encourage participants to learn how to incorporate biking, walking, physical activity and active transportation choices into their everyday lives. The program is a partnership between the Portland Bureau of Transportation (PBOT) and Kaiser Permanente with support from local businesses and law enforcement. In 2012, SMART held a similar event called [Wilsonville Sunday Streets](#).



Portland Sunday Parkways events close off streets to vehicular traffic to encourage local residents to use active modes of transportation.

Source: PBOT

## SCHOOL OUTREACH

### Description

Travel options outreach to schools promotes vibrant communities, increased physical activity, and improved walking and bicycling conditions throughout the community. This is primarily done through Safe Routes to School (SRTS) programs but could also include individual outreach campaigns or school events not affiliated with SRTS.

### Existing Programs

Beaverton and Tigard have funded Safe Routes to School (SRTS) programs to encourage children to walk and bike safely to school as part of a healthy daily routine. These programs support efforts to encourage active transportation and promote community health, reduce traffic congestion, and improve community livability.



Source: Washington County

### Existing Partners

Washington County, local jurisdictions, school districts

### Challenges

- The diverse needs of each community and school present a challenge to developing a county-wide Safe Routes to School program.
- Funding for school outreach is unstable and many programs are initiated at the grassroots level, making it difficult to establish a program with dedicated funding.

### Opportunities

- Target outreach toward schools identified as having infrastructure barriers in the Washington County School Access Improvement Study.
- Expand the Safe Routes to School approach (which focuses on children in grades K-8) to also engage with high school students. High schoolers and/or college students could get involved as volunteers with programs for younger students.
- Highlight the opportunity to educate parents about travel options through student engagement.
- Follow the outcome of the Blue Zones project—a two to three-year program to reduce childhood obesity and includes staff and resources—which Tigard and Tualatin are interested in pursuing.

### Potential Pilot Projects

Title	Description	Potential Partners
Outreach to school age children/teens	Build a travel options education program geared toward middle or high school kids that encourages travel options and supports alternative transportation choices as they become potential drivers.	Washington County, local jurisdictions, school districts, health sector partners, Metro

### Successful Examples

The [Eugene-Springfield SRTS program](#) has been active for eight years and teaches Bicycle and Pedestrian Safety Education to students in elementary and middle schools. Program members include school districts, local jurisdictions, the local travel options program (Point2Point Solutions), the Lane Coalition for Healthy Active Youth, and the University of Oregon. As of May 2016, there are over [40 schools](#) throughout the Eugene metro region currently engaging in some kind of SRTS activity.<sup>9</sup>

<sup>9</sup> <http://altaplanning.com/wp-content/uploads/OR-SRTS-Annual-Report-2015-FINAL.pdf>

## TRAVEL OPTIONS IN THE DEVELOPMENT REVIEW PROCESS

### Description

Travel options can be incorporated at the time of new development by incentivizing or requiring travel options programs as part of the development review process. This helps to ensure programs and supportive infrastructure are in place once development occurs. The threshold of applicability and mitigation efforts can vary by geographic location. Travel options strategies range from developing a complete Travel Options Plan with performance monitoring to a one-time installation of bicycle or pedestrian supportive amenities and infrastructure.

### Existing Programs

Parking and loading development standards in the [Washington County Community Development Code](#)<sup>10</sup> include:

- Reduce minimum off-street parking requirements based upon the availability of transit, on-site vanpool/carpool parking, and bicycle parking. Total reduction cannot exceed 40 percent.

### Existing Partners

Washington County

### Challenges

- Lack of guidance and potential for inconsistent policies across jurisdictions.

### Opportunities

- Travel options can be integrated into development review processes; requirements or incentives should take into account the needs of different geographic contexts (e.g. rural and urban communities).
- Seek coordination with transit and other travel options service providers early in the planning process, especially in new growth areas.
- Transit oriented districts and/or areas well served by existing or future transit may be locations that might benefit most from such standards.
- Seek funding for code assistance through Transportation and Growth Management (TGM) program.

### Potential Pilot Projects

Title	Description	Potential Partners
Development review process integration	Identify a growing local jurisdiction and conduct a study to integrate travel options programs into the development review process. The study should identify the mechanism through which travel options programs would be integrated in the local jurisdiction (e.g. an update to the zoning code or administrative rule), where the requirement or incentive to integrate travel options would be applicable (e.g. large employers, a specific geographic area, development over a certain square footage).	Washington County, local jurisdictions, developers, Metro

### Successful Examples

The City of Pasadena instituted [Chapter 10.64](#) Transportation Management Program to implement the requirements of the Los Angeles County Metropolitan Transportation Authority's Congestion Management Program and model trip reduction ordinance. The following development projects are subject to the Pasadena ordinance:

- Non-residential projects between 25,000 square feet and 75,000 square feet of gross floor area
- Multi-family residential developments with 100 or more units
- Mixed-use developments with 50 or more residential units; or 50,000 square feet or more of non-residential development

Development projects that meet one of these thresholds are mandated to provide employee transportation information services, a transportation plan, and an [annual progress report](#).

<sup>10</sup> Washington County Community Development Code. Article IV Development Standards. Section 413 Parking and Loading. Retrieved from [http://www.co.washington.or.us/LUT/Divisions/LongRangePlanning/Publications/upload/CDC\\_060616.pdf](http://www.co.washington.or.us/LUT/Divisions/LongRangePlanning/Publications/upload/CDC_060616.pdf)

## PARKING AND LAND USE POLICY

### Description

Parking management refers to policies and programs that result in more efficient use of parking resources. There are a variety of parking management solutions such as reduced minimum parking requirements, shared parking, and paid parking. Parking management strategies can help balance parking supply and demand, and also provide economic, social, and environmental benefits.

### Existing Programs

[Washington County Community Development Code](#) parking and loading development standards include:

- Reduce minimum off-street parking requirements based upon the availability of transit, on-site vanpool/carpool parking, and bicycle parking. Total reduction cannot exceed 40%.

### Existing Partners

Washington County

The City of Hillsboro is currently investigating a Shared Parking strategy for Downtown. The City has developed [a map](#) that highlights on-street and off-street shared parking facilities.

City of Hillsboro

The City of Beaverton allows for shared parking and is currently trying to encourage lower parking standards in their development code.

City of Beaverton

### Challenges

- Jurisdictions find it difficult to build the business case for less parking in most places. Many lenders require parking and there is lack of data to justify parking changes.
- There is a perception that there is not enough parking during peak periods in many high demand areas of the county.

### Opportunities

- There is opportunity to leverage momentum from recent parking studies/plans in Beaverton, Hillsboro and Tigard as well as the County's [Rightsizing the Parking Code Project](#). These projects are leading the way in exploring progressive parking policies in the region. Washington County's Rightsizing the Parking Code Project provides a good template for future use and implementation at the local level.

### Potential Pilot Projects

Title	Description	Potential Partners
Technical Assistance Grant Program	Establish a Technical Assistance Grant Program for local jurisdictions to apply for funding to do a downtown parking study and/or data collection effort or implementation of a parking strategy.	Washington County or Metro
Parking white papers/speaker series	Draft white papers and/or sponsor a speaker series that provides resources/toolkits to local jurisdictions.	Washington County, consultant support, Downtown associations, chambers, Metro
Data information clearinghouse	Develop a website that includes parking data for all new developments in the county. Create a parking database by land use type – document where the developments are, how many parking spaces were built, what the utilization is, etc.	Washington County, local developers, Metro
Smart parking strategies	Collaborate with a large employer to implement smart parking strategies through a system such as <a href="#">Luum</a> . Documenting the change in travel behavior before and after incentive programs could demonstrate opportunities for employers to use parking management strategies to influence employee travel behavior even in the absence of paid parking.	Large employer with access controlled parking, WTA
"Right sizing parking" project	Work with jurisdictions to update parking codes.	Jurisdiction or MPO, developers
Parking Wayfinding	For a community that has already done a recent parking study, develop a parking wayfinding project to help implement strategies outlined in the study. Reference Hillsboro wayfinding program for lessons learned.	Hillsboro, Beaverton, Tigard

## PARKING AND LAND USE POLICY (continued)

### Successful Examples

Completed in August 2015, the [King County Right Size Parking Research Project](#) assembled local information on multi-family residential parking demand to guide parking supply and management decisions in the future. The project provides incentives for jurisdictions and developers to reduce parking supply or to manage the supply through a range of tools.

The screenshot shows the 'Right Size Parking' calculator interface. Annotations on the left side point to specific features:

- Map-based**: Points to the 'Enter a location' search bar.
- Parcel-level estimates**: Points to the '3 Parcels Selected' dropdown and the '0.88' parking ratio.
- Customized scenario-building**: Points to the 'Building & Parking' table.
- Impact of unbundling rent and parking price**: Points to the 'How can unbundling parking influence parking cost?' section.

Building & Parking	Number of Units	Unit Cost	Unit Price	Unit Price
1-BEDROOM	20	\$275	\$550	\$550
2-BEDROOM	60	\$1,350	750	750
3-BEDROOM	60	\$1,450	850	850
4-BEDROOM	90	\$1,375	1,200	1,200
<b>TOTAL:</b>	<b>150</b>	<b>\$1,276</b>	<b>125,000</b>	

PRICE OF PARKING PER UNIT	UNBUNDLED PARKING PRICE PER UNIT	UNBUNDLED PARKING PRICE PER UNIT	UNBUNDLED PARKING PRICE PER UNIT
Bundled Parking = \$0.00	\$1,319	\$1,319	0.82
Unbundled Parking = \$200.00	\$1,141	\$1,287	0.72

King County Metro's Multi-Family Residential Parking Calculator provides an estimate of the number of parking stalls needed per multi-family development. The tool is map based, provides parcel-level estimates, offers customized scenario-building, and provides the impact of unbundling parking costs from the rental cost.

Source: King County Metro

## TECHNOLOGY

### Description

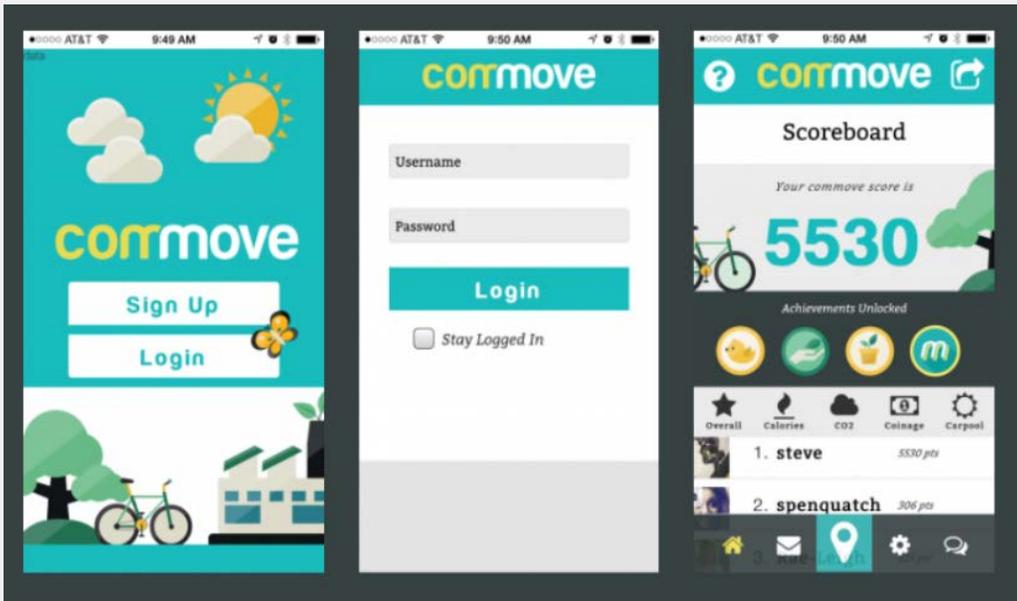
Technology is providing more flexibility and reliability for travel options. With smart phones and the nearly constant availability of the internet, people have instant access to information and can make more spontaneous and informed travel decisions at the click of a button. Technology relevant to travel options include smart phone apps, multimodal trip planners, on-demand transportation services, real-time traveler information, and employer commute websites.

### Existing Programs

### Existing Partners

In spring of 2015, the Westside Transportation Alliance (WTA) launched an app, [Commove](#), to help users find a transportation route to and from work, via walking, biking, taking transit, or carpooling. Two Washington County employers partnered with WTA to test the app over a three month pilot in 2015. In the future, WTA hopes to release the app countywide.<sup>11</sup>

WTA



Employees create an account and log the mode, origin, and destination of their trips. Users are then awarded points based on calories burned, carbon reduced, and money saved on non-SOV trips. This provides opportunity for employers to generate friendly competition amongst employees and provide incentives to those with the highest number of points.

Source: WTA

### Challenges

- Ensuring open data sources, reciprocity and coordination between data providers and travel options providers, and start-up funding.
- Technology applications must be continually updated to stay abreast of the latest trends in technology.

### Opportunities

- Washington County, ODOT, and other jurisdictional partners are building a robust communications network through the installation of smart signals, fiber optics, and other intelligent transportation infrastructure that can provide the foundation for integrated mobility, data collection, and data sharing.
- From a technology perspective, mobile ticketing, multimodal trip planners, and other apps provide a solid foundation of information dissemination in the county. There is an opportunity for an integrated app and/or website that provides all transportation options and associated benefits in one centralized location. This would be supported by tech savvy employees and software developers in the region.
- Leverage existing research and work being done by partners in the region (TriMet multimodal app, Ride Connection research about benefits of 1-click options, Wayfinding Kiosks in Hillsboro). Consider hosting a hackathon to generate new ideas for how technology can support travel options and to facilitate information sharing amongst partners.

<sup>11</sup> WTA. 2014-2015 Annual Report. Retrieved from [http://www.wta-tma.org/wp-content/uploads/2014-2015-WTA-Annual-Report\\_Condensed.pdf](http://www.wta-tma.org/wp-content/uploads/2014-2015-WTA-Annual-Report_Condensed.pdf)

## TECHNOLOGY (continued)

### Potential Pilot Projects

Title	Description	Potential Partners
Bike Share Feasibility Study and/or Pilot Program	Conduct a bike share feasibility study for a jurisdiction in Washington County interested in piloting bike share. Identify a large employer or group of smaller employers to pilot a campus bike share program, similar to Nike's program.	Local jurisdictions, employers
Bike count program	Identify a location with high bike ridership to document the number of bicyclists on an annual basis and select a location that is scheduled for bike improvements to document before and after ridership.	Local jurisdictions, The Street Trust
Centralized travel options website and app	Build a centralized travel options website that provides a one-stop-shop for employers and residents to access travel options information in the county. The website/app should show all options (transit, bike, walk, taxi/TNC, car share, bike share, etc.), the cost/benefit of different travel options, and multimodal trip planning. This could be a model for the Portland region and beyond if built using open source data.	WTA, local software development companies, county, other local employers
Dynamic rideshare pilot	Pilot dynamic rideshare program in areas that do not have good access to fixed route service, where fixed route service is being cut, or where there are first/last mile needs.	Large employers or group of employers
Mobility hubs	Do an opportunity analysis study to identify potential mobility hub locations. Mobility hubs can look different based on geographic context. Urban mobility hubs may include static displays, touch screens, car share, bike share, transit service, shared mobility pick-up, etc. Rural mobility hubs may include park and ride, rideshare information, transit service, etc.	County lead the study; local jurisdictions lead implementation

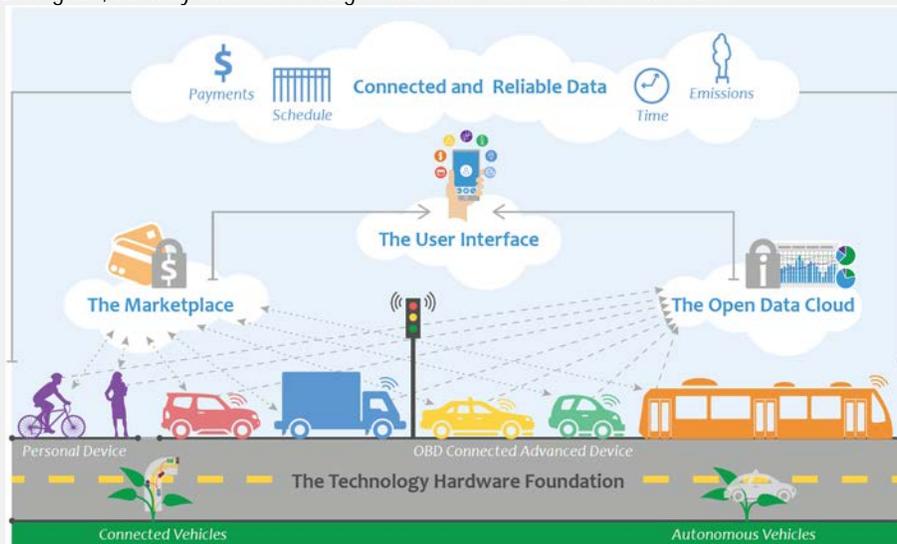
### Successful Examples

[GetDowntown](#) is the centralized travel options website for the GetDowntown program in Ann Arbor, MI. The website provides links to transit services and discount pass programs, commuter challenges, and ridematching services.

In May 2016, PBOT submitted an application for the U.S. Department of Transportation's Smart Cities Challenge Grant to implement [Ubiquitous Mobility for Portland](#) (UB Mobile PDX). This technology is designed to capture data to help direct city actions and investments and provide access and information about low-cost transportation choices. The UB Mobile PDX framework includes:

- **A marketplace, user interface, and open data cloud** to provide secure open data systems and promote a new way for people to access mobility.
- **A technology hardware foundation** of an intelligent and connected system that promotes access to information.
- **A variety of real-world implementation projects in priority demonstration zones** to monitor outcomes, promote equity in investment, and automate transportation system improvements through use of real-time information.

PBOT did not win the USDOT grant, but may consider moving forward with this initiative in the future.



Source: PBOT

## 3 FUNDING OPPORTUNITIES

Limited funding is a major challenge to expanding travel options programs in Washington County. Opportunities for additional funding include both public (state, regional, and local) and private sources. Potential funding sources to expand travel options programs and staffing are provided below.

### STATE SOURCES

**Oregon Department of Transportation (ODOT):** In April 2015, the Oregon Department of Transportation (ODOT) adopted its first Transportation Options Plan. As ODOT continues to implement the plan, additional funding sources for travel options may be available, including the [TO Grant Program and TO Sponsorship program](#). ODOT Regions may also dedicate funding to travel options. Washington County is located in both ODOT Regions 1 and 2. Travel options partners in the county should keep a close eye on funding opportunities that become available at ODOT Headquarters and ODOT Regions 1 and 2. The [Regional Transit Coordinators](#) and local [Area Commissions on Transportation](#) (ACTs) are key partners to engage with related to funding opportunities for travel options programs.

### REGIONAL SOURCES

**Metro:** Metro already dedicates funding to travel options in Washington County through Regional Travel Options (RTO) Grants. Travel options partners in the county should continue to apply for RTO grants through this program in the future. Other Metro funding opportunities should also be considered for travel options programming. For example, [Community Planning and Development Grants](#) can be applied to a project that improves existing centers and corridors, or prepares for new housing and jobs in urban expansion areas. [Sponsorships funds](#) can also be used for events that align with Metro's mission and goals, such as a local open streets event.

#### *Where else have regional funding sources been used?*

[Missoula-Ravalli Transportation Management Association](#) (MR TMA) provides vanpool service to residents in Missoula and Ravalli counties. MR TMA is funded in part by federal Congestion Mitigation and Air Quality (CMAQ) funds and in part by Missoula and Ravalli counties, City of Missoula, the Missoula Parking Commission, the local University, and corporate sponsorships.

See the [Washington County Travel Options Assessment Existing Conditions Report](#) (Chapter 6) for more details.

### LOCAL SOURCES

**Jurisdictions:** Local jurisdictions in Washington County could be a stable source of funding for travel options programs in Washington County. Washington County already dedicates funding to travel options through its Major Streets Transportation Improvement Program (MSTIP)

Opportunity Fund. There may be opportunity to secure additional funds through this source. Other funding could come from parking revenue in a specific district, system development charges or fees, or general fund sources. There are a number of successful funding models around the country (see sidebar below). One suggestion heard during the Assessment was to explore whether local jurisdictions could contract with the WTA to provide travel options programs and services in their community.

**Chambers of Commerce.** Several Chambers of Commerce in Washington County—Beaverton, Hillsboro, and Tualatin—currently support travel options programs through WTA membership dues. Enhanced partnerships between the local chambers, the Westside Economic Alliance, and travel options partners could support expanded travel options programs. Travel options can attract more businesses to the region, thereby supporting economic development. Demonstrating this economic benefit may encourage chambers of commerce to support travel options programs through funding or in-kind contributions.

*Where else have local funding sources been used?*

Missoula Parking Commission (MPC) works with government, business, and citizens to provide and manage parking and parking alternatives. Its revenue comes from three main sources: parking tickets, parking meters, and leased parking. The MPC has historically provided matching funds and donations to TDM programs in the region.

getDowntown in Ann Arbor, MI also relies on a combination of local funding sources. Established in 1999, getDowntown is a partnership between the Downtown Development Association, the transit agency, and the City of Ann Arbor. Funding comes from a tax increment financing (TIF) district, parking revenue, transit agency contributions, and City general fund contributions.

See the [Washington County Travel Options Assessment Existing Conditions Report](#) (Chapter 6) for more details.

## PRIVATE SECTOR SOURCES

**Private Sector:** Employers and private sector partners can support travel options programs through WTA membership and/or by hosting their own travel options programs. There are many large employers in the county that already have their own programs (e.g. Nike, Intel, SolarWorld). Other private sector partners, such as health organizations, may also see an opportunity to support travel options programs due to shared mission and values of a healthier community.

*Where else have private sector funding sources been used?*

In Tacoma, WA, leaders from more than 15 downtown businesses formed the [Downtown: On the Go!](#) Transportation Partnership to identify viable solutions to the parking and transportation challenges facing downtown businesses and commuters. Its goal is to increase employee use of alternative commute options from the current 24% to 35% by 2020.

Health organizations can also act as funding partners for travel options programming. In Portland, OR, Kaiser Permanente sponsors [Portland's Sunday Parkways events](#). Grants are also available through the [Robert Wood Johnson Foundation](#), an organization that supports the use of active transportation and planning and demonstration projects.

## 4 SUMMARY OF STRATEGIES TO SUPPORT TRAVEL OPTIONS

Expanded travel options programs will be necessary to help accommodate future travel demand from population and employment growth expected over the next twenty years and beyond. The Washington County Travel Options Assessment identifies opportunities for the county and its transportation partners to encourage residents, commuters, and visitors to get out of their private automobiles for more trips, to experience the benefits of walking, biking, rideshare, and transit. A summary of potential strategies to support travel options in Washington County are provided in Figure 4-1 below.

Figure 4-1 Washington County Travel Options Assessment –Strategies and Potential Next Steps

Category	Potential Next Step	Key Partners	Further Study
Employer Outreach	<b>Conduct an Organizational Assessment.</b> During the assessment phase, four potential organizational scenarios were identified to expand employer outreach. An organizational assessment in close partnership with the WTA and local jurisdictions is needed to dig further into staffing, funding, and roles and responsibilities.	WTA, local jurisdictions, County, TriMet	Organizational Assessment
	<b>Target high density employment areas.</b> Employer outreach programs should be targeted to the employment areas identified in the maps in Chapter 3. If field offices are identified as a priority (per above), use high density employment areas as a guide for where to locate them.	WTA, TriMet	n/a
	<b>Leverage support from private businesses.</b> On-site transportation staff at large businesses is critical in order to engage with employees effectively. The County and/or the WTA can meet with business leaders to demonstrate the benefits of such staff and provide training and support where needed.	County, WTA, local employers and business reps	n/a
Neighborhood/ Residential Outreach	<b>Work with jurisdictions to identify targeted neighborhoods for outreach.</b> Using the neighborhood focus areas outlined in Chapter 3, the County can work with local jurisdictions to prioritize targeted neighborhoods based on the propensity to use travel options analysis	County, local jurisdictions	n/a

**Travel Options Assessment**  
Washington County

Category	Potential Next Step	Key Partners	Further Study
	conducted in the Existing Conditions Report. Individualized marketing (IM) projects are a key strategy in the Oregon Transportation Options Plan; funding associated with IM programs could be available from ODOT in the near future.		
	<b>Engage with local property owners and management companies.</b> Local property owners and management companies can be important partners to educate and provide information to tenants. The County can provide educational trainings for property owners in partnership with local jurisdictions to create local champions to distribute travel options information.	County, local jurisdictions, property managers	n/a
<b>Targeted Outreach Aligned with New Transit Service and Infrastructure Investments</b>	<b>Work with TriMet to identify education and outreach campaigns for upcoming service enhancements.</b> With the adoption of the Westside Service Enhancement Plan, new service investments will be coming on line in Washington County in the next several years. The County, local jurisdictions, and the WTA can work closely with TriMet and Wilsonville SMART to identify opportunities to align education and outreach campaigns with new service enhancements.	County, WTA, local jurisdictions, TriMet	n/a
	<b>Facilitate a training/workshop with project development staff to integrate travel options early on.</b> The County could sponsor a training and/or workshop with County and local jurisdictions to identify opportunities to integrate travel options programs into the project development process.	County, local jurisdictions	n/a
<b>Community Events</b>	<b>Pilot open streets events in Washington County.</b> Identify 2-3 jurisdictions that are interested in sponsoring open streets events.	County, local jurisdictions	n/a
<b>School Outreach</b>	<b>Convene a Safe Routes to School work group.</b> The County can convene a work group for school districts to identify interest (particularly in expanding programs beyond K-8) and provide resources.	County, school districts	n/a
<b>Travel Options in the Development Review Process</b>	<b>Conduct a study to identify opportunities to integrate travel options into the new development process.</b> Travel options integrated into the new development process will only be applicable in certain high growth areas of the County with good access to transit and appropriate parking controls. A study could help identify which areas in the county may be candidates for integration.	County, local jurisdictions, development community	Travel Options/New Development Feasibility Study

**Travel Options Assessment**  
Washington County

Category	Potential Next Step	Key Partners	Further Study
Parking & Land Use	<b>Draft white papers and/or sponsor a speaker series that provides resources/toolkits to local jurisdictions to manage parking.</b> The County can provide information and resources to help facilitate the parking conversation at the local level.	County, local jurisdictions	n/a
Technology	<b>Explore strategies for greater integrated mobility, data collection and data sharing</b> Start by convening a technology roundtable with local technology partners and entrepreneurs.	County, local jurisdictions, WTA, local technology partners	n/a
	<b>Develop a centralized travel options website and/or app.</b> A centralized website can help improve awareness and provide information on the benefits and availability of travel options. This region—being a hub for software development standards and open source data—is especially well-positioned to develop this website or app.	County, local jurisdictions, WTA	n/a
Other	<b>Build the business case for the business community.</b> Historically, the WTA has been challenged to recruit and engage with members. Documentation of the net benefits to employers is needed to engage with business leaders, funding and policy decision-makers, and others. Conduct a study to document the business case for travel options programs. The study would identify the return on investment for travel options programs including economic returns (employee retention/attraction, affordability, road maintenance and operations cost savings, infrastructure investment savings); environmental returns (greenhouse gas emissions reductions); equity returns (access/trips not taken); and health (improved active transportation), etc.	County, WTA, local jurisdictions	Business Case Documentation