

Portland Community College Cascade Campus

Transportation Demand Management Plan

BAC Presentation
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RICK WILLIAMS CONSULTING
Parking & Transportation

Purpose

- To develop an active TDM Plan that results in:
 - Reduced rate of student and employee vehicle trips to the campus, with corollary increases in transit/bike/walk and rideshare.
 - Meaningful mitigation of off-site impacts (overspill).
 - Measurable objectives with specific targets that the College commits to achieving.
 - A monitoring and reporting process for those objectives and targets.
 - **A tiered system of action correlated to, and triggered by, performance.**

Plan Elements

1. Neighborhood overspill targets and measureable action triggers.

ANNUAL MITIGATION TARGETS TO ACHIEVE 30% REDUCTION											
	Tier 1 TDM			Tier 2 TDM			Tier 3 TDM		Tier 4 TDM		
Baseline Infiltration	YR1	YR2	YR3	YR4	YR5	YR6	YR7	YR8	YR9	YR10	
347 cars	336	325	314	303	292	281	270	259	248	243	
Cumulative Targets			33				66		88		104
VEHICLES IN INFILTRATION AREA											

- 104 car reduction over 10 years.
- Cumulative triggers in YRS 3, 6 and 8 that if not met move plan to more aggressive action/strategy tier.
- Annual data collection, consistent methodology, peak term and week.

Plan Elements

2. Establish new mode split targets for drive alone trips, transit, bike, walk, rideshare.

<i>2011 Performance Metrics</i>			<i>2021 Performance Target Goals</i>		
MODE	Student	Employee	MODE	Student	Employee
Drive Alone	61%	75%	Drive Alone	52%	65%
Rideshare	5%	4%	Rideshare	6%	5%
Transit	16%	8%	Transit	20%	13%
PCC Shuttle	1%	3%	PCC Shuttle	2%	4%
Bike	11%	3%	Bike	13%	4%
Walk	3%	2%	Walk	3%	3%
Other	3%	5%	Other	4%	6%

- Student and employee performance baseline at 2011.
- 2021 targets calibrated to net difference between baseline, new demand and overspill targets.
- Annual student survey on mode choices, bi-annual State of Oregon ECO Rule survey for employees.

Plan Elements

3. Performance metrics

- Consistent, measureable and easily reported metrics that will be compiled throughout each year (some quarterly, annually, and/or bi-annually).
- Consolidated into a summary report and table that is easily communicated and illustrates trends, changes and progress towards goals and targets.
- Metrics include:
 - Cars parked in neighborhood
 - Shuttle Ridership
 - Parking Occupancy (by lot and area)
 - Enforcement
 - Mode Split (Student/Employee)
 - Transit Pass Sales
 - Transportation Pricing (parking & transit)
 - Bike infrastructure
 - Events and outreach
 - Student and employee populations

Plan Elements

4. Reporting – Conditioned by City

- Annual report to City of Portland that records all performance measures and changes against baseline.
- Annual meeting with neighborhoods to occur within 60 days of submittal of report to City.

TIER 1 (0 – 3 years)

Key strategies (partial list)

- **District TDM Coordinator:** responsible for overall program effectiveness, including implementation, communication and monitoring (25% of time at Cascade).
- **New Supply:** Develop 4 surface parking facilities totaling approximately 126 net new parking stalls.
 - A combination of off-campus parking agreements with local property owners and PCC owned property.
- **Parking Pricing:** Pilot performance based pricing.
- **Enforcement:** Increase the penalty on repeat student and employee parking offenders.
- **Enforcement:** Add a third neighborhood boundary parking enforcement officer position.

TIER 1 (0 – 3 years)

Key strategies (partial list)

- **Marketing:** An active campaign to raise awareness of the campus TDM program and options for reducing vehicle/parking use.
- **Bikes:** Equip campus with quality bike parking racks and facilities at a rate equal to the 2021 bicycle mode split goal.
- **Performance:** Monitoring and annual report/meeting.

TIER 2 (4 – 6 years)

Key strategies (partial list)

- **Curriculum:** Expand on-line and hybrid options for classes, registration, and other means of accessing PCC Cascade without traveling or traveling less.
- **Parking Pricing:** More varied performance-based parking pricing, with rates based on actual utilization of parking capacity. Rates could vary by location, by time of year/term, or by day.
- **Transit:** More competitive pricing of the Student Select Pass relative to cost of student parking.
- **Transit:** Negotiate with TriMet and provide UPASS transit program for all campus employees.
- **On-street Parking:** Support City of Portland's recommendation to establish on-street time zones and/or metering on all streets that abut the Cascade campus.
- **Performance:** Monitoring and annual report/meeting.

TIER 3 (6 – 8 years)

Key strategies (partial list)

- **Curriculum:** Development and promotion of incentive programs (e.g., lower tuition rates for off-peak classes).
- **Parking Pricing:** Increase parking pricing strategies employed within the campus system, augmenting analysis and evaluation of performance based pricing conducted in Tier 2 (e.g., full system of “pay-as-you-go.”)
- **Transit:** Reduce rate of Student Select Pass below rate for standard term parking pass.
- **Bikes:** Initiate Bike Purchase program for faculty/employees to complement bike outreach and incentives initiated in Tier 2.
- **On-street Parking:** Work with the City and neighborhoods/business districts in advocacy for and initiation of an Area Parking Permit Program (APPP); possibly starting with a pilot effort.

TIER 4 (8 – 10 years)

Key strategies (partial list)

- **Coordination:** 1.0 FTE TDM Coordinator assigned to Cascade.
- **Parking Pricing:** Full system of “pay-as-you-go.”
- **Capacity:** Develop options for further strategic investment by PCC in the event performance goals are not being met, possibly including construction of new parking, a N/NE satellite campus, redevelopment of PMWTC, Cascade instructional downsizing and others.
- **Transit:** Greater discounting of Student Select Pass to all students.
- **On-street Parking:** Partially subsidize the cost of an Area Parking Permit Program.
- **Performance:** Monitoring and annual report/meeting.

Summary

- Parking management and TDM that exceeds current status quo.
- Decision-making based on measured performance.
- New programs in all mode categories.
- Support structure on campus to guide, facilitate and respond (TDM Coordinator).
- Action tiers that ensure quick response and program packages pre-committed as triggers are tripped.
- Objective and thorough reporting.