



Oregon Bicycle and Pedestrian Plan

Existing Conditions Plans and Policy Review of Oregon Transportation Planning

June 2014



TABLE OF CONTENTS

1.0 – Introduction	3
2.1 – Review of Oregon statewide plans and policies.....	6
2.2 – Review of MPO regional transportation plans	23
2.3 – Review of community transportation systems plans, active transportation, and other local plans and policies.	30
3.0 – Summary.....	444
3.0 – Appendix A: Reviewed Plans	51
3.0 – Appendix B: Transportation Options Programs, Activitites, and Resources ...	55



1.0 – INTRODUCTION

This report provides a review of existing transportation planning, and specifically bicycle and pedestrian transportation (also referred to as active transportation) planning in Oregon. It addresses how state, regional, and local plans support, conflict, or are silent with respect to the vision and goals of the Oregon Bicycle and Pedestrian Plan (“the Plan”). This review will allow the project team to understand existing gaps, issues, and opportunities in pedestrian and bicycle planning and from this, develop recommendations that realize the Plan’s vision and goals.

Transportation planning requirements in Oregon are specified in the Transportation Planning Rule (Oregon Administrative Rule 660 - Division 12) that requires the state prepare a state transportation plan and individual modal system plans to address state transportation needs; Metropolitan Planning Organizations (MPOs) prepare regional transportation plans for facilities of regional significance; and that county and local agencies prepare local transportation system plans (TSPs) for areas within their planning jurisdiction.

The review selected plans and policies that reflect active transportation planning practices in all five ODOT regions (see **Figure 1**) and represent a cross section of urban, suburban, and rural geographic contexts. The plans are reviewed based on the nine Plan goals. The findings in this report will feed into the larger existing conditions review of opportunities, challenges, and needs to provide a full picture of bicycle and pedestrian planning in Oregon.

For the purposes of this review, the following definitions are used to define urban, suburban, and rural:

- Urban – The entirety of a major city including its downtown, commercial and industrial sub-districts, and neighborhoods.
- Suburban – Metropolitan areas that are lower density than cities and where land uses are often auto-oriented and segregated. However, suburban areas also encompass pre-World War II smaller towns and cities, as well as mixed-used activity centers.
- Rural – Areas with large expanses of undeveloped or agricultural land, dotted by small towns, villages, or any other small activity clusters.

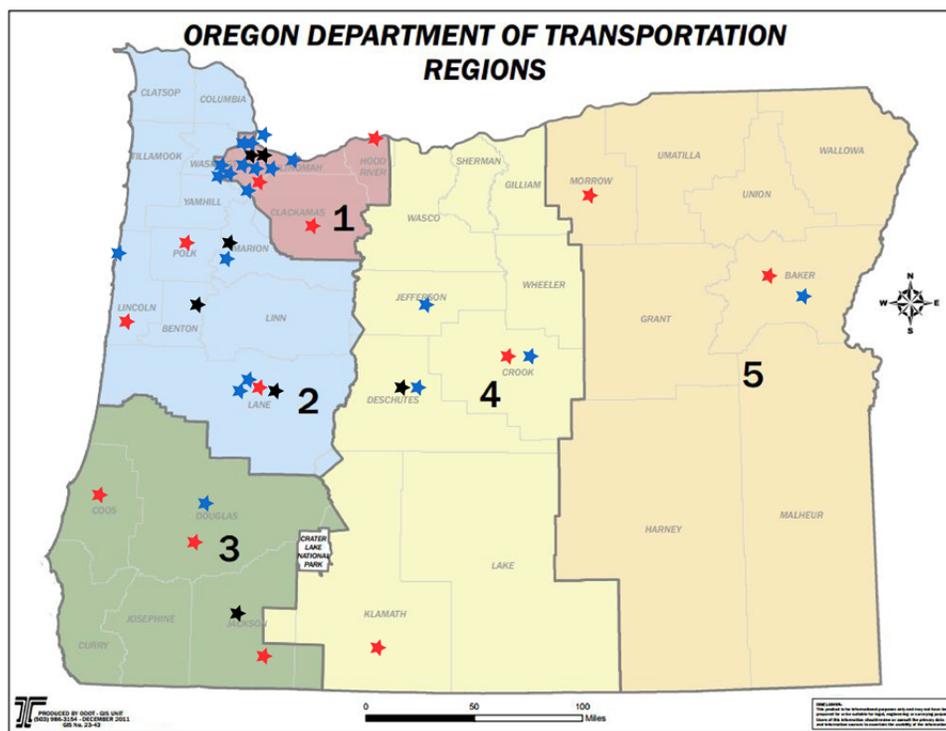


Figure 1: ODOT Region Map

- ★ = Local and Regional Transportation Systems Plans
- ★ = Other Local Resources, Including Local and Regional Bicycle Plans
- ★ = MPO Regional Transportation Plans

The Existing Conditions Review is divided into three plan types:

- 1) Local and Regional Plans, including:
 - Transportation System Plans including cities and counties across all five ODOT regions.
 - Other Local Resources, including a sample of local Pedestrian and Bicycling Plans.
- 2) MPO Regional Transportation Plans for all established MPOs in Oregon.
- 3) State, including:
 - The Oregon Transportation Plan (OTP) and individual modal/topic plans.
 - Other statewide plans and policies related to active transportation.

The hierarchy of state plans and their relation to local planning is depicted in **Figure 2**.

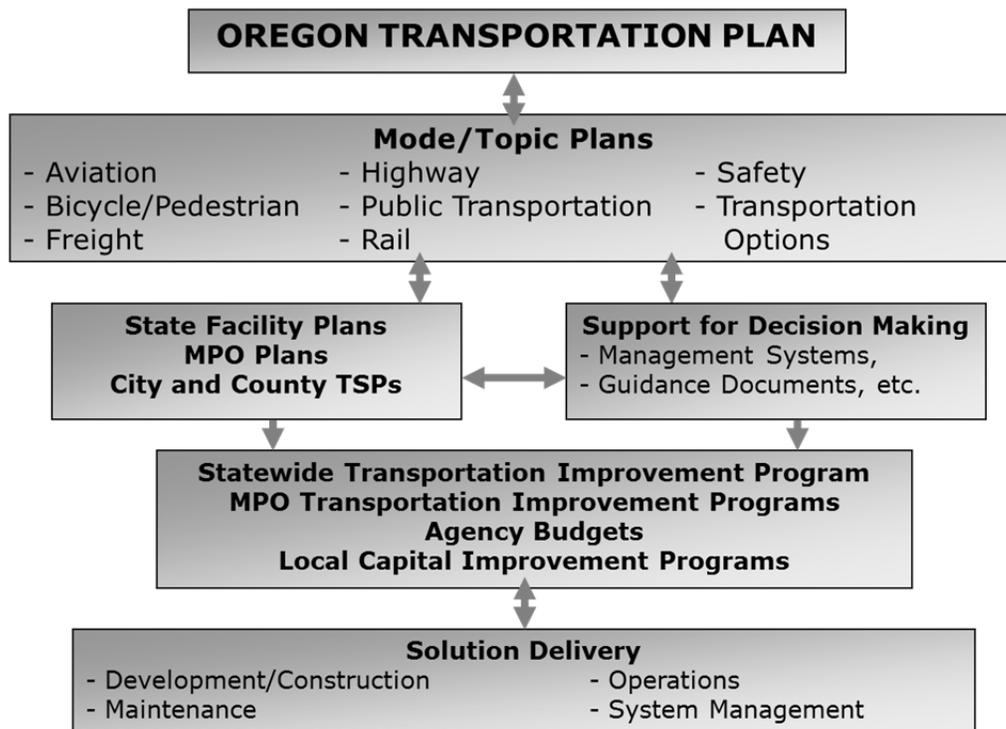


Figure 2: State Plan Connections



2.1 – REVIEW OF OREGON STATEWIDE PLANS AND POLICIES

The following summary provides an overview of state plans and policies. While the OTP addresses transportation in Oregon comprehensively, most state resources reviewed are specific to one mode or topic.

The Oregon plans and policies evaluation includes a variety of plans, representing a variety of viewpoints, that address issues related to bicycle and pedestrian planning and design. The reviewed resources are listed in **Table 1**.

Table 1: State Resources Reviewed

Transportation Options Plan	2015 (forthcoming)
Oregon Rail Plan	2014 (forthcoming)
Oregon Bicycle and Pedestrian Safety Implementation Plan	2014
Statewide Transportation Strategy	2013 (endorsed)
ODOT Sustainability Plan	2011
Oregon ADA Transition Plan	2011
Oregon Bicycle and Pedestrian Design Guide	2011
Oregon Freight Plan	2011
Oregon Transportation Safety Action Plan	2011
Oregon Transportation Plan	2006
Oregon Highway Plan	1999
Oregon Public Transportation Plan	1997
Oregon Bicycle and Pedestrian Plan	1995
Oregon Safe Routes to School Program	Ongoing

State Findings

The review of state plans and policies helped reveal gaps, issues, and opportunities for bicycle and pedestrian planning throughout the state. Key findings reveal several encouraging trends and areas for improvement as summarized by Plan goals below.



General

- Older plans (including the 1995 Oregon Bicycle and Pedestrian Plan) viewed bicycling as a primarily urban topic. Newer resources, such as the Oregon Bicycle and Pedestrian Design Guide, acknowledge the importance of providing pedestrian and bicycle facilities in all communities using a context sensitive approach.
- Many state plans and resources, even plans specific to other modes (e.g., rail) acknowledge the importance of coordinating and planning for all modes, including bicycling and walking.
- State plans, especially the Oregon Transportation Plan (2006), recognize the importance of bicycling and walking for economic and community vitality. As modal and topic plans that are informed by the OTP are updated they are increasingly addressing this topic.
- Most plans encourage a Complete Streets approach that takes advantage of opportunities to improve conditions for all modes simultaneously.

Goal: Safety

- The safe accommodation of bicyclists and pedestrians is central to most state plans and policies reviewed, including:
 - The provision of pedestrian friendly design and spacing of traffic signals, and the use of median crossing islands where necessary.
 - The promotion of encouragement and education strategies to ensure that bicyclists and pedestrians practice safe behaviors.
 - The use of safety as a factor to guide bicycle and pedestrian investments. Prioritization of safety usually identifies areas with high densities of crashes.
 - The consideration of bicyclists and pedestrians in the safety of road maintenance functions.
 - The implementation of engineering solutions that provide safe, comfortable spaces for the most vulnerable users.

Goal: Mobility and Efficiency

- Mobility and efficiency are addressed in most plans, but sometimes sparingly.



- There is a focus on promoting programs that give Oregon community members and visitors greater bicycle transportation choices and avoid reliance on any one transportation mode.
- Elimination of barriers and obstacles such as at grade rail crossings are encouraged wherever possible.

Goal: Accessibility and Connectivity

- Statewide land use and transportation policies require that local TSPs provide for safe and convenient bicycle and pedestrian circulation.
- State legislation requires street communities to plan for and develop connected street networks. The Oregon Bicycle and Pedestrian Design Guidelines provide guidance for improving street connectivity.
- Identification of curb ramp and sidewalk needs along state highways and development of funding sources to fill these gaps.
- The Oregon Highway Plan identifies “Highway Segment Designations” where design should accommodate local access for pedestrians and bicyclists, sometimes (in the case of Special Transportation Areas) over the through movement of vehicles.

Goal: Community and Economic Vitality

- Community and economic vitality related to bicycle and pedestrian investment is discussed in the 2006 OTP and since has been increasingly addressed in state plans and policies.
- Partnerships have been established with Oregon Parks and Recreation, Travel Oregon and Cycle Oregon, to promote bicycle tourism. Key outcomes include www.RideOregonRide.com and the Bike Friendly Business Program developed by Travel Oregon and the Oregon Scenic Bikeways program by Oregon Parks and Recreation.

Goal: Equity

- While equity is often listed as a reason for investment in pedestrian and bicycle infrastructure, it is not often translated into plan policies or performance measures.
- Equity is often addressed in the form of compliance with ADA requirements. However equity is sometimes also addressed in Plans through policies and



strategies which address broad community engagement, supporting communication with mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with limited English proficiency, such as in the forthcoming Transportation Options Plan.

Goal: Health

- While health is often listed as a reason for investment in pedestrian and bicycle infrastructure, it is not often translated into plan policies or performance measures.

Goal: Sustainability

- Sustainability is well addressed throughout most state plans. There are a wide range of sustainability performance measures and strategies that apply to all modes, including:
 - Greenhouse gas (GHG) emission reduction goals established in ORS 468A.205 call for a 75-percent reduction below 1990 levels by 2050.
 - The Statewide Transportation Strategy mimics a topic plan and focuses on greenhouse gas (GHG) emission reduction. It includes strategies for biking and walking, parking management, commute options, Transportation Demand Management (TDM) programs, and compact/mixed use development strategies.
 - The OTP identifies strategies to reduce reliance on single occupancy vehicles through a variety of TDM strategies including the promotion of alternative transportation.
 - The OTP includes strategies to reduce GHG emissions through the use of fuel-efficient and clean-burning vehicles.

Goal: Strategic Investment

- Strategic investment in bicycle and pedestrian infrastructure is addressed throughout most state plans through a focus on:
 - Routine accommodation as required under State law under subsection one (1) of ORS 366.514
 - Complete Streets policies



- Creating synergies between transit and active transportation modes. State plans focus on ADA accessibility and sidewalks/curb ramps near transit stops.
- Developing funding sources and alternative local funding mechanisms for bicycle and pedestrian infrastructure.
- Protecting important infrastructure investments for all modes through preservation and maintenance.
- Multiple resources, including the Oregon Bicycle and Pedestrian Design Guide, emphasize the importance of considering context through the planning and design process in order to avoid over- or under-building facilities, which eventually costs more.

Goal: Coordination, Cooperation and Collaboration

- State plans and policies consistently promote the development of comprehensive bicycle and pedestrian facilities that connect Oregon communities. ODOT plans and policies aim to identify and fill gaps in the highway system with the help of local municipalities and regional agencies.
- Internal and external coordination procedures and requirements for ODOT are well defined through ODOT's coordination rules and the State Agencies Coordination Program.

State Policies

The review found that most plan goals addressed safety; accessibility and connectivity; sustainability; and strategic investment. Plan goals that are addressed to a lesser extent include mobility and efficiency; community and economic vitality; and coordination, cooperation and collaboration. Topics addressed sparingly in state plans include equity and health.

The foundation of Oregon's bicycle and pedestrian planning comes from ORS 366.514, also known as the "Bike Bill," established in 1971. Among other requirements, the Bill requires the state and local jurisdictions using state highway funds to: 1) construct bikeways and walkways whenever a roadway is constructed or reconstructed 2) expend "reasonable amounts" on bikeways and walkways and 3), insure that 1% minimum of their State Highway Fund revenues are spent on pedestrian and bicycle improvements and maintenance. Additionally, policy support for context sensitive design is provided through a multitude of documents including the OTP, Oregon Highway Plan, and the



1995 Oregon Bicycle and Pedestrian Plan. The recognition that all communities should provide context sensitive pedestrian and bicycle facilities is a significant change in policy from previous bicycle and pedestrian planning efforts.

The consideration of context throughout the entire planning and design process is suggested in the Bicycle and Pedestrian Design Guide in order to avoid over- or under-building facilities and unnecessarily increasing costs. Design includes consideration for other modes including freight, through ORS 366.215 which prohibits reduction of freight carrying capacity. This regulation states that the Oregon Transportation Commission (OTC) cannot reduce the carrying capacity of any established routes designated for over-sized freight, as identified in the relevant administrative rule. While exceptions to this rule exist, any proposed change that would reduce carrying capacity on certain routes triggers a review process that may lead to a compromise in engineering solutions for bike and pedestrian infrastructure. .

A system of well-connected streets that are accessible to all individuals is promoted through many plans and policies. Land use policies, including the Transportation Planning Rule, require local and regional jurisdictions to provide a street layout that provides safe and convenient options for bicyclists and pedestrians. Additionally, the Oregon Bicycle and Pedestrian Design Guidelines discuss the importance of providing street networks with high connectivity and provide design remedies to improve existing conditions in areas with low connectivity.

While improving accessibility through ADA requirements helps address some equity issues, state plans and policies could address social equity in greater detail. Additionally, while many plans have identified the nexus between health and active transportation, state plans have not yet found a way to significantly link the two through public policy.

Primary Funding Sources

Bicycle and pedestrian project funding comes from a variety of local, state, and federal sources. This section summarizes the federal and state funding sources. Local funding sources are summarized in the appropriate sections of this report. Additional information will be provided as part of the forthcoming Needs Assessment Memo.

In Oregon, ODOT funding falls into three categories:

- State funding that can only be used for state-owned facilities or programs.
- State funding that can be used for state or local facilities and programs.
- Federal funding that is available to both state and local jurisdictions.



State Funds for State and Local Jurisdictions

Oregon Revised Statute 366.514 requires all roadway authorities to construct walkways and bikeways when a roadway is constructed or reconstructed. Additionally, it requires recipients of State Highway Fund proceeds to spend a minimum of 1% of the State Highway Fund on bikeways and walkways. This statute applies to state and local jurisdictions.

Between 1971 and 2000, ODOT met the 1% requirement thru the Modernization Program funds. In 2000 the funding landscape changed and the modernization program funding levels were substantially reduced. Concurrently the Oregon Transportation Investment Act (OTIA) program began, with an emphasis on major bridge replacement and rehabilitation – primarily on the Interstate system. At this time the State Bicycle and Pedestrian Grants program, the Quick Fix and SWIP programs were created as a way to meet the 1% requirement.

In 2013, ODOT reconfigured its funding strategy for the 2015-18 funding cycle to put all types of transportation funding in the Statewide Transportation Improvement Program (STIP) into two primary buckets: Enhance and Fix It. Enhance projects are those that enhance, expand or improve the transportation system; Fix-It projects are those that maintain or repair existing highway infrastructure.

2015-2018 STIP Enhance

For the 2015 STIP and moving forward, the funds that formerly went to State Bicycle and Pedestrian grants were combined with federal dollars in the Enhance STIP process. The Enhance program receives 24 percent of the state funding (both federal and state) in the STIP. At the core of this new approach is a single application process for all projects that will be funded under the Enhance side of the STIP. State agencies, metropolitan planning organizations and local agencies can apply to the Enhance process, and bike and pedestrian projects compete against other modes for funding. Enhance projects can be on or off the highway right-of-way. The OTC will select Enhance projects based on recommendations developed by local governments, public agencies, and citizen representatives through a process conducted by the Area Commissions on Transportation (ACT).

Safe Routes to Schools (Infrastructure)

Enhance STIP process includes the Oregon Safe Routes to School program. The OTC decided to continue to fund the Outreach and Education component of the Safe Routes to Schools program, separately from Enhance. ODOT committed to



funding it through 2015 at approximately \$500,000 a year, but there is no dedicated funding source identified for the program in the future. Engineering projects formerly eligible for designated Safe Routes to School funding now compete in the Enhance project with all other projects.

2015-2018 STIP Fix-It

For the 2015 STIP and moving forward, the funds that formerly went to Sidewalk Improvement Program (SWIP) were combined with federal dollars in the Fix-It STIP process. The Fix-It program receives 76 percent of the state funding (both federal and state) in the STIP. Projects are eligible to apply for Fix-It funding if they are a capital (non-capital maintenance is not eligible) investment that maintains or fixes part of the ODOT transportation system. Fix-It projects are usually identified by using a data management system that helps analyze which infrastructure is reaching its useful life, where crashes are occurring, and where projects may lead to cost efficiencies. ODOT Region offices and/or headquarters offices develop an initial list of eligible Fix-It projects, which is then shared with ACTs and MPOs to invite their input and enable coordination. The final list of Fix-It projects is approved by the OTC. Among other eligible projects, repairs to bicycle and pedestrian facilities on state routes, safety improvements, and rail-highway crossings are eligible. The Fix-It STIP process also funds the following programs:

Sidewalk Improvement Program (SWIP)

The Fix-It STIP process includes SWIP funds which are used to add pedestrian and bicycle facilities on urban state highways. Regional spending targets are calculated based on sidewalk needs in each Region. SWIP funding is “flexible,” unlike many other funding programs, in that it does not have to be programmed in advance of the draft STIP. This provides ODOT Regions the ability to fund small bike and pedestrian projects when needed, or when an opportunity arises.

ConnectOregon V

Local bicycle and pedestrian projects recently became eligible for state lottery funds through ConnectOregon V. ConnectOregon is a lottery funded initiative that ODOT uses to provide grants and loans to public and private entities to invest in air, rail, marine, transit, bicycle and pedestrian infrastructure to ensure Oregon’s transportation system is strong, diverse, and efficient. It is funded by the legislature on a biannual basis. Bicycle and pedestrian projects that apply for this funding must be off the state highway system.



Urban Trail Fund

The Urban Trail Fund still exists in statute in Oregon but has not been funded by the Oregon Legislature since 2011. It was originally created to fund facilities ineligible for State Highway Funds because they were outside of the right of way. Because it is not currently funded it is not a viable funding source at this time.

State Funding for ODOT-Owned Facilities

For state-owned facilities, ODOT has several funding programs, including Quick Fix and ADA Funds. These are flexible state dollars used for small projects on ODOT facilities. The programs are administered by ODOT Headquarters, but the projects are managed and delivered by ODOT Regions on ODOT-owned roadways

Quick Fix Program

Funds from the Quick Fix program are budgeted for minor improvements to state highways, as requested by ODOT Maintenance Districts and local agencies on an as-needed, case-by-case basis. Quick Fix is administered by the Active Transportation Section as a stand-alone program under the STIP.

ADA Funds

Beginning in the 2015 STIP, the ODOT Highway Division will set aside 1 million dollars annually to improve missing or sub-standard ADA facilities on or adjacent to ODOT-owned roadways. This program is administered by Technical Services in coordination with the Regions. In addition, FHWA policy requires that when ODOT improves a roadway, ODOT is required to bring the sidewalks into ADA compliance, regardless of whether it is paid for by ADA funds.

Immediate Opportunity Fund (IOF)

The Immediate Opportunity Fund (IOF) supports economic development in Oregon by constructing and improving streets and roads that are needed to serve site-specific economic development projects. The Fund's use is discretionary, and it can only be used when other sources of financial support are unavailable or insufficient. It is restricted to potential economic development projects that require a quick response and commitment of funds to assist in locating or retaining businesses that provide jobs in a community. Funding is reserved for situations where a location decision hinges on an immediate commitment of road construction resources.



Objectives of the program include:

- Encouraging mixed use, energy efficient development designed to encourage walking, biking and transit use
- Promoting compact development within urban growth boundaries to minimize the cost of providing infrastructure.
- Supporting development that provides a balance of jobs and affordable housing within a community to reduce the need to commute long distances between home and work.

Oregon Transportation Infrastructure Bank (OTIB)

The (OTIB) is a statewide loan fund designed to promote innovative financing solutions for transportation needs. Eligible borrowers may use the OTIB to fund projects including bicycle and pedestrian access projects. OTIB loans may be used to cover up to 100% of the costs of a transportation project. Applications are accepted at any time and projects are evaluated on established criteria by OTIB staff as well as a regional advisory committee. Eligible project costs include preliminary engineering, environmental studies, acquisition of right-of-way, equipment, inspections, financing costs, and contingencies.

Federal Funds Available for State and Local Jurisdictions

In July 2012, the US Congress passed a new transportation funding bill called Moving Ahead for Progress in the 21st Century (MAP-21). The new bill took effect on October 1, 2012. Prior to MAP-21, Transportation Enhancement (TE) funding was commonly used to fund bike and pedestrian projects. MAP-21 did not reauthorize the Transportation Enhancement Program. Instead, it established a new program called Transportation Alternatives Program (TAP) that includes elements of the former TE program in combination with elements of other programs. TE funds allocated for 2012 and prior years that are committed to specific projects stay with those projects, and TE-funded work in progress continues. The TE Discretionary Account remains in place through 2015, with \$2 million per year for urgent needs that arise outside the statewide competitive selection process. The new TAP funds are a part of the Enhance STIP funding process, described above.

Many federal funding sources that went towards bike and pedestrian projects are now part of ODOT's STIP Enhance Process:



- Transportation Alternatives Program
- Safe Routes to School (Infrastructure)
- Flexible Federal Funds

The Safe Routes to School Outreach and Education program is no longer funded by the federal government, the OTC decided to continue to fund the Outreach and Education component, separately from Enhance. ODOT committed to funding it through 2015 at approximately \$500,000 a year, but there is no dedicated funding source identified for the program in the future.

Congestion Mitigation and Air Quality Improvement (CMAQ)

In Oregon, local jurisdictions in non-attainment areas under the Clean Air Act can apply for federal funding through the Congestion Mitigation and Air Quality Improvement (CMAQ) Program. The projects must be used for a transportation purpose, provide a public benefit and help the area meet its air quality goals. CMAQ is separate from the Enhance process.

Highway Safety Improvement Program

Federal safety dollars can also go towards bicycle and pedestrian projects, through the Highway Safety Improvement Program. ODOT recently decided to set aside a dedicated amount of funding (\$4 million annually), starting in the 2016 STIP, specifically to prevent severe injury and death to people biking and walking. Local jurisdictions in Oregon, along with ODOT Regions, can compete for this funding, and the program is administered by the Safety Division in ODOT Highway Division.

Federal Lands Access Program (FLAP)

Federal funding through the Federal Lands Access Program (FLAP) may be available for bicycle and pedestrian projects in some communities where the projects provide safe and adequate transportation access to federal lands.

Oregon Parks and Recreation Local Government Grants

Annual competitive grant program for the acquisition, development, and major rehabilitation projects for public outdoor park and recreation areas and facilities. Recreation facilities must be in in public parks or designated recreation areas

Other *federal* funding mechanisms utilized by local and county governments include:



New Freedom Initiative

The New Freedom Initiative provides capital and operating costs for transportation services and facility improvement projects that exceed those required by the Americans with Disabilities Act (ADA). Several municipalities mentioned the practice or interest in leveraging this fund source to help infill sidewalks and curb ramps.

Community Development Block Grants (CDBG)

CDBG are federal funds from the Department of Housing and Urban Development that can be used by municipalities in order to improve low and moderate income neighborhoods, provide affordable housing, eliminate barriers for people with disabilities, and create jobs.

State Programs, Activities, and Resources

The state provides a range of programs, outreach, and expertise to local governments and to people who walk and bike in Oregon.

ODOT Active Transportation Section

ODOT was the first state DOT in the nation to create an Active Transportation Section. The section's vision is to strategically integrate program and funding resources to promote multi-modal and sustainable transportation, and the Statewide Programs Unit within the section has a special focus on biking and walking. The ODOT Active Transportation Section provides:

- **Technical Support and Design Expertise**
The Active Transportation section provides support to the ODOT Regions, local governments, and ODOT grantees, and contributed to the Oregon Bicycle and Pedestrian Design Guidelines, last updated in 2011.
- **ADA Transition Plan**
The Active Transportation Section consults on ADA issues and works in collaboration with other parts of ODOT. ODOT Technical Services and the Office of Civil Rights implements and ensures compliance with ODOT's ADA Transition Plan. ODOT Technical Services updated its ADA Transition Plan in 2011 (not yet formally adopted). ODOT's current strategy on infilling and upgrading ADA mandated curb ramps, is to start with the Special Transportation Areas (STAs) in Oregon.



- **Outreach and education**

The ODOT Active Transportation Section partners with the Transportation Safety Division to provide manuals for biking and walking to the general public. ODOT also provides state bike maps; however most of these maps cannot be downloaded on-line.
- **Training**

The Active Transportation Section provides training to the ODOT Regions, local agencies and stakeholders, although there is no organized program. The needs for training are greater than existing resources.
- **Program Management of Funding Sources**

The Active Transportation Section manages many of the funding sources that provide bike and pedestrian facilities, such as the Transportation Alternatives Program, SWIP and Quick Fix programs.
- **Support of the Oregon Bicycle and Pedestrian Advisory Committee (OBPAC)**

Formed by the Legislature in 1973, members of OBPAC are appointed to the Governor and advise ODOT on all matters related to bicycle and pedestrian issues. The Active Transportation Section supports these activities, including both policy and technical support.
- **Data Collection**

The Active Transportation works closely with the ODOT Traffic Data and Traffic-Roadway section to establish bicycle and pedestrian count methodologies on ODOT facilities, as well as to coordinate with MPOs and locals regarding their own bike counts. ODOT is currently researching the best way to store the counts so that they are accessible and easily used. In addition, ODOT is exploring new sources such as cellular phone data.
- **Research**

The Active Transportation Section works closely with the ODOT Research Section to develop research proposals, provide technical expertise on biking and walking, and implement research projects. For example, the Active Transportation is currently providing technical support on five different research projects.
- **Health**

The Active Transportation Section implements aspects of the Memorandum of Understanding between the Oregon Health Authority and ODOT, by participating in several Health Impact Assessments, modeling committees and other activities to promote health around the State.
- **Sustainability**

The Active Transportation Section provides resources and expertise on sustainable strategies to reduce energy and greenhouse gases, as well as adapting to the impacts of climate change.
- **Resource for General Public**



The Active Transportation Section is a resource to the general public about bike and pedestrian inquiries, from everything from safety concerns to route information. The Bicycle and Pedestrian Program website houses some of this information. However, there is no statewide “hot-line” or FAQ resource.

ODOT Safe Routes to Schools

Oregon’s Safe Routes to School program was established by state statute (ORS 2745) in 2005 that says that Oregon shall have a Safe Routes to School program, independent of federal law. The program is administered by the Oregon Transportation Safety Division and implemented through local partnerships. Oregon follows the Five E’s of Safe Routes to School approach; however Oregon is stronger in some areas than others. Oregon implements the Engineering, Education and Encouragement portion of the five E’s. Oregon’s program lacks in Evaluation and Enforcement. Evaluation is described as the monitoring and documentation of outcomes. The Enforcement aspect involves partnering with local law enforcement to ensure that traffic laws are obeyed in the vicinity of schools.

Funding for the Outreach and Education component for Safe Routes to School is not secured beyond the 2015 fiscal year. This makes planning and programming for future years very difficult. The Engineering component of Safe Routes is now funded through Enhance.

ODOT Traffic Safety Education and Outreach

The Traffic Safety Division (TSD) has a number of education and outreach programs related to biking and walking. There is one full-time staff person for bicycle and pedestrian safety issues within TSD. TSD produces approximately 20 pedestrian and 26 bike-related publications, in English and Spanish.

Technical Services (ODOT Headquarters)

ODOT’s Technical Services Branch provides technical support to ODOT Regions, sets and monitors engineering design standards and coordinates with the Office of Civil Rights to monitor and report on ODOT’s American’s with Disabilities Act compliance, through the development of ADA compliant design standards and practices. There are two full time staff persons focused solely on bike and pedestrian issues: a Pedestrian and Bicycle Facility Specialist and an Alternate Modes Engineer.

ODOT Regions



Of the five ODOT Regions, only Region 1 in the Portland metropolitan area has designated staff persons for biking and walking. Region 1 has an Active Transportation Liaison and a Bike and Pedestrian Coordinator, in addition to a full-time coordinator for the Columbia Historic River Highway, a biking and walking route of statewide significance. The other Regions, not having staff focused on bicycle and pedestrian issues, often rely on staff support from ODOT headquarters.

Tourism and Recreation

The Oregon Bicycle Tourism Partnership supports bicycle tourism in the state. The partnership has resulted in a number of initiatives and programs supporting a robust Bicycle Tourism industry. The Partnership is comprised of Travel Oregon, Oregon Parks and Recreation (OPRD) and ODOT, among others. Initiatives and programs include:

- **Oregon Scenic Bikeways**
Oregon has one of the most robust Scenic Bikeways programs in the nation, with 11 designated bikeways (over 800 miles), and several more underway. This program is led by OPRD and supported by Travel Oregon and ODOT. The bikeways are on roads owned by a variety of jurisdictions, including ODOT.
- **Ride Oregon**
www.RideOregonRide.com is a website resource for people interested in biking in Oregon, providing maps, videos, tips and event updates.
- **Bike Friendly Business Program**
Travel Oregon has developed this program to help businesses better understand the bicycle tourism industry, provide guidance on how to become a bicycle friendly business, and identify businesses who have positively impacting the Oregon bicycling experience.
- **Rural Tourism Studios**
Travel Oregon facilitates rural tourism studio in support of bike tourism throughout the state of Oregon, bringing together businesses, Chambers of Commerce and elected officials to create strategies to support bike tourism in Oregon's rural communities.
- **Tourism Grants**
Local governments and organizations receive grants related to bicycle tourism, from Bike Newport to Cycle Oregon, as part of Travel Oregon's grant program.

Publications



The following ODOT publications are available to the general public as a published document or in PDF format online:

- [Oregon Pedestrian, Bicycle and Driver Rules](#) (2013-14 Selected Statutes)
- [Oregon Bicyclist Manual](#) – English and Spanish
- [Bicycling Safety Tips](#)
- [Oregon Crosswalk Laws](#) (Pamphlet)
- [Oregon State Bicycle Map](#)
- [Columbia River Gorge Bike Map](#)
- [Oregon Coast Bike Route Map](#)
- [Accessibility Guidelines](#)
- [Bike/Ped Design Guidelines](#)

State Data Collection and Analysis

ODOT houses a variety of data resources available to Oregon communities. The extent to which these are utilized will be evaluated in the Data Review and Assessment Memo. In addition to data resources several state plans recommend new data collection and analysis processes. The State lacks guidance on prioritizing bicycle and pedestrian facilities using available data. The availability of such guidance would help communities prioritize bicycle and pedestrian programs within the context of all roadway improvements.

ODOT analyzes data through several methods including:

Safety Priority Index System (SPIS)

The SPIS is a method originally developed in 1986 by ODOT for identifying potential safety problems on state highways. The SPIS is a GIS analytic tool that helps identify and evaluate state highways for segments with high crash occurrences. The SPIS has been redeveloped several times to respond to changes to the Crash Database and to expand the scope of roads evaluated. While SPIS originally only included state highways, it has been expanded to most of the well-traveled roads (all functionally classified roads that have a documented traffic volume), including on-state and off-state highways.

Analysis Procedures Manual – Bicycle and Pedestrian Analysis Procedures

The Analysis Procedures Manual provides methodologies, practices and procedures for conducting long term analysis of ODOT plans and projects. Analyses outlined that are directed at pedestrians and bicyclists include:



- Intersection analysis including safety of bicyclists and pedestrians
- Signal timing
- Pedestrian crossings and clearance times

Key Performance Measures

To achieve increased levels of efficiency and effectiveness, ODOT has adopted [Key Performance Measures](#). These performance measures are actively managed and measured. Several of these measures relate directly or indirectly to bicycle and pedestrian planning, including:

Safety

- Traffic fatalities per 100 million vehicles miles traveled
- Traffic injuries per 100 million vehicle miles traveled
- Travelers feel safe - percent of public satisfied with transportation safety
- Rail crossing incidents - number of highway/railroad at-grade incidents

Mobility and Economic Vitality

- Commuting to work - percent of Oregonians who don't commute alone to work during peak hours

Preservation

- Pavement condition - percent of state highway miles rate 'fair' or better out of total miles on ODOT highway systems
- Bridge condition - percent of state highway bridges that are not 'distressed'

Sustainability

- Bike lanes and sidewalks - percent of urban state highways with bike lanes and sidewalks



2.2 – REVIEW OF MPO REGIONAL TRANSPORTATION PLANS

The following summary provides an overview of metropolitan planning organization (MPO) transportation plans. MPOs are federally mandated entities which are required to develop a Regional Transportation Plan (RTP). Additionally they are required to develop Transportation System Plans according to Oregon’s Transportation Planning Rule (OAR 660 Division 12), which are often incorporated as an element of their RTP. Some Oregon MPOs have chosen to develop plans that encompass all transportation modes, while others choose to develop separate plans by mode (e.g. Metro’s Active Transportation Plan). For MPO Transportation Plans that encompass all modes, bicycle and pedestrian planning is addressed in its own chapter (or two separate chapters), however the level of detail varies.

A total of six regional transportation plans were reviewed representing four ODOT regions. The sampled plans are listed in **Table 2**. The evaluation includes MPOs in Oregon with adopted transportation system plans. In 2013 three new MPOs were formed in Oregon: the Middle Rogue MPO, the Albany Area MPO, and the Walla Walla Valley MPO. Each of these newly formed MPOs have yet to implement a transportation plan. As a result, they were not included in the evaluation.

Table 2: Sample Regional Transportation Plans

MPO Plan	Region	Year of Adoption
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Metro Active Transportation Plan	1	2014
Metro Urban Growth Management Functional Plan	1	2012
CAMPO Area Regional Transportation Plan	2	2012
Mid-Willamette Regional Transportation Plan	2	2011
Central Lane Regional Transportation Plan	2	2011
RVMPO Regional Transportation Plan (Rogue Valley)	3	2013
Bend MPO Metropolitan Transportation Plan	4	2007

Regional Findings

The review of regional transportation plans helped reveal gaps, issues, and opportunities for bicycle and pedestrian planning at a regional level. Key findings reveal several encouraging trends and areas for improvement as summarized by Plan goals below.

General

- All regional transportation plans reviewed included a chapter on bikes and pedestrians – sometimes combined and sometimes as separate chapters. One MPO (Metro) has a separate active transportation plan.
- All regional transportation plans reviewed mention bicycling and walking throughout the document, not just in the chapter on bikes and pedestrians.
- Most regional transportation plans acknowledge the importance of prioritizing bicycle and pedestrian improvements.

Goal: Safety

- Safety is addressed as a primary goal in all the regional transportation plans reviewed.
- In multiple cases, funding is prioritized based on the potential to improve safety especially in areas with high numbers of crashes.



Goal: Mobility and Efficiency

- In general all regional transportation plans provide policy support for developing bicycle and pedestrian networks that help community members move efficiently.

Goal: Accessibility and Connectivity

- Accessibility and connectivity are not consistently addressed in regional plans.
- Plans that do provide significant policy support to accessibility and connectivity focus on:
 - Planning land use and transportation in conjunction with one another in order to encourage walking and bicycling for short to medium distance trips.
 - Ensuring that new developments provide facilities that are accessible and connected to existing infrastructure systems.
 - Providing pedestrians and bicyclists with legible wayfinding.

Goal: Community and Economic Vitality

- Few regional transportation plans address community or economic vitality.
- Recent updated plans tend to discuss community and economic development more substantially but don't necessarily provide specific policies. For example while Metro's ATP Vision states that "Active transportation contributes significantly to the region's economic prosperity," recommended policies and implementing actions related to bicycling and walking, scarcely address how to increase economic and community vitality.

Goal: Equity

- Policy considerations that ensure all community members including those who choose not to or are unable to drive are afforded adequate active transportation facilities are not addressed consistently in the plans reviewed, however in many of Oregon's MPO areas Transportation Management Associations (or Transportation Options providers) may address these issues.



- Metro’s Active Transportation Plan ensures that equity is addressed by including it as one of four factors (along with access, safety, and increased activity) in its prioritization methodology.

Goal: Health

- Although recognizing active transportation as an important strategy for improving public health, regional transportation plans provide little policy support in this area.

Goal: Sustainability

- All regional transportation plans reviewed provide strong sustainability policies.
- Many MPOs support the use of environmental performance measures such as vehicle miles traveled, reducing impacts to wildlife habitat, and compliance with environmental legislation.

Goal: Strategic Investment

- Most plans emphasize the importance of prioritizing pedestrian and bicycle improvements and several have established these processes. Safety, most often through the use of crash data, is often used as a variable to prioritize improvements.
- Multiple plans place priority on projects that fill gaps in the pedestrian network.

Goal: Coordination, Cooperation and Collaboration

- MPO plans tend to focus on coordinating with member jurisdictions to promote connections across jurisdictional boundaries as well as sharing knowledge, such as prioritization methods amongst local agencies.

Regional Policies

MPO jurisdictional areas are urban by definition; however, it is acknowledged that many MPO boundaries include both suburban and urban contexts. It is recognized that MPOs themselves do not have authority over many policy decisions made at the local level, and



thus their plans may address some goal areas less frequently than local and county plans. However, MPOs play critical roles such as facilitating interjurisdictional collaboration and aggregating data that are central to the Plan vision and goals.

RTPs are especially focused on addressing safety, sustainability, mobility and efficiency, and interjurisdictional coordination. To a lesser extent the plans reviewed address strategic investment policies and accessibility and connectivity. Topics not typically addressed in RTPs include community and economic vitality, health, and equity issues.

Providing safe transportation options for all roadway users, including bicyclists and pedestrians, is a primary concern in all regional plans. In addition, safety is often included as a criterion in the prioritization of on- and off-street improvements. All RTPs include, to some degree, policies supporting the development of Complete Streets and routinely accommodating bicycle and pedestrian facilities.

Regional plans are also particularly focused on sustainability policies related to reducing automobile use, lowering single occupancy vehicle mode share, decreasing automobile emissions and advocating for responsible land use policies and development requirements in order to facilitate bicycling and walking for short to medium distance trips.

Regional transportation plans are an important resource for regional coordination and connectivity as they provide a framework for connecting bicycle and pedestrian infrastructure in adjacent communities. One of the strongest policy areas in many regional transportation plans is the prioritization (and associated guidance) of roadway improvements, including bicycle and pedestrian improvements. All plans at a minimum express an interest in prioritizing improvements using a data driven method. Several MPOs already have established methodologies and others provide guidance for regional partners to develop their own.

Fewer regional transportation plans provide policy support for the maintenance of bicycle and pedestrian facilities. In addition, as more information about the economic impact of bicycling and walking becomes available communities are increasingly including discussions on the economic benefits of investing in pedestrian and bicycle infrastructure in their transportation plans.

In general, there are few plans that address equitable access to bicycle and pedestrian facilities. An exception is Metro's Active Transportation Plan, which prioritizes bicycle and pedestrian infrastructure for low income, minority, youth and seniors, disabled and low English proficiency populations. Although several plans stressed the importance of promoting a transportation system that encourages a healthy lifestyle, there is little policy to support this. While accessibility, including discontinuous and ADA deficient



sidewalks are often discussed, there is a lack of consistency in policy response. Transit and active transportation are identified as critical components of achieving performance measures but little policy consideration is given to ensuring seamless transitions between the two.

Regional Funding

Bicycle and pedestrian project funding comes from a variety of federal, state, local and regional sources. From the MPO plans reviewed, funding identified for most regions focused on several common regional funding mechanisms. These included the following federal flexible funds:

Surface Transportation Program (STP)

The STP is the primary program that funds local government and non-highway projects. Half of the federal STP funding awarded to Oregon is sub allocated to MPOs. MPOs distribute their share of STP funding to local municipalities through a competitive process. In addition to right-of-way improvements, under MAP-21 project eligibility has been expanded to include recreational trails.

Transportation Alternatives Program (TAP)

Under MAP-21 the Safe Routes to School (SRTS), Transportation Enhancements (TE), and Recreational Trails programs were combined in the Transportation Alternatives Program (TAP). Two percent of total federal highway funds are set aside for TAP. TAP funds can be used for safe routes to school and recreational trails projects, as well as bicycle and pedestrian improvements within the right-of-way. A portion of the TAP funds received by ODOT are set aside statewide for recreational trails projects. Following the set aside, half of the remaining funding is sub allocated to municipalities and MPOs with populations larger than 200,000 by population. MPOs distribute their share of TAP funding to local municipalities through a competitive process.

Highway funds from ODOT sources require at least 1% be spent on bicycle and/or pedestrian infrastructure (ORS 366.514). No policies were found that required investment above this level. For federal funding, several communities mentioned the possibility of leveraging transit funds to assist with bicycle and pedestrian planning; this may be especially useful for providing connectivity to transit (last and first mile trips).



Additional state and federal funding sources are described in the state resources summary.

Regional Programs, Activities, and Resources

While MPOs are not required to describe bicycle and pedestrian programs as part of regional transportation plans, this information is sometimes provided. Additional information on local outreach and education programs has been collected as part of the Transportation Options Plan and an excerpt is included as an appendix to this report. Common program and activity types from sampled plans include:

Wayfinding and Navigation Programs

Many communities have recognized the importance of providing both residents and visitors with resources to navigate as bicyclists and pedestrians. For example Metro works with its member jurisdictions to develop Bike There! and Walk There! maps to depict the safest and most enjoyable routes throughout the region.

Education and Encouragement Programs

Several education programs, in addition to SRTS, were identified in plans reviewed. One such program, the Point2point Smart *Trips* program provides informational literature, puts on events, and develops programs to educate and encourage the Lane County community on transportation options.

Regional Data Collection and Analysis

While not a required element, some regional transportation plans described the processes of data collection and analysis. Data collection policies tend to focus on improving accuracy and coordination in order to obtain more accurate data. Analysis focused on the use of data to prioritize investments, with a particular focus on safety.

It should be noted that MPOs often serve as primary data resources for their member jurisdictions. They aggregate regional data and publications on topics including population, housing, economy, and transportation. While this role is acknowledged, data resources are not often described in RTPs. Data collection, analysis methods, as well as coordination with ODOT and member jurisdictions will be explored in the forthcoming Data Review and Analysis Memo.



2.3 – REVIEW OF COMMUNITY TRANSPORTATION SYSTEM PLANS, ACTIVE TRANSPORTATION, AND OTHER LOCAL PLANS AND POLICIES

The following summary provides an overview of transportation system plans (TSPs), active transportation plans, and other local plans and policies.

TSPs are required by the Transportation Planning Rule (OAR 660 Division 12) for all cities over 10,000 persons and counties over 25,000 persons, although many communities under this threshold voluntarily participate. TSPs often serve as the transportation element of comprehensive plans and establish priorities for facilities and services to address local transportation needs over a minimum 20 year horizon. Within TSPs, bicycle and pedestrian planning is addressed in its own chapter (or two separate chapters), however the level of detail varies significantly by community. Some communities choose to develop more extensive, separate bicycle and pedestrian master plans which are discussed further in Section 2.4.

The TSP evaluation includes a sampling of plans from across the state. A total of 12 TSPs were reviewed representing rural, suburban, and urban communities including local (city) and regional (county) plans and at least two plans from each ODOT region. The sampled plans are listed in **Table 3**.



While TSPs are required by the Transportation Planning Rule (OAR 660 Division 12), some communities choose to develop more extensive, separate bicycle and pedestrian plans which satisfy the requirements of bicycle and pedestrian planning under the Transportation Planning Rule. These local bicycle and pedestrian plans often serve as the bicycle and pedestrian element of a community’s TSP and as an element of comprehensive plans and establish priorities for facilities and services to address local transportation needs over a minimum 20 year horizon. A total of eight active transportation and 13 other plans and resources were reviewed from the five ODOT regions listed in **Table 4** and **Table 5** respectfully.

Table 3: TSPs Reviewed

Community	Region	Year of Adoption	Population Density (Persons per Mi ²)
Milwaukie	1	2011	4,209.8
Hood River	1	2007	2,810.6
Polk County	2	2009	102.0
Springfield	2	2014	3,774.0
Toledo	2	2013	1,589.4
Ashland	3	2012	3,046.7
Coos County	3	2011	39.0
Myrtle Creek	3	2006	1,370.1
Crook County	4	2011	7.0
Klamath Falls	4	2012	1,050.0
Baker City	5	2013	1,372.6
Morrow County	5	2005	5.0
Clackamas County	1	2014 ¹	201.0

Table 4: Local Active Transportation Plans Reviewed

Community	Region	Year of Adoption	Population Density (Persons per Mi ²)
Portland (Bicycle)	1	2013	4,375.1
Portland (Pedestrian)	1	1998	4,375.1
Washington County	1	2010	732.0
Wilsonville	1	2006	2,705.8
Eugene	2	2012 (accepted)	3,572.4
Roseburg	3	2009	2,116.0
Lincoln City	3	2014	1,403.5

¹ Clackamas County adopted a Bicycle and Pedestrian Master Plan in 2003, and is currently developing an Active Transportation Plan. The newly adopted 2014 TSP was reviewed in order to gain a more current understanding of bicycle and pedestrian planning in Clackamas County.



Table 5: Other Local Plans and Resources Reviewed

Community	Region	Year of Adoption	Population Density (Persons per Mi ²)
Hillsboro ADA Transition Plan	1	2012	3,833.1
East Multnomah County Bicycle Tourism Initiative	1	2014	1,690.0 (Multnomah County)
Portland Bike Count Report	1	2012	4,375.1
Trimet Pedestrian Network Analysis Report	1	2011	
Trimet Transit Investment Plan	1	2012	
Washington County Bicycle and Pedestrian Facility Design Health Impact Assessment	1	2012	732.0
Washington County Bicycle and Pedestrian Prioritization Project	1	2012	732.0
Eugene ADA Transition Plan	2	2008	3,572.4
Salem Pedestrian and Bike Safe Routes to School Evaluation	2	2011	3,228.3
Bend Bicycle and Pedestrian Documentation Project	4	2013	2,321.7
Rapid Health Impact Assessment of Crook County/Prineville Bicycle and Pedestrian Safety	4	2011	8.0 (Crook County), 847.3 (Prineville)
City of Madras: Creating Safe Routes to School	4	2009	1204.4
Baker County Transportation Standards	5		5.0

Local Findings

The review of Oregon community transportation system plans, active transportation plans, and other local plans and policies helped reveal gaps, issues, and opportunities for bicycle and pedestrian planning throughout the state. Key findings reveal several encouraging trends and areas for improvement as summarized by Plan goals below.

In General



- All TSPs that were reviewed included a chapter on bikes and pedestrians – sometimes combined and sometimes as separate chapters.
- Most local plans, TSPs and other plans, indicate that their community currently or aspires to prioritize bicycle and pedestrian investments. The methodologies utilized and the level of formality vary significantly.
- Although all Plan goals are discussed as interests in most plans, more explicit policy support could have been provided for several goals, including: health, community and economic viability, and equity.
- Some urban and suburban communities utilize gas and hotel taxes and vehicle registration fees to raise additional funds. This funding is usually directed to the city's general fund where it is then appropriated to various city priorities, including biking and walking projects and programs.

Goal: Safety

- All local plans stress improving safety for all roadway users as a primary goal.
- Additional attention is often given to creating safe spaces near school zones and in neighborhoods through the use of traffic calming and access management.

Goal: Mobility and Efficiency

- In general urban area plans and policies tend to be more explicit in their support of bicycle and pedestrian investments.
- Suburban and rural area plans tend to be less explicit and often accommodate pedestrian and bicycle improvements through routine accommodation.
- In general, local plans express policy support for developing bicycle and pedestrian facilities that provide direct and convenient transportation options for all community members and visitors.

Goal: Accessibility and Connectivity

- Many plans provide policy support to plan land use and transportation in conjunction with one another, in order to encourage walking and bicycling for short to medium distance trips.



- Urban communities are committed to providing safe and efficient travel for all modes through the continued development of grid patterned street networks.
- Suburban communities often prioritize providing safe, comfortable options for pedestrians and bicyclists on major corridors where there are few nearby options.

Goal: Community and Economic Vitality

- Several plans recognize the importance of bicycle and pedestrian friendly environments for attracting skilled labor, businesses, and tourists, however, few plans identify policies promoting bicycle and pedestrian related community and economic development.
- Policies supporting attracting tourism and new business tend to be included in more recently updated plans, suggesting it is an emerging topic that other communities may be considering.

Goal: Equity

- Policy considerations that ensure that all community members, including those who choose not to drive, are afforded adequate transportation options are not addressed significantly in local plans.
- Equity issues addressed are typically related to populations with disabilities, often through addressing ADA requirements. Low income, minority, low English proficiency and other social equity issues are not discussed as extensively

Goal: Health

- Providing active transportation options is not commonly recognized as a strategy for improving public health in local TSPs or other local plans, regardless of ODOT Region or context.
- Conducting analysis through a health lens, such as by using Health Impact Assessments have begun to define the nexus between active transportation and health in several communities including Washington and Crook County. Programs such as Crook County on the Move use local data to obtain funding and inform transportation and land use decisions.

Goal: Sustainability



- TSPs reviewed provide strong policy support for sustainability across ODOT regions and in all geographic contexts.
- Many active transportation and other local plans support the use of environmental performance measures such as vehicle miles traveled and/or emission reductions.

Goal: Strategic Investment

- Per capita bicycle and pedestrian funding levels vary significantly by ODOT region and context, with per capita spending tending to be the highest in urban areas.
- Despite emphasizing the importance of prioritizing pedestrian and bicycle improvements given limited budgets, few TSPs identify established prioritization methods.
- The prioritization of pedestrian and bicycle improvements is identified as an important step in allocating resources efficiently in most active transportation and other local plans. Prioritization methods vary significantly in terms of level of formality and variables assessed.
- Plans reviewed indicate many communities are utilizing local and regional taxes and vehicle registration fees as a means to raise additional funds for right-of-way improvements.

Goal: Coordination, Cooperation and Collaboration

- Policy support for coordination with neighboring municipalities and regional and state authorities is apparent in many TSPs. For example Clackamas County's TSP focuses on expanding upon other regional planning such as Metro's Active Transportation Plan through the provision of connections to rural Clackamas County.
- Urban and suburban plans tend to have a greater focus on providing regional facilities such as shared-use paths.
- Many plans emphasize the importance of connecting to regional bicycle and pedestrian trails, paths, and routes.

Transportation System Plans Policies

The TSP review is organized by geographic context (i.e., rural, suburban, and urban), although it is acknowledged that some jurisdictions may cover more than one context.



Rural

Plans that address rural areas focus on accessibility, sustainability, and street connectivity. Policies that are continually emphasized include ensuring that funding is secured to maintain roadway facilities. Rural plans often included policies and recommendations to maintain the rural feel of the community while also providing safe accommodation for all roadway users through context sensitive design. Most rural communities accommodate bicyclists on paved shoulder bikeways unless the traffic volume is enough to warrant a dedicated bike lane. Many communities have complete streets or routine accommodation policies to ensure the provision of adequate width shoulders or bike lanes when resurfacing or reconstructing roadways. In addition, safety is a primary concern in many rural community plans, but often lacks a significant connection to the prioritization process. Safety within neighborhoods and school zones is especially emphasized.

In general, the rural plans sampled don't address several of the Plan's goals including: health, providing transit and interjurisdictional connectivity (although some communities have considered leveraging transit funding opportunities), and capitalizing on the economic impacts of bicycle and pedestrian-friendly environments. In addition, while prioritization often lacked a data driven process, multiple communities noted the need to better prioritize their projects given limited funding and made policy statements recommending improving their prioritization methodologies.

Suburban

Suburban plans focus on safety, sustainability, and geographic equity. Suburban communities provide an important study in regional connectivity, as they provide a variety of solutions to connect to bicycle and pedestrian infrastructure in adjacent communities. Some suburban communities have recognized the economic opportunities associated with investments in pedestrian and bicycle infrastructure and have begun developing policies and plans to support these benefits. Suburban communities are particularly focused on sustainability policies related to reducing automobile use, including lowering single occupancy vehicle mode share and decreased automobile emissions. Safety and safety prioritization are exemplified in several instances, especially through policies to implement traffic calming features to create safe roadways for all users in neighborhoods.

Suburban plans tend to be silent on several of the Plan's goals, including: accessibility, maintenance, health, and transit connectivity. While accessibility, including discontinuous and ADA deficient sidewalks are often discussed, a lack of policy response is noticeable. Transit and active transportation are identified as critical to achieve



performance measures but little policy consideration is given to ensuring seamless transitions between the two.

Urban

Urban plans are especially proactive with regards to safety, complete streets and routine accommodation, and sustainability. Urban plans display a strong desire to link transportation and land use planning in order to provide community members with viable active transportation options for short to moderate trips. As more information about the economic impact of bicycling and walking becomes available (in terms of jobs and local revenue) communities are increasingly including policies specific to pedestrian and bicycle economic development in their transportation plans. Urban areas in Oregon tend to have traditional grid patterns with a high degree of connectivity, these communities continue to reaffirm their policy commitment to providing safe and efficient travel for all modes using these streets.

The urban plans sampled tend to be silent on several of the Plan's goals, including: accessibility, equity, health, and transit connectivity. Despite showing significant support for active transportation and transit, there is little policy directed at connecting the two. Equity is an issue that is under-addressed for many urban communities. Some plans recognize the lack of transportation options for individuals who don't use automobiles but don't provide policy guidance ensuring that these community members receive adequate transportation options.

Active Transportation and Other Local Plan Policies

The review of local plans is organized by geographic context including suburban and urban, although it is acknowledged that some jurisdictions may cover more than one context. This review focused on urban and suburban contexts, as no rural community was found to have prepared a specific bicycle and pedestrian plan. Rural bicycle and pedestrian planning is summarized in the Transportation Systems Plan (TSP) review.

Suburban

In general these plans focus on safety, maintenance, and accessibility. Safety is a primary goal in most suburban plans reviewed and is often used to inform prioritization of bicycle and pedestrian improvements. For example, Clackamas County prioritizes safety through metrics including whether a proposed projects would improve a safety focus intersection or addresses an ODOT Safety Prioritization Index System (PSIS) site. Most suburban communities reviewed have established prioritization methods,



although these vary between communities. Variables that are commonly used for prioritization include network deficiencies, safety, and connectivity to local destinations. Suburban plans often linked transportation and land use planning in order to promote active transportation for short to moderate length trips. Maintaining bicycle and pedestrian facilities through sweeping and routine maintenance is consistently emphasized as a means to attract new, as well as retain current, bicyclists and pedestrians. Street connectivity is identified as an issue and many communities adopted policies to ensure that corridors with limited route options safely and comfortably accommodate pedestrians and bicyclists.

Suburban plans tend to be silent on several Plan goals including: health, sustainability, and equity. Health and sustainability are often mentioned in plan visions and introductions but fail to receive significant policy support. Some plans recognize equity constraints related to the lack of transportation options for individuals who don't use automobiles; however, the plans do not provide specific policy guidance to address this issue. In addition the synergies between transit and active transportation are often identified as critical to achieve performance measures but little policy consideration is given to encourage these connections.

Urban

Urban plans address transit connectivity, equity, strategic investment, and inter-jurisdictional coordination. Safety is also a primary concern and often a significant part of the prioritization process. Safety within neighborhoods and school zones is particularly emphasized. All urban communities reviewed have established prioritization methods, although methodologies varied significantly. Variables that are commonly taken into account include network deficiencies, connectivity, and safety. Urban plans stress the importance of providing connections to regional bicycle routes and creating a complete network for transportation and recreation.

Urban plans tend to be silent on several of the Plan's goals, including: health, accessibility, and community and economic development. While many communities acknowledged the economic impact of bicycling and walking few included policies specific to pedestrian and bicycle economic development in their transportation plans. While accessibility is often discussed, including discontinuous and ADA deficient sidewalks, there is a lack of policy response to these issues. Health is often cited as a primary reason for developing bicycle and pedestrian infrastructure in introductions and visions however is not addressed in plan policies or performance measures.



Local Funding

Bicycle and pedestrian project funding came from a variety of local, state, and federal sources. This review focused on identifying local funding sources, especially those that are unique. While a preliminary summary of local, state, and federal sources is provided below, a more extensive list will be developed from interviews and surveys with local transportation professionals.

Of the local plans reviewed, the most common funding mechanisms for right-of-way improvements include:

System Development Charges (SDCs)

SDCs are a one-time fee that is imposed on new developments (also on some types of redevelopment in some communities). SDCs are calculated based on estimated trip generation rates and traffic impacts from a proposed project and can be used for both on- and off-street facilities.

Local Improvement Districts (LIDs)

LIDs are a legal mechanism used by cities or private property owners to fund and construct localized projects such as streets, in-street bicycle facilities, sidewalks, and stormwater management features. Through the LID process a group of property owners in a specified area can share in the cost of transportation improvements. LIDs have recently been used to install new sidewalks in Baker City and Portland, as well as bicycle facilities in Ashland.

Urban Renewal Areas (Tax Increment Financing)

Urban Renewal Areas (URAs) are used to improve specific areas of a community that are poorly or under-developed. URAs are authorized by Oregon law to finance improvements in these neighborhoods and districts using tax increment financing. Under an established URA program a portion of property tax revenues from properties in the URA is earmarked to financing designated improvements within the urban renewal district.

General Obligation Bonds

General obligation debt (ORS 287A.050) has been the traditional form of financing for capital projects including municipal roads and must be voter approved. General obligation bonds may be issued for capital investments that have a life expectancy of one year or more. These bonds are secured by the full-faith-and credit as well as the taxing



authority of the issuing municipality. All unrestricted resources of the issuing municipality may be used as a means to repay the bond.

Revenue Bonds

Revenue bonds are issued under the authority of the Oregon Uniform Revenue Bond Act (ORS 287A.150) and require no voter approval. These bonds are usually reimbursed from user or system charges, grants, or excise taxes or other municipal revenues.

Local funding mechanisms that are occasionally utilized included:

Local Options Taxes

There are multiple local options available to local and county municipalities in Oregon. Local option taxes include gas, sales, income, payroll, and employer taxes, as well as vehicle registration fees. Examples of local options taxes currently implemented include:

- A \$19 annual vehicle registration fee in Multnomah County.
- A \$30 or \$43 annual vehicle registration fee is currently being considered in Washington County.
- A hotel/motel tax in Roseburg, which funds tourism, economic development, and sidewalk improvement programs.
- Gas taxes in 2 counties and 17 cities.
- The Washington County Major Streets Transportation Improvement Program (MSTIP) is funded through a local property tax. Since 1986, 111 projects including new roads, sidewalks, bridges, and bicycle facilities totaling \$555 million have been constructed using this source. Funds can be used for multi-modal transportation projects and focus on developing complete streets. This funding source was approved by voters as a levy in 1986, 1989, and 1995 and permanently incorporated into the county's general fund in 1999. In 2008 an update, titled the Transportation Development Tax (TDT) was approved by 70% of voters. An average of \$35 million per year is available for the next five years. Projects are evaluated based on the following criteria:
 - Improve safety.
 - Remove bottlenecks.
 - Major roads used by many residents.
 - Address multiple transportation demands (cars, trucks, bikes, pedestrians, transit).
 - Rank as high local government priorities.



- Geographically balanced, providing benefits to residents all around the county.
- The Washington County Urban Road Maintenance District (URMD) dedicates 25 cents per \$1000 property tax raises ~3.3 million per year for local roadway maintenance.

Local funding mechanisms that are occasionally utilized include:

- The Central Lane Council of Governments examined the possibility of implementing a county gas tax as described in their Regional Transportation Plan. Findings estimate that for every 1 cent of gasoline tax in Lane County, \$1.2 million will be generated annually.
- The Central Lane Council of Governments estimates that an additional \$15 vehicle registration fee in Lane County would generate \$5 million annually.²

Transportation Utility Fees (TUFs)

TUFs (also known as Street Utility, Road User, or Street Maintenance Fees) are monthly fees collected from residences and businesses for the use of the transportation system in a municipality. Fees are assessed based on the expected number of trips for each land use. Funds from TUFs are currently used primarily for maintenance and repair of roadways.

- TUFs are currently assessed in Oregon City and Ashland and are currently being considering in Portland.
- The City of Corvallis' sidewalk maintenance fund is funded through a fee paid by all Corvallis utility account holders.

Other Potential Funding Sources Include:

USDA Rural Development Options Taxes

- **Rural Business Enterprise Grants (RBEG)**
RBEG grants are provided for rural projects that facilitate development of small and emerging rural businesses help fund distance learning networks, and help fund employment related adult education programs. Grants typically range from \$10,000 to \$500,000.
- **Rural Business Opportunity Grants (RBOG)**

² Central Lane MPO RTP, page 42



The primary objective of the RBOG program is to promote sustainable economic development in rural communities with exceptional needs. The maximum grant award is \$100,000 awarded on a competitive basis.

For state funding, highway funds from ODOT sources require at least 1% be spent on bicycle and/or pedestrian infrastructure (ORS 366.514). No policies were found that required investment above this level. For federal funding, several communities mentioned the possibility of leveraging transit funds to assist with bicycle and pedestrian planning; this may be especially useful for providing connectivity to transit (last and first mile trips). Additional state and federal funding sources are described in the state resources summary in Section 2.1.

Local Bicycle and Pedestrian Programs, Activities, and Resources

While not all plans reviewed bicycle and pedestrian programs at a detailed level, this information is sometimes provided. For a more comprehensive list of programs, activities and resources in Oregon, see Appendix B. Common program and activity types from sampled plans include:

Curb Ramp Sidewalk Infill Programs

Municipalities in Oregon acknowledge their responsibility to provide accessible well maintained sidewalks, including curb ramps. One such program in Corvallis, the Sidewalk Safety Program, consists of a rotating annual survey and subsequent improvements for 1 of 11 sidewalk districts.

Bicycle Parking Programs

Quality, easily accessible parking is recognized as a critical component to encouraging bicycle use in many local plans. In addition many communities require new and expansion developments to provide bicycle parking near the front door.

Wayfinding Programs

Many communities have recognized the importance of providing both residents and visitors with resources to navigate as bicyclists and pedestrians. Suburban communities, such as Milwaukie, are increasingly planning and installing wayfinding systems.

Safe Routes to School (SRTS)



Communities across Oregon through a variety of partnerships including health departments, school districts, and bicycle/pedestrian committees have established SRTS programs that foster collaboration. Through grant funding Klamath Falls provided a half-time SRTS Coordinator and provided education, encouragement and enforcement activities at local schools.

Education Programs

Several education programs, in addition to SRTS, were identified in plans reviewed. One such program, SmartTrips: Springfield, uses education and incentives to encourage people take trips via active transportation and transit.

Maintenance Programs

Maintenance is recognized as a critical aspect of providing quality bicycle facilities in most local plans. Several local programs were reviewed, including Milwaukie's bike lane sweeping program, which commits to sweep bike lanes every 8 days.

Sidewalk Inventory

Sidewalk inventories at the regional level tend to focus on major roadways along key corridors, specifically those that connect regional destinations. For example Bend MPO has created a sidewalk inventory to provide a systematic program for prioritizing and constructing sidewalks to improve regional pedestrian friendliness.

Local Data Collection and Analysis

While not a required element, some local plans and policies describe the processes of data collection and analysis. Data collection processes that are described focus on collecting bicycle and pedestrian volume data. Other data collection includes gender, helmet use, and seasonal trends. Data collection on facility conditions reported in plans includes curb ramp and sidewalk condition.

Many communities stress the importance of prioritizing bicycle and pedestrian improvements and many identified variables evaluated. However, rarely does any plan tie the need to prioritize improvements with data collection and analysis. Many prioritization efforts are described as the evaluation of each project against the goals of the TSP by municipal staff and advisory committee members. Examples of good data driven analyses were found in Washington County and Portland. Few local plans describe the data resources utilized and whether any local data collection efforts are



necessary. Additional insight into the data collection and analysis process will be provided through the Data Review and Assessment Memo.

3.0 – SUMMARY

Findings

The review of Oregon’s existing transportation planning efforts helped reveal gaps, issues, and opportunities for active transportation planning throughout the state. Key findings reveal several encouraging trends and areas for improvement as summarized by Plan goals below.

General

- Documented prioritization of bicycle and pedestrian investments is occurring in some communities but is not standard practice. Prioritization methods vary significantly by community.
- Communities are increasingly exploring opportunities to develop local funding, separate from state and federal sources.
- Health and equity are valued but often not addressed in a significant way.

Goal: Safety



- Many local and regional plans emphasize creating safe spaces for pedestrians and bicyclists in and near school zones and in neighborhoods through the use of traffic calming and access management.
- The safe accommodation of bicyclists and pedestrians is central to most state plans and policies reviewed and are addressed through:
 - Elimination of barriers and obstacles such as at grade rail crossings wherever possible.
 - Promotion of encouragement and education strategies to ensure that bicyclists and pedestrians practice safe behaviors.
 - The use of safety, for bicycle and pedestrian as well as other modes, as a factor to guide investment.
 - The consideration of the safety of bicyclists and pedestrians in road maintenance functions.
 - The implementation of engineering solutions that provide safe, comfortable spaces for the most vulnerable roadway users.

Goal: Mobility and Efficiency

- Local active transportation and regional plans express policy support for developing bicycle and pedestrian facilities that provide direct and convenient transportation options for all community members and visitors.
- State plans focus on promoting programs and facilities that give Oregon community members and visitors greater bicycle and transportation choices and reduce reliance on any one transportation mode.

Goal: Accessibility and Connectivity

- Local and regional plans provide policy support to plan land use and transportation in conjunction with one another, in order to encourage walking and bicycling for short to medium distance trips.
- Accessibility and connectivity are well addressed through a variety of means including:
 - Identification of curb ramp and sidewalk needs along state highways and development of new dedicated funding sources to fill these gaps.



- “Highway Segment Designations” that define where design should prioritize local access for pedestrians, bicyclists, and transit over through movement of vehicles.
- Connections between active transportation infrastructure and other modes is addressed in some state modal plans, although often sparingly.
- Accessibility and connectivity are not consistently addressed in regional plans. Regional plans that do provide significant policy support for accessibility and connectivity focus on:
 - Ensuring that new developments provide pedestrian and bicycle facilities that are accessible and connected to existing infrastructure systems.
 - Providing pedestrians and bicyclists with legible wayfinding.
- Overall, there is a lack of policy on the connection between transit and active transportation.

Goal: Community and Economic Vitality

- Community and economic vitality specific to bicycle and pedestrian investment is discussed in the 2006 Oregon Transportation Plan and has been increasingly addressed in state plans and policies.
- Key partnerships have been established to promote tourism including the Ride Oregon Ride Program and the Bike Friendly Business Program (Travel Oregon) as well as the Oregon Scenic Bikeways (Oregon Parks and Recreation).
- Several local and regional plans recognize the potential impact of bicycle and pedestrian friendly environments in attracting skilled labor, businesses, and tourists, through increased quality of life, but few plans identified policies promoting bicycle and pedestrian related community and economic development.
- Several recent plans, especially in urban and suburban communities, have addressed bicycle and pedestrian tourism, such as the East Multnomah County Bicycle Tourism Initiative.
- [Oregon’s Main Street program](#) works with communities to develop comprehensive, incremental revitalization strategies based on a community’s unique assets, character, and heritage. The goal is to build high quality, livable, and sustainable communities that will grow Oregon’s economy while maintaining a sense of place. Design of the streetscape is a key element in this program.

Goal: Equity



- Local, regional, and state policy considerations related to equity are not addressed consistently in plans and policies reviewed.
- When equity is addressed, it is usually in the form of complying with ADA requirements. Low income, minority, low English proficiency, and other social equity issues are not discussed as significantly.
- Some exceptions to the above exist, typically in urban communities. For example METRO's Active Transportation Plan ensures that equity is addressed by including it as one of four factors in its prioritization methodology. In addition, Clackamas County's TSP promotes the provision of pedestrian and bike connections to transit facilities and the expansion of transportation options for residents in areas with transportation disadvantaged populations.

Goal: Health

- While health is often listed as a reason for investing in pedestrian and bicycle infrastructure for state, regional, and local plans, it is rarely integrated into plan policies or performance measures.
- Conducting analysis through a health lens, such as by using Health Impact Assessments, can develop policies that link active transportation and health but are not often discussed in transportation plans. Programs such as Crook County on the Move have utilized local data to obtain funding as well as inform transportation and land use decisions.

Goal: Sustainability

- Local, regional and state plans reviewed provide strong policy support for sustainability across ODOT regions and in all geographic contexts.
- Many plans support the use of environmental performance measures such as vehicle miles traveled and/or emission reductions.

Goal: Strategic Investment

- In communities with established prioritization methodologies the level of formality, transparency, and evaluation criteria vary significantly. Established methodologies, beyond what is required under the transportation planning rule, are not commonly found in rural communities.



- Plans reviewed indicate many communities are utilizing local and regional taxes and vehicle registration fees as a means to raise additional funds for roadway improvements.
- Maintenance of bicycle and pedestrian facilities is not consistently addressed in local and regional plans.
- Strategic investment is addressed throughout most plans in Oregon through:
 - Complete streets/routine accommodation.
 - Bicycle and pedestrian investments prioritization methods, with a focus on safety. Prioritization methods for bicycle and pedestrian investments vary significantly from community to community.
 - Synergies between transit and bicycle and pedestrian planning – planning for last/first mile trips and through providing ADA improvements.
 - Preliminary discussions about developing funding sources and alternative local funding mechanisms for bicycle and pedestrian infrastructure.
 - Protection of important investments through preservation (e.g., rail banking) and maintenance.

Goal: Coordination, Cooperation and Collaboration

- Local plan policies support coordination with neighboring municipalities as well as regional and state authorities in order to ensure bicycle and pedestrian facilities are connected and easy to navigate.
- Urban and suburban plans tend to have a greater focus on providing regional facilities such as shared-use paths that cross jurisdictional boundaries.

Funding

Bicycle and pedestrian funding in Oregon comes from a variety of local, state, and federal sources. State funding falls into three categories: funding that can only be used for state programs or in the right of way of state--owned facilities; funds that can be used for state or local facilities and programs; and federal funding that is available to both state and local jurisdictions. In 2013 ODOT restructured its funding strategy for the 2015-2018 fiscal years. As a result of this, all funds within the Statewide Transportation Improvement Program (STIP) were placed into either the Fix-It or the Enhance funding programs. Fix-It projects are those that maintain or fix existing highway infrastructure, while Enhance projects are those that enhance, expand or improve the transportation system.



Cities and counties must spend at least 1% of funds received from ODOT through the highway fund on bicycle and pedestrian infrastructure (ORS 366.514). No policies were found that required investment above this level. Further discussion with local transportation professionals will help assess if adjustments to ORS 366.514 (such as adjusting percentage requirements) might lead to better funding outcomes for bicycles and pedestrians.

To address declining state and federal funding, many municipalities are adopting new local funding sources for right-of-way improvements, including bicycle and pedestrian improvements. Local funding sources include: System Development Charges (SDCs); Local Improvement Districts (LIDs); Transportation Utility Fees; local option taxes (commonly including vehicle registration fees, gas taxes, and lodging taxes); and Tax Increment Financing. It is important to note that not all these funding sources are exclusively bicycle and pedestrian funding, however many communities have complete streets or routine accommodation policies that improve right-of-way conditions for all users.

Programs, Activities, and Resources

ODOT produces a variety of outreach and education materials in multiple languages including Safe Routes to School (SRTS) materials. ODOT provides technical assistance to cities and counties. Funding for outreach and education of SRTS is currently not funded beyond 2015, providing uncertainty for the future of the program.

ODOT has developed partnerships to address several areas of emerging significance, including health and economic development. The Memorandum of Understanding between the Oregon Health Authority and ODOT has led to the completion of several Health Impact Assessments, modeling committees and other activities to promote health around the State. Additionally ODOT has partnered with Travel Oregon and the Oregon Department of Parks and Recreation to develop economic development (specifically tourism) programs.

A variety of bicycle and pedestrian programs, activities, and resources were identified through the review of existing local and regional plans. Common local and regional programs include: curb ramp and sidewalk infill programs; bicycle parking programs; Safe Routes to School programs; wayfinding programs; education and encouragement programs; and maintenance programs. Many of these programs, activities, and resources may be valuable examples for other communities.

While a variety of transportation programs, activities, and resources were described in the plans and documents reviewed, the project team recognized there were many



existing resources not addressed. In order to ensure that all transportation programs were captured, Appendix B describes additional bicycle and pedestrian programs, activities, and resources in Oregon.

Data Collection and Analysis

One of the primary analyses conducted by ODOT on a regular basis, the Safety Priority Index System (SPIS), identifies potential safety problems on state highways. The original SPIS methodology only evaluated state highways, however more recent updates allow the methodology to evaluate most of the well-traveled roads, including on-state and off-state highways. In addition to the SPIS, the ODOT Analysis Procedures Manual outlines practices and procedures for evaluating ODOT plans and projects. Analyses that evaluate roadway conditions for pedestrians and bicyclists include: intersection safety; signal timing; and pedestrian crossings and clearance times.

Many local and regional plans stress the importance of prioritizing roadway improvements given limited budgets. However, this recognition does not always translate into the establishment of a data-driven methodology to prioritize bicycle and pedestrian improvements. Local Transportation Systems Plans often describe prioritization efforts as the evaluation of each project against the goals of the TSP by municipal staff and advisory committee members. When established methods do exist they tend to be in urban or suburban communities and vary significantly in terms of level of formality, transparency, and evaluation criteria. Data analysis in Washington County and Portland are good examples of data driven prioritization.

Few local plans describe the data resources utilized and whether any local data collection efforts are necessary. Data collection processes that are described focus on collecting bicycle and pedestrian volume data. Other data collection includes gender, helmet use, and seasonal trends. Data collection on facility conditions reported in plans includes curb ramp and sidewalk condition, which is often used to create GIS files for ADA assessments.

ODOT Performance Measures

The Oregon Department of Transportation has five key policy goals: safety, mobility and economic vitality, preservation, sustainability, and stewardship. Safety is measured mainly by the number of traffic fatalities and incidents. Mobility and economic vitality are evaluated through mobility metrics (including travel delay), but they do not directly measure economic vitality, although it is implied that increased mobility increases economic gain. System preservation is tracked by percent of pavement miles in fair or



better condition, and percent of bridges that are not distressed. One of the sustainability measures tracks the percent of urban state highways with sidewalks and bike lanes, however the comfort of a facility is not considered. As a public entity, ODOT has a goal of stewardship of public resources. Generating jobs, completing construction projects on time and on budget, and low wait times for ODOT services are all performance measures used to support this goal.

ODOT Key Performance Measures which specifically address bicycle and pedestrian considerations are described on page 21 of this document.

APPENDIX A

Reviewed Plans

This document provides a listing of the documents that were selected to be reviewed as a part of the Oregon Bicycle and Pedestrian Plan Existing Conditions Memo. The following types of documents were reviewed:

- TSP
- MPO
- Local
- Local Other (miscellaneous)
- State



The Existing Conditions Memo is part of a larger series of background reports that will help the project team identify and understand gaps, issues, and opportunities in Oregon active transportation. The reports focus on three areas, including:

- Plans, projects, and programs.
- Funding processes, policies, and sources.
- Bicycle and walking data sources.

The evaluation of these areas of active transportation planning assess the degree to which they (as individual documents, and as a statewide system as a whole) support, conflict with, or are silent with respect to the draft Oregon Bicycle and Pedestrian Plan vision and goals. This will help identify existing gaps, issues, and opportunities in pedestrian and bicycle planning and develop recommendations that realize the Plan's vision and goals.

Table 5: State Resources Reviewed

Plan	Year of Adoption
Transportation Options Plan	2015 (forthcoming)
Oregon Rail Plan	2014 (forthcoming)
Oregon Bicycle and Pedestrian Safety Implementation Plan	2014
Statewide Transportation Strategy	2013 (endorsed)
ODOT Sustainability Plan	2011
Oregon ADA Transition Plan	2011
Oregon Bicycle and Pedestrian Design Guide	2011
Oregon Freight Plan	2011
Oregon Transportation Safety Action Plan	2011
Oregon Transportation Plan	2006
Oregon Highway Plan	1999



Oregon Public Transportation Plan	1997
Oregon Bicycle and Pedestrian Plan	1995
Oregon Safe Routes to School Program	Ongoing

Table 6: Sample Regional Transportation Plans

MPO Plan	Region	Year of Adoption
Metro Active Transportation Plan	1	2014
Metro Urban Growth Management Functional Plan	1	2012
CAMPO Area Regional Transportation Plan	2	2012
Mid-Willamette Regional Transportation Plan	2	2011
Central Lane Regional Transportation Plan	2	2011
RVMPO Regional Transportation Plan (Rogue Valley)	3	2013
Bend MPO Metropolitan Transportation Plan	4	2007

Table 7: TSPs Reviewed

Community	Region	Year of Adoption	Population Density (Persons per Mi ²)
Milwaukie	1	2011	4,209.8
Hood River	1	2007	2,810.6
Polk County	2	2009	102.0
Springfield	2	2014	3,774.0
Toledo	2	2013	1,589.4
Ashland	3	2012	3,046.7
Coos County	3	2011	39.0
Myrtle Creek	3	2006	1,370.1
Crook County	4	2011	7.0
Klamath Falls	4	2012	1,050.0
Baker City	5	2013	1,372.6
Morrow County	5	2005	5.0
Clackamas County	1	2014 ³	201.0

Table 8: Local Active Transportation Plans Reviewed

Community	Region	Year of Adoption	Population Density (Persons per Mi ²)
Portland (Bicycle)	1	2013	4,375.1

³ Clackamas County adopted a Bicycle and Pedestrian Master Plan in 2003, and is currently developing an Active Transportation Plan. The newly adopted 2014 TSP was reviewed in order to gain a more current understanding of bicycle and pedestrian planning in Clackamas County.



Portland (Pedestrian)	1	1998	4,375.1
Washington County	1	2010	732.0
Wilsonville	1	2006	2,705.8
Eugene	2	2012 (accepted)	3,572.4
Roseburg	3	2009	2,116.0
Lincoln City	3	2014	1,403.5

Table 5: Other Local Plans and Resources Reviewed

Community	Region	Year of Adoption	Population Density (Persons per Mi²)
Hillsboro ADA Transition Plan	1	2012	3,833.1
East Multnomah County Bicycle Tourism Initiative	1	2014	1,690.0 (Multnomah County)
Portland Bike Count Report	1	2012	4,375.1
Trimet Pedestrian Network Analysis Report	1	2011	
Trimet Transit Investment Plan	1	2012	
Washington County Bicycle and Pedestrian Facility Design Health Impact Assessment	1	2012	732.0
Washington County Bicycle and Pedestrian Prioritization Project	1	2012	732.0
Eugene ADA Transition Plan	2	2008	3,572.4
Salem Pedestrian and Bike Safe Routes to School Evaluation	2	2011	3,228.3
Bend Bicycle and Pedestrian Documentation Project	4	2013	2,321.7
Rapid Health Impact Assessment of Crook County/Prineville Bicycle and Pedestrian Safety	4	2011	8.0 (Crook County), 847.3 (Prineville)
City of Madras: Creating Safe Routes to School	4	2009	1204.4
Baker County Transportation Standards	5		5.0



APPENDIX B

Oregon Transportation Options Programs, Activities, and Resources

While a variety of transportation programs, activities, and resources were described in the plans and documents reviewed, the project team recognized there were many existing resources not addressed. In order to ensure that all transportation programs were captured, this appendix describes additional bicycle and pedestrian programs, activities, and resources in Oregon. This appendix draws summaries of existing transportation options programs, from the forthcoming Oregon Transportation Options plan. For a complete evaluation of transportation options plans see the Transportation Options Plan Existing Conditions Report.

Drive less. Save more.

In 2006, the Oregon Legislature developed a legislative action to direct the Oregon Department of Transportation (ODOT) to engage in public outreach activities to educate the public about alternatives to driving alone. The statewide outreach campaign - Drive less. Save more. (DLSM) - was first launched in 2009 in the Portland metro region. At that time, the program was implemented by a local marketing firm (Pac\West) under



the direction of Metro. ODOT provided the funding via an intergovernmental agreement with Metro (using federal flex funds). Metro managed the program with ODOT oversight and its roll-out was focused in the Portland metro region.

In 2010, the DLSSM contract was rebid. Pac\West was awarded the contract again, however this time, ODOT took over the administration of the contract and took the program statewide. A complete timeline of the DLSSM and Drive Less. Connect. (DLC) programs is provided in Figure 2. Since its inception, the public information campaign has created numerous television and radio ads, billboards, support materials, and internet campaigns to educate the public about driving less. In an evaluation of the program conducted in 2009, the campaign had contributed to the reduction of 21.8 million vehicle miles traveled, saved \$3.3 million in gasoline costs, among other accomplishments highlighted in the sidebar below.

Drive Less. Connect

Drive less. Connect. (DLC) is Oregon's branding of the tri-state ICarpool rideshare matching and trip logging service. Oregon, Washington, and Idaho utilize the same database and software application. In the key Portland/Vancouver market (and other border communities) there is a single database which allows seamless ridesharing across state lines. The online tool enables users to also track their fuel savings and trip count. Use of the service is free and users do not need to own a car to participate. Starting in 2012, the RPTD TO program initiated statewide Regional Network Administrators to help market the tool locally. As of 2014, there are nine Regional Network Administrators which include transit agencies, city governments, and metropolitan planning organizations (a map illustrating the nine RNA's in the state is shown in Figure 6). The statewide marketing for the program is currently led by Pac\West Communications.

As part of *Drive Less. Connect.*, the RPTD TO program manages a statewide *Drive Less Challenge* each year. The *Drive Less Challenge* is a 12-day competition to encourage commuters to drive fewer miles. The first statewide competition began in 2013 and the state collectively eliminated 913,664 vehicle miles and 658,696 pounds of carbon dioxide emissions. By not driving alone, participants saved more than 33,000 gallons of gasoline and \$225,000. These savings surpassed the State's goal of reducing vehicle mile traveled (VMT) by half a million miles. Complete *DriveLess Challenge* results are provided in Figure 5 below.

ODOT SRTS

Oregon's Safe Routes to School (SRTS) program is part of a national initiative to increase the rates of bicycling and walking to school. SRTS programs help make bicycling and walking to school safer and more appealing, encouraging a healthy and active lifestyle from an early age.

The program initiatives are modeled around the "5-E" concept. The areas of focus are Education, Encouragement, Engineering, Enforcement, and Evaluation. An additional



“E” for “Equity,” has been included in some municipalities. Different programs vary in their approaches to participating in each of these program areas, but most participating schools have special events that accomplish education and enforcement initiatives.

Safe Routes to School programs in Oregon are managed by a range of partners, including school districts, County Health Departments, local jurisdictions, and regional non-profits. Although implemented by local partners, a statewide Safe Routes to School Program established in 2006 administers funding for the programs. This program is housed in the Transportation Safety Division at the Oregon Department of Transportation.

The statewide SRTS program administers a competitive grant program for education, encouragement, enforcement, and evaluation for jurisdictions and schools around the state to implement local SRTS programs. Funding is allocated on a yearly basis; applicants can apply for up to three year’s worth of funding. In addition to providing local funding for SRTS programs, the statewide program provides funding under a technical services grant to develop and manage the statewide SRTS website (www.oregonsaferoutes.org) and do direct outreach and training to local schools – particularly those who have not yet received SRTS funding to get the conversation started at the local level. For the past two years, Commute Options in Bend has received the statewide technical services grant. In 2014, a portion of the technical services grant will be set aside for small SRTS Action Plan projects of up to \$3,000 each. The intent is for these grants to be used as an incentive for communities to start thinking about SRTS.

Park and Rides

Park-and-ride lots are an important component of the transportation system. These lots provide an opportunity for transportation system users to travel to a destination to connect with a more efficient mode of transportation, such as a carpool, vanpool, or transit service.

Two initiatives in Oregon are currently underway to both formalize and document existing park and ride lots in Oregon:

Statewide park-and-ride inventory

ODOT’s Rail and Public Transit Division is working with TO providers across the state to maintain a statewide park-and-ride inventory. The purpose is to collect information related to park-and-ride location, vehicle parking capacity, bike parking capacity, transit connections, and site amenities.

Preliminary data on park-and-ride locations has been collected from TO providers across the state and is represented in Figure 10 through Figure 13.



ODOT “pop-up” park-and-rides

ODOT is developing a process to identify informal park-and-ride use on state right-of-way outside of urban areas and to identify opportunities to invest in park-and-ride facilities on ODOT right-of-way.

BTA Commute Challenge

The Bicycle Transportation Alliance Commute Challenge is a statewide effort that occurs every September. The purpose of the Challenge is to encourage employers to engage their employees in a friendly competition to see how many miles – and what percent of trips – are made by bike during the month.

In 2013, over 1,200 workplaces with 10,000 employees participated in the challenge, logging over one million bike miles. Approximately 80% of participation is in the Portland Metro; strong participation is also in the Salem, Eugene and Corvallis.

Walk + Bike Challenge

The Bicycle Transportation Alliance also manages the statewide Walk+Bike to School Day in October, and the May Walk + Bike Challenge Month, both annual events geared toward getting kids physically active when traveling to and from school. The BTA receives annual funding from the statewide Safe Routes to School Program to administer the programs. In 2013, 260 Oregon schools participated in the October event, and 116 schools participated in the May event.

Oregon Walks

Oregon Walks is a non-profit membership organization dedicated to promoting walking and making the conditions for walking safe, convenient, and attractive for Oregonians. Programs include (among others):

Crosswalk safety education and enforcement

This is a pilot program in partnership with Portland Bureau of Transportation that aspires to increase community awareness and understanding of Oregon crosswalk laws and pedestrian safety through specific actions and community conversations.

WalkSmart

These workshops are given around the state to provide on-the-street experience to increase the understanding and comfort level of pedestrians. The program is supported through a grant to Oregon Walks from the Northwest Health Foundation.

Pedestrian Legal Clinics

The Pedestrian Legal Clinics are a presentation by the Willamette Pedestrian Coalition and lawyer Ray Thomas of Swanson, Thomas & Coon. The 60 minute course uses: "Oregon Pedestrian Rights; A Legal Guide for Persons on Foot" and covers the laws that protect pedestrians.



Pedestrian Safety Enforcement Mini-Grants

Pedestrian Safety Enforcement Mini- Grants program help Police and Sheriff agencies throughout Oregon improve pedestrian safety by educating community members on Oregon’s crosswalk laws through pedestrian safety enforcement actions.

In addition to the above programs, Oregon Walks is a leading advocacy group for pedestrian safety in Oregon.

Transportation Options Group of Oregon

The Transportation Options Group of Oregon (ToGo) is a membership organization that represents Oregon’s primary association of professionals and advocates collaborating to promote a balanced and integrated system of transportation alternatives to the single-occupant vehicle. The group provides information and resources to transportation options providers, in addition to staying actively engaged in legislative issues around transportation options.

Move Oregon

MOVE Oregon is a non-profit advocacy group working to create vibrant, healthy, economically successful communities where public transportation provides an affordable, convenient, and safe transportation option that benefits everyone. The group was founded to advocate for transit in urban and rural Oregon.

Region 1

Metro Regional Travel options Program

The goal of the Metro Regional Travel Options (RTO) program is to improve travel options and decrease reliance on single occupancy vehicles as the primary mode of travel. The RTO program supports the region’s efforts to comply with federal air quality and congestion management requirements and brings a wide-range of benefits to the region.

Four goals from the 2012-2017 Metro RTO Strategic Plan guide the program:

- **Goal 1** - Align the RTO program with regional economic development, growth management, and livability objectives
- **Goal 2** - Be a leader in developing local, regional, state, and national policies that promote walking, biking, transit, and high-occupancy vehicle travel



- **Goal 3** - Support local partners to engage with employers and commuters to increase the use of travel options for commute trips
- **Goal 4** - Develop tools to support the use of travel options to reduce drive-alone trips In partnership with regional jurisdictions, non-profits, and public-private partnerships, the RTO program achieves its mission by investing in the following programs: (1) collaborative marketing, (2) commuter services, (3) traveler information tools, (4) transportation management associations, and (5) the travel options grant program. The RTO program also measures and evaluates its programs and provides policy and technical support for TO across the region.

Collaborative marketing

The goal of the RTO collaborative marketing program is to increase awareness and use of travel options. This program area includes map creation and distribution, outreach, and traveler information. The Bike There! maps and Walk There! Guidebooks show the safest and most enjoyable routes throughout the region. The goal of the bilingual ¡Vámanos! campaign is to increase walking and biking among community members in Cornelius, Forest Grove, and Hillsboro.

Commuter Services

Metro's commuter services program provides dedicated money to TriMet and Willsonville SMART for employer outreach. This funding also supports the regional vanpool program and ridematch program, *Drive less. Connect* (DLC). Metro is the Region 1 Regional Network Administrator for DLC (see Region 1 DLC data in Figure 3).

Transportation Management Associations

Metro's commuter services program provides dedicated money to TriMet and Willsonville SMART for employer outreach. This funding also supports the regional vanpool program and ridematch program, *Drive less. Connect* (DLC). Metro is the Region 1 Regional Network Administrator for DLC (see Region 1 DLC data in Figure 3).

Individualized Marketing

The RTO program provides grants for individualized marketing campaigns, including SmartTrips and Discover Wilsonville. These programs are described in more detail below.

Trimet Commuter Services

TriMet is the regional transit agency serving Portland and many of the surrounding cities located within Multnomah, Clackamas, and Washington counties. Housed within the agency is a transportation options program focused on increasing the use of non-single occupancy vehicle use for commute trips among employers and colleges. The



program also increases awareness of travel options through regional campaigns and provides education about travel options in suburban areas including those not served well by transit.

TriMet Employer Outreach Program

The TriMet Employer Outreach Program serves employers and colleges of all sizes in the Portland metro region with transportation program assistance, transit pass programs, and survey support for the Oregon DEQ's Employer Commute Options (ECO) compliance (see sidebar). The TriMet outreach program reduces vehicle miles traveled by educating employers, offering promotional campaigns, meeting with employees, providing online employer communications, and supplying materials for using the transportation options in the region. TriMet supplies transportation survey data in aggregate to the Metro RTO program, in addition to assisting partners with transit operations information and opportunities to participate in campaigns.

Smart Transit – City of Wilsonville

South Metro Area Regional Transit (SMART) offers a variety of services to meet the transportation needs of Wilsonville's citizens and area visitors. These include bus connections to Portland, Salem, Canby, Tualatin, and bus service throughout Wilsonville.

Wilsonville's SMART Commute Options program helps employers and employees find the best way to get to work using transit, car or vanpooling, walking, bicycling, teleworking, carsharing, or park-and-rides. SMART Transit helps employers set up transportation programs, including vanpool coordination, employee newsletters, and transportation fairs at worksites throughout Wilsonville.

Walk Smart

Walk Smart is a free program that encourages participants to walk more by providing resources and inspiration. Each program participant receives a pedometer, safety light, and a log sheet to record their daily step counts. They also receive information on the benefits of walking and tips on safe walking. At the end of each month, participants report their step counts online and are eligible to win rewards in a monthly drawing.

Bike Smart

Bike Smart provides resources on the website and organizes group rides. The group rides highlight the parks and trails throughout the city. The pace is slow and meant to include bicyclists of all skill levels.

Bike and Walk Map

The water resistant map includes local resources for biking and walking, advocacy links, pedestrian tips, bike safety tips, and information for bringing a bike on the bus. The



maps are available for free at Wilsonville's City Hall, Community Center, Library, and Visitor's Center.

Bicycle Lockers

SMART operates 48 bicycle lockers at SMART Central at Wilsonville Station. These lockers are offered free of charge after completing an online agreement form.

SMART Options

The SMART Options program assists employers with DEQ ECO compliance and helps employees find the best way to get to work by planning trips for transit, rideshare, walking, and bicycling.

Discover Wilsonville was a one-year individualized marketing program sponsored by SMART and funded by a grant from Metro. The 2011 campaign provided participants with all of the materials necessary for commuting by bike, foot, transit, or carpooling. The kits included bike and walking maps, pedometers, safety items such as reflectors and bike lights, and transit and rail schedules to help plan trips. Prizes for participation were offered. The program provided 745 Walk Smart Kits, 533 Bike Smart Kits, and 461 SMART Travel Planner Kits. The program sponsored a monthly newsletter and offered assistance in English and Spanish.

Wilsonville Sunday Streets

Wilsonville Sunday Streets is a special event that connects neighborhoods, parks, and people on traffic-free streets filled with interactive entertainment, music, physical activities, and food. The 2012 event attracted more than 4,000 participants.

Wilsonville Walkers

SMART organizes the Wilsonville Walkers, a walking group for Wilsonville residents over the age of 55. The group meets twice weekly to walk for two miles on local paths. The walking schedule is published monthly in the *Wilsonville Community Center Gazette*. The route map is published on the website.

City of Portland Transportation Options Programs

The City of Portland Transportation Options program serves 603,106 residents in coordination with TriMet, Metro, and several Transportation Management Associations.

Smart Trips: Portland

SmartTrips developed out of a European individualized marketing program called TravelSmart. In 2002, PBOT organized a pilot project to reach out to over 600 households. The program expanded to include 6,100 households the following year.



SmartTrips currently offers several programs, including SmartTrips Business, SmartTrips Neighborhood, and SmartTrips New Resident programs.

The SmartTrips programs encourage cycling, walking, and transit through programming and educational marketing. Interested individuals may order free commuter kits, which include bicycle maps, carpool information, a transit system map, and a resource guide. SmartTrips also links participants to more than 100 activities, including classes and walks. SmartTrips Business operates similarly to other SmartTrips programs but places the focus on employers and commuters. The program provides additional services, such as information about free bike rack installation at work places and consultation on tax-deductible investments to integrate sustainable transportation into business operations. In 2011, the program served more than 1,000 businesses and distributed nearly 12,000 employee commute kits.

SmartTrips Neighborhood program carries out similar programming as SmartTrips Business, but SmartTrips Neighborhood targets a neighborhood. Within the neighborhood, the Portland Bureau of Transportation works to connect residents with local events and releases newsletters with information pertinent to residents in the target area. In 2013, the central city was the target area. The last SmartTrips Neighborhood program with a final report was the 2010 SmartTrips Green Line program. The report states that 8,200 households in the target area either ordered materials or participated in at least one of the 95 Transportation Options events.

The SmartTrips New Resident program aims to encourage all recent movers, whether new to the Portland area or new to their neighborhood, to explore transportation options. The new residents took 10% fewer single occupant vehicle trips on average. The rate of taking transit, walking, and bicycling increased by 14%.

Walking and Biking Groups

The City of Portland coordinates numerous walking and bicycling groups. It links the groups with participants of other programs, including SmartTrips. Participants of the Ten Toe Express events walk 2.5 to 4.5 miles through historic neighborhoods. Senior Strolls and Women on Bikes rides target specific demographic groups, and the Portland by Cycle rides are themed.

Bike Parking

PBOT provides bike parking and collaborates with businesses to install better parking options for both short- and long-term uses. For short-term uses, PBOT has installed more than 100 bike corrals throughout Portland. Bike corrals provide parking for 12 to 24 bicycles by replacing one or more on-street car parking spaces. For long-term uses, bicyclists may rent a bike locker at one of the 11 locations throughout downtown Portland. The City charges \$50 for three months and \$95 for six months with a \$95 key deposit.



Bike Sharing

Public bike sharing programs have grown from just a handful of European cities a decade ago to hundreds of cities across five continents today. Portland's vision for bike share predated the modern systems that other cities have begun operating in recent years. The Yellow Bike Project, launched in 1994, brought public bike share to North America for the first time. The City partnered with a local non-profit to provide 60 bicycles free of charge until the program ended in 2001.

PBOT is currently working with the bike share contractor Alta Bicycle Share to implement a modern bike share program scheduled to launch in Spring 2014. This program will provide a network of unmanned docking stations with bicycles for public use. The planning process includes a map where residents may pinpoint the locations of potential future stations. PBOT has initiated a marketing campaign to educate the public about the new infrastructure.

Brownbag Series for Biking

Every third Thursday of the month, PBOT hosts a brown bag presentation on cycling-related topics at City Hall. Past topics have included supporting diversity in bike culture, bike blogging, overviews of recent planning efforts, and neighborhood solutions to high crash corridors.

Sunday Parkways

Sunday Parkways developed from an idea that originated in Bogotá, Columbia, where the City closes 70 miles of streets to vehicle traffic on Sundays. Portland initiated a scaled down version of the Bogotá event in 2007, making Portland the first city in North America to host such an event. More than 15,000 people participated, establishing Sunday Parkways as a community institution that has since grown.

Sunday Parkways now takes place on five Sundays in five different areas of the city. By closing off the streets to motor vehicle traffic, PBOT opens the streets up to cyclists and pedestrians, creating space for entertainment and educational programs. The events often draw more than 20,000 participants.

Videos

The PBOT Transportation Options program creates educational videos to demonstrate how to use new on-street bike infrastructure and how to use bike signals.

City of Portland Safe Routes to School

PBOT partners with schools, neighborhoods, community organizations, and other groups that work to develop higher walking and biking rates among elementary and middle school students. The program's education efforts include newsletters, school-specific maps, and special events with law enforcement officers teaching bicycle safety. In 2013, the City of Portland received a non-infrastructure grant of \$19,763 from the state Safe Routes program for trip tracking equipment and free-standing bike parking.



Sunnyside School and Richmond Elementary benefited from this grant, which allowed the schools to run their own sustainable encouragement programs for walking and biking to school trips. The project also provided 158 of the budgeted 324 bike parking spaces at schools throughout the city. The project benefited from relationships built over the years among the city and schools and district partners.

Lloyd Transportation Management Association (TMA) Transportation Options Programs

The Lloyd TMA serves 575 businesses, 21,000 employees, and a growing number of residents within the Lloyd District in Portland. The district hosts several important attractions, such as the Lloyd Center Mall, the Oregon Convention Center, the Rose Garden Arena, and the Memorial Coliseum. The district also has high-density uses, including hotels, businesses, and commercial outlets. The Lloyd TMA is a private nonprofit that was formed to help employers, developers, building owners, and government entities can work collectively to establish policies, programs, and services to address local transportation issues and foster economic development in the district.

As a result of the Lloyd District programs, drive-alone trips have decreased from 60% in 1997 to 41% in 2011, representing a 32% decrease over 15 years. This has helped the Lloyd TMA reach its ultimate goal to improve air quality, increase capacity for customer and visitor trips, reduce future parking development costs, and create a more vital and attractive business district.

Commuter Connection Store

At the Lloyd TMA's Commuter Connection store, commuters can purchase transit tickets and passes, bike locker rentals, bike gear and accessories, passes to use the showers at the Lloyd Athletic Club, and transportation-themed gift. The store also provides services, including rideshare matching, transit and bicycle trip planning, photo IDs for the transit pass program, and a computer workstation to help patrons plan their next commute trip.

Lloyd Links (Rideshare)

The Lloyd TMA hosts Lloyd Links, the online rideshare matching program provided through *Drive Less. Connect.* Lloyd Links designs personalized commute plans for employees working in the Lloyd District. The tool provides information on walking, biking, carpooling, and carsharing (Zipcar, Car2Go, and Getaround). The Lloyd TMA also maintains a database of District employees interested in finding a carpool match. The Lloyd TMA introduces the interested commuters via email to bring the carpool together.

Commuter Rewards

Commuter Rewards is an online incentive program for people who bike, walk, telecommute, or take public transit to work in the Lloyd District. After registering for



the program, participants log their non-automobile commute trips. In doing so, the participants automatically enter themselves to win monthly prizes. The more trips an individual makes, the more likely they are to win a prize.

Commuter Outreach

Outreach initiatives for the Lloyd TMA include hosting events, such as the Transportation Coordinators Forum luncheons or construction update meetings. The Lloyd TMA regularly participates in the Portland Streetcar Board of Directors meeting, Streetcar Citizen Advisory Committee meetings, Central City Standing Committee meetings, Lloyd District Community Association general meetings, and Lloyd District Community Association fundraisers. The Lloyd TMA also maintains a presence at fairs, such as the Knowledge Universe Wellness Fair and the Lloyd Center Health Fair.

General Marketing and Communications

The Lloyd TMA has a number of ways to reach out to commuters in the Lloyd District. Staff maintains six kiosks throughout the districts, stocking them with posters, promotional materials, and TriMet schedules. Lloyd TMA maintains an online presence through e-newsletters, Facebook, and Twitter.

Washington Park Transportation Management Association (TMA) Transportation Options Programs

With three million annual visitors, Washington Park is one of the most visited parks in Portland Parks and Recreation system. The park houses some of Portland's most famous attractions, including the International Rose Test Garden, Oregon Zoo, World Forestry Center, Hoyt Arboretum, Portland Children's Museum, and Portland Japanese Garden.

The park suffers from transportation challenges, many of which have been widely recognized by park patrons for two decades. Some of the identified challenges include poor access, insufficient parking, limited parkwide coordination, congestion, safety concerns, deteriorating infrastructure, impacts on adjacent neighborhoods, lack of incentives to use the MAX light rail station, and no single source of consolidated information on transportation options. The nonprofit Washington Park TMA developed from a two-year public process that created an action and funding plan. The purpose of the Washington Park TMA is to provide coherent, coordinated, and professional management of access, transportation, and parking for the entire park and to serve as a single point of contact for public involvement and comment.

Beginning in January 2014, parking pay stations will begin generating revenue to fund better maintenance and security, a free parkwide shuttle service, a new park master plan, and improved safety for drivers, bicyclists, pedestrians, and visitors with disabilities.



Parking Management

The free park wide shuttle will help address many of the issues identified in the public outreach process, including poor access, insufficient parking during peak times, congestion issues, and limited coordination among attractions. Other TO initiatives, such as better information and wayfinding, will work to improve these issues and others, such as safety concerns and the need for a single source of consolidated information on transportation options and parking availability. These programs are currently under development.

Westside Transportation Alliance

The Westside Transportation Alliance (WTA) delivers programs and services to approximately 25 member businesses in Washington County. In addition to providing rideshare support through *Drive less. Connect.* WTA encourages alternative modes through the Carefree Commuter Challenge and the BTA Bike Commute Challenge. WTA shares information at transportation fairs, at local transportation committee meetings, on a comprehensive website, and through the monthly e-newsletter. The group also works on non-member based projects such as assisting with the Open Bike Initiative and studying transportation options strategies along Cornell Road in Hillsboro.

Bike Commute Challenge

The WTA supports the Bike Commute Challenge month in September through employee transportation coordinators, events, and newsletters. In September 2013, participants associated with WTA logged 77,000 miles ridden by bicycle.

Informational Videos

The WTA posts informational videos on its website to promote walking and biking as a commute mode. One of the videos features a doctor from Kaiser Permanente examining health problems related to obesity and inactivity. The doctor highlights the importance of incorporating active modes of transportation into everyday life. In another video, WTA staff share information for how to stay safe when commuting in the dark.

Drive less. Connect.

The WTA administers *Drive less. Connect.* for Washington County in partnership with the Metro RTO program. The WTA promotes DLC through newsletters, the website, and transportation coordinators.

Outreach

The WTA mails out monthly newsletters to promote DLC, videos, and other information. They also host events, such as the kick-off celebration for DLC's Carefree Commuter Challenge.



South Waterfront Transportation Management Association (TMA) Transportation Options Programs

Originally funded by Metro in 2010, the South Waterfront TMA currently operates within the South Waterfront Community Relations organization. The TMA provides information on the South Waterfront Community Relations website that promotes commuting by alternative modes.

The TMA shares additional information in the monthly e-newsletter and via Twitter. Residents and employees in the South Waterfront may purchase Portland Streetcar passes at the South Waterfront Community Relations office.

Drive less. Connect

The South Waterfront TO Program promotes DLC through their website, at the South Waterfront Community Relations office, and at events, such as the movies shown in Caruthers Park.

Outreach

The South Waterfront TO program hosts numerous outreach events. It has distributed shopping bags with the

Drive Less. Save More.

logo, partnered with “Go by Bike” to coordinate bike repair clinics, hosted informational walking tours to Pioneer Square, and organized guest speakers to lead discussions on TO options in the district.

Swan Island Transportation Management Association

The Swan Island Transportation Management Association (TMA) brings together area employers and regional agencies to expand transit service, improve pedestrian and bicycle access, and increase rideshare opportunities for employees in an effort to reduce traffic. Considering the importance of freight mobility to Swan Island, the TMA aims to reduce single occupancy vehicle trips to make freight transportation more efficient.

Trip Not Taken Program

The purpose of the Swan Island Trip Not Taken program was to reduce VMT by helping people live closer to where they work. The project had two objectives: (1) to help Swan Island employees discover North/Northeast Portland by providing information on home ownership, shopping, and other amenities; and (2) to help area residents discover Swan Island as a place to work by providing information about job opportunities. The valuation of the program has not yet been completed.



Commute Challenges

The Swan Island TMA has been a leader in promoting commute challenges, such as the Bike Commute Challenge and the July Carefree Commuter Challenge. The TMA facilitates friendly rivalries between some of the largest companies, including Daimler and Adidas. They also conduct an additional Winter Bike Commute Challenge. Participation in these events is rising. For the August Commute Challenge, participation rose from 118 employees in 2011 to 158 in 2012.

Drive less. Connect

The TMA leads the promotion efforts for DLC through outreach to major employers and employer transportation coordinators.

Outreach

The TMA hosts events that involve business leaders and other employees working in Swan Island. Presentations from health experts at Kaiser Permanente lead discussions on how active transportation can improve health. Moreover, the TMA leads individualized marketing efforts, targeting employees at some of the larger employers. The marketing material includes resources and trip planning advice. Employees needing further assistance to plan their trip seek out the TMA for more detailed trip planning advice. The “Going to the Island” marketing campaign, which helps employees in the district find alternative commute options, reached 1,500 employees.

Swan Other Safe Routes to School programs in Region 1

The State receives federal funding to administer Safe Routes to School (SRTS) programs throughout the state. Many of elementary and middle schools throughout Region 1 benefit from funding, including more than 80 schools in Portland alone. The local government bodies overseeing these programs include the City of Portland, Multnomah County, and the Beaverton School District.

Multnomah County

Multnomah County partners with the Reynolds School District to encourage biking and walking at schools in Fairview, Troutdale, and Wood Village. In 2013, Multnomah County Land Use and Transportation Planning administered an \$18,098 grant to implement activities for Troutdale elementary School. The program provided bicycle and pedestrian safety instruction to all 14 classrooms, including bicycle helmet safety education from Trauma Nurses Talk Tough. Other programs included the Troutdale Trekkers year-round walk/bike program, Stop and Walk program, May Walk and Bike Challenge, safety outreach, and other events. The program also developed a school pedestrian safety video, which launched at a community viewing party.

Beaverton School District

The Beaverton School District, the third largest school district in the state, has a unique mix of urban, suburban, and rural neighborhoods. The School District received a \$31,951 grant to address the School District’s struggle with motor vehicle congestion and associated safety concerns around school sites. After the



success of three years of district-wide SRTS programs, Washington County's Land Use and Transportation Office hired a SRTS coordinator. This coordinator mapped good walk and bike routes to and from the 41 district K-8 schools. She coordinated enforcement efforts and numerous events, such as the Walk + Bike to School Day and May Challenge Month

Region 2

Point2Point Solutions Transportation Options Programs

Lane Transit District (LTD) provides local bus and bus rapid transit (BRT) services to Eugene, Springfield, and surrounding communities. LTD manages nearly 100 bus vehicles in peak hours, and more than 11 million trips are taken per year.

Point2point Solutions is the regional transportation options program within the Central Lane MPO and provides transportation options programming for all of Lane County. The purpose of this program is to encourage bicycling, walking, and transit use through ridematching, vanpooling, special events, and educational materials. Point2point provides a range of information and services to communities in the region, including a group pass program for employers, SmartTrips programs in Springfield, Safe Routes to School, among others.

Organizational Structure

Point2point is housed at the Lane Transit District but receives direction from a regional advisory body, Transportation Options Advisory Committee (TOAC). TOAC meets monthly and is comprised of members from Lane Transit District, Lane County, and the cities of Coburg, Eugene, and Springfield. In addition to TOAC, Point2point provides a monthly report to the Transportation Planning Committee of the Central Lane MPO. Point2point is staffed with six full time employees, including a Program Manager, Employer Program Coordinator, School Transportation Options Regional Safe Routes to School Coordinator, Rideshare Program Coordinator, Administrative Secretary, and a SmartTrips Program Coordinator.

Point2point partners with numerous public and private partners throughout the region, including the cities of Coburg, Springfield, and Eugene, Lane County, LTD, Lane Coalitions for Healthy and Active Youth, chambers, school districts, the University of Oregon, and private businesses through the LTD's group pass program.

LTD Group Pass Program for Employers

The Group Bus Pass Program is an annual contractual agreement between LTD and organizations that provide unlimited bus riding privileges to the organizations'



employees. The reduced-price transportation benefit is provided to all the employees similar to medical or dental plans. The organization agrees to purchase a bus pass for all of their employees or employee group at a reduced rate. The 2013 rate is \$4.84 per employee per month for LTD Payroll Tax Payers and \$5.63 per employee per month for non-LTD payroll tax payers. Participating organizations are invoiced quarterly based on the number of employees they report.

In 2011, there were 83 participating organizations and 45,580 participants. This represents an 11% rise in participants since 2005.

Commuter Club Voucher Program

The Commuter Club Voucher Program allows employers and employees to share the cost of an LTD transit pass for daily work trips through an annual contractual agreement between LTD and the participating organization. The employer agrees to pay at least 50% of a regularly priced monthly/three-month bus pass, and the employee pays the remainder. The company is invoiced monthly based on voucher usage. The current cost of a monthly bus pass is \$48.00 and \$130 for a three-month pass. In 2011, six organizations representing 800 employees participated.

Regional SmartTrips

The *Smart Trips* program provides informational literature, sponsors events, and organizes programs with the goal of educating the community on transportation options. In doing so, the program aims to save people money and improve their community by encouraging a higher rate of walking, cycling, ridesharing, and riding transit. Households and businesses can order free informational literature, and participate in events. By encouraging behavior change with an emphasis on fun, health, and saving money, *Smart Trips* increases biking, walking, public transit ridership, and carpooling. Individuals, families, businesses, and employees can order transportation resources that are delivered by bicycle.

Point2point partners with the cities of Eugene and Springfield to secure funding for future *Smart Trips* programs. The City of Eugene administers its own *Smart Trips* program, while in Springfield, Point2point provides the program. This collaboration between Point2point and the jurisdictions means *Smart Trips* can be delivered at a lower cost through material leveraging and support. In 2012, Point2point launched the first Springfield *Smart Trips* program in the Gateway area and targeted 5,033 households of which 11% participated in the program. The “post” survey showed that driving alone had dropped 9.7% among respondents. Carpooling rose by 3.0%, walking by 2.7%, transit (EmX) by 1.4 % and bicycling by 3.7%.

School Solutions

In 2004, Point2point expanded its programs and services beyond the work commute to include regional schools. The School Solutions Program educates and encourages families to try transportation options such as walking, biking, bus, and carpooling for



their school commute. Key components of the School Solutions Program include Connect2school and walk/bike outreach programs.

The Connect2school program is a free carpool matching service to help parents find carpool partners among families whose children attend the same school. Parents of more than 100 students used the service in 2011. Point2point Solutions also provides free customized mailings to help parents invite other families' students to join in walk-or bike-to-school groups. Since inception, these programs have served families of more than 1,600 students. Stipends for outreach programs are offered by Point2point to interested schools. This money can be used for encouragement events in observance of the annual International Walk and Bike to School Day.

Additionally, a current free student bus pass pilot program with one middle school seeks to address transportation barriers to attendance. Springfield School District in collaboration with Point2point will fund free transit passes for the Hamlin Middle School's 610 students. If successful and funding is available, the program holds promise for potential reinstatement of a broader regional student transit pass program.

Safe Routes to School

Point2point Solutions has supported the establishment of strong regional Safe Routes to School (SRTS) program in the three area school districts. In 2011, Point2point successfully secured funding to bring a 2-year program to the Bethel School District. In 2013, Point2point expanded the SRTS program to Springfield with funding for Springfield School District SRTS Coordinator.

Additionally, Point2Point advocated for the Eugene 4J and Bethel SRTS programs to receive continued funding from the Central Lane Metropolitan Planning Organization along with production of recommended Safe Routes to School maps for 50 regional elementary and middle schools. These efforts adhere to Point2point's recently developed strategy for a regional Safe Routes to School Plan. In 2013 and 2014, Lane Transit District received \$15,151 and \$49,482 respectively from the statewide Safe Routes to School Program administered by ODOT.

Drive less. Connect.

Point2point is the Regional Network Administrator for the statewide *Drive less. Connect.* program for all of Lane County.

Valley Vanpool

Point2point participates in the multi-jurisdictional partnership, Valley Vanpool. Working with Salem Area Mass Transit (Cherriots Rideshare) and Cascades West Council of Governments, the program reduces vehicle miles traveled associated with commutes in and out of the Salem-Eugene region. The Valley Vanpool program provides vanpool service from Corvallis and Salem to the University of Oregon and Eugene's city center. The cost of joining the vanpool ranges from \$100 to \$150 per month.



In 2011, the number of vanpools either terminating or originating in the Eugene-Springfield area increased from seven to eight. The average number of riders increased from 51 to 91 during the same timeframe, totaling more than 1.2 million vehicle miles reduced in 2010 and 2011. Point2point receives an annual average amount of \$78,000 as reimbursement by the National Transit Database (NTD). NTD funds are used to subsidize up to 50% of the lease cost of the vans in the region.

Business Commute Challenge

The Business Commute Challenge is a week-long challenge among businesses in Eugene and Springfield to see which team can have the fewest drive-alone trips in one week. The event takes place in May, but a half-week challenge is also planned in January. The 2011 Business Commute Challenge was successful with 107 businesses including 2,329 participants who reduced their driving by 92,958 miles, a 45% increase from the previous year. Participants saved 75,270 pounds of carbon dioxide by opting for alternative modes.

Emergency Ride Home Program

Point2point manages the region's Emergency Ride Home Program, which pays for a taxi for carpoolers, transit riders, cyclists, and pedestrians in the case of an emergency. The Employee Transportation Coordinator at participating businesses coordinates the ride home and Point2point reimburses the business for the cost. In 2011, 13 new employers enrolled in the program for a total of 123 registered employers and 118 new registered commuters, bringing the total number of registrants to 582. In 2011, Point2point provided six emergency ride home trips, costing a total of \$148.50.

Outreach and Education

Point2point staff develop outreach and educational materials for a variety of audiences. These efforts include presentations at numerous events and expos. In 2011, Point2point had a presence at 13 events. Examples of these events include presentations at the Good Earth Home and Garden Show, the Oregon Off-Campus Student Housing Fair, and the Green Lane Sustainable Business Network.

Carshare

In 2012, Point2point began facilitating Enterprise CarShare, a service which provides inexpensive access to hourly rental cars. Between January and September 2013, membership rose from 98 people to 141. There is one car located in Springfield and three cars located in Eugene. Members used the four cars available more than 500 hours in September, an increase of more than 300 hours from January.

Congestion Mitigation Program

In partnership with Lane Council of Governments, Point2point provides the region's jurisdictions and the general public with congestion mitigation services for road infrastructure projects with significant regional impact. In addition, Point2point



provides financial support and project monitoring to maintain the regional website, KeepUsMoving.info for congestion mitigation information.

The primary purpose of this program is to guide education, outreach, and promotional efforts to increase use of travel options during and after major regional infrastructure investments. The short-term goals are to provide information prior to and during construction so the public understand the traffic impacts and to increase regional awareness of TO and reduce congestion associated with road construction. The long-term goals are to increase the daily use of transportation options, decrease regional VMT, collaborate with jurisdictions to produce accurate construction information, and to create positive public relations between jurisdiction and public.

Bike Parking and Bike Locker Rental Program

Point2point secured funding and managed the Regional Bike Parking Study, which inventoried existing bicycle parking and modeled future supply and demand. It provided recommendations for inclusion of bike parking in development codes, best suited bicycle racks, increased amount of bicycle parking, and placement. For downtown Springfield and downtown Eugene, the demand model results were first adjusted to account for the current supply of racks. The resulting net demand was then prioritized with a two-step approach: 1) provide one rack per block face where none exist today (to make sure downtowns have a minimum level of accommodation for people arriving by bicycle), and 2) accommodate 25% of net demand, with a particular focus on “hotspots” of concentrated demand.

Point2point manages bike lockers at three transit stations which can be rented free of charge after signing a rental agreement and paying a refundable \$25 deposit. The Regional Bike Parking Study recommended the expansion of bike lockers throughout Eugene and Springfield and specifically highlighted the opportunity for 19 new lockers at key transit stations.

Park-and-Ride Program

In 2011, Point2point managed 25 park-and-ride lots throughout the region. Park-and-ride lot studies were conducted at select stations in May and October 2011. Surveys found that capacity is not an issue. Although lots differ, most of the lots surveyed found that the majority of users at the lots were using the lot for transportation purposes. Of those using the lots for transportation purposes, the majority were riding the local bus or BRT; a minority of users were walking, biking, or carpooling to their final destination.

City of Eugene Transportation Options Program

The city of Eugene has 156,185 residents including a large student population from the University of Oregon. The City of Eugene Public Works Department manages a



Transportation Options Program that provides marketing information and other programmatic services to the residents of the city. This Program supports infrastructure and transportation planning efforts.

Organizational Structure

The City of Eugene Transportation Options Program is housed in the Public Works Department under the Transportation Planning program. The program is staffed by the Transportation Options Coordinator (one full time employee) and supervised by the City of Eugene's Transportation Planning Manager. The Transportation Options Coordinator is supported by 4-6 interns annually – these are temporary staff that typically work during the summer months.

Ultimately, the Transportation Options Program work plan is guided by City Council Goals. The Transportation Options program works closely with a number of public and private partners in the region, including the Central Lane MPO, Lane County, Lane Transit District's Point2Point Solutions, the University of Oregon, Lane Livability Consortium, and the Lane Coalition for Active Youth. Private businesses and organizations have also provided considerable support to fund the Sunday Streets program.

SmartTrips: Eugene

In 2005, two years after Portland initiated its TravelSmart™ program, the Oregon Department of Transportation (ODOT) funded an individualized marketing pilot program in Eugene. The State hired SocialData to run the program and contracted with Commuter Solutions (now Point2point Solutions) to target 1,200 households. Surveys administered after the program ended documented a 7% reduction in vehicle miles traveled among program participants. As a result of the success of the TravelSmart™ program, the City of Eugene recommended an individualized marketing program in the 2008 Eugene Pedestrian and Bicycle Strategic Plan. This recommendation moved forward when the City secured a federal Energy Efficiency Block Grant from the Department of Energy and the Climate Showcase Community Grant from the Environmental Protection Agency. These two grants established the next generation of the TravelSmart™ program, renamed the *Smart Trips* program. Over two years, the program targeted more than 11,000 households across five neighborhoods: Harlow and Cal Young in 2010 and Whiteaker, Jefferson/Westside, and Trainsong in 2011. Recently, the City's targeted area focused on a Bethel area neighborhood.

The *Smart Trips* program is now regional in scope with a strong partnership between the City of Eugene and Point2point Solutions to provide informational literature, travel tools, events, and organized programs. In doing so, the program aims to save residents money and improve their community by encouraging a higher rate of walking, cycling, and riding transit. Each year, pending available funding, the City will choose a new neighborhood to participate.



Eugene Sunday Streets

Eugene Sunday Streets are free community events that feature several miles of traffic-free streets for residents and visitors to enjoy on foot or by bicycle. The first Sunday Streets event took place in 2011 with more than 2,000 participants. The event grew in popularity the following year with 3,000 participants. In addition to riding or walking, the event features music and other entertainment at areas designated as “activity centers” along the route. In 2013, the City held two events, and more than 5,700 participated. In addition to the number of participants, the program tracks the number of volunteers, media outlets providing coverage, and the number of neighborhood associations involved. The 2012 Sunday Streets event exceeded the City’s goals in all categories. More than 3,000 people volunteered, nine media outlets covered the event, and more than five neighborhood associations were involved in the event planning.

Breakfast at the Bike Bridges

Breakfast at the Bike Bridges provides cyclists and pedestrians with coffee and a quick breakfast. The event takes place from 7:30 to 9:30 a.m. on the last Friday of every month from May until October. The signature summer event series celebrates the outdoors and encourages active transportation to meet larger City goals, such as healthy living, sustainability, and a vibrant business community. Participants of the event are given free bike bells, literature on bike safety, and free bike safety checks. Local bicycle shops provide support for the safety checks; local food and coffee vendors also sponsor the event. During 2011, 800 bicyclists and pedestrians participated in the events.

Eye to Eye

The statewide Eye to Eye campaign began in 2008 to create a culture of awareness for all road users. The City partnered with the Bicycle Transportation Alliance (BTA), Greater Eugene Area Riders (GEARs), local businesses, and other groups to carry out this campaign. The program provides bike safety checks, bike bells, and literature reminding road users to be mindful of all road users. This program is frequently carried out in conjunction with Breakfast at the Bike Bridges but has been held at other events such as the Eugene Celebration. Eye to Eye public service announcements have been shown in movie theaters as well.

InMotion Newsletter

For the last five years, the City of Eugene has mailed a monthly e-newsletter notifying community members of cycling and walking events and advocacy information. This outlet was critical in collaborating with the bicycle and pedestrian community on the Eugene Pedestrian and Bicycle Strategic Plan. Representatives of bicycle and pedestrian organizations may submit information and articles to supplement the City’s news. Sample stories include updates on Safe Routes to School, information about infrastructure grants, featured news stories, and a listing of upcoming events. The City of Eugene maintains an archive of e-newsletters on their website. The sharing and reposting of articles on blogs and in other newsletters is encouraged. In 2012, the newsletter reached 2,000 people monthly.



Free Helmet Program

The Free Helmet program is a partnership between the City, social agencies, and the police department to provide free helmets for children who attend one of 14 safety events at parks in Eugene and Springfield. The funding for the helmets comes from local businesses - State Farm Insurance provides the largest grant of \$5,000 in 2011. Between 700 and 800 helmets were given away in 2011.

Travel Demand Management (TDM) Agreements

The City of Eugene is currently working with large employers - Costco, Walmart, and others— to implement business TDM Agreements. TDM Agreements are agreements between the City and the developer to ensure the development does not burden the existing transportation system and the building inhabitants are provided transportation options materials to make informed decisions about how they travel. Although developers are not required to implement TDM Agreements, they are encouraged to if they want to provide less parking than mandated by the zoning code. Although seven TDM Agreements are in place at local businesses and multifamily housing units in the city, the City of Eugene does not have staff capacity to track and enforce the Agreements. An effort to expand this program is currently underway.

Safe Routes to School (SRTS)

The Eugene-Springfield SRTS program is part of a national initiative to increase cycling and walking to school by elementary and middle school students. The SRTS program educates students on safety and encourages the use of more active modes. Additional infrastructure funding is available to improve the cycling and pedestrian environment surrounding the schools. In Eugene, Roosevelt Middle School became the first school in the region to receive SRTS funding for a one-year pilot program in 2007 and established a 4J SRTS Coordinator position. The school has continued to receive funding and additional 4J schools have been added. In the 2007, 80 students, parents, and staff participated in the International Walk to School Day. One year later, 9,000 students across 28 schools participated in the event.

Although Point2point Solutions provides most of the planning and operational support for the region-wide Safe Routes to School programs, the City of Eugene offers in-kind support and contracts to provide bicycle safety education to the Bethel and 4J school districts. The Eugene Police Department, the Lane Coalition for Healthy Active Youth, and the City's Transportation Planning Department also provide support at events.

Eugene-Springfield Bike Map

The 2013 bike map, including English and Spanish versions, is available online or can be picked up at more than 20 locations throughout the cities. The map was created by a partnership between the City of Eugene and the City of Springfield. The current map includes 42 miles of shared-use paths, 81 miles of on-street bicycle lanes, 35 miles of signed bikeways, and 7 bicycle/pedestrian bridges.



Salem-Keizer Transit: Cherriots Rideshare

Cherriots Rideshare is the oldest ridematching program in the state, providing ridematching services to the Salem-Keizer region since 1977. Salem-Keizer Transit operates the program that was formerly coordinated by the City of Salem. Cherriots Rideshare provides TO services to residents of Polk, Marion, and Yamhill counties. Organizational Structure Cherriots Ridershare is housed at Salem-Keizer Transit and is staffed by two full time employees – a Program Coordinator and a Rideshare Assistant.

The Program Coordinator is the overall manager of the program; the Rideshare Assistant primarily serves as the *Drive less. Connect.* Regional Network Administrator in addition to providing outreach to middle schools, employers, and other tasks as needed. Per its funding sources, the Cherriots Rideshare Program Coordinator reports to the Mid-Willamette Council of Governments, ODOT Rail and Public Transit Division, and Salem-Keizer Transit.

Drive less. Connect.

Cherriots Rideshare is the Regional Network Administrator for the statewide *Drive less. Connect.* program. Through *Drive less. Connect.*, Cherriots Rideshare matches individuals with carpool, vanpool, and bicycling options.

Valley Vanpool

As noted earlier, Valley Vanpool is a partnership between Point2point, Cherriots Rideshare, and Cascades West Rideshare. Cherriots Rideshare currently has 24 vans in its region and receives \$200,000 per year for reimbursement from the National Transit Database (NTD). NTD funds are used to subsidize up to 50% of the lease cost of the vans in the region. Cherriots Rideshare also subsidizes the cost of bicycle racks for Valley Vanpool vans.

Employer Outreach Program

As part of the Employer Outreach Program, Cherriots Rideshare and Salem-Keizer Transit offer an Employer Bus Pass Program. Two employers are currently participating in the discounted bus pass program. Both the State and the City recently ended their bus pass programs due to budget cuts. Limited staff capacity prevents Cherriots Rideshare from marketing the program more aggressively.

Emergency Ride Home

Cherriots Rideshare manages the region's Emergency Ride Home Program. In FY 2012-13, the program provided three emergency rides home.

Park-and-Ride Lots

Cherriots Rideshare manages 15 park-and-ride lots throughout the Salem region. Other Outreach Cherriots Rideshare sponsors an annual poster contest at local middle and high schools. The purpose of the contest is to raise student and parent awareness of



travel options. Winning posters are posted on the side of Salem-Keizer buses. The WonderWalks book is being developed through a partnership between the YMCA Partners for Healthy Communities program, Kaiser Health, and Cherriots Rideshare. The WonderWalks book will provide a guide for walking in the Salem region and is scheduled to be released in Spring 2014.

Cascades West Rideshare

Cascades West Rideshare is a transportation options program within the Oregon Cascades West Council of Governments' Community and Economic Development Department. Cascades West Rideshare works in Benton, Linn, and Lincoln counties to manage vanpools (through Valley Vanpool), a Safe Routes to School program, an employer outreach program, and an emergency ride home program. These projects are developed to reduce vehicle miles traveled, greenhouse gas emissions and traffic congestion, and improve access to jobs, economic development, and wellness.

Organizational Structure

Cascades West Rideshare is housed at the Oregon Cascades West Council of Governments and is staffed by two full-time employees. Cascades West receives ODOT Region 2 STIP funds and *Drive less. Connect.* funds and provides quarterly reports to ODOT's Rail and Public Transit Division. Cascades West is partnered with numerous public and private partners throughout the region, including the Bike Newport, the cities and counties within the Council of Governments, employers, the Corvallis Sustainability Coalition, and the Health Equity Alliance.

Drive less. Connect.

Cascades West Rideshare is the Regional Network Administrator for the statewide *Drive less. Connect.* program. Through *Drive less. Connect.*, Cascades West matches individuals with carpool, vanpool, and bicycling options for commuters living or working in Linn, Benton, and Lincoln counties. Cascades West hosts an annual "Get There" campaign which is administered through *Drive less. Connect.* The efforts in 2013 was considerably larger than in past years as it was truly region-wide with prizes donated by local businesses, outreach, and advertising.

In the 2013 fiscal year, there were 1,233 new DLC users who logged 2,804,847 non-SOV miles, saving a total of 2,469,362 pounds of carbon dioxide, 123,220 gallons of gas, and \$853,718 dollars. Figure 11 provides a summary of *Drive less. Connect.* activity in the Polk, Marion, and Yamhill County regional network.

Valley Vanpool

As noted above, Valley Vanpool is a partnership between Point2point, Cherriots Rideshare, and Cascades West Rideshare. Cascades West Rideshare currently has 34 vans in its region that connect primarily to Corvallis, Albany, Eugene, Salem, and Portland. Cascades West maintains the Valley VanPool website on behalf of the three



partners. Cascades West does not receive reimbursement from the National Transit Database (NTD); NTD funds for these vans are given to Salem-Keizer Transit and Lane Transit Districts.

Employer Outreach

Cascades West Rideshare manages an employer outreach program. In 2012, the program worked with ten employers; in 2013, this number grew to 17 employers.

Emergency Ride Home Program

Cascades West also manages the Emergency Ride Home (ERH) Program for participating employers. This newly created ERH program is administered through the *Drive less. Connect.* system. The program incorporates the City of Corvallis' program, eliminating the need for two separate systems.

Safe Routes to School

Several school districts in the Cascades West receive funding from the State's Safe Routes to School program. The City of Corvallis received a grant for \$35,000 in FY 2013 (see the City of Corvallis section below). In the 509J (Corvallis) school district, Cascades West worked with Franklin K-8 School as a pilot program. The Greater Albany School District SRTS Program also received funding from the State program (\$25,000). Cascades West is pursuing the opportunity to determine when/how to initiate SchoolPool using *Drive less. Connect.* for the 2013/14 school year. Safe Routes to School programs have been identified as an area of focus for the upcoming year. A grant application for the Kresge Foundation has been submitted in the hopes of securing more stable funding. In 2014, Cascades West received a grant for \$16,893 from the statewide Safe Routes to School program.

Park-and-Ride Lots

Cascades West promotes a total of 11 park-and-ride lots, including four in Linn County, four in Benton County, two in Marion County, and one in Lincoln County.

City of Corvallis TO Programs

Organizational Structure

The City of Corvallis Transportation Options program is housed in the Public Works Department and is staffed by 0.50 FTE. The program markets transportation options in the city of Corvallis, including the city's free transit service.

Employer Outreach Program

The City of Corvallis manages an Employer Transportation Coordinator program. This program includes tabling events at employer fairs, providing employers with promotional materials, and promoting the *Drive less. Connect.* tool.



Corvallis School District 509J SRTS

The Corvallis School District 509J received \$35,000 in 2013 and \$50,000 in 2014 from the statewide Safe Routes to School Program to carry out education and programming at several schools. During the 2012-2013 school year, 300 fifth grade students from Franklin, Garfield, Hoover, Jefferson, and Lincoln completed Bicycle Safety Education. The program and community partners helped manage the Bike Safety Education program, maintain the bicycle fleet and trailer, and carry out enforcement operations at events. Six schools received special site safety training. The results of this program show increases in walking by 7% at Adams, 19% at Franklin, 25% at Garfield, 25% at Hoover, 25% at Jefferson, 19% at Lincoln, and 17% at Wilson. Biking also increased at four schools: 16% increase at Adams, 6% at Franklin, 7% at Hoover, and 21% at Jefferson.

Sunset Empire

Sunset Empire provides rural intercity bus service in Clatsop County in northwest Oregon. Although Sunset Empire does not currently manage a transportation options program, there is one in development. The new transportation options program (name pending) will be managed by Sunset Empire and will serve Columbia, Tillamook, and Clatsop and unincorporated Washington counties. This program will provide services and information to a key area in the state that currently does not have a transportation options program. The program received \$80,000 in startup funds from ODOT in 2013; will receive \$70,000 in 2014. These funds include money to be the Regional Network Administrator for *Drive less. Connect.* for Columbia, Tillamook, and Clatsop counties, and for other transportation options related activities. Starting in 2015, the program will receive dedicated STP funds from Region 2 (approximately \$60,000 per year).

Other Safe Routes to School Programs in Region 2

Schools throughout Region 2 participate in Safe Routes to School (SRTS). In 2013, the programs in this region received five region-specific non-infrastructure grants in addition to benefiting from statewide non-infrastructure grants.

Greater Albany School District SRTS Program

The Greater Albany School District received \$25,000 in 2013 for a half-time SRTS Coordinator to develop walking and biking efforts at the district level and establish a SRTS culture at participating schools. The project completed data collection at participating schools and updated route maps for the Park and Stride program. Moreover, schools participated in the Walk + Bike to School Day and Walk + Bike Challenge Month. Participation in bike and pedestrian safety education has increased throughout Albany schools. Oak and Lafayette elementary schools have participated long enough to develop a sustainable walk and bike culture with walking school buses, safety education, and annual events. The program has benefited from active bike safety staff and community volunteers, including volunteers from the City of Albany, YMCA, and bike/pedestrian advocate groups.



Lebanon School District SRTS

In 2013, the Lebanon School District received \$10,350 for existing staff to focus on traffic safety awareness activities at Seven Oaks Middle School. The enforcement agency and local hospital provided classroom programming on trauma prevention, awareness, and traffic safety. Events include a bike rodeo and bike maintenance sessions. The funds also enabled the dissemination of safety materials to parents during visitation and open house events.

Salem-Keizer Education Foundation

The Salem-Keizer Education Foundation received \$26,628 in 2013 to start a pilot project at Hallman Elementary. Activities included educational programming, bike rodeo events, and safety events targeting the bilingual afterschool program. Volunteer assistance from local partners included Hallman Elementary, Northgate Neighborhood Association, Salem-Keizer Transit, Keizer Rotary, Salem Bike Club, Courthouse Athletic Club, and several other local businesses. The program's success has helped create strategies for other afterschool programs throughout the district.

Region 3

Rogue Valley Transportation District Transportation Options Program

Rogue Valley Transportation District (RVTD) has managed public transportation since 1975 for the residents of Rogue Valley, including Medford, Phoenix, Talent, Ashland, Jacksonville, Central Point, and White City. From a transit service standpoint, the RVTD service area is very well served by transit: 76% of residents live within a half mile of a transit stop; 89% of employees are within a half mile of a transit stop. In addition to managing the public transportation service, RVTD manages the region's only formalized Transportation Options program for ODOT's Region 3.

Organizational Structure

The RVTD Transportation Options program is housed in RVTD and is staffed by two full time employees. Per the RVTD service area, the TO program covers seven cities in seven counties. Public and private partners include the Jackson County Health Department, City of Grants Pass, Jackson County Chamber of Commerce, the Medford Downtown Agency, the Bike and Pedestrian Committee at the City of Medford, and the Transportation Commission in Ashland. goRogueValley is a coalition of partners in the region committed to promoting active transportation. This group sponsors a webpage (goroguevalley.com) and a Facebook page. They also meet quarterly to provide an opportunity for regional coordination of transportation options (TO) efforts. RVTD is the only organization in Region 3 with official transportation options program staff.



Transportation Options Programs

RVTD manages a number of TO programs in Region 3. The TO program is broken out as follows in terms of resources spent per focus area:

- Education (40%)
- Public outreach (15%)
- Employer outreach (30%)
- Government outreach (5%)
- Rideshare (5%)
- Administration (5%)

Education

The TO department at RVTD provides educational outreach programs, including a bike safety rodeo, a bus commuter skills class, and an Explorer Bus Pass usage program. More than 5,400 students were reached by these initiatives between January and June 2013. For the last two quarters, the estimated total VMR for education programs, which do not include the Explorer Bus Pass program, is 37,786 miles. RVTD also manages the Gus Rides program which is targeted to elementary school students. Every Friday during the school year, this interactive program gets students out using the RVTD buses.

Public Outreach

Public outreach is a critical component of the TO Program. TO Program staff participate in numerous public outreach events throughout the year. In the fourth quarter of the 2012-2013 fiscal year, TO staff attended six events, totaling 3,250 interactions. These events include the ACCESS Senior Fair, Rogue Valley Earth Day, Ashland Bike Swap, Ashland Safe Kids Day, and Project Community Connect. TO Program staff also participated in ten other public outreach initiatives.

Go by Bike Week is an event scheduled to match national Bike to Work Week. A total of 216 individuals pledged to ride for at least one trip during the week. The RVTD TO Program provided breakfast each morning of the work week and organized two happy hours. RVTD also worked with Pac/West Communication to replicate the “Transit is...” button campaign that Tri-Met used in Portland. The campaign involves a 4’ x 4’ display board filled with 480 wearable buttons that have about 200 different slogans. Visitors choose a button that reflects how they feel about transit, and there are blanks for visitors to create their own. Additional ways RVTD expanded their presence was through bus advertising, public meetings, Rogue Valley Television appearances, and mailings to 90,000 households.

Bicycle Bus and Parking Racks

RVTD oversees the purchase of new bicycle racks for parking and for transport by bus. The TO Program used remaining ARRA stimulus funding to purchase two sets of bicycle



parking racks, ten for installation by the city of Medford in the downtown core and ten more for RVTD to install adjacent to bus stops.

All RVTD buses are outfitted with triple bike racks available for use at no extra charge. These racks allow riders to combine bus and bike in order to reach areas difficult to access by either mode alone. The bikes on buses usage count was 31,825 for the last two quarters of FY2012-2013, resulting in a VMR of 27,783.

Drive Less. Connect.

The primary tool for encouraging and arranging rideshare in the region is the *Drive less. Connect.* (DLC) online database. RVTD is the Network Administrator for DLC for five counties (Douglas, Coos, Curry, Josephine, and Jackson). At the beginning of 2013, RVTD created the monthly “Commutineer” drawing to encourage users to stay engaged and log their trips. Each month, the system randomly selects one user from those who logged at least eight one-way non-drive-alone trips during the month. That user wins a \$25 gift card. Total carpool counts include 51 active carpools, 3 active vanpools, and 623 local clients in the DLC database as of December 31, 2013 (Figure 3). During the last calendar year (2013), 344 new people registered with DLC.

Park-and-Ride

The park-and-ride program offers parking options at seven locations: City of Jacksonville, Front St. Station, VA SORCC in White City, Cascade Shopping Center in White City, Talent City Hall, Central Point, and the Fred Meyer at Grants Pass. Average daily use numbers are based on observed parking space usage on one day during each quarter. RVTD partners with Josephine Community Transit in Grants Pass to get park-and-ride numbers from the Grants Pass Fred Meyers. The total average daily use for the third quarter of FY2012-2013 was 15 and 11 for the fourth quarter. This represents a 17,807 VMR for the last two quarters.

Group Bus Pass Program

During the last two quarters of FY 2012-2013, the TO department operated bus pass contracts with nine schools and businesses. At the start of the fourth quarter, RVTD added two new programs, Southern Oregon University and the Housing Authority of Jackson County. The total bus pass program ridership for two quarters was 101,573, representing a total VMR of 155,407. This amount is 54% of the total VMR across all programs for the last two quarters.

RVTD Employee Trip Reduction Program

The TO Program coordinates a trip reduction program within RVTD, offering paid time off as an incentive to RVTD employees who eliminate or share their work and lunch trips by carpooling, riding the bus, walking, bicycling, or teleworking. This program accounted for 193 eliminated work trips and 3,117 eliminated lunch trips. In-house trip reduction VMR was 17,582 for the last two quarters.



Government Outreach

RVTD regularly checks in with other local government bodies, such as Jackson County Bicycle Committee, Medford Bicycle and Pedestrian Advisory Committee, and the RVMPO Technical Advisory Committee. Moreover, two employees of RVTD are on the board of the Transportation Options Group of Oregon (ToGo).

Other Safe Routes to School Program in Region 3

Although Region 3 schools are not currently receiving Safe Routes to School funding, several school districts in Region 3 have ongoing Safe Routes to School programs or have laid the groundwork for programs. The programs in the District that have received non-infrastructure funds in the past include Ashland School District and Oakland School District. Schools in Brookings, Gold Beach, and Eagle Point have begun the process by either writing action plans or applying for funding.

The City of Ashland's Parks and Recreation District

The City of Ashland's Parks and Recreation District coordinates the SRTS program for the Ashland School District. Originally funded by state grants, Walk and Helman Elementary Schools offer bike safety education courses to their students. Additional funding from these programs comes from the Bicycle and Pedestrian Committee's annual bike sale and swap. The local committee has also completed an Action Plan for Walker Elementary.

Oakland School District

The SRTS program in the Oakland School district benefited from a \$23,660 infrastructure grant from the State in 2013 and a \$27,615 grant in 2014. The grant will provide promotional materials for the middle school and elementary schools. The program provided bike safety education for grades 5-8 and contributed to events, such as Walking Wednesdays and Walk Every Day in May challenge month. Forty five grade school students walked every day in May, earning a bicycle field trip. Student leadership groups covered bike maintenance and helped plan walking events. Additional volunteers came from the high school students who volunteered to walk to school with younger students. The data show a 26% increase in walking in 2013 from 2011 levels. The program reports that more parents support the program and other healthy activities for children than they did before.

Region 4

Commute Options Program Routes to School Program in Region



Since 1990, Commute Options has promoted transportation options (TO) within Central Oregon with the mission to reduce drive alone trips. With funding support from ODOT, Commute Options continues to provide a wide variety of programs and services to achieve this mission. These programs include rideshare, Safe Routes to School, and events like Commute Options Week. Commute Options also leads outreach to schools and community groups.

Organizational Structure

The Commute Options Program is a nonprofit organization guided by a five member board of Directors and staffed by 2.0 FTE. Funding for Commute Options is administered by the Region 4 Regional Transportation Coordinator. Key public and private partners include Deschutes County, the City of Bend, regional school districts, and local businesses. Commute Options contracts with the Mid Columbia Gorge Economic Development Department (MCEDD) to manage transportation options programming in the Mid-Columbia Gorge region serving counties in Sherman and Wasco counties.

Drive less. Connect.

Commute Options has been the Regional Network Administrator (RNA) for *Drive less. Connect.* (DLC) since 2011. The funds made available for DLC outreach allow Commute Options staff to spend one-on-one time at employer worksites registering and training employees to use the online tool. Commute Options worked with 20 employers during the 2012-2013 fiscal year.

Although DLC funding cannot be used to provide incentives for program participants, Commute Options has developed a rewards program supplemented with funds from local sponsors. This program helps gain interest and buy-in from employers and employees in the region to participate in the online tool. Commute Options has found that rewards are the most successful way to gather accurate data on an individual's travel behavior. Most people are not willing to spend the time logging actual travel data if there is "nothing in it for them." When DLC was launched, rewards were offered to everyone that logged 45 trips using a commute option. ODOT's restriction on using funds for rewards forced Commute Options to drop rewards for individuals whose employer is not a Commute Options Partner. As a result, nearly half of the users in DLC are inactive, which means they no longer log trips.

In 2013, the online tool allowed 1,927 users in Region 4 to save nearly 2 million vehicle miles traveled through cycling, riding transit, carpooling, compressed work week, walking, vanpooling, and teleworking. This resulted in saving 1.2 million pounds of carbon dioxide from entering the atmosphere. Program users conserved more than 60,000 gallons of gasoline, saving \$419,000 collectively.

Employer Outreach

The Commute Options Program (COP) works directly with employers to engage with its



employees. As part of the *Drive less. Connect.* outreach program, Commute Options provides training to Employer Transportation Coordinators (ETCs) to be sub-network administrators. This program allows the ETCs to work directly with employees to use the DLC tool. Businesses pay a \$50 - \$500 membership fee (depending on the number of employees). The member fee is used primarily to fund the Commute Options Rewards program since ODOT funds cannot be used to purchase rewards.

Safe Routes to School

Commute Options coordinates the Safe Routes to School (SRTS) program in Central Oregon, teaching bicycle safety education at area schools, sponsoring walking school buses, and working with transportation and community officials to implement projects and activities that improve safety and reduce traffic near schools. SRTS currently works with 11 schools in Central Oregon.

Commute Options secured four mini-grants from the Alliance for Community Traffic Safety to complete action plans at four schools. The plans aim to create baseline data on the bicycle and pedestrian environment of the locations. In 2013, Commute Options received a grant for \$30,109 to fund a SRTS Coordinator from the state Safe Routes to School Program. The coordinator implemented strategies and collected data that support advocacy and education efforts at the following five elementary and middle schools in the Bend region: Bear Creek, Elk Meadow, Highland, Juniper, and Rimrock Expeditionary Alternative Learning. Through the use of assemblies and meeting students in grade level wings, the coordinator provided encouragement and education activities throughout the school year. Events included Walk + Bike to School Day and Challenge Month. Walking increased by 18% at Juniper, 11% at Bear Creek, and 100% at Highland. Biking rates also rose with a 150% increase at Juniper, 400% at Highland, 137% at Elk Meadow, and 333% at Rimrock. A second grant in 2013 for \$15,137 helped expand programs in the district. New programs included Miller and Ponderosa elementary schools in Bend, Sage Elementary in Redmond, and Black Butte School in Camp Sherman. Through assemblies and student meetings in grade level wings, the SRTS instructors provided educational programming. Volunteers at the school championed SRTS messages in schools through additional pedestrian and bicycle safety instruction to teachers. Teachers then integrated education and encouragement programs into daily classroom routines. More than 360 students participated in the SRTS curricula.

Additionally, clinics held at lunch and recess helped teach students how to ride bicycles. After the success of these programs, Black Butte School has taken on the SRTS program using their resources. Commute Options received \$48,397 in 2014 to continue implementing SRTS programs in Central Oregon. In addition to managing local Safe Routes to School programs, Commute Options received a grant in 2013 and 2014 (\$57,838 and \$94,000 respectively) to manage and update the statewide Safe Routes to School Website. This grant money is also used for Commute Options to get the SRTS



conversation going in communities without a SRTS program. In 2014, a portion of this money will also be set aside for small infrastructure-related grants (see the Statewide section on Safe Routes to School for more information).

Commute Options Week

The 22nd year of Commute Options Week took place in June 2012. This event encourages community members to become more involved in learning how to create a healthier community by using public transit, bike routes, and the SRTS program. The event featured guest speakers, a free public transit day, a Bike Commuting 101 class at REI, a Tri-County Bike and Pedestrian Advisory Committee Summit, and a Walk and Bike to School Retreat and Training.

Community and School Involvement

Commute Options offers input on local issues that affect transportation throughout the region. In addition to attending public meetings, Commute Options provides ongoing assistance to local government and advisory committees, such as the Bend Downtowners Association, the La Pine Transportation Advisory Group, Bend Area Transit, the Deschutes County Bicycle and Pedestrian Advisory Committee, the Bend MPO, the Central Oregon Area Commission on Transportation, Greenhouse Gas Emissions Taskforce, and the Downtown Bend Business Association. Commute Options also organizes the National Bike to School Day, Walk + Bike Challenge Month, and ongoing events like Foot Powered Fridays. In addition to their work with the Safe Routes to School program that focuses on children ages K- 8, Commute Options outreach and education programs have been offered to 500 student drivers in grades 9-12 on sharing the road, bicycle and pedestrian laws, and DLC through the Driver Education program.

Mid-Columbia Gorge Economic Development Department

The Mid-Columbia Gorge Economic Development Department (MCEDD) contracts with the Commute Options Program to manage travel options programming in Sherman and Wasco counties. Programs include outreach to employers, community organizations, and the general public regarding transportation options and use of the *Drive less. Connect.* ridesharing website.

Organizational Structure

The transportation options program is housed at MCEDD under the supervision of the Executive Director and Board of Directors. The program is guided by a scope of work that was developed by MCEDD in coordination with the Gorge TransLink Alliance. The program scope has been funded and overseen by ODOT and Washington State DOT since 2009. The Mobility Manager facilitates and provides program updates at regular Gorge TransLink meetings – usually every other month.



Employer Outreach

MCEDD is contracted with the Commute Options Program to administer employer outreach in Sherman and Wasco counties. The intent of the program is to facilitate alternative transportation options for employees, including persons with disabilities and low-income individuals, through collaboration with public and private service providers. MCEDD staff has met with multiple employers and organizations serving individuals with disabilities, children and families, and others to explore options to increase access for employees and clients to engage in ridesharing. As of 2013, two major employers are signed up as members of the COP program. Each employer is encouraged to designate a staff person to act as the Employee Transportation Coordinator for the benefit/TDM program.

Drive less. Connect.

To complement the employer outreach work, the Mobility Manager at MCEDD is responsible for increasing awareness of commuter programs through the *Drive less. Connect.* (DLC) online tool. MCEDD staff has participated consistently at the Statewide Transportation Options and Transportation Options Group of Oregon meetings and has established regional network administration capabilities supporting Hood River County with the DLC online ridematching tool. Staff continues to pursue regional network administrative capabilities for Skamania and Klickitat counties as well.

Other Safe Routes to School Program in Region 4

Most of the Safe Routes to School (SRTS) programs in Region 4 cluster around Bend and Redmond, but Klamath County also has participating schools. The programs listed below received non-infrastructure grants in 2013 and 2014 in addition to the funding received by Commute Options (described earlier).

Jefferson County Health Department SRTS

The \$23,419 grant provided a half-time SRTS Coordinator at the Jefferson County Health Department supported programs at Buff Intermediate and Madras Primary schools. Volunteers recruited from Mountain View Hospital, the health department, and other community groups provided pedestrian safety instruction to all students in grades two and three. Students in fourth and fifth grade received instruction on safe bicycling practices. The coordinator organized the Walk + Bike to School Day event in October and a Bike Round-up safety event in May. At the latter event, volunteers repaired 60 bicycles and sold helmets. The successes of the program include the initiation of the after-school bicycle program for sixth and seventh graders and new outreach efforts to the local Latino community.

Klamath County Health Department SRTS

The \$34,758 grant provided a half-time SRTS Coordinator through the health department for school programs at Malin, Shasta, Fairview, and Stearns elementary schools. The Coordinator collaborated with Klamath County School District, Klamath Falls City School District, the county sheriff's office, Sky Lakes



Medical Center, the county bike/pedestrian committee, Eagle Ridge High School, Hutch's Bicycles, and other partners to provide education, encouragement, and enforcement activities. Merrill, Chiloquin, and Malin schools received bike safety education classes on the district bike fleet, and all participating schools have trained student navigators to lead Walk and Bike to School events. Successes of the program include the adoption of pedestrian and bicycle policies at the Klamath County Public School District and the Klamath Falls City School District.



Region 5

Community Connection of Northeast Oregon

Organizational Structure Transportation options programs in Region 5 (Union, Baker, and Wallowa Counties) are coordinated between the Community Connection of Northeast Oregon (CCNO) and Northeast Oregon Public Transit. The CCNO's mission is to advocate for and assist senior citizens, children, low-income persons, and persons with disabilities in attaining basic human needs and in becoming more self-sufficient. The CCNO mission extends far beyond just providing transportation options. It also works directly with clients to provide safe, sanitary, and affordable housing for low and moderate income persons.

There are three branches of the CCNO: one in La Grande (Union County), one in Baker City (Baker County), and one in Wallowa County. Transportation options programs and services, to date, have been focused primarily on people with disabilities, the elderly, and low-income populations. Recent efforts to promote *Drive less. Connect.* in the three counties have focused on building a culture of alternative transportation in school-age and commute populations.

Drive less. Connect. is the primary transportation options program in Region 5, although a number of community and employer outreach events supplement these efforts.

Drive less. Connect.

The *Drive less. Connect.* Regional Network Administrator (RNA) for Wallowa, Union, and Baker County is housed at Northeast Oregon Public Transit. The RNA for these counties coordinates closely with the CCNO in Baker and Wallowa County, in addition to managing the region's Employee Transportation Program (described in further detail below). Figure 3 provides a summary of *Drive less. Connect.* activity for the Wallowa, Union, and Baker County regional network.

Employee Transportation Program

The Regional Network Administrator housed at Northeast Oregon Public Transit manages an Employee Transportation Program. This program is still in the development stages.

Community Outreach

Community Connection has promoted alternative transportation at events, such as bike rodeos, the Union County Fair, and presentations at elementary schools. A representative from Community Connection presented to several groups, including Ride Oregon, La Grande Ride, Mt. Emily Single-Track Trails Club, and the Eastern Oregon Mountaineers Bike Club. Community Connection also has a media presence in newspapers and social media.



Park-and-Ride Program

ODOT Region 5 staff have taken the lead on launching a statewide park-and-ride inventory project. This program has been funded by the Statewide Transportation Improvement Program and will formalize “pop-up” park-and-rides and invest in park-and-rides locations that connect directly to transit. This project is still in the development phase as of 2013.