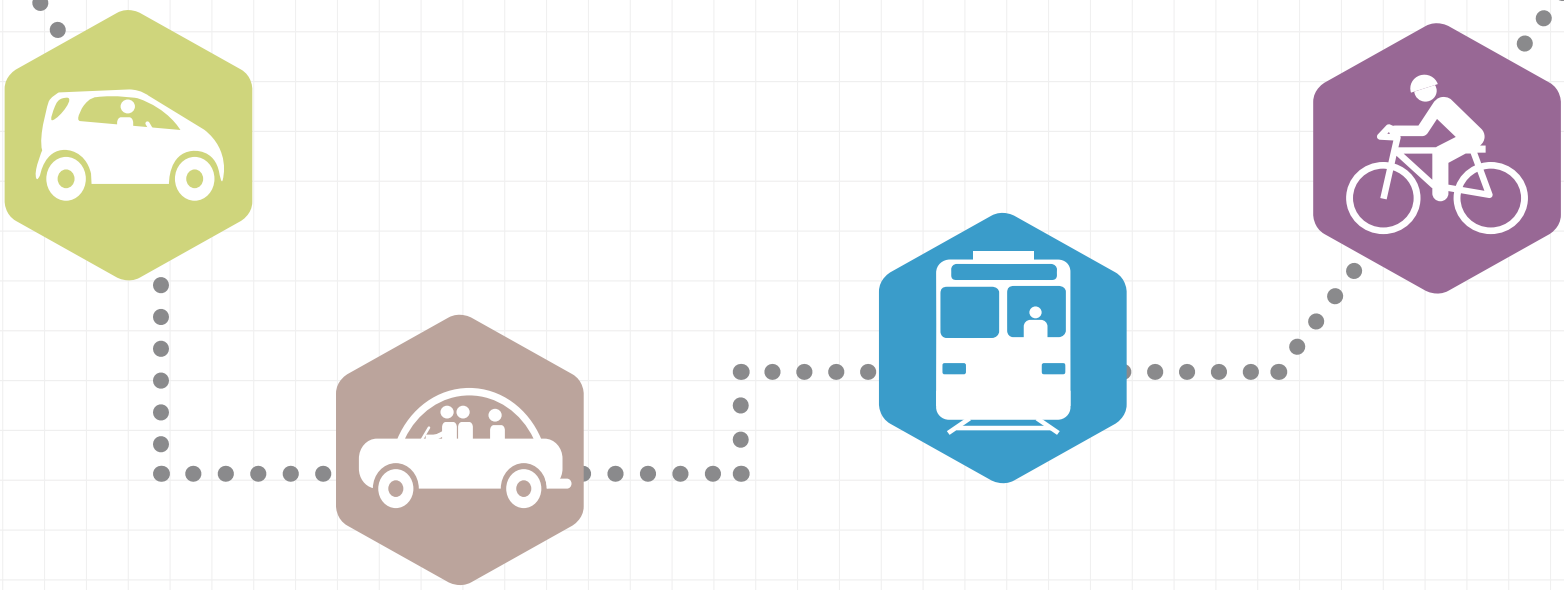
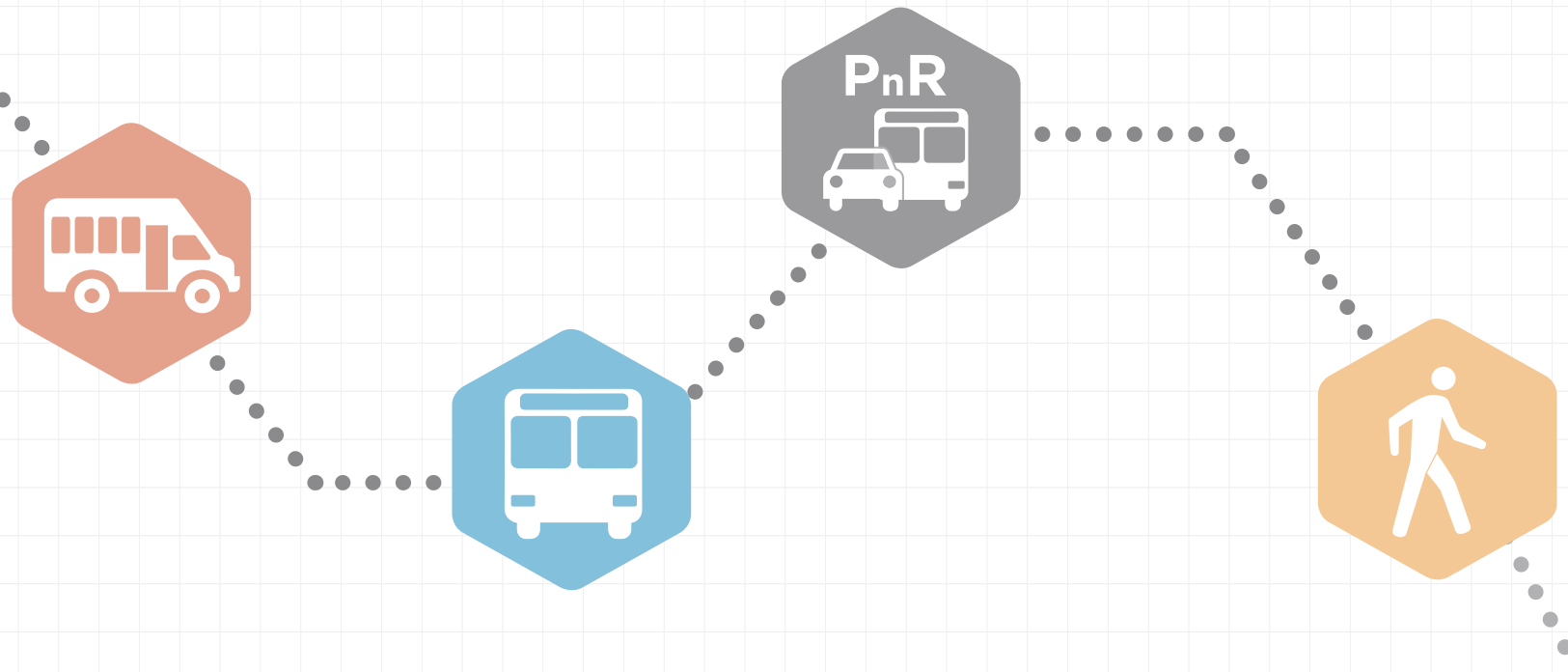


THE BENEFITS
OF TRANSPORTATION OPTIONS



OREGON ADOPTS FIRST STATEWIDE TRANSPORTATION OPTIONS PLAN

In April 2015, the Oregon Transportation Commission adopted the state's first statewide Transportation Options Plan that identified policies, programs, services, and investments to expand transportation choices for Oregonians and help make more efficient use of the state's transportation network. The Plan provides policy guidance for state and local partners to enhance and expand transportation access for Oregon residents, employees, and visitors to achieve a safe, affordable, and efficient transportation system. The Plan goals are:

Goal 1: Safety

To provide a safe transportation system through investments in education and training for roadway designers, operators, and users of all modes.

Goal 2: Funding

To establish an optimized transportation system with funding for transportation options equally considered with other programs at the state, regional, and local levels, with strategic partnerships that support jurisdictional collaboration, and with public and private sector transportation investment.

Goal 3: Accessibility

Expand the availability, information, and ease of use of transportation options, improving access to employment, daily needs, services, education, and travel to social and recreational opportunities.

Goal 4: Mobility and System Efficiency

To improve the mobility of people and goods and the efficiency of the transportation system by managing congestion, enhancing transportation system reliability, and optimizing transportation investment through transportation options.

Goal 5: Economy

To enhance economic vitality by supporting job creation and retention, decreasing household spending on transportation, supporting vibrant local businesses, and helping goods move reliably.

Goal 6: Health and Environment

To support healthier natural and built environments by developing and promoting transportation options that reduce the environmental impacts of motorized travel and allow more people to incorporate physical activity in their daily lives.

Goal 7: Land Use and Transportation

To ensure land use planners, developers, and decision makers have transportation options tools and strategies to implement livable development patterns by supporting the availability, access, and co-location of transportation options.

Goal 8: Coordination

To work collaboratively with public and private partners to integrate transportation options into local, regional, and state planning processes, operations and management, and investment decisions.

Goal 9: Equity

To support the diverse transportation needs of people of all ages, abilities, income levels, and ethnicities throughout Oregon.

Goal 10: Knowledge and Information

To provide Oregonians and visitors with easily accessible information about the full range of transportation options available to them, to improve the customer experience through increased human capital, and to help customers match options with individual travel needs.

WHAT ARE TRANSPORTATION OPTIONS PROGRAMS AND INVESTMENTS?

Transportation options programs and investments create choice in our state and local transportation systems, allowing people to bike, walk, take transit, drive, share rides, and telecommute. These programs may be employed differently across the diversity of Oregon's communities, from small coastal communities, to mid-sized cities such as Bend, to larger urban areas like Portland and Eugene. Highlighted below are examples of the innovative work being done in communities across Oregon.

PORTLAND TriMet's multimodal trip planner combines transit, biking and walking in one itinerary, making it easier for customers to plan their trips.

BAKER CITY Community Connection of Northeast Oregon signed up **98 residents** in Baker, Union, and Wallowa counties to use the statewide Drive less. Connect. online ridematching program.

WILSONVILLE The Discover Wilsonville program provides tailored marketing materials that expand awareness of transportation options. Participants **reduced drive alone trips by 53%.**

SALEM Cherriots Rideshare is the oldest ridematching program in the state, providing ridematching services to the Salem-Keizer region since 1977. Drive less. Connect. participants in the region **logged over 900,000 non single-occupant vehicle miles** in 2013.

ALBANY The 34 vanpools subsidized by Valley VanPool removed **3.3 million vehicle miles** from the I-5 corridor in 2012.

EUGENE Every summer, Eugene streets become traffic-free playgrounds for walking, biking, music, and more. Sunday Streets events attracted **5,700 visitors** in 2013.

BEND **40 schools** in Bend partcipate in Commute Options, which teaches bicycle safety education, sponsors walking school buses, and reduces traffic near schools.

MEDFORD Rogue Valley Transportation District's U-Pass program provides unlimited transit for $3.85 per employee or $1.95 per student per month—a **93% savings** from the traditional cost of a pass.

WHAT'S THE DIFFERENCE BETWEEN TRANSPORTATION OPTIONS" AND TRANSPORTATION DEMAND MANAGEMENT?"

"Transportation demand management" or "TDM" programs reduce congestion in urban areas during peak times by shifting HOW and WHEN people travel through programs such as carpooling, high-occupancy vehicle lanes, transit passes, flexible work hours, and other strategies. "Transportation options" programs and investments go beyond focusing just on peak commute travel in cities and recognizes that having transportation choices offered throughout the day and in all communities meets broader goals such as improved health, accessibility, and economy.

WHO IS RESPONSIBLE FOR SUPPORTING TRANSPORTATION OPTIONS IN YOUR COMMUNITY?

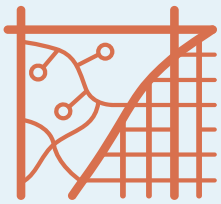
The Oregon Transportation Options Plan establishes a vision for an accessible, safe, and efficient transportation system. Improving transportation options programs, investments, and strategies in Oregon is critical to achieving this vision and will require strong partnerships across State agencies with local partners and the private sector.

1. STATE AGENCIES (ODOT)

- Uphold statewide policy and measure performance
- Provide funding support
- Act as a technical resource

2. REGIONAL ORGANIZATIONS (MPO, ACT)

- Expand walking, biking, and transit infrastructure
- Be a transportation options voice for funding & project selection



3. LOCAL GOVERNMENT (COUNTY, CITY, TRIBE)

- Integrate transportation options into planning & development
- Build safe and connected streets
- Create land use patterns friendly for walking, biking, and accessing transit

4. TRANSPORTATION PROVIDERS

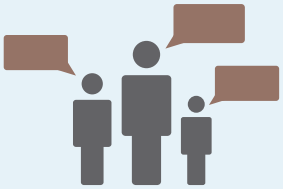
- Distribute accessible transportation information
- Provide direct and attractive service

5. PRIVATE SECTOR

- Offer employee benefits rewarding non-driving commuters
- Build street-fronting developments
- Harness data to produce mobile apps

6. COMMUNITY ORGANIZATIONS

- Ensure equitable access to transportation
- Promote transportation providers
- Provide advocacy and education



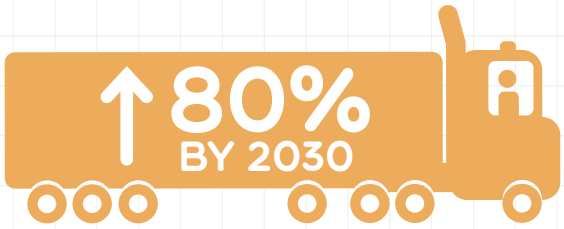
7. YOU!

Find out more by visiting
www.oregon.gov/ODOT/PT/Pages/programs/transportation-options.aspx

WHY INVEST IN TRANSPORTATION OPTIONS PROGRAMS AND INVESTMENTS?

Changing demographics coupled with a need to make more efficient use of transportation infrastructure require a new look at how transportation investments can serve Oregon residents, businesses, and visitors. With investments from all levels – state, regional, local – and from many different actors – government, private, non-profit – a comprehensive transportation network will be created.

1. ECONOMY



Oregon's economy relies upon getting goods to market. By 2030, freight tonnage will rise 80%. Transportation options reduce passenger vehicles on the roadways to allow reliable freight deliveries. Transportation options-related businesses support the state – bicycle-related tourism generates 4,600 jobs and generates $400 million per year. Employers who offer robust transportation choices such as transit passes, flexible schedules, and secure bike parking experience greater employee retention and satisfaction.

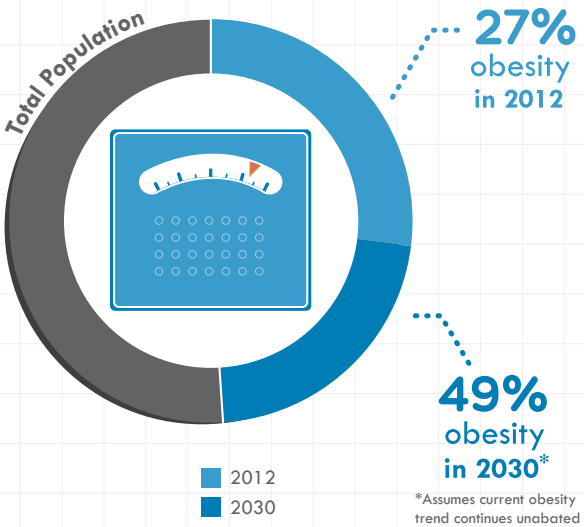
2. HEALTH

Obesity-related chronic diseases cost $1.6 billion in Oregon each year. Just 20 minutes per day of moderate physical activity can lower blood pressure and help maintain a healthy weight. Transportation options programs encourage walking, bicycling, and taking transit for work or for play.

3. SAFETY

The full cost to society of a roadway death is $46.2 million and a severe injury, $5.8 million. In Oregon, traffic crashes are the leading cause of death for people under 35. Transportation options programs educates all users –bicyclists, pedestrians, and drivers – to reduce loss of life.

Oregon's Rapidly Rising Obesity Rate



4. ACCESSIBILITY

Transportation options programs improve opportunities for people to reach destinations in their communities and throughout Oregon. 16.4% of Oregonians live in low-density rural areas. Without a private vehicle, these residents suffer from isolation, lack of access to medical and other services, and an inability to access employment.

5. EFFICIENCY

The buying power of transportation funding is declining. The price tag to build one mile of roadway in 1993 can build just a half-mile today. Transportation options are more cost-effective than capacity expansions. Widening a highway from 4 to 6 lanes costs $4 million per mile, plus environmental, operating, and maintenance costs. By comparison, striping a bike lane costs $130,000 per mile.

6. AFFORDABILITY

$$$

Households in Oregon spend between 24% and 36% of income on transportation. Biking, walking, taking transit, sharing rides, and telecommuting cost less, allowing households to invest money into savings, housing, or other goods. Transportation options also help vulnerable populations access jobs, healthcare, and other daily services.

7. USER NEEDS

Both Millennials and Baby Boomers exhibit similar trends – less driving, more transit use, greater preference to live in walkable neighborhoods, and more time spent "plugged in." Transportation options programs respond to changing user needs to ensure that aging populations retain high quality of life and Millennials continue to live and work in Oregon.

Space Requirement by Mode

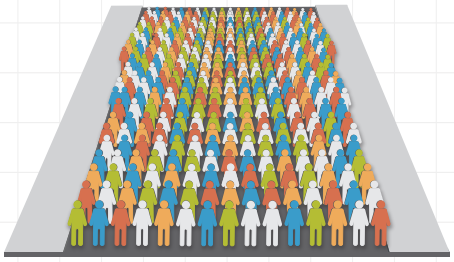
MOVING CARS

28.4 PEOPLE
PER BLOCK

MOVING TRANSIT

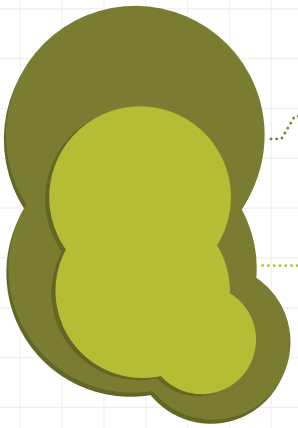
225 PEOPLE
PER BLOCK

MOVING PEDESTRIANS



1,000 PEOPLE
PER BLOCK

CO_2 Emissions are Projected to Increase Under Current Trends



36.1
million metric tons of annual CO2 emissions*

25.6
million metric tons of annual CO2 emissions

2012
2025

*Assumes that transportation will continue to represent 38 percent of total CO2 emissions in the state

8. EMISSIONS

Emissions from the transportation sector make up 34% of Oregon's greenhouse gas emissions, of which nearly 75% are derived from cars and passenger trucks. Investments such as Drive less. Connect. mitigate emissions by avoiding 6.1 million pounds of greenhouse gas emissions due to participants traveling by carpool, transit, walking, or bicycling. Walking and bicycling emit zero emissions and a transit vehicle with just 7-8 people on board emits less per passenger mile than a car.

"TRANSPORTATION OPTIONS PROGRAMS ARE INHERENTLY PEOPLE-ORIENTED, WHETHER IT'S TEACHING A CHILD HOW TO BE A SAFER PEDESTRIAN OR HELPING AN ELDER LEARN HOW TO RIDE THE BUS FOR THE FIRST TIME."

– Paige Townsend, Rogue Valley Transportation District

To view the complete Transportation Options Plan and obtain information on the implementation process, visit

www.oregon.gov/ODOT/PT/Pages/programs/transportation-options.aspx