EXECUTIVE SUMMARY

OREGON TRANSPORTATION OPTIONS PLAN

Oregon Department of Transportation

AN ELEMENT OF THE OREGON TRANSPORTATION PLAN | ADOPTED APRIL 16, 2015

INFORMATION

Copies of the Transportation Options Plan and supporting materials can be found at the project website:
http://www.oregon.gov/odot/td/tp/pages/toplan.aspx

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The complete Transportation Options Plan and supporting materials can be found at the project website: http://www.oregon.gov/odot/td/tp/pages/toplan.aspx

EXECUTIVE SUMMARY

The Oregon Transportation Options Plan envisions a safe, affordable, and efficient transportation system for Oregon residents, employees, and visitors.

Oregon ranks among the top states to walk, bike, ride transit, telecommute, and share rides. Today, people are choosing to use these transportation options to improve their health and wellness, promote environmental benefits, reduce costs of living, and make more productive use of travel time. Oregon recognizes that the economic vitality and the well-being of residents, businesses, and visitors are enhanced by a balanced and complete transportation system. The Oregon Transportation Options Plan is a step toward ensuring Oregon communities are prosperous, enjoyable, and healthy places to live; places where people of all ages and abilities benefit from active, shared transportation options.

VISION FOR THE OREGON TRANSPORTATION OPTIONS PLAN

Oregon's state, regional, and local transportation systems provide travelers of all ages and abilities with transportation options to access goods, services, and opportunities needed across the state. Public and private investments in a range of transportation options strategies, programs, and services provide travel choice for Oregonians and improve the efficiency with which people and goods move through the transportation system. People in Oregon have better options to travel and can readily access information to choose the options that best meet their transportation needs, budget, and preferences. By using efficient transportation options, people improve the economic, human, community, and environmental health in their communities.

WHAT ARE TRANSPORTATION OPTIONS?

Transportation options strategies, programs, and investments create choice in our state and local transportation systems, allowing people to bike, walk, take transit, drive, share rides, and telecommute.

WHAT'S THE FOCUS OF THIS PLAN?

Oregon topic plans (described in detail on page 4) provide policy guidance for local, regional, and state transportation planning. This Transportation Options Plan focuses on the programs, strategies, and investments that support the efficient use of transportation infrastructure, recognizing that the benefits of transportation options extend beyond the traditional definitions of "managing transportation system demand" or "reducing peak period traffic congestion." While a number of strategies, such as high occupancy vehicle (HOV) lanes, tolling, and congestion pricing, are important, these strategies are addressed through other planning documents and policy work and are not the focus of this Plan.

WHAT IS THE TRANSPORTATION OPTIONS PLAN?

The Oregon Transportation Options Plan provides policy guidance for state and local partners to enhance and expand transportation access for all Oregonians while ensuring that transportation investments are efficient and support broader community goals such as growing the economy and improving personal and environmental health. The Oregon Transportation Options Plan:

- → Identifies opportunities to expand transportation choices.
- → Looks to increase funding opportunities for transportation options programs and investments.
- → Provides information to better integrate transportation options into local, regional, and state transportation planning.

Policies, strategies, and programs described in the Oregon Transportation Options Plan promote efficient use of existing transportation system investments, reducing reliance on the single-occupancy vehicle and facilitating use of walking, biking, transit, and rideshare. While transportation infrastructure and operations are critical to the success of a balanced transportation system, this Plan focuses on the programs, strategies, and investments that support the efficient use of transportation infrastructure.
State transportation policies, programs, and investments are guided by the

WHAT ARE THE BENEFITS OF TRANSPORTATION OPTIONS?

The Oregon Transportation Options Plan promotes an efficient, reliable, and affordable transportation system to support Oregon's growing population and economy. Historically, the purpose of transportation options programs and strategies (also referred to as "transportation demand management") has been to reduce reliance on single-occupancy vehicle travel during the busiest times of day through strategies such as carpooling, high-occupancy vehicle (HOV) lanes, and other congestion mitigation strategies. This Plan recognizes that the benefits of transportation options extend beyond the traditional definitions of "managing transportation system demand" or "reducing peak period traffic congestion." Transportation options programs, strategies, and investments affect how Oregonians in all regions of the state travel, where they choose to live, and their overall health. Providing transportation choices to residents, employees, and visitors contribute to the outcomes listed below.

- → **Efficiency:** Maximize transportation system efficiency by increasing capacity of existing infrastructure.
- → **Reliability:** Manage system congestion and improve the reliability of transportation for people and goods.

- **Reduced cost:** Reduce transportation costs for system providers, operators, travelers, and the general public.
- **Access:** Provide travel opportunities for those who may not otherwise be able to access needed information, goods, and services.
- **Other community goals:** Support state, regional, and local goals related to economy, environment, community, and public health by providing transportation choices.

Example Transportation Options Programs and Investments

Transportation options programs and investments facilitate the use of biking, walking, taking transit, sharing rides, and telecommuting. Example programs and investments are provided below.

- Individualized marketing campaigns expand awareness of transportation options by targeting neighborhood, corridor, or employment sites with individualized marketing materials to encourage people to use alternative modes.
- Statewide campaigns improve awareness and use of transportation options through a promotional mix of paid media, educational information, and on-the-ground outreach.
- Rideshare requires both in-person and online resources to coordinate carpool and vanpool ride matches.
- Soft infrastructure includes investments outside of the street right-of-way that help travelers take transit, bike, and walk. Examples include bicycle parking, bicycle racks on buses, onsite showers at the workplace, and transit stop amenities including benches, lighting, and real-time information.
- Incentive programs provide a subsidy or added benefit for program participants to encourage the use of alternative transportation modes. In exchange for logging their trips, which provides useful data for planners and government officials, program participants are eligible for incentives.
- Safe Routes to School programs involve parents, school districts, planners, and health officials to improve health, reduce childhood obesity, decrease traffic congestion, improve air quality, and enhance neighborhood safety.
- Community events such as Sunday Streets allow residents to try a new mode of transportation in a safe, supportive environment.
- Print and web resources provide tools to access transportation options information and understand transportation costs.

A critical component of successful transportation options programs is the trained staff working hands-on in communities to disseminate information and educate travelers.

The Portland SmartTrips program provides individualized marketing materials to residents in targeted neighborhoods.
Source: City of Portland

The Bend Commute Options Rewards Program works with employers to expand the number of employees walking, biking, taking transit, and sharing rides.
Source: Bend Commute Options Program

Using the statewide Drive Less. Connect. tool, Community Connection of Northeast Oregon promotes rideshare in Baker, Union, and Wallowa counties.
Source: Nelson\Nygaard

Note: Chapter 2 of the Transportation Options Plan provides detailed documentation of transportation options programs in Oregon.

WHAT IS THE POLICY FRAMEWORK?

Oregon Transportation Plan (OTP), last updated in 2006.[1] The OTP is a 25-year plan required by Oregon and federal statutes. It provides a multimodal policy framework for prioritizing transportation programs, improvements, and funding. The OTP is complemented by several statewide transportation modal and topic plans that further define and implement the OTP.

The need for an additional topic plan – the Oregon Transportation Options Plan – was identified in response to increasingly diverse transportation needs of Oregon residents and the need to plan for a multiplicity of new transportation modes and programs being introduced by public and private sector providers. This Oregon Transportation Options Plan has been developed under the policy foundation provided by the OTP.

WHO PARTICIPATED IN THE PLAN PROCESS?

The Transportation Options Plan solicited input from a diverse mix of Oregon stakeholders through a variety of methods:

→ **Policy Advisory Committee (PAC):** The PAC represents a broad range of community interests statewide and served as a key conduit of stakeholder input. The PAC was comprised of 16 people representing a diverse set of perspectives, including: the Public Transit Advisory Committee, Transportation Options Group of Oregon, MPO/local jurisdictions, freight, public health, active transportation, development community, human services/medical ride brokerages, technology, Area Commissions on Transportation (ACT), and ODOT Rail and Public Transit Division, among others.

→ **Stakeholder Interviews and Public Review:** Early on in the process, the project team met with more than 50 ODOT internal agency and external stakeholders to document existing conditions information and current and future opportunities and challenges for transportation options. The general public also attended Policy Advisory Committee Meetings throughout the process and provided written comments during the public review period between November 21, 2014 to January 30, 2015.

→ **Focus Groups:** Seven focus groups were conducted to tap the insight and knowledge of issue-based experts on the Plan's proposed policies and strategies. Focus group topics included: human services, safety, technology, return on investment, car/ride/bikesharing, outreach and education, and health.

→ **Website:** The Oregon Transportation Options Plan project website provides key project information, an overview of the planning process, meeting dates, public involvement opportunities, a library of technical memos, the mechanism to sign up for project updates, and opportunities to directly email project staff.

WHY DO WE NEED THIS PLAN?

During the next 25 years, Oregon's population is expected to increase by nearly 30 percent – more than one million additional people will be using Oregon's transportation system. The purchasing power of each dollar raised to fund transportation is diminishing. At the same time, operating, maintenance, and replacement costs of aging infrastructure is placing pressure on transportation budgets.

Source: State of Oregon Office of Economic Analysis Long-Term Oregon State's County Population Forecast, 2010-2050

Transportation options strategies can provide critical mobility and access for more people with less per capita transportation spending. A number of other trends emphasize the importance of the Oregon Transportation Options Plan, including:

- **Growing economy:** With a growing population and economy, Oregon depends on an efficient, reliable, and affordable transportation system. Expanded transportation options are needed particularly during times of peak travel to maintain competitive commute times, retain and attract businesses, and support efficient movement of freight.

- **Doing more with less:** Oregon's ability to invest in significant new capacity is challenged both by the lack of space to expand roadways and the reduced buying power of transportation funding, requiring jurisdictions to think more broadly about moving people and goods efficiently. The Oregon Department of Transportation and its local partners face long-term funding challenges that will limit their ability to preserve and improve the transportation system in the coming years. The Transportation Options Plan provides guidance for cost-effective strategies to improve the efficiency and use of the existing transportation system.

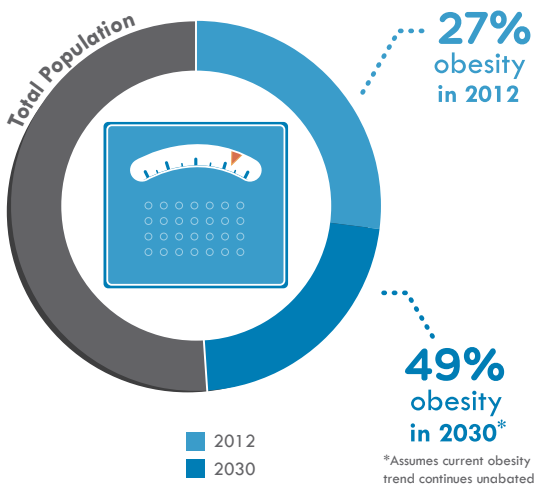
- **Aging Baby Boomer population:** By 2035, nearly one-quarter of Oregonians will be over the age of 65. As Baby Boomers reach retirement, there is a renewed need for expanded transportation options for older adults. While many Baby Boomers will continue to drive, research suggests that many will rely on new and diverse opportunities to travel without having to drive alone.

- **Changing transportation preferences:** Transportation preferences among younger generations are changing – young adults are driving less and many show a clear preference for options to bike, walk, and take transit.

The millennial generation[2] is the first generation in decades that drives less than their parents and the number of young people with a driver's license is declining.[3] Mobile technologies have changed how this generation connects with their peers, how and where they choose to live, how they work, and consequently how they travel.

→ **Increasing public health concerns:** Transportation options help address a number of growing public health concerns in Oregon. Diabetes, heart disease, and stroke and their associated risk factors lead to more disability and death than any other conditions in Oregon. Combined, these diseases affect one in seven Oregonians.[4] Today, 27 percent[5] of the Oregon population is obese; by 2030, if current trends continue, this is projected to nearly double to 49 percent. Even moderate amounts of active transportation such as walking, biking, and even walking to transit stops can result in important health benefits for Oregonians. Public health is also directly related to transportation safety; reducing crashes and incidents contributes to public health.

Oregon's Rapidly Rising Obesity Rate



Between 2012 and 2030, the percent of obese adults in Oregon is projected to increase from 27 percent to 49 percent.
Source: (1) 2012 data: Centers for Disease Control and Prevention. Prevelance of Self-Reported Obesity Among U.S. Adults, 2012, and Trust for America's Health. (2) 2030 projection: Trust for America's Health. F as in Fat: How Obesity Threatens America's Future.

→ **Supporting state environmental goals:** Transportation is inextricably linked to the state's goal of reducing greenhouse gas emissions to levels that are at least 75 percent below 1990 levels by 2050.[6] The *Statewide Transportation Strategy: A 2050 Vision for Greenhouse Gas Reduction* points to transportation options programs and investments as one of the key activities that will achieve the state emissions reduction goal. Transportation sources make up more than 30 percent of Oregon's greenhouse gas emissions[7] and are expected to increase to more than 40 percent by 2025 without action.

→ **Growth in personal technology:** Reliance on technology is increasing at an unprecedented pace. New technology brings people transportation-related information in real time at the click of a button.

WHAT ARE THE GOALS?

The Oregon Transportation Options Plan includes a vision and set of goals, policies, and strategies to guide state, regional, and local partner investment and policy direction for transportation options programs. The Oregon Transportation Options Plan goals include:

Goal 1: Safety

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

This goal includes policies and strategies that support safety education, training, and programs for 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.

This goal includes policies and strategies that support equal consideration of transportation options through reliable and responsive funding.

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.

This goal includes policies and strategies that support the availability of information and ease of using transportation options.

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.

This goal includes policies and strategies that support the role of transportation options in managing congestion, improving reliability, and optimizing investment.

OPPORTUNITIES TO GROW TRANSPORTATION OPTIONS FUNDING

Reliable and responsive transportation options funding is needed to develop robust transportation options programs at the state, regional, and local levels. Funding opportunities include:

- → Incorporate transportation options in capital project development
- → Develop transportation options criteria in project selection
- → Incorporate transportation options programs and investments into the construction phase of large capital projects
- → Integrate transportation options into the development review process
- → Partner with the private sector including employers, the health sector, and human service agencies to leverage funding

> "Transportation options should be viewed as an all-encompassing set of strategies to be incorporated into all levels of transportation planning and investment instead of being an afterthought."
>
> -Phil Warnock, Cascades West Council of Governments

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.

This goal includes policies and strategies that support transportation cost savings, system reliability, and employer programs.

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.

This goal includes policies and strategies that support the reduction of environmental impacts and improvement of health through transportation options programs.

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.

This goal includes policies and strategies that support land use and transportation integration.

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.

This goal includes policies and strategies that expand partnerships to implement transportation options programs.

Goal 9: Equity

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

This goal includes policies and strategies that support diverse transportation needs.

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.

This goal includes policies and strategies that support accessible information and staff resources to effectively implement transportation options programs.

> "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. The experience of trying a new form of transportation matters. We have to think about how the mode will be perceived and provide the best customer service possible."

-Paige Townsend, Rogue Valley Transportation District

PERFORMANCE MEASURES

Performance measures serve as a way to report back to stakeholders and the general public on the results of policy and investment choices. Draft performance measures include:

- Number of transportation options staff per capita[8]
- Motor vehicle miles traveled per capita[9]
- Percent of trips that use a mode other than driving alone during the peak hour[10]

HOW DO WE MOVE THE PLAN FORWARD?

Implementing the Oregon Transportation Options Plan will require a concerted and sustained effort by state, regional, and local agencies, and the private sector.

Investment Principles

The Transportation Options Plan process identifies a critical need to establish responsive and reliable funding for transportation options programs at the state, regional, and local levels. A number of opportunities exist to expand funding by integrating transportation options into existing transportation planning processes and identifying and leveraging new sources of funding. The investment principles listed below help identify opportunities to expand funding and guide investment in transportation options programs and policies at the state, regional, and local levels.

- Provide transportation options strategies and programs equal opportunity in state, regional, and local funding processes.
- Promote transportation options as a solution to transportation problems.
- Support research efforts to justify continued and increased investment in transportation options.
- Integrate transportation options into transportation project planning, development, design, and implementation.
- Create reliable and responsive funding for transportation options.
- Grow funding through public, private, and institutional partnerships.
- Investigate opportunities for advancement of transportation options through new technologies.
- Recognize the importance of investing in staff resources to conduct direct outreach to transportation system users.
- Recognize that the level and type of transportation options investment will vary in different regions of the state.

Implementation Partners

The success of the Oregon Transportation Options Plan requires strong partnerships across State of Oregon agencies and regional and local partners and the private sector. The figure below provides an overview of who the partners are and what their role is in implementing the Plan.

IMPLEMENTATION PARTNER	KEY ROLE
Oregon Department of Transportation (ODOT)	Promote and implement transportation options programs, explore funding opportunities, coordinate technical information, convene local providers, communicate the benefits of transportation options, evaluate and justify investment, monitor statewide performance, coordinate internal transportation options at ODOT, and collaborate with external partners to advance implementation of programs, investments and strategies.
Other State agencies (Departments of Environmental Quality, Human Services, Land Conservation and Development, Public Health, Veterans Affairs, and State Lands)	Coordinate to create supportive transportation options policies and programs.
Local and regional policy makers	Support transportation options in local and regional planning efforts (including Transportation System Plans, Comprehensive Plans, etc.) to help prioritize transportation options programs.
Street designers, traffic engineers, land use planners	Develop safe multimodal transportation systems and communities that support all modes of transportation.
Local transportation options providers	Offer direct connections to local transportation markets and services across the state.
School districts	Promote transportation options through education and outreach campaigns at schools.
Technology sector	Foster partnerships with developers to create cutting-edge applications that deliver real-time information, multimodal trip planning for web and mobile devices, and ridesharing tools.

IMPLEMENTATION PARTNER	KEY ROLE
Health sector	Research the connection between health and transportation to justify investments in active transportation; advocate for and fund transportation options programs and investments.
Employers	Explore direct outreach, vanpool or transit pass subsidies, and supportive infrastructure to increase travel options to and from the worksite.
Developers	Encourage the use of transportation options through design including how the building is oriented to the street, where the building is located in terms of proximity to other services, and the availability of sidewalks, bicycle connections, safe access to transit, and preferential parking for carpools or vanpools; provide amenities on site, such as secure and covered bicycle parking.
Private vendors	Ensure that transportation options products are continually evolving and marketed to the appropriate audiences.
Freight stakeholders	Support the use of transportation options recognizing that it will take auto trips off major freight routes and can benefit the bottom line for freight haulers, ensuring manufacturers, retailers, grocers, and other businesses have the goods they need to keep the economy moving.
Community organizations	Ensure that people of all ages and ethnicities, income levels, and abilities have access to transportation options and have the information and resources they need to use them.

CONCLUSION

The Oregon Transportation Options Plan provides a vision for Oregon residents, employees, and visitors to access a safe, affordable, and efficient transportation system. Whether in downtown Portland or in the small coastal community of Yachats, transportation choices to access jobs, goods, services, and recreation are a necessity. This Plan sets the stage for the State and its public and private and regional and local partners to respond to changing transportation needs, a strained funding environment, and the opportunity for transportation options to support economic, environmental, and community health in Oregon.

ENDNOTES

1. The Oregon Transportation Plan, adopted by the Oregon Transportation Commission, is the statewide policy document guiding transportation decisions and investments. The OTP is the umbrella policy plan that fulfills the statutory planning requirement for the Oregon Transportation Commission.
2. The "millennial generation" is defined as people born between 1977 and 2003.
3. According to the Federal Highway Administration, from 2000 to 2010, the share of 14 to 34-year-olds without a driver's license increased from 21 percent to 26 percent. Federal Highway Administration, Highway Statistics 2010—Table DL-20, September 2011.
4. Oregon Health Authority. "Diabetes, Heart Disease, and Stroke in Oregon 2013."
5. Center for Disease Control. Prevalence of Self-Reported Obesity Among U.S. Adults. 2012.
6. Oregon Revised Statute 468A.205.
7. Oregon Department of Transportation. Oregon Statewide Transportation Strategy. 2012.
8. A transportation options staff person is defined as a staff person who promotes the use of transportation options and provides transportation options information and education to the community. Staff may be located in local or regional governments (city, council of governments, or metropolitan planning organizations), transit agencies, or non-profit organizations.
9. Vehicle miles traveled is an effective indicator of a host of important transportation options outcomes, including system efficiency, household transportation cost, and vehicle source emissions.
10. It has been noted that members of the Transportation Options Plan Policy Advisory Committee desire to track the percent of trips that use a mode other than driving alone for all types of trips (not just those during the peak hour). The Implementation Phase of the Plan will explore this concept further.

POLICY ADVISORY COMMITTEE

Mary Jo Carpenter – Community Connection of Baker County
Jay Flint – Sunset Empire Transportation District
Ann Hanus – Association of Oregon Counties
Ted Leybold – Metro
Jeff Monson – Commute Options for Central Oregon
Mike Montero – Montero & Associates
Jerry Norquist – Cycle Oregon
John Oberst – Transportation Enhancement Advisory Committee
Doug Pilant – Tillamook County Transportation District
Bob Russell – Oregon Trucking Associations
Patrick Son – ITS America
Mary Stern – Association of Oregon Counties
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