



Image: Steve Morgan

BUILDING THE CASE FOR TRAVEL OPTIONS

IN WASHINGTON COUNTY



Image: Steve Morgan



Image: TriMet



Image: TriMet









WHAT ARE TRAVEL OPTIONS PROGRAMS?

Travel options programs encourage residents, commuters and visitors to walk, bike, share rides and take transit. These programs are coordinated efforts that provide education, information, incentives and other resources to encourage alternatives to driving alone.



What are some examples of travel options programs?

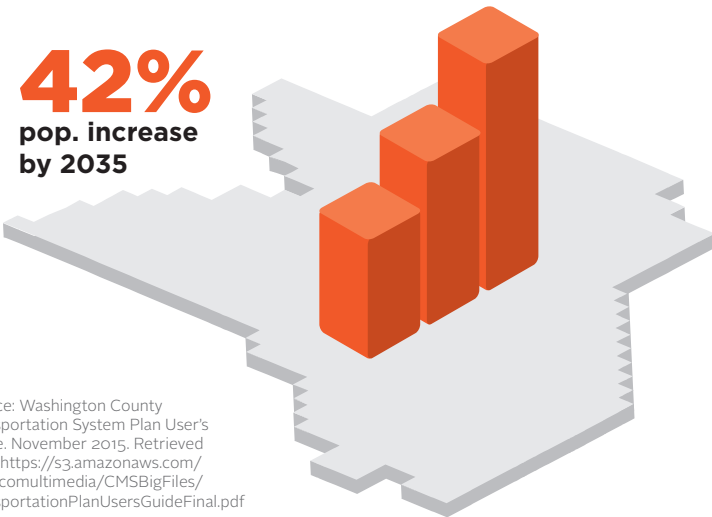
PROGRAM	DESCRIPTION	KEY PARTNERS	DEMONSTRATED IMPACT
 Employer outreach	Promotional campaigns, direct outreach to employees, informational resources (e.g. online content or mobile app), and transit pass programs increase awareness and encourage the use of travel options to and from work.	<ul style="list-style-type: none"> • WTA • Local jurisdictions • Employers • Local chambers • Vanpool providers 	Since 1997, the Metro Regional Travel Options program has documented an increase in biking, walking, transit, and rideshare at businesses from 19% to 39%.
 Residential outreach	Customized outreach to promote travel options within a specified geographic area, such as a neighborhood.	<ul style="list-style-type: none"> • Local neighborhood associations • Local jurisdictions 	The Drive Less Save More: Cedar Hills individualized marketing campaign resulted in a 1.2% reduction in driving alone and a 2% increase in transit ridership.
 Community events	Informational fairs, trainings/ workshops, or open street events help raise awareness about travel options and motivate residents to try out new and active ways to travel.	<ul style="list-style-type: none"> • Local neighborhood associations • Local jurisdictions • Local chambers 	Community events increase awareness of travel options.
 School outreach	Engagement with schools promotes increased physical activity and improved walking and bicycling conditions throughout the community.	<ul style="list-style-type: none"> • Local neighborhood associations • Local jurisdictions • County • School Districts 	School outreach increases awareness of travel options and improves safety around schools.
 Leveraging investments	Travel options promotions during infrastructure and service investments informs the public about the availability and benefits of new investments.	<ul style="list-style-type: none"> • Transit agency • TO providers • Neighborhood organizations • Local jurisdictions 	An individualized marketing campaign was launched in Milwaukie to help promote the region's newest MAX line—the Orange line. The results of the campaign have not yet been documented.
 Technology	Technology relevant to travel options, including smart phone apps, multimodal trip planners, on-demand transportation services, real-time traveler information, and employer commute websites improves awareness and use of travel options.	<ul style="list-style-type: none"> • Local jurisdictions • Employers • WTA • Local software development companies • County 	In spring of 2015, two Washington County employers partnered with WTA to test Commove. The app help users find a transportation route to and from work.

WHY TRAVEL OPTIONS?

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

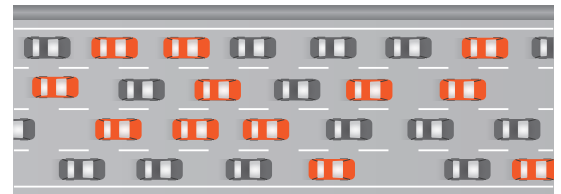
1. A GROWING REGION

Travel options programs encourage residents and employees to bike, walk, take transit, and share rides, reducing the number of single occupancy vehicles on already congested roadways.



76% of residents drive alone to work

Source: American Community Survey, 2014.



 Existing drivers

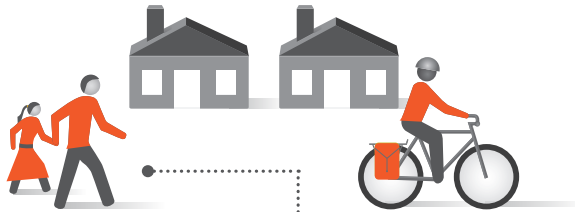
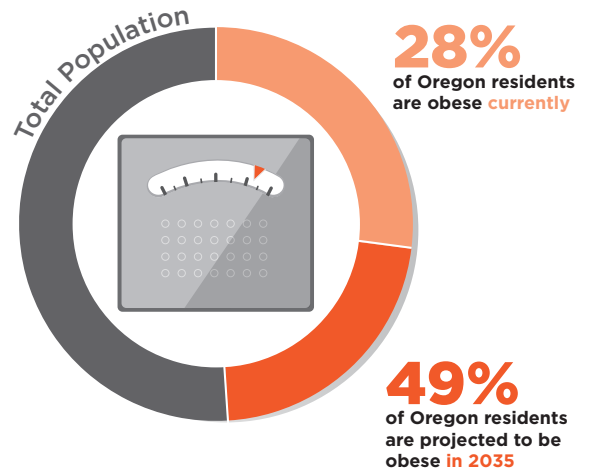
 Future drivers

▲ Congestion is anticipated to get significantly worse – hours of delay are projected to nearly double and roads that are over capacity are projected to triple in Washington County. Travel options programming will help reduce congestion, especially on already congested roadways like Highway 217 and US 26.

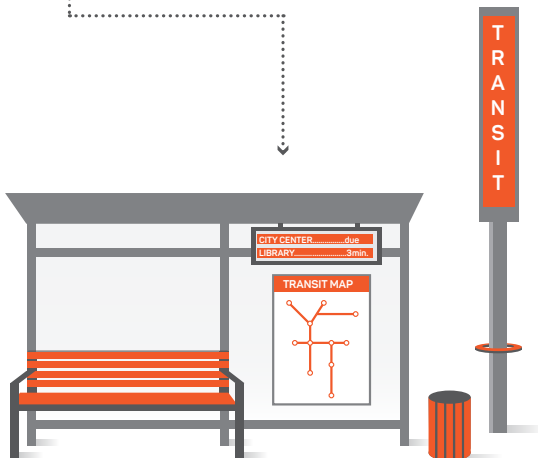
2. A HEALTHY PLACE TO LIVE AND WORK

Travel options programs can improve our community's health by reducing harmful mobile source emissions and increasing physical activity.

- ▶ Approximately 24% of Washington County adults are considered obese, which is lower than the state obesity rate of 28%.^{1,2} Obesity rates are projected to reach 49% in Oregon by 2030.³



Transit riders walk
an average of
19 min.
to and from transit
stops per day



- ◀ Investments in travel options programs that support active transportation modes (biking, walking, and taking transit) encourage residents and employees to build routine physical activity into their daily lives. For example, on average, transit riders walk 19 minutes a day to get to and from transit stops.⁴

¹Robert Wood Johnson Foundation Program. 2012. Retrieved from <http://www.countyhealthrankings.org/app/oregon/2016/rankings/benton/county/outcomes/overall/snapshot>

²Robert Wood Johnson Foundation Program. The State of Obesity. 2014. Retrieved from <http://stateofobesity.org/states/or/>

³<http://healthyamericans.org/reports/obesity2012/?stateid=OR>

⁴"Walking to Public Transit: Steps to Help Meet Physical Activity Requirements". American Journal of Preventive Medicine. 2005.

3. AN EQUITABLE COMMUNITY

Travel options programs can expand opportunities for people to travel without access to a vehicle and provide an affordable option for all.



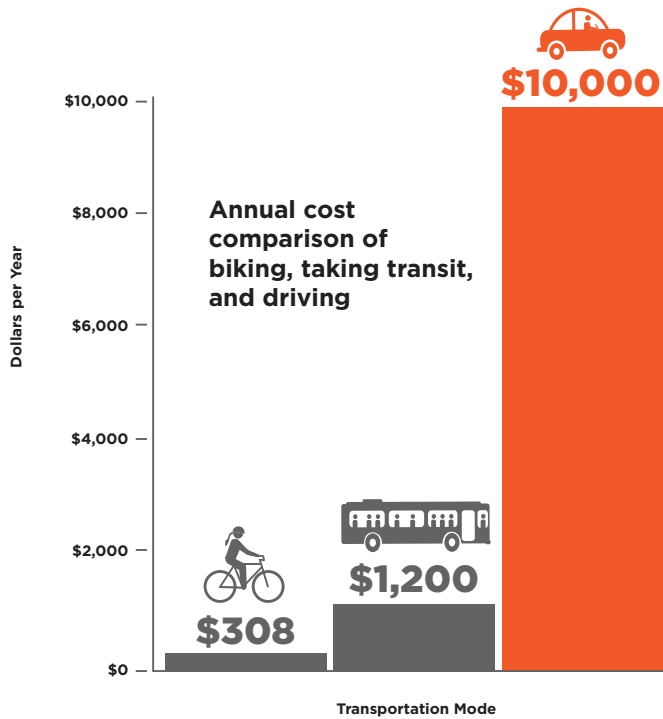
6%
of households
have no vehicle

American Community Survey, 5-year estimates, 2014.



21%
of household
income is spent
on transportation

Source: Center for Neighborhood Technology, H+T Affordability Index, 2016. Retrieved from <http://htaindex.cnt.org/map/>



◀ Owning and operating a vehicle costs upwards of \$10,000/year compared to \$1,200 per year for an annual TriMet pass.

Source: (1) Biking: The League of American Bicyclists and the Sierra Club. "The New Majority: Pedaling Towards Equity." (2) Transit: TriMet Annual Pass Cost Amount (3) Driving: American Automobile Association. "Your Driving Costs." 2013.

4. A FISCALLY RESPONSIBLE SYSTEM

Travel options programs are a low-cost solution to maximize the efficiency of existing roadways and leverage investments by expanding awareness of new transportation services and infrastructure.

- Investments in travel options maximize transportation system efficiency by increasing the capacity of existing infrastructure and services.
- Reducing the number of single occupancy vehicles means that less parking is needed, saving money for employers, jurisdictions, and tenants.

5. AN ECONOMICALLY VIBRANT COMMUNITY

Travel options programs support our businesses by ensuring freight can move efficiently and employees can get to work on time.

- Reducing the drive alone rate in Washington County frees up roadway capacity for more travelers and keeps freight moving.
- Travel options support employee recruitment. A Rockefeller Foundation report found that 66% of millennials said that access to high-quality transportation would be one of their top three priorities when considering a move.⁵
- Travel options support productivity by allowing employees to work while on the bus, train, or in a vanpool.

MOVING CARS



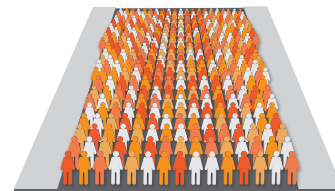
28.4 People
per block

MOVING TRANSIT



225 people
per block

MOVING PEOPLE



1,000 people
per block

Source: City Block assumed 40' curb to curb and 300' long. The space needs for pedestrians and vehicles based on 'Evaluating Transportation Land Use Impacts', Victoria Transport Policy Institute (2014). Average number of passengers per automobile calculated based on National Household Travel Survey Summary of Travel Trends (2009).

⁵ Rockefeller Foundation and T4America. Survey: To Recruit and Keep Millennials, Give them Walkable Places with Good Transit and Other Options." April 22 2014. <http://t4america.org/2014/04/22/survey-to-recruit-and-keep-millennials-give-them-walkable-places-with-good-transit-and-other-options/>

The Importance of Smart Parking and Land Use Policies

Encouraging travel options can be more challenging in Washington County, a region that has a wealth of free and plentiful parking. Local parking and land use policies play a critical role in supporting the success of travel options programs.

Smarter parking strategies can provide cost savings for developers, jurisdictions, and local residents. Developers can save money when they build less parking; jurisdictions can earn a higher tax base by using land for more productive uses; and residents do not have to be burdened with the cost of parking, increasing housing affordability.

Jurisdictions should leverage momentum from recent parking studies in Beaverton and Hillsboro as well as the County's [Rightsizing the Parking Code Project](#). These projects are leading the way in exploring progressive parking policies in the region. Washington County's Rightsizing the Parking Code Project provides a good template for future use and implementation at the local level. A few smart parking policies are outlined below:

- **Reduced minimum parking requirements:** Minimum parking requirements are typically based on projected peak (maximum) demand, for a single land use. As such, most jurisdictions in the United States – and Washington County – require more parking than is actually used. By reducing minimum parking requirements, jurisdictions can save developers and future tenants money and allow more land for productive uses, such as mixed-use development and housing.
- **Shared parking:** Different land uses have different parking needs that occur at different times of the day. Models show that by sharing parking facilities, for example between a hardware store that operates primarily in the day time and a restaurant that experiences peak demand at night, significantly fewer parking stalls are needed to meet the overall peak demand.
- **Paid parking:** Paid parking in high demand areas can be a useful strategy to manage parking demand more efficiently.



Jurisdictions can save money by not requiring so much parking. Simultaneously, reducing parking costs can contribute to reduced housing costs and more walkable communities, and land can be dedicated to more productive uses such as commercial retail.

Who supports travel options programs?

Today, a range of partners in Washington County are working together to expand opportunities for people to travel and reduce the number of people driving alone. With a rapidly growing region, expanded resources and clearly defined roles and responsibilities of existing and future partners are needed.

- **Westside Transportation Alliance (WTA):** The WTA provides commuter programs and services to employers and jurisdictions in the urbanized areas of Washington County.
- **TriMet:** TriMet offers a Universal Annual Pass Program, where employers can purchase annual passes at a lower rate based on employee ridership. TriMet also assists Washington County employers with ECO Surveys.
- **Employers:** Employers support travel options programs through WTA membership and by hosting their own travel options programs. Several large employers in the county already have their own programs including Nike, Intel, and SolarWorld.
- **Jurisdictions and County:** Program involvement and policy support of travel options varies by jurisdiction. Some local jurisdictions (Beaverton, Hillsboro, and Tigard) are members of the WTA. The County encourages support of and is a member of WTA and offers policy support to local jurisdictions.
- **Chambers:** Local chambers of commerce currently provide in-kind support to employers and jurisdictions for travel options. For example, the Hillsboro Chamber of Commerce teamed up with RideConnection, Washington County, and the City of Hillsboro to launch the North Hillsboro Link service.
- **School Districts:** Beaverton and Tigard-Tualatin School Districts are actively developing and implementing Safe Routes to School Action Plans with support from Washington County.



WASHINGTON COUNTY

Travel Options Assessment

WHAT IS IT?

In 2016, Washington County conducted a Travel Options Assessment to identify and evaluate opportunities to expand travel options programming, partnerships, coordination, and funding.

WHAT ARE THE KEY FINDINGS AND OPPORTUNITIES?

Increasing population and employment growth in Washington County heighten the need for travel options programs to combat roadway congestion and reduce emissions. Existing programs administered by the Westside Transportation Alliance, TriMet, and individual employers provide a strong framework which can be further built upon. Leveraging the existing services and partnerships will help support additional programming. This combination of projected future growth, a solid program foundation, a wealth of travel options, and a supportive partner network, makes it an opportune time to enhance and expand travel options in Washington County.

Key opportunities are outlined below:

- Continued coordination and partnerships to ensure effective organizational structures that enhance and expand travel options programs.
- Conduct targeted outreach within high density employment areas and neighborhoods.
- Ensure success of countywide Safe Routes to School programs.
- Collect data and information on travel options and supportive strategies, like parking management, in Washington County as a resource/toolkit to local jurisdictions.

Click here to view the complete [Travel Options Assessment](#).



For more information on the Washington County Travel Options Assessment, please contact:

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