



Transportation demand management

What is the Regional Transportation Plan?

Metro's 2000 Regional Transportation Plan is a blueprint to guide new transportation investments in the Portland metropolitan region during the next 20 years. The plan begins to implement Metro's 2040 Growth Concept to protect the livability of this region in the face of an expected 50 percent increase in population and a 70 percent increase in jobs by 2020. The goal of the plan is to expand choices for travel in the region. To this end, the plan sets policies for traveling by cars, buses, light rail, walking, bicycling and movement of freight by air, rail, truck and water.



METRO
Regional Services
Creating livable communities

Metro, the regional government that serves the 1.3 million people who live in Clackamas, Multnomah and Washington counties and the 24 cities in the Portland metropolitan area, provides planning and services that protect the nature of our region.

Providing options to driving alone

The region's transportation demand management program (TDM) is the element of the Regional Transportation Plan that works to provide alternatives to driving alone. The policies direct planning in the regional TDM program and support funding for regional bicycle, pedestrian and public transit systems. The policies respond to the federal Clean Air Act requirements of 1990, the state Transportation Planning Rule and the state Employee Commute Options Rule. Core elements of the regional program are administered by Tri-Met with oversight by Metro through the TDM subcommittee of the Transportation Policy Alternatives Committee. Elements of the program are administered by the Department of Environmental

Quality, the Oregon Office of Energy and Wilsonville's transit system (South Metro Area Rapid Transit).

Regional transportation demand management policies

Policy: Enhance mobility and support the use of alternative transportation modes by improving regional accessibility to public transportation, carpooling, telecommuting, cycling and walking options.

- Promote programs that reduce the number of people driving alone and dependence on the automobile.

continues



Bicycling and taking MAX are among the alternatives to driving alone.



Metro adopted parking ratios at the Clackamas Promenade, designed to maximize the use of parking lots and reduce urban sprawl by reducing land devoted to parking.

- Promote transit-supportive design and infrastructure in 2040 Growth Concept land-use components.
- Establish a non-single-occupancy vehicle modal target for each 2040 design type (see table).
- Establish and support transportation management associations for employee commute options.
- Promote private and public sector programs and services that encourage employees to use non-SOV modes or change commuting patterns, such as telecommuting, flexible work hours and/or compressed work weeks.
- Investigate the use of high-occupancy-vehicle (carpool) lanes to improve system reliability and reduce roadway congestion.
- Promote facilities that support alternative transportation, such as showers and lockers at employment centers for employees who bicycle to work.
- Investigate the use of market-based strategies that reflect the full costs of transportation to encourage more efficient use of resources.

Regional program

The regional program includes strategies that promote shared rides (car and vanpooling) and the use of transit, walking, biking, work schedule changes and telecommuting, especially during the most congested times of the day. Providing options to driving alone allows people to eliminate trips or switch to another

method of travel that can improve the efficiency of our transportation system and result in better air quality. This can delay the expansion of the regional motor vehicle system.

Alternative mode share targets established in the table that follows are goals for cities and counties to work toward as they implement the 2040 Growth Concept at the local level. Improvements in non-single-occupancy

2040 regional modal targets <i>non-single-occupancy vehicle</i>	
2040 design type	modal target <i>non-single-occupancy vehicle</i>
Central city	60 to 70 percent
Regional centers	45 to 55 percent
Town centers	
Main streets	
Station communities	
Corridors	40 to 45 percent
Industrial areas	
Intermodal facilities	
Employment areas	
Inner neighborhoods	
Outer neighborhoods	

vehicle mode share will be used to show compliance with per capita travel reductions required by the state Transportation Planning Rule. The most urbanized areas of the region will achieve higher participation than less developed areas closer to the urban growth boundary.

Parking management

As non-auto modes of travel are used more, the demand for parking decreases. Reducing the demand for parking will allow the region to use our land supply more efficiently, reduce paved surfaces and provide opportunities to redevelop existing parking into other more important uses.

Parking management policies are intended to assist local jurisdictions with implementation of the state Department of Environmental Quality's voluntary parking ratio program contained in the region's ozone maintenance plan.

Regional parking management policies

Policy: Manage and optimize the efficient use of public and commercial parking in the central city, regional centers, town centers, main streets and employment centers to support the 2040 Growth Concept and related RTP policies and objectives.

- Establish minimum and maximum parking ratios to help the region manage the number of off-street parking spaces in the region.
- Support local adoption of parking management plans.
- Promote the use and development of shared parking spaces for commercial and retail land uses.
- Implement appropriate parking ratios and investigate other measures throughout the region that reduce the demand for parking or lead to more efficient parking design options.
- Encourage preferential parking stalls for carpool, vanpool, motorcycle, bicycle and motorized bicycle parking at major retail centers, institutions and employment centers.

- Conduct further study of market-based strategies, such as parking pricing and employer-based parking-cash outs and restructuring parking rates.

TDM program enhancements

The TDM program will be continually updated to include new strategies for regional demand management. One strategy to be considered is the "location efficient mortgage", which increases the borrowing power of potential homebuyers in "location efficient" neighborhoods. These are neighborhoods that are pedestrian-friendly areas with easy access to public transit, shopping, employment and schools.

This mortgage recognizes that families can save money because the need to travel by car is reduced. Instead of owning two cars, a family could get by with one car, or none. Bankers are required to look at the average monthly amount of money that applicants would be spending on transportation and apply it to the servicing of a larger mortgage. This increases the purchasing power of borrowers when buying a home in location efficient neighborhoods, stimulating home purchases in existing urban areas.

Peak period pricing considered

Peak period pricing will be considered when new highway capacity is added in the region. Peak period pricing involves market pricing (through variable tolls) on congested roadways at times of highest use. Peak period pricing has been successful in other parts of the US and internationally by providing an incentive for



The 2000 Regional Transportation Plan places new emphasis on street parking where possible (as shown here in Portland's Pearl District) to reduce the need for new parking lots.



Tri-Met allows bicycles on transit to encourage less driving.

drivers to select other modes, routes, destinations or times of day to travel. Drivers who choose to pay the toll can benefit from significant time savings. Peak period pricing is the only demand management tool specific to a location and time of day, making it uniquely effective in reducing congestion and improving mobility while limiting vehicle miles traveled and the need for new roads. In addition, it may generate revenues to help with needed transportation improvements.

The Traffic Relief Options Study, completed in 1999 by Metro and ODOT, examined the potential of various types of roadway pricing to meet the regional transportation, environmental and land-use goals. The study, undertaken with the guidance from a citizen task force, found that pricing existing lanes would generate the most revenue. It could also result in the most significant reduction in vehicle miles of travel and air pollution.

However, the task force did not recommend pricing existing roadways. Instead, it was recommended that pricing be considered when new highway capacity is built.

Peak period pricing policy

Policy: Manage and optimize the use of highways in the region to reduce congestion, improve mobility and maintain accessibility within limited financial resources.

- Apply peak period pricing appropriately to manage congestion. In addition, peak period pricing may generate revenues to help with needed transportation improvements.
- Consider peak period pricing as a feasible option when major, new highway capacity is being added. Do not price existing roadways at this time.

Circumstances where peak period pricing may be appropriate are:

- When one or more lanes are being added to a currently congested highway, a stretch of several miles should be considered.
- Where a major new highway facility is being constructed where none exists now to provide congestion relief in the corridor, peak period pricing of all lanes should be considered.
- Where a major facility (bridge or highway) is undergoing reconstruction and significant capacity is being added, pricing of one or all lanes should be considered.

Objectives for future consideration of peak period pricing:

- Identify at least one specific project for which peak period pricing is appropriate to serve as a pilot project within two years.
- Pursue federal Value Pricing Pilot Program funds for development of detailed implementation plans and/or administration of pilot projects.

For more information

Call the transportation hotline, (503) 797-1900 option 2. You can leave a message requesting a copy of the Regional Transportation Plan or other fact sheets about the plan. Ask for a list of all RTP fact sheets. If you are hearing impaired, call TDD (503) 797-1804.

Visit our web site at www.metro-region.org

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