



STAFF REPORT/RESOLUTION

TO: Southwest Washington Regional Transportation Council Board of Directors
FROM: Matt Ransom, Executive Director 
DATE: April 28, 2015
SUBJECT: Commute Trip Reduction Program, Resolution 05-15-10

AT A GLANCE - ACTION

The action requested is adoption of Resolution 05-15-10 to update the region's CTR Plan together with review of updated local CTR plans prior to submittal to the Statewide CTR Board for approval. The RTC Board had opportunity to preview the action requested at a presentation on the region's CTR Program provided by RTC staff and Jan Bowers, the region's CTR Program Administrator, at the February 2015 RTC Board meeting.

INTRODUCTION

A Commute Trip Reduction (CTR) law was first passed by the state legislature in 1991 followed by an updated law, the CTR Efficiency Act (RCW 70.94.527), in 2006. The CTR Efficiency Act of 2006 modified the scope of the CTR program to ensure that CTR plans and employer goals are coordinated with transportation and growth plans and focus on urban growth areas with the most congested state highways. Under the CTR Efficiency Act, local jurisdictions were allowed to create Growth and Transportation Efficiency Centers (GTECs) to obtain funding and flexibility in implementing programs. The Act also expanded the role of WSDOT and Regional Transportation Planning Organizations (RTPOs) in CTR planning. A CTR Board made up of statewide representatives oversees the CTR program by establishing policy, providing guidance and allocating funding.

The overall statewide goals of the Commute Trip Reduction program are to: 1) improve transportation system efficiency; 2) conserve energy; and, 3) improve air quality. The program requires participation by the state's largest employers; those with over 100 employees arriving at work between 6 and 9 a.m. year round and located in areas of Washington State most affected by traffic congestion.

In Clark County there are currently four CTR affected jurisdictions:

1. Vancouver
2. Camas
3. Washougal
4. Unincorporated Clark County (UGA)

In October 2007, the RTC Board approved CTR Plans for each of these four jurisdictions as well as RTC's Regional CTR Plan and a plan for the downtown Vancouver Growth and

Transportation Efficiency Center (GTEC). Since then, status reports have been submitted to the CTR Board in 2008, 2009, 2010, and 2011 and in 2013 summary CTR Plan updates were submitted to address how the CTR program is being implemented by local jurisdictions and the region. The implementation process requires that local jurisdictions, Regional Transportation Planning Organizations (RTPOs), major employers, transit agencies, WSDOT, and the CTR Board work collaboratively. In 2015, local and regional CTR Plans updates must be submitted to the CTR Board with a specific focus on setting the future Plan's CTR goals and targets.

THE STATE'S 2015-2019 CTR PROGRAM

The state's CTR Board is consistently looking at how to improve the Program by providing more flexibility and enhancing program effectiveness. The CTR Board released its 2015-2019 CTR Program that lists program objectives, statewide performance goals and targets, presents options for locals to set local performance goals and targets, lists statewide strategies, performance measures and describes CTR funding (see attached "Washington State Commute Trip Reduction Board, State Commute Trip Reduction Plan for 2015-2019"). The most notable change for the 2015-2019 Plan updates is a new provision allowing for "locally-defined performance goals and targets".

THE CTR PROGRAM AT THE LOCAL AND REGIONAL LEVELS

Within Clark County, 60 local employers are considered CTR-affected worksites (located in Vancouver, unincorporated Clark County, Camas and Washougal). The CTR Program is administered by a program administrator hosted by the City of Vancouver. Specifically, the CTR Administrator supports and trains worksite Employer Transportation Coordinators (ETC's), helps ETC's with worksite promotion of CTR programs and reviews worksite CTR amenities. The state's CTR program requires biennial survey of the commute mode used by employees. The CTR Administrator oversees the administration and submittal of these surveys among other program support and promotion functions in order to advance the program regionally.

Regionally, significant efforts have been mobilized around providing a seamless web platform for CTR Program participants and the public in general. Information on the CTR Program, commute options, incentive programs and trip tracker databases are available at the www.ClarkCommute.org website.

As required by the State, RTC staff collaborated with local jurisdictions and the region's CTR Administrator in developing the local and regional CTR implementation plan updates, and updated local CTR goals and targets (see attached documents). The state CTR Board calls for locals to submit their updated CTR implementation plans to RTC and RTC, as the region's Regional Transportation Planning Organization, is to submit an updated regional CTR Plan along with the local plan updates to the State's CTR Board. 2015 to 2019 Plan updates are to be submitted on form templates created by WSDOT CTR staff and CTR Board.

Local CTR Plan update questions focus on:

- Goals, Targets and Other Performance Measures
- Strategies
 - (a) Policies and Regulations
 - (b) Service and Facilities
 - (c) Marketing and Incentives
- Comprehensive Planning and Community Goals
- Land Use and Transportation Conditions
- Financial Plan, and
- Growth and Transportation Efficiency Center (GTEC) report (if jurisdiction has a designated GTEC)

RTC has reviewed the local CTR Plan updates submitted by Vancouver, Camas Washougal and Unincorporated Clark County together with the updated Commute Trip Reduction Goals and Targets Worksheet for 2015-2019 (see attachments) and recommends them. All local CTR Plan updates address the questions posed by the CTR Board and include strategies for reducing drive-alone trips. Also, all are consistent with the Regional Transportation Plan for Clark County's policies and with the Congestion Management Process for the region.

The updated local CTR Plans take advantage of the new state CTR program provision allowing for the 2015-2019 Plan updates to have "locally-defined performance goals and targets". This new provision gives local jurisdictions the flexibility to design a CTR program and set targets that are more realistic based on the TDM infrastructure, congestion levels and unique challenges faced by the local region. In the 2015-2019 timeframe, affected local jurisdictions in Clark County will work to try to decrease the drive-alone rate by increasing carpool and bicycle mode shares while continuing general CTR efforts to promote transportation options.

Regional CTR Plan questions focus on similar elements to the local plans:

- Regional Goals
- Regional Strategies
 - (a) Policies and Regulations
 - (b) Service and Facilities
 - (c) Marketing and Incentives
- Regional Transportation Plan (and integration of trip reduction into the Plan)
- Regional Plans are reviewed by the CTR Board

POLICY IMPLICATION

Regular update to the Regional CTR plan and local plans for CTR affected jurisdictions is a requirement of the state's Commute Trip Reduction Efficiency Act (2006). Guidance on

implementation and update of the Plans is provided through Washington Administrative Chapter 468-63. Local Comprehensive Plan and Regional Transportation Plan updates are expected to reflect the requirements of the CTR program and to support its successful implementation. The proposed Local and Regional CTR Plan elements are consistent with the Regional Transportation Plan for Clark County (2014) and implement components of the Plan’s transportation demand management, congestion management process, and commute trip reduction programs.

The Regional Transportation Advisory Committee (RTAC) reviewed the updated CTR plans and CTR Goals and Targets Worksheet for 2015-2019 at the April 17, 2015 RTAC meeting. RTAC recommends adoption by the RTC Board.

BUDGET IMPLICATION

None.

ACTION REQUESTED

Adoption of Resolution 05-15-10, "Commute Trip Reduction Program".

ADOPTED this _____ day of _____ 2015,
by the Southwest Washington Regional Transportation Council.

SOUTHWEST WASHINGTON
REGIONAL TRANSPORTATION COUNCIL

ATTEST:

Melissa Smith
Chair of the Board

Matt Ransom
Executive Director

Attachments: CTR Board Information Sheet, 2015-2019 Program
2015-2019 Updated CTR Plans for Local Jurisdictions: Vancouver, Unincorporated Clark County,
Camas and Washougal
Commute Trip Reduction Goals and Targets Worksheet: 2015–2019
2015-2019 Updated CTR Plan for the Region

The Commute Trip Reduction program contributes to important statewide performance goals and accomplishes its mission to reduce transportation-related air pollution, energy consumption and traffic congestion by promoting energy-efficient choices.

The CTR Board adopts the following as its State Commute Trip Reduction Plan for 2015-2019:

Program objectives

- Engage communities and enhance program effectiveness and flexibility.
- Expand the trip-reduction market from commute trips to all types of trips.
- Evolve performance measurement for data efficiency and the new all-trips plan.
- Leverage the Governor's and WSDOT's policy direction and support.
- Integrate planning to support multimodal transportation choices.
- Respond to emerging issues and opportunities.

Statewide performance goals and targets

- Goal: Increase the use of transportation alternatives for commute trips among residents to 33 percent by 2015 (Governor's Results Washington). Correlate this goal if and when the Governor's office issues an update after 2015.
 - Target: 40% use of transportation alternatives for commutes by 2019. 6% percent point increase in jurisdiction's CTR program over their baseline.
- Goal: Reduce the state's annual per capita vehicle miles traveled by 18 percent by 2020 (RCW 47.01.440 – state VMT goals).
 - Target: 18% reduction of VMT for employees in jurisdiction's CTR program.
- Goal: Reduce the state's greenhouse-gas emissions to 1990 levels by 2020 (RCW 70.235.020 – state GHG goals).
 - Target: 18% daily GHG emissions reduction per employee (based on CTR VMT target).

Local performance goals and targets: three options

1. State goals and state targets
2. State goals and locally tailored targets
3. Locally defined goals and targets

Statewide strategies

- Leverage the policy direction set forth in Governor's Executive Order 14-04 *Washington Carbon Pollution Reduction and Clean Energy Action*, which directs the development of a new program to help local government implement measures to improve transportation efficiency and update comprehensive plans to maximize travel and land-use efficiency for the movement of goods and people with reduced GHG emissions.

- The CTR legislative proposal to expand to all trips is a strategy for implementing local transportation-efficiency measures. WSDOT, Commerce and Ecology are developing planning improvements that support this direction.
- Leverage the goals set by *Results WSDOT* for modal integration (better interconnectivity of all transportation modes) and environmental stewardship (improving the energy efficiency of transportation systems). The CTR program directly supports agency and statewide goals.
- Support legislation and funding to expand the program's focus from commute trips to all trips, through community-designed and determined trip reduction plans.
- Support for legislation to amend and extend the CTR tax-credit program.
- Develop and implement the new community all-trips program with competitive grants.
- Field-test experimental strategies for enhanced trip-reduction performance, efficiency and community customization through the board's ongoing pilot of alternate plans.
- Move the program toward community-based tailoring of plan types, goals, and successes.

Performance measures

The statewide performance goals for GHG, VMT and the percentage of residents commuting using alternatives are measured or tracked by Ecology, WSDOT and the Governor's office. Implementers will continue to measure the effectiveness of their local management strategies. The return on investment and benefit to the transportation system is a product of local implementation and success.

Funding

The CTR program budget has been and continues to be approximately six million dollars a biennium. Program funding has not increased from its original budget amount twenty-three years ago, despite a significant increase in the number of employer worksites and a doubling of the employees covered by the program. Factoring in inflation, \$6 million in 1991 budget dollars has about \$3.8 million in purchasing power today.

To create a more sustainable and effective financial plan, efforts are being made to secure additional trip reduction-related funding.

The board may revisit its state plan upon the passage of its legislation or amended goals from the Governor's office.

Commuter Trip Reduction Implementation Plan Update: 2015–2019

Jurisdiction: City of Vancouver

Goals, targets and other performance measures

See Goals and Targets Worksheet (attached).

Strategies

What specific steps and strategies will you implement to meet your goal? Please include (a) policies and regulations, (b) services and facilities, and (c) marketing and incentives.

(a) Policies and Regulations:

With the State's new Low Impact Development requirements that must be adopted by 2016, the City of Vancouver will be reviewing many of its existing codes and policies to ensure we are in line with the new regulations. One of the areas that we will be looking to make changes to is the City's parking code, particularly the number of spaces we require and also the possibility of establishing parking maximums. The City has also discussed the potential of updating its Transit Overlay District code in the coming years to make it more applicable and effective.

The City will continue to expand and improve its parking management strategies in the downtown area. Recently the meter district boundary has been expanded to include the new Waterfront development area and will potentially require further strategy refinement as that project comes on-line. The City is also exploring the potential of metering the Uptown Village area, which is within the Destination Downtown program area.

(b) Services and Facilities:

The City of Vancouver has strong policies in place that support the development of a multimodal transportation system. The City has and will continue to look for opportunities to improve our bicycle network to support our newly adopted goals. Several large urban arterial upgrade projects will be moving forward in the coming years that will provide new and direct bicycle connections to many CTR affected worksites. The City will also look for ways to make improvements to the existing infrastructure through the pavement program restriping process and potential grant opportunities.

In 2016 C-TRAN will open its first Bus Rapid Transit (BRT) route in the City of Vancouver. The new route

has the potential to impact numerous CTR affected worksites. The City has been a strong partner in the development of the BRT line and will continue to work with C-TRAN to promote the new system through the Clark County CTR and Destination Downtown programs. The City will also work closely with C-TRAN to explore how transit service can be enhanced to CTR worksites. By working closely with the CTR worksites, it is possible that transit schedules and services could be modified to better meet the needs of commuters.

(c) Marketing and Incentives:

The regional CTR marketing strategy is implemented by the CTR Program Administrator and will be focused on increasing the bicycle and carpooling mode splits based on the newly adopted goals. The core of the program will be focused on evaluating current mode splits at the affected worksites and then working one-on-one with ETC's to assign an optimal bike and carpool trip number to work towards. To support this effort Campaign messaging and materials will be adjusted to reflect the change in program goals.

In partnership with the Bicycle Transportation Alliance's annual September Bike Commute Challenge, the CTR program will hold a Bike to Work Week to promote bicycling at the different worksites as well as provide a specific bike to work campaign during that month. Worksites will also be encouraged to take advantage of the CTR program's personalized carpool matching events to encourage employee carpool formation.

Current plans are to apply for additional grant funds that would allow the CTR Program Administrator to develop more robust marketing campaigns specifically targeting carpooling and biking modes year round. The funds would also allow the creation of a grant match program for worksites to increase bike parking and awareness, as well as provide rewards to attract new carpoolers and bicyclists.

Comprehensive planning & community goals

[Governor's Executive Order 14-04 Washington Carbon Reduction and Clean Energy Action](#) directs state agencies to assist local governments to update their comprehensive plans to produce travel and land-use patterns that maximize efficiency in movement of goods and people, and reduce greenhouse gas emissions.

How does trip reduction support the goals of your community and comprehensive plan, and vice versa? How will you further integrate trip reduction through the updating of your comprehensive plan (e.g., parking, land use)?

The City of Vancouver has a strong commitment to providing lifelong educational, recreational, cultural and other opportunities for its diverse population. Safe neighborhoods with distinct qualities and proud identities are linked by parks and green-spaces as well as a transportation system that provides mobility options for all. A vital economic base creates plentiful family-wage jobs.

Key Comprehensive Plan policies that support CTR include the City's vision for activity centers, including

a mix of land uses that are supportive of transit, pedestrian and bicycle use. The City's policies also support pedestrian-oriented built environment for residential and commercial activity. It also encourages mixed-use development patterns that provide a variety of commercial and residential opportunities, including multi-family and small lot single-family residences.

Other policies include producing design standards for a safe, usable non-motorized transportation network throughout the City, effective public transit, and a well-developed pedestrian and bicycle network. The City recently updated its Comprehensive Plan (2011-2030) and in that process added references to the CTR and GTEC plans as a major implementation strategy for managing future traffic demand:

"Vancouver has an active Transportation Demand Management program, with several key components. In addition to managing the regional commute trip reduction program for state-designated CTR employers in Clark County, Vancouver runs a variety of local programs and promotions to encourage commute trip reduction for non-CTR employers (the state CTR law and program applies only to businesses with 100 or more employees). Vancouver has also adopted two Growth and Transportation Efficiency Centers, one in the central business district and one in the east-side employment center at Columbia Tech Center. These programs include participation in regional efforts for trip reduction, such as car pool matching, bike-to-work, and CTR promotions with prizes for employees that use non-SOV modes to reach work."

Land use and transportation conditions

How do existing and future anticipated land-use and transportation conditions affect CTR worksites?

Traffic projections derived from the population and employment growth forecasts in the City of Vancouver's Comprehensive Plan clearly indicate that auto, truck, and transit trips will all increase significantly in Vancouver over the next 20 years. The Plan outlines the steps needed to manage the growth in Vancouver by building and managing a multi-modal system designed for urban traffic conditions. The City's transportation system is not currently, nor will it ever be, based solely on the automobile.

To accommodate the growth expected over the 20-year planning period, many more improvements to the transportation system will be needed. Planned projects include major roadway projects, minor street projects, signal systems projects, pedestrian projects, bike projects, and trails. Partnerships will also be undertaken with the responsible agencies to provide system improvements that support and complement the area's transit services and highway. Transportation demand management will play a critical role in supporting the City's transportation system as conditions continue to change over the next 20 years.

Financial plan

What are the anticipated funding sources and amounts for local trip reduction, including grants and local funding?

The City of Vancouver has an inter-local agreement with the City of Camas, City of Washougal, and unincorporated Clark County to administer the Clark County CTR program using the funds provided by the Washington State Department of Transportation CTR program. There are potential plans for the City of Vancouver to apply for a Federal Surface Transportation Program grant to provide additional regional CTR funding to focus on our newly adopted goals that are specific to increasing our area's bicycle and carpooling mode splits. The additional funds would be for marketing, campaigns, rewards, and worksite matching grants for bike parking. The planned request would be part of a larger transportation demand management program that would include adding a trip track system to ClarkCommute.org, expanding the Destination Downtown program, and design and implementation of a pedestrian wayfinding system in downtown Vancouver.

GTEC report (if your jurisdiction has a designated GTEC)

Are you continuing to implement?

Optional: Describe the (a) strategies, (b) land use and transportation conditions, (c) population and employment demographics, and (d) financial plan, and how they differ from those in the CTR plan.

The City of Vancouver's Destination Downtown Program was implemented as a Pilot in 2012 and continues to deliver impressive results. The program has been successful at supporting local businesses, hosting outreach events, and encouraging downtown employees to use commute options more frequently. Results from the 2012, 2013, and 2014 program years show that the drive-alone commute mode share decreased between 8 and 10 percentage points for reporting program participants. Over 600 downtown commuters signed up for program since 2012 and more than 400 downtown and uptown businesses have taken part in program offerings.

The success of the 2012 Pilot Program resulted in a continued effort to promote commute options to employees in the downtown core and Uptown Village, a business and residential district just north of downtown. Outreach for the 2014 Destination Downtown Program commenced in January of 2014. During the course of one year, Destination Downtown outreach staff engaged 90 new businesses, with 65 of those businesses participating by ordering a commute kit, signing up for the rewards program, or requesting a bike rack. A total of 170 employees signed up for the rewards program, received Welcome Packets, and had the option of tracking commute trips through Rideshare Online (RSO) to earn rewards and prizes. In addition 40 personalized Commute Kits were assembled and delivered by bicycle to downtown and uptown employees.

Nine well-attended transportation options events were hosted by Destination Downtown outreach staff during the active outreach phase in 2014. Staff worked with partners to plan and conduct this series of events, including a Bike To Work Day recognition, bicycle scavenger hunt, downtown "Mural Walk,"

“Tour de Mural” bike ride, wet-weather cycling workshop, the City of Vancouver Noon Concerts, Vancouver Downtown Association’s (VDA) Parking Management Meeting, and a September Active Transportation Challenge.

Alta outreach staff also conducted a downtown parking study among 30 businesses to capture data regarding employee parking preferences. Staff worked with Vancouver’s Downtown Association (VDA), City of Vancouver Parking Department, Rick Williams Consulting, and The Source Climbing Center to develop an Employee Parking Guide that highlighted long-term parking option for employees and quantified the annual potential retail sales per occupied parking stall at \$53,534.

Results from pre- and post- surveys that were collected from during the three years of the program indicate the drive-alone mode share has decreased by 9.7 percentage points, whereas the carpooling mode share increased by 5.3 percentage points, bicycling increased by 2.8 percentage points, and walking increased by 0.9 percentage points. These results indicate that travel behavior changes continue to be sustained through the program and that participants continue to make more of their trips using commute options.

What specific policy, service changes and land-use steps will be accomplished during this period for the GTEC area?

In January of this year the City committed to continuing the Destination Downtown Program through 2016, with a strong potential to extend even into 2017. Over the next several years the outreach staff will continue to collaborate with partners, local business leaders, and neighborhood associations to plan and implement a series of events to encourage greater use of travel options. Other new program developments include residential outreach to households within the existing target area, switching from the current trip tracking system to a new Clark County only trip tracking web site, City of Vancouver Noon Concert Series promotions and “bike trains”, new bike parking opportunities, and conducting outreach to residents in new downtown apartment complexes that have limited auto parking. Destination Downtown staff will also work with Clark College students to promote C-TRAN’s new Bus Rapid Transit (BRT) system that is scheduled to open in late 2016 and will they will also establish a TDM program for the Port of Vancouver.

Regional transportation planning organization CTR plan review

Recommended

Not recommended

RTPO comments:

RTC has reviewed the Vancouver CTR Plan update and will support Vancouver in continuing to implement the identified strategies in the City of Vancouver Commute Trip Reduction Plan and continued implementation of the Destination Downtown program.

Commuter Trip Reduction Implementation Plan Update: 2015–2019

Jurisdiction: Camas

Goals, targets and other performance measures

See Goals and Targets Worksheet (attached). (Goal is to increase cycling and carpool shifts)

Strategies

What specific steps and strategies will you implement to meet your goal? Please include (a) policies and regulations, (b) services and facilities, and (c) marketing and incentives.

The City of Camas will implement the following steps and strategies towards increasing the carpool and cycling mode shifts:

- a) Policies and regulations:
 - Review existing parking requirements that may discourage drive alone vehicle use.
 - Implement TDM elements in new development, including commuter information centers, preferential parking for carpools and vanpools, bike lockers, showers, bike racks, and bus stops. The City will require developers to work with C-TRAN early in the plan development process to ensure transit oriented design occurs.
- b) Services and facilities:
 - Work with C-TRAN to continue to provide transit services to CTR affected worksites, where service is currently available.
 - Encourage carpooling and vanpooling through the use of online websites such as www.rideshareonline.com
 - Encourage bicycling and walking amenities such as bike lockers, access to shower and changing facilities.
 - Improve bicycle and pedestrian facilities such as adding new bike lanes, trails and signage.
- c) Marketing and incentives: The City of Camas has an inter-local agreement with the City of Vancouver to administer the CTR Program Administrator. Pending additional funding, the CTR Program Administrator will design marketing campaigns targeting carpooling and biking mode, designing grant match for worksites to increase bike parking and awareness, as well as have rewards offered to attract new carpoolers and cyclists. Worksite will also be encouraged to take advantage of the CTR program's personalized carpool matching events to encourage employee carpool information.

Comprehensive planning & community goals

[Governor's Executive Order 14-04 Washington Carbon Reduction and Clean Energy Action](#) directs state agencies to assist local governments to update their comprehensive plans to produce travel and land-use patterns that maximize efficiency in movement of goods and people, and reduce greenhouse gas emissions.

How does trip reduction support the goals of your community and comprehensive plan, and vice versa? How will you further integrate trip reduction through the updating of your comprehensive plan (e.g., parking, land use)?

Commute Trip Reduction is integrated into the City's comprehensive land use planning policies by requiring non-motorized pedestrian connections between retail, living and work places via transit connections, bus stops, sidewalks, bike facilities, trails and encouraging employers to participate in ride sharing programs.

As mandated by the State, the existing City of Camas Comprehensive Plan will be updated this year in 2015. The sections that have goals, policies, and strategies that are pertinent to commute trip reduction will be reviewed for opportunities to integrate the strategies outlined in our 2008 CTR local plan and updates into the comprehensive planning process, as well as looking for new opportunities for integrations of the two plans.

Our current CTR plan The CTR plan may be revised and submitted to the RTPO and CTR board as needed.

Land use and transportation conditions

How do existing and future anticipated land-use and transportation conditions affect CTR worksites?

All existing and future development should take into consideration the goals of Commute Trip Reduction planning. The City's transportation plan policies address the CTR goals by including design standards for a safe, usable non-motorized transportation network throughout the City, effective public transit, and a well-developed pedestrian and bicycle network.

Financial plan

What are the anticipated funding sources and amounts for local trip reduction, including grants and local funding?

The City of Camas has an inter-local agreement with the City of Vancouver to administer its CTR program. The only funding source is WSDOT CTR funding. If additional funding is secured, it will target marketing, campaigns and rewards focused on increasing the carpool and bicycle mode shifts, as well as updates for the regional CTR website, www.ClarkCommute.org

GTEC report (if your jurisdiction has a designated GTEC)

Are you continuing to implement?

Optional: Describe the (a) strategies, (b) land use and transportation conditions, (c) population and employment demographics, and (d) financial plan, and how they differ from those in the CTR plan.

N/A

What specific policy, service changes and land-use steps will be accomplished during this period for the GTEC area?

N/A

Regional transportation planning organization CTR plan review

Recommended

Not recommended

RTPO comments:

RTC has reviewed the Camas CTR Plan update and will support Camas in continuing to implement the identified strategies in the updated City of Camas Commute Trip Reduction Plan.

Commuter Trip Reduction Implementation Plan Update: 2015–2019

Jurisdiction: Washougal

Goals, targets and other performance measures

See Goals and Targets Worksheet (attached). Washougal looks to increase carpool rate by 1% from last survey cycle. This will be very challenging as Washougal has just two (2) affected worksites with one that has just over 100 CTR affected employees and the other with only 20 CTR affected employees.

Strategies

What specific steps and strategies will you implement to meet your goal? Please include (a) policies and regulations, (b) services and facilities, and (c) marketing and incentives.

(a) Policies and Regulations:

- The City will work to implement its vision for activity centers, including a mix of land uses that are supportive of transit, pedestrian and bicycle use.
- The City, through its development review process, could work with developers to implement TDM measures in new development.

(b) Services and Facilities:

- The City will continue to work closely with C-TRAN to explore how transit service can be enhanced to CTR worksites. By working closely with the CTR worksites, it is possible that transit schedules and services could be modified to better meet the needs of commuters.

(c) Marketing and Incentives:

- The City of Washougal has an inter-local agreement with the City of Vancouver to administer the CTR program for the region. The regional CTR marketing strategy is implemented by the CTR Program Administrator. Pending additional funding, the CTR Program Administrator will design marketing campaigns targeting carpooling and biking mode, designing grant match for worksites to increase bike parking and awareness, as well as have rewards offered to attract new carpoolers and cyclists. Worksites will also be encouraged to take advantage of the CTR program's personalized carpool matching events to encourage employee carpool formation.

Comprehensive planning & community goals

[Governor’s Executive Order 14-04 Washington Carbon Reduction and Clean Energy Action](#) directs state agencies to assist local governments to update their comprehensive plans to produce travel and land-use patterns that maximize efficiency in movement of goods and people, and reduce greenhouse gas emissions.

How does trip reduction support the goals of your community and comprehensive plan, and vice versa? How will you further integrate trip reduction through the updating of your comprehensive plan (e.g., parking, land use)?

As part of the State Growth Management Act mandated update to our Comprehensive Plan the City of Washougal will review its Plan and add new policies to correspond with its CTR plan, if necessary.

Land use and transportation conditions

How do existing and future anticipated land-use and transportation conditions affect CTR worksites?

As noted earlier, the City will continue to work at implementing its vision for activity centers, including a mix of land uses that are supportive of transit, pedestrian and bicycle uses. Many development projects currently do not implement support measures for CTR. Support measures that could help CTR include bicycle racks, showers, lockers, transit stops, and shelters. The City, through its development review process, could work with developers to implement TDM measures in new development.

Financial plan

What are the anticipated funding sources and amounts for local trip reduction, including grants and local funding?

The City of Washougal has an inter-local agreement with the City of Vancouver to administer its CTR program. The only funding source is WSDOT CTR funding. If additional funding is secured, it will target marketing, campaigns and rewards focused on increasing the carpool and bicycle mode shifts, as well as updates for the regional CTR website, ClarkCommute.org.

GTEC report (if your jurisdiction has a designated GTEC)

Are you continuing to implement?

Optional: Describe the (a) strategies, (b) land use and transportation conditions, (c) population and employment demographics, and (d) financial plan, and how they differ from those in the CTR plan.

N/A

What specific policy, service changes and land-use steps will be accomplished during this period for the GTEC area?

N/A

Regional transportation planning organization CTR plan review

Recommended

Not recommended

RTPO comments:

RTC has reviewed Washougal’s CTR Plan update and will continue to support the City of Washougal in implementing the identified strategies in its updated Commute Trip Reduction Plan.

Commuter Trip Reduction Implementation Plan Update: 2015–2019

Jurisdiction: Clark County

Goals, targets and other performance measures

See Goals and Targets Worksheet (attached).

Strategies

What specific steps and strategies will you implement to meet your goal? Please include (a) policies and regulations, (b) services and facilities, and (c) marketing and incentives.

Clark County will implement the following steps and strategies towards increasing the carpool and cycling mode shifts:

a) **Policies and regulations:**

- Review existing parking requirements that may discourage drive alone vehicle use.
- Implement TDM elements in new development, including commuter information centers, preferential parking for carpools and vanpools, bike lockers, showers, bike racks, and bus stops.

b) **Services and facilities:**

- Work with C-TRAN to continue to provide transit services to CTR affected worksites, where service is currently available.
- Encourage carpooling and vanpooling through the use of www.rideshareonline.com
- Encourage bicycling and walking amenities such as bike lockers, access to shower and changing facilities.
- Improve bicycle and pedestrian facilities such as adding new bike lanes, trails and signage.

c) **Marketing and incentives:** Clark County has an inter-local agreement with the City of Vancouver to administer the CTR Program Administrator. Pending additional funding, the CTR Program Administrator will design marketing campaigns targeting carpooling and biking mode, designing grant match for worksites to increase bike parking and awareness, as well as have rewards offered to attract new carpoolers and cyclists. Worksites will also be encouraged to take advantage of the CTR program's personalized carpool matching events to encourage employee carpool information.

Comprehensive planning & community goals

[Governor's Executive Order 14-04 Washington Carbon Reduction and Clean Energy Action](#) directs state agencies to assist local governments to update their comprehensive plans to produce travel and land-use patterns that maximize efficiency in movement of goods and people, and reduce greenhouse gas emissions.

How does trip reduction support the goals of your community and comprehensive plan, and vice versa? How will you further integrate trip reduction through the updating of your comprehensive plan (e.g., parking, land use)?

Commute Trip Reduction is integrated into the County's comprehensive land use planning policies by advocating non-motorized pedestrian connections between retail, living and work places via transit connections, bus stops, sidewalks, bike facilities, trails and encouraging employers to participate in ride sharing programs.

As mandated by the State, the existing Comprehensive Plan will be updated. The sections that have goals, policies, and strategies that are pertinent to commute trip reduction will be reviewed for opportunities to integrate the strategies outlined in our 2008 CTR local plan into the comprehensive planning process, as well as looking for new opportunities for integrations of the two plans.

The CTR plan may be revised and submitted to the RTPPO and CTR board as needed.

Land use and transportation conditions

How do existing and future anticipated land-use and transportation conditions affect CTR worksites?

All existing and future development should take into consideration the goals of Commute Trip Reduction planning. The County's transportation plan policies address the CTR goals by including design standards for a safe, usable non-motorized transportation network though out the County, effective public transit, and a well-developed pedestrian and bicycle network.

Financial plan

What are the anticipated funding sources and amounts for local trip reduction, including grants and local funding?

Clark County has an inter-local agreement with the City of Vancouver to administer its CTR program. The only funding source is WSDOT CTR funding. If additional funding is secured, it will target marketing, campaigns and rewards focused on increasing the carpool and bicycle mode shifts, as well as updates for the regional CTR website, www.ClarkCommute.org

GTEC report (if your jurisdiction has a designated GTEC)

Are you continuing to implement?

Optional: Describe the (a) strategies, (b) land use and transportation conditions, (c) population and employment demographics, and (d) financial plan, and how they differ from those in the CTR plan.

N/A

What specific policy, service changes and land-use steps will be accomplished during this period for the GTEC area?

N/A

Regional transportation planning organization CTR plan review

Recommended

Not recommended

RTPO comments:

RTC has reviewed Unincorporated Clark County’s CTR Plan update and will support Clark County in continuing to implement the identified strategies in Unincorporated Clark County’s Commute Trip Reduction Plan.

Commuter Trip Reduction Goals and Targets Worksheet: 2015-2019

Jurisdictions: Cities of Vancouver, Washougal & Camas; Unincorporated Clark County

The CTR affected jurisdictions (Cities of Camas, Vancouver, Washougal and Unincorporated Clark County) in the SW Washington region essentially face the same challenges:

1. Congestion:
 - a. Congestion primarily impacts the southbound Oregon commuter.
 - b. With a few exceptions at major arteries, congestion to CTR affected worksites is not a factor for CTR affected commuters.
2. Parking:
 - a. Employees at two of the three CTR affected worksites are located in downtown pay for parking. Parking hourly charge is \$0.50/hour and parking garages/lots range from approximately \$50-65/month
 - b. Two worksites (outside of downtown core) have nominal charge for parking
 - c. Ten CTR worksites have parking limitations
 - d. 53 worksites have an abundance of free parking
3. Transit:
 - a. 11 worksites are on a C-TRAN route with 15 minute headway
 - b. 3 worksites are in downtown Vancouver with several route options
 - c. 2 worksites have no transit service
 - d. 44 worksites have service headways from 30-60 minutes
 - e. Three of the weekday routes are in service from approximately 4:47AM-12:42AM; Fifteen weekday routes are in service from primarily 6:00AM-9:30PM (Portland express routes not included)
4. Subsidies:
 - a. 22 worksites offer a transit, vanpool and/or carpool subsidy
 - b. 15 are government worksites; 7 are private-sector worksites
5. Bicycle/Pedestrian Access:
 - a. With exception of worksites regionally, bicycle/pedestrian access is good.

Goals, targets and other performance measures

Local Goals: Describe your region's TDM performance goals?

Taking into consideration that most of the travel delay impacts the southbound commuter, the number of worksites with ample, free parking and less than robust transit service to most of the region's worksites, the goal is to increase the carpool and cycling mode shifts at most of the CTR affected worksites.

Targets: What are your targets for those goals?

Carpool:

The target for each jurisdiction is to increase the carpool mode shift by 2% from base line. If the jurisdiction had once surpassed the base line carpool rate goal but has since decreased the carpool mode shift, the target will be the highest performance carpool rate from 2007 through 2013/14.

Bike:

The target for each jurisdiction is to increase the bicycle mode shift by 2% from base line. If the jurisdiction had once surpassed the base line bicycle rate goal but has since decreased the bicycle mode shift, the target will be the highest performance bicycle rate from 2007 through 2013/14.

Measurement: How will you measure progress toward your targets?

We will measure using the WSDOT statewide survey. We will be able to determine if the targets were met based on the data from the survey.

Contribution to state goals

Describe how achievement of your local goals would contribute to the achievement of the state's goals to (1) increase use of sustainable transportation options for commuting, (2) reduce vehicle miles traveled and (3) reduce greenhouse-gases emissions.

Decreasing the drive alone trips by increasing carpool and bicycle mode splits will contribute to all the state goals.

Regional Commute Trip Reduction Plan Update: 2015–2019

Region: Southwest Washington Regional Transportation Council (RTC)

Goals

Regional Goals: Describe your region’s TDM performance goals.

Regional goals for the CTR program include providing travel options to reduce the number of drive alone trips. RTC will support local jurisdictions in the 2015-2019 timeframe to support increasing carpool and bicycle mode shares while continuing general CTR efforts to promote transportation options.

Specific goals and targets are addressed in the CTR Goals and Targets Worksheet, 2015-2019 (attached).

Strategies

What specific regional strategies will be used to effectively reduce the number of trips in your region? Please include (a) policies and regulations, (b) services and facilities, and (c) marketing and incentives.

The updated regional and local CTR Plans for CTR-affected jurisdictions in Clark County take advantage of the new state CTR program provision allowing for the 2015-2019 Plan updates to have “locally-defined performance goals and targets”. This new provision gives local jurisdictions the flexibility to design a CTR program and set targets that are more realistic based on the TDM infrastructure, congestion levels and unique challenges faced in the Clark County region.

In the 2015-2019 timeframe, affected jurisdictions in Clark County will work to try to decrease the drive-alone rate by increasing carpool and bicycle mode shares while continuing general CTR efforts to promote transportation options as in past years.

The Clark County region will continue to implement the strategies identified in the Southwest Washington Regional Transportation Council’s Regional Commute Trip Reduction Plan.

Below are listed strategies in the region's CTR Plan:

Policies and Regulations:

- Regional Transportation Plan policies supporting travel options and use of active transportation modes to support a healthy community
- Parking restrictions
- New developments encouraged to incorporate rideshare and transit usage

Services and Facilities:

- Transit service improvements.
- Vanpool program increases (C-TRAN has expanded its vanpool program to 31 vehicles as of the end of 2014).
- Ride matching services
- Transit facilities
- Bicycle and Sidewalk facilities (The Clark Communities Bicycle and Pedestrian Advisory Committee meets monthly to ensure implementation of recommendations in the Clark County Washington, Bicycle and Pedestrian Master Plan (Clark Co. Oct. 2010).
- RTC is conducting a 2015 call for projects for use of federal Transportation Alternatives Program (TAP) funds) in the region.

Marketing and Incentives:

- www.ClarkCommute.org website
- Employer outreach
- Area-wide promotions
- Transit pass discounts and incentives
- Parking management (Creation of a government parking district in downtown Vancouver)
- Carpool subsidies
- Preferential parking
- Flexible work schedules
- Work at home programs
- Portland SmartTrips
- Coordination with Portland Metro and TriMet

Regional transportation plan

How have you integrated trip reduction in your regional transportation plan in 2011–2015?

The Regional Transportation Plan for Clark County (RTP) was updated in December 2014. Demand management strategies are called out in the general MTP goals and a separate section of the Plan specifically addresses CTR (chapter 5, page 106) with additional sections in the Plan's Chapter 5 addressing multiple travel options and transportation modes, various Transportation Demand Management strategies to make most efficient use of the existing transportation system and RTC's work with Public Health to support active transportation modes.

TDM and CTR strategies are also highlighted in Southwest Washington Regional Transportation Council's

(RTC's) Congestion Management Process. RTC publishes annual reports as part of the CMP process. The latest CMP Report was issued in June 2014.

In November 2014, the RTC Board adopted the I-205 Access and Operations Study recommendations to address long and short term improvements, including transit operations, in the I-205 corridor.

The transit recommendations call for pursuing an I-205 Bus on Shoulder Feasibility Study of the technical, policy engineering opportunities and constraints of bus on shoulder operations in the I-205 corridor.

Plans for transit system improvement is addressed in the RTP and in more detail in C-TRAN 2030 (Jun. 2010), the transit agency's plans for development of the transit system. In addition, the Clark County Washington, Bicycle and Pedestrian Master Plan (Oct. 2010) documents the bicycle and pedestrian mode and improvements that are needed to the active transportation system.

RTC has provided regional federal funds (both CMAQ and STP) over the past 6 years to support implementation of Vancouver's Destination Downtown program. Previously, RTC provided regional federal funds to support Vancouver's GTEC program. RTC has also provided regional federal funds to support travel options throughout the region.

How can you further integrate trip reduction in your regional transportation plan by 2019?

Update to the Regional Transportation Plan will be carried out following update to the Clark County Comprehensive Growth Management Plan to ensure consistency is maintained between the region's land use and transportation plans. At the very latest, an update to the RTP will need to be adopted by 2018. Any update to the RTP will continue to address Transportation Demand Management and CTR. Within the I-205 corridor, the

RTC continues to work in partnership with WSDOT, C-TRAN and local agencies to address demand management and CTR strategies in the I-205 corridor where there is insufficient funds to provide highway capacity projects. The I-205 corridor is within Vancouver and its Urban Growth Area.

C-TRAN plans to update its 20-year Plan in the forthcoming year with improvements to the transit mode which can, in turn, support implementation of the region's Commute Trip Reduction program.

Following adoption of the I-205 Access and Operations Study recommendations, I-205 Bus on Shoulder Feasibility Study will be pursued to evaluate technical, policy and engineering opportunities and constraints for bus on shoulder operations in the I-205 corridor.

CTR Board plan update review

Approved

Disapproved