

Transportation Demand Management (TDM) in Campus Institutional Zones

Administrative Rule and Procedures Guide

I. Purpose

The intent of this administrative rule is to provide guidance to Portland Bureau of Transportation (PBOT), applicants, and the public to implement the Transportation Demand Management and Parking Demand Management requirements for Campus Institutional zones in Title 17 and Chapter 33.

II. Authority

Title 17.107.060 provides the Portland Bureau of Transportation the authority to develop this administrative rule: “The Director of Transportation shall adopt administrative rules necessary to achieve the purpose of this Chapter.”

III. Applicability

This rule applies to the Campus Institutional 1 and 2 (CI1 and CI2) zones as described in Chapter 33.150. It shall take effect with the City of Portland’s enactment and adoption of the 2035 City of Portland Comprehensive Plan. The applicability of this administrative rule to campuses or institutions with approved conditional use, conditional use master plans, or impact mitigation plans is described in Chapter 33.150.050.

Per Chapter 33.266.420, an applicant that proposes: a) 20,000 or more square feet in floor area of development; and/or b) increasing the number of on-site parking spaces by more than four shall be required to submit a Transportation Impact Review. A Transportation Demand Management Plan is a required element of a Transportation Impact Review.

IV. Definitions

- A. Title 17.04 includes a general list of defined terms.
- B. **Early Assistance Request – Zoning and Infrastructure Bureaus** is an initial meeting that the applicant attends with City staff, including the infrastructure Bureau reviewers, to help applicants prepare a complete proposal, inform them of the procedures and requirements of the City Code, and identify policies or regulations that create opportunities or problems for the proposal. Prior to submitting a TDM Plan, PBOT encourages applicants to conduct an “Early Assistance Request – Zoning and Infrastructure Bureaus Meeting and Written Notes” as listed in the City of Portland Bureau of Development Services Land Use Services Fee Schedule (www.portlandoregon.gov/bds).
- C. For the purposes of this administrative rule, the TDM Plan is only required to include **employees** as defined by the Oregon Department of Environmental Quality’s administrative rule for the ECO Rule, Chapter 340 Section 242.0050: “any person on the employer’s payroll, full or part-time (part-time is 80 or more hours per 28-day

period), for at least six consecutive months at the same work site, including business owners, associates, partners, and partners classified as professional corporations.” Applicants may choose to include students, visitors, and volunteers into their TDM Plan. In such cases, PBOT will consider any TDM actions tied to these latter groups toward the overall effectiveness of the TDM Plan. For example, a college or university that requires students to live on campus or does not allow first-year students to obtain a parking permit could be considered as part of the applicant’s TDM Plan.

- D. The **Employee Commute Options** survey is referenced in Title 17.107.045.
- E. The **Ongoing Participation and Adaptive Management** relates to applicants that meet the criteria of 17.107.020.D and choose to update the TDM plan from its previously approved land use review as the basis for the future plan. It describes additional actions that the applicant proposes in order to meet the 2035 performance targets listed in Title 17.107.020.C.1.
- F. **Transportation Impact Review** in the Campus Institutional zones are required per Chapter 33.266.420 and defined in Chapter 33.852.
- G. **Transportation and Parking Demand Management** (as cited in Chapter 33.266.410): “also known as **TDM**, encompasses a variety of strategies to encourage more efficient use of the existing transportation system by reducing reliance on the personal automobile. This is achieved by encouraging people through education, outreach, financial incentives, and pricing to choose other modes, share rides, travel outside peak times, and telecommute, among other methods. Effective transportation demand management also incorporates management of parking supply and demand. TDM strategies help reduce traffic congestion, reduce the amount of money that must be spent to expand transportation system capacity, improve air quality, and ensure road capacity is available for those who need it most.”
- H. **TDM Plan** is described in Title 17.107. It is a required element of the Transportation Impact Review as required per Chapter 33.266.420 in the Campus Institutional zones. PBOT expects that every TDM Plan will at a minimum include the following: a) financial incentives for transit (or biking, walking and carpooling in areas not served by transit); b) parking management; and c) education and information. The applicant may choose to submit a TDM plan that initiates all TDM actions at the onset, or that implements additional strategies if the Interim Performance Targets, as described in 17.107.020.D3, are not met.

V. **Procedure**

- A. PBOT encourages active dialogue between institutions and neighboring residents and businesses. At a minimum, this engagement must include the actions described in Chapter 33.150.060. Applicants are encouraged to notify the PBOT staff assigned to your land use case file of neighborhood and business association meetings that it plans to attend.
- B. The proposed TDM plan shall be submitted as part of the complete Transportation Impact Review application.

C. The applicant is encouraged to schedule and attend an Early Assistance request as defined in Section IV. The applicant may choose to utilize a Pre-Application Conference in lieu of the Early Assistance meeting requirement. PBOT encourages the applicant to submit their proposed TDM plan, and if applicable, the previous plan, as part of the Early Assistance package. Providing a proposed plan as part of the Early Assistance maximizes the opportunity to resolve any questions and remedy any problems prior to submission of the Transportation Impact Review. PBOT staff will provide written notes on the proposed TDM Plan.

D. The approval criteria for a TDM Plan are listed in Chapter 33.852.110.B. In evaluating the TDM Plan, PBOT staff will consider:

1. Incorporation of TDM strategies that PBOT views as minimum components of a successful TDM Plan: a) financial incentives for transit (or biking, walking and carpooling in areas not served by transit); b) parking management; and c) education and information;
2. Applicant's mode split performance in the past 10 years, to the extent available;
3. Applicant's implementation of its previous TDM actions required in its Conditional Use Master Plan, Transportation Impact Plan, Master Plan, or TDM Plan;
4. Other TDM actions or transportation investments by applicant; and
5. Other relevant actions or circumstances.

E. Applicants can propose **Alternative Performance Targets** described in Title 17.107.020.C4. TDM Plans with approved Alternative Performance Targets will still need to include the minimum elements as described in Section IV. If the applicant proposes an alternative, it will need to demonstrate why it is not feasible to meet the performance targets listed in Title 17.107.020.C.1.

F. The City is committed to working with institutions to achieve their performance targets. Applicants are required to submit Employee Commute Options surveys on an ongoing basis as described in Title 17.107.045, Required Reporting.

1. At that time, PBOT will review the applicants' adherence to the approved TDM Plan and its mode split performance. At the time of survey submission, applicants are required to schedule a meeting with PBOT staff to review progress and discuss challenges and discuss strategies to improve performance, if necessary.
2. Employers are only required to report mode split performance for employees as defined in Section IV.

G. The City will maintain current information on each institution's TDM Plan, including the approved TDM Plan and survey reports on the Portland Bureau of Transportation web site, www.portlandoregon.gov/transportation. Interested parties can subscribe to an email list that will be listed on the project web site to receive information and notification of changes.

VI. Enforcement and Penalties

A. Violations of Title 17.107 are outlined in 17.107.050.