PORTLAND 2045

TRANSPORTATION SYSTEM PLAN

Transportation Options (Transportation Demand Management) Chapter

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Questions?

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Background

The term “Transportation Options” (used by DLCD in OAR 660-012-0145) is synonymous with how the City of Portland, and others, commonly uses the term “Transportation Demand Management” -or TDM to describe a suite of policies, programs, and projects that make more efficient use of existing transportation infrastructure to move more people in the same amount of roadway space. TDM uses incentives and disincentives to encourage a shift from drive-alone trips to walking, biking, rolling, and transit. This reduces vehicle miles traveled (VMT) and frees up space on Portland’s streets not only for those who need to drive, but also for the movement of goods and services that are essential to our economy.

As the city prepares to serve future generations, there is a continuing challenge to maintain the natural environment, economic prosperity, and overall quality of life. To serve the city now and into the future, Portland’s transportation system must provide Portlanders with safer and more convenient ways to walk, bike, and take transit for more trips. Failing to do so will worsen disparities in safety and carbon emissions.

In Spring 2022 Portland City Council accepted The Way to Go Plan: Moving People in Portland – a transportation demand management strategy to advance Portland’s mobility, climate, and equity goals. This plan establishes the City’s demand management vision and guiding principles, sets Strategic Priority Areas to guide future investment and work areas, and sets a TDM Vision to improve mobility for everyone while decreasing the number of drive-alone trips and reducing vehicle miles driven.

Within its transportation demand management work, the City works to:

- Improve mobility for everyone through better access to and reliability of a wide range of transportation options.
- Remove burdens for historically marginalized populations, people living on low incomes, and people with disabilities for using transportation options, and increase the use of those options.
- Reduce greenhouse gas emissions by shifting drive-alone trips to more environmentally-friendly modes.

The Way to Go Plan provides the framework for the TDM programs, services, and projects implemented by the City of Portland and to guide future investment and work areas.

The sections of this TSP chapter are informed by the Strategic Priority Areas identified in The Way to Go Plan.

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Figure 1: Strategies Program Areas "toolkit" diagram with Equitable Mobility & Managing Demand at the center.

Existing Transportation Demand Management Programs, Services, and Projects

The following are existing programs, services, and projects in Portland that are grounded in the City's TDM vision of improving mobility options for everyone and reducing vehicle miles driven in the city. PBOT manages some, while others are managed by other Transportation Service/ Option Providers. While these programs and initiatives are organized under specific Strategic Priority Areas, a number of these programs have components that cross the Strategic Priority Areas.

Pricing

Pricing refers to strategies that involve charging people for driving or using roadway space – designed intentionally and equitably to manage demand. Pricing can be tied to parking, particular roads or areas, or charged based on the number of miles driven. These charges can also vary based on various factors, such as levels of congestion, time of day, vehicle occupancy, or type of vehicle.

- Parking Pricing – By applying a charge, pricing can help people consider the impact of their travel choices and encourage certain behaviors (like carpooling, traveling at off-peak hours, or using other, non-driving options when possible) that reduce VMT. Portland, like most major cities in the United States, prices parking as a way to manage parking demand and send targeted price signals to encourage parking turnover and use of other non-driving modes. Enforcement is a key component of parking pricing to ensure there is compliance.
    - Pay-to-Park – PBOT manages five pay-to-park districts – Downtown, Northwest, Marquam Hill, Lloyd, and Central Eastside. Within these districts, there are specific hours and rates where people must pay to park either via a parking meter and/ or the Parking Kitty mobile application. These districts are managed based on demand and usage types.
        - Within some of these districts, including Northwest and Lloyd, there are additional Event Districts that manage special rates and times during events to manage the higher demand during these events. In Lloyd, this includes events at Moda Center, Veterans Memorial Coliseum, and Oregon Convention Center. In Northwest, this includes events at Providence Park.
    - Parking Permits with surcharge - The Area Parking Permit Program is designed to help people who live or work in non-metered areas by controlling commuter parking in their neighborhood. Visitors to the neighborhood may park for a limited time, residents and businesses may purchase permits that allow them to exceed visitor parking time limits. In two of these districts – Northwest and Central Eastside a surcharge was added to the price of a parking permit. This surcharge serves two purposes: it discourages driving through pricing and funds the Parking District Transportation Wallet program, which provides discounted credits and passes for active and shared transportation options, making alternatives to driving alone more affordable.
- Pricing Options for Equitable Mobility (POEM) - Between 2019 and 2021 the City of Portland embarked on a Pricing Options for Equitable Mobility (POEM) project with a community taskforce that developed recommendations on new pricing strategies to advance climate, equity, and mobility goals. The recommendations within the POEM report have various implementation timelines and some are not exclusively within the control of the City of Portland to implement. Therefore, while we have completed the POEM Recommendation Report, a number of the recommendations will be listed in the 'Future Needs and Opportunities' section of this chapter, as they have yet to be implemented.

Financial Incentives

Financial incentives and subsidies can change the context in which people make their transportation decisions. They can help counterbalance the many hidden subsidies that

make driving appear easy and less expensive, and they can reduce the cost barrier that disproportionately burdens people living on low incomes. Incentives and subsidies can also be powerful tools to overcome habits and the status quo bias for those for whom affordability might not be a barrier.

- Transportation Wallet – offers passes and credits that provide people with more choices to get around by transit, bike-share, e-scooters, and ride-share. There are three distinct Transportation Wallet Programs (in parking districts, for new movers in specific new developments, and through community partnerships to serve people living on low incomes) that represent key demand management strategy to encourage people to drive less, try new travel modes, manage on-street parking demand, reduce issuances of parking permits, and alleviate the burdens of transportation costs for people living on low-incomes.
    - In Parking Districts – The Transportation Wallet in Parking Districts provides a deeply discounted transportation options package for residents and employees in specific parking districts – the Central Eastside and Northwest Parking Districts. This program uses a surcharge on the Area Parking Permits in these districts to fund the subsidized Transportation Wallet. The program is designed to reduce parking demand and single-occupancy vehicle usage while simultaneously increasing use of transit, bike-share, and e-scooter share options.
    - New Mover – The Transportation Wallet: New Mover program provides transportation credits on transit and bike-share to new residents of some of Portland's new apartment buildings. The funding for this program comes from a Zoning Code requirement of a TDM Plan, including a per-unit Multimodal Financial Incentive Fee, for new apartment buildings built in commercial mixed-use and multi-dwelling zones permitted after May 2018.
    - Access for All – The Transportation Wallet: Access for All program offers free transportation resources (funds or credits) to select people living on low incomes who live, work, or receive services in the City of Portland. Access for All Wallets are available to eligible participants once per calendar year and help pay for transit (TriMet), e-bike and e-scooter-share, ride-share (Uber/Lyft), taxi services, and more. The Access for All program is one of the nation's first based on the concept of Universal Basic Mobility, the idea that everyone should have access to a basic level of mobility to meet their transportation needs, regardless of their income or where they live. At this time, the Access for All Transportation Wallet is not open to the general public. Currently, the program partners with a variety of community-based organizations (CBOs), many of which are affordable housing organizations. Each partner organization has an allotted number of Wallets to distribute (informed by the program's overall budget). It is up to each CBO to identify who among their community members is most in need of the resource and how to allocate their limited number of Transportation Wallets. The

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Transportation Wallet: Access for All program is currently funded with Portland Clean Energy Community Benefits Fund via Strategic Program Area 7 of the Climate Investment Plan. The program focuses on reducing everyday barriers people face when attempting to access transportation services, like cost, technology access, credit/debit card requirements, and low-income verification processes for various service providers.

- BIKETOWN for All - BIKETOWN for All offers affordable, accessible, and fun bike-share transportation for everyone, regardless of income. Those who qualify for certain forms of state or federal assistance can sign up for discounted BIKETOWN memberships.
- E-scooters - As part of the E-Scooter Program, scooter companies are required to offer discounted pricing for Portlanders living on low incomes.
- TriMet Ticket2Ride – match-day and concert tickets to Providence Park can be used as TriMet fare.
- Portland Clean Energy Community Benefits Fund E-bike Rebate Program – the City of Portland has a program that provides rebates to qualifying Portlanders to purchase standard e-bikes, cargo e-bikes (designed to carry heavier loads or multiple passengers), and adaptive e-bikes (customized to support riders with disabilities. The program is designed to: 1) make e-bikes more affordable to low- and moderate-income households; 2) support healthier and more connected communities; 3) help Portland reduce greenhouse gas emissions; and 4) improve transportation access and mobility equity throughout the city.

Direct Modal Services

Increasing the number, frequency, and reliability of transportation options, like transit, bike-share, scooter-share, car-share, and more, is essential for decreasing the demand for private car ownership and drive-alone trips. A variety of transportation options must be readily available for people to choose the best option for their trip.

- Shared Micromobility
    - BIKETOWN – Portland's bike-share program comprised of electric-assist bicycles. As of the 2024 Shared Micromobility Overview, the BIKETOWN system had a fleet size of 2,400 e-bikes, a service area of 45 square miles (expanded 4 square miles in 2024 into Sellwood), 248 stations (including 12 new stations added in 2024), and 550,100 trips in 2024.
    - E-Scooters – PBOT permits two e-scooter companies to offer electric scooter-share to Portlanders. The permanent e-scooter program was launched in 2024. The e-scooters operate citywide (145 square miles) and provide 3,500 electric scooters between the two permitted companies – Lime and Lyft.

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- Adaptive BIKETOWN - Adaptive BIKETOWN is Portland's adaptive cycling resource for people living with a disability or who are unable to ride a traditional two-wheeled bike.
- PDX Wav - a program that makes reliable, safe vehicle-for-hire services more easily accessible to people using mobility devices.
- Transit - Portland has an enviable public transit system for a city of our size. TriMet buses, MAX Light Rail, TriMet LIFT Paratransit (a shared-ride service for people who are unable to use regular buses and trains due to a disability or disabling health condition), Portland Streetcar, and even the Portland Aerial Tram make it easy to travel without a car.

Personal Security

People need to be and feel safe when taking transit, biking, walking, and rolling. We need streets where people feel safe from traffic violence and feel free from threat and fear of emotional, psychological, and physical harm, particularly Portlanders who are most targeted by violence.

- Beyond Traffic Safety – Addressing personal security goes beyond traditional traffic safety infrastructure and investments and includes supporting personal safety and a sense of belonging. Through close collaboration with the Division Midway Alliance and Coalition of Communities of Color, the report "Beyond Traffic Safety: Building community belonging and safety in public spaces," documents community members' experiences and reflections on what personal safety means to them and ways government agencies and community-based organizations can engage to make public spaces safer.

  The Personal Safety Toolkit identifies 14 ways that government agencies and community organizations can partner to improve community members' experience of safety and sense of belonging while traveling on Portland streets and in public spaces. The following are the two categories and tools within the toolkit:
    - Infrastructure Projects – that can be delivered with capital projects and will be permanent:
        - Cultural amenities – to support the welcoming-community centered space.
        - Cultural signage - adding multi-lingual signage increases a sense of welcoming and community understanding by being able to read and interact with the public space.
        - Lighting – adding lights to public spaces creates safety and prevents crime and supports people moving around outside of their cars.

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        - Display boards – signs at transit stops that display real-time bus and train schedule information to help plan and execute your trip.
        - Security cameras & services – give a sense of protection since they may deter poor behavior and provide a sense of accountability in the case of an incident.
        - Greenery – adds a natural, welcoming feel to the neighborhood and provides environmental benefit.
        - Slower streets – adding infrastructure and speed limits to slow traffic, support people being able to cross and more safely interact with the street.
        - Mural and street art – public art is an essential piece to building a sense of belonging, welcoming, and supporting community artists.
    - Community Programming – include tools that are focused on community connections and public space activation:
        - Mural and street art
        - Community-led clean-up and tree planting activities
        - Personal and traffic safety ambassador program
        - Community-led neighborhood walk and bike events
        - Lively vacant spaces
        - "Small business leaders for safer public space" program
        - Community-led picnics and potlucks in nearby parks
- Lighting - Streetlights make it easier for people to avoid crashes and can reduce the incidence of crashes at specific locations. Better street lighting is critical for Portland to meet its Vision Zero goal to eliminate traffic deaths and serious injuries. Lighting also means that people may feel more comfortable walking, taking transit, and/ or riding a bike at night and or low-light seasons.
- Streetcar Ambassador Program – an initiative using trained personnel to support riders on streetcar, provide de-escalation of any incidents, and support for vulnerable riders.
- TriMet Personnel and Security Staff – are TriMet staff and other security personnel who are on light rail trains and stops and/ or on buses to both support people taking transit and to provide support if there are safety/security incidents on transit.

Right-of-Way Management

Projects are built, and road space is allocated to prioritize non-driving modes to improve safety, accessibility, and reliability of the mode. Instead of building more, we are using our limited resources more efficiently to move more people, by a variety of modes, in the same amount of right-of-way space.

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- Rose Lanes – Reallocating roadway space to give buses and streetcars priority on the road in congested areas, helping more Portlanders get where they need to go more reliably and quickly.
- Safe Routes to School Infrastructure Projects – The Safe Routes to School program uses a set of over 1,300 traffic safety projects as a long-term investment strategy to address safety barriers along the streets that most kids and families are most likely to travel. Infrastructure projects like constructing walkways, crossing improvements, marking or updating crosswalks, shared use paths, signal intersection improvements, and/ or traffic calming are all examples of ways to utilize the right-of-way to prioritize the movement of kids and families, which support them walking, biking, and rolling to school.
- Small Cap Projects – PBOT's Small Cap Projects are small- and medium-scale capital investments to improve biking, walking, and transit and provide community members with safe, convenient ways to get around while reducing greenhouse gases. These projects can include signal improvements, street crossing improvements, neighborhood greenways, and more.
- StreetsPDX - The StreetsPDX design framework brings together the various policies and corresponding design standards that influence space in the right-of-way as part of private development and with city-led capital projects. This decision-making framework guides space allocation in the right-of-way to achieve citywide and bureau goals.
- Bike Parking in the public right-of-way – PBOT installs both individual bike racks and bike corrals (a cluster of 3-6+ racks) in the right-of-way to support people using a bike to travel around the city. Bike racks not only support people biking, but also help organize the crowded curb and sidewalk space in commercial districts because Portland's shared micromobility vehicles have a requirement that they are locked to something when the trip ends.
- Public Realm Plazas - PBOT and community partners work together to repurpose streets for developing community-oriented public spaces. Rather than just a place to pass through, these sections of city streets become vibrant community hubs where all are welcome. Additional uses of the public right-of-way to support people is PBOT's Outdoor Dining program that repurposes the curb zone for eating and seating.

Land Use & Development

Land use determines how close or how far people travel to get where they need to go, and residential and commercial developments shape how people decide to travel. Neighborhoods and developments are planned, constructed, and managed in ways that make it easier to walk, bike, roll, and take transit.

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City of Portland's Zoning Code, Title 33, which houses all of the requirements for land use and development throughout the city, has several requirements that are related to TDM. Chapter 33.266, titled "Parking, Loading, and Transportation and Parking Demand Management" guides key requirements around TDM and bike parking.

- TDM in Residential Uses – Under Title 33, a development in a commercial/ mixed use or multi-dwelling zone that includes a building with more than 10 new dwelling units is required to have a Transportation Demand Management (TDM) Plan approved prior to the issuance of a building permit. These TDM Plans are meant to prevent, reduce, and mitigate the impacts of the new development on the transportation system, neighborhood livability, safety, and the environment, while providing safe and efficient mobility options. An applicant has two options to fulfill the Transportation Demand Management (TDM) requirement under 33.266.410; a Custom TDM Plan (land use review) or a Pre-Approved TDM Plan (an administrative process).
    - Custom TDM Plan requires the applicant to go through a Transportation Impact Review to develop a TDM Plan for the new development that the future building owners need to implement. A TDM Plan will need to include strategies under the following categories:
        - Transportation Options Information & Communication
        - Multimodal Incentives
        - On-site Multimodal Infrastructure
        - On-site Parking Management
    - Pre-Approved TDM Plan includes the following:
        - **Multimodal financial incentives:** A one-time Multimodal Incentive Fee, equivalent in value to an annual TriMet pass per dwelling unit (see Transportation Fee Schedule for current rates). The money is held in a City account during construction, and then used for multimodal incentives for building tenants at occupancy.
        - **Transportation options information:** provided by PBOT and distributed to tenants for the first four years of building occupancy.
        - **Annual transportation survey:** administered by PBOT, with property management assistance, of building tenants for first four years of building occupancy.
- TDM in Campus Institutional Zones – Within these zones, university and medical campuses are required to submit transportation demand management plans as part of development applications. These plans focus on employees and students on these campuses and support them using non-driving modes to get to and from the campus.
- Bike Parking Requirements – Zoning code requirements that set standards for bike parking to be included in new development and major redevelopment projects. Bike parking is considered a TDM strategy, because to support people to use a bicycle for their trips, they must have a place to park at their destination. The Bike Parking Requirements in Portland's Zoning Code ensure that bike parking is required for most use categories to encourage the use of bicycles by providing secure and

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convenient places to park bicycles. These regulations ensure adequate short and long-term bicycle parking based on the demand generated by different uses. Short-term bicycle parking is intended to support visitors to a development and should be outside the main entrance and available to the public. Long-term bicycle parking support residents, employees, students, and those that will spend more time at a development. Long-term bicycle parking should be weather protected and have security measures, like locks, lockers, etc. Minimum bicycle parking facilities are based on the City's mode split goals, while acknowledging the usage rates for different uses. These regulations will help meet the City's goal that 25 percent of all trips be made by bicycle, while still acknowledging that to meet the citywide goal, the bicycle mode split will vary by geographic area.

Employer Commute Programs

Commute trips to and from work are generally longer and more habitual than other kinds of trips. The majority of commute trips also happen during the most congested times of day. Working through and with employers to influence the ways their employees get to work can be an effective and efficient strategy to reduce drive-alone trips

- City Bike Bus – PBOT organizes monthly City Bike Bus events to support City of Portland Employees and more to commute downtown by bike.
- Employer Program (PBOT) – PBOT assists employers in delivering commute benefit programs and promotions that make it easier for employees to carpool, vanpool, take transit, walk and bike to work - improving retention, job satisfaction, and employee well-being.
- Internal City of Portland TRIP - The City of Portland is dedicated to encouraging employees to use alternative modes of transportation such as walking, biking, transit, and carpool to relieve road congestion, reduce harmful emissions, and improve employee health. The TRIP program is designed to give employees incentives to choose alternatives to single occupant vehicle commuting.

Infrastructure Activation

New infrastructure – such as bike lanes, crosswalks, sidewalks, roadway configurations, and transit stops – is delivered in tandem with culturally appropriate community outreach, education, and other support that shape final projects and create spaces that enable more people to experience the first-hand benefits of walking, biking, rolling, and taking transit. When an infrastructure project improves non-driving modes (e.g. making transit travel time more reliable or improving crossings on a neighborhood greenway), conducting outreach in concert with the project can lead more people to change their behavior than if no outreach had been done. Infrastructure activation leverages infrastructure programs and connects

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people who live or work near newly-improved transportation facilities to inform them of their enhanced walking, biking, or transit options and to encourage them to try new modes.

- Go by Greenways – Scavenger hunt campaign that encourages people to explore new neighborhood greenways through gamification (the application of game-design elements – such as points, leaderboards, prizes – to non-game contexts to increase motivation and engagement).
- Loteria Go – an interactive community game to celebrate the completion of road safety projects developed in partnership with community organizations.
- Get There Brentwood Darlington - Get There Brentwood Darlington is a Portland Bureau of Transportation (PBOT) campaign in spring/summer 2025 to raise awareness about the recently completed walking, biking, and transit improvements in the neighborhood and encourage local residents to use the new infrastructure in their daily lives.

Information & Encouragement

Information and encouragement campaigns are designed to help people discover non-driving transportation options, try them out, and gain confidence in using them.

- School Bike Bus - A bike bus provides students the opportunity to bike to and from school with an adult volunteer. Bike buses can be a great fit for communities that wish to encourage more bicycling to and from school. PBOT supports this through Bike Bus wayfinding signage, which makes routes more visible.
- Pedestrian and Bicycle Education at schools – PBOT Safe Routes to School staff work to train teachers to provide in-class pedestrian and bicycle safety education curriculum.
- High School BIKETOWN Ambassadors – this is a paid opportunity for high school students and specific high schools to become peer leaders in promoting BIKETOWN (bike-share) and active transportation.
- Bike & Walk Maps - Free bike and walk maps produced by PBOT include the Citywide bike map, five neighborhood bike and walk maps, the online Portland Bike Map and maps for suggested bike rides around Portland and the metro area.
- Bike Fairs – community events that provide key resources and education to adults and children to ride bikes.
- Sunday Parkways – These open streets events promote healthy active living and active transportation through a series of free events and the opening of the city's largest public space – its streets – to walking, biking, and rolling.
- Portland By Cycles – guided bike rides and skill-building classes offering information and a supportive setting for adults new to the area or just getting back on a bike.

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- SmartTrips – comprehensive program for new or relocating Portland residents that incorporates a highly effective individualized marketing methodology, which delivers packets and personalized emails to residents who wish to learn more about all their transportation options.

Future TDM Needs and Opportunities

The list of existing programs demonstrates a significant commitment to TDM programs, services, and projects that are focused on reducing single-occupancy vehicle miles traveled in Portland and supporting the use of transportation options by all Portlanders, and there are still opportunities and needs for additional work.

The following future needs and opportunities come from The Way to Go Plan, projects being worked on currently by other transportation agencies in Portland, and feedback received during outreach and engagement during the development of this TSP. These opportunities address additional new work and/ or expansion of existing work to support more people in using biking, walking, and/ or transit for their trips, thus reducing vehicle miles traveled in Portland. This list is intended to demonstrate a range of future opportunities and areas of need.When it is discussing new work that hasn't started, there will be more work to develop prioritization, work scopes, and budgets.

- Enhanced Public Transit Access and Frequency - Continue to grow partnerships with TriMet, regional transit agency, to increase transit service and frequency and impact of programmatic work.
    - First-last mile solutions to support people getting to transit stations/ transit stops and from transit stop to final destinations:
        - Park-and-ride facilities that support people in taking transit into downtown and other key employment destinations. Currently Portland has 11 Park-and-Ride locations, and there are 39 Park-and-Rides in the surrounding cities and counties. Working to strategically maintain and promote these locations as a way to access transit is an ongoing opportunity.
        - Bike-share and scooter-share integration with transit allow for people to link shared micromobility trips with transit stations and stops. This can look like seamless transfers between shared micromobility and transit.
        - Completed sidewalk networks with trees for shade for people to access transit stops. As well as enhanced maintenance for existing sidewalks that are damaged, broken, blocked, etc. causing inaccessibility.

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    - More frequent and reliable transit service so transit becomes a more dependable mode for people to use.
        - Service that supports shift workers and underserved areas, including service that runs 24 hours, seven days a week – not just doing typical commute times.
        - Improved reliability and real-time information to support trip planning, including solar-powered transit tracker information screens at bus stops.
        - More frequent transit, with reduced wait times, so travel times are reliable, and people can get where they need to go on time.
- Transportation Incentives and Affordability and Universal Access – As cost is identified as a key barrier for people accessing active transportation modes, especially for people and families living on low incomes, opportunities include strategies to address these cost barriers for various modes.
    - Offer fare-free or expand low-cost transit for seniors, students, and low-income residents. TriMet, the regional transit agency, does offer reduced fare options for seniors, youth, veterans, and those living on a low income. There are opportunities to make sign-up more flexible and accessible to ensure more people get signed up for these programs and to continue to find ways to address cost barriers for people of Portland.
    - E-bike subsidies to support people in purchasing personal e-assist bikes to use for transportation. There are a number of programs in Portland that are working to offer rebates and/ or subsidies for purchasing e-bikes. These programs are run through local non-profits and City of Portland (Portland Clean Energy Community Benefits Fund program).
    - Explore opportunities for improving affordability of existing and new shared micromobility transportation options.
- Shared micromobility enhancements – expand the number, availability, and access to more shared-mobility options like bike-share, e-scooter-share and more.
    - Expand the bike-share service area to more of Portland as it currently only covers part of the square footage of Portland.
    - Increase the number of shared-micromobility rideables, including more bike-share bikes and more e-scooters to offer more opportunities for people to use.
    - Mobility hubs to provide co-location of multiple transportation options like transit, shared micromobility, or car-share, with parking and charging services for bike parking and e-bike charging.
- Managing the right of way, including pricing – Between 2019 and 2021 the City of Portland embarked on a Pricing Options for Equitable Mobility (POEM) project with a community taskforce that developed recommendations on new pricing strategies to advance climate, equity, and mobility goals. The following are a number of the recommended pricing strategies outlined in the report that are intended to reduce traffic demand and meet equitable mobility goals:

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    - Performance-Based Parking Management – accelerate implementation of the 2018 Performance-Based Parking Management policy to assess where public on-street parking pricing should be adjusted based on demand and develop a process to make these demand-based decisions more frequently.
    - Parking Cashout – Create a flexible commuter benefits program, requiring employers that provide free or subsidized parking to offer their employees that parking value in taxable cash income or alternative transportation benefits.
    - Simplify Parking District Formation – Create new priced on-street parking permit and meter districts and reduce the time and complexity involved in approving new districts, allowing the City to respond more flexibly and responsively to neighborhood parking demand.
    - Prices on vehicle-based commercial services (e.g., private for-hire trips and urban delivery) – develop and implement a fee on urban delivery, including on-demand parcel and food delivery services to reduce rapidly growing vehicle miles travelled generated by these trips.
    - Highway tolling – tolling involves charging a direct fee to a vehicle for using a roadway facility, such as a highway, bridge, or tunnel. This authority is often limited to the state DOT, though cities can influence its design and implementation.
    - Cordons or area pricing – form of road pricing that charges drivers who drive into and/ or within a specific area. Generally used to manage traffic in dense, congested areas.
    - Road usage or per-mile charges – a road-usage charge is a per-mile fee levied on road users, where fee is based on distance traveled. This authority is often limited to the state DOT, though cities can influence its design and implementation.
- Active Transportation Infrastructure and Development – more implementation of infrastructure that supports people biking, walking, and taking transit. This can include:
    - Protected bike lines, bike highways, and safe pedestrian routes;
    - Completing sidewalk networks, especially in East Portland;
    - Develop car-free zones, superblocks and street plazas to prioritize people and walking/ biking;
    - Safe routes to schools and youth-friendly infrastructure; and
    - Development of complete neighborhoods where daily needs are within walking or biking distance.
- Personal Security and Safety
    - More implementation of the Beyond Traffic Safety Personal Safety Toolkit and continued conversations and strategies that address people experiencing disproportionate harassment in public space and transit.

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    - Enhanced Transit Security – continuation and expansion of security on transit, including programs like ambassadors and Streetcar Ambassador or community support programs.
- Supporting and encouraging people to use non-drive alone modes using culturally relevant and behavior change science backed strategies.
- Regional Solutions for Intercity Travel – the City of Portland does not necessarily manage solutions for Intercity Travel, however working with agencies like the Oregon Department of Transportation (ODOT), Metro, TriMet, and others is essential for solutions for climate-friendly intercity travel and to address the VMT related to travel to and from the Portland city boundaries. The range of these services are described in the Intercity transit section of the Existing and Future Conditions Report.

Trip reduction strategy for large employers

The City of Portland works in coordination with agencies like Metro and transportation options and transit providers to support employers in developing and implementing trip reduction strategies for employees throughout Portland.

In Oregon, the Employee Commute Options (ECO) Rule is a state regulation that requires large employers in the Portland Metro Region to reduce drive-alone trips to work sites. This rule applies to employers with 100 or more employees at a work site and requires developing a trip reduction plan to achieve a 10% decrease in auto trip rate for the employer from a baseline survey within three years. These employers are required to conduct employee surveys to set their current drive-alone rate as well as subsequent surveys to measure progress towards the 10% goal. Example strategies for employer trip reduction plans include offering transit subsidies, promoting and supporting carpooling, encouraging telecommuting, and more. The Oregon Department of Environmental Quality (DEQ) is the agency that administers the program.

While there are no additional regulatory requirements for large employer trip reduction strategies, there are regional and local programs and initiatives to support employers and employees in reducing single occupancy trips to work sites. These include:

- Get There Portland Metro – helps Portland and regional employers solve their employees' transportation challenges by connecting them to commute options, such as walking, biking, carpooling, vanpooling, and using public transit. Staff and partners provide services like the Get There Network, Commute planning, meeting with Employee Transportation Coordinators, and on-site events and outreach.

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- Employer Program – PBOT assists employers in delivering commute benefit programs and promotions that make it easier for employees to carpool, vanpool, take transit, walk and bike to work - improving retention, job satisfaction, and employee well-being. Services include offering one-on-one consultation with key staff at the employer, as well as helping to connect to other transportation providers in Portland.
- TriMet Commute Programs – TriMet offers transit pass programs, plus tips and resources to support employers of all sizes across the Portland region to support their employees in taking transit to work.
- BIKETOWN for Business – workplaces across Portland can offer subsidized Annual BIKETOWN Memberships to employees as a wellness, transportation, or recreation benefit.

Performance targets

2023 RTP Appendix J Table 4 p 26

This TSP sets a target to continue existing TDM programs, services, and projects within consideration of budget and with continued measurement of making progress with reducing VMT and reducing structural barriers to using transportation options for underserved communities. Additionally, the City of Portland to develop and complete an updated Action Items List – addendum to The Way to Go Plan within the next five years.

https://www.oregon.gov/lcd/CL/Documents/MetroReport2023.pdf

DRAFT

660-012-0145: Transportation Options Planning

(1) The transportation system options element of a transportation system plan shall include:

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(a) The existing programs, services, and projects identified in section (2);
(b) The future transportation demand management needs identified in section (3) and the performance targets set as provided in OAR 660-012-0910; and
(c) A trip reduction strategy for large employers.

(2) Cities and counties shall coordinate with transportation options providers, public transportation service providers, state agencies, and other cities and counties to identify existing transportation options and transportation demand management programs, services, and projects. These shall include, but are not limited to:

(a) Education, encouragement, and other transportation demand management programs and services that focus on forms of transportation other than single-occupant vehicles;
(b) Transportation demand management programs and policies that discourage the use of single-occupancy vehicles; and
(c) Transportation options needs of underserved populations.

(3) Cities and counties shall coordinate with transportation options providers, public transportation service providers, and other cities and counties to identify future transportation demand management needs. These shall include, but are not limited to:

(a) Commute trip reduction consultation and promotion of programs such as the provision of transit passes and parking cash-out;
(b) Physical improvements such as carpool parking spaces and park and ride locations; and
(c) Regional solutions for intercity travel.

Statutory/Other Authority: ORS 197.040
Statutes/Other Implemented: ORS 197.012, ORS 197.712