

## Agenda Item VII

# Commute Trip Reduction Program – Local and Regional Plans Update

# CTR Plan Updates

## *At a Glance:*

- ◆ *Provide background information on Washington State's CTR program*
- ◆ *Implementation at local and regional levels*
- ◆ *Anticipates Board action to approve an update to CTR Plans in 2015*

# CTR Efficiency Act

The Intent of State Law is to:

- ◆ Reduce congestion on State highways
- ◆ Improve air quality
- ◆ Reduce dependency on foreign oil



# History of CTR Laws in Washington State



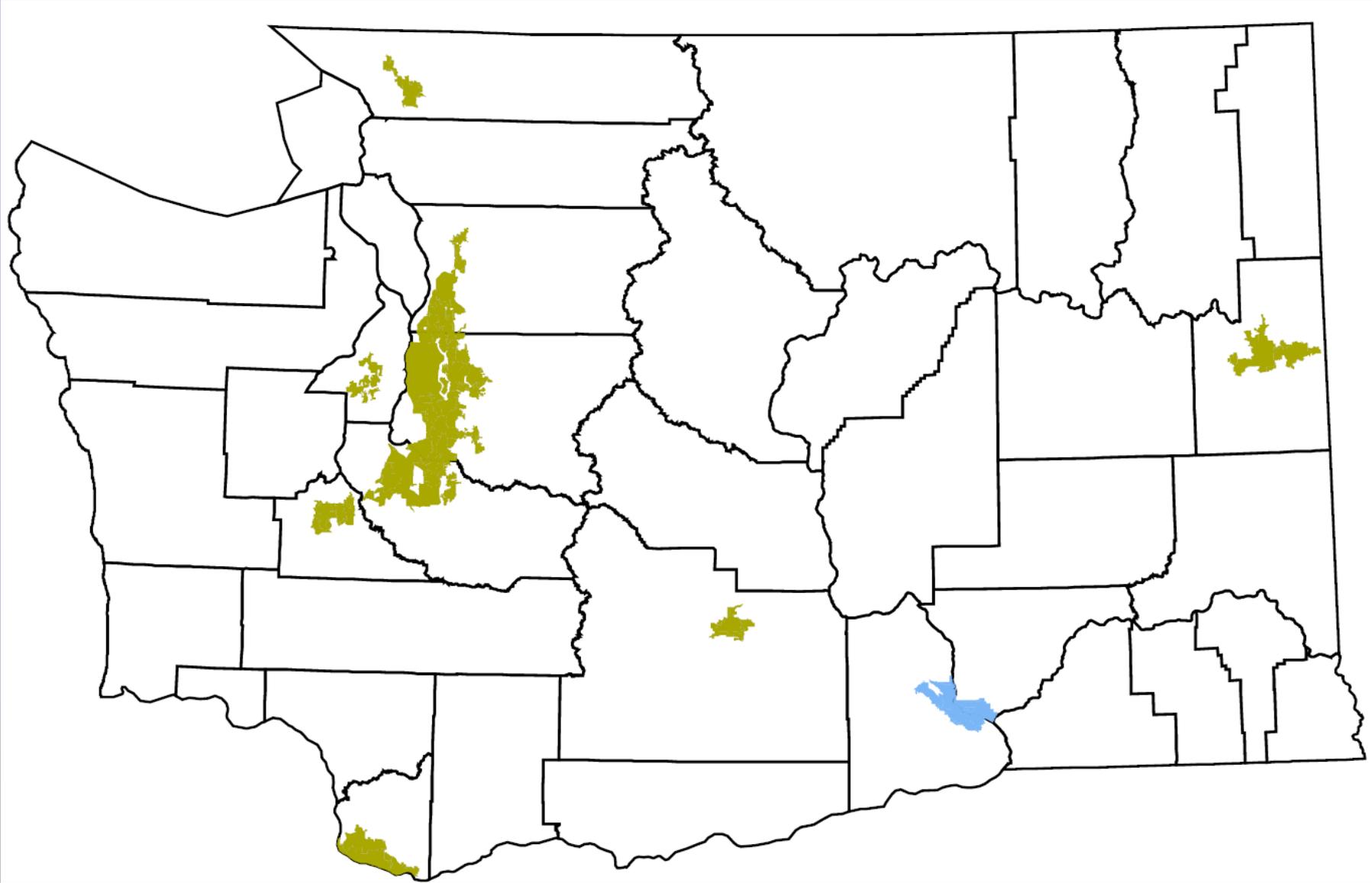
- ◆ Commute Trip Reduction Law (1991)
- ◆ CTR Efficiency Act (2006)

# Changes Made to the CTR Law in 2006



- ◆ Enhanced its ability to provide benefits for transportation efficiency, energy conservation, and air quality
- ◆ Easier to incorporate trip reduction programs into planning for transportation and growth management
- ◆ Changes to the CTR law:
  - ◆ Focused the program on most congested UGAs
  - ◆ Fostered planning coordination
  - ◆ Offered opportunity for customized trip reduction programs
- ◆ Overall, modest, incremental CTR program changes; function and funding generally the same

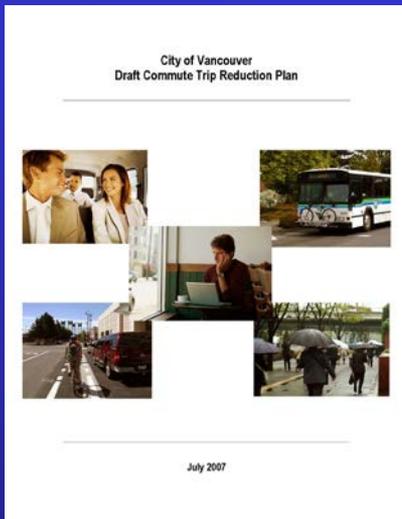
# Urban Growth Areas in the CTR Program



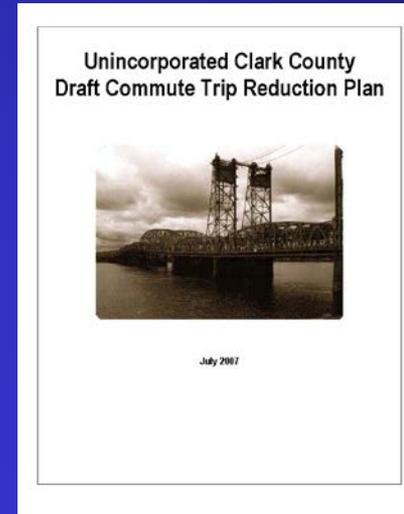
# Requirements of the CTR Efficiency Act (2006)

- ◆ Review existing conditions
- ◆ Evaluate and set CTR goals
- ◆ Identify strategies for meeting goals
- ◆ Conduct employer outreach
- ◆ Financial plan
- ◆ Implementation plan
- ◆ Optional Growth and Transportation Efficiency Center (GTEC) program, Downtown Vancouver

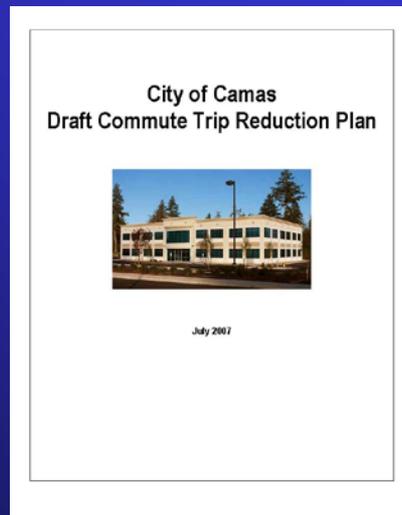
# Local CTR Plans – adopted 2007



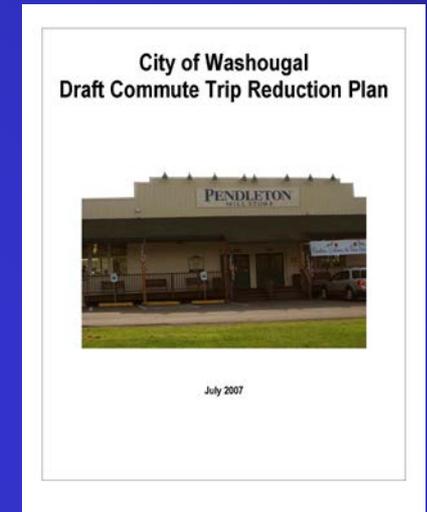
City of  
Vancouver  
CTR Plan



Clark County  
CTR Plan



City of Camas  
CTR Plan



City of  
Washougal  
CTR Plan

# Regional CTR Plan – RTC Board adopted 2007



## REGIONAL COMMUTE TRIP REDUCTION PLAN



Southwest Washington Regional Transportation Council  
September 2007

# CTR Worksites: Existing Conditions (2007)

- ◆ Transit service is limited to many of the sites
- ◆ Majority of sites offer free parking
- ◆ Majority of sites have good pedestrian facilities
- ◆ Carpooling is the most popular option for non-drive alone travel



# Strategies to Achieve CTR Goals



- ◆ Enhance transit services to CTR work sites
- ◆ Work with employers to offer incentives and subsidies for carpooling and vanpooling
- ◆ Implement parking management at work sites
- ◆ Develop telework program
- ◆ Work with developers to offer site amenities



# Role of CTR Administrator



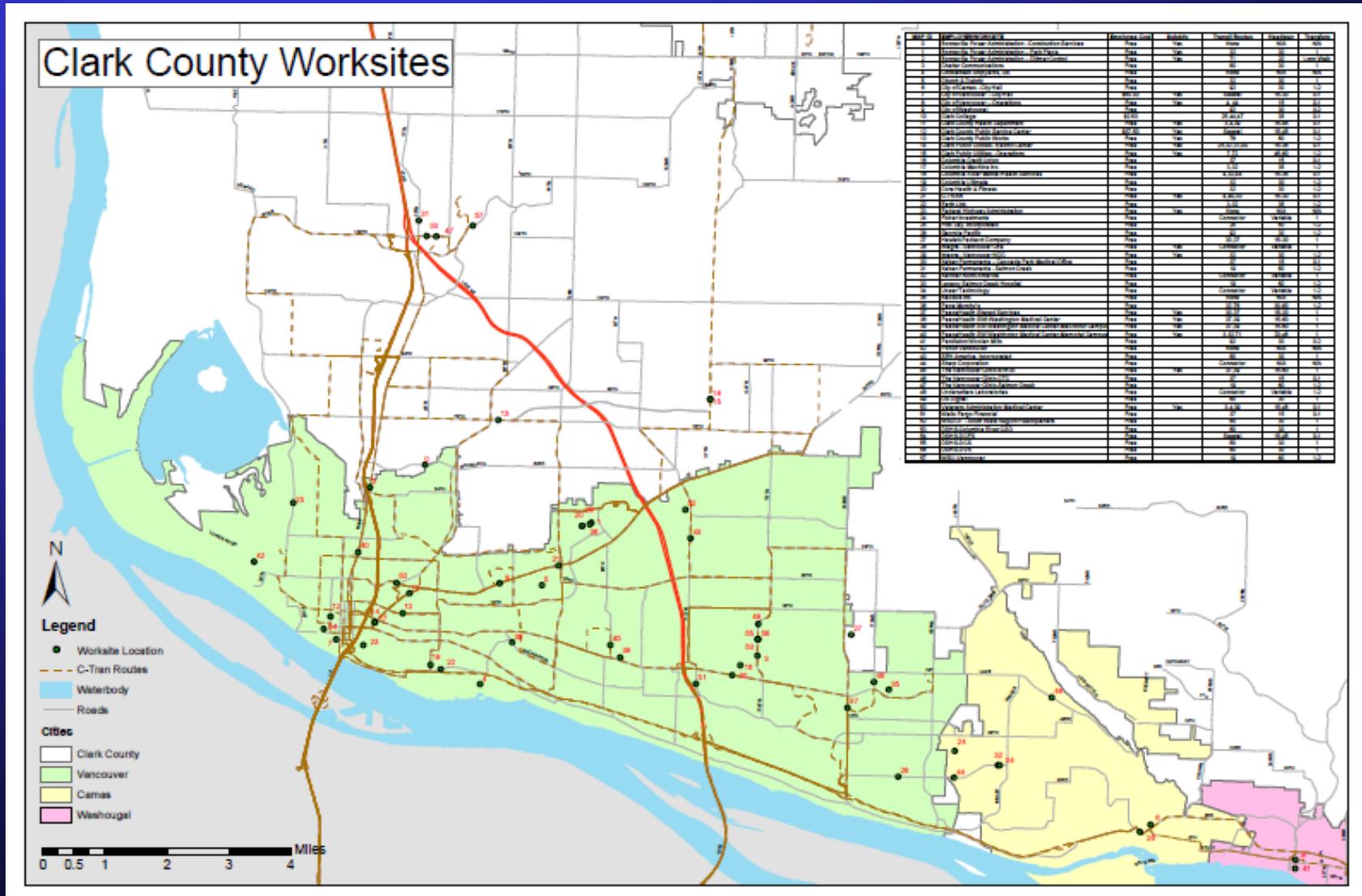
- ◆ Supports and trains CTR worksite ETC's
- ◆ Provides CTR information for worksite promotion
- ◆ Reviews individual worksites for CTR amenities, provides feedback with suggested improvements
- ◆ Oversees administration of the CTR-mandated bi-annual worksite employee surveys
- ◆ Reviews the CTR mandated worksite annual reports/program
- ◆ Conducts worksite visits to ensure CTR information is displayed

# Role of CTR Administrator (continued)



- ◆ Plans/implements statewide and county-wide CTR campaigns
- ◆ Administers the ClarkCommute.org website
- ◆ Represents SW region on WSDOT's Technical Advisory Group
- ◆ Notifies jurisdiction if a CTR affected worksite is in non-compliance with the CTR law
- ◆ Supports employers interested in participating as a voluntary CTR worksite

# CTR-affected Worksites in Clark County



# Requirements for CTR Worksites

- ◆ Designate Employee Transportation Coordinator (ETC)
- ◆ Distribute information
- ◆ Submit annual reports
- ◆ Implement at least 1 program element
- ◆ Reduce number of drive alone commuters by 10%



# CTR: Tools to Help CTR Participants



- ◆ [Clark Commute.org](http://ClarkCommute.org)
- ◆ Emergency Ride Home (ERH) program available
- ◆ Employee Transportation Coordinator (ETC) network meetings/trainings
- ◆ Promotional/marketing material promoting transportation options and CTR campaigns
- ◆ Incentives for participation



# Beyond Work Trips ....

- ◆ Assistance to Clark College to inform students of travel options



# Clark College - Posters

**STILL DRIVING ALONE TO SCHOOL?**

Your round trip miles per day \_\_\_\_\_  
 Cost per mile = at 50 cents X 50 \_\_\_\_\_  
 Cost per day = \$ \_\_\_\_\_  
 school days \_\_\_\_\_  
 Total cost to drive alone x 90 days \_\_\_\_\_  
 Number of quarters you attend \_\_\_\_\_  
 Total cost/school year = \$ \_\_\_\_\_  
(\*\*RS Standard)

A short 10-mile round trip costs about \$800 a year.

**DO THE MATH.**  
 How much is it costing you to drive to school?

**SAVE YOURSELF TIME AND MONEY:**

- \$ Carpool and cut your commute in half PLUS use the student carpool parking
- \$ Ride C-tran and use your Clark College BackPass endorsement for under \$25/Quarter
- \$ Bike to class and your commute is free

Vancouver Clark College Security/Safety Department at Campus Hall for more info on the BackPass program. CLARK COLLEGE

**GO AHEAD**  
 have your cake  
 and eat it too!

**Burn calories while you bike to class.**

Too far to ride?  
 Combine your bike trip with the bus!

Vancouver Visit [ClarkCommute.org](http://ClarkCommute.org) for more information. CLARK COLLEGE

**How long did you drive in circles looking for a parking spot today?**

Take advantage of free  
**Clark College Carpool Parking**  
 and feel the difference a little space can make.

Vancouver There is no cost to acquire a carpool parking tag. Students must register at the Security Office in Campus Hall. All of the students participating in the carpool benefit the greatest by registering. CLARK COLLEGE

**ARE YOU KIDDING ME?!?**

**Nope.**

If you're parking in a neighborhood,  
**REMEMBER THESE RULES:**

- 1 "No Parking" areas, sidewalks, and planting strips are not parking spaces.
- 2 When parallel parking, go with the flow - don't park facing traffic.
- 3 Leave 5 feet between your car and the driveway.
- 4 Don't crowd the stop sign or the intersection - give it at least 2 car lengths.
- 5 Bike lanes are for bikes - not cars or motorcycles.

Vancouver For more information about parking in the neighborhood and the parking rules please visit the City of Vancouver's Parking in Your Neighborhood website at [www.vancouver.ca/parkinginneighborhood](http://www.vancouver.ca/parkinginneighborhood) CLARK COLLEGE

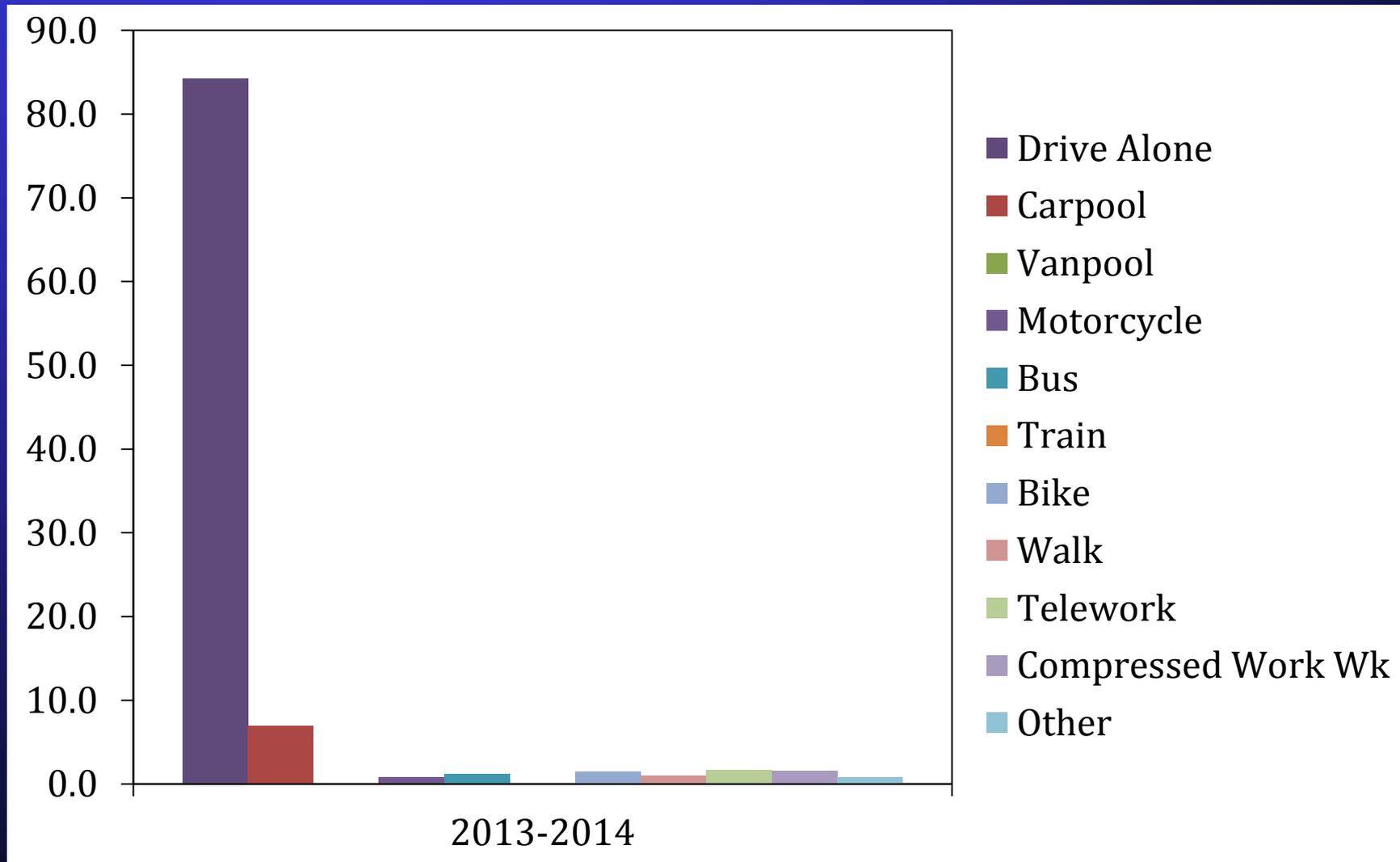
# 2015 CTR Status

- ◆ CTR Board: advance program efficiencies, address sustainability, linkages with other land use/transportation planning requirements
- ◆ CTR Board issued a 2015-2019 plan (attached with RTC Board Memo)
- ◆ Locals and Region: will be required to submit CTR implementation plan updates in 2015 using WSDOT template

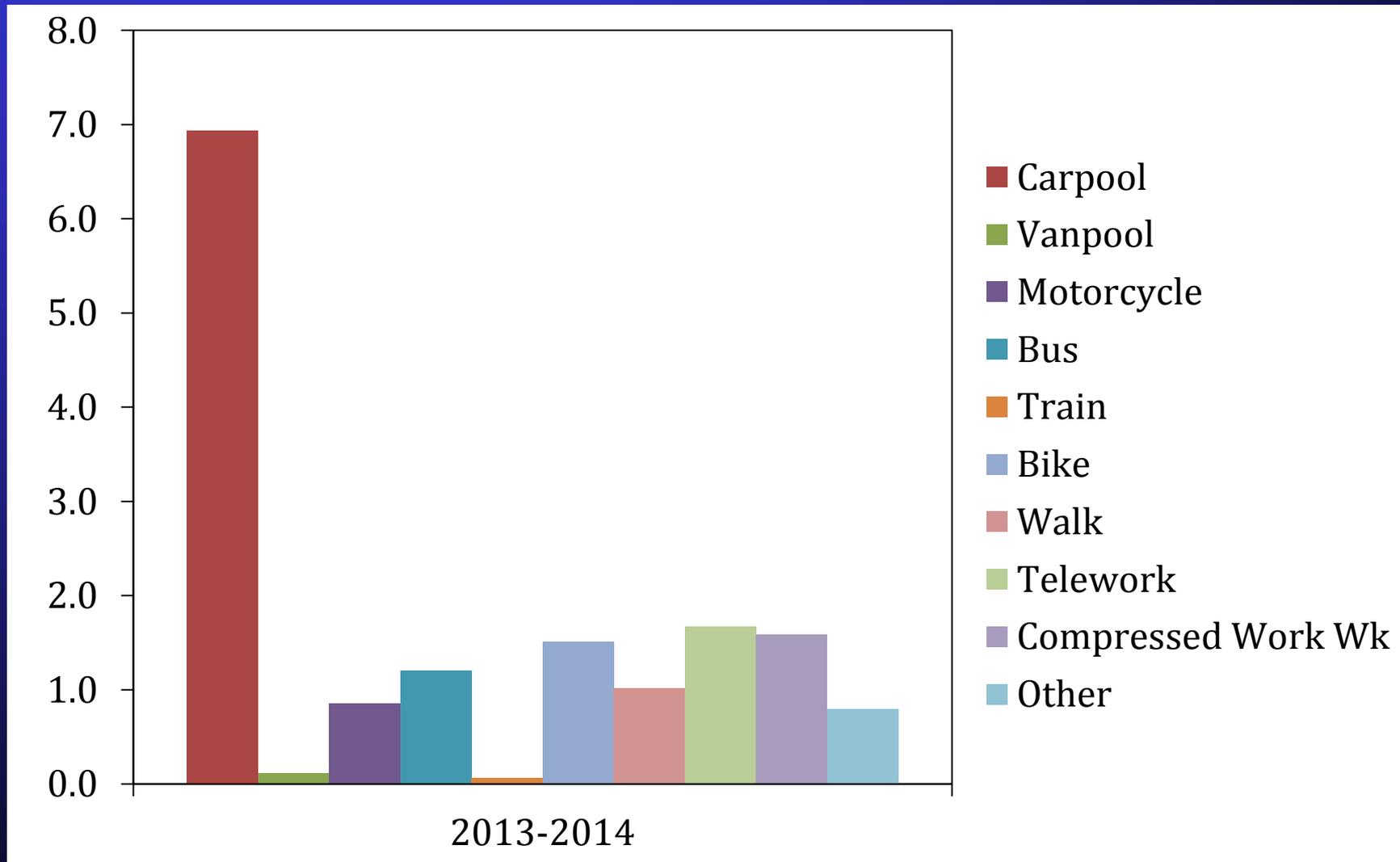
# How are we Doing?

- ◆ 60 worksites
- ◆ 9,985 surveys returned (2013/2014)
- ◆ Non-Drive Alone Travel: 15.0%
  - ◆ Vancouver: 15.6%
  - ◆ Unincorporated Clark County: 10.8%
  - ◆ Camas: 13.5%
  - ◆ Washougal: 16.3%

# Clark County: Surveyed Travel Modes at CTR Worksites



# Clark County: Surveyed Travel Modes at CTR Worksites (other than drive alone)



# CTR Plan Updates: Policy Issues to Consider



- ◆ Goals and targets: set achievable goals, more local flexibility
- ◆ How to best tailor CTR programs to local conditions?
- ◆ Sustainable CTR program financing

# CTR Implementation 2015:



Agency/Organization	Responsibility
Local Jurisdictions (City of Vancouver, City of Camas, City of Washougal, Unincorporated Clark County)	<ul style="list-style-type: none"> <li>◆ <b>Review, update and implement CTR plans</b></li> <li>◆ Re-set goals and targets (locally tailored)</li> <li>◆ Ensure consistency with Comprehensive Plans</li> <li>◆ Possibly update CTR ordinances</li> <li>◆ Work with affected employers</li> <li>◆ Subsequent years: annual reports to WSDOT</li> </ul>
RTC	<ul style="list-style-type: none"> <li>◆ <b>Review and update regional CTR plan</b></li> <li>◆ Support for regional CTR program</li> </ul>
C-TRAN	<ul style="list-style-type: none"> <li>◆ Offer supporting transit and vanpool services</li> </ul>
Employer	<ul style="list-style-type: none"> <li>◆ Notify when affected</li> <li>◆ Offer program incentives</li> <li>◆ Assign ETC</li> <li>◆ Distribute information</li> </ul>

# CTR: Implementation Timeline

- ◆ Local jurisdictions and RTPOs update CTR plans in a collaborative process  
*Ongoing*
- ◆ RTC Board adopts and submits updated plans  
*Timeline dependent on CTR Board deadlines*
- ◆ CTR Board approves updated local and regional plans  
*Timeline TBD by CTR Board*
- ◆ Modified CTR program begins. Local jurisdictions implement plans and educate employers on program changes  
*Timeline TBD by CTR Board*