PORTLAND COMMUNITY COLLEGE TRANSPORTATION AND PARKING SERVICES

TRANSPORTATION DEMAND MANAGEMENT PROGRESS REPORT SUMMER 2015

What is Transportation Demand Management?

TDM efforts strive to balance the relationship, in both convenience and cost, between driving alone and using "alternative modes," which include transit, biking, walking, car-sharing, and/or telecommuting. The most successful TDM programs are (a) directed toward meeting clear targets or goals for trip choice across all modes and (b) tailored to the unique qualities and factors that distinguish an access area or supply. The PCC Transportation and Parking Services Department is responsible for meeting mandated district-wide and campus specific goals as established by external jurisdictions and the PCC Board of Directors.

Transportation and Planning Services Transportation Demand Management Plan

"It is PCC's goal to sustainably and cost effectively provides sufficient physical and technological access to its academic system to meet the educational and vocational needs of the population it serves. To achieve this, PCC will need to create and implement an efficient and adaptable access management plan that balances cost and convenience between travel modes; strategically accommodates growth; and supports the PCC Mission, Vision, and Sustainability Initiative. The key objective is to transition each campus to a place that values sustainability, provides expanded options for access, and ensures the long-term educational and vocational success of its students, faculty, and staff. (Excerpt – Guiding Themes & Principles, 7/15/2011)"

TPS Mission Statement

The Parking and Transportation Services Department is committed to sustainability and transportation-demand management, that reduces the number of single-occupancy vehicles traveling to campus. TPS mitigates existing traffic and parking challenges to ensure that all members of the campus community have equal access to all campus facilities

Organization of Strategies

The range of potential parking and transportation demand management strategies is significant, with some working at a policy level and others being very specific to a type of user and set of circumstances. Initially, the strategies had been organized to aid in understanding their purposes; they have been reorganized in this report to reflect implementation and partnerships. Their current status is in blue on the following pages.

Funding: The funding of incentives, additional staff, equipment and operating expenses has be developed through increases in fees, grants and partial implementation of TDM strategies. These are noted below.

Parking and Parking Facilities- Measures of parking use and fees associated with parking are used to reduce SOV traffic arriving on campuses resulting in lower developmental costs for PCC and reducing greenhouse gas emissions (thereby supporting PCC's Sustainability goals).

General- includes strategies involving administration of the college or district as a whole. For example: restructuring class schedules to allow students to complete their classes at one location.

Transit Access - Increase the number of students and employees utilizing transit as a primary mode of access to and from PCC campuses is a central element of success in the TDM plan. Including PCC Shuttle Access - TPS operates an extensive shuttle operation that provides direct and frequent links between campus and has grown significantly both in infrastructure and ridership.

Active Transportation- Bike/Walk programs, strategies and incentives to encourage greater bike and pedestrian access to campuses. This category will require coordination with external jurisdictions and agencies.

Communication - All programs, activities and incentives related to PCC's TDM Plan will need to be actively and consistently communicated and promoted to all students and employees.

Technological - Utilization of electronic communications, on-line classes, and others which reduces the need to physically access a campus.

Data- Monitoring and measuring the success of the TDM program is being accomplished through data collection and surveys.

Funding Options				
Category	**Strategy**	**Lead Entity**	**Comments**	**Status**
Funding	Develop and approve staffing needs, budgets and cost forecasts necessary to successfully implement Plan.	Auxiliary Services, TPS	Assure sufficient staffing support to organize, manage and coordinate program implementation throughout the District and on each campus. The total package of strategies is complex and labor-intensive, requiring a level of support, coordination, commitment and resource identification that goes well beyond what is currently in place. Strengthen language of Policy, equal to the other Policies (e.g. "adopt" or "commit to fully fund"). *TPS applied for and received a Federal Transit Administration grant through METRO that includes a .5 FTE Active Transportation Coordinator (8/1/2015)*	In Process
Funding	Reinvest net parking revenues to cover increased subsidy costs of Student Select Pass and employee UPASS program.	TPS	The strategy provides the College with the opportunity to expand transit programs. *Currently covers operating expenses and Shuttle Service*	Ongoing
Funding	Consider a premium for SOV access	TPS	INTERPRETATION: Charge more for SOV parking than the cost to provide and operate parking. ***Current maintenance costs are covered.***	Ongoing

Parking Changes and Options				
Category	**Strategy**	**Lead Entity**	**Comments**	**Status**
Parking	Adopt a parking occupancy standard and other performance measures that are directly tied to the adopted goals and numerical triggers that initiate a decision making process to consider further Plan action(s).	TPS and TDM Steering Committee	The parking industry standard that defines a supply of parking as constrained is if it is 85% or more occupied in the peak hour for some sustained period of time. When a supply reaches that sustained level of constraint, more aggressive parking, pricing and/or TDM strategies should be considered and initiated to bring the occupancy to a level less than 85%. The parking occupancy standard for PCC will be established as a part of completing this Plan Update. PCC may consider constraint thresholds that are higher or lower than 85% at campuses that have unique parking demand patterns or characteristics.	Ongoing TDM plan work.

Parking	Routinely conduct an "operating cost" analysis of parking (capital and operations) to inform the pricing of parking and ensure full cost recovery.	TPS	This type of analysis would provide insight into the actual costs necessary to operate the parking system and assure that the fees for parking reflect and cover all costs of operation and upkeep. *Transportation and Parking Services is a self-operated enterprise fund. The major sources of revenue are from parking permits and fines. Resources are expended for alternative transportation options and maintenance of roadways and parking lots throughout the district. Retained earnings are used to fund capital projects, business continuity planning and maintain the financial stability of the TPS operation.*	Ongoing Budget work
Parking	Implement a performance-based pricing strategy through the following steps:	TDM Steering Committee, VP of Student Affairs, Cabinet, Board Approval	Adjust the fee for parking, based on the results of goals and uniformly apply to all campuses. *Fees have not been increased in several years and should be evaluated. An increase in staff parking permit fees should be considered to help increase use of non SOV options.* Adjust parking pricing, based on the performance of individual campuses, per the defined occupancy standards. *People often visit more than one campus making the option infeasible.* Consider elimination of term parking passes at individual campuses and replace with "pay as you go" parking pricing, based on the unique circumstances of any one campus. *Install parking meters, alternative payment options. Technology may be costly so check pricing and analyses return.*	Research Ongoing
Parking	Establish on campus transportation service to:	Auxiliary Services, Student Services	Provide (at minimum): - Mentoring programs for all. - Trip planning services- Online information available - New student information packets/incentives. - Rideshare matching - *Available on line.* Promote student mentoring programs (ASPCC) and self-organizing efforts to achieve TDM goals. *Offices staff required, could be virtual office* to. *Online information and assistance now available.*	Online complete Funding needed Ongoing

Parking	Explore development of "Parking Benefits Districts" or Host neighborhood events to provide effective communications and gather input from neighborhoods and stakeholders regarding the parking management plan.	TPS, Campus Leadership	"Transportation Management Association" concepts in and around college campuses. The PCC Access Management Plan will require partnerships with adjacent neighborhoods and business districts. Work with affected neighborhoods and business districts in advocacy for Area Parking Permit Programs (APPP). *Ongoing through public relations offices with neighborhood associations and committees including employers, retailers, PBOT and others.* Engage the business community to provide services (such as childcare) adjacent to campuses that help meet the daily needs of students and employees.	Ongoing
Parking	Implement "scofflaw" program for payment of outstanding parking citations.	HR, Financial Services, TPS	Scofflaw program would deny registration until outstanding tickets were paid. *This is currently operating for students more work needed for staff.*	Complete and Ongoing
Parking Facilities	Commission development of a master way finding and signage plan/package for, at minimum, the Rock Creek, Sylvania, Cascade and South East campuses.	Bond Program, Auxiliary Services, Advancement Services	Access signage and way finding systems should be developed in a manner that communicates a consistent and unified "brand" at each campus. Develop system of off-campus and on-campus signage and way finding programs for bikes/pedestrians. Including interpretive communications. Be more mindful in scheduling, programming, etc. that leads to desired behaviors (even the way we schedule and support meetings). *Plan complete, being implemented*	Complete and Ongoing
Parking Facilities	Evaluate the feasibility and cost of purchasing or leasing off-site land parcels for parking to create new parking capacity for the College.	TPS	Coordinate locations proximate to regional bus service. This will likely involve negotiations between public and private owners within the region. Providing off-site locations, well connected to transit, may be more cost effective than building parking on already constrained campuses. Emphasize the evaluation before taking action. *Leased parking is in place and regularly monitored for usage with leases demand based.*	As Needed
Parking Facilities	Consider strategic addition of new parking supply at select campuses	TPS, Bond (only within scope of program)	Provide new parking supply (above current levels) at specific campuses in coordination with TDM strategies to minimize amount constructed. PCC is required by regulating jurisdictions to provide additional parking supply, even at reduced ratios, as campuses grow and/or enrollment levels increase. *Underground parking structure at Cascade is a good example with work ongoing through leased facilities as needed.*	As Needed

Parking Facilities	Provide electric vehicle charging stations in convenient (preferred) locations at each campus	TPS	*Being installed this summer for Fall Quarter operations at Sylvania, Rock Creek. Southeast still to be designed.*	Ongoing
Parking Facilities	Implement ZipCar option for employee use for trips between campuses.	TPS	*Car 2 Go on all campuses except Rock Creek (outside their operating boundaries.) They park for free.*	Complete and Ongoing

General or College Wide				
Category	**Strategy**	**Lead Entity**	**Comments**	**Status**
General	Establish a standing committee that makes recommendations to ensure the long-term implementation and success of the P&TDM Plan.	Multiple Departments	This is intended to be a representative group of PCC students, employees, and administration that commit to fully supporting the Guiding Principles and successfully implementing the TDM Plan. *This committee will be supported by technical staff within PCC and other professional staff and resources, as needed.*	Complete and Ongoing
General	Develop and implement a "new employee/student" orientation about access options	Auxiliary Services, HR, Student Services	*Work has been done on TPS website. Brochures will be available for this fall. Materials are available at the Orientation Centers, Tables set up for student events, Current work with HR to produce information for new hires.*	In process

Category	Strategy	Lead Entity	Comments	Status
General	Seek partnership opportunities with daycare providers	Designated Campus Leadership	Sylvania and Cascade have daycare facilities. Southeast to open daycare Fall Term 2015. Rock Creek has plans to add daycare in the future. *Hours are limited needed is Daycare operating to match staff times, longer hours, would help employees and students.*	In process
General	Promote District investments in fleet vehicles that are sustainable	TPS Fleet Manager	*Replacement vehicles are purchased with the objective of reducing the carbon footprint by acquiring smaller engines and vehicle. Some bio fuels are used. As technology improves so can fleets ability to make larger strides in this effort.*	Ongoing
General	Combine college logistic services; coordination deliveries from various sources to all of the campuses and centers.	Complete	*When looked at by various departments; this did not seem feasible. Printing, central stores, bookstore and food services have very different schedules and shipping arrangements.*	Complete

Transit and Shuttle				
Category	Strategy	Lead Entity	Comments	Status
Transit	Increase the student Transportation Fee to provide additional funds for non-SOV student subsidies.	TPS, ACPCC	New revenues from this increase will be dedicated to providing expanded non-SOV student access options and incentives. Pricing of parking alone may create costs that are detrimental to students choosing to come to PCC. *Student fees were recently raised to $8.00 from $4.00 per student with ASPCC support.*	Complete for 2015.
Transit	Develop and approve an *"Access Scholarship Program"* or make existing assistance programs more comprehensive.	TPS	An access scholarship program would respond to students of need, while moving the college to more innovative and responsive TDM programs and strategies. *Needs include funding, administration, and operational guidelines.*	Pending

Transit	Provide bus passes to all students.	TPS	Currently provide subsidies. These could be increased and work with TriMet so that their new smart card system tracks trips to PCC *PCC currently provides an $80 per quarter subsidy with a limited number of passes available. This requires over $500,000 per year. It would cost about $14 million dollars annually to provide all credited students an annual free pass.* *Summer term 2015 increased pass availability by 30%. Sold out.*	Complete and ongoing
Transit	Price Student Select Pass at a rate that is less than the quarterly fee for student parking.	DSC, BPAC, Cabinet, TPS	Current Student Pass is $190 per term (summer term $150). Parking is $50 per term. Use information study to inform pricing. *Raising parking prices will impact many low income people for whom transit is not a viable option. This will be analyzed in the coming year with possible increases proposed for 2016-17.* Link transit student pricing to parking pricing program. Develop part-time student pass program. *This may be possible when the smart card system is in place for TriMet. They can record boarding at PCC campuses for possible pricing programs.*	Funding required. Pending
Transit	Negotiate UPASS transit program for all employees.	TPS	PCC is a major employer and should negotiate a UPASS annual transit program pass for all full-time faculty and staff. Current faculty/staff transit mode split is 7%. UPASS would greatly facilitate 20% mode change goal. *Providing annual transit passes to TriMet for the 2000 employees receiving benefits, at a reduced rate from TriMet is estimated to cost $1,700,000 annually. HR and Transportation are working with TriMet to improve pass access for employees for the coming benefit cycle.* Investigate feasibility of program for part-time faculty. *Have created a pretax funding option for employees. Funding needed to increase subsidy, should be part of bargaining unit discussions at contract time.*	Partial, Full pass access requires funding
Transit	Establish transit pass sales goals as a relationship to a student/employee mode split goal.	TPS TDM Steering Committee	Current system wide student transit mode split is 12%. Future goal should be targeted as mode split percentage of all students by term to new annual target. Seek/Develop measures of transit service to help gauge need and delivery, by campus. *Students increased fees, increased pass availability. No employee funding. Ongoing Current Transit/Shuttle mode split for students is 29%. A significant increase. Employee mode split down.*	Need funding Ongoing

Transit	Engage TriMet to take a new look at transit access programs and linkages between bus connections (frequencies) and PCC campuses.	TPS	Programs will range from development of incentive packages, signage and information systems, at existing Park & Rides, joint promotions, etc. This will also include evaluation and implementation of fare products that are more conducive to student and faculty needs. *Additional service is being planned for the SW including the Sylvania campus by TriMet. New bus stop and shelter was installed at Rock Creek. Light rail 6 blocks from Cascade, Options to Southeast are also being enhanced with 82nd and Division improvements.*	Ongoing Funding needed
Transit	Initiate frequency improvements on shuttle routes that are most conducive to ridership growth associated with increased parking pricing.	TPS	Expanded coverage. Requests for increased frequency and additional stops received. Protect against shuttle expanding to transit service (regional). *Additional funding needed.*	Ongoing
Transit	Explore and implement feasible alternative fuels and technologies to reduce GHG and carbon footprint from shuttle and fleet vehicles.	TPS	*All but one Shuttle are currently using bio fuels. All buses purchased after 2010 have 90% reduction in Nitrous Oxide emissions and 5 -7% improvement in fuel efficiency due to technology enhancements. Will research electric buses and other technologies as they develop.*	Ongoing
Transit	Routinely review PCC shuttle routes to avoid unnecessary duplication of public transit services.	TPS	*Ridership is tracked by route and partnering with TriMet and is ongoing. We meet with their representatives on a regular basis.*	Ongoing
Transit	Develop and support a "casual rideshare" program at select campuses based on zip code/geocode survey.	TPS	On-line matching programs are readily available and can be coordinated and linked through PCC's umbrella transportation options brand. *PCC has recently joined Metro's regional rideshare program. On PCC website*	Complete and Ongoing
Transit	Create student rideshare/access programs at each campus Create employee transportation center at each campus.	TPS, Campus Dean of Students	This can be incorporated into existing information centers provided at each campus. *Existing Orientation Centers have been provided transportation information.*	Complete and ongoing
Transit	Guaranteed Ride Home Program	TPS	Expand upon the regional guaranteed ride home program to include other access options. *Very difficult to monitor/control and could be very costly. Looking into staff only option.*	Pending Funding
Transit	Create marketing materials, on-site rideshare/transportation bulletin boards/information centers and on-line access for matching.	Auxiliary Services, Advancement Services	FLASH ALERTS – apply the communication capabilities we have. Shuttle buses can be tracked live by phone application or computer access. *New Video screens going in at each campus, online arrival times for shuttles on line. PCC Transportation has a Twitter and Facebook capabilities.*	Ongoing

Active Transportation (Bicycles, Pedestrians)				
Category	Strategy	Lead Entity	Comments	Status
Bike	Provide a bike-share (loaner) program	TPS, ASPCC	*The ASPCC received a grant for a program at Cascade, SE also have program should expand next to cover the entire college.*	Complete Ongoing
Bike	Consider enforcement by bikes	TPS	*May result in staffing issues due to physical limitations, further research needed.*	Research
Bike	Develop program and budget for on-going program of bike/walk incentives	TPS, PE assistance	*There are existing walking programs championed by Physical Education. Explore partnering with PE to promote and support these forms of active transportation.*	Funding needed
Bike	Coordinate and partner with PBA and other bike/walk groups	TPS	*The Active Transportation Coordinator will explore these options during the two-year grant period and TPS will evaluate.*	Ongoing
Bike	Ensure that all campuses have quality bike parking racks and facilities provided at a rate equal to bicycle mode split goal.	TPS, Bond Program	Bike systems at each campus should provide access at a level equal to target goals. All bike systems should be of similar design and quality to create a uniform presentation of type, location (where possible), means of access, signage and communication – regardless of campus. Evaluate/analyze feasibility of on-campus bike system. *There are new and additional bike racks, lockers and access included in current construction and being refitted throughout the campuses.*	Ongoing
Bike	Develop and implement a uniform design and quality standard for bike on campus bike infrastructure.	TPS Bond Program	Examples: presentation of type (racks and bike boxes), location (where possible), means of access, signage and communication – regardless of campus. Emphasize performance standard of design. *TPS has standards and is working to meet these .*	Ongoing
Bike	Provide on-campus bike repair facilities for self-repair	TPS, Student Services, ASPCC	*There are repair facilities at Cascade, SE and Sylvania. Rock Creek needs safe access along roadways prior to improved bicycle facilities.*	Partial
Bike	Shower and locker facilities, all days and hours of operation	Center Managers, Physical Education Departments	*There are showers at all PCC locations for employees (except METRO and Hillsboro). PCC Centers are restricted to employees as they require secure access. Student facilities are available on all major campuses except Southeast. PE Department owns the facilities on each campus. Provisions are in place for student use and they may access these facilities by paying a $12 fee/term. Campus facilities are not always available in-between terms*	Partial

Bike	Bike lockers and long-boards to meet needs	TPS	*Bike lockers have been provided at all campuses with plans to increase these as demand rises.*	Complete Ongoing
Bike	Establish a Mentor program for transit/bike/walk and rideshare. Establish incentives for students and employees to mentor new TDM users (e.g., free transit pass, free gas, free bike maintenance/equipment/etc.)	ASPCC, TPS	Mentor programs (e.g., Bike/Transit Buddies) can be very effective in transitioning SOV users to other modes as "hands on" information and training is critical to influencing mode choice changes. *Bicycle rental program and repairs facilities are available at two campuses with expansion plans for additional campus improvements.*	Complete SE CA
Bike	Provide safe points of access and internal circulation for bikes and pedestrians. Better coordinate external infrastructure with on-campus improvements (e.g., bike lanes, lighting and safety, sidewalks, connectivity)	Bond Program, TPS, FMS	Look at joint strategies (the synergy between them). Continue the partnership building that is already occurring. Area Parking Permit Program has a role in this.	Ongoing
Motor cycles	Consider separate parking fee structure for motorcycles	TPS	Motorcycle parking is currently free; however, motorcycles can be responsible for 1.5 times the total greenhouse gas emissions of a typical SUV.	Pending

Communication				
Category	**Strategy**	**Lead Entity**	**Comments**	**Status**
Communication	Provide incentives to promote choices that are defined as appropriate through the TDM Program	TPS, Auxiliary Services, Advancement	Incentives can include the UPASS, TriMet Student Select Passes, Shuttle bus, priority parking, road space allocation, personal rewards, etc.	Funding
Communication	Develop and implement an annual TDM education program Assist students and employees to understand the total costs of access by mode	TPS, Auxiliary Services, Advancement	*Website information has been upgraded. One page info is planned for distribution this fall. Emails through coordination with campus Community Relations and administrative staff are being improved.*	Ongoing
Communication	Coordinate all marketing, communications and planning related to access under a common brand that unifies strategies outlined in this Plan and is delivered, managed and coordinated through all materials, products and infrastructure. Develop and implement a variety of communication tools, forms, & strategies to promote TDM goals and objectives	Auxiliary Services, Advancement Services	Unifying all access options under a common umbrella or brand (e.g., *Destination PCC)* will create a recognizable link for users of the system and reinforce the ease and convenience of access uniformly, system wide and at each campus. Incorporate transportation access option information into student registration process. Include total cost of commute into analysis and commute choice option information. Be aware that it is difficult (but necessary) to coordinate within the College itself (must be across all internal structures).	Ongoing
Communication	Develop and promote incentive programs (lower tuition rates) for off-peak classes	Cabinet, BPAC, Board	*Does not manage travel demand just manages traffic flow.*	Pending

Technological Improvements				
Category	**Strategy**	**Lead Entity**	**Comments**	**Status**
Technology	Expand (while protecting excellence) on-line options for classes, registration, Virtual meeting and other means of accessing PCC without traveling.	Vice President of Academic Services	Current programs are very effective and have the potential for greater use. *Distance learning is growing. Virtual meetings have been developed; Online registration and parking permit options are available and marketed.*	Ongoing
Technology	Pursue the opportunity to integrate trip planning activities within the admissions process.	TPS and Student Services	Information is available on line when students register they have access. Also information on campus as fliers, posters for next fall.	Ongoing

Data and Reports				
Category	**Strategy**	**Lead Entity**	**Comments**	**Status**
Data and Reporting	Develop and maintain a database (with adequate staffing) to support the overall monitoring and reporting process established.	TPS	Database information would be translated into an annual access/parking and TDM progress report. A centralized database will facilitate decision making and streamline the gathering of information over time. *Annual surveys completed and Consultant report for 2014 received.*	On going
Data and Reporting	Routinely review access issues and Plan performance with the standing committee.	TPS and TDM Committee	TDM plan established the standing committee to monitor access goal attainment that would meet at least semi-annually. To provide routine oversight and continued input from college stakeholders in the on-going management and assessment of the access system and the goals established for it. A strong connection must be established between this committee and the ultimate decision-making bodies.	On Going
Data and Reporting	Place lot-based counter systems and other data collection technology in parking areas to track parking utilization.	TPS	A counter system would provide frequent data on lot usage by time of day, day of week and time of year. This type of information would greatly facilitate decision-making, particularly in the areas of rate and lot management. *The cost of this technology and the ability of staff to manage, maintain and ultimately utilize the information will require additional funds and fte's.*	Research