

Transportation Demand Management (TDM) Plan

Goal 8:

To reduce single-occupant vehicle demand in downtown Vancouver through a variety of transportation demand management strategies.

Objective 8.1:

To work with the business community in downtown Vancouver to establish a Transportation Management Association.

Objective 8.2:

To provide ongoing City of Vancouver staff support for a future Transportation Management Association.

Objective 8.3:

To include a Transportation Management Program, as part of the development application process for downtown office projects.

Objective 8.4:

To monitor progress in achieving transportation demand management goals as called out in Transportation Management Programs.

Objective 8.5:

To work with C-TRAN, Clark County, major employers, and other interested parties in supporting transportation demand management efforts affecting downtown Vancouver, including ongoing programs involving the City's Commute Trip Reduction ordinance.



Existing Conditions

Major employers in Clark County are subject to the State of Washington's Commute Reduction Act. The City of Vancouver, through a local ordinance, is responsible for enforcement of the CTR legislation for affected employers located within the city. Employers with particular characteristics such as having 100 employees arrive at a site between 6:00 and 9:00 a.m. are subject to the law. Affected employers are required to submit an annual report describing progress in achieving reductions in single-occupant travel to the work site as well as vehicle miles traveled.

Since adoption of the CTR ordinance staffs of the City of Vancouver, C-TRAN, and other local jurisdictions in Clark County, as well as representatives of affected employers, have been working together to help encourage reductions in single occupant vehicle (SOV) travel to employment sites. Through such strategies as commuter fairs, affected employers and their respective employees are made aware of alternatives to driving alone such as transit, vanpools, carpools, and non-motorized travel. Also, flexible work hours and telecommuting can help reduce the overall total travel during commute periods.

While progress has been made in reducing SOV travel to work sites in Vancouver, further achievement can occur through coordinating public and private sector efforts. These efforts involve participation in transportation demand management (TDM) programs by non-affected employers. Also, initiatives can be considered that will address TDM as part of the review and approval process for new developments in downtown Vancouver and potentially in other parts of the city.

Findings and Recommendations

The Street and TSM sections of the TSP identify projects and implementation strategies involving the management of the system in downtown Vancouver.

While these items address the *capacity* of the street system, attention also needs to be given to *demand* on the system that will occur during the Plan period. Employers affected by the CTR law can in part base transportation demand management programs on current efforts. However, more substantive efforts should be considered that will provide even further reduction in SOV travel. Expanded efforts should address several features of travel demand affecting downtown Vancouver. These features include the following:

Mix of Employment Sizes

While the CTR law applies to employers with less than 100 employees, a substantial number of downtown commuters work for smaller employers. While small in size, some of these employers are grouped in office buildings that can incur at an aggregate level substantial impact on the downtown street system. Expansion of demand management efforts that encompass small and medium size employers can potentially impact overall efforts to reduce SOV travel in the downtown area. TDM efforts could also be expanded to include residential sites, particularly those that are in the development stage. An association consisting of a mix of employers can provide a potential forum for identifying, implementing, and monitoring TDM efforts affecting downtown Vancouver. This forum should include participation by public agencies, however, ownership and management should be initiated by employers to help ensure stewardship on the part of the employer community.

New Developments and TDM

TDM efforts by current employers reflect in part the characteristics of the employment sites and the extent of programs that encourage employee efforts to reduce SOV travel. Having these characteristics and programs in place at the initial phase of an employment site will help foster a culture that responds positively to any demand management initiatives.

Through the development review process the City of Vancouver should consider inclusion of Transportation Management Programs as part of the application process. These TMP's should identify strategies to be used by the developer and employers to reduce SOV travel at affected sites.

Program Identification

Programs involving TDM efforts in downtown Vancouver involve two major subjects – 1) establishment of a Transportation Management Association (TMA) for downtown Vancouver and, 2) requiring Transportation Management Plans (TMP) for new employment developments in the downtown area.

Transportation Management Association

There is need for a central forum to address transportation demand management affecting the downtown area. Associations of employers within particular geographic areas have been effective in recognizing and addressing demand management issues. Public agency support for an employers association can further reinforce the effectiveness of transportation demand management initiatives in the downtown area.

The City of Vancouver, C-TRAN, and other interested parties should work with employers in downtown Vancouver to establish a transportation management association. One potential approach to this association is a non-profit entity to be owned and managed by employers. City of Vancouver support to the association can be provided through in-kind administrative support from City staff. Activities of the downtown TMA can be coordinated with the City's ongoing commute trip reduction efforts.

Once established, the downtown TMA can initiate efforts at reducing SOV travel. These efforts can range from promotional efforts such as *Oil Smart Week* to direct funding of transportation demonstration efforts. One particularly important effort that should be considered involves exploiting current technology to inform employees of

commuting options. For example, the Greater Redmond, Washington TMA has established a web site that allows interactive matching for carpools and vanpools. The site also provides information on regional transportation services.

Transportation Management Programs

For new developments taking place in the downtown area, a potential condition for approval is the development and approval of a Transportation Management Program (TMP). A threshold level can be established for triggering a TMP – e.g. 50 trips generated at the site during the peak hour. The City can consider an overall goal in the form of a targeted mode share – e.g. 30 percent for non-SOV travel. Follow-up monitoring by City staff can occur to determine how well a particular site has met its goal.

Several elements can be considered for the TMP. Some of them may be required while others may be negotiated to reflect, for example, any particular conditions that are unique to the affected development. Potential elements include:

- Membership in any TMA established for downtown Vancouver.
- Progress reports documenting how well the targeted goal has been achieved.
- Parking management program that includes designation of spaces for rideshare vehicles during peak hours.
- Set aside of space for bicycle parking.
- Establishment of a transportation coordinator on site that will be responsible for implementing the TMP.

Implementation Strategies

A Transportation Management Association for downtown Vancouver represents a new initiative on the part of Vancouver in addressing future travel needs of the downtown community. The following identify suggested strategies that can be considered in implementing the program.



- Initiate discussions with members of the downtown employer community regarding establishing a TMA. Those employers affected by the current CTR ordinance can serve as an initial core group for these discussions. Also, the Chamber of Commerce can serve as a possible forum for these discussions.
- The City of Vancouver should explore potential level of staff commitment for supporting activities of the TMA. As noted above, downtown employers should take on ownership and management of the association; however, some level of City support can be expected, particularly at the early stages of its development. Staff currently assigned to enforcement of the Vancouver CTR ordinance

could provide initial support for the TMA.

- To provide some background as to real-world experiences of TMA's the City can gather information on currently active associations in Washington State. The downtown Bellevue TMA ("Trans Mange") may come closest to replicating a potential association in downtown Vancouver. However, experiences of Redmond (Greater Redmond Transportation Management Association), and the Bothell Transportation Partnership will likely provide useful insights.
- Continue to monitor emerging technologies and explore management techniques through programs like car-sharing, free parking for vanpools, carpools and electric cars, and public recharging systems.