



Commuter Solutions

2005 – 2010 Strategic Plan

*Providing Information and Resources
For Smart Transportation Choices*

September 14, 2007



Oregon Department of Transportation



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INTRODUCTION

Our transportation system shapes the appearance and character of our region—a region that is both unique and vibrant. Lane County has a high quality of life due to natural features, appearance, cultural amenities, economic diversity, regional planning, and an involved and conscious citizenry. The communities in our county want to maintain and enhance these attributes now and well into the future.

Our current quality of life is threatened by increased traffic and congestion, which takes an increasingly heavy toll on the region's environment, cities, neighborhoods, our local economies and public funding. Solutions do exist. Our region has programs that advance transportation solutions and a regional transit system whose mission is to provide innovative service; service that offers all residents and visitors to the Eugene-Springfield area attractive and convenient transportation options that are designed to reduce dependence upon the automobile.

Lane County has community-based planning efforts to create programs, partnerships, and strategies for a new approach to make transportation options relevant to our region's needs. We can have more people transported in fewer vehicles. It is understood that, with the transportation challenges we face, we cannot build our way out of congestion.

Community-based solutions which focus on commute patterns, school-related transportation, regional employer needs, education on alternatives to single occupancy vehicles, and innovative strategies to address congestion are required for change to occur. Participation in planning, promoting, producing, and monitoring of effective transportation options management programs requires a regional approach with all of our partners *because traffic congestion and movements are not restricted to jurisdictional boundaries.*

The Commuter Solutions Strategic Plan is a blueprint to strengthen our area's ability to curtail the growth in vehicle miles traveled and the use of single occupancy vehicles through innovative transportation programs and services.

There are risks and costs to a program of action. But they are far less than the long-range risks and costs of comfortable inaction.

- John F. Kennedy

STATEMENT OF PURPOSE

The Commuter Solutions Strategic Plan is a response to increasing traffic congestion, environmental risk factors, and mobility challenges facing our region. The plan is based upon the premise that a comprehensive, cross-jurisdictional approach to managing the demand for road use will result in more effective and innovative planning and services.

Implementation of such an approach will require continued cooperation among public and private sectors, governing jurisdictions, businesses, and community organizations. This plan highlights a course of action to further advance opportunities for commitment and collaboration from community partners. The result of these partnerships, if the course is taken, will enhance the regional transportation options network to move more people, more efficiently, in fewer vehicles.

BACKGROUND

In 1995 Lane Transit District partnered with our local jurisdictions and offered businesses, organizations, and educational institutions a new program: Commuter Solutions. Since its inception, Commuter Solutions has offered the Eugene-Springfield area transportation management strategies. These include discounted group pass programs, transit vouchers, emergency ride home programs, information on telecommuting and the associated tax benefits, Park & Rides, carpool/vanpool matching, education and marketing support services, and parking management information. These fulfill the primary mission of the Commuter Solutions program to provide outreach, education, marketing, and promotion of transportation options to the citizens in our community.

The positive growth rate of businesses that have taken advantage of Commuter Solutions illustrates its success in helping manage many of the region's transportation challenges. The early success of the Commuter Solutions Program indicates the need existing in our region. Yet more can be done. We need to integrate services and plans into a comprehensive, accountable, and well-managed service delivery system. By doing so, we will be able to maintain the success of existing transportation option strategies and create innovative, community-based programs and services to help manage the growth in automobile travel.

OPERATIONAL GUIDELINES

Commuter Solutions Strategic Operating Approach to Regional Planning:

Outlined are the Commuter Solutions operational guidelines to target its programs and services to address regional need. With jurisdictional input, Commuter Solutions will focus on a prioritized list of:

1. Corridors that exceed or are expected to exceed established level of service (LOS)
2. Areas experiencing or projected to have high levels of congestion due to:
 - a. New employment centers or residential
 - b. Road construction projects
 - c. Regional Events
3. Identified mixed-use developments
4. EmX defined corridors

Ranking Process:

Commuter Solutions will review relevant planning documents (STIP), MTIP, Coburg, Eugene, Springfield TIPs, RTP, AMS) and confer with the cities' planning and development staff to produce a regional list of targeted areas for services. The list will reflect the STP-U funding cycle with annual review and update.

FUNDING SOURCES

- Oregon Department of Transportation Grant – \$100,500 (2006 – 2009)
- Grant Match - \$5,000 each (2006 – 2009)
 - Lane Transit District
 - City of Eugene
 - City of Springfield
 - Lane County
- Regional Funding: Surface Transportation Program – Urban Funding (STP-U)
 - \$350,000 (2006 – 2007)
 - \$340,000 (2007 – 2008)

OVERVIEW

COMMUTER SOLUTIONS PROGRAMS AND SERVICES

- **LTD Group Pass Programs**
Employer-paid, discounted transit passes for all employees
- **Commuter Club Transit Voucher Program**
Subsidized monthly transit voucher – employer pays at least 50% of the transit pass cost and employee pays the rest
- **Regional Carpools/Vanpools**
Carpool matching incentives and promotion of commuting. A Valley VanPool partnership between Commuter Solutions/Lane Transit District (CS/LTD), Oregon Cascades West Council of Governments (OCWCOG) and Mid-Valley Rideshare/Salem Area Mass Transit District (MVR/SAMTD) to promote forms and provide management support of vanpools
- **Emergency Ride Home Program**
Emergency taxi ride home for employees who commute to work by bus, bicycle, carpool, vanpool or on foot – no cost to employer or employee.
- **Congestion Mitigation Program**
Promotes public awareness of major regional road projects and informs commuters about transportation options and ways to avoid delay
- **Smart Ways to School Program**
Free services offered to parents of K-12 students help reduce school-related traffic, improve student safety, promote physical activity and reduce fuel consumption.
- **SchoolPool Program**
Promotes and helps form carpools to school for K-12 students
- **Walk and Bike Groups**
Helps organize groups that walk or bike together to and from school
- **Student Transit Pass Program**
Provides free transit passes to students in grades 6 – 12 attending public and private schools in areas served by LTD
- **Park & Rides**
Management and promotion of Park & Ride lots and promotion for use of transit, carpool, vanpool, bike and walk trips
- **Bicycle Commuting**
Promotion of bike commuting and tax credit opportunities
- **Walking Programs**
Promotion of walking as a healthy transportation option

- **Telecommuting**
Information and referral services for telecommuting as an option to reduce the number of vehicle trips made in our region

- **Research**
Employee transportation surveys and data collection for program performance measurements

GOAL 1: INCREASE PARTICIPATION IN REGIONAL TRANSPORTATION OPTIONS PROGRAMS AND SERVICES.

Goal Objective: To manage the increase of regional vehicle miles traveled and mitigate congestion within the region.

STRATEGY: Strengthen and expand the Commuter Solutions Program by implementing programs and services which result in limiting the increase of Vehicle Miles Traveled in the region.

PROGRAMS AND SERVICES

GROUP PASS PROGRAM (GPP) (see Appendix A for current list)

Actions:

- Target EmX corridors with Group Pass Program and other employer programs.
- Include all Group Pass Program participating employers in Emergency Ride Home program.
- Evaluate program criteria and pricing structure.
- Continue outreach to Congestion Mitigation Services employer list.
- Collaborate with School Transit Pass Program (STPP)
- Expand Employee Transportation Coordinator education and awareness programs.
- Explore Group Pass Program policy changes supporting mixed use development and areas of dense housing and employment centers.

REGIONAL RIDESHARING (CARPOOL/VANPOOL PROGRAM)

(see Appendix B for current list)

Actions:

- Evaluate collaborative vanpooling program with human service agencies for areas not served by transit.
- Participate and support Valley VanPool.
- Explore potential vanpool markets with origins or destinations within the Central Lane Metropolitan Planning Organization boundaries.
- Develop marketing strategies for vanpools.
- Seek funding for continued vanpool subsidy.
- Maintain, market and expand rideshare matching services.
- Increase efficiencies and capabilities of rideshare matching services.
- Explore carpool/vanpool Park & Ride centers for areas not served by transit.
- Create and implement rideshare database validation process.
- Implement direct import of rideshare applications from the web.

EMERGENCY RIDE HOME PROGRAM (ERH) (see Appendix A for current list)*Actions:*

- Promote Emergency Ride Home service and increase number of worksites participating.
- Add Emergency Ride Home program to services provided for all Group Pass Participants.
- Increase enrollment and marketing/communication efforts.

PARK & RIDES*Actions:*

- Promote planning of Park & Ride locations as part of Interchange Area Management Plans (IAMPs)
- Promote use of Park & Ride to reduce vehicle miles traveled (bus, bike, walk, vanpool, carpool)
- Expand Park & Ride facilities to outlying areas with high commute rates into the Central Lane Metropolitan Planning Organization area.

SMART WAYS TO SCHOOL AND STUDENT TRANSIT PASS PROGRAMS

(see Appendix C for current list)

Actions:

- Maintain Student Transit Pass Program (STPP) for all public and private middle schools and high schools in Lane County served by Lane Transit District.
- Analyze potential expansion of Student Transit Pass Program to outlying schools within Lane Transit District service area.
- Secure Smart Ways to School and Student Transit Pass Program funding.
- Explore expansion of Smart Ways to School services to before and after-school activities.
- Evaluate rideshare matching software needs for after-school carpooling program.
- Offer Smart Ways to School services to all public/private schools within Lane Transit District service area.
- Coordinate with local schools and jurisdictions to apply for Oregon Safe Routes to School funds.
- Staff Smart Ways to School and Student Transit Pass Program to meet expansion needs.
- Encourage and promote adoption of Transportation Options (TO) policies at school districts.
- Evaluate Park & Ride use for schools.

CONGESTION MITIGATION SERVICES (CMS) (see Appendix D for current list)*Actions:*

- Institutionalize jurisdictional participation in Congestion Mitigation Services for projects of regional significance.
- Maintain jurisdictional participation in the KeepUsMoving.Info website
- Collaborate with Lane Council of Governments on the KeepUsMoving.info website's incorporation into eMPO planning.
- Link Congestion Mitigation Service activities to regional land use/transportation policies, plans, and identified current and future congested corridors

- Develop annual outreach project list based on Transportation Planning Committee direction.
- Propose policy language to local, regional, and state jurisdictions to include Congestion Mitigation Services in scope of road preservation and modernization projects.
- Use Congestion Mitigation Services foundation for special events with anticipated high volume of traffic (e.g. 2008 Olympic Trials).
- Coordinate with Statewide “Drive Less. Save More.” marketing campaign.

COMMUTER SOLUTIONS PROGRAM: EXPANSION

Actions:

- Explore additional implementation of TravelSmart® projects.
- Promote teleconferencing as a trip-reduction option.
- Become a resource for information on virtual access technology.
- Explore feasibility of telework and teleconferencing centers, and bike/ped centers.
- Develop and enhance the Employee Transportation Coordinator network and services.

COMMUTER SOLUTIONS PROGRAM: REACH

Actions:

- Target areas with anticipated high growth slated for incorporation into Central Lane Metropolitan Planning Organization.
- Continue participation in statewide planning and advocacy of transportation options, programs, and services.
- Create materials to reach non-English speaking communities.

GOAL 2: SUPPORT LOCAL, REGIONAL, AND STATEWIDE LAND USE/ TRANSPORTATION POLICIES.

Goal Objective: *To advance transportation options policies outlined in local, regional, and state land use/transportation planning documents.*

STRATEGY: Continue to participate in local, regional, and state transportation planning discussions to increase presence of Transportation Options strategies in adopted plans and policies.

POLICY (see Appendix E Relationships to Transportation)

Actions:

- Present existing Commuter Solutions programs to regional planning commissions to provide a foundation for potential transportation options policies.
- Expand Commuter Solutions participation in transportation planning processes in growing outlying communities (Coburg, Veneta, Junction City, and Cottage Grove).
- Advocate for transportation options strategies to be included in local and state roads projects.
- Evaluate planning documents and funding to encourage a comprehensive approach for regional bike/ped systems.
- Utilize public participation policies as outlined in the MPC Public Participation Plan.
- Provide technical assistance and targeted outreach to developing mixed use areas (e.g. Gateway area), EmX corridors, and areas of high growth.

STRATEGY: Maintain and enhance jurisdictional support resulting in continued support for the Commuter Solutions program.

JURISDICTIONAL SUPPORT

Actions:

- Conduct annual review of local, regional, and state support for transportation options.
- Develop and maintain relationships with transportation decision makers at local, regional, state, and national levels.
- Broaden transportation options advocacy base.
- Provide updates on Commuter Solutions programs, services and performance monitoring to region's decision making bodies: Metropolitan Planning Committee, City of Springfield, City of Eugene, City of Coburg, Lane Transit District, Lane County, Lane Council of Governments, Citizen's Advisory Committee, and regional and state planning agencies.

STRATEGY: Develop and implement performance monitoring of Commuter Solutions programs and services.

MONITORING (see Appendix F, F-1)

Actions:

- Develop refined performance measures to reflect local, regional, state and federal transportation/land use goals and policies.
- Encourage development of state-defined performance measures.
- Explore the use of state planning research grants (SPR) for performance monitoring.
- Provide updates to elected officials on Commuter Solutions advancement of local and regional land use/transportation policies.

STRATEGY: Sustain, increase, and diversify Commuter Solutions funding to ensure continuation of programs and services.

FUNDING

Actions:

- Show return on investment in transportation options to local, regional and state agencies and jurisdictions.
- Leverage Commuter Solutions resources for broader reach with human service agencies and non-traditional Transportation Options funding sources (such as Department of Health, Job Access Reverse Commute, Center for Disease Control, National Institute on Health and Special Transportation Fund).
- Expand community partnership funding for Smart Ways to School.
- Diversify funding for Congestion Mitigation Services.
- Continue promotion of federal tax benefits and Oregon's Business Energy Tax Credit Program (BETC).

APPENDIX A**Commuter Solutions Program Participants as of 9/1/07****Group Pass Program**

Alvord – Taylor
 The Arc of Lane County *
 Bear Creek Corporation/Harry & David
 Capella Market *
 Cameron McCarthy Gilbert & Scheibe *
 City of Eugene *
 Comfort Suites *
 Courtyard by Marriott *
 Creative Minds Alternative School *
 Days Inn
 Dept of Justice–Civil Enforcement Division
 Dougherty Landscape Architects (DLA) *
 Down To Earth
 Elizabeth Lewis Publishing Company *
 Emerald City Comics
 Eugene Creative Care
 Eugene Weekly
 FabTrol Systems, Inc.
 Gallagher Financial Services *
 GarageGames.com, Inc. *
 Harlequin Beads & Jewelry *
 Harrang Long Gary Rudnick, PC *
 Harry Ritchie's Jewelers *
 Heritage Research Associates, Inc. *
 Holiday Inn Express Hotel & Suites *
 Ideal Enterprises, Inc.
 Int'l Society for Technology in Education (ISTE) *
 Isler CPA *
 Lane Comm College (Assoc Students of LCC) *
 Lane Council of Governments *
 Lane County Catholic Worker /
 St John Bosco House *
 Lane Co Legal Aid & Advocacy Center (LCLAC) *
 Looking Glass Counseling Center
 Lunar Logic *
 Maitreya Eco Village
 Mobility International USA *
 Network Charter Schools *
 Northwest Youth Corps Outdoor School
 Oak Street Child Development Center *
 OMG Country Club Road Medical Center *
 Oregon Center for Applied Science (ORCAS) *
 Oregon Eugene Mission
 Oregon Medical Laboratories (OML) *
 Oregon Supported Living Program *
 Oregon Temporary Services
 Organic Materials Review Institute (OMRI) *
 PeaceHealth Oregon Region
 PIVOT Architecture
 Providence Health Plans

Public Defender Svcs of Lane County (PDSLCL) *
 Quality Inns and Suites
 Rainbow Optics
 Residence Inn *
 Royal Caribbean Cruises Ltd *
 Rush Enterprises, Inc.
 Sacred Heart Medical Center
 SAFE, Inc.
 Satre Associates, P.C. *
 Semperian *
 Special Mobility Services
 Sperry Tree Care *
 Symantec Corporation
 Taco Time - Downtown
 Taco Time - Gateway
 Taco Time - Coburg Rd.
 UO Faculty and Staff
 UO High School Equivalency Program
 UO Students (Associated Students of UO)
 UO Bookstore, Inc.
 Venture Data, LLC *
 Watkinson Laird Rubenstein
 Baldwin & Burgess, P.C.
 Wellsprings Friends School
 West Brothers River Ranch Restaurant
 Whitewater Designs, Inc. *

Commuter Club Voucher Program

Cascade Manor
 City of Springfield
 Lane ShelterCare
 PakTech
 SOLARC Architecture and Engineering *

Emergency Ride Home

Country Coach
 Curves on 28th
 Eugene Hilton
 EWEB
 Good Company
 Invitrogen
 Lane Community College Faculty & Staff
 Lane Transit District
 LEAD
 Oregon Social Learning Center
 PacificSource Health Plans
 Pacific Winds Music
 Pathology Consultants
 Pentagon Federal Credit Union
 Systems West Engineering

** Employer also participating in the Emergency Ride Home Program*

Group Pass Program benefits supplied to 46,190 people.

Commuter Club and Emergency Ride Home benefits supplied to 5459 people.

APPENDIX B

Current List of VanPools in Operation

VALLEY VANPOOL FUNDING AND STRUCTURE

Currently an ODOT grant provides subsidies for fare reductions by paying for up to 50% of the lease costs of vans provided by third-party vendors such as VanPool Services Inc. (VPSI) and Enterprise. Vehicle Revenue Miles for the vans are reported under FTA National Transit Database (NTD) reporting by Salem-Keizer Transit District and LTD, based on areas served by the vans.

Increased capital funding based on NTD reporting will replace the ODOT grant funds and continue to support vans up to the 50% allowed under FTA Capital Cost of Contracting rules.

| <u>Valley VanPool Routes</u> | <u>Number of Vans</u> |
|-------------------------------------|------------------------------|
| Eugene to Corvallis | 2 |
| Corvallis to Eugene | 1 |
| Corvallis to Salem | 2 |
| Eugene to Salem | 3 |
| Portland to Salem | 2 |

There is an average of 100 people using Valley VanPool Vans.

APPENDIX C

Smart Ways to School and Student Transit Pass Program Sites as of 9/14/07

| | |
|---|--|
| Academy for Character Education School* | Eugene Waldorf School* |
| Adams Elementary | Evergreen Elementary |
| Agnes Stewart Middle* | Fairfield Elementary |
| Al Kennedy Alternative High School* | Family School |
| Applegate School* | Family School Middle School* |
| Arts & Technology Academy at Jefferson* | Far Horizons Montessori School |
| Awbrey Park Elementary | Fern Ridge Middle School* |
| Bailey Hill Instructional Center* | First Landmark Missionary Baptist Church School* |
| Bertha Holt Elementary | Gateways Learning Center* |
| Blue Mountain School* | GATES Annex* |
| Brattain Elementary | Gilham Elementary |
| Briggs Middle* | Goshen School* |
| Buena Vista Elementary | Guy Lee Elementary |
| Cal Young Middle* | Hamlin Middle* |
| Camp Creek Elementary | Harris Elementary |
| Cascade Middle* | Hillside Elementary |
| Centennial Elementary | Home/Hospital Instruction* |
| Center for Appropriate Transport* | HomeSource* |
| Cesar Chavez Elementary | Howard Elementary |
| Charlemagne at Fox Hollow Elementary | Irving Elementary |
| Childaes Way Culp Creek School* | Junction City High School* |
| Churchill Alternative High School* | Kalapuya High School* |
| Churchill High School* | Kelly Middle* |
| Clear Lake Elementary | Kennedy Middle* |
| Coburg Elementary | Lane School* |
| Community Transition Program* | Life Lutheran School* |
| Corridor Elementary | Lifegate Christian School* |
| Cottage Grove High School* | Lincoln Middle School* |
| Creative Minds Alternative School* | LOGOS Academy* |
| Crest Drive Elementary | Looking Glass Center Point School* |
| Creswell High School* | Looking Glass New Roads School* |
| Creswell Middle School* | Looking Glass Riverfront School* |
| Crow Middle/High School* | Looking Glass Stepping Stone School* |
| Danebo Elementary | Lowell Jr/Sr High School* |
| Douglas Gardens Elementary | Lundy Elementary School* |
| Drinking Gourd | Madison Middle* |
| Eastside Elementary | Malabon Elementary |
| Edgewood Elementary | Maple Elementary |
| Edison Elementary | Marist High School* |
| Elmira High School* | McCornack Elementary |
| Emerald Christian Academy* | McKenzie Elementary School* |
| Eugene 4J Transition School* | McKenzie Middle and High School* |
| Eugene Christian School* | |

Smart Ways to School *continued*

McKenzie River Christian School*
 Meadowlark Elementary
 Meadow View School*
 MLK Jr. Education Center*
 Moffitt Elementary
 Mohawk Elementary
 Monroe Middle*
 Mount Vernon Elementary
 Network Charter School*
 North Eugene High School*
 Northside Christian Academy*
 Northwest Youth Corps*
 O'Hara Catholic School*
 Oak Hill School*
 Oaklea Middle School*
 Opportunity Center*
 Page Elementary
 Parker Elementary
 Path Finder*
 Phoenix Education Center*
 Pleasant Hill High School*
 Pleasant Hill Middle School*
 Prairie Mountain School*
 Ridgeline Montessori School*
 Ridgeview Elementary
 River Road Elementary
 Riverbend Elementary
 Roosevelt Middle*
 SAFE Center*
 Shasta Middle*
 Sheldon High School*
 South Eugene High School*
 South Lane Christian School*
 South Lane School District
 Spencer Butte Middle*
 Spring Creek Elementary

Springfield Academy of Arts & Academics*
 Springfield High School*
 Springfield Middle*
 St. Paul's Catholic School*
 Thurston Elementary
 Thurston High School*
 Thurston Middle*
 Transition Class - Cottage Grove*
 Transition Class - East*
 Transition Class - South*
 Transition Class - West*
 Transition Class - Agnes Stewart Middle*
 Transition Class - Churchill High*
 Transition Class - Jefferson Middle*
 Transition Class - Monroe Middle*
 Transition Class - North Eugene High*
 Transition Class - Shasta Middle*
 Transition Class - South Eugene High*
 Transition Class - Spencer Butte Middle*
 Transition Class - Springfield High*
 Transition Class - Thurston High*
 Transition Class - Willamette High*
 Twin Oaks Elementary
 Village School*
 Walterville School*
 Wellsprings Friends School*
 West Lane Technical Learning Center*
 Willagillespie Elementary
 Willamette Christian School*
 Willamette High School*
 Willamette Leadership Academy*
 Yolanda Elementary
 Young Parent Program*
 Yujin Gakuen Elementary

**** School participating in Student Transit Pass Program***

APPENDIX D

Congestion Mitigation Services

Promotes public awareness of major regional road projects and informs commuters about transportation options and ways to avoid delay

| <u>Projects</u> | <u>Status</u> |
|--|---------------------------|
| I-105 (ODOT) | <i>Completed</i> |
| Delta Highway Overlay Project (Lane County) | <i>Completed</i> |
| Martin Luther King Jr. Pkwy. Roundabout Project (City of Springfield/Lane Co.) | <i>Completed</i> |
| Hilyard Street Reconstruction Project (City of Eugene) | <i>Completed</i> |
| EmX Franklin Corridor (LTD/City of Eugene/City of Springfield) | <i>Completed</i> |
| EmX Pioneer Parkway (2008-2009) (LTD/City of Springfield) | <i>Under Development</i> |
| Gateway Intersection Project (City of Springfield/ODOT) | <i>Under Development</i> |
| RiverBend/International Way Projects (2006 – 2008) (City of Springfield/PeaceHealth/Businesses) | <i>Under Construction</i> |
| I-5/Beltline Interchange Project Phase I (2006 – 2007) (ODOT) | <i>Under Construction</i> |
| I-5/Beltline Interchange Project Phase II (2007 - 2008) (ODOT) | <i>Under Development</i> |
| I-5/Coburg Interchange Project (2008 – 2009) (ODOT) | <i>Planned</i> |
| West Eugene EmX Extension (2007 – 2014) (LTD/City of Eugene) | <i>In Process</i> |
| Beltline/Coburg Road (2008 -2009) (ODOT/City of Eugene) | <i>Under Development</i> |

APPENDIX E**COMMUTER SOLUTIONS PROGRAMS AND SERVICES
RELATIONSHIP TO TRANSPORTATION PLANNING**

| Plan: | Regional Transportation Plan | ODOT Requirements | MPO Public Participation Plan | SAFETEA-LU Requirements |
|--------------------------|--|---------------------------------------|--|--|
| CS PROGRAM | | | | |
| Group Pass Program | Trans. Demand Management Policy #1 | *Alternative Mobility Standards | | Congestion Management Process Operational and Management Strategies Human Services Coordinated Trans. Plan ** |
| Emergency Ride Home | Trans. System Improvement: System-Wide Policy #1 Land Use Policy #1 Road-Way policy #2 | | | |
| Regional Ridesharing | Trans. System Improvements: System-Wide Policy: #2 | | | |
| Park & Ride | Trans. System Improvements: Transit Policies: # 1, 4 Trans. Demand Management Policy: #2, 3 | | | |
| Congestion Mitigation | Trans. Demand Management Policy #3 | | | |
| Smart Ways to School | Trans. Demand Management Policy #1,3 | | | |
| | | | Policy 1.6 | |

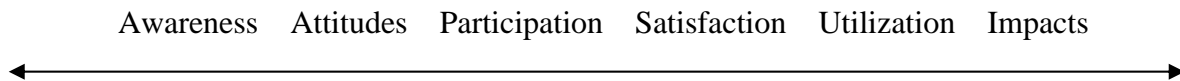
**Planning process underway*

APPENDIX F

COMMUTER SOLUTIONS PERFORMANCE MEASURES OVERVIEW

Measurement of Commuter Solutions is based upon a continuum that tracks six desired program results.

The continuum includes performance measures that reflect steps taken for the desired behavioral change commuters make prior to adopting a new transportation option. At the far right end of the continuum are measures of travel/emission/reduced congestion impacts, the ultimate desired outcomes of Commuter Solutions. Preceding these impacts (at the far left) are other behavioral change agents that commuters typically make before adopting transportation options (e.g., having awareness of available options and resources, changing attitudes).



The continuum's performance measures are defined as:

Awareness: Measuring the target audiences' (residents, business leaders, public officials, etc.) overall awareness of Commuter Solutions strategies and programs.

Attitudes: The degree to which the target audience supports Commuter Solutions strategies and programs.

Participation: The amount that the target audience participate in Commuter Solutions programs, such as applying for RidePro services or purchasing discounted transit passes.

Satisfaction: The degree to which the target audience is satisfied with Commuter Solutions strategies and programs, particularly those that they have used.

Utilization: The degree to which the target audience has changed their travel patterns in response to Commuter Solutions strategies and programs.

Impacts: The degree to which Commuter Solutions strategies and programs have changed overall vehicle traffic, level of service (LOS) on identified congested roadways, road and parking costs, traffic accidents, etc., compared with what would have occurred otherwise.

Continuum developed by Atlanta, GA Framework for Cooperation Partnership

APPENDIX F-1**PERFORMANCE MEASURES**

Indicates Primary Measurement

| Program Specific Measures | Source | CS Overall Measures | Regional Measures & Related Plan / Policies/Requirements |
|--|-------------------------------|---|---|
| GROUP PASS PROGRAM (GPP) | | | |
| GPPs along identified target regional areas | Pre/post outreach analysis | Participation Impacts | SAFETEA-LU Requirement: Operational & Management Strategies Alternative Mobility Standards |
| GPP participants' transit usage | Random sample | Utilization / Participation | REGIONAL TRANSPORTATION PLAN: Percent Peak Hour Transit Mode Share on Congested Corridors |
| Regional employer participation (large, med, small) | Annual participation analysis | Participation Note: Conduct analysis geographical analysis on jurisdiction participation | REGIONAL TRANSPORTATION PLAN: Non – Auto Mode Split |
| REGIONAL RIDESHARING: CAR/VAN POOL PROGRAM | | | |
| Vanpools formed, baseline/growth | Valley Van Pool Data | Participation | REGIONAL TRANSPORTATION PLAN: Share ride (2 or more) Person trips per auto |
| Regional Rideshare database registrations | RidePro | Participation | |
| Jurisdictional participation in ride share programs. | Annual email survey | Impacts | Review Origin - Destination data from within and outside of the MPO |
| Occurrence of match & rideshare trip taken | Random survey | Impact | REGIONAL TRANSPORTATION PLAN: Person trips per auto |
| Vehicle Miles Traveled Reduction | RidePro | Impact | REGIONAL TRANSPORTATION PLAN: Non – Auto Mode Split |

APPENDIX F-1**PERFORMANCE MEASURES**

Indicates Primary Measurement

| Program Specific Measures | Source | CS Overall Measures | Regional Measures & Related Plan / Policies/Requirements |
|--|---|------------------------------------|---|
| EMERGENCY RIDE HOME PROGRAM (ERH) | | | |
| Regional rideshare database registration | RidePro | Participation | |
| Number of requests | RidePro | Participation / Awareness | |
| PARK & RIDES | | | |
| Usage of park and rides | LTD Park & Ride Survey | Participation | REGIONAL TRANSPORTATION PLAN: Non – Auto Mode Split |
| Number of park and ride locations | LTD | | |
| Awareness of park and ride locations in targeted regional areas | Random Survey | Awareness | |
| SMART WAYS TO SCHOOL (SWTS) | | | |
| Student transit ridership | LTD Ridership survey | Participation Impact / Utilization | REGIONAL TRANSPORTATION PLAN : Non – Auto Mode Split – |
| Number of parents requesting information on walking/cycling school buses | Service Request Data | Participation | |
| Number of school pool applications | RidePro | Participation | |
| Number of school pool matches or active school pools | Ride Pro | Participation | |
| Vehicle Miles Traveled Reduction | BETC estimates, sample survey of program participants | Impact / Utilization | REGIONAL TRANSPORTATION PLAN : Non – Auto Mode Split |
| Number of schools participating in core programs | Annual Inventory | Participation | |

APPENDIX F-1**PERFORMANCE MEASURES**

Indicates Primary Measurement

| Program Specific Measures | Source | CS Overall Measures | Regional Measures & Related Plan / Policies/Requirements |
|--|---|--------------------------------------|---|
| CONGESTION MITIGATION SERVICES | | | |
| KeepUsMoving.Info website hits | LCOG | Awareness Participation Impact | CENTRAL LANE MPO PUBLIC PARTICIPATION PLAN |
| KeepUsMoving website page hits for Commuter Solutions | LCOG | Awareness Participation | |
| Number of public complaints about lack of information | Jurisdiction input | Awareness, Impact | |
| Number of outreach materials produced and disseminated | Project outreach tracking | Awareness | |
| Community awareness of road construction projects | Post project random sampling | Awareness | CENTRAL LANE MPO PUBLIC PARTICIPATION PLAN |
| Jurisdictional participation | Number of regionally significant projects | Participation Attitudes | CONGESTION MANAGEMENT SYSTEM |

APPENDIX G**COMMUTER SOLUTIONS WORK PLAN FY 07-09**

| CS PROGRAM AREA | KEY ACTIONS |
|-----------------------------------|---|
| GROUP BUS PASS / ERH / ETC | |
| | Target EmX corridors with Group Pass Program and other employer programs. |
| | Include all Group Pass Program participating employers in Emergency Ride Home program. |
| | Evaluate program criteria and pricing structure |
| | Continue outreach to Congestion Mitigation Services employer list |
| | Collaborate with School Transit Pass Program (STPP) |
| | Expand Employee Transportation Coordinator education and awareness programs. |
| | Explore Group Pass Program policy changes supporting mixed use development and areas of dense housing and employment centers. |
| RIDESHARING | |
| | Evaluate collaborative vanpooling program with human service agencies for areas not served by transit |
| | Participate and support Valley VanPool. |
| | Explore potential vanpool markets with origins and destinations within the boundaries of the Central Lane Metropolitan Planning Organization. |
| | Explore potential vanpool markets with origins and destinations within the boundaries of the Central Lane Metropolitan Planning Organization. |
| | Develop marketing strategies for vanpools. |

APPENDIX G**COMMUTER SOLUTIONS WORK PLAN FY 07-09**

| CS PROGRAM AREA | KEY ACTIONS |
|--------------------------------|--|
| RIDESHARING (Continued) | |
| | Implement direct import of rideshare applications from the web. |
| | Seek funding for continued vanpool subsidy |
| | Maintain, market, and expand rideshare matching services. |
| | Increase efficiencies and capabilities of rideshare matching services. |
| | Explore carpool/vanpool centers for areas not served by transit. |
| | Create and implement an update and measurement process for the rideshare database. |
| SWTS | |
| | Secure Smart Ways to School (SWTS) and Student Transit Pass Program (STPP) funding. |
| | Maintain STPP for all students enrolled in grades 6-12 at public and private schools in Lane County served by LTD. |
| | Provide SWTS services to all interested families at public/private schools within LTD service area. |
| | Coordinate with local schools and jurisdictions to apply for Oregon Safe Routes to School funds. |
| | Explore expansion of SWTS services to accommodate before- and after-school activities. |
| | Build and foster collaborative partnerships with local jurisdictions and stakeholder groups that promote transportation options for families of K-12 students. |

APPENDIX G**COMMUTER SOLUTIONS WORK PLAN FY 07-09**

| CS PROGRAM AREA | KEY ACTIONS |
|-------------------------|--|
| BIKE/PED | |
| | Collaborate with region's jurisdictions and employers to promote walking/biking as viable transportation options |
| | Conduct bike locker analysis for LTD's existing and future transfer stations and other regional locations. |
| | Draft CIP amendments for bike lockers |
| PARK & RIDES | |
| | Maintain and expand program |
| | Coordinate with SWTS for local drop off P&R locations near schools and businesses |
| | Locate rural P&R to serve as carpool/vanpool/taxi site that do not have LTD service |
| TRAVEL SMART | |
| | Disseminate pilot study findings |
| | Investigate future regional sites |
| CMP | |
| | Collaborate with LCOG to incorporate <i>Keepusmoving.info</i> site into regional eMPO efforts. |
| | Employ CMP outreach efforts along key congested corridors as identified by TPC |
| STRATEGIC PLAN | |
| | Finalize 2005-2010 plan for endorsement by TOAC, CAC, TPC |