

# SW WA Top 5 Wins for TDM!

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# CULTURE



# COST



# CONVENIENCE



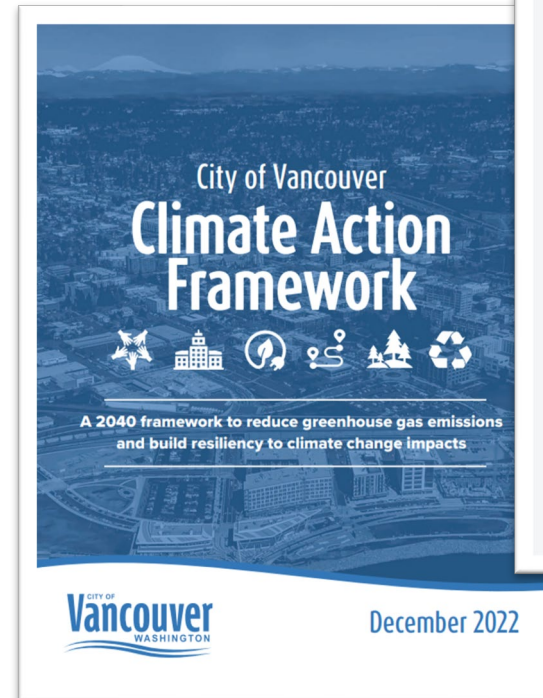
# CONCRETE



# #1 City of Vancouver City Council Passed the Climate Action Framework

## The CAF defines strategies and actions to achieve the following greenhouse gas (GHG) reduction goals:

- An 80% reduction in GHG emissions by municipal operations by 2025
- An 80% reduction in GHG emissions by the Vancouver community by 2030
- Carbon neutrality by both municipal operations and the Vancouver community by 2040



**Action #10: Driving trip reduction for local schools**

Support initiatives to reduce driving trips related to school activities. This can include:

- Work with the school districts to promote school bus ridership and explore options for increasing services.
- Encourage active transportation through participation in a Safe Routes to School program.
- Dedicate increased local funding to a local Safe Routes to School program.
- Work with the school districts to encourage carpooling to schools and after-school activities.
- Support Bike Clark County to expand and fully integrate bicycle skills and safety curricula in all school districts (i.e., into all school curricula).
- Adjust traffic signals to prioritize pedestrians and bicycles around schools.
- Education for students on how to use public transit with C-TRAN's Youth Opportunity Pass program.

**Method(s)**  
Strategic partnerships; public outreach; support for school education programs

**Metrics**  
Mode split for trips related to school activities; number of students graduating from SR25 and Bike Clark County bicycle education programs

**Lead & Key Partners  
Community Development**

KEY PARTNERS

- C-TRAN
- Bike Clark County
- Local schools
- Safe Routes to School programs

Timeframe			
Near Term	Mid Term	Long Term	Ongoing
	X		

**Action #11: Transportation demand management requirements** HIGH

Identify and implement code-based transportation demand management (TDM) plan requirements city-wide to shift driving trips to walking, biking, transit, or other active modes. This includes:

- Track mode share and shift for biking, walking, and transit use over time, for both commute and non-commuting trips, to monitor the effectiveness of existing programs.
- Consider strategies to retain and attract new "choice" transit riders.

**Method(s)**  
TDM best practices; develop tailored marketing and communications plan; mode share survey or monitoring program

**Metrics**  
Mode share over time for both commute and non-commute trips; percent of employees affected by Commute Trip Reduction that use non-destination modes

**Lead & Key Partners  
Community Development**

KEY PARTNERS

- Communications
- Neighborhood associations
- Local schools and businesses
- Transportation advocacy groups (Bike Clark County, AAA)
- Clark County Commute Trip Reduction Program

Timeframe			
Near Term	Mid Term	Long Term	Ongoing
X	X		

December 2022

# #2 McLoughlin Blvd is the FIRST Complete Streets Project to be completed



- **Buffered mobility lanes on McLoughlin Blvd between E Reserve St and Grand Pl, with removal of minimal street parking**
- **Painted sharrows (shared lane markings) on McLoughlin Blvd between Grand Blvd and Brandt Rd**
- **Sixteen speed cushions on McLoughlin Blvd between E Reserve St and Brandt Rd**
- **Two enhanced pedestrian crossings on McLoughlin Blvd at E 32nd Ave and E 13th St, with rectangular rapid-flashing beacon (RRFB) lights that activate with a push button**

# #3 C-Tran BRT, APTA 2022 Transit System of the Year



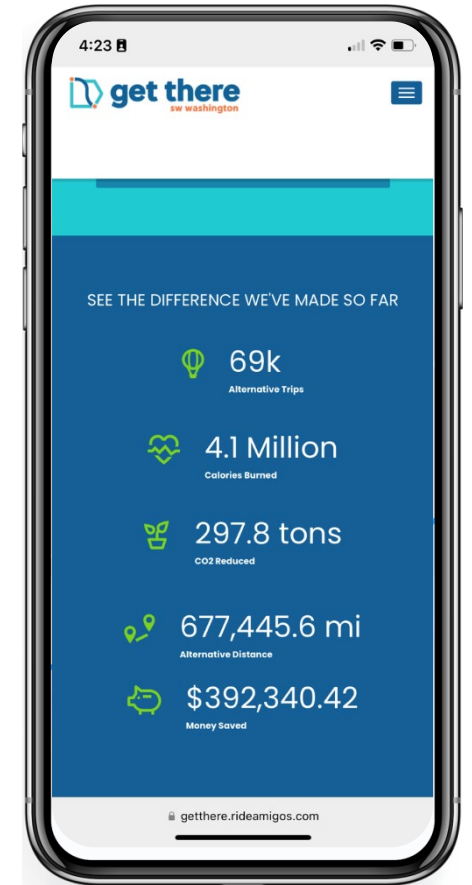
## **C-Tran is the only bi-state transit provider in WA!**

- **The Vine BRT on Fourth Plain Blvd, construction for Mill Plain BRT nearly complete, planning launched for 99 BRT!**
- **Launched The Current on-demand rideshare service in Salmon Creek, Rose Village, Ridgefield/La Center, The Port of Vancouver, and Camas/Washougal**
- **Expanded its Youth Opportunity Pass to more kids 18 and under in October 2022**

# #4

## Launched Get There Rewards

The look on my face when someone tells me working from home could earn me a \$25 gift card.



**[GetThereSWWashington.org](https://getthere.swwashington.org) is your one-stop-shop for climate-friendly commuting.**

- **Log trips, track your savings**
- **Earn Get There Rewards (\$25 monthly raffle)**
- **Find carpools and vanpools**
- **Plan transit, biking and walking trips**

# #5 Enhanced COV CTR Benefit, including daily parking rates



- Partnering with Comms to better communicate with employees
- Standardizing Telework Agreements; supporting sustained telework
- Onboarding over 100 new employees in the next year
- City is redeveloping surface parking lot for mixed use development, resulting in the loss of 300 employee parking spaces
- Working to expand daily parking rates and sunset monthly rates
- Conversations with unions and bargaining groups, middle management and city leadership
- Piloting new ideas like Commute Coaching and Cash for Carpooling

# Thank You

To learn more, visit [website]

