

# Clark County Commute Trip Reduction Four-Year Plan Update: 2025–2029

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## Benefits of CTR

### 1. Describe the local land use and transportation context and objectives.<sup>21</sup>

#### *a. Describe the setting in the jurisdiction as it is today or will be in the near future.*

Located in southwest Washington State, Clark County is approximately 70 miles from the Pacific Ocean. Clark County is physically compact, measuring approximately 25 miles across in either direction encompassing 656 square miles. The Columbia River forms the western and southern boundaries of the county with over 40 miles of river frontage. The Columbia is the only fresh-water harbor for ocean-going commerce on the entire west coast of North America. While the Columbia River forms the county's southern and western boundaries, the Lewis River forms the northern perimeter and the Cascade Mountain range the eastern border.

Approximately 450,000 residents live in eight municipalities surrounded by a rural landscape. The seven cities and one town are Battle Ground, Camas, La Center, Ridgefield, Vancouver, Washougal, and Woodland. The Clark County Comprehensive Plan projects population to reach 718,154 by 2045. Older adults continue to rise in Clark County suggesting the area is affordable for retirement.

#### *b. Describe features of land use and transportation facilities and services that affect commuters.*

Clark County is primarily made up of forest, single family residents, agriculture, parks and open space, and industrial land uses. In Clark County, interstate and state highway facilities are I-5, I-205, SR-14, SR-500, SR-502 and SR-503 and a WSDOT park and ride lot at I-5/Ridgefield Junction. The county arterial functional classification system includes principal arterial parkways, principal arterials, minor arterials, collectors, local streets, rural major collectors, and rural minor collectors. There are two mainline rail lines, both owned by Burlington Northern Santa Fe (BNSF), that run through Clark County. In addition, the Lewis and Clark Railroad is a 33-mile short line railroad owned by Clark County. BNSF Seattle/Vancouver line is in excellent condition and has 70 to 80 trains operating in the corridor each day. The BNSF Vancouver/Eastern Washington line is also in excellent condition and handles about 40 trains daily. Union Pacific Railroad operates some freight trains to Tacoma and Seattle on BNSF's lines. Amtrak has an agreement with BNSF to operate passenger service on the freight carrier's rail lines. Amtrak trains serve Vancouver daily.

C-TRAN provides the citizens of Clark County with safe, reliable, and convenient public transportation throughout the Clark County service area, including Express commuter service to downtown Portland and Marquam Hill; connections to the nearest light rail station; and five Current service areas for on-demand rideshare service within the city limits of Camas, Washougal, La Center, Ridgefield, and Vancouver. C-TRAN is expanding bus-rapid-transit service to create a more efficient and reliable transit service in Clark County. C-TRAN has The Vine on Fourth Plain, The Vine on Mill Plain and is currently planning for The Vine on Highway 99. C-TRAN has four transit centers at Fisher's Landing, Mill Plain, Van Mall and 99th Street. There are park and ride facilities at transit centers and at Andresen.

c. *Describe whether and how commuting patterns have changed in the past few years.*

The changes to commuting patterns in Clark County in the last few years include but are not limited to:

- A significant reduction in weekday, peak hour transit trips
- An increase in weekend, off-peak transit trips
- A significant increase in remote work.
- An increase in multiple short driving trips throughout the day.

The implications for CTR from these changes include but are not limited to:

- Less frequent bus service and minimal one-seat rides for commuters make transit unappealing for most 9-5 workers but with an increase on evening and weekends could make transit more attractive for services workers and those more transit dependent.
- The more people telework, the more commute trips are eliminated. Many people and businesses do not associate telework with a commute trip reduction strategy.
- Traffic volumes and congestion remain constant while less people commute due to telework. The morning and afternoon peaks are changing. The morning peak commute is less congested whereas the afternoon peak is more congested, but not due to commuting.

d. *List the most important land use and transportation objectives from your city or county's plans that commute trip reduction most directly affects.*

To develop a multimodal transportation system that ensures mobility for all users and is within a regionally coordinated transportation system that supports and is consistent with the adopted land use plan.

e. *Describe critical aspects of land use and transportation that should be sustained and key changes that should be considered to improve commute trip reduction's contribution to the land use and transportation objectives you reference.*

The 2017 Clark County Comprehensive Plan, 2024 Greenhouse Gas Inventory, 2022 Housing Options Study and Action Plan, and the 2022 Transportation Capital Facilities Plan are accelerating land use and transportation investments and improvements to meet diversity and affordability goals to make Clark County the best place to live now and into the future. Goals oriented to allow for mixed used development, increased housing density and parking reductions directly support commute trip reduction. Continued action and support will move the needle in more people traveling by non-drive-alone options.

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<sup>21</sup> Sources: The plan shall highlight the existing and future land use and transportation conditions and characteristics considered most critical by the jurisdiction and evaluate the degree to which existing local services, policies, regulations, and programs, as well as any documented future investments, will complement the trip reduction efforts of CTR employers. (WAC 468-63-040(2)(a))

The state intends for local jurisdictions to use information in existing plans and programs, such as the local comprehensive plan, unified development codes, the transportation improvement program, economic development plans, and others, as much as possible in order to develop the local CTR plan. (WAC 468-63-040(2))

**2. Describe how the CTR program will help achieve the jurisdiction's land use and transportation objectives.<sup>22</sup>**

- a. Describe how and to what extent your CTR program will help your city or county achieve the land use and transportation objectives referenced in question 1.*

The CTR Program calls for a reduction in drive-alone trips. Increased density and population demand more transit and more multi-modal networks. Density and a reduction in driving trips reinforce each other. For the transportation system to accommodate more people living in Clark County and work efficiently and sustainably, we need people to travel by non-drive-alone modes and we need people to live in more dense transit-oriented housing with less parking.

**3. Describe how the CTR program will help achieve the jurisdiction's environmental objectives.<sup>23</sup>**

- a. Describe how the CTR program will support jurisdiction greenhouse gas emission reduction efforts.*

Every drive-alone commute trip that switches to transit, carpool, vanpool, bike, walk, compressed work week or telework eliminates or lessens the greenhouse gas emissions that would have been generated by the drive-alone trip.

- b. Describe how the CTR program will support jurisdiction environmental objectives in addition to greenhouse gas emission reductions.*

According to the Environmental Protection Agency, transportation accounts for the highest proportion of greenhouse gas emissions (29%). Of this, light-duty vehicles (i.e. personal cars) account of 58% of the source of transportation emissions. Additionally, reduction of vehicle trips can improve air quality by reducing aerosolized particles from brake, tire, engine, and road wear. Water quality can be improved through reduction of storm water runoff pollutants. Reduced trips can also result in lesser demand for roadways and parking, potentially making additional land available for natural vegetation and trees which in turn can contribute to increased air and water quality, reduction of urban heat island effect, or to be used for additional multimodal facilities.

**4. Describe how your CTR program will help achieve regional and state objectives.<sup>24</sup>**

- a. Summarize the local, regional, and state benefits that would be gained if you achieve your CTR targets.*

More employer engagement and encouragement to travel by clean and active modes are strategies within the Draft 2025-2029 Statewide CTR Plan and 2021 Clark County Regional Transportation Plan. Likewise, these plans call for increased housing options which demands more transit and more multi-modal networks. Finally, for the transportation system to accommodate more people living in the region and work efficiently and sustainably, we need people to travel by non-drive-alone modes and we need people to live in more dense transit-oriented housing with less parking.

<sup>22</sup> Source: The local CTR plan shall describe how the CTR program will help achieve the jurisdiction's broader land use and transportation goals. (WAC 468-63-040(2))

<sup>23</sup> Source: The legislature also finds that increasing automotive transportation is a major factor in increasing consumption of gasoline and, thereby, increasing reliance on imported sources of petroleum. Moderating the growth in automotive travel is essential to stabilizing and reducing dependence on imported petroleum and improving the nation's energy security (...) The intent of this chapter is to require local governments in those counties experiencing the greatest automobile-related air pollution and traffic congestion to develop and implement plans to reduce single-occupant vehicle commute trips. (RCW 70A.15.4000)

<sup>24</sup> Sources: In their local CTR plans, local jurisdictions shall communicate what local, regional, and state benefits would be gained if the established targets were achieved. Benefits may include but are not limited to:

Regional transportation planning organizations (RTPOs) and WSDOT shall provide applicable data, if available, to assist this analysis. (WAC 468-63-030(3)(c))

The plan shall also discuss cross-boundary issues, such as passthrough commute patterns or larger regional issues, and how these affect the local CTR plan. (WAC 468-63-040(2)(a))

- b. List adjacent CTR-affected cities and counties.*

City of Vancouver, City of Washougal, City of Camas

- c. Describe the top few cross-border and regional transportation issues that affect your jurisdiction.*

Connecting to the region is a priority for Clark County as half of the people that live in Clark County commute south to Oregon for work. The Washington State Commute Trip Reduction program and law does not reach or affect employers in Oregon, which is a big limitation for our region. The region must make new regional connections to the Portland International Airport to reduce commute trips and travel trips from increasing airport travel.

- d. Describe the strategies you, adjacent cities and counties, and your region have agreed to use to address the top issues described in the previous bullet.*

The CTR Program Coordinator coordinates and works regularly with both WSDOT and Oregon Department of Transportation (ODOT) on bus-on-shoulder-lanes on I-5 and I-205 north and south of the Columbia. The CTR Program Coordinator meets quarterly with Oregon Metro, the regional metropolitan planning organization, on the regional travel options program. The CTR Program Coordinator implements GetThereSWWashington.org to promote carpooling matching, trip planning, and earning rewards. GetThereSWWashington.org is a subnetwork of the GetThereOregon.org platform that ODOT administers. The cities of Camas, Washougal, and Vancouver, and Clark County regularly meeting to coordinate on construction and transportation system improvements. Finally, RTC, Clark County and the cities of Camas, Washougal, and Vancouver are working together to come up with a plan for airport travel and on the Interstate Bridge Replacement Program.

## Performance targets

### 5. List your jurisdiction's CTR performance target(s).<sup>25</sup>

- a. List performance targets that reflect only CTR-affected worksites.*

The county adopted the state's performance target of a weighted average drive-alone rate of 60 percent or less for CTR-affected worksites at the jurisdictional level.

- b. List any additional performance targets.*

None.

### 6. List the base value you'll use for each performance target.<sup>26</sup>

- a. For each performance target, provide the number you'll use as the baseline (or starting number). You'll measure the difference between this number and your results to report performance.*

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

### 7. Describe the method you used to determine the base value for each target.

- a. Provide the source for each base value listed.*

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

### 8. Describe how you'll measure progress toward each target.

- a. List the method you'll use to measure progress for each target.*

We will measure progress using the 2025-2027 survey results.

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<sup>25</sup> Source: The plan shall establish the jurisdiction's CTR goals and targets. (WAC 468-63-040(2)(b))

<sup>26</sup> Source: The plan's measurement methodology shall be consistent with the measurement guidelines established by WSDOT and posted on the agency's website. (WAC 468-63-040(2)(c))

**9. List your jurisdiction's CTR-affected worksites.<sup>27</sup>**

*a. List all your CTR-affected sites.*

- Clark County Public Works
- Clark Public Utilities Operations Center
- Kaiser Permanente Salmon Creek Medical Office
- Legacy Salmon Creek Hospital
- The Vancouver Clinic Salmon Creek and Salmon Creek 2
- Washington State University Vancouver Campus

**10. List a performance target for each CTR-affected worksite.<sup>28</sup>**

*a. For any performance targets tied to the CTR survey, indicate that you'll establish performance targets during the 2023-2025 survey cycle.*

The county adopted the state's performance target of a weighted average drive-alone rate of 60 percent or less for CTR-affected worksites.

**11. List the base value you'll use for each site.**

*a. For any performance targets tied to the CTR survey, indicate that you'll establish a base value during the 2023-2025 survey cycle.*

Performance targets will be tied to the CTR survey. We will establish a base value during the 2023-2025 survey cycle and measure progress using the 2025-2027 survey results.

<sup>27</sup> Source: The plan shall also identify the major employer worksites, including affected state agency locations, within the jurisdiction's affected urban growth area and any major employment installations. (WAC 468-63-040(2)(e))

<sup>28</sup> Source: The plan shall describe the base year values and numerical targets for each major employer worksite required to participate in the CTR program. (WAC 468-63-040(2)(b))

## Services and strategies

### 12. Describe the services and strategies your jurisdiction will use to achieve CTR targets.<sup>29</sup>

Strategies may include but are not limited to:

- Education to ensure transportation agencies, professional, and the public consider and understand Transportation Demand Management, (TDM).
  - Special transportation service for efficient transportation to special events.
  - Transportation allowance for commuters rather than free parking.
  - Maximizing transit service efficiency and effectiveness.
  - Park and rides at urban fringe transit stops.
  - Vanpool programs.
  - Rideshare marketing and rideshare matching.
- Bi-state and regional commuter connections, including construction and event management and airport service.
- Micro-transit and first-last mile connections.
- High-occupancy vehicle lane preference for transit and rideshare vehicles.
- Free transit zones in commercial centers.
- Bicycle and pedestrian facility improvements.
- Bike lockers at transit stops and bike racks on transit vehicles.
- Guaranteed ride home programs to provide a limited number of free rides home non-drive-alone commuters.
- Remote work from home to avoid commute trips.
- Alternative work hours, through flex time and alternative work weeks (e.g., four 10-hour days).
- Addressing security concerns of rideshare, transit, bicycle, and pedestrian commuters.
- Parking pricing for users.
- Road pricing such as road tolls and congestion pricing.
- Mileage fees per mile, such as charges for road use and/or distance-based vehicle insurance and registration fees.
- Fuel tax increase.

Such TDM strategies will become increasingly important as travel demand in the region continues to grow and transportation investments do not keep pace. TDM strategies can help preserve transportation system capacity.

<sup>29</sup> Source: The plan shall describe what local services and strategies will be implemented to achieve the plan's goals and targets, and how these services and strategies will support the CTR programs of major employers. Strategies may include, but are not limited to: (i) Modifications of local policies and regulations, including the transportation concurrency system, street design standards, parking, and zoning; (ii) Investments in services and facilities, including transit services, nonmotorized facilities and amenities; and (RCW 70.94.527(5))(iii) Marketing and incentives. Transit agencies shall work with counties, cities and towns as a part of their six-year transit development plan established in RCW 35.58.2795 to take into account the location of major employer worksites when planning and prioritizing transit service changes or the expansion of public transportation services, including rideshare services. (WAC 468-63-040(2)(d))

**13. Describe how jurisdiction services and strategies will support CTR-affected employers.<sup>30</sup>**

- Implementing parking management strategies will help transition employees from thinking there is unlimited free parking right at their destination. This will ultimately support affordable housing and real estate costs.
- Funding carpool matching and emergency ride home helps employers comply with municipal code and promotes the program goals. Funding campaigns and events to promote the platform and program increases awareness and engagement. The more people that know about the platform and program the more support employers have for implementing excellent commuter benefits.
- Offering transit subsidies and incentives gives employers a tool to encourage transit and travel options to employees. This will directly increase transit use, particularly among choice riders.
- Micro-transit and first-last mile connections are critical for suburban and rural communities in unincorporated Clark County. Increasing connections to frequent fixed-route transit service makes transit more realistic for people who do not live on or near a transit route and more attractive for people to choose transit instead of driving alone.

<sup>30</sup> Source: *The plan shall describe ...how these services and strategies will support the CTR programs of major employers. (WAC 468-63-040(2)(d))*



**14. Describe barriers your jurisdiction must address to achieve CTR targets.<sup>31</sup>**

*a. Describe how you'll address these barriers.*

**Infrequent and limited transit service:** Most CTR-affected worksites are not located near a C-TRAN bus route. In fact, where fixed route transit is available, a commuter will need to make two or even three connections to get to work via bus at a CTR-affected worksite. **How addressing:** The CTR Program Coordinator works with C-TRAN to provide feedback on bus service to major employers. Feedback from the 2025-2029 CTR Local Plans is incorporated into the C-TRAN 2045 planning process. Campaigns and promotions to educate and encourage people about bus routes, park and rides, and multi-modal transportation can help some people make transit work for their commute.

**Disconnect between telework and employer participation:** Many employers post-COVID offer hybrid and remote work where employees infrequently come into the physical worksite location. Since employees are not commuting, employers do not understand why they need to participate in the Commute Trip Reduction program. **How addressing:** The CTR Program Coordinator educates employers on the CTR requirements and how remote work is an excellent commute trip reduction strategy. The CTR Program Coordinator works to make the program as easy and simple as possible for CTR-affected worksites where remote work is used frequently.

**Primary commuter destination is Oregon, outside of jurisdiction:** Local streets where a CTR-affected worksite is located see little congestion. Employees do not sit in traffic to CTR-affected worksites in Clark County. Where people sit in traffic is on I-5 heading south in the morning – mostly to worksites and employers located in Oregon. **How addressing:** The CTR Program Coordinator hosts GetThereSWWashington.org to promote bi-state commuter connections and connect carpoolers. The CTR Program Coordinator is researching additional marketing strategies to boost enrollment and engagement with the platform.

**High employee transportation coordinator (ETC) turnover and lack of worksite support:** Designation of an employee transportation coordinator is the responsibility of the CTR-affected employer. Often these duties are tacked onto a wholly unrelated job with no internal support. It is challenging for the CTR Program Coordinator to identify new ETCs and often worksites never respond after ETC turnover. **How addressing:** The CTR Program Coordinator will support employee transportation coordinators through monthly check-ins and an annual worksite audit. In addition, the CTR Program Coordinator will host a quarterly networking meeting for employee transportation coordinators to share their experiences and solutions.

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<sup>31</sup> Source: The plan shall evaluate the existing barriers to the success of the CTR program and identify how the jurisdiction and its partners can overcome these barriers. (WAC 468-63-040(2)(a))

**15. Describe the transportation demand management technologies your jurisdiction plans to use to deliver CTR services and strategies.**

C-TRAN and employee transportation coordinators use the GetThereSWWashington.org platform to form carpools and vanpools, to track their use, and to promote and incentive non-drive-alone modes. They use the state's CTRSurveyTool.org to conduct worksite surveys and complete program reports. They use Lyft to administer the Emergency Ride Home program for employees. The Transit app is C-TRAN's preferred transit tracking and trip planning tool and is promoted throughout the program. Ride with GPS and Strava are heavily used by bicycle commuters and are promoted as the preferred bike trip planning tool by employee transportation coordinators.

**16. Transcribe or link to your local CTR ordinance.<sup>32</sup>**

See ordinance attached. No changes are needed but may be explored to increase effectiveness.

**17. Describe your financial plan.<sup>33</sup>**

*a. Describe the estimated average annual costs of your plan.*

The average annual costs of the Clark County Commute Trip Reduction Plan are \$43,700.

Activity	Estimated average annual cost
Employer engagement*	\$14,552
Commute Trip Reduction 4-year plan	\$7,298
Performance Reporting**	\$7,298
Administration***	\$14,552
<b>Total</b>	<b>\$43,700</b>

\*Includes identifying worksites and employee transportation coordinators, conducting training, providing technical assistance, offering incentives and tools, and reviewing employer CTR plans.

\*\*Includes worksite surveys and program reports administration, analysis, and reporting.

\*\*\*Includes financial and program management; CTR for city employees, involvement in comprehensive, regional transportation, transit planning, parking demand management; transportation demand management technical assistance to capital projects, parking services, climate office, human resources, etc.

*b. Describe likely funding sources, public and private, to implement your plan.*

The funding sources include biennial Commute Trip Reduction formula funding from the Washington State Department of Transportation.

<sup>32</sup> Source: The plan shall describe the requirements for major employers that will be outlined in the local ordinance. (WAC 468-63-040(2)(e))

<sup>33</sup> Source: The plan shall describe the funding revenues from public and private sources that are reasonably expected to be available, as well as the expected costs, to implement the plan and achieve its goals and targets. (WAC 468-63-040(2)(g))

**18. Describe your implementation structure.<sup>34</sup>**

*a. Describe who will conduct the activities listed in your plan.*

Clark County has an interlocal agreement with the cities of Vancouver, Camas, and Washougal, which outlines the City of Vancouver as the primary administrator for the Clark County Commute Trip Reduction Program. Activities will be conducted by but not limited to the City of Vancouver, transportation management association, and contractors.

*b. Indicate who will monitor progress on your plan. List job title, department, and name.*

Transportation Demand Management Coordinator, Community Development, City of Vancouver, Olivia Kahn.

**19. List your implementation schedule.<sup>35</sup>**

*a. Provide the timeline for anticipated projects.*

1 <sup>st</sup> Biennium – July 2025 to June 2027	2 <sup>nd</sup> Biennium – July 2027 to June 2029
Provide commute and other employee transportation coordinator services to employees.	Provide commute and other employee transportation coordinator services to employees.
Identify worksites and employee transportation coordinators.	Identify worksites and employee transportation coordinators.
Train and provide technical assistance to employee transportation coordinators.	Train and provide technical assistance to employee transportation coordinators.
Review employer CTR plans.	Review employer CTR plans.
Assure worksite surveys and program reports are completed by worksites.	Assure worksite surveys and program reports are completed by worksites.
Conduct financial and program management.	Conduct financial and program management.
Engage in comprehensive, regional transportation and transit planning.	Engage in comprehensive, regional transportation and transit planning.
Provide transportation demand management technical assistance to capital projects, parking services, climate office, human resources, etc.	Provide transportation demand management technical assistance to capital projects, parking services, climate office, human resources, etc.
Support bicycle parking implementation program.	Support bicycle parking implementation program.
	Develop 2029-2033 four-year CTR Local Plan.

<sup>34</sup> Source: The plan shall describe how the various strategies identified in the CTR plan will be implemented, either by the local jurisdiction, its partners, or its contracting partners... (WAC 468-63-040(2)(h))

<sup>35</sup> Source: The plan shall describe ...when the elements of the plan are expected to be implemented. (WAC 468-63-040(2)(h))

**20. Describe the CTR plan for jurisdiction employees.<sup>36</sup>**

- a. Describe the services, programs, information, and other actions your city or county put in place to help its employees reduce their drive alone commute trips.*

Clark County has an employee transportation coordinator (ETC) to encourage and educate county employees on commute options. The ETC sits within Human Resources department which gives them a direct avenue to internal county policy making. The ETC regularly distributes commute information to employees, promotes carpool matching and trip planning through GetThereSWWashington.org. Likewise, Clark County embraced telework and flexible scheduling as a core commute trip reduction strategy. Clark County offers secure bicycle parking for employees. The ETC works with their supervisor annually to evaluate the program in accordance with the CTR municipal code and CTR plan.

**21. Describe how the CTR plan for jurisdiction employees contributes to the success of the overall plan.<sup>37</sup>**

- a. Describe how the plan for jurisdiction employees reinforces the success of the jurisdiction plan?*

Actions and strategies included in the county-as-an-employer plan indicate the county's commitment and are like those included in all CTR-affected worksite plans. Consistent plans mean there is alignment across all employers participating in the CTR Program. Knowing Clark County employees are held to the same standard as employees as CTR-affected worksites creates commodity and trust among the community and affected-employers. This allows a consistent message that we are all working together to achieve a common goal.

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<sup>36</sup> Source: The plan shall also describe the program that the local jurisdiction will offer to its employees. (WAC 468-63-040(2)(e))

<sup>37</sup> Source: The plan shall also describe the program that the local jurisdiction will offer to its employees and how this contributes to the success of the overall plan. (WAC 468-63-040(2)(e))

## Alignment with plans

### 22. List the transit agencies that provide service in your jurisdiction.

- C-TRAN is the transit service provider in Clark County.
- Tri-Met provides transit service south of the Columbia River in Portland and the metro region. Many commuters use the Tri-Met system to connect to C-TRAN.

### 23. List the transit plans you reviewed while developing this plan.

- C-TRAN 2030 long-range plan
- C-TRAN 2045 long-range plan (in development)
- TriMet Vision 2030 Business Plan FY2025 – FY2029

### 24. Describe how this CTR plan supports the transit plans.

**Employer engagement and promotion:** Increase the use of transit, especially among choice riders, and increased availability of subsidized transit passes and commuter benefits.

**Engagement in the planning process:** Increases awareness of and support of travel options.

**Incentives:** Increases visibility to the CTR program and offers a “carrot” for employees to provide a benefit.

**Marketing:** Increases awareness of transit options.

**Parking management strategies:** Reduces and manages the supply of parking with parking minimums/maximums and market-rate pricing.

### 25. Describe any comprehensive plan updates that are needed and when they will be made.<sup>38</sup>

The desire for sidewalks, bikeways, trails, pedestrian crossing, bicycle and small mobility parking, parking management strategies like minimums/maximums will be considered in the next Comprehensive Plan update.

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<sup>38</sup> Source: The local jurisdiction shall review the local comprehensive plan to ensure that it is consistent with the local CTR plan. If the local jurisdiction determines that the local comprehensive plan needs to be updated or amended to be consistent with the local CTR plan, the local jurisdiction shall identify in the local CTR plan what changes may be needed and when the changes will be made. (WAC 468-63-040(1)(c))

## Engagement

### 26. Describe stakeholder engagement.<sup>39</sup>

*a. Who did you talk to?*

The CTR program administrator organized the following engagement strategies to gather community and stakeholder input to inform the plan:

- Clark County CTR Program Feedback Survey
- Conversations with stakeholders and vulnerable groups
- Conversations with CTR-affected employers and their employees
- In-person engagement activities like tabling events, resources fairs, farmers markets and more

The topics included: opportunities and barriers to commute options, strategies and programs local jurisdictions can offer to promote non-drive-alone travel options, and general education on the CTR Program and its requirements.

*b. When did you talk to them?*

Engagement occurred over the course of five months between April 2024 and September 2024. The below table lists each engagement activity, who we talked to, when we talked to them, and what they had to say.

Engagement Activity	Date	Summary
Clark County Commute Coaching	October 2023 to September 2024	<ul style="list-style-type: none"> <li>• Great interest in bicycle and small mobility riding and rolling.</li> <li>• Concerns with vehicle speeds and safe crossings.</li> <li>• Transit safety concerns.</li> <li>• Concerns with buses being canceled and the elimination of local transit routes.</li> <li>• Lack of knowledge and understanding of Transit App for real-time transit info.</li> <li>• Concerns with the verification process of the online carpool matching.</li> <li>• Great interest in incentives and subsidies for taking non-drive-alone modes.</li> <li>• Need for more information and communication about the program and benefits.</li> <li>• Desire for employers to provide commuter benefits to all employees, including temporary and contractors.</li> <li>• Desire for more bicycle parking, including secure bicycle parking that is out of the weather.</li> <li>• The weather and dark winters make it challenge for even all-weather bikers to continue riding.</li> <li>• Transit offers a time and space to rest your body and mind and connect with your community.</li> </ul>

Engagement Activity	Date	Summary
TSMC Washington Employee Engagement	April 2024	<ul style="list-style-type: none"> <li>Transit safety concerns.</li> <li>Concerns with buses being canceled and the elimination of local transit routes.</li> <li>Concerns with the verification process of the online carpool matching.</li> <li>General sentiment is that transit does not serve Camas well and people do not want to give up time to ride the bus when they can drive and park at work.</li> </ul>
Analog Devices Employer Interview	May 2024	<ul style="list-style-type: none"> <li>Lack of frequent transit service and little awareness about The Current point-to-point C-TRAN service.</li> <li>Transit safety concerns.</li> <li>Interested in carpool matching for employees but no interest in charging for parking.</li> <li>General sentiment is that transit does not serve Camas well and people do not want to give up time to ride the bus when they can drive and park at work.</li> </ul>
East Vancouver Neighborhood Convening	June 2024	<ul style="list-style-type: none"> <li>Neighborhood associations shared information about organization management, fundraising, collaboration on events, and more.</li> <li>Neighborhood associations heard a citywide update from communications staff. The update included the travel options program, GetThereSWWashington.org, and complete streets throughout East Vancouver and Camas.</li> </ul>
C-TRAN	July 2024	<ul style="list-style-type: none"> <li>Weigh the proximity of employers and transit services.</li> <li>Target the main corridor employers such as Main St, Mill Plain, and Fourth Plain</li> <li>Highway 99 Outreach</li> <li>Invest in Education and Outreach</li> <li>Travel Options Brochure (GTSWWa)</li> <li>Education on the Transit App</li> <li>Increase Vanpool groups.</li> <li>Coupons and subsidized passes for rideshare.</li> <li>Alleviate the uncertainty through social media.</li> <li>Use the Travel Training program.</li> <li>Support our mission to ramp up ridership.</li> <li>Mailers, Face-to-face engagement, field trips and more engagement.</li> <li>Add GTSWWa Information on C-Tran website.</li> <li>GTSWWa Channel Card in C-Tran</li> </ul>
Downtown Camas Association	July 2024	<ul style="list-style-type: none"> <li>We need more carpool parking, affordable parking for customers, light rail from Portland, more frequent transit to Downtown Camas, shuttles for events, and in general more positive messages around transit.</li> <li>Port of camas/ Washougal lost business because of lack of transportation especially at early/ late hours for swing staff.</li> <li>'Leak to Vancouver' shopping and dining because it is easier to go West than it is to go South to Downtown Camas</li> </ul>

Engagement Activity	Date	Summary
		<ul style="list-style-type: none"> <li>We need to focus on where we can we make the most impact on people's commutes. For example, transit to the Port of Vancouver, major events like the Farmers Markets, and major employers and commercial districts.</li> <li>Need more engagement at community events to spread information and include in newsletters.</li> </ul>
Chamber of Commerce	July 2024	<ul style="list-style-type: none"> <li>People are open to travel options but concern with safety, safety issue with loitering along bus lines.</li> <li>Many communities never had to take public transit.</li> <li>Commuting from Brush Prairie and other more suburban and rural communities is nearly impossible. Many communities do not have frequent service.</li> <li>Mental Health concerns to telework.</li> <li>Activating the community to shop and be active in local resources and downtown while also lessening travel trips.</li> <li>Concerns with IBR and the duration of construction and impacts on local businesses.</li> <li>Education (giving opportunities and tours/ teambuilding opportunities), more Travel Training</li> <li>Creative rideshare services like circulator shuttles parked around downtown for businesses, a moveable shuttle shoppers.</li> <li>Parking faraway means more consumer activation.</li> <li>Main street should be walkable as the mall.</li> <li>Collab with Chamber/ Gameify keeping cars at home.</li> <li>"Community Currency" 75+ Companies as incentives to encourage spending money in the community, merchant gift certificates on our travel prizes, opportunities for corporate packages</li> </ul>
CTR Employer Small Group Discussion	July 2024	<ul style="list-style-type: none"> <li>Top priority for ETCs in attendance was equity (ensuring all members of our community have adequate, safe access to commute options).</li> <li>Their second priority was transportation safety with traffic congestion being a close third.</li> <li>ETCs top priority investment from local jurisdictions was to support employers with telework and hybrid work options. Their second top priority was for local jurisdictions to build more safe infrastructure for walking and biking.</li> <li>When asked what would help people drive-alone less, ETCs in attendance said overwhelmingly more frequent, reliable, and accessible public transit service.</li> <li>When asked what would get people to talk commute options more, ETCs in attendance said a cash stipend for not driving-alone to work.</li> </ul>
Clark County Commute Options Feedback Survey	July to August 2024	<ul style="list-style-type: none"> <li>Advertised to CTR employers, through GetThereSWWashington.org, via stakeholder outreach, and on social media.</li> <li>252 survey responses collected over one month. Two survey responses were in Spanish.</li> <li>Most survey responses were from people who work in Vancouver, which makes sense since that is where</li> </ul>



Engagement Activity	Date	Summary
		<p>most employment is in Clark County. 32 respondents said they lived in Oregon and 100% of them said they worked in Vancouver. 22 respondents said they lived elsewhere, most likely in North Clark County.</p> <ul style="list-style-type: none"> <li>• People who responded to the survey primarily live in Vancouver but the distribution across Camas, Oregon, unincorporated Clark County, and elsewhere is relatively even. Among survey responses, the least live in Washougal.</li> <li>• When asked their gender, 57% responded female, 37% male, and 1% said non-binary. The remainder said prefer not to answer.</li> <li>• When asked their race or ethnicity, 72% responded white, 3% Hispanic/Latino and White, 3% Hispanic/Latino, 3% Black/African American, 3% Asian, 1% American Indian &amp; Alaska Native and White, 1% Native Hawaiian &amp; Pacific Islander, and 1% Asian and White. The remaining 11% said prefer not to answer.</li> <li>• When asked their household income, 46% said \$100,000 or more. 8% said below \$50,000. 33% said between \$50,000 and \$100,000. The remaining 11% said prefer not to answer.</li> <li>• When asked their primary commute mode, 39% said drive-alone, 36% said remote work, 8% said bicycling, and 6% said carpool or transit. Walking, e-biking, and compressed work weeks made up about 2% each. The remaining respondents said other.</li> <li>• Respondents said traffic congestion, climate change, and equity are the top three most important community issues cities, counties, and regions should consider in their commute trip reduction plans. While traffic congestion has the greatest number of responses as the top issue, it is only a top priority for drive-alone and remote work respondents. Climate change is the top priority for all other respondents that bike, carpool, e-bike, take transit, and walk as their primary commute mode.</li> <li>• Nearly half of respondents said they want cities, counties, and regions should consider how to support employers with telework and hybrid work options in their commute trip reduction plans. A third of respondents said they wanted cities, counties, and regions to run programs and provide incentives to reduce car trips as their top choice. Another 11% said their top choice was to build more safe infrastructure for walking and biking.</li> <li>• Looking at investment by respondent primary commute mode shows that people using active transportation overwhelmingly want local jurisdictions to run programs or provide incentives to reduce car trips and to build more safe places to bike and walk. Drive-alone respondents also want more safe places to bike and walk, but what they desire more is support for</li> </ul>

Engagement Activity	Date	Summary
		<p>telework and hybrid work and programs and incentives to reduce car trips.</p> <p>Clark County</p> <ul style="list-style-type: none"> <li>• Traffic congestion is the primary concern for people who live and work in unincorporated Clark County and responded to the survey. Climate change is second for people who live in unincorporated Clark County.</li> <li>• People who live in unincorporated Clark County and responded to the survey primarily want local jurisdictions to work with employers to support telework and hybrid work options. They also want the county to invest in programs and incentives to reduce car trips.</li> </ul>
Clark Bicycle & Ped Advisory Committee	August 2024	<ul style="list-style-type: none"> <li>• Safety and major concern for high injury bike/ ped networks. There is a lack of protected places to ride your bike, so a lot of people are riding right next to cars going a high speed. This creates a high-stress network for people biking and walking, and driving,</li> <li>• We need more safe and comfortable infrastructure.</li> <li>• There is a lack of connectivity in the street network and funneling traffic to major roadways, which creates a safety and congestion concerns.</li> <li>• We need more bicycle parking in Clark County.</li> <li>• There needs to be more education of travel options to community members. Mailers, marketing, event invites, school-based education, and more.</li> </ul>
National Night Out	August 2024	<ul style="list-style-type: none"> <li>• People were receptive to the message, although their community isn't as well connected. Some groaned at the idea of walking to the bus stops, which are a few blocks away. Neighborhood is quite spread out, little reason to explore.</li> <li>• The Get There bags are by far the most popular swag item! It is hard to convince older folks to try transit, even when they've taken it in the past.</li> <li>• Talked to many neighbors and connected over transit, cycling, and construction happening around their neighborhood. Heard a lot of interest from the younger generation and from folks wanting to try cycling/ transit collaboration.</li> <li>• Folks frustrated by lack of connection to Portland (especially the minimal service of the #67 PDX bus from Fisher's to the airport) and Camas and overall lack of reliable service.</li> <li>• Lots of concern about safety</li> </ul>
City of Camas	August 2024	<ul style="list-style-type: none"> <li>• Align with TSP to provide more multi-modal access; want people to make short trips by biking, walking, rolling, and taking transit.</li> <li>• Safety and more protected infrastructure for people to bike, walk and roll needs to be addressed for people to feel comfortable taking travel options.</li> <li>• Remove barriers for ADA access.</li> <li>• Camas workers commuting to and from Vancouver, Portland need better travel options.</li> </ul>

Engagement Activity	Date	Summary
		<ul style="list-style-type: none"> <li>• Good network of property for commuting and recreational use, North Shore Construction, and land use. A lot of people recreate in Camas using bike trails for recreation but not commuting, why?</li> <li>• Stipend for retirement funds for generations closer to retirement for carpool/ transit users.</li> <li>• Invest in community activities in lieu of working from home; invest in community events to spread the word about travel options.</li> <li>• Increase incentives to encourage more carpool matching and increase marketing of <a href="http://GetThereSWWashington.org">GetThereSWWashington.org</a>.</li> <li>• Increase bicycle parking at farmers markets, community events, parks, and other gathering spaces. The region desperately needs more bicycle parking.</li> </ul>

c. *What did they have to say?*

In summary, community members wanted investment in safe, reliable and affordable transportation options. People that have been disproportionately impacted by the transportation system said in summary, for more details, see the table in question 28a:

- There needs to be more safe infrastructure, including slower vehicle traffic speeds for people to want to bike, walk, carpool, or take transit to work. Owning a vehicle is often a safe place and gives households a sense of security.
- C-TRAN needs to communicate canceled bus routes more effectively and offer an alternative like an Uber/Lyft voucher for riders. C-TRAN needs to expand express bus service; it takes too long to get to regional destinations.
- Expand transit subsidies like Youth Opportunity Pass to get free transit in the hands of more individuals.

Businesses representatives and chambers of commerce said in summary; for more details, see the table in question 26b:

- Safety needs to be addressed for people to feel comfortable taking travel options.
- Travel options are unrealistic for people who commute long distances.
- Want walkable communities to encourage shopping and gathering places for the community.
- Increase shuttle and circulators to bring more people downtown and to main streets.
- Concerns with Interstate Bridge Replacement impacts (construction, business access, etc.).

Local government representatives said in summary; for more details, see the table in question 26b:

- Safety and more protected infrastructure for people to bike, walk and roll needs to be addressed for people to feel comfortable taking travel options.
- CTR could expand to people who age out of employment in our community. Offer a way for older adults to access a transportation allowance for trips to meet daily needs.
- Increase incentives to encourage more carpool matching and increase marketing of [GetThereSWWashington.org](http://GetThereSWWashington.org).
- Increase bicycle parking at farmers markets, community events, parks, and other gathering spaces. The region desperately needs more bicycle parking.

C-TRAN representatives said in summary; for more details, see the table in question 26b:

- Employment hubs and major destinations are a strategic component of the C-TRAN 2045 transit plan.
- The Vine on Highway 99 will increase reliable and frequent transit service and create another major transit line for the region.
- Desire to increase vanpool, travel training, field trips, and subsidy options.
- Desire to increase education, marketing, mailers, social media, and in-person engagement to bolster C-TRAN ridership and [GetThereSWWashington.org](http://GetThereSWWashington.org) usage.

d. How did what they said influence the plan?

The CTR program administrator will:

- Assist employers in enrolling in C-TRAN employer transit pass program.
- Explore the CTR Program subsidizing C-TRAN employer transit pass programs.
- Aid local City staff in incorporating community feedback for slower speeds, protected and separated bicycle and small mobility infrastructure, and additional traffic enforcement.
- Aid C-TRAN staff in incorporating community feedback for increase transit service in Camas, more shelters at bus stops, and more access to PDX airport.

27. Describe vulnerable populations considered.

**Racial or ethnic minorities:** People of color or BIPOC (black, indigenous, and other people of color), individuals and communities are at a higher risk for poor health outcomes in response to environmental harms.

**People with a disability:** Transportation policy has been traditionally written by abled people and drivers. For people who cannot drive, major barriers exist to accessing daily needs and opportunity.

**Workers categorized as ALICE (Asset Limited, Income Constrained, Employed):** individuals and families who work, but are unable to meet their basic needs, including food, childcare, housing, health care and transportation. These workers can be found at CTR-affected worksites and at other worksites.

28. Describe engagement focused on vulnerable populations.

a. Who did you talk to?

Engagement Activity	Date	Summary
Multicultural Resource Fair	June 2024	<ul style="list-style-type: none"><li>• Spoke to many families, youth, tribes and community members at large about the transportation options available to them.</li><li>• Gave out a multitude of reflective ankle bands and a few rechargeable bike lights.</li><li>• Interest in the bike garden and more safe biking areas for people learning to ride.</li><li>• Concerns with the safety of carpool matching on Get There (the inability to background check).</li><li>• Youth excited for C-TRAN Youth Opportunity Pass.</li><li>• People have bikes but lack protective gear or locks.</li><li>• Desire for a Bike Basics Class.</li></ul>
Community in Motion	July 2024	<ul style="list-style-type: none"><li>• The issue is the infrastructure. Bike lanes are unsafe. Bus stops are too far apart. We need better infrastructure.</li><li>• Use social media, make transit exciting, lower the barrier, lessen the stigma.</li><li>• Insulated grocery bags are a useful giveaway.</li><li>• Create incentives, education, events, carpool information to work with local businesses.</li><li>• Guided bus tours to shopping and grocery centers for vulnerable groups. They don't use Instacart.</li></ul>

Engagement Activity	Date	Summary
Washington State School for the Blind	August 2024	<ul style="list-style-type: none"> <li>• C-Tran cancels trips A LOT and often it is not reflected on their website or transit. Invest in Uber/ Lyft vouchers for cancelled.</li> <li>• There should be express service and better connection between Longview/ Kelso (include casino) for our students that live in those areas as well as commuters from Northern cities.</li> <li>• Cowlitz county has a bus that comes from Longview/ Kelso, but it is very few and far between.</li> <li>• Commuting to the train station is difficult, confusing, dangerous, and tiresome for all people but especially those who are blind/ low vision. We need regional investment to increase access to the train station.</li> <li>• We need more express bus from Vancouver mall and other major hubs in Clark County.</li> <li>• "I like The Current. Needs expanded."</li> <li>• C-TRAN needs to work harder to get people there faster, it takes longer to wait for the 60 then to walk across the bridge to Portland.</li> <li>• Truncated domes and curb cuts perpendicular not diagonal for people walking with a disability.</li> <li>• Getting the word out about The Vine constructions and when stops will be without service.</li> <li>• Add a carpool lane north of the I-5 bridge.</li> <li>• Need a more reliable and robust system, "the biggest complaint from folks I work with is it takes two hours to get from point a to point b, but when I could drive it took 10 minutes."</li> </ul>
Fourth Plain Forward	August 2024	<ul style="list-style-type: none"> <li>• Many concerns for low-income population in Vancouver. Including: Emotional weight/ added stress of navigating carpool/ transit for those already overburdened, lack of flexibility in work environments for tardiness, the freedom and emotional release of having a vehicle for those living in multi-generational households, even during inclement weather or extenuating circumstances when buses don't run the poorest workers still MUST report for work and on-time.</li> <li>• Insufficient routes, inconsistent, community does not feel like it can rely on</li> <li>• Pacifica and Chuukese community have been passed by bus drivers while waiting at stops.</li> <li>• There is a lack of trust and a lack of infrastructure that the community does not trust it as a viable option.</li> <li>• There are air quality concerns in this community.</li> <li>• The alignment of freeways in Clark County makes it very difficult to commute as a bike rider North to South and East to West.</li> <li>• There is a lack of bike shops in the community.</li> <li>• Invest in bike infrastructure and more bike repair stations. "There are many costs associated with the privilege of being a bike rider", "Why would someone pay hundreds of dollars to get squashed in the road"</li> </ul>

Engagement Activity	Date	Summary
		<p>Low-income communities need support in getting bikes but the infrastructure needs to come first.</p> <ul style="list-style-type: none"> <li>• Get the buy-in from the employer and offer incentives through commuting.</li> <li>• Have the CTR plan be the responsibility of the employer, so they are more gracious about arrival times and flexible with emergencies.</li> <li>• Low-income folks need a reason to incur the extra labor and mental load that would need to be conducted to achieve the CTR goal.</li> <li>• "I would love to have a bike road! Away from the danger and emissions of cars" (Really passionate about air quality. WE NEED MORE tree coverage and shade scape and native plants.) WE NEED PHYSICAL BARRIERS "Anything can be a difference in whether or not your mom comes home." Environmental barriers!</li> <li>• "I would still choose biking every single day and I have been hit by a car. I still cycle every day on my peloton. It would skip a step if I could just cycle to work."</li> <li>• This plan needs to really amplify the lives and issues of people of color.</li> <li>• A car for low-income communities can be their SAFE space, within multi-generational households, or for folks at high-stress jobs such as teaching.</li> </ul>

<sup>39</sup> Sources: The plan shall be developed in consultation with local transit agencies, the applicable regional transportation planning organization, major employers, and other interested parties. (RCW 70A.15.4020(4))

The local jurisdiction shall invite, as appropriate, representatives of major employers, local transit agencies, the applicable RTPO, business associations and economic development organizations, nonprofit transportation and land use advocacy organizations, pedestrian and bicycle advocacy organizations, public health agencies, tribal governments, and residents, employees and businesses that will be affected by the CTR plan to participate in the development of the local CTR plan.

The state intends for the invited partners to work collaboratively with the local jurisdiction by providing data and plans and discussing opportunities, including new and reprioritized investments and policy changes, to reduce drive-alone commute trips in the jurisdiction and increase transportation access to affected major employer worksites. (WAC 468-63-040(1)(b)(i))

The plan shall include documentation from the local jurisdiction that verifies consultation with employers, transit agencies and others to develop the plan. (WAC 468-63-040(2)(f))

*b. When did you talk to them?*

Engagement occurred between April 2024 and September 2024. For more details, see the table in question 28a.

*c. What did they have to say?*

People that have been disproportionately impacted by the transportation system said in summary:

- There needs to be more safe infrastructure, including slower vehicle traffic speeds for people to want to bike, walk, carpool, or take transit to work. Owning a vehicle is often a safe place and gives households a sense of security.
- C-TRAN needs to communicate canceled bus routes more effectively and offer an alternative like an Uber/Lyft voucher for riders. C-TRAN needs to expand express bus service; it takes too long to get to regional destinations.
- Expand transit subsidies like Youth Opportunity Pass to get free transit in the hands of more individuals.

For more details, see the table in question 28a.

*d. How did what they said influence the plan?*

The following results from engagement with People that have been disproportionately impacted by the transportation system influenced the plan:

- Create a subsidy or allowance for biking, walking, carpooling, vanpooling, and taking transit.
- Increased bicycle parking, including secure long-term and short-term bicycle parking.
- Shared vehicle parking programs that help reduce parking costs, especially for low-income households and vulnerable groups like students and youth.
- Increase remote work opportunities for people in the region.

**29. List employers' suggestions to make CTR more effective.<sup>40</sup>**

Employers expressed support for the following:

- Ensuring all members of our community have adequate and safe access to commute options.
- Increased transit subsidies or cash stipend for employees who do not drive-alone to work.
- Capital investment in protected multi-modal facilities for all ages and abilities.
- Investment in public transit service to increase frequency, reliability, and availability.
- Increased enforcement in areas surrounding park and rides and public transit stops.

<sup>40</sup> Source: *The state intends for the plan to be a mechanism through which employers can describe what policy changes, services and support they need to make their CTR programs more effective. (WAC 468-63-040(2)(a))*



**30. Describe results of engagement focused on vulnerable populations that will be provided for use in comprehensive plan and transit plan updates.**

The following results from engagement with vulnerable populations will be provided for use comprehensive plan and transit plan updates:

- Investment in public transit service to increase frequency, reliability, and availability.
- Capital investment in protected multi-modal facilities for all ages and abilities.
- Mixed use housing with walkable neighborhoods, close to daily needs and schools.
- Creative transit options to serve lower dense areas, increase point-to-point service, shared neighborhood vehicles and smaller transit and on-demand options.

## Regional transportation planning organization CTR plan review

### RTPO comments

[TYPE]