

**TriMet Testimony to Portland Planning & Sustainability Commission on  
Proposed Title 17 TDM Changes in Transportation System Plan  
March 8, 2016**

Hello, my name is Eric Hesse, Strategic Planning Coordinator at TriMet. I represented TriMet on the TSP Transportation Expert Group, as well as the Networks PEG prior to that. I also serve as a policy liaison to the BPS and PBOT.

I am here to voice TriMet's support for the Transportation Demand Management (TDM) amendments proposed in Section 14 of the Proposed Draft TSP currently under consideration.

TriMet believes the proposed Title 17 language is a powerful yet measured step forward in expanding our policy toolkit for encouraging changes in travel behavior in support of the City's adopted and proposed goals of reducing single occupant vehicle (SOV) travel and associated emissions, along with the many other benefits to our community of achieving the City's mode share targets. Meeting these goals, as you know, is the only way to prepare for the expected growth while meeting our goals for economic development, quality of life, and reduction of our impact on our environment.

We at TriMet say this based on our own long-standing and effective experience in providing TDM services similar to what is envisioned in the proposed Title 17 language. As you may know, the TriMet Employer Outreach Program delivers transportation demand management programs and services to employers through the Metro Regional Travel Options (RTO) program and has done so for many years.

TriMet's RTO TDM efforts contribute to achieving the City's and the region's goals. The TriMet outreach program reduces vehicle miles traveled by educating employers, offering promotional campaigns, meeting with employees, producing online communications and supplying educational materials for using transportation options.

The TriMet program serves employers and colleges of all sizes in the Portland Metro region with non-SOV travel options resources, transportation program assistance, transit pass programs and transportation surveys for Oregon DEQ's Employer Commute Options program.

We are already working with an extensive and diverse network of employers and institutions on TDM (as of Dec 2015):

- Transportation programs are in place at 1,927 worksites/campuses
- Transit subsidies are offered at 1,226 employer worksites/campuses
- TriMet pass programs are offered at 158 worksites/campuses

And we have seen impressive results from these efforts:

- RTO TDM sites historically and presently have lower auto trip rates than the national average, as well as reporting lower trip rates than the Portland MSA.
- Metro's most recent RTO evaluation for 2011-13 conducted by Steer Davies Gleave shows the non-drive alone commute mode split for employers working with the TriMet Employer Outreach program increased from 27.1% in 2009 to 38.5% in 2011.
- Plus, commuters to RTO TDM program sites that submitted survey data reduced auto usage by over 26.5 million vehicle-miles per year between the 2011 and 2013 evaluation period, resulting in the annual reduction of nearly 1.3 million gallons of fuel and 12,000 tons of greenhouse gases.
- The evaluation also valued the reduced parking demand resulting from the program at nearly \$15 million a year and an additional \$10 million being returned to the local economy from reduction in vehicles miles travelled and associated fuel use. As Joe Cortright and others have noted, for a region that doesn't produce or refine fuel locally, reducing fuel use creates a "Green Dividend" by enabling more dollars stay in local circulation, rather than flowing out of state to fuel companies.

We are aware that members of the PSC are interested in seeing low cost bus passes being made available to residents, employees, and students, a goal which TriMet shares. We believe that the proposed Title 17 changes will help to support expanded participation in our programs through which employers, mixed use buildings, campuses and other institutions subsidize passes for their constituents.

Even as we clearly support the proposed TSP changes and encourage the PSC to do the same, TriMet also acknowledges that there are details still to be worked out in the implementation phase of the effort over the coming months.

We appreciate the candor and openness with which City staff has engaged diverse stakeholders in developing the proposed changes and are confident that this approach will continue into implementation.

We look forward to working with the City, employers, campuses and other institutions to which these changes apply in developing an efficient and effective approach to advancing TDM in the City.

Thank you for your time and attention.

Eric Hesse  
Strategic Planning Coordinator  
TriMet