

Salem Willamette River Crossing Alternate Modes Study: Universe of Concept Ideas

PREPARED FOR: Salem Willamette River Crossing Alternate Modes Study
Stakeholder Advisory Committee

PREPARED BY: Kristina Evanoff/CH2M HILL
Jessica Roberts/Alta Planning + Design

COPIES: Theresa Carr/CH2M HILL

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This memorandum documents the potential improvement concepts that will be explored by the technical team for the Salem Willamette River Crossing Alternate Modes project. The basis for these concepts came from the following resources:

1. Stakeholder Interviews conducted in May 2009
2. Technical Advisory Committee (TAC) meeting on June 22, 2009
3. Design workshop on July 1, 2009
4. Technical Team reviews the week of July 13, 2009

The concepts will be evaluated against the set of evaluation criteria described in Technical Memorandum 3 *Evaluation Framework*, and discussed with the Project Management Team (PMT), the TAC, and project stakeholders during the summer and fall of 2009.

The concepts have been organized into three categories - physical improvements (something to be constructed on the ground), operational improvements (addressing frequency of service, routes); and education/policy (marketing, incentive programs, fees). Evaluation criteria include:

- Travel time
- Control (independence of movement)
- Comfort/convenience
- Cost to user
- Effectiveness
- Ease of implementation
- Safety/security
- Health/workplace culture

- Sustainability
- Consistency with state and local policy
- Cost to user
- Community and political acceptance
- Ease of implementation
- Equity

The concepts described in this memo are organized into four sections: bicycle/pedestrian; transit; parking; carpool/vanpool.

Bicycle/Pedestrian Concepts

Physical

Improve Willamette River Bridge Connections

- Streamline connections between the existing shared use path paralleling Oregon 22 with the Union Street Bicycle/Pedestrian Bridge, including an overcrossing of the Wallace Road NW/Edgewater Street NW intersection, shared roadway treatments on Musgrave Avenue NW, and a shared use path connection to the existing Union Street Bridge access point
- Improve Union Street Bicycle/Pedestrian Bridge connections for non-motorized users, focusing on Edgewater Street NW and Wallace Road NW on the west, and Commercial Street NE/SE on the east
- Develop a bicycle/pedestrian grade-separated crossing of Wallace Road NW at the current western terminus of the Union Street path, combined with a possible rail-with-trail west of Wallace Road NW

Extend the Riverfront Pathway Network

- Extend the existing shared use path along Oregon 22 from its current western terminus, (possibly using a nearby abandoned railroad corridor), with an eventual extension to Monmouth
- Develop a shared use path along the Willamette River's west side north of the Union Street Bicycle/Pedestrian Bridge. Make this a high priority and do not wait for development to occur; this project could include right-of-way acquisition issues, floodplain issues, and urban growth boundary/jurisdictional issues. This project should also include connections to Wallace Road NW and other key West Salem bicycle/pedestrian routes
- Develop a shared use path along the Willamette River's east side north of Riverfront Park (this project was previously proposed in Salem's Parks Master Plan) connecting all the parks on the river

- Alternatively, construct a shared use path along the Burlington Northern Santa Fe/Portland and Western Railroad alignment between Riverfront Park and Cherry Avenue (this project was identified as a “potential” path corridor in the Salem Transportation System Plan [TSP])

Develop Other Shared Use Path Corridors and Connections

- Develop a shared use path along Pringle Creek between the existing Pringle Creek Path terminus and Riverfront Park (this project was identified as a “potential” path corridor in the Salem TSP)
- Construct the planned bicycle/pedestrian bridges at Minto Island (identified in the Minto Park Master Plan and in Salem’s Parks Master Plan)
- Develop a shared use path along Mill Creek (including a grade-separated crossing at Commercial Street NE) between Church Street NE and the Willamette River (this project was previously-proposed in the Salem TSP)
- Extend the existing Salem Parkway shared use path across the Willamette River as part of the future Salem River Crossing project
- Construct a bicycle/pedestrian undercrossing on Court Street NE at Front Street NE/railroad (City is working to develop this project)
- Multimodal path along Court Street

Improve Bicycle Wayfinding Signage

- Install the currently-planned bicycle wayfinding signs in vicinity of the Union Street and Center Street bridges; expand wayfinding signage to cover bicycle routes throughout downtown and West Salem

Develop Bicycle Boulevards on the Following Streets:

- Union Street NE between Front Street NE and Capitol Street NE
- Chemeketa Street NE between Front Street NE and 24th Street NE, including signed connections through the Capitol Mall area (this project was previously proposed in the Bicycle Transportation Alliance’s (BTA’s) *Blueprint for Better Biking* document)
- Winter Street NE/Laurel Avenue NE between Court Street NE and Hickory Street NE (this project was previously proposed in the BTA’s *Blueprint for Better Biking* document, the Salem TSP)
- Church Street NE between Union Street NE and Columbia Street NE
- 8th Street NW/7th Street NW/Taggart Drive NW between Rosemont Avenue NW and Wallace Road NW (this project was previously-proposed in the Salem TSP)
- Rosemont Avenue NW between 1st Street NW and 8th Street NW (this project was previously-proposed in the Salem TSP)
- 4th Street NE (beginning and end points to be determined)

Stripe Bike Lanes on the Following Streets:

- State Street between 12th Street SE and 24th Street SE (this project was previously-proposed in the Salem TSP)
- Broadway Street NE between Liberty Street NE and Salem Parkway NE (this project was previously-proposed in the Salem TSP)
- Center Street NE between Commercial Street NE and 17th Street NE (this project was previously-proposed in the Salem TSP)
- Marion Street NE between 13th Street NE and Commercial Street NE (this project was previously-proposed in the Salem TSP)
- Commercial Street SE between Ferry Street SE and Trade Street SE (this project was previously-proposed in the Salem TSP)
- Commercial Street NE (southbound direction) between “D” Street NE and Division Street NE
- Commercial Street NE/SE between Division Street NE and Ferry Street SE
- Liberty Street SE between Trade Street SE and Ferry Street SE (this project was previously-proposed in the Salem TSP)
- Liberty Street SE/NE between Ferry Street SE and Division Street NE
- Market Street NE between Commercial Street NE and Capitol Street NE (this project was previously-proposed in the Salem TSP)
- Mission Street SE between Commercial Street SE and 12th Street SE (this project was previously-proposed in the Salem TSP)
- Along the proposed north-south roadway (future Marine Drive NW) between Wallace Marine Park and River Bend Road NW (this project was previously-proposed in the Salem TSP)
- Along segments of the southern (eastbound) side of Edgewater Street NW where bike lanes currently do not exist (may require some on-street parking removal)
- Eola Drive NW between Cascade Drive NW and Doaks Ferry Road NW (this project was previously-proposed in the Salem TSP)
- Rosemont Avenue NW between Edgewater Street NW and 1st Street NW (this project was previously-proposed in the Salem TSP)
- Rosemont Avenue NW/Cascade Drive NW between 8th Street NW and Glen Creek Road NW (this project was previously-proposed in the Salem TSP)
- Parkway Drive NW between Glen Creek Road NW and Orchard Heights Road NW

Install “Bicycle Boxes” at Key Signalized Intersections; Priority Locations May Include:

- Intersections with reported vehicle/bicycle crashes (especially “right hook” crashes)

- Intersections where “through” bicycle movements conflict with double right-turn lanes
- Other intersections based on input from the bicycling community

Maintain Bike Lanes/Trails

- Continue/improve regular maintenance of bike lanes/ trails, ensuring the budget for this is maintained or increased as needed

Improve or Provide Trip-End Facilities (Focus on Construction of Improvements), Including:

- Provide changing/shower and secure bike parking facilities at destinations (encourage at workplaces, provide in central area such as gyms)
- Assess existing employer trip-end facilities for quantity and quality of parking, showers and lockers
- Convert select on-street parking spaces to “bike corrals” at high-demand locations, such as major downtown employment sites or activity centers
- Build a secure and high-capacity bicycle parking facility (Capital Mall parking structure is an option)
- Add bicycle parking at key transit stops and park-and-rides (such as Roth’s in West Salem), schools, and key commercial and employment destinations.
- Create a bike rack request system to track unmet demand and strategically increase bicycle parking in downtown

Implement Intersection Improvements in Downtown and West Salem

- Replace existing pedestrian “walk/don’t walk” signals with pedestrian countdown signals in downtown and West Salem
- Retrofit signalized intersections in downtown and West Salem to include audible pedestrian signals
- Retrofit signalized intersections in downtown and West Salem to include a “leading pedestrian interval;” priority locations may include:
 - Intersections with reported vehicle/pedestrian crashes (especially “right hook” crashes)
 - Intersections where “through” pedestrian movements conflict with double right-turn lanes or double left-turn lanes
 - Other intersections based on community input
- Accelerate implementation of the City’s prioritized list of planned curb extension installations on downtown streets to reduce pedestrian crossing distances
- Construct improvements at the following West Salem intersections:
 - Wallace Road NW at Glen Creek Road NW
 - Wallace Road NW at Orchard Heights Road NW
 - Wallace Road NW at Hope Avenue NW

- Wallace Road NW at River Bend Road NW
- Provide bicycle/pedestrian crossings on all legs of the Wallace Road NW/Edgewater Street NW intersection, including on the westbound-to-northbound “slip lane”
- Retrofit driveways and curb ramps in downtown and West Salem to meet ADA accessibility guidelines

Complete Sidewalk Infill Projects

- Complete sidewalk infill projects on major West Salem streets including Glen Creek Road NW and Orchard Heights Road NW

Improve Visibility of Cyclists for On-Street Parking

- Convert front-in angled parking to back-in angled parking on downtown Salem streets to improve motorists’ visibility of bicyclists while making parking maneuvers

Develop Sidewalk and Streetscape Improvements along the Following Streets:

- Broadway Street NE between Union Street NE and Hood Street NE (this project was previously-proposed in the Salem TSP)
- Front Street NE north of Union Street NE (this project was previously-proposed in the Salem TSP)
- Edgewater Street NW (this project was previously-proposed in the Salem TSP)

Enhance Bicycle-Transit Integration

- Provide additional bicycle capacity on transit vehicles. This could be accommodated through allowing bicycles on board the vehicle at the driver’s discretion, by installing three-bike racks on buses, or through a trailer on back of bus to accommodate unlimited bicycles.
- Cherrits is shifting to fewer but higher-quality transit lines – which creates more desirable service but exacerbates the “last mile” problem. Link up the bike and pedestrian network with the transit network, and provide secured bike parking at these connection points.

Install Shared Lane Markings

- Install “sharrows” (shared lane markings) where bike lanes would be indicated by plans/policy but cannot currently be accommodated (e.g., right-of-way limitations or other physical constraints)

Make Signal Modifications that Benefit Bicycling and Walking

- Modify downtown signal timing to reduce average vehicle speeds enhance bicyclist safety and comfort

- Retrofit existing actuated signals in City to detect bicycles and provide adequate green time in response to bicycle actuation, with priority on intersections in downtown and West Salem
- Create bicycle priority signals along key bicycling corridors
- Decrease response time for pedestrian-actuated signals to minimize waiting time for crossing pedestrians

Provide Pedicab Services

- Potential pedicab service from Wallace Marine Park and downtown/Capitol

Improve Bicycle/Pedestrian Facilities Northeast of Downtown Salem

- Improve bicycle/pedestrian facilities where Portland Road NE crosses under a railroad northeast of downtown Salem

Create a "Park and Walk" at Wallace Marine Park

- Allow vehicle parking in Wallace Marine Park for people that want to walk the rest of the way into work (over Union Street bridge)

Create a Bicycle Lending Program

- Create a bicycle lending/renting program so people in downtown Salem are able to easily travel by bike

Educational/Policy

Encourage LEED and STARS Certification

- Use sustainability accreditation programs such as LEED certification and the roadway sustainability program led by Portland Bureau of Transportation (Sustainable Transportation Access Rating System, or STARS) to your advantage. LEED checklists often include provision of bicycle storage and changing facilities, among others. Developers and employers/property owners looking to become LEED certified will build more bicycle friendly facilities

Create/Enhance Employer Bicycle/Pedestrian Programs and Facilities

- Provide workshops at employment sites on the benefits of cycling, how to get started, and how to ride safely (in traffic, etc.). See as a model the "Commute 101" classes that the BTA offers to participating Bike Commute Challenge employers (funded by a Metro grant)
- Sponsor or encourage mentor (or "buddy") rides where an experienced cyclist meets a new cyclist at their house and rides with them to their destination to show them how it is done
- Increase marketing of the emergency ride home program to bicycle commuters
- Educate and assist downtown businesses with using state BETC (Business Energy Tax Credit) benefits to implement bicycle/pedestrian facilities and programs

- Bike-Friendly Business program - Trains, supports, and recognizes business who encourage bicycling by their employees and visitors. A program may include a bike-friendly business audit program; information on new federal bicycle commuter tax credit program to employers; an annual bike-friendly business certification program; public recognition of bike-friendly businesses; staff time and/or financial support for building facilities and creating incentives; incentive programs that offer cash, treats, credit at a bike shop, or in-kind items to bicyclists; assistance with bike parking; discounts for customers who arrive by bicycle. The League of American Bicyclists program could be used outright or as a model:
<http://www.bikeleague.org/programs/bicycelfriendlyamerica/bicycelfriendlybusiness>

Improve Understanding and Utilization of Trip-End Facilities

- Review downtown development code for long- and short-term bicycle parking and shower/locker requirements; rewrite code as needed to increase compliance and increase quality/quantity of trip-end facilities; reference current national best practices
- Education on how to rent and use bike lockers

Work on Creating a Stronger Bicycle Culture

- Salem has many of the elements of a Bike Friendly City and is close to a tipping point, similar to where Portland was a decade ago

Provide Education on Transit Bicycle Racks

- Education on how to use bicycle racks on transit vehicles (to overcome intimidation)

Provide Education on Walking/Bicycling Times

- Education to clarify misconceptions about travel distances and walking/bicycling times (see also wayfinding sign recommendation in “Physical,” above)

Develop a Bicycling/Walking Marketing Campaign

- Develop a marketing campaign to promote walking/bicycling (highlight cost savings and health benefits), similar to the Drive Less Save More Program in the Portland Area

Create Programs to make Bicycles and Maintenance “Know-How” Available to More Users

- Provide electric bicycles to help commuters on steep terrain
- Develop a public “bike sharing” program, with particular emphasis on downtown Salem. Target to less confident riders
- Create a “bike sharing” program at major employers where employers can encourage employees to use bicycles for midday trips by providing a well-maintained bike fleet that is easy to borrow and use. Bikes should include locks, baskets, and racks. Workplace policies should permit and encourage their use for work-related and personal trips during the day. Some workplaces set up an incentive program to encourage use

- Provide a free bicycle educational and maintenance facility so new commuters can learn to fix and ride their bikes themselves
- Create-a-commuter program - The Community Cycling Center's Adult Earn-A-Bike Program (Create-a-Commuter) provides low-income adults with fully-outfitted commuter bicycles and five hours of training on safe bicycle commuting. Federally funded initially through the Job Access Initiative, it is the first program of its kind in the nation. The program provides a flexible option to meet the transportation needs of low-income adults. A similar program in Salem could overcome a barrier to bicycling for low-income residents

Create Incentive/Challenge Programs to Encourage Biking and Walking

- Sponsor an event to get people to try riding their bike three times to get over the "hurdle" of the West Salem hills. This could be combined with the Bicycle Commute Challenge or could be a separate event (week long, or similar to Davis, CA's "Cyclebration" to raise awareness about the history and benefits of cycling. Events can be hosted by the City, individual employers, the Mid-Willamette Valley Bicycle Transportation Alliance (MWVBTA), the Council of Governments (COG), and/or other community partners. Sample activities: energizer stations; breakfast rally; group ride (e.g. with mayor or local celebrity); bike/bus/ car race. For national resources, see: <http://www.bikeleague.org/programs/bikemonth/>
- Provide financial and other incentives for bicycle commuters, such as "cash back"
- Breakfast on Bikes - event to reward and encourage commuting cyclists. Already being done in Salem by MWVBTA; should be continued. See also <http://breakfastonbikes.blogspot.com/search/label/Breakfast>
- Bicycle Benefits Program - In this promotion program, businesses offer discounts or special offers to cyclists. Cyclists purchase a sticker for their helmets (cost is \$5) and then use it at participating businesses. This national program includes a website to promote businesses. For more information, see: <http://www.bicyclebenefits.org/>

Enhance Information Distribution about Bicycling and Walking

- Create a one-stop bike information website - One-stop shopping website with bicycling information; may include resources, maps and map orders, safety, events, groups
- Create a free online bicycle trip route planner, similar to ByCycle.org, to help Salem residents utilize the existing bicycle network
- Provide free bike maps that contain routing/ distance/ travel time/ and bicycle safety information. Could be geared at West Salem and/or downtown Salem. Maps should include transit lines, stops and transit centers; bicycle lanes, pathways, and routes/boulevards; bicycle parking; walking infrastructure as appropriate (depends on map scale); destinations (such as parks, schools, libraries/public buildings, major employers, shopping districts). A program to print, distribute, and update the map should be implemented as well

- Offer cycling skills courses (e.g. League of American Bicyclists courses) to interested bicyclists. Topics may include maintenance basics, bike cleaning, riding in the rain and dark, shopping by bike, or commute tips

Hire a City of Salem Bicycle and Pedestrian Coordinator

- Hire a City of Salem Bicycle and Pedestrian Coordinator to track and implement this plan's recommendations and other bicycle/pedestrian recommendations

Encourage Women to Bicycle

- Offer Women on Bikes program to overcome real and cultural barriers to cycling by women. Women-only clinics, workshops, and rides, designed to be welcoming and supportive for participants at any stage of comfort. Rides are themed (e.g. historic houses, heritage trees, ice cream shops, rain gardens), and are low-mileage; no one is dropped

Implement Periodic Street Closures

- Sunday Parkways (aka "Ciclovía," "Summer Streets," etc.) – Sunday Parkways are periodic street closures (usually on Sundays) that create a temporary park that is open to the public for walking, bicycling, dancing, hula hoping, roller skating, etc. They have been very successful internationally and are just taking hold in the United States. They promote health by creating a safe and attractive space for physical activity and social contact, and are cost-effective compared to the cost of building new parks for the same purpose. These events can be weekly events or one-time events, and are very popular and well-attended. While these events are primarily recreational in nature, they could be designed to highlight bicycle and pedestrian routes between West Salem and downtown, in order to "train" residents

Transit Concepts

Physical

Provide Real-Time Travel Information

- Equip vehicles with Global Positioning Systems (GPS) and use that technology to provide electronic real-time travel information at bus stops and through call-in, internet and mobile phone look ups

Create Transit Signal Priority/ Queue Jump

- Transit signal priority (TSP)
- Queue jump lanes at key intersections
- Transit-only off ramp between Marion Street bridge and Marine Drive

Create Transit-Priority Lanes

- Transit/Carpool/Business Access/Transit (BAT) lanes or transit priority lanes

- Implement “real-time” Bus Rapid Transit (BRT) lanes that are able to detect when buses are present and signal to motorists that they must clear the lane. Enforce by ticketing.
- Transit-priority lane between Salem Transit Center to Marion Street Bridge on Church Street and Marion Street
- Transit priority lane along Wallace Road
- Convert the outside lane along Center and Marion from parking to transit-only, connecting the transit center and the current bridges and improving transit reliability between west and downtown Salem

Improve Transit Park-and-Ride Facilities

- Add a park-and-ride facility with security elements (such as Closed-Caption Television cameras) for Dallas and Monmouth/Independence commuters along OR 22, where traffic starts to build up
- Identify locations for informal or shared use park-and-rides along the transit routes
- Move the current park-and-ride at Wallace Road/Brush College Road so that it is in a more convenient location for riders
- Improve Transit Stop Convenience/Amenities
- Work to increase the number of stops with basic amenities, such as shelters and benches
- Provide amenities at West Salem transit center such as coffee, bicycle repair, convenience retail to enhance wait time experience and provide added security. Consider activity at other park-and-ride locations
- Move the west Salem transit center so that it is on Wallace Road, or easier access from Wallace Road

Operational

Improve Transit Service Frequency

- Provide more frequent express service (via CARTS) to the communities west of Salem (Monmouth, Dallas, Independence), in addition to the Spirit Mountain Casino service. Run these buses directly into downtown Salem at major employment destinations instead of deviating in West Salem
- Improve service frequency (10-15 minutes during peak periods)
- Increase flexibility in type of transit fleet vehicles, including the size of the vehicle (smaller vehicles are less expensive to procure, could run more of them)

Expand Hours of Transit Service

- Expand hours of service (eventually, when funding is available and ridership supports) to include night, Saturday, and Sunday service

Add Transit Service/Routes

- Split the service of Route 25 (with one route going to the Capitol Mall, and another serving the Salem Hospital or other major employment destination)
- Provide a downtown circulator route that connects the three parking structures to common destinations in the downtown area and the Capitol Mall. The circulator route could also connect to the west transfer center replacing route 25

Improve Route Convenience/Minimize Transfers

- Modify service to better coordinate transfers both in West Salem and downtown, minimize transfer wait time
- Redeploy direct service into downtown instead of requiring all buses to transfer at Roth's hub (eliminating or reducing number of transfers required)

Educational/Policy

Modify Code to Encourage Transit

- Change Salem-Area Mass Transit District (SAMTD) charter to allow Cherriots to provide additional service outside Salem
- Explore Salem development code and how to encourage Transit-Oriented Development (TOD) in West Salem. Include elements in TOD such as shared use, bicycle lockers, first-floor commercial

Conduct Targeted Marketing/Recruitment to Increase Ridership

- Increase targeted marketing of transit service to State Employees
- Targeted marketing to improve transit's image in Salem, promote it as a mode not just for captured riders but for choice riders too
- Gear marketing to ask people to "try it out" – during special events, days, etc.
- Target junior and high school students to take transit and remove the school bus fleet

Provide Educational Materials and Tools to make it Easier to Ride Transit

- Provide a "Trip Planning" feature on the Cherriots website, to help riders find the quickest route.
- Promote existing Emergency Ride Home program and/or expand/improve program to serve transit users (as well as carpoolers, cyclists, and pedestrians)
- Be prepared on special events (such as snow days) for new passengers and gear signage, route maps, etc. to be friendly to these new users

Reduce the Cost of Transit Passes

- Combine employer- or grant-funded incentives for transit (reduced pass, , pre-tax pass, free pass) with disincentives for driving (fee, increased fee)

- Offer transit passes at reduced costs to neighborhoods that agree to participate in key education and outreach efforts, similar to the Neighborhood ECO-Pass program in Denver, CO¹
- Bring back Willamette University's Bus Pass Program

Provide a Fareless Transit Zone

- Reconsider fareless square in downtown Salem

Provide Parking Incentives to Transit Riders

- Consider reduced parking rates if individual uses transit as their primary mode

Improve Transit Funding

- Change funding so that Cherriots has a more stable operating fund
- Develop ways to reduce costs on low-volume routes
- Obtain secure and dedicated funding for increased service

Prepare Long-Range Transit Plans

- Prepare a long-range transit plan

Parking Concepts

Physical

Reduce Parking Supply

- Reduce the State's parking supply
- Reduce number of parking spaces and replace with bike lanes, bike parking, parks/greenspaces, etc.

Develop Shared-Use Parking

- Develop shared use parking in West Salem core – consider compatible uses such as church/commuter, or movie theater/commuter

Increase the Cost of Parking

- Install metered parking in West Salem

Reduce Parking Demand

- Provide more multi-use development (State offices with housing) where parking is done once
- Implement signage/wayfinding program through downtown to show walking times and distances to various destinations

¹ http://www.bouldercolorado.gov/index.php?option=com_contentandtask=viewandid=8835andItemid=3002

Improve Parking Safety

- Shift angle parking in downtown to back-in angle parking to improve safety

Educational/Policy

Encourage Parking Fewer Days per Week

- Develop incentives for not using parking pass everyday (punchcard parking pass with less “punches” than there are workdays?)
- Allow greater flexibility in parking programs through weekly, daily, hourly payment methods, so people will only purchase parking for what they need

Encourage Parking at Non-Peak Periods

- Allow “early bird” parking prices for vehicles arriving before peak periods

Increase the Price of Parking

- Auction parking spaces with a reserve price to start (this also helps to establish the “right” price for parking)
- Encourage the Department of Administrative Services (DAS) to increase parking pricing and/or change prices as demand changes over day/week
- Encourage all employers in downtown to charge for parking if they are currently offering free parking
- Eliminate the DAS monthly parking program, or make monthly parking passes more expensive than purchasing on a daily basis
- Require monthly parking passes to be paid for out-of-pocket, rather than deducting the fee from employee paychecks (increases the visibility of the fee and the “hassle” factor)

Apply a Tax to Parking Spaces

- Apply a differential property tax to parking spaces, and/or increase tax liability on parking

Provide Parking Cash-Outs to Employees Using Alternative Modes

- Implement an employer based parking cash-out program where employees pay for a parking pass, or get paid to use another mode (such as \$40/month for riding a bike)

Create Parking Bonuses for Using Transit, Biking, or Walking

- Rearrange parking pass programs to give regular transit users or bicyclists the priority parking spots (“good karma” they don’t park every day so when they do they get a prime spot)
- Create a smartcard that can be used for transit (gives you money) and parking (debits money)

- Create a parking program whereby if people give up their parking pass for walking/biking/transit, they receive a certain number of daily passes per month (and have an identified area where they can park); also, if they regret this decision within 6 months, bump them to the top of the parking pass queue (or to their former level of seniority)

Eliminate Reserved Parking

- Eliminate reserved parking altogether

Implement TDM Plans at Parking Structures

- Adopt a Parking and Transportation Demand Management (PTDM) ordinance that requires developers that want to build non-residential parking facilities, or expand existing facilities, to develop a PTDM plan that minimizes the number of auto trips made to the site

Carpool/Vanpool Concepts

Physical

Provide Carpool/Vanpool Meeting Locations

- Look for informal and semi-formal locations along OR 22 so that carpool participants do not need to drive out of direction to meet their car-mates. Allow carpool participants to use potential new park-and-ride along OR 22. The Fairgrounds in Rickreall is an example of a potential carpool meeting location

Provide Carpool/ Vanpool Only Parking Spots

- Provide adequate carpool/ vanpool parking spots in downtown and Capitol Mall area

Create HOV lanes

- Consider high-occupancy vehicle (HOV) lanes

Educational/Policy

Provide Financial Incentives to Carpools/Vanpools

- Incentivized carpooling program (pay them to do it)
- Vanpool is free/subsidized for 3-6 months trial period
- If the new bridge or OR 22 bridges are tolled, consider waiving the fee for carpools/vanpools, and provide "casual" carpooling pick up sites on either side of the crossing

Provide Parking Incentives to Carpools/Vanpools

- Encourage employers to reserve the best parking spots for carpools and vanpools and waive the parking fee entirely

Provide Schedule Flexibility to Employees who Carpool/Vanpool

- Encourage major employers to provide schedule flexibility for employees that would like to rideshare but have different hours

Promote/Improve the Emergency Ride Home Program

- Promote existing Emergency Ride Home program and/or expand/improve program to serve carpoolers (as well as transit users, cyclists, and pedestrians)
- Help people feel less “trapped” with carpooling (for example by advertising Cherriot’s emergency ride home program)
- Consider making State fleet cars available for last minute personal needs
- Go beyond Emergency Ride Home to provide services for errands during the workday (such as ZipCar or shared bikes)

Provide Carpool/Vanpool Match-up Services

- Assist vanpool and carpool match-up by helping major employers geocode the addresses of those employees that want help finding co-workers close to them
- Advertise on-demand rideshare/carpool match websites (i.e. carpoolmatchnorthwest.org, Tradia, Smart Neighbor, Facebook, Craig’s List, etc.)

Conduct Outreach and Targeted Marketing

- Reach out to smaller employers with incentives to try carpooling and education about it – consider running a program that links smaller businesses to each other
- Target neighborhoods as well as employers
- Educate commuters about the options available

Make Vanpool Program Easier for the City to Implement

- Run vanpool programs through a rental car agency (such as Enterprise)

Other Concepts Raised

Create a Green Zone in Downtown

- Brand a “green zone” in downtown Salem in vicinity of Union Street Bridge. This would provide for a pedestrian- and bicycle-friendly environment through elements such as landscaping, pavers, and signage to form something akin to a linear park between Wallace Road and the core of downtown Salem.

Increase Densities along Key Corridors

- Allow increased density along the Glen Creek corridor and along the “West Salem Flats” that would support TOD, better transit service, better walking and bicycling routes

Create Location-Efficient Living Programs

- Location-efficient living program - Goal is to reduce travel distances for employees who work at major employment centers. Dual strategy: market nearby affordable housing to existing workers, and market employment opportunities to nearby residents. See Swan Island Transportation Management Association (TMA) “Trip not Taken” program (<http://www.swanislandtma.org/>) and various location-efficient mortgage programs. There may be other tools to achieve this end as well

Update Roadways to Make Biking and Walking Easier

- City adopts a “Complete Streets” policy so that future street investments are designed to work well for bicycling, walking, transit, seniors, the handicapped, etc. as well as cars. Is one way to improve multimodal travel conditions
- Consider modifying one way grid system in downtown Salem to a two way grid

Encourage Employer TDM Programs

- Create a TMA for Salem
- Encourage/require all employers to identify a transportation coordinator, and then provide that coordinator with information and a community of coordinators from other businesses for ideas and strategies
- Explore ways to encourage flex hours and telecommuting for more offices and for more staff at offices that allow it, encourage tele- and video-conferencing
- Expand ECO Rule coverage to Salem metro area, and/or consider other policy and program options to require and support employer Transportation Demand Management (TDM) efforts

Encourage Car Sharing Programs

- Expand the number of ZipCars in the downtown area and provide employer programs where ZipCars can be used for errands, emergency rides home, and other personal reasons during the weekday – tie to car/vanpool programs

Tie Alternative Mode Funding to State Projects

- Explore partnering with the State of Oregon for finances and incentives, tying alt mode projects to modernization and revitalization projects

Create Financial Disincentives to Driving Alone

- Look at bridge tolling as a way to manage congestion

Create an Alternative Transportation Culture

- Look into the culture of travel habits, and ways to foster a workplace, neighborhood, household culture that uses alternate modes for health and environmental benefits

Conduct Education and Outreach on Alternative Modes

- "Drive Less, Live/Save More" campaign - The website offers transit tips, facts and tools, including a commute cost calculator, trip planning assistance, links to transit and bike maps, transit schedules and updates, and one-stop bicycle trip information
- Develop an online Commute Calculator to help residents calculate how much they can save by carpooling, vanpooling, taking transit, biking and tele-commuting
- Develop a community website, similar to the Way to Go Club in Missoula, Montana that allows individual commuters to log their alternative transportation trips and automatically calculate the number of vehicle miles they have reduced

Study Specific Market Segments to Identify Target Populations for Behavior Change

- Conduct a study at Willamette University – how many students and faculty live within five miles of campus but still drive?

Acknowledge and Reward Commuters who Adopt Alternative Modes

- Develop individual and company Commuter of the Year awards (modeled off Boulder, CO's), potentially in combination with the above idea, to acknowledge and reward the commuter that has reduced the most miles

Next Steps

Over the next two months the project team will evaluate the concepts above in relation to the project's evaluation framework and will compile initial recommendations to be discussed with the PMT, the SAC, stakeholders, and decision-makers. Initial recommendations will be analyzed to determine their effectiveness in reducing vehicle trips over the Willamette River in Salem. Recommendations will be refined through the fall.

Future write-ups will shift away from organizing concepts by mode, and instead group them as Transportation System Management (physical, operational concepts) and Transportation Demand Management (educational, policy concepts). This is because many of the improvements need to be taken together, and are not specific to one mode.