

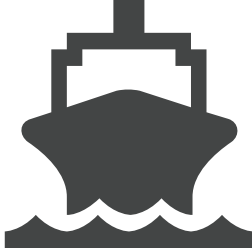




<p>“Mid-term” = Opening Day-- Five years from Opening Day Second priority strategies, to be implemented concurrently.</p>	Effectiveness	Relative Cost
<p>19. EXPLORE FORMATION OF A TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) </p> <p>REASON(S)/RATIONALE: Incentive programs provide a ‘carrot’ to encourage people to use transportation options.</p> <p>Triggers: Significant development on-site and in Downtown and/or continued strained parking supply.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Have TDM and Access Implementation Committee work with DOCA, property owners and the City to identify key concerns and goals for a possible TMA. • Conduct Business Improvement District feasibility study to be a primary funding source for the TMA. • Research other TMAs and learn from their experiences. • Identify several key project champions and empower them to lead the charge. 	****	\$\$
<p>20. SHUTTLES </p> <p>Reason(s)/rationale: Encourage a ‘park once’ philosophy; utilizing an intra-city shuttle circulator to specific destinations.</p> <p>Triggers: Either when the on-site parking is over 85% occupancy with market based tiered pricing and there is spill over impacts on nearby streets, OR when there is additional development on-site generating a significant share of new trips to the site.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Research other shuttle programs to learn from them (i.e. Explore Washington Park, BUZZ Bus in Palm Springs, Columbia River Gorge Express, etc.) • Reach out to partners such as tourist locations (End of Oregon Trail Museum, DOCA, etc) to gauge interest and explore possible funding opportunities. • Identify key destinations for shuttle stops and possible routes. • Identify funding for implementation. • Develop RFP for operators. • Launch shuttle service with big media event. • Monitor shuttle performance regularly. 	***	\$\$\$
<p>21. PRIVATE DEVELOPMENT ONSITE IMPLEMENT TDM TOOLS </p> <p>Reason(s)/rationale: Provide incentives for employees and visitors to use alternate modes on site, to ensure full utilization of parking spaces.</p> <p>Triggers: Approval of private development will require a TDM plan.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Private development will provide proportional support to the TDM plan though existing tools or additional tools more suited to the private sector. The support tools <i>could</i> include • New Employee Welcome brochures explaining transportation options • Installing bike parking and changing rooms on-site • Discounted/subsidized or pre-tax transit passes for employees • Bike/Walk Bucks using the federal biking transit tax benefit program, \$20 a month for bike commuting related purchases. • Off-street Visitor parking on commercial lots onsite • Conduct annual travel surveys of employees and track over time as key performance measure. • Provide workplace challenges to raise awareness about the options and ‘gamify’ commuting. 	***	\$\$\$
<p>22. IMPROVE INFORMATION TECHNOLOGY </p> <p>Reason(s)/rationale: Improve information technology infrastructure (real-time parking signage, mobile parking, etc..)</p> <p>Triggers: Increased private development onsite. List can be developed in conjunction with shared use parking agreements and tiered parking pricing options.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • With the help of TDM Manager develop a list of technology applications that can enhance the user experience and improve information delivery. • The technology improvements could include: • Pay by phone payment service • License plate reading technology (for enforcement) • Off-street sensors and real time availability information via third party or city owned web and mobile apps. • Evaluate list of technology applications for feasibility including cost, maximizing user coverage, return on investment, and ease of adoption. • Prioritize list based on factors above. 	***	\$\$\$

<p>"Long-term" = Five- Twenty Years from Opening Day <i>These strategies are to be implemented as opportunities and needs occur</i></p>	Effectiveness	Relative Cost
<p>23. BUILD PARKING GARAGE </p> <p>Reason(s)/rationale: As the site becomes more of a destination, vehicular parking is a concern.</p> <p>Triggers: When there is significant new development on the site which generates a large number of additional trips such as a residential development and/or a large employer on-site.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Conduct market and feasibility study. • Determine base parking rate to cover construction and operating costs/debt. • Identify possible locations. • Develop pro forma for construction. • Identify possible public and private funding sources. • Develop RFP for operator and Construction Company. • Monitor parking garage performance regularly and adjust rates. 	***	\$\$\$\$
<p>24. EXTEND HIGH CAPACITY TRANSIT (HCT) LINE TO OREGON CITY </p> <p>Reason(s)/rationale: Extend MAX Orange Line or Bus Rapid Transit line to Oregon City.</p> <p>Triggers: When there is significant dense development which generates enough trips to and from the Downtown area.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Oregon City continues role in Regional planning for a HCT line extension. • Collaborates with stakeholders, when needed to show support. 	***	\$\$\$\$\$
<p>25. WATER TAXIS </p> <p>Reason(s)/rationale: Create transit connections across the Willamette River.</p> <p>Triggers: Driven by private investment in this mode (tourism or transportation based)</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Build proposed boat dock onsite (future riverwalk phase) or provide shuttle service from John Storm dock. 	**	\$\$\$
<p>26. BIKESHARE PROGRAM </p> <p>Reason(s)/rationale: Create bikeshare or bike rental program to facilitate multi-modal transportation.</p> <p>Triggers: When there is additional dense mixed –use development on-site generating a significant share of new trips to the site.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Conduct feasibility study for a bike share program. • Identify key partners to implementing such a program (City, DOCA, tourist groups, etc.) • Procure funding for program planning (federal or regional grants, Bikeshare Foundation, etc.) • Develop RFQ for bikeshare operator. • Identify possible operators and negotiate contract. • Work with operator to determine best funding mechanisms and price structure (corporate sponsor or public subsidies, etc.) • Work with operator to determine station locations. • Procure necessary permits and/or agreements for station locations. • Roll out marketing campaign and public media event. • Monitor Bikeshare program regularly to ensure it is meeting project goals. 	**	\$\$
<p>27. FORM A TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) </p> <p>Reason(s)/rationale: Have a central organizing group responsible for implementing and monitoring transportation demand programs and access.</p> <p>Triggers: When there is development on-site and continued strain on parking and transportation access.</p> <p>Implementation Steps:</p> <ul style="list-style-type: none"> • Use the research key findings from earlier feasibility study to develop strategy and work plan for starting a TMA with timelines and milestones identified. • Initiate a Business Improvement District (BID) to fund TMA. • Develop code language to adopt codifying the BID. • Recruit board members to oversee the TMA. • Initiate development of organization, IRS paperwork, bylaws, goals, etc. 	*****	\$\$\$