

# Transportation Demand Management

Status report to the Portland Bureau of Transportation (PBOT)

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December 19, 2023

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# PARKING MANAGEMENT

In October 2023, Lewis & Clark College (LC) conducted an employee and student mode split survey. (A survey was not conducted in 2021 due to Covid.) The survey results are attached as Exhibit A. The highlights of the survey are:

- Response Rate
  - Total response rate: 50%
  - Student response rate: 47%
  - Faculty/Staff response rate: 65%
- Non-SOV mode rate: 75% (sov trips: 25%)
  - This mode split outperforms the benchmark of 46% or better by January 2024, as stated in the TDMP.

**Figure 1: Mode split for LC community breakdown:**

Commute Method	Total Expected Weekly Trips			Percent of Total Weekly Trips
	Employees	Students	Total	
Drive Alone	2252	4023	6275	25%
Carpool/Shuttle	377	1366	1743	7%
Bus (TriMet)	117	198	315	1%
Bike/Walk	421	567	988	4%
Telecommute	613	34	648	3%
Live on Campus	0	15176	15176	60%
<b>Total</b>	<b>3781</b>	<b>21365</b>	<b>25146</b>	<b>100%</b>

LC increased the parking permit rate by 4% in 2020-21. Parking rates were not increased in the following years due to Covid impacts and other factors. We plan to implement an additional 4% increase in 2024-25 and potentially again in 2025-26. The current permit rates for annual/semester permits are \$374.00/\$187.00.

LC has reached out to Parking Kitty to explore the possibility of utilizing their platform for permitting. The Parking Kitty platform is currently not suitable for LC because they lack an enforcement application that can be used to issue citations. During these conversations, Parking Kitty representatives stated that a new product was being considered but realistically would not be available until 2025. LC has requested to be updated if an enforcement application is scheduled for launch and will reconsider adopting the platform if suitable.

LC will implement a booting process in spring 2024 aimed at reducing unregistered vehicle violators. In addition, LC is actively reviewing its policy regarding the towing of unregistered

vehicle violators with multiple citations, with the goal of increasing the use of towing as a tool to improve parking regulation compliance.

In the fall 2023, LC opened a new parking lot at our graduate school campus, which added an additional 86 parking spaces. LC will be adding 5 designated carpool spaces in this new lot. This will bring the total number of carpool spaces to 35, with plans to add additional spaces in summer 2024.

LC invested roughly \$40,000 in a License Plate Recognition (LPR) camera system to increase our patrolling efficiency. The LPR system was stolen in 2021 and replacing it has been delayed due to vendor supply issues. LC is optimistic that the new LPR system will be up and running in spring 2024. In addition to increasing our enforcement efforts, the LPR system should also LC create parking vacancy heat maps throughout the week, better enabling our ability to maximize use of existing parking spaces.

LC approved and implemented a parking citation escalation policy where a rate increase is automatic after multiple instances of the same violation. Most citations start at \$45 and increase to \$75, \$105, \$135, and capping at \$165. Please note there are higher rates associated with ADA and Fire Lanes violations. The full citation escalation breakdown can be found in the figure below.

**Figure 2: Parking Citation Escalation Rates**

Violation Type	1st Fine	2nd Fine	3rd Fine	4th Fine	5th Fine
Handicap Zone	\$190	\$450	\$480	\$510	\$540
Altered/Forged/ Misrepresentation Permit	\$105	\$135	\$165	\$195	\$225
Carpool Misrepresentation	\$105	\$135	\$165	\$195	\$225
Fraud/Stolen Permit	\$105	\$135	\$165	\$195	\$225
Unauthorized Vehicle Registration/Permit	\$150	\$180	\$210	\$240	\$270
Unregistered Vehicle	\$75	\$135	\$165	\$195	\$225
Tow/Relocate	\$75	\$105	\$135	\$165	\$195
Fire Lane	\$75	\$105	\$135	\$165	\$195
Loading Zone	\$75	\$105	\$135	\$165	\$195
Reserved Space	\$75	\$105	\$135	\$165	\$195
Immobilization (Booting)	\$75	\$105	\$135	\$165	\$195
Neighborhood Parking	\$45	\$75	\$105	\$135	\$165
Blocking	\$45	\$75	\$105	\$135	\$165
Moved Barricades	\$45	\$75	\$105	\$135	\$165

No Parking Zone	\$45	\$75	\$105	\$135	\$165
Occupy Multiple Spaces	\$45	\$75	\$105	\$135	\$165
On Landscaped Area	\$45	\$75	\$105	\$135	\$165
Satellite Lots Only	\$45	\$75	\$105	\$135	\$165
Service Area Only	\$45	\$75	\$105	\$135	\$165
No Permit	\$45	\$75	\$105	\$135	\$165
Improper Display	\$45	\$75	\$105	\$135	\$165
Expired Permit	\$45	\$75	\$105	\$135	\$165
Overtime Parking	\$45	\$75	\$105	\$135	\$165
<b>Moving Violations</b>					
Disregard Traffic Control	\$75	\$105	\$135	\$165	\$195
Exceeding Speed Limit	\$75	\$105	\$135	\$165	\$195
Wrong Way on One-Way	\$75	\$105	\$135	\$165	\$195

Another strategy for reducing transportation and parking impacts has been to increase the use of telecommuting. LC has adopted a new [Staff Remote Work Policy](#). The policy generally provides for remote work on one day per week, or up to two days in appropriate cases, for employees in appropriate positions, unless specific circumstances warrant a different arrangement. As a result, telecommuting by LC employees has increased from 1% in 2019 to 16% in 2023..

Finally, first-year students continue to be prohibited from registering a vehicle on campus. The limitation is robustly enforced, with only a limited number of exceptions allowed in extenuating circumstances. LC has only issued nine first-year exemptions for the fall semester of 2023.

# FINANCIAL SUBSIDIES

LC continues to offer our community a 75% subsidized monthly TriMet HOP pass (student cost: \$25) and a 10 pack of 2.5 hour passes (student cost: \$6.25).

- Annual LC Expense: ~ \$50,000

LC continues to offer a free shuttle option in addition to TriMet's services that can be used by all students, faculty and staff. The Pioneer Express has a 45 min route in the mornings that goes from Portland State University to Lewis & Clark. The route expands in the afternoons and weekends to drop off at nearby groceries and services. A few additional facts about the Pioneer Express:

- 68-passenger shuttle
- Operating costs have increased ~79% from roughly \$223,000 (2019) to more than \$400,000 (2023).
- In 2023, a free Pioneer Express Shuttle phone application was developed that provides real time shuttle tracking, notification alerts, and tracks ridership data. The hardware costs/install were roughly \$17,000 and annual service fees are estimated to be roughly \$5,000.
  - The application was developed by Bishop Peak Technologies.
  - The application is available on both iOS and Android operating systems.

The campus continues to be served by a variety of multimodal facilities that provide students, staff, and visitors with access via walking, cycling, transit, in addition to automobiles.

TriMet Partnership:

- Since 2020, TriMet has offered 3 routes that have served LC.
  - Route 38 - This route provided service between Tualatin, Lake Oswego and downtown Portland. TriMet ended this route in 2023.
  - Route 39: This route provided service between the College, Burlingame and Hillsdale. This route was altered in 2023 to no longer stop near the LC campus.
  - Route 35T: In conjunction with the ending of the 38 and 39 routes, TriMet expanded the 35T route in 2023. TriMet provided this route option after input from the college about the importance of maintaining mass transit access to campus. The new route connects the Lewis & Clark campus to Lake Oswego, Downtown Portland, and terminates near the University of Portland Campus.
  - The new 35T route currently stops north of the traffic circle by the LC Law Campus. LC and TriMet are working to relocate the stop to immediately north of the traffic circle in order to enhance safety and ridership. The new stop will require construction of ~80 sq feet of sidewalk and is estimated to cost \$80,000. The stop will provide a safer space for students, faculty, staff and visitors, will provide better lighting and be in sight of our security cameras, and will provide

better access to persons with disabilities. We hope to have this work completed by the beginning of the 2024-25 academic year.

# BIKE AND CAR SHARE

## Bike Share

COVID-19 resulted in our bike share partner, Zagster, ending their service agreement with the institution. Currently, there is no bike share on campus. LC does, however, have a student-run bike co-op and we have begun initial discussions with them about additional programming. In addition, the new T&P Manager is committed to re-evaluating bike share, especially as our campus bike infrastructure increases with additional capital project investments in bike parking (see below).

## Car Share

LC continues to partner with ZipCar Car Sharing. COVID-19 led to the reduction of vehicles from 5 to 3, but we are in discussion to add 1 more vehicle in Spring 2024. The new T&P Manager will continue to consider expanding partnerships, as well as looking at exploring additional car sharing options. See chart below for most up-to-date utilization data.

**Figure 3: ZipCar Utilization Rates over the past 12 months**

Date	Total Trips	Utilization Rate	Total Active Accounts
2023-11	65	30.10%	TBD
2023-10	190	24.30%	303
2023-09	162	25.10%	308
2023-08	40	6.00%	298
2023-07	44	6.40%	302
2023-06	54	4.20%	307
2023-05	131	12.30%	306
2023-04	288	29.80%	309
2023-03	245	34.90%	316
2023-02	248	30.30%	325
2023-01	185	17.40%	328
2022-12	162	16.70%	321
2022-11	258	31.90%	324

# BIKE INFRASTRUCTURE

In 2021, LC invested in campus building improvements and entered into a 5-year agreement with the city to upgrade campus bicycle parking per title 33.258.070 Dc and 33.258.070 2a(3).

- \$1M Investment - 4 year project
- Estimated completion date: 2026
- Adding additional long-and-short-term bike spaces (see figure below)
- Developing construction plan for a Graduate School campus bike parking facility meeting both long- and short-term bike storage needs.
- Adding EV e-bike charging spaces

**Figure 4: Table summaries existing, code required, and proposed bicycle racks for long- and short-term bicycle parking on campus.**

Use(s) and Specific Use	Long-Term Spaces			Short-Term Spaces		
	Existing	Code Required #	Proposed #	Existing	Code Required #	Existing # to Remain/ Respaced
Group Living: Dormitory	190	220	228	122	88	no new proposed spaces
College: Excluding Dormitories	0	45	47	229	56	200