



Transportation Census 2017

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OVERVIEW

The goal of the OHSU Transportation Census is to listen directly to daily commuters, OHSU's employees, so OHSU can use their feedback to improve accessibility for all.

2,253 employees participated in the 2017 OHSU Transportation Census. Respondents at 15 work sites answered 21 questions.

This is the second annual census since the employee commute options survey was brought in-house in 2016 to improve reporting accuracy and analysis.

Since Marquam Hill represents 71% of all employee commuters, and is central to many of OHSU's transportation challenges, most example results focus on this campus. However, similar results can be pulled for any of the surveyed work sites.

Changes since the 2016 Census:

- Improved
 - Telecommute tracking
 - work site matching
- New
 - buildings
 - years commuting
 - 3rd party resources
- Revised
 - Reasons people drive or don't drive

CONTENTS

Overall results

- Recommendation: Create a TDM toolkit for all sites

Marquam Hill

- Recommendation: Build secure Marquam Hill bike facilities

Preferences

- Recommendation: Increase telecommuting

Trip planning

- Recommendation: Increase trip planning for new employees

Shift analysis

- Recommendation: Launch recommendations of Night Access Plan

Biking

- Recommendation: Promote bike share

Carpool

- Recommendation: Upgrade carpool matching technology

Driving

- Recommendation: Realign the cost of parking to incentivize less driving

Drop off rides

- Recommendation: Provide guaranteed back up to people who do not drive

Telecommuter

- Recommendation: Increase telecommuting

Transit

- Recommendation: Improve transit travel times

Walking

- Recommendation: Create a program for walking and running to OHSU.

Conclusion

Appendix

OVERVIEW

As needed, results are weighted with the random sample interval. For example, 1 in 21 Marquam Hill employees were randomly sampled while 1 in 2 CHH employees were sampled. To combine results between sites, a Marquam Hill respondent represents 21 people, while a CHH respondent represents 2. This calculation, where applied, is labeled, “estimated all employees,” in the chart.

2,253 respondents
15 work sites

ENVIRONMENTAL CONDITIONS

DATE	AVG TEMP (farenheit)	WEATHER	DAYLIGHT HOURS	GAS PRICE
May-15	61	SUN	15.5	\$3
Feb-16	50	RAIN	10	\$1.90
Sep-16	74	SUN	12.5	\$2.50
May-17	63	SUN/RAIN	14	\$2.50

TRANSPORTATION CENSUS SCOREBOARD

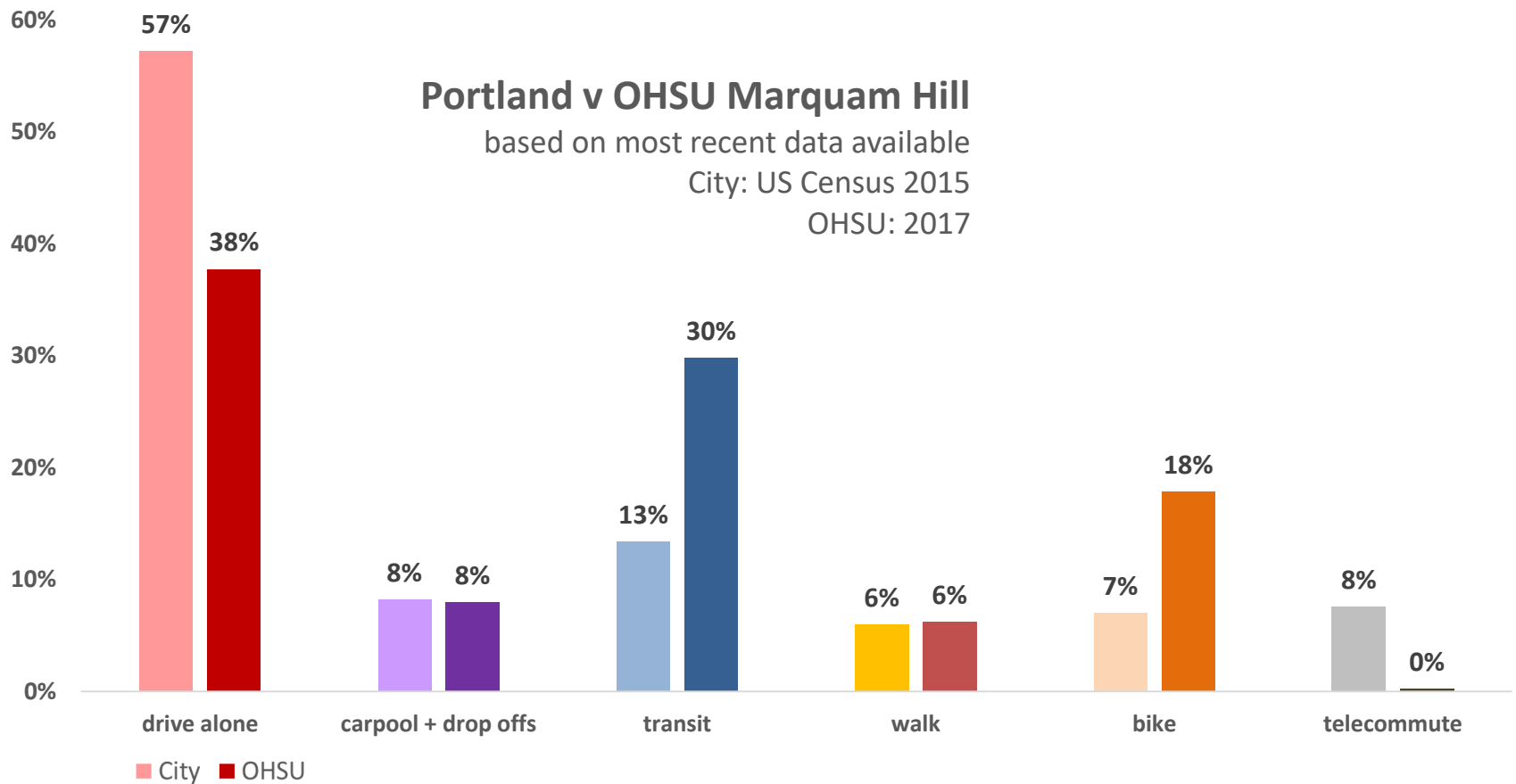
Location	Population	Percent of total	Selected	Completed	Completion Rate	Sample weight
BANCROFT	103	0.8%	103	86	83.5%	1.2
CHH	782	5.7%	390	322	82.6%	2.4
FOUNDATION	107	0.8%	107	82	76.6%	1.3
GABRIEL PARK	49	0.4%	49	38	77.6%	1.3
IPP	17	0.1%	17	13	76.5%	1.3
KNIGHT CANCER	67	0.5%	63	52	82.5%	1.3
LOWER MARQUAM	234	1.7%	234	182	77.8%	1.3
MACADAM	53	0.4%	53	48	90.6%	1.1
MARKET SQUARE & FIFTH AVE	765	5.6%	346	418	120.8%	1.8
MARQUAM HILL	8518	62.6%	493	401	81.3%	21.2
RICHMOND	112	0.8%	112	93	83.0%	1.2
RUSSELL STREET	12	0.1%	12	12	100.0%	1.0
SCHNITZER CAMPUS	540	4.0%	270	257	95.2%	2.1
UMG	119	0.9%	119	101	84.9%	1.2
WEST CAMPUS	474	3.5%	262	208	79.4%	2.3
OTHER				15		

OVERALL RESULTS

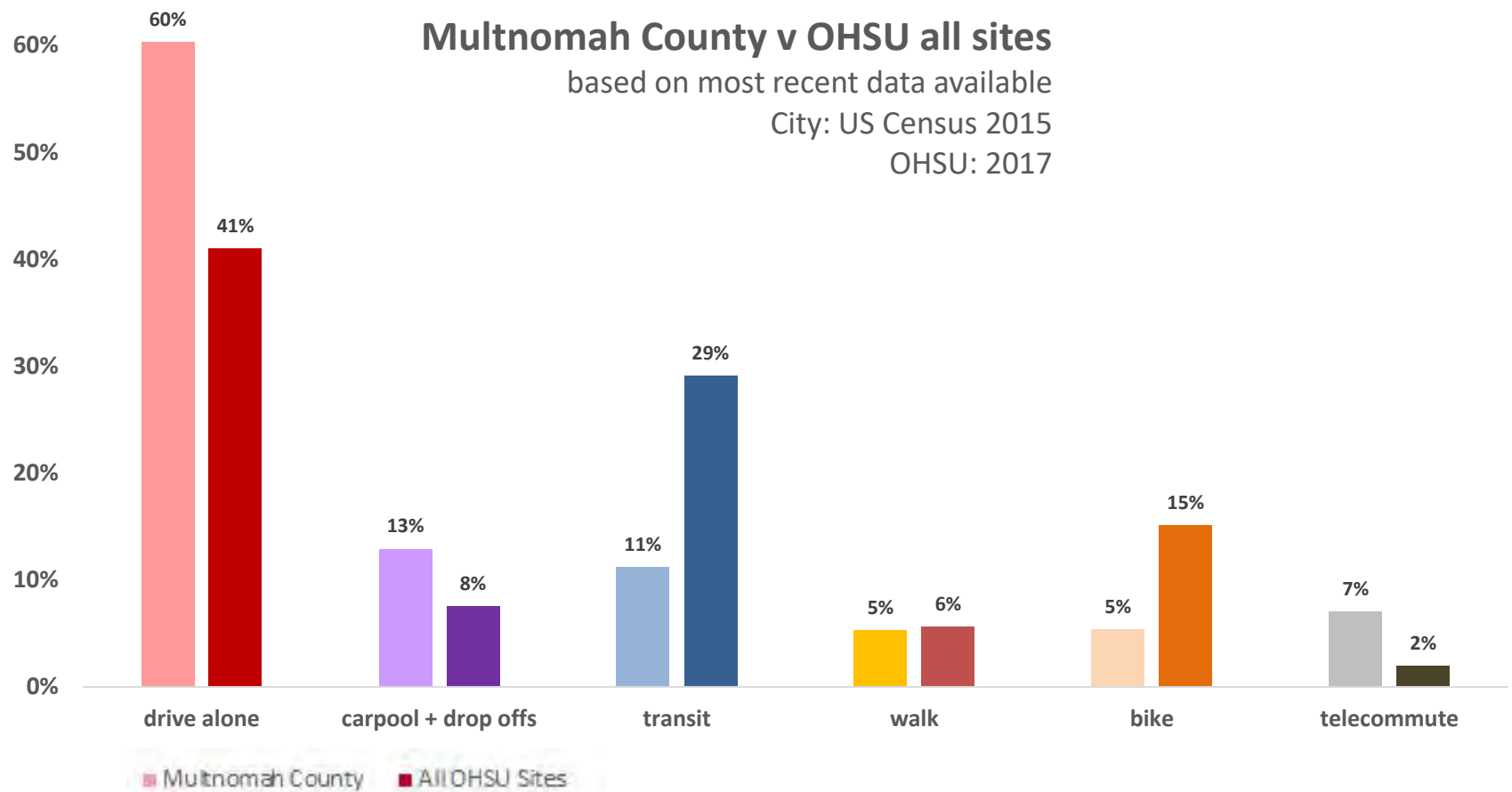


Transportation Census 2017

PORTLAND VS MARQUAM HILL

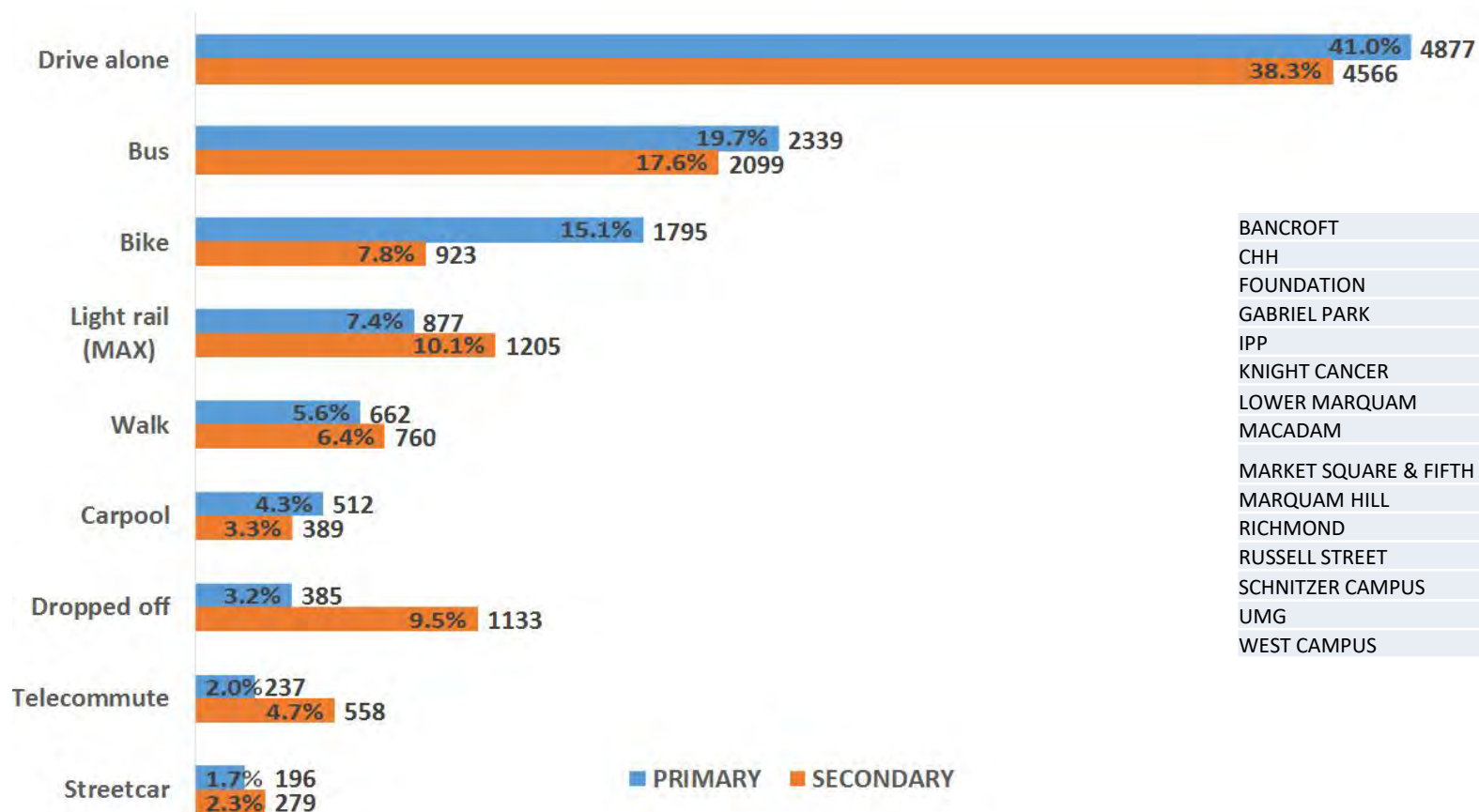


MULTNOMAH COUNTY VS ALL OHSU



ALL LOCATIONS

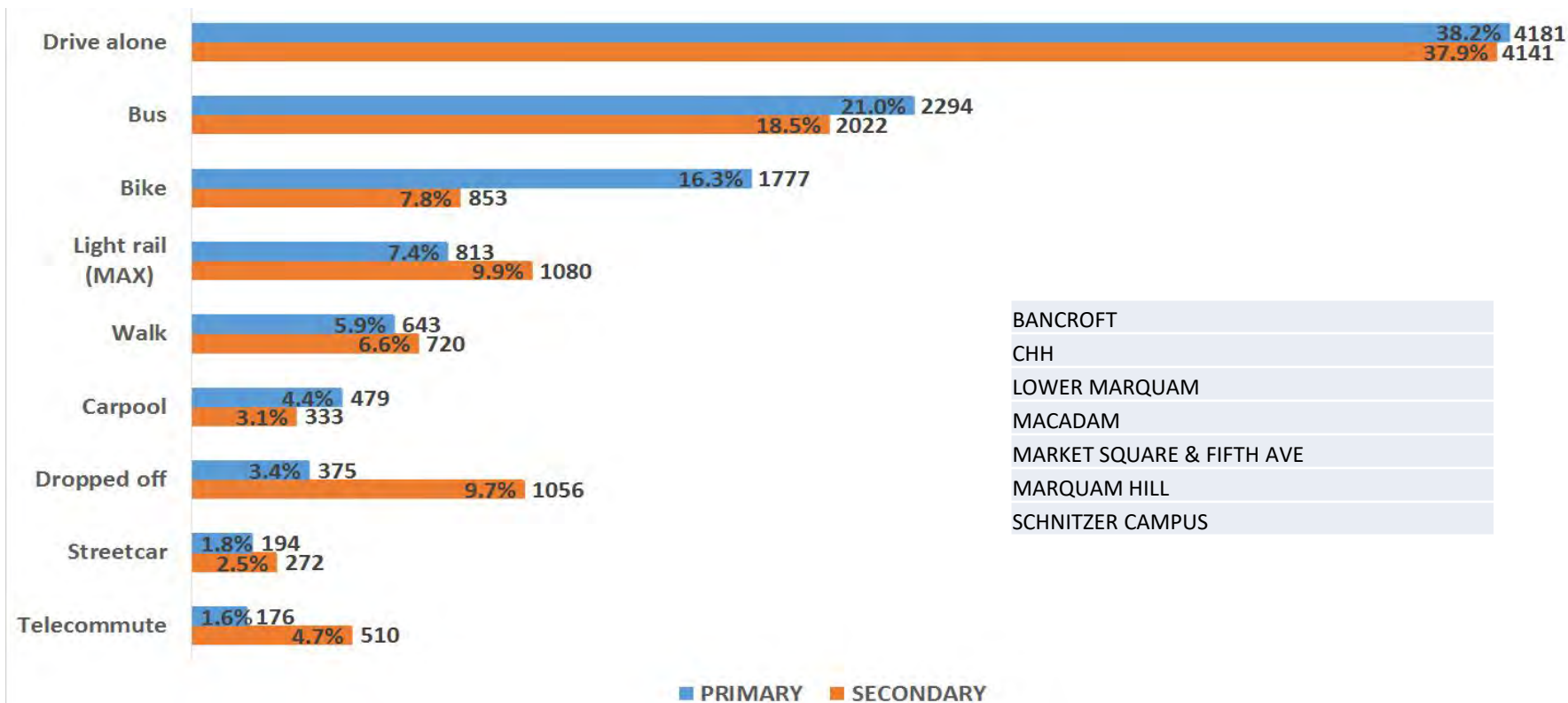
by percent and estimated trips, all locations



BANCROFT
CHH
FOUNDATION
GABRIEL PARK
IPP
KNIGHT CANCER
LOWER MARQUAM
MACADAM
MARKET SQUARE & FIFTH AVE
MARQUAM HILL
RICHMOND
RUSSELL STREET
SCHNITZER CAMPUS
UMG
WEST CAMPUS

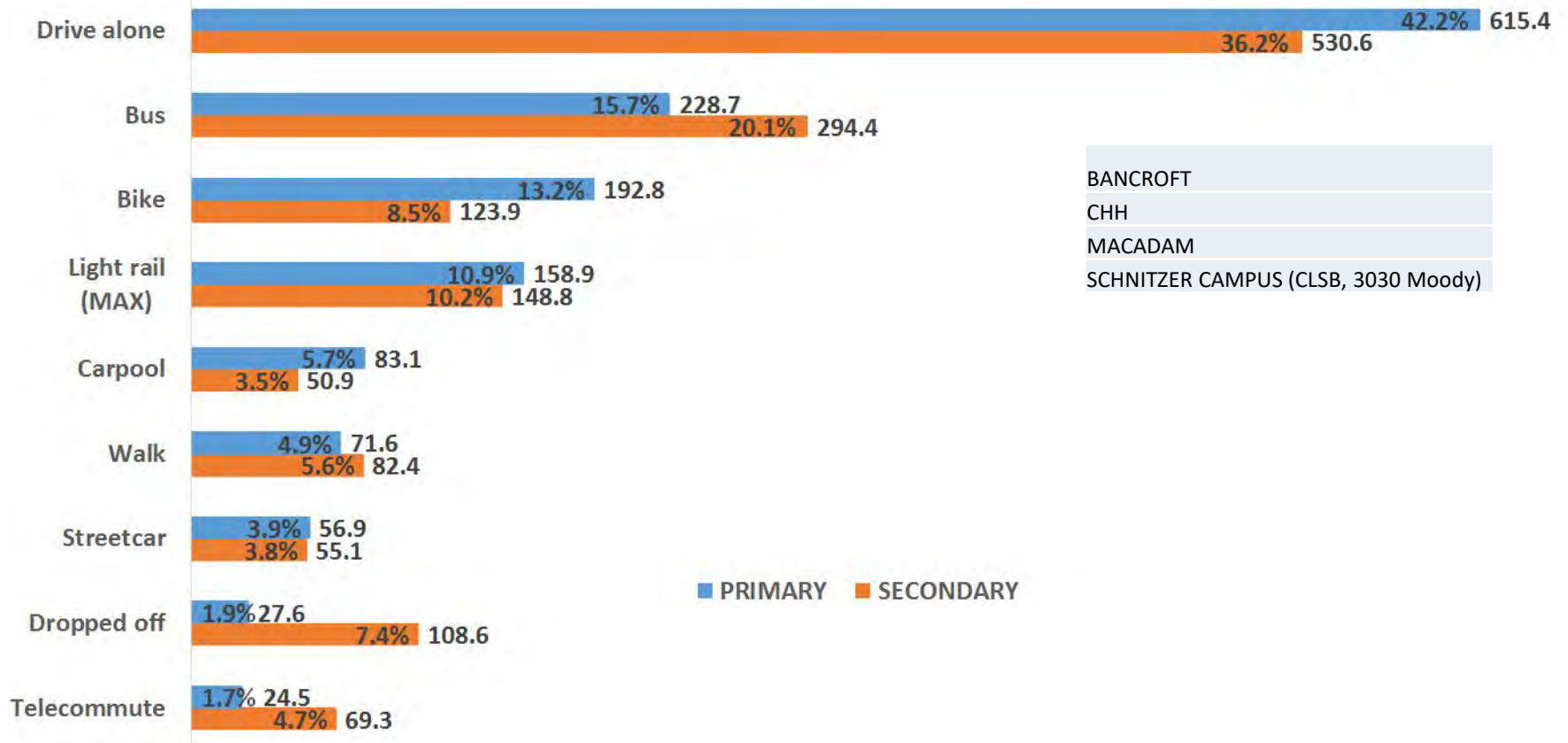
MANAGED LOCATIONS

by percent and estimated trips, all locations



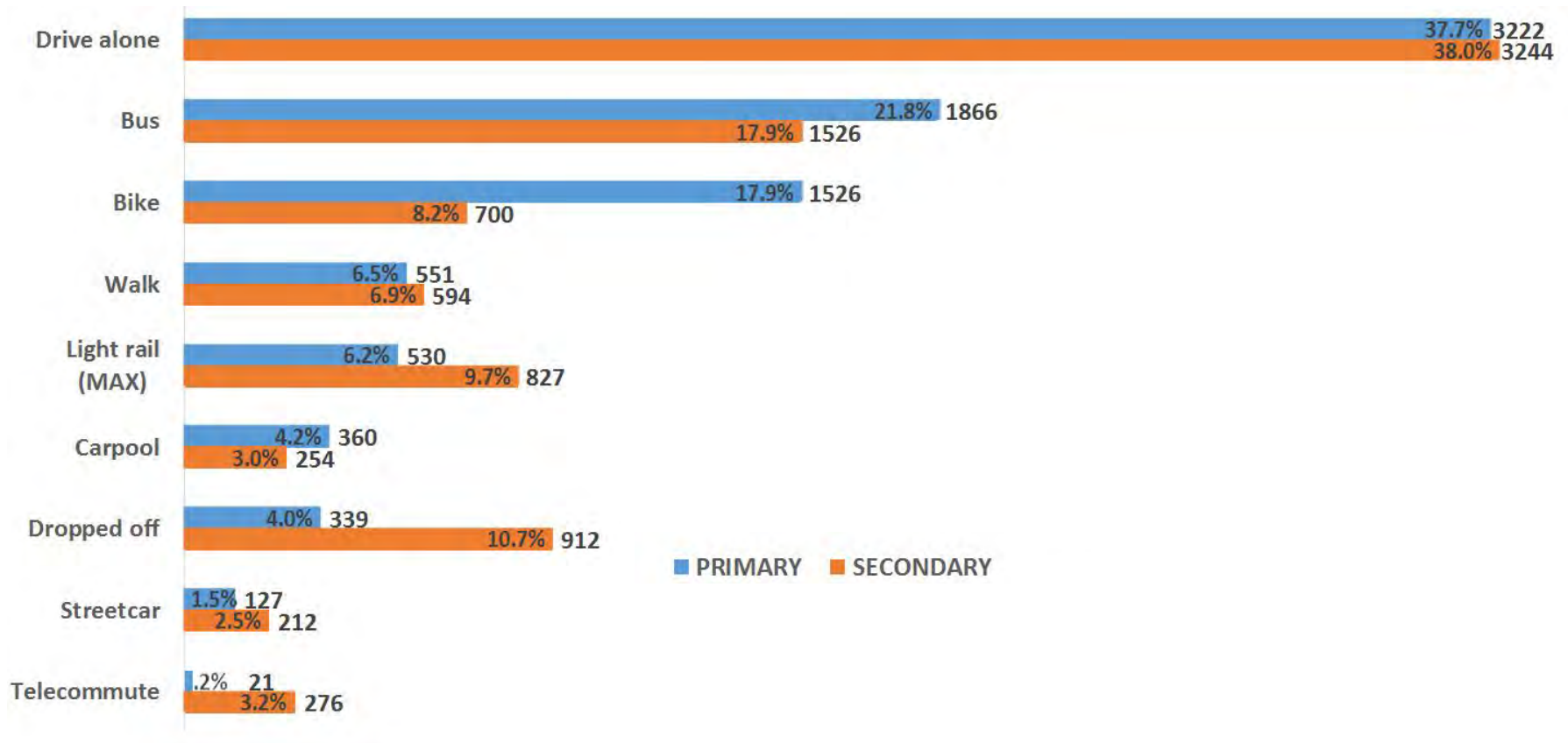
SOUTH WATERFRONT

by percent and estimated trips, all locations

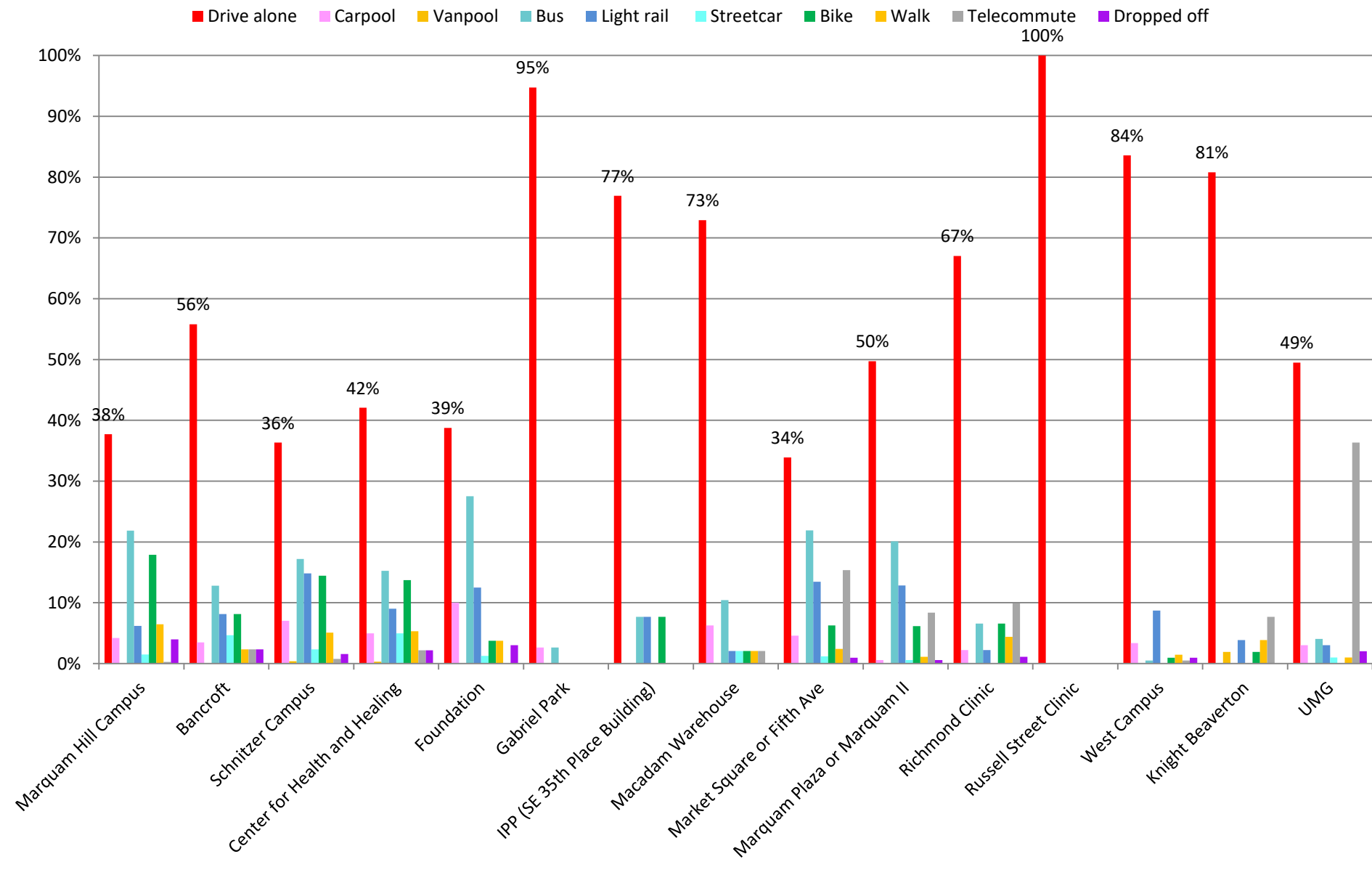


MARQUAM HILL

by percent and estimated trips, all locations



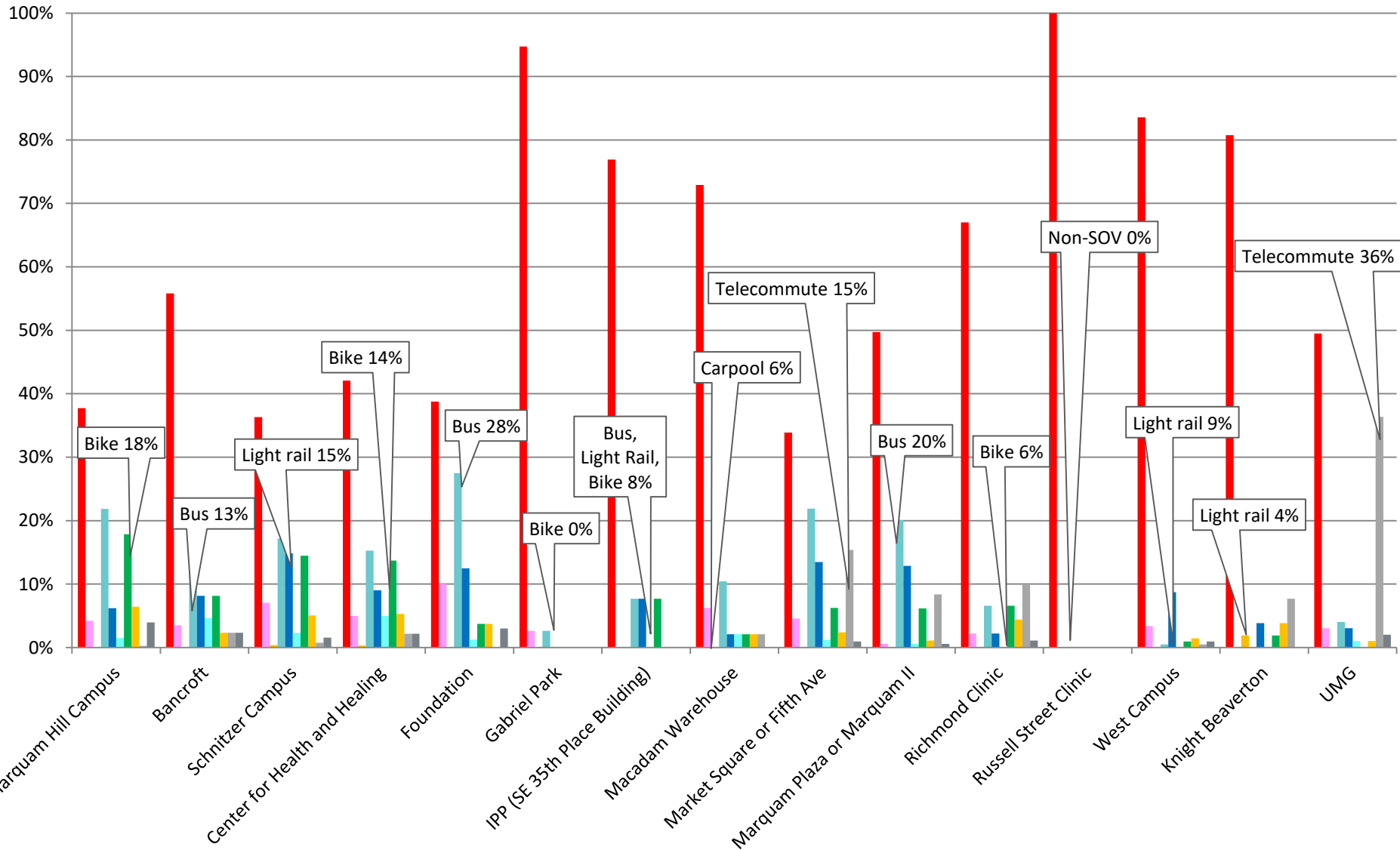
PRIMARY MODE BY LOCATION



PRIMARY MODE BY LOCATION

secondary indicators

Drive alone Carpool Vanpool Bus Light rail Streetcar Bike Walk Telecommute Dropped off



FINDINGS: All site planning

Transportation appear to be aligning with whether a site is managed by Transportation and Parking. The triangle of managed locations are located downtown, at South Waterfront, and Marquam Hill--along current OHSU Shuttle routes.

The more dispersed, unmanaged locations have a weaker TDM performance. Employees commute from all over the region and work all over the region.

RECOMMENDATION 1

Create a TDM toolkit for all sites that includes OHSU's best practices for TDM strategies including bike parking, nearby transit stops and adjacent cross walks, and outreach to support employees located anywhere.

RELATED: Preferences, Transit Analysis

MARQUAM HILL

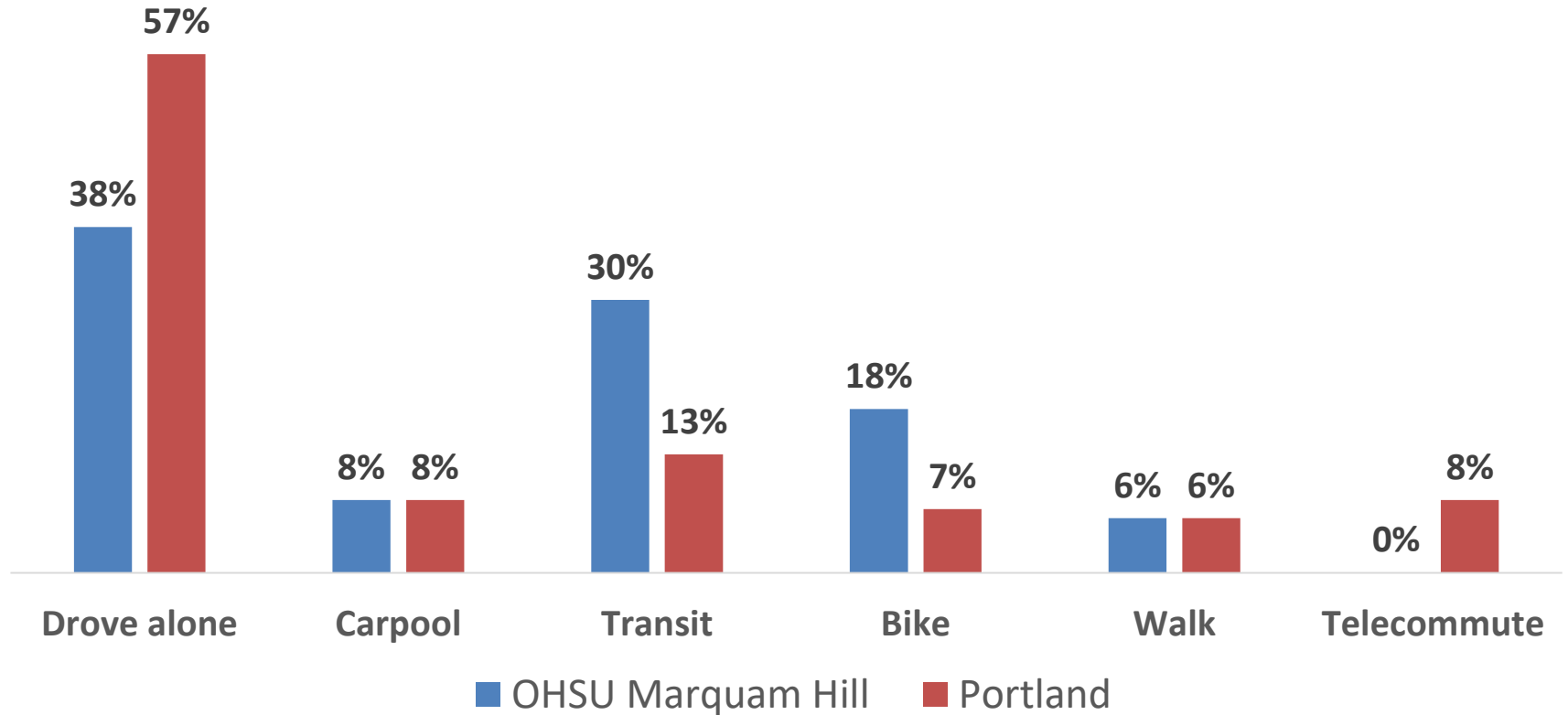


OHSU v PORTLAND

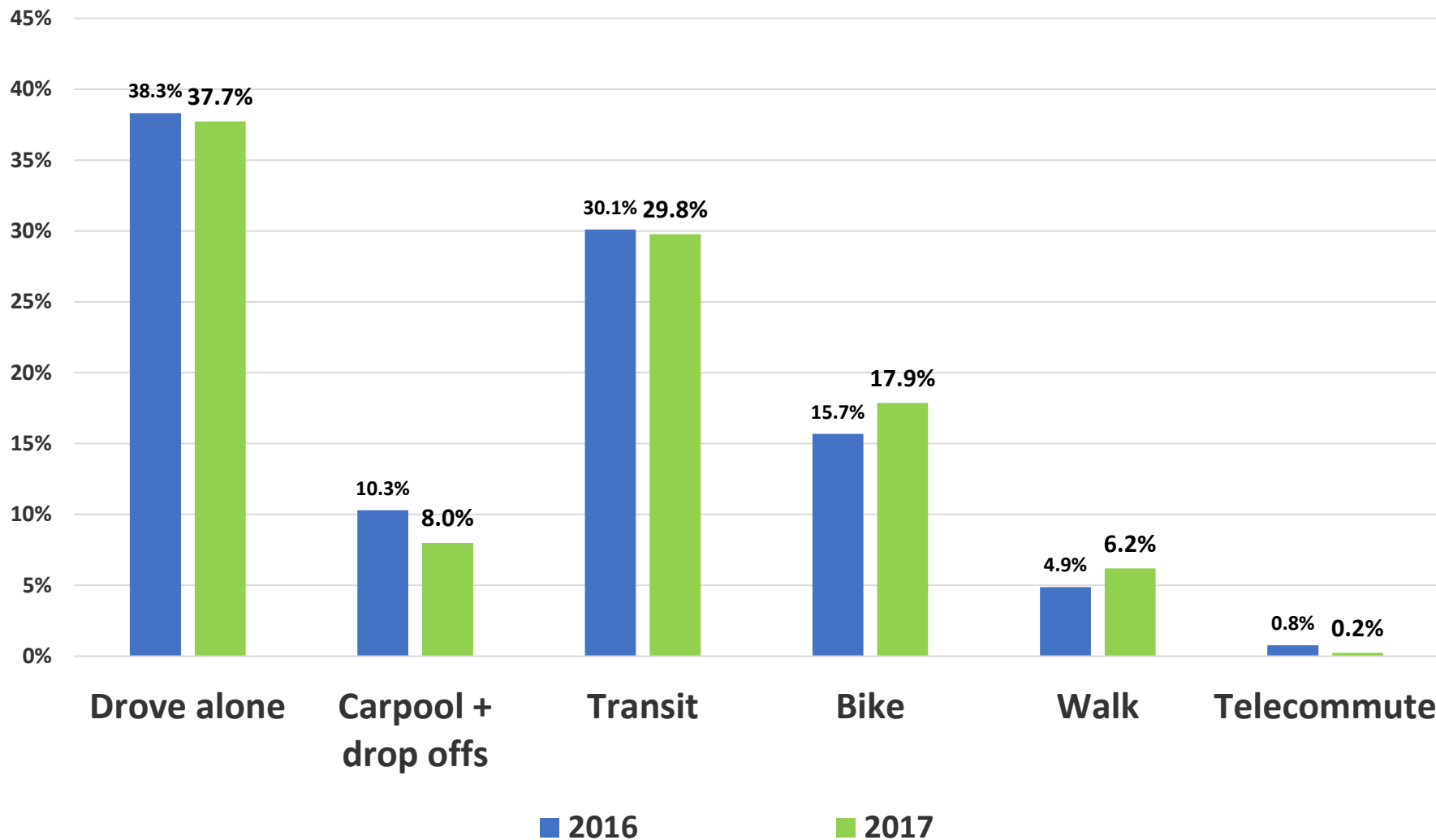
How is OHSU's largest and highest elevation campus performing vs the surrounding city?

Transportation Mode Split

Based on most recent data (Portland census, 2015 and OHSU census 2017).



Marquam Hill Census by Year



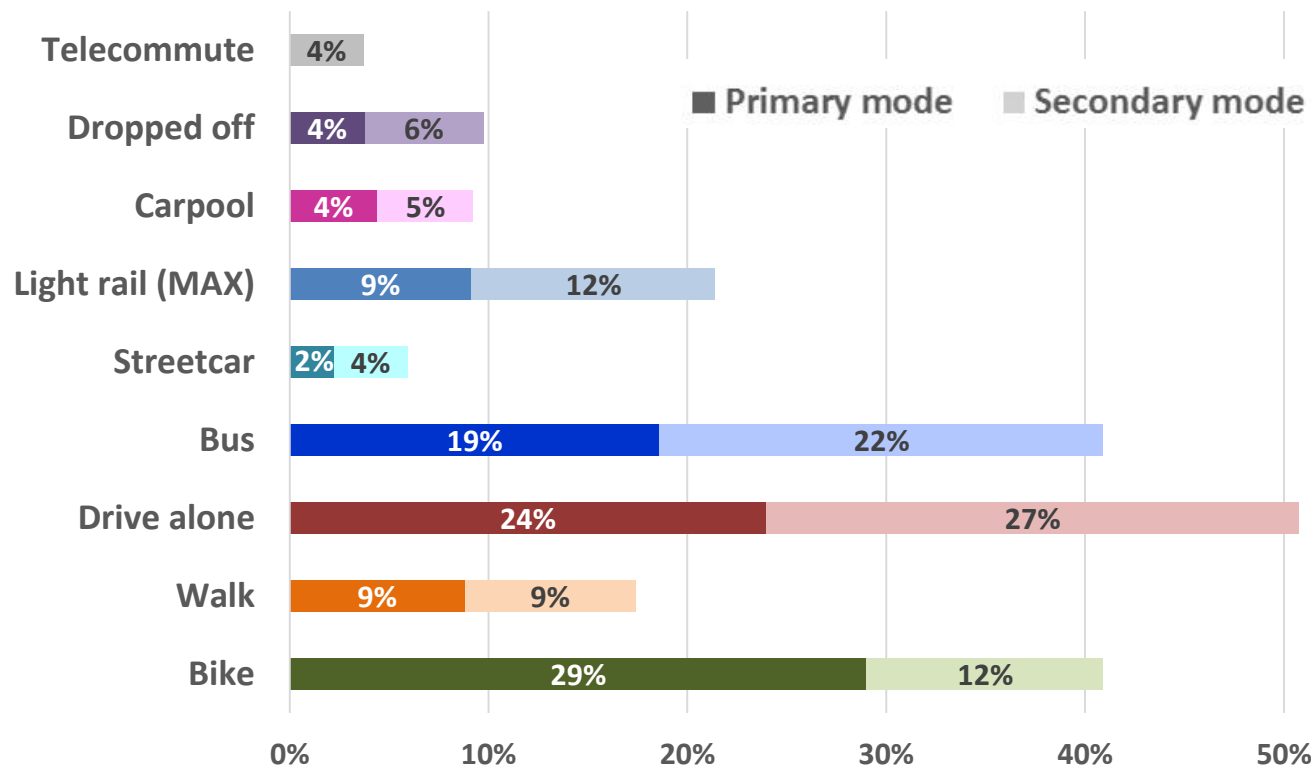
MARQUAM HILL AND THE TRAM

Compared to Marquam Hill's overall mode split, biking, walking, and transit are far above the norm.

Drop offs, carpools and telecommutes match the baseline.

Driving is way below the norm.

Employees who say the Tram has assisted their commute



FINDINGS: Marquam Hill

- Driving alone continues to edge down, against a regional uptick
- Carpool declines due to better tracking and overall trend
- Drop offs are a popular back up
- Transit is down slightly, tracking with regional and national trends
- Biking continues a climb, 1 in 4 (24%) people bike to OHSU as a primary or secondary mode
- Walking is up, after several years of flat lining

OHSU's TDM performance leads the city and the nation. However, carpools remain an issue. Newer lots don't have carpool lists. Long term single driver permits are cheaper than carpooling by day. The regional carpool network has not been upgraded in several years.

RECOMMENDATION 2

Build secure Marquam Hill bike facilities for at least 500 people.

Bike facilities are not keeping pace with growth. Two facilities have closed in the last 5 years due to department moves.

RELATED: Biking analysis, biking profile, carpool recommendation, transit recommendation

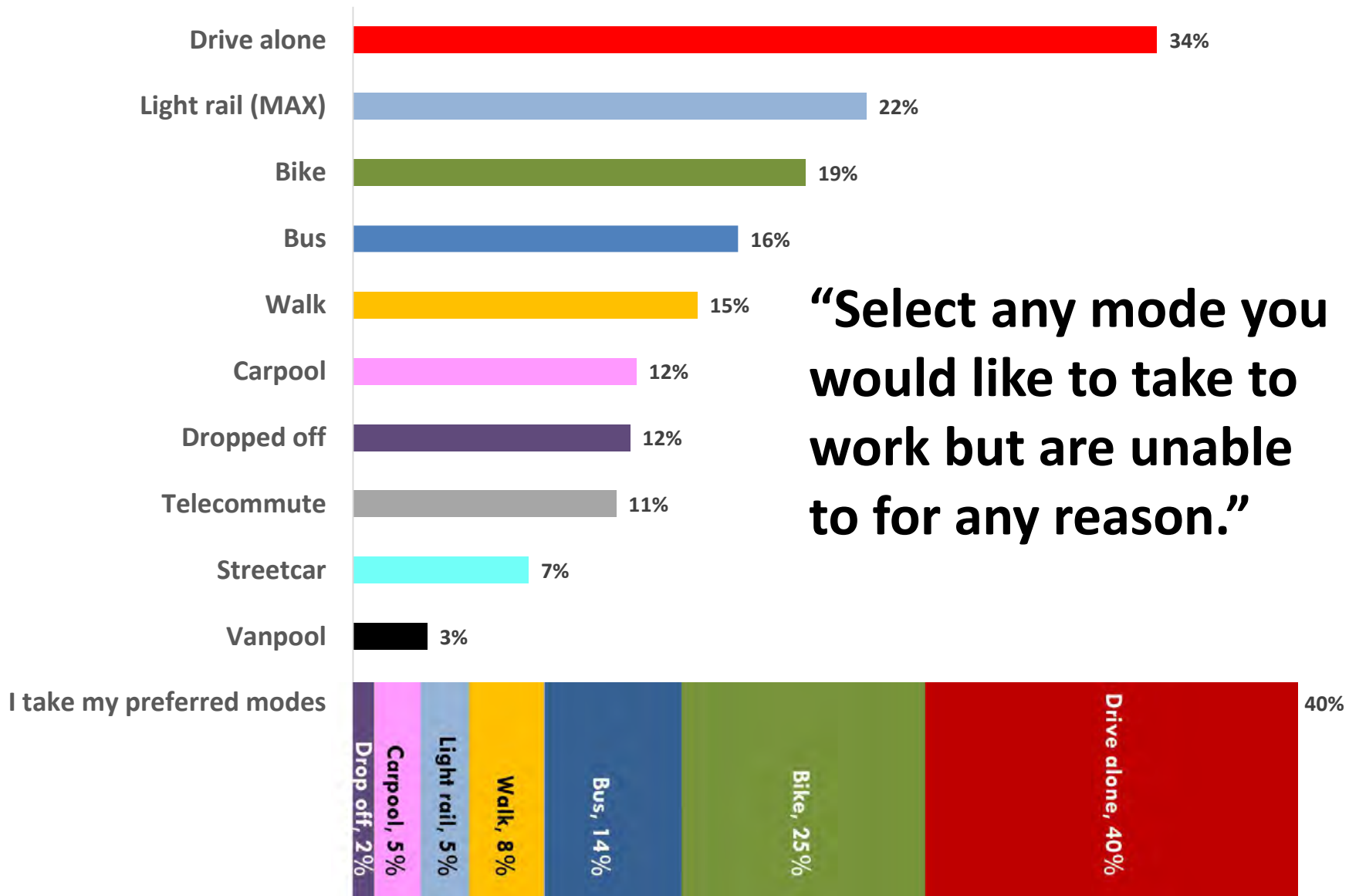


Transportation Census 2017

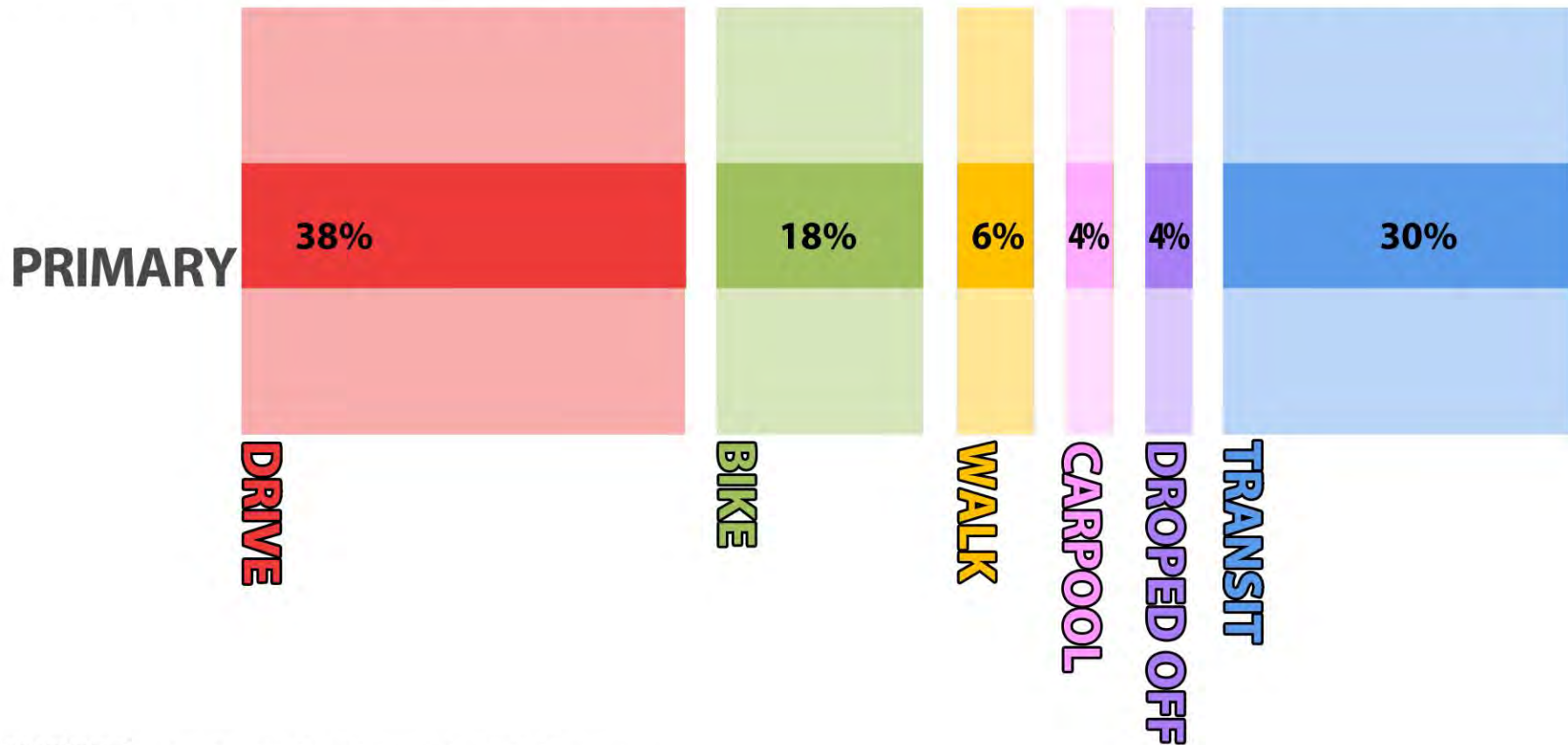


PREFERENCES

MARQUAM HILL EMPLOYEES

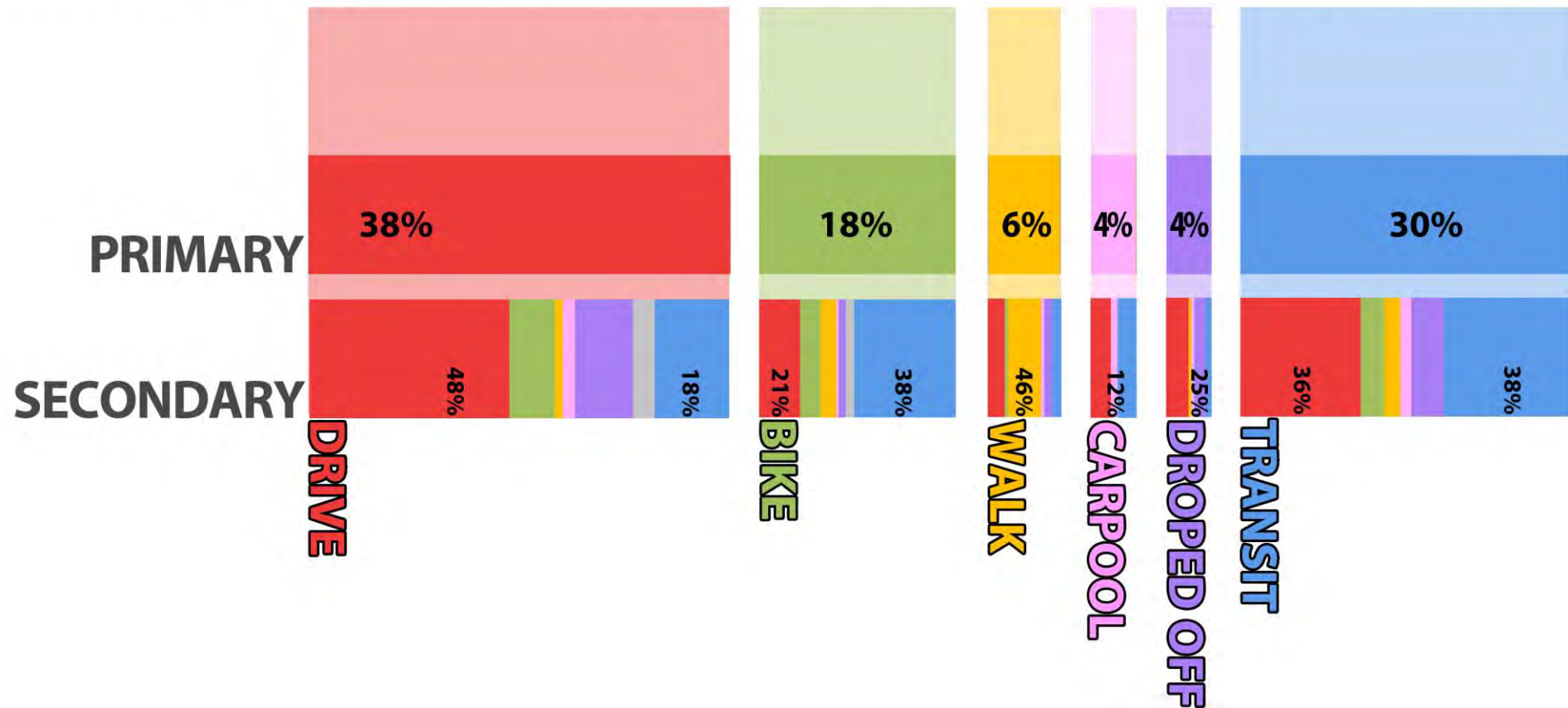


MARQUAM HILL EMPLOYEES



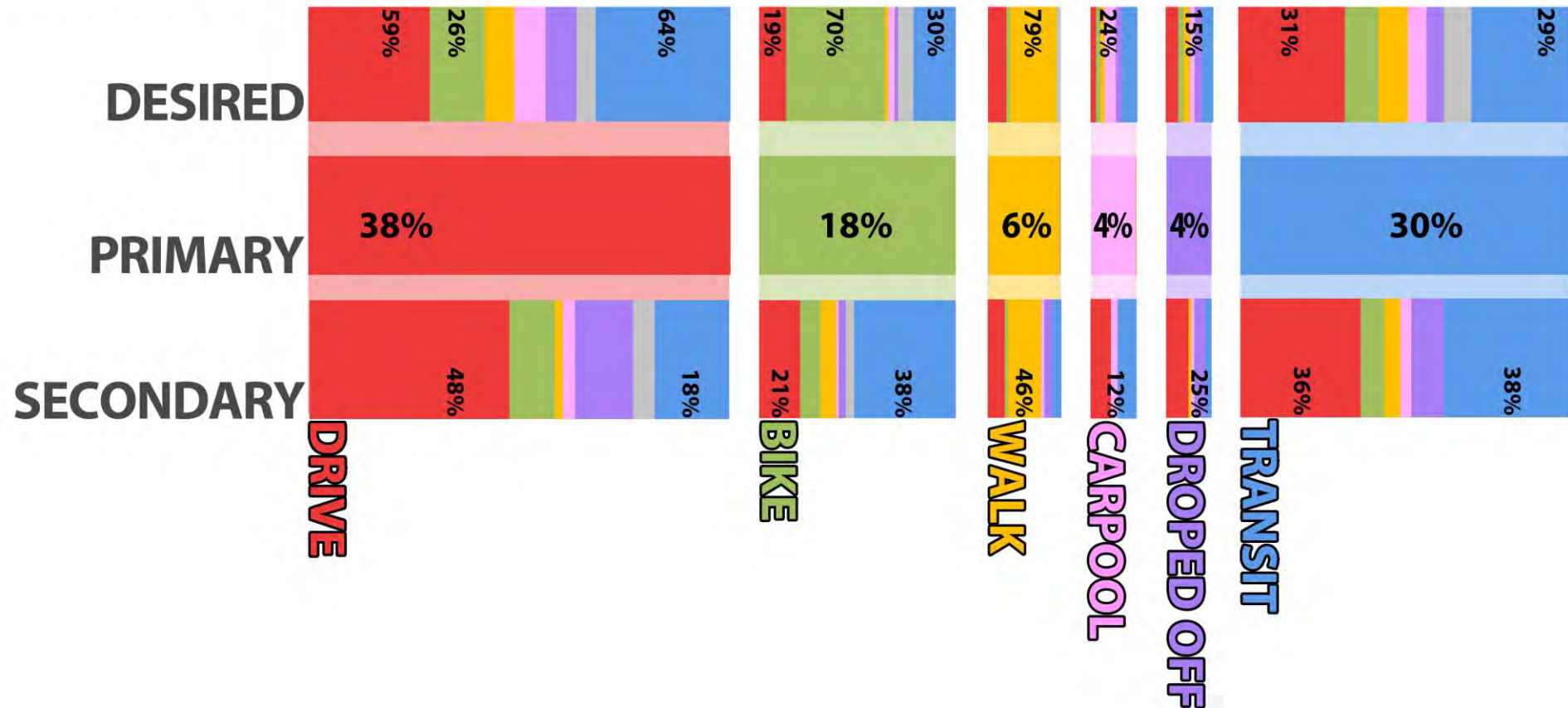
TELECOMMUTE was less than 1% of the primary mode split for Marquam Hill employees but appeared as a secondary and preferred mode elsewhere.

MARQUAM HILL EMPLOYEES



When primary mode is matched with secondary mode, we see that people tend to take multiple modes. OHSU commuters can't be easily broken into, "drivers," and, "bicyclists," for example so much as people who sometimes drive and people who sometimes bike.

MARQUAM HILL EMPLOYEES



When the modes people take are matched with the modes people want to take, the transportation profiles become even more complex. We see that people who walk, for example, appear more content with their current travel mode than people who take transit.

The number of drivers who ONLY drive is down 12% from 2016. 64% of drivers would like to take transit. 26% would like to bike.

Overall, only 18% of employees are exclusively drivers. Drivers' secondary mode is fairly evenly dispersed among biking, transit, and drop offs.

FINDINGS: Preferences

Living near work or working from home ensure the least time spent commuting. The most effective way to address many commuters' number one motive to drive (time), is to encourage living centrally and telecommuting.

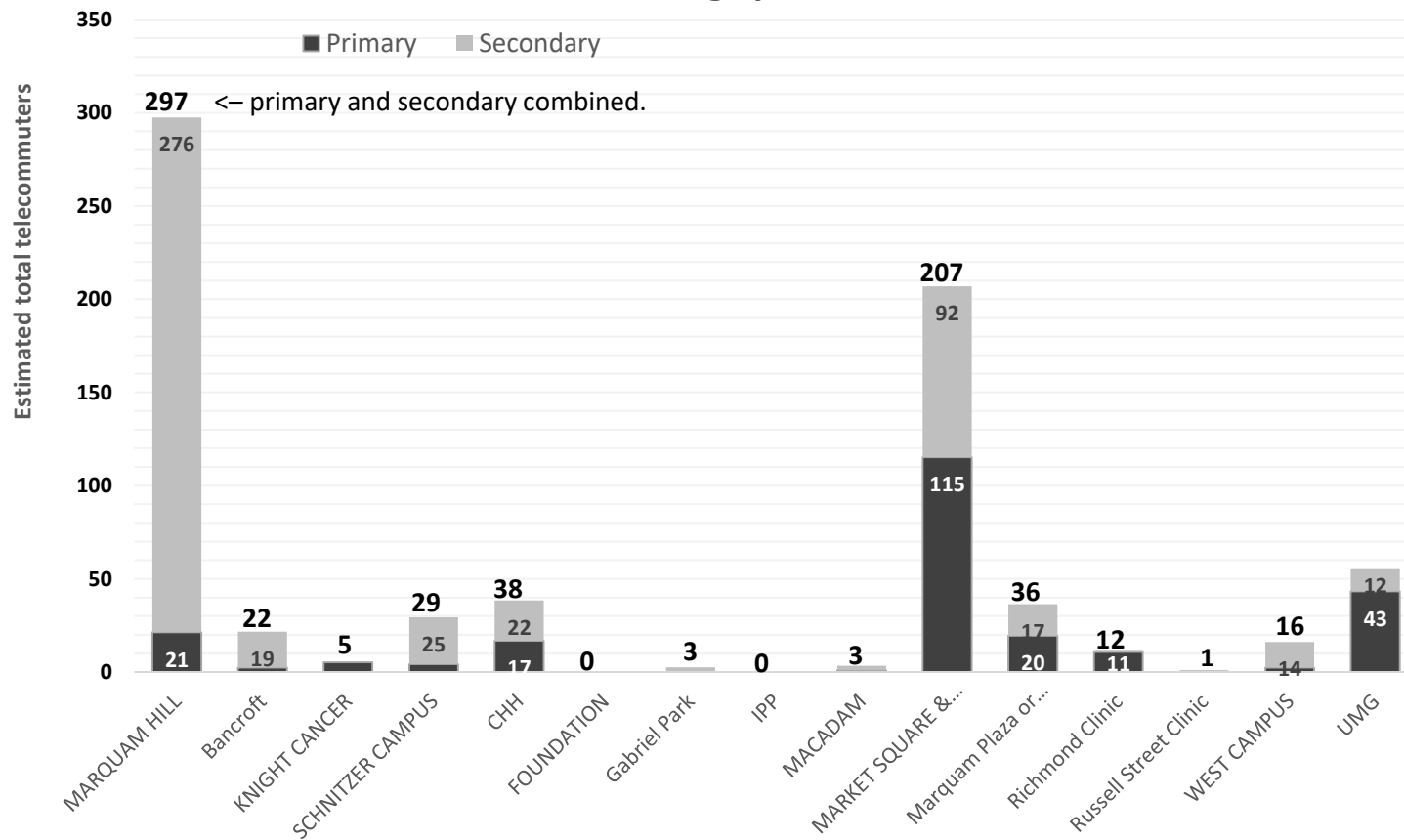
RECOMMENDATION 3

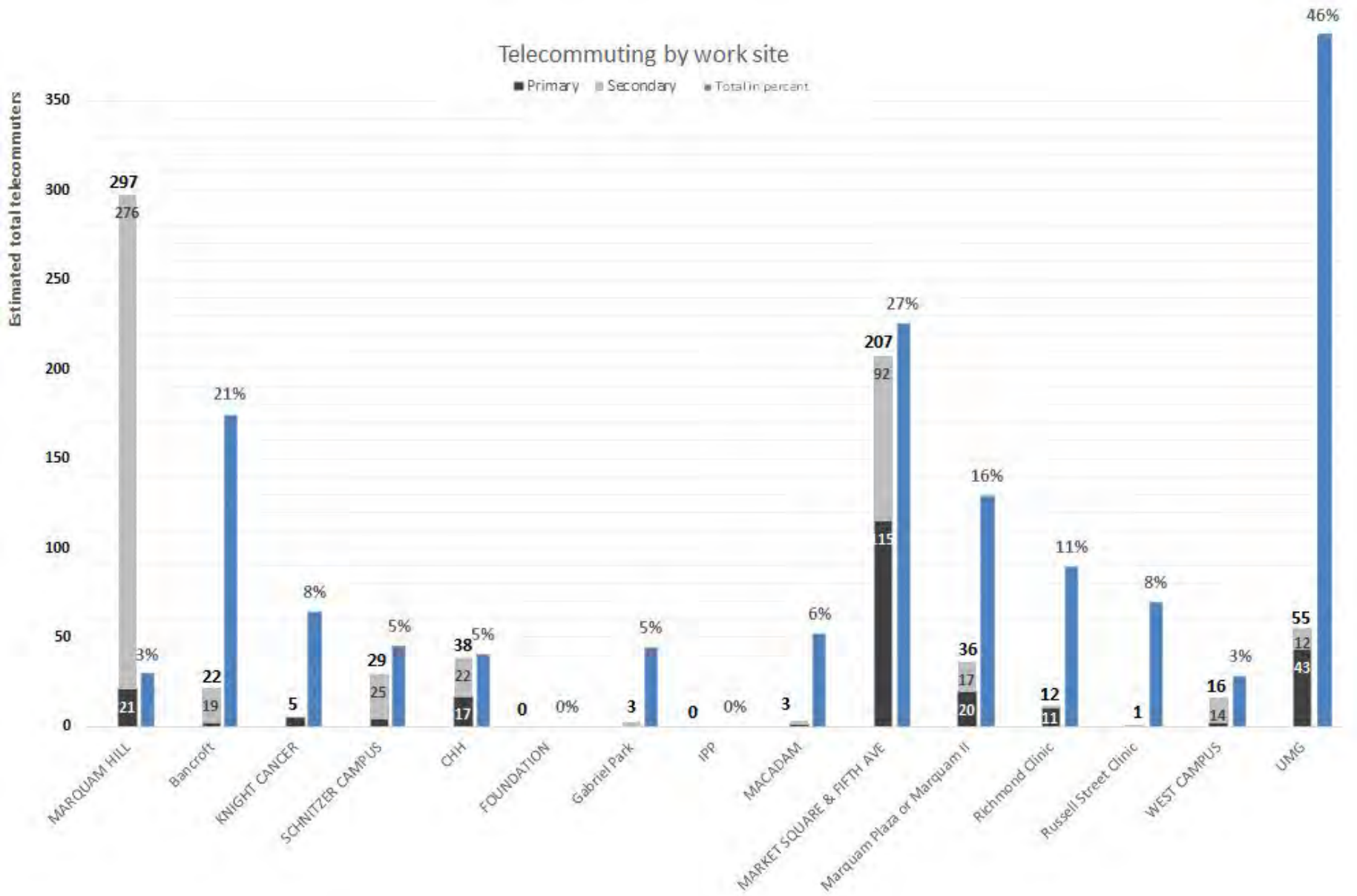
Increase telecommuting

Work with OHSU departments and ITG to make telecommuting a priority wherever possible. Make a goal of having OHSU meet the City average for telecommuting in 5 years.

RELATED: Travel times, telecommuter profile

Telecommuting by work site





- Overall telecommuting is 2%. For Portland, telecommuting is 8%
- Full time telecommuters are concentrated in Fifth Ave Building and UMG. Largely happy with their, “commute.”
- On Marquam Hill, it is largely a secondary option. If we weren’t tracking secondary options, telecommuters would be nearly invisible.
- Back up is driving (51%)
- 30% have long term parking permits

TELECOMMUTER COMMUTER PROFILES



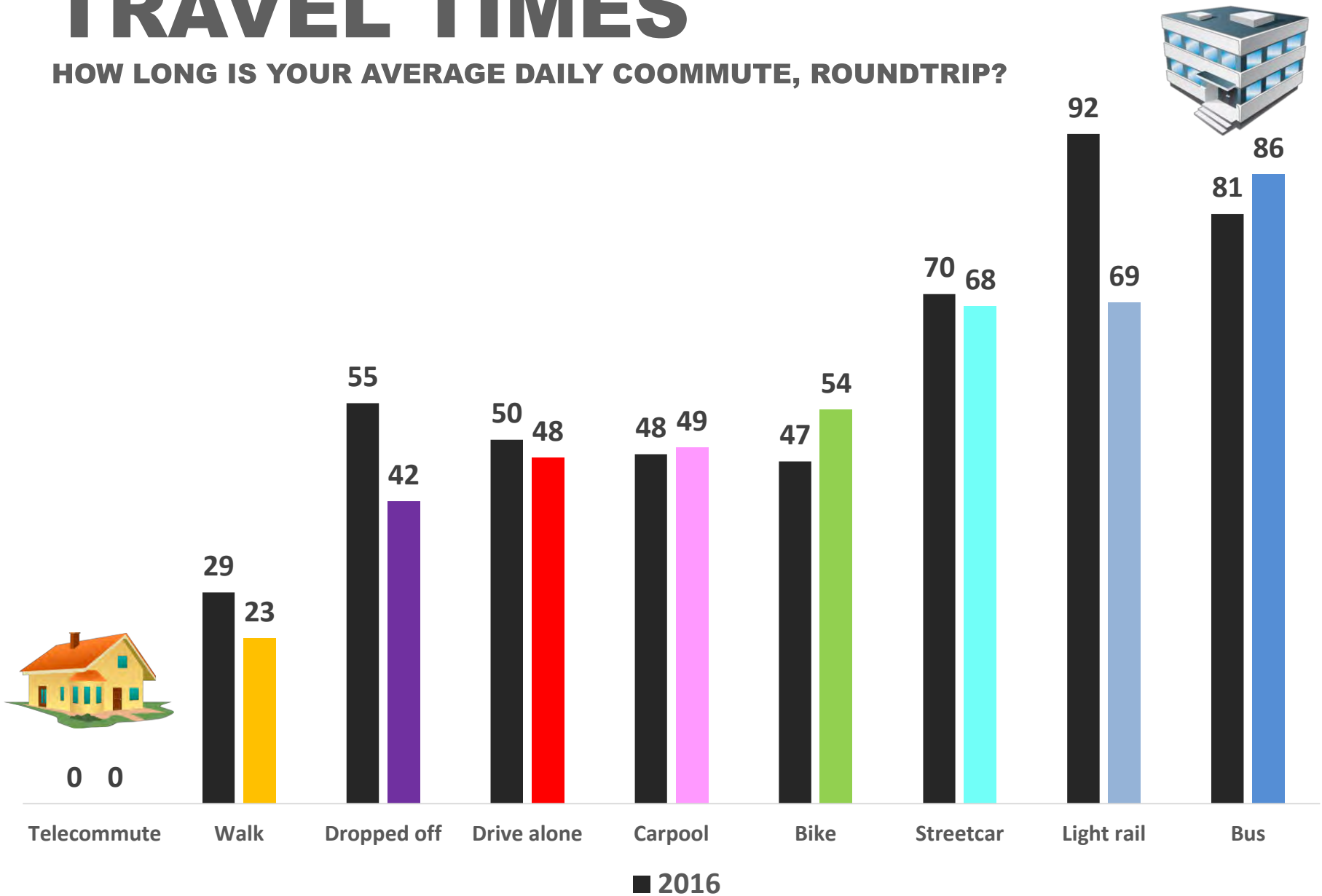
TRIP PLANNING



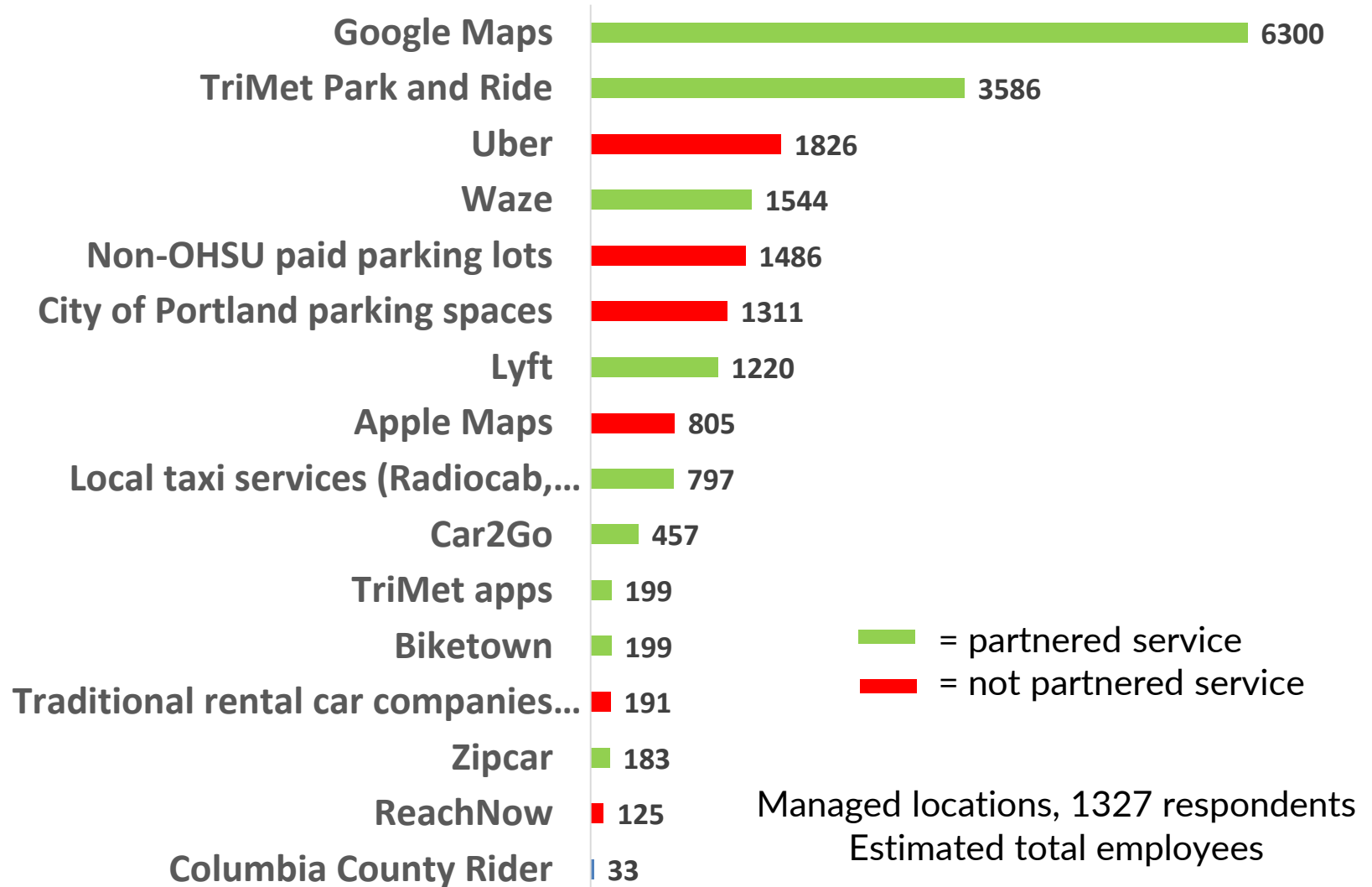
Transportation Census 2017

TRAVEL TIMES

HOW LONG IS YOUR AVERAGE DAILY COOMMUTE, ROUNDTrip?

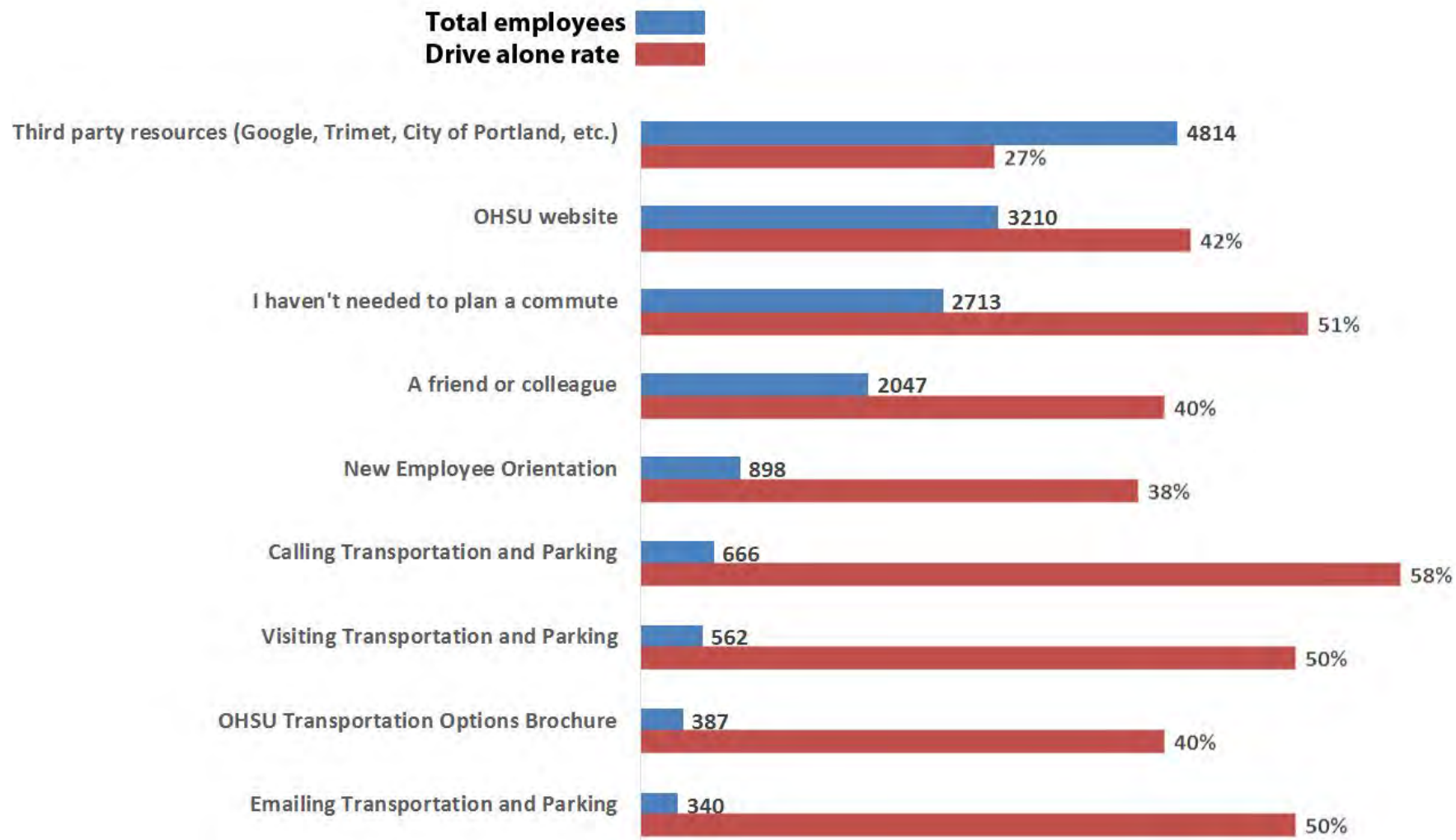


What 3rd party services have you used to ASSIST yourself or others to travel to OHSU?



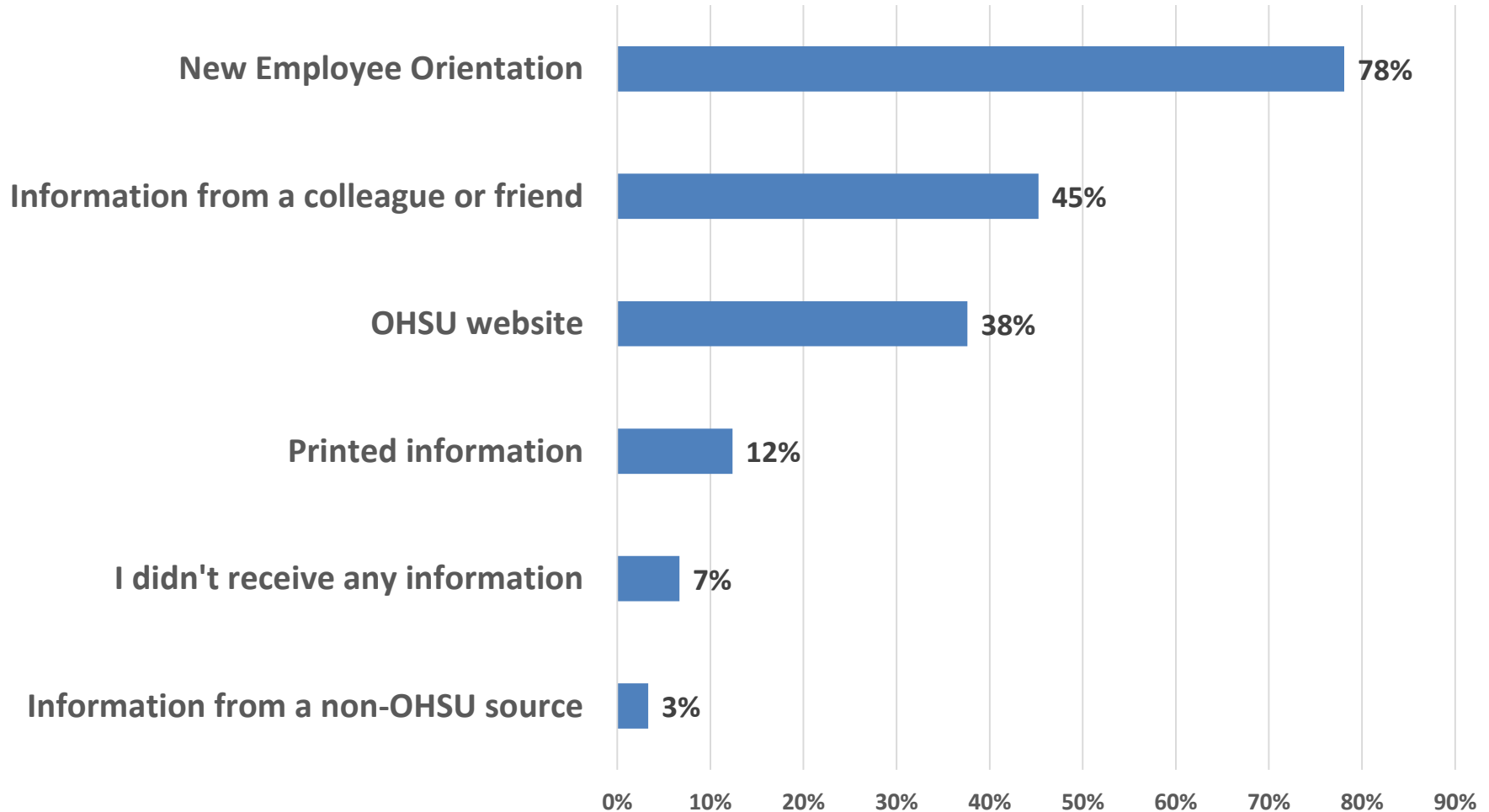
What resources have helped you PLAN a commute for yourself or others (patients, etc)?

1559 respondents, OHSU managed sites



What information about transportation and parking did you receive upon being hired at OHSU?

(Filtered to employees hired in the last 5 years)



ORIENTATION

TRANSPORTATION ORIENTATIONS

correlated to a 6% decrease in driving alone to campus

Oriented
employees



33%

Drive alone

Employees
Not oriented



39%

This subset of the 2017 Census looks just at the 762 employee respondents who say they began commuting to OHSU in the last 5 years.

601 reported attending orientation. 157 said they did not.

FINDINGS: Trip Planning

When people don't plan, they drive more (51%).

New employees, who have not formed lasting habits and are most open to trying new transportation options.

RECOMMENDATION 4

Increase trip planning for new employees

Expand trip planning assistance through additional staff time and outreach to any staff who request the service and to all new staff and students.

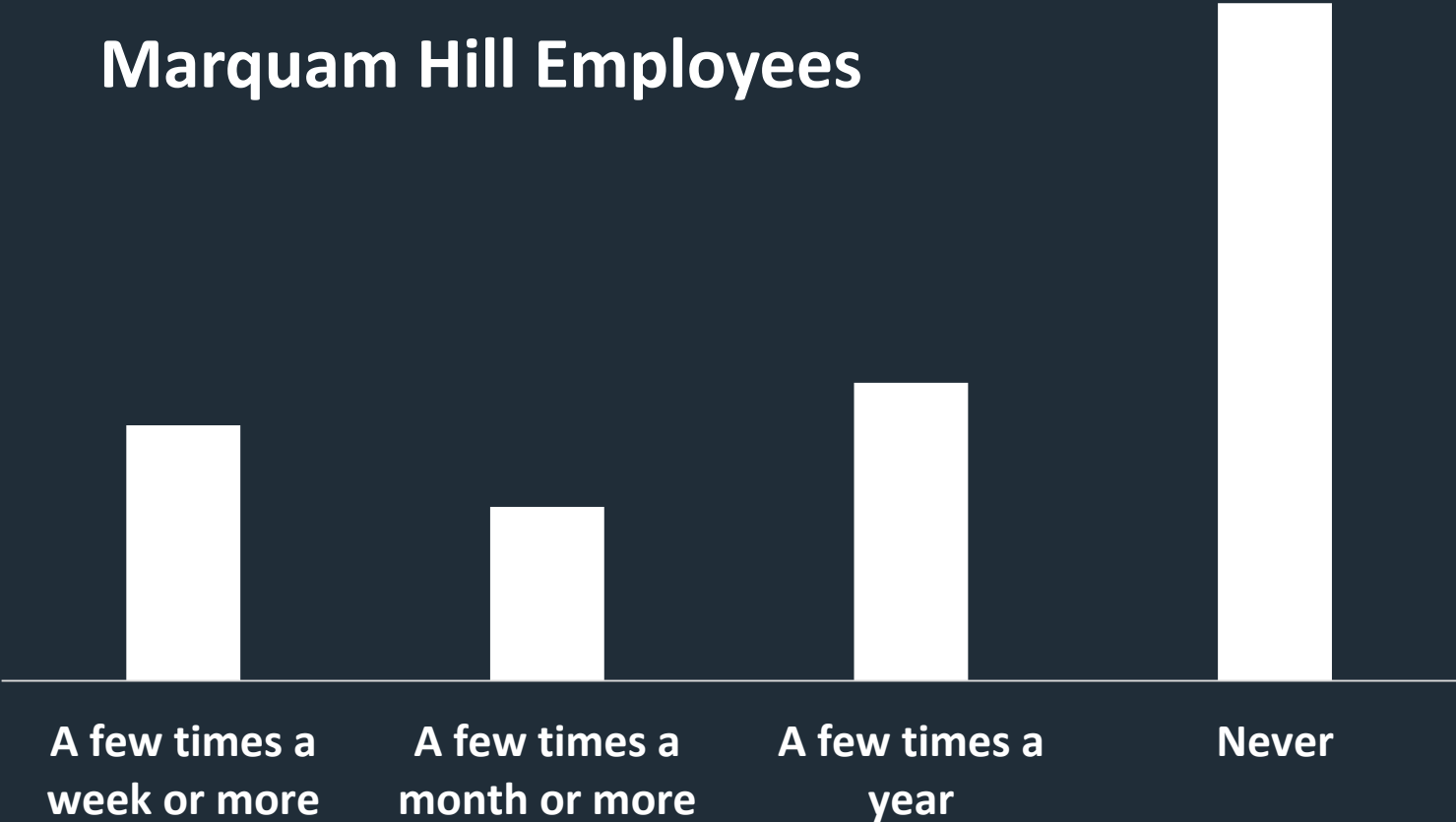
SHIFT ANALYSIS



Transportation Census 2017

How often do you travel to work
between 9PM and 6AM?

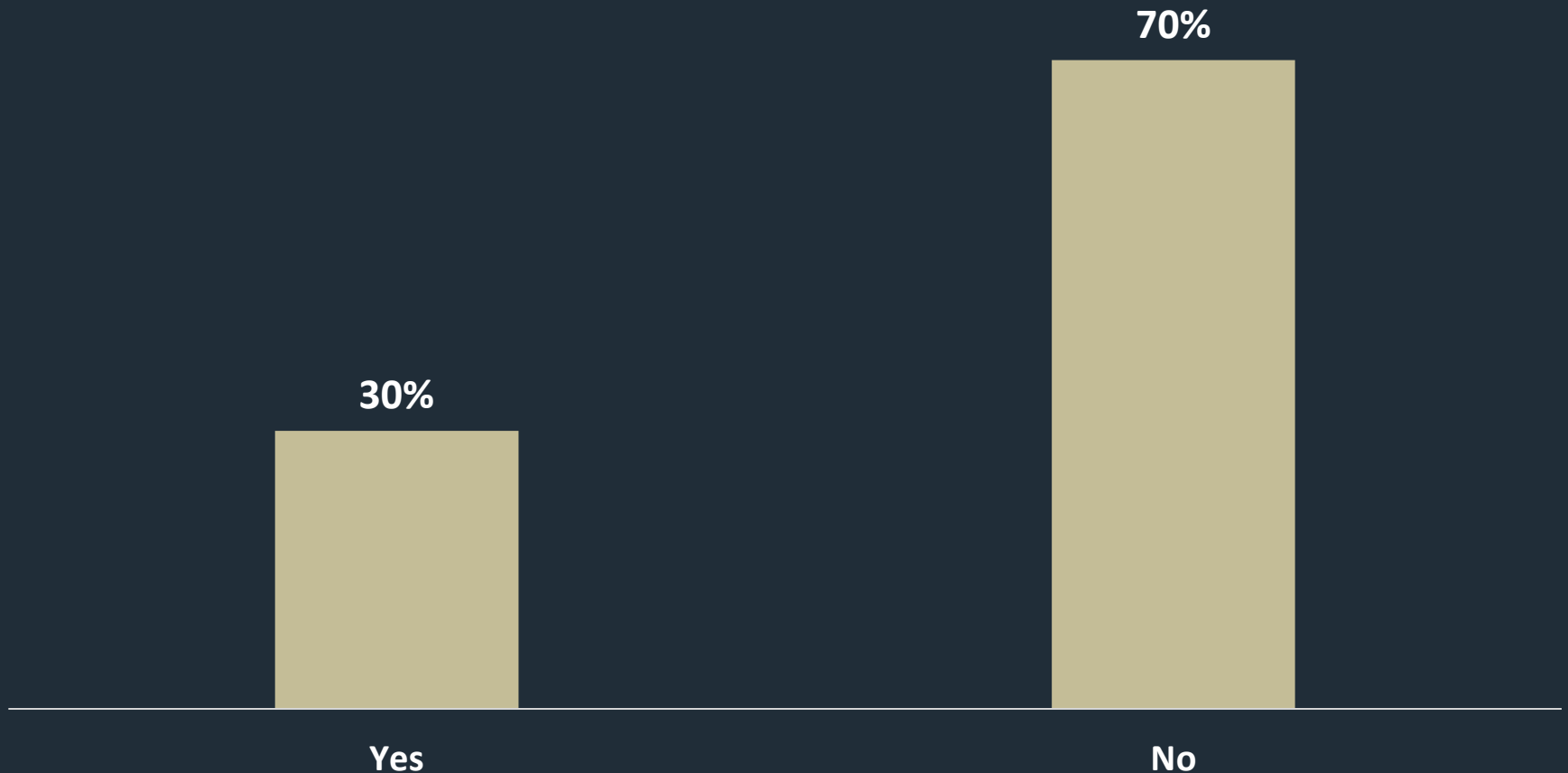
Marquam Hill Employees



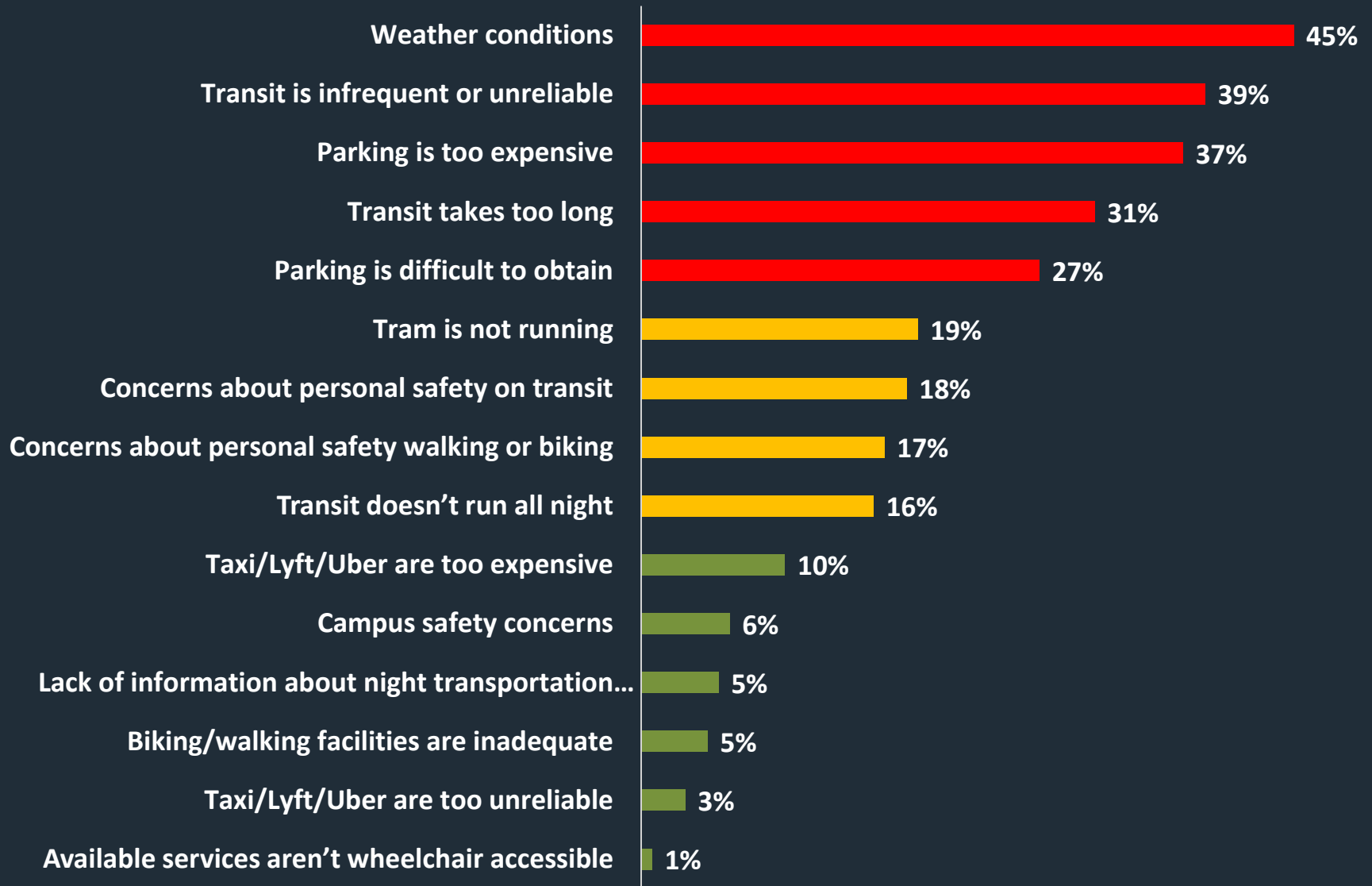
Percent	18%	12%	21%	48%
Estimated employees	1,584	1,078	1,848	4,202

Have you experienced problems getting to your primary work site between the hours of 9pm and 6am?

People who commute to any OHSU location at night at least a few times a month.

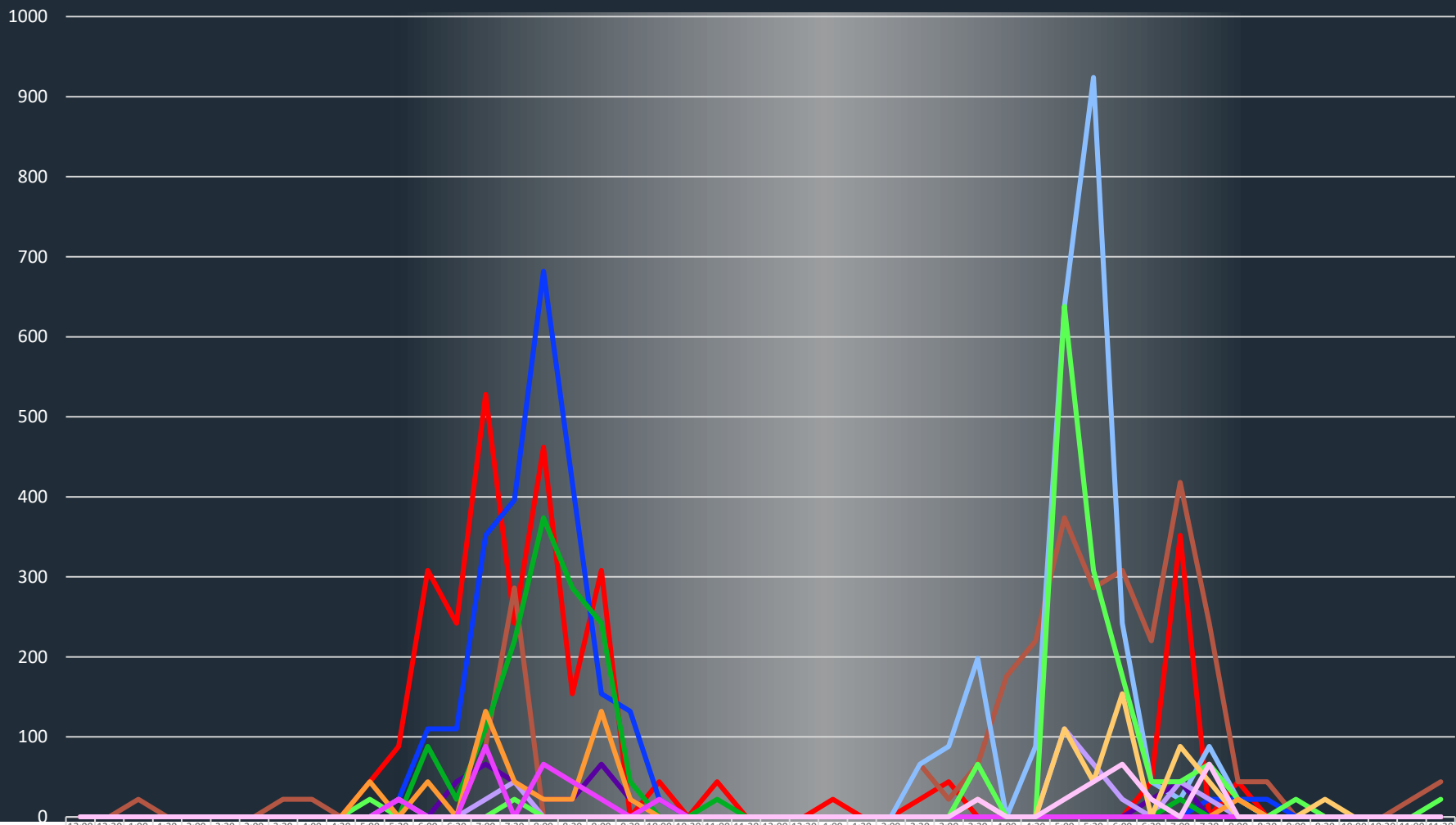














Which issues affect your commuting choices between 9pm and 6am?



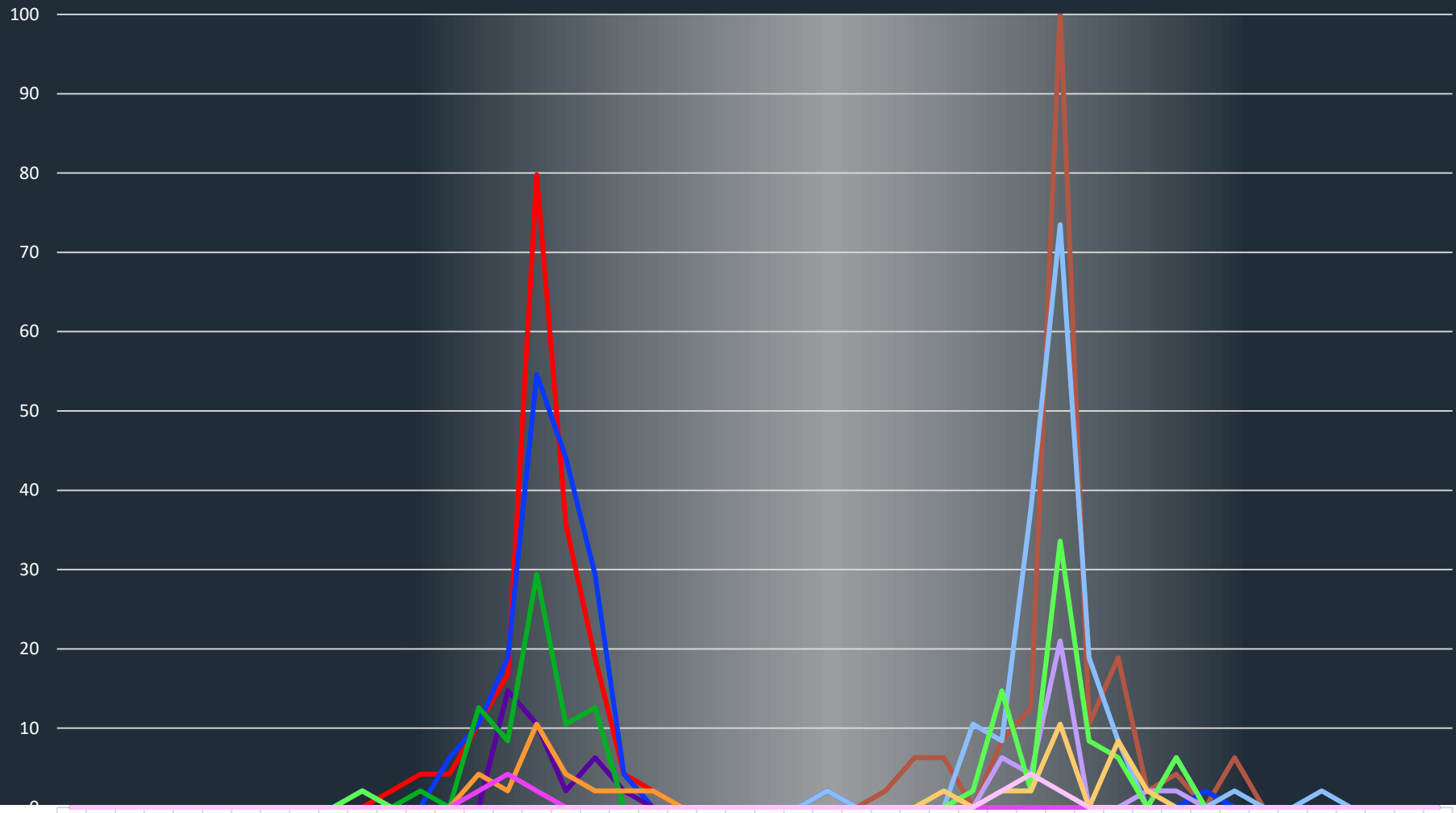
People who have experienced issues commuting to any OHSU location between 9pm to 6am.

Marquam Hill shift change



	12:00 AM	12:30 AM	1:00 AM	1:30 AM	2:00 AM	2:30 AM	3:00 AM	3:30 AM	4:00 AM	4:30 AM	5:00 AM	5:30 AM	6:00 AM	6:30 AM	7:00 AM	7:30 AM	8:00 AM	8:30 AM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM	11:00 PM	11:30 PM		
 Drive Start	0	0	0	0	0	0	0	0	0	0	44	88	308	242	528	242	462	154	308	0	44	0	44	0	0	22	0	0	22	44	0	0	0	0	0	44	352	0	44	0	0	0	0	0	0	0	0	0	0	0
 Drive End	0	0	22	0	0	0	0	22	22	0	0	0	0	0	88	286	0	0	0	0	0	0	0	0	0	0	0	0	66	22	66	176	220	374	286	308	220	418	242	44	44	0	0	0	0	0	0	22	44	
 Transit Start	0	0	0	0	0	0	0	0	0	0	0	22	110	110	352	396	682	418	154	132	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	22	22	0	0	0	0	0	0	0	
 Transit End	0	0	0	0	0	0	0	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	66	88	198	0	88	638	924	242	44	22	88	22	0	0	0	0	0	0	0	0		
 Carpool Start	0	0	0	0	0	0	0	0	0	0	0	22	0	44	66	44	22	22	66	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	44	0	0	0	0	0	0	0	0	0	0	0	0	
 Carpool End	0	0	0	0	0	0	0	0	0	0	0	22	0	0	22	44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	110	66	22	0	44	22	0	0	0	0	0	0	0	0	0	0		
 Bike Start	0	0	0	0	0	0	0	0	0	0	0	0	88	22	110	220	374	286	242	44	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0
 Bike End	0	0	0	0	0	0	0	0	0	0	22	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	66	0	0	638	308	176	44	44	66	22	0	22	0	0	0	0	22			
 Walk Start	0	0	0	0	0	0	0	0	0	0	44	0	44	0	132	44	22	22	132	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	0
 Walk End	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	110	44	154	0	88	44	0	0	0	22	0	0	0	0	0	0		
 Drop Off Start	0	0	0	0	0	0	0	0	0	0	0	22	0	88	0	66	44	22	0	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
 Drop Off End	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	0	22	44	66	22	0	66	0	0	0	0	0	0	0	0	0	0	0

CLSB and 3030 Moody

[illegible]

CHH

[illegible]

FINDINGS: Night

An estimated 2,500 employees travel to Marquam Hill in the early morning, evening, or overnight.

1 in 3 employees who travel at night have experienced issues.

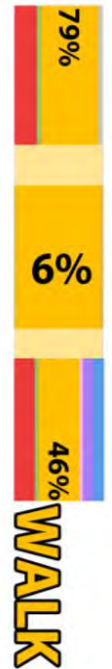
At least 1 in 3 employees who travel at night struggle with infrequent transit and the expense of parking.

RECOMMENDATION 5

Launch recommendations of the OHSU Night Access Plan

1. Add earlier transit service to accommodate earlier trips.
2. Create an early morning option for people with no alternatives.
3. Provide TNC alternatives.

- Likely to only walk (37%)
- Likely to drive as a back up (20%)
- Secondary mode depends on weather/season (44%)
- They walk because they live close by (63%)
- of Marquam Hill walkers
 - 74% use the Tram.
 - 16% have: long term parking; day parking; and/or transit pass.
 - 28% travel between 9pm to 6am a few times a week or more, of those:
 - 43% have experienced problems traveling at those hours.
- Live close by.
- Travel at night, and experience issues at those time.
- Mostly don't use parking, transit, or bike program.
- Do use the Tram.
- More likely to drive depending on the weather.



WALKS OR RUNS COMMUTER PROFILES

FINDINGS: Walk and Run

An estimated 500 people walk to Marquam Hill daily.

Transportation programming for people who walk is currently minimal.

RECOMMENDATION

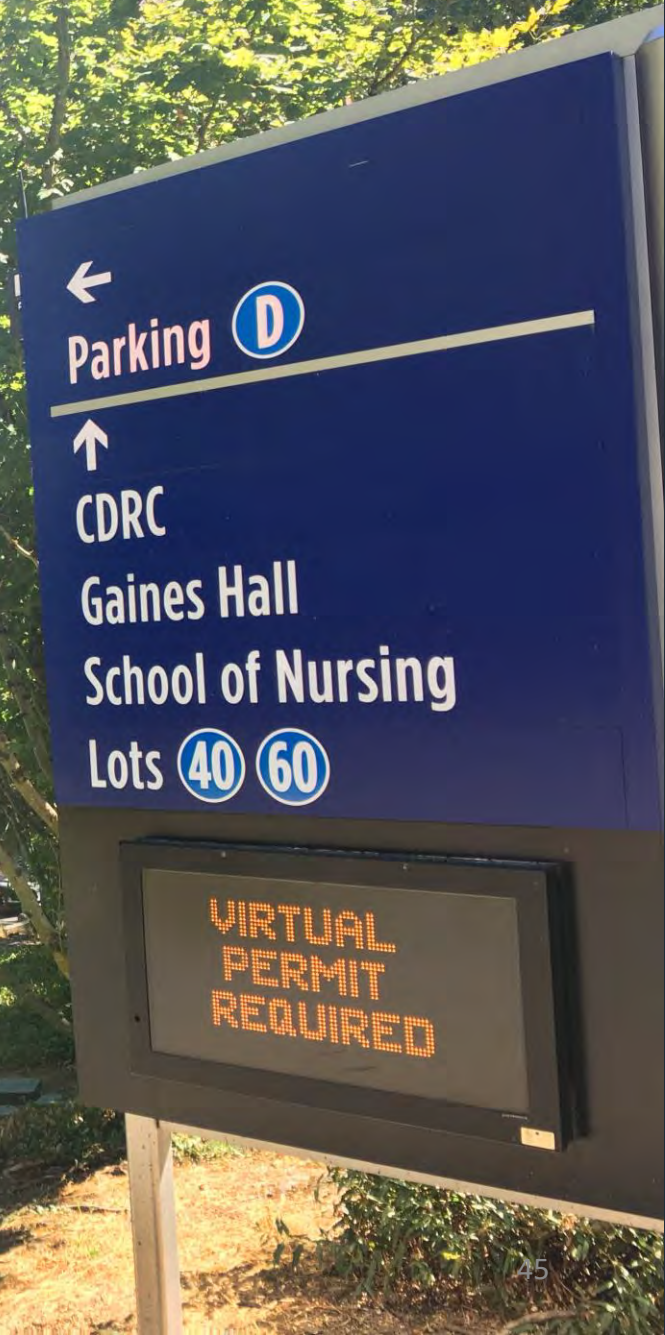
Improve transportation programming for people who walk, such as:

Incentives, improved pedestrian facilities, and safe rides home at later hours or when ill.



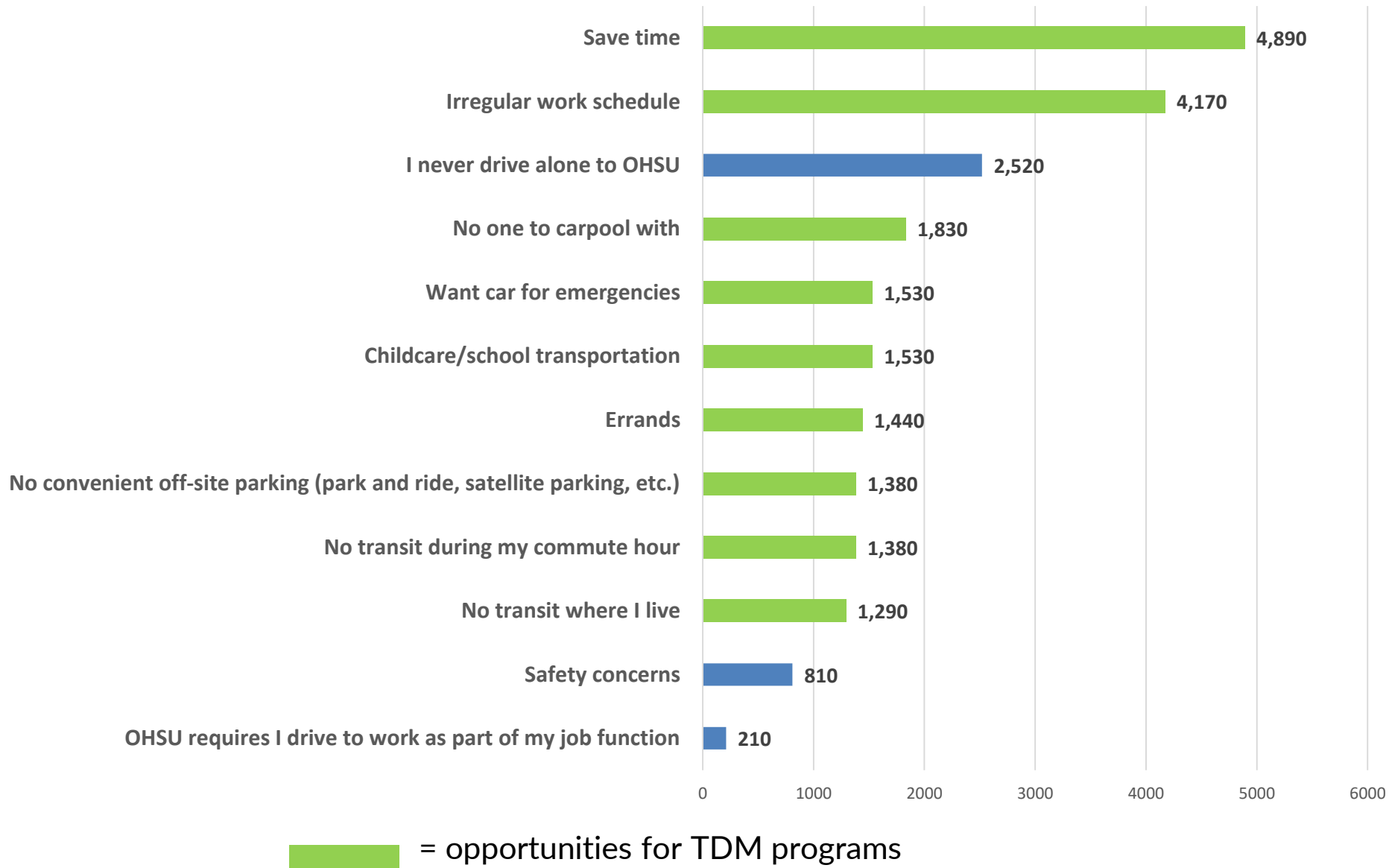
Transportation Census 2017

DRIVING



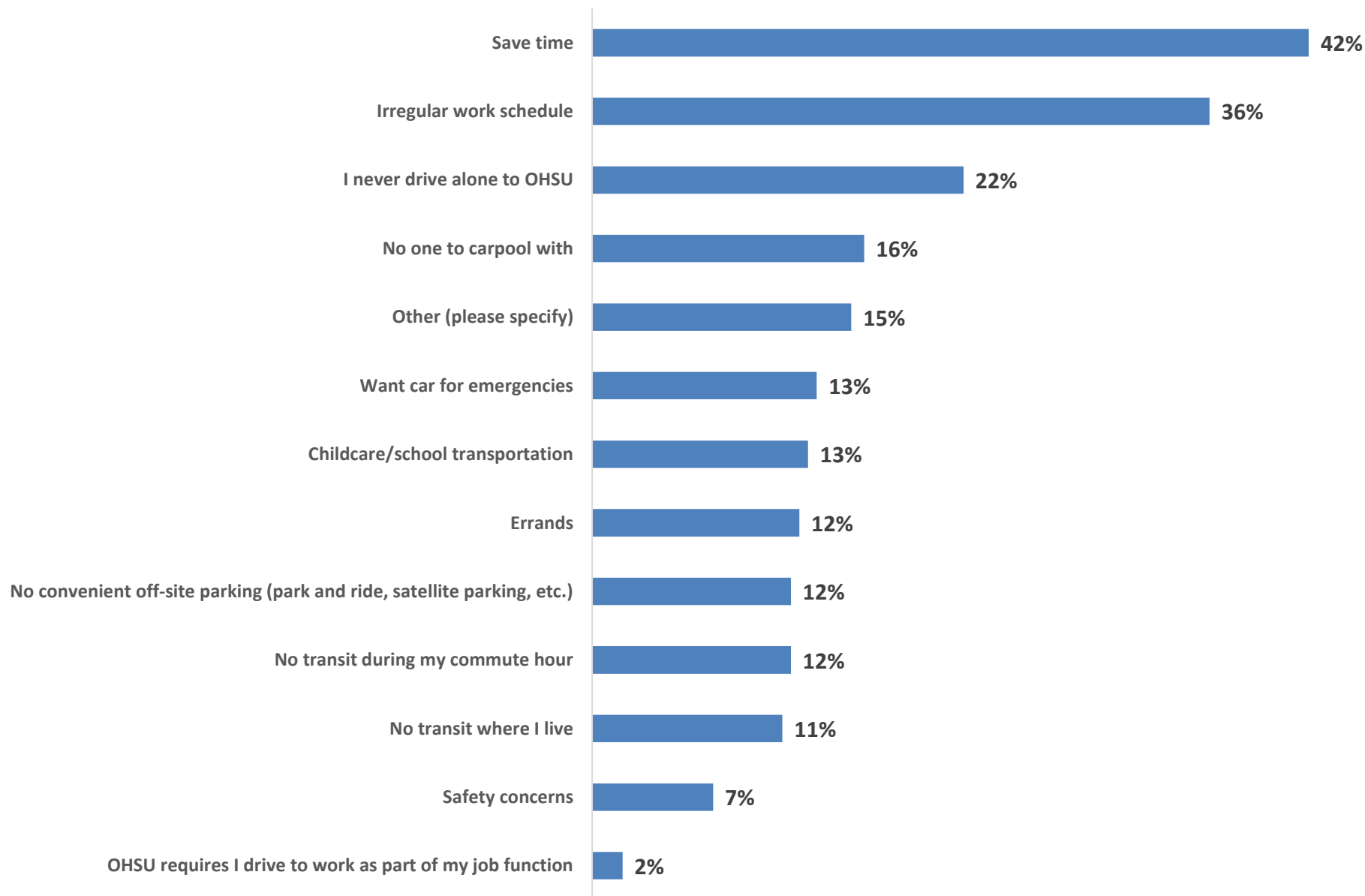
Describe why you drive alone to OHSU

estimated total employees, all locations

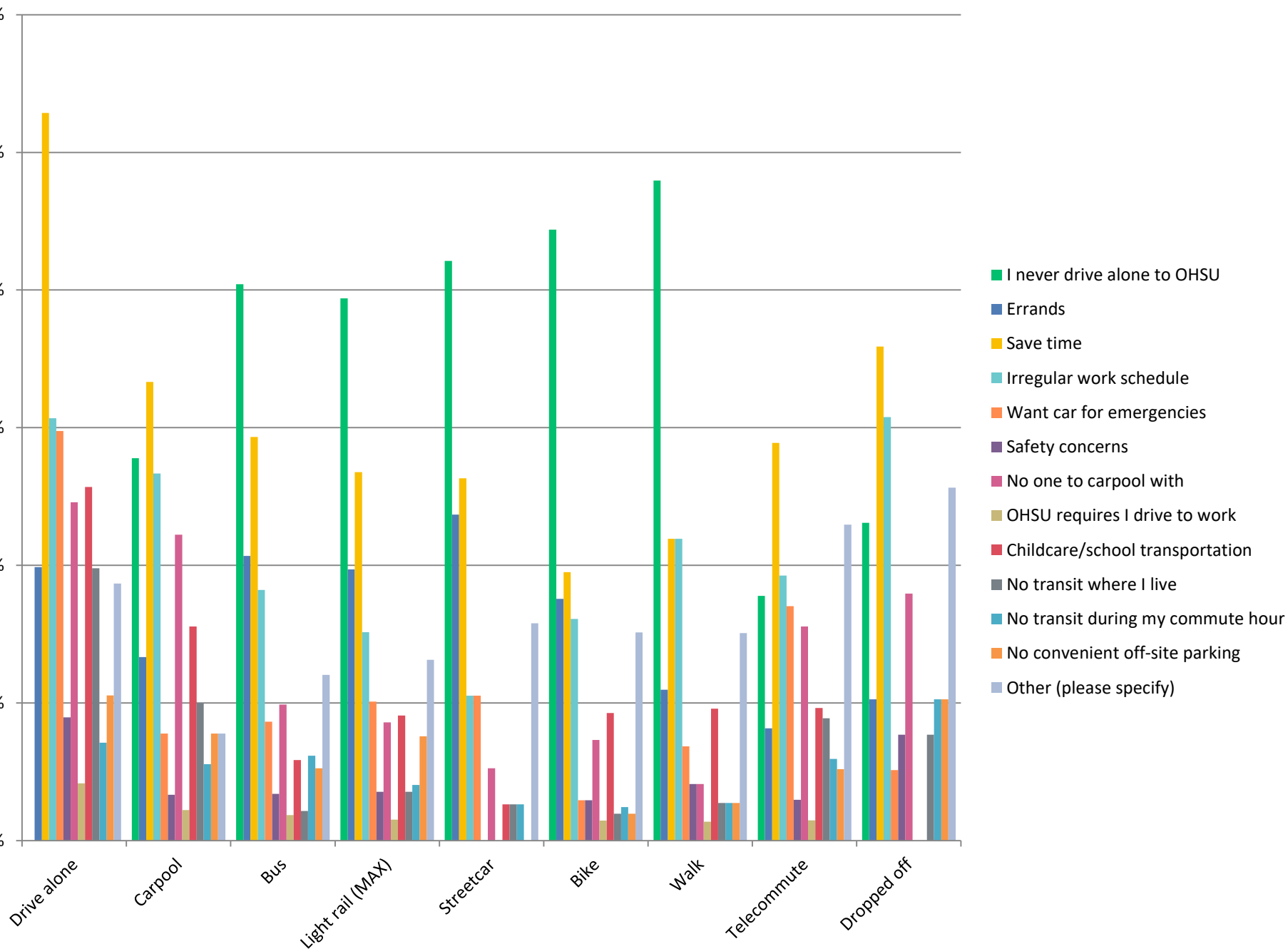


select any reasons that best describe why you drive alone to OHSU

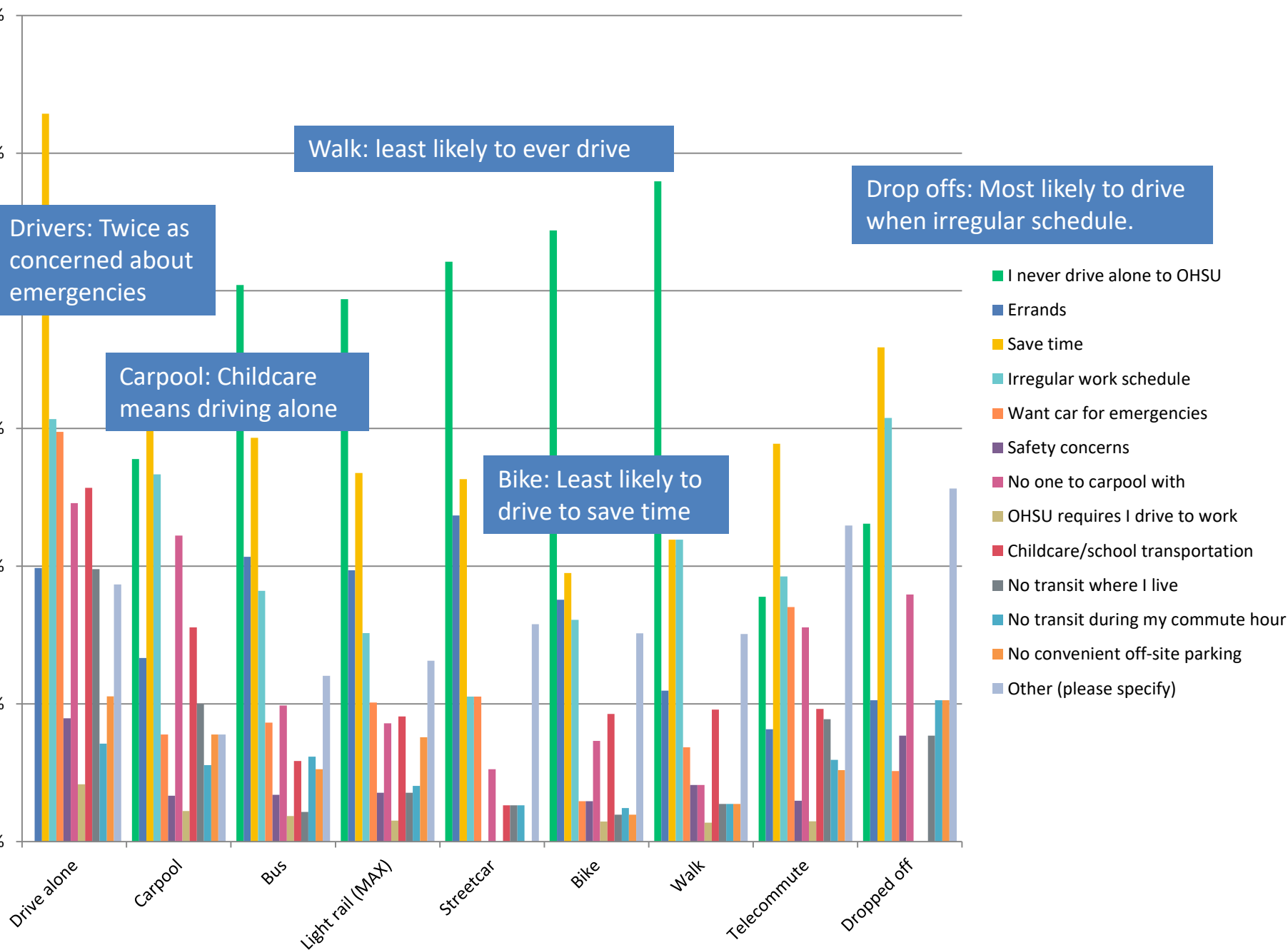
Marquam Hill employees



Reasons that best describe why you drive alone to OHSU.

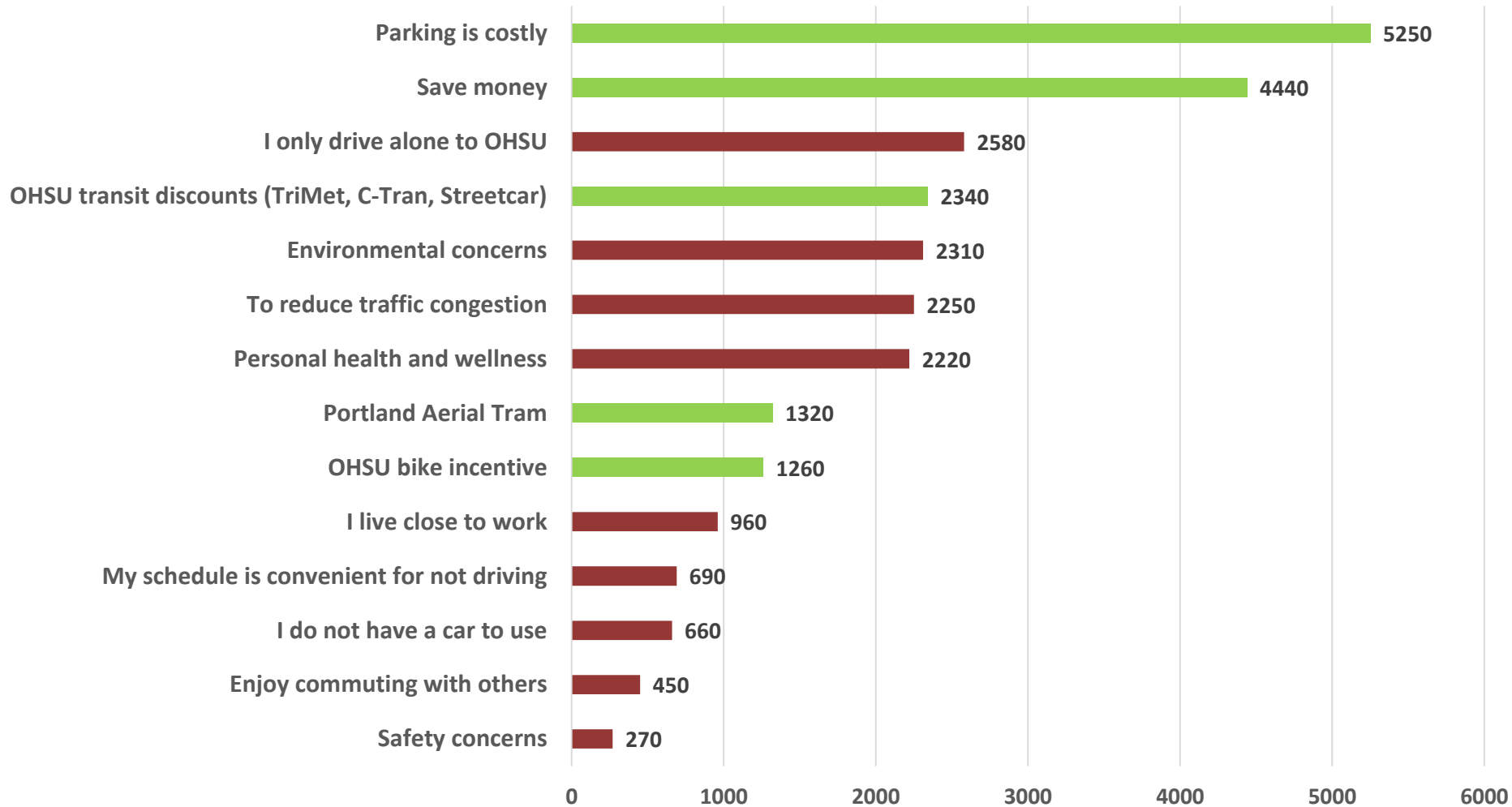


Reasons that best describe why you drive alone to OHSU.



Describe why you DON'T drive alone to OHSU

estimated total employees



 = current TDM strategies

FINDINGS: Driving

Parking choices are a direct result of the cost to the employee. Cost of driving is affixed to a system of zones and seniority. Cost is not affixed to OHSU goals or employee needs.

Employees with a long term permit don't have any motive to park less days a week. Refunding their parking for days they choose transit, biking, etc. will reduce the days they drive.

Driving alone with a long term permit is faster and cheaper than daily carpooling, creating a counter-incentive to sharing a ride.

RECOMMENDATION 6

Realign the cost of parking to OHSU's goals. Reform carpool policy to discount it over driving alone and remove the wait.

Related: Overall results, Ride share analysis, carpool profile

Employees who drive alone but would use other modes if able

- 4100 people
- Most likely to live in Sellwood
- 20% would like to take light rail
- 17% would like to bike
- Most popular backups: Drop offs (14%); Biking (13%)
- Drives alone due to irregular schedule (20%)
- Chooses to not drive to save money
- 48% use long term parking
- 1/3 use day passes
- Only 16% have a transit pass

DRIVES AND OPEN TO OTHER MODES
COMMUTER PROFILES

Employees who drive alone but would use other modes if able

Sellwood commuters could use existing transit resources with tripping planning.

Commuters in other areas need improved transit service.

DRIVES AND OPEN TO OTHER MODES
COMMUTER PROFILES

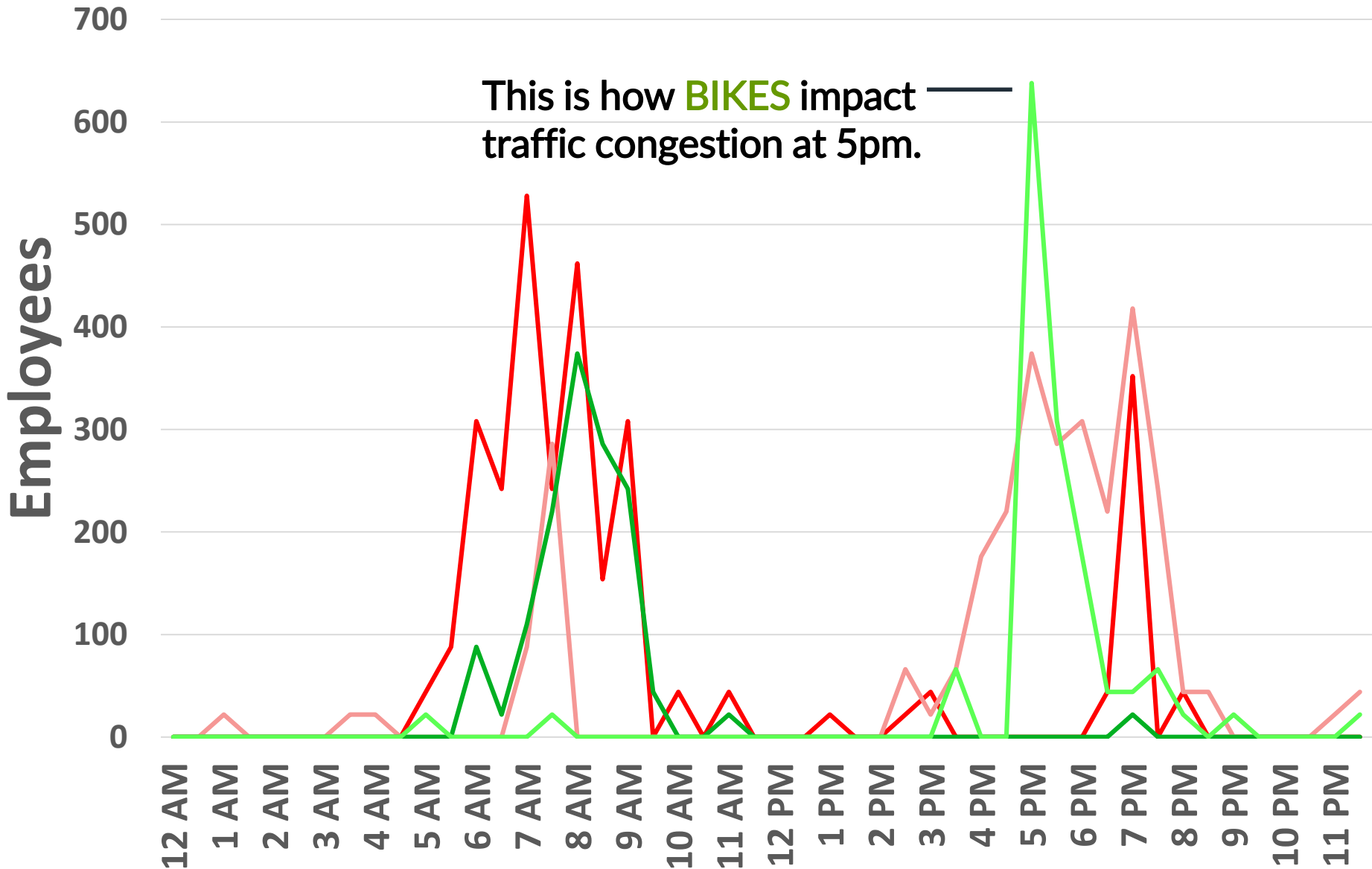


Transportation Census 2017

BIKING

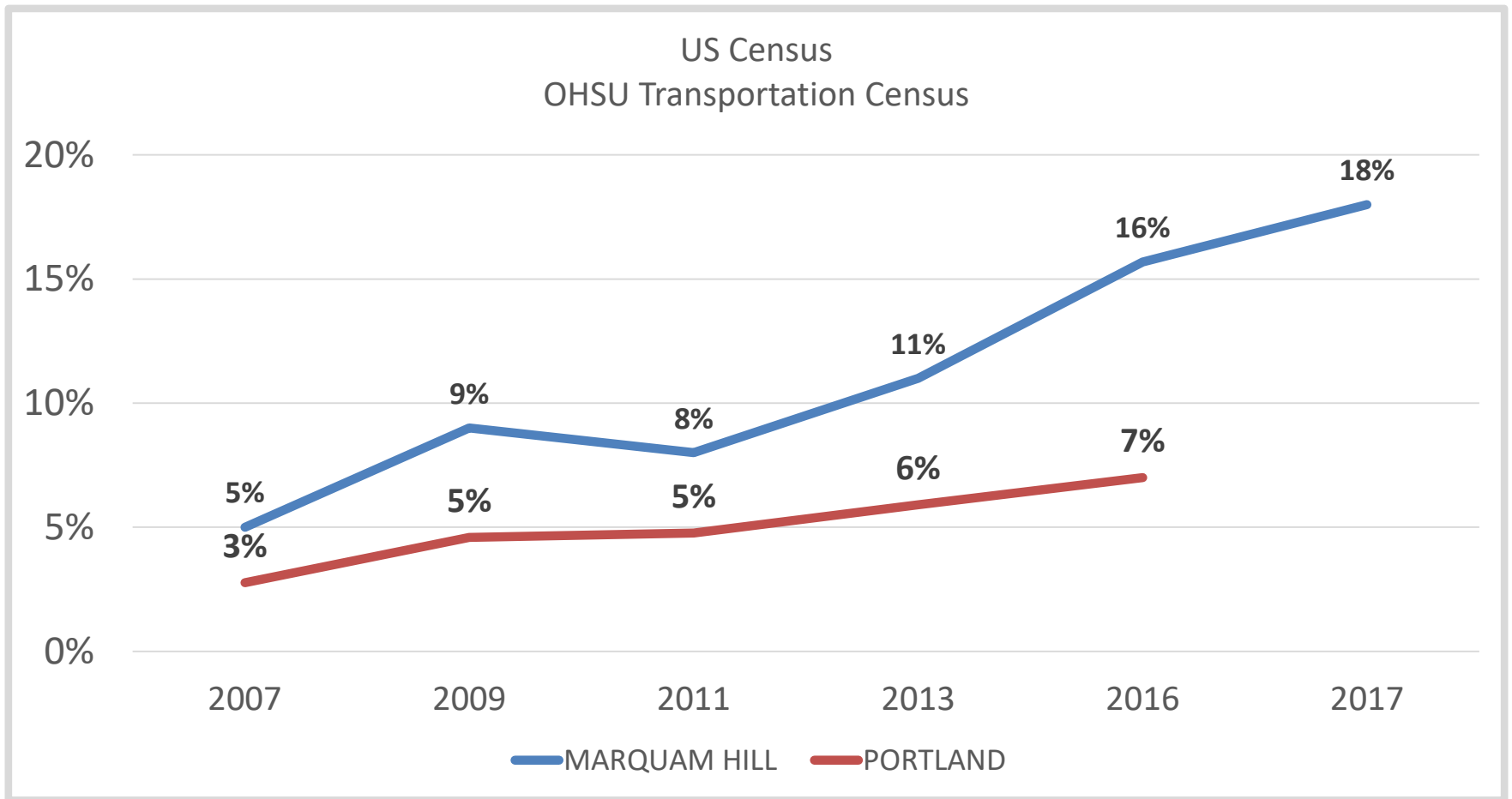
MARQUAM HILL SHIFT CHANGE

— Drive Start — Drive End — Bike Start — Bike End



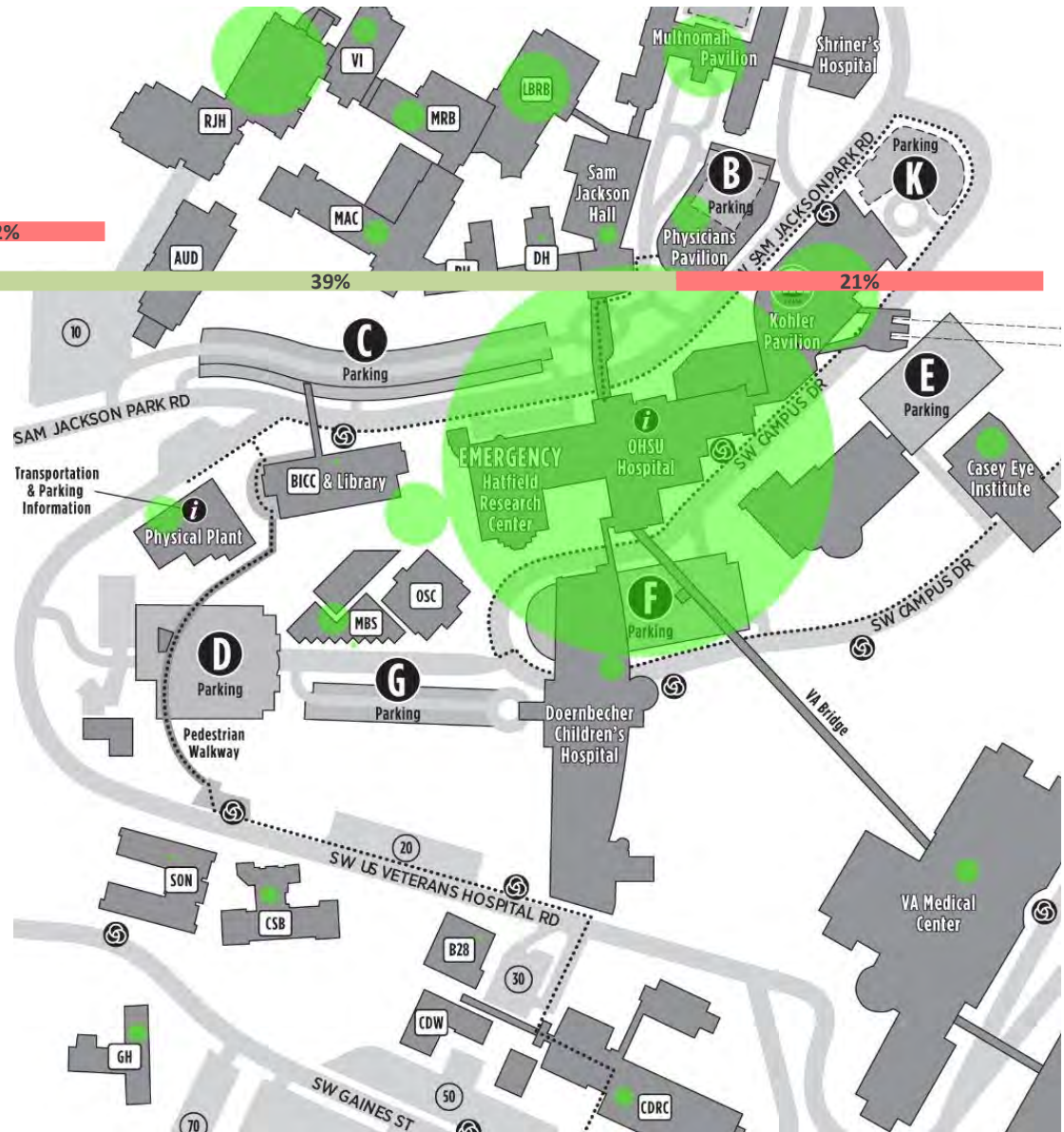
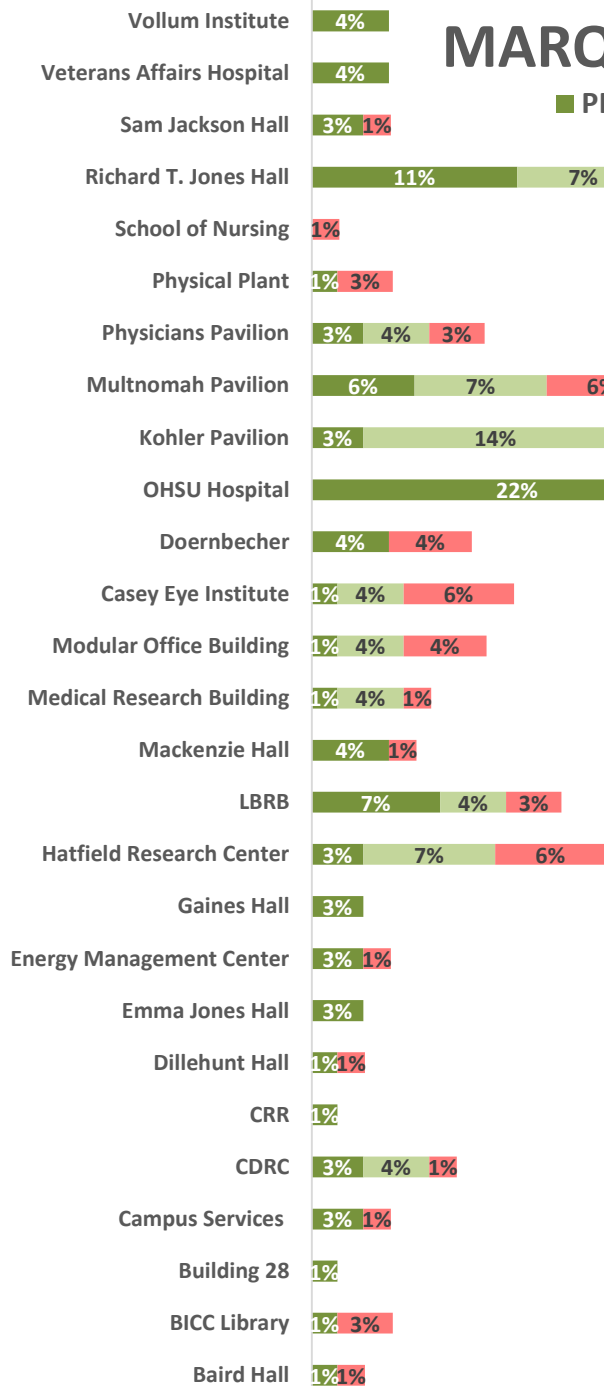
BIKING TO WORK

PORTLAND V MARQUAM HILL



MARQUAM HILL BIKING BY LOCATION

■ PRIMARY ■ SECONDARY ■ DESIRED



*Downtown is 1 square mile contained by West Burnside St and I-405. It includes 97005, 97201, and 97209.

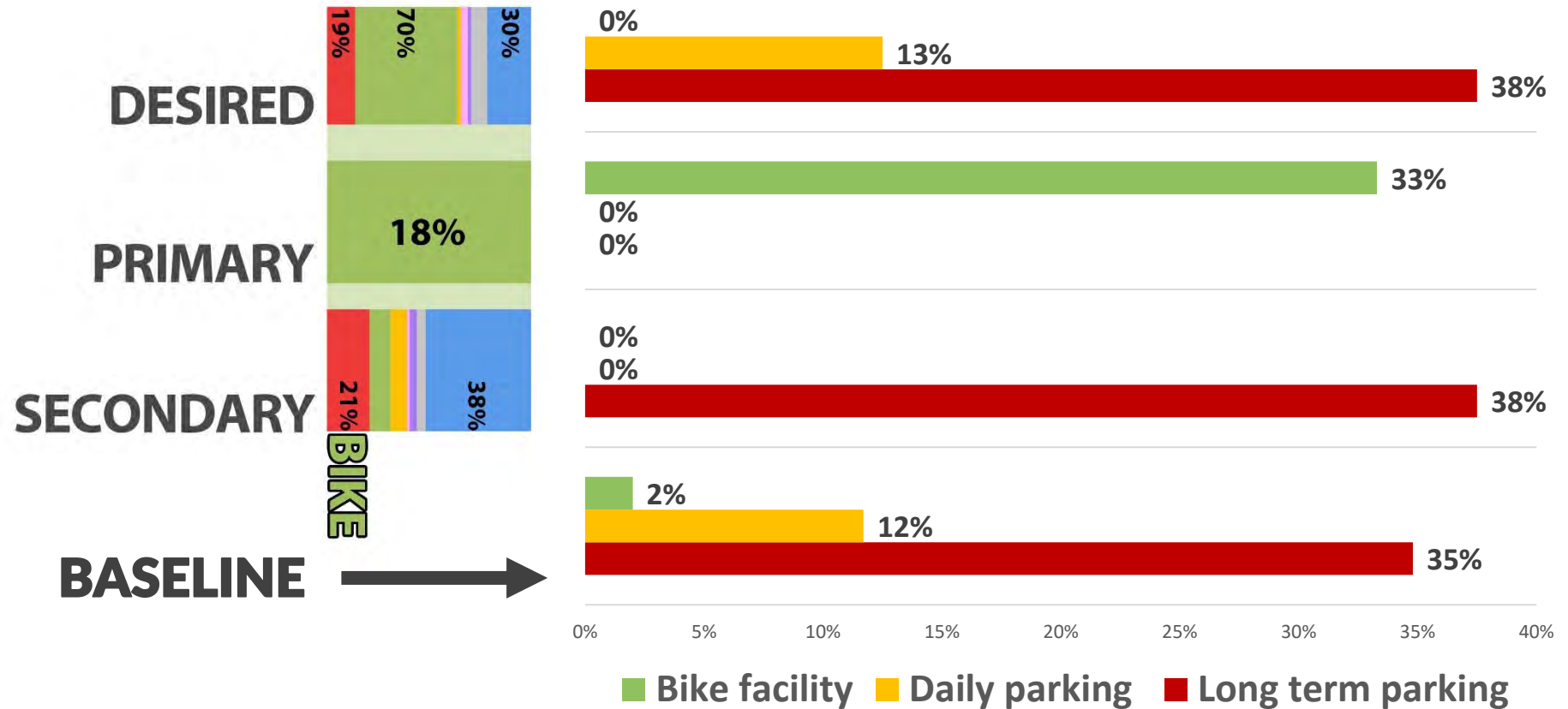
0-20	20-100	101-200	201-300	301-400
99163 21	97209 77	97212 155	97206 293	97202 387
97229 13	97210 76	97239 149	97214 203	
97124 6	97201 72	97211 145		
97222 5	97219 64	97213 137		
97007 4	97221 52	97215 125		
97225 4	97008 26	97232 119		
97233 4	97006 26	97217 112		
97003 4	97035 25	*Downtown 172		
97123 4	97223 25			
97231 3	97068 23			
97266 3	97005 23			
97086 3	97203 23			
97224 2	97267 22			
97030 2	98663 21			
97205 2	Quatama/ NW 205th 2			
87086 2				
97013 2				
97027 2				
97053 2				
97080 2				
97106 2				
97218 1				
97220 1				
97216 1				

ZIPCODE
PEOPLE BIKING

EMPLOYEES BIKING TO ANY OHSU WORK SITE

WORK SITE ANALYSIS

Market Square Building
2016, 239 respondents



At this location, people who biked sometimes were as likely to hold parking permits as the baseline. But if they biked more often, they turned in their permits. Secondary riders also report not using bike parking facilities, an amenity that might entice them to bike more.

FINDINGS: Biking

Biking is the most preferred non-driving mode for people that are satisfied with their current mode. Once we get people on bikes, they like it.

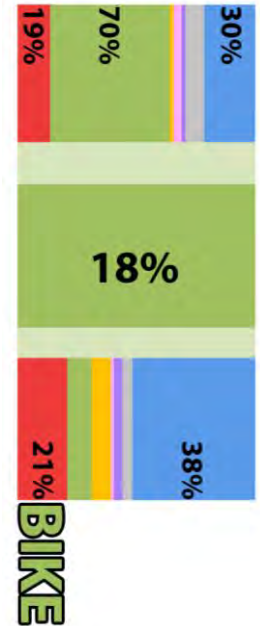
RECOMMENDATION 7

Partner with Biketown

Make it easier for people to take up biking with cheap, always available bikes.

Related: Biking profile, Overall results

- Travels from southeast, particularly Sellwood.
- 1 in 5 work in OHSU Hospital.
- Most are happy with their mode (61%).
- The bus is the most popular secondary mode.
- 1 in 5 would drive if they could. 1 in 5 already do.
- The big motivators are saving/earning money, personal wellness, and environmental concerns.



BIKE COMMUTER PROFILES

DROP OFF RIDES



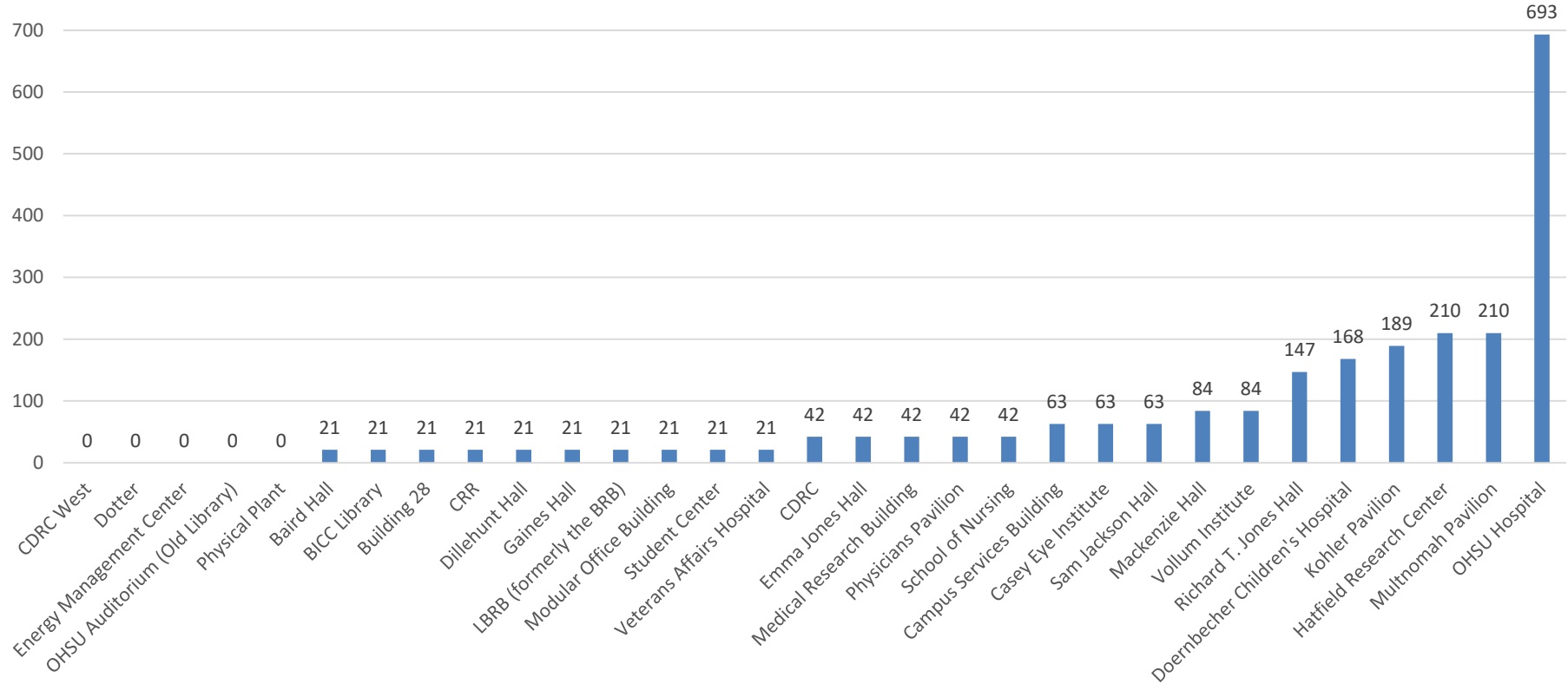
Transportation Census 2017



Marquam Hill Employees using Transportation Network Companies, by building

2394 total

Estimated, Respondents 21x

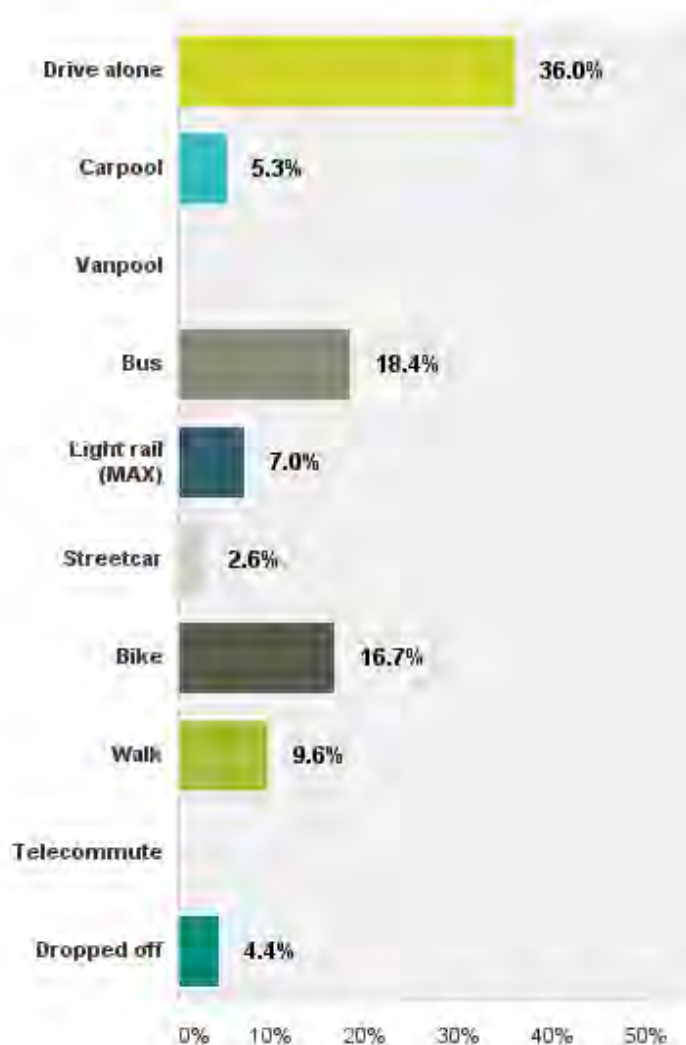


	Percent of total	Responses	Estimated actual (x21)
Have used Uber, TNC, or Taxis to OHSU:	28%	114	2394
Have used TNC:	14%	55	1155
Have used Uber:	19%	78	1638
Have used Taxis:	8%	34	714

Marquam Hill Employees using Transportation Network Companies

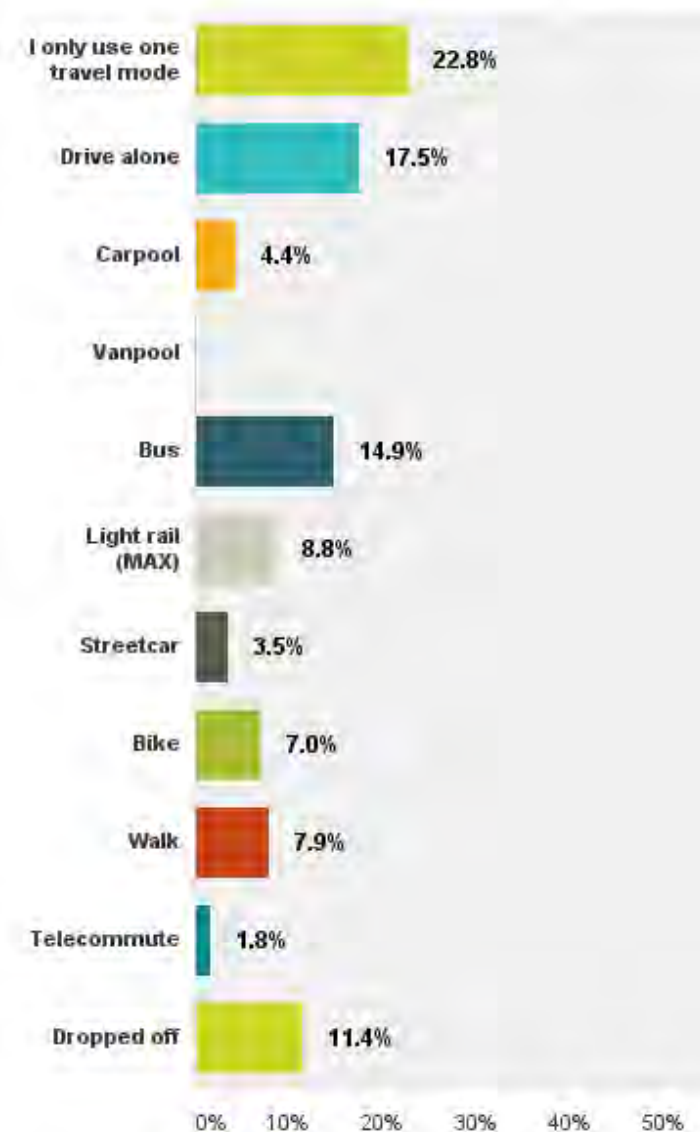
primary mode

Answered: 114 Skipped: 0



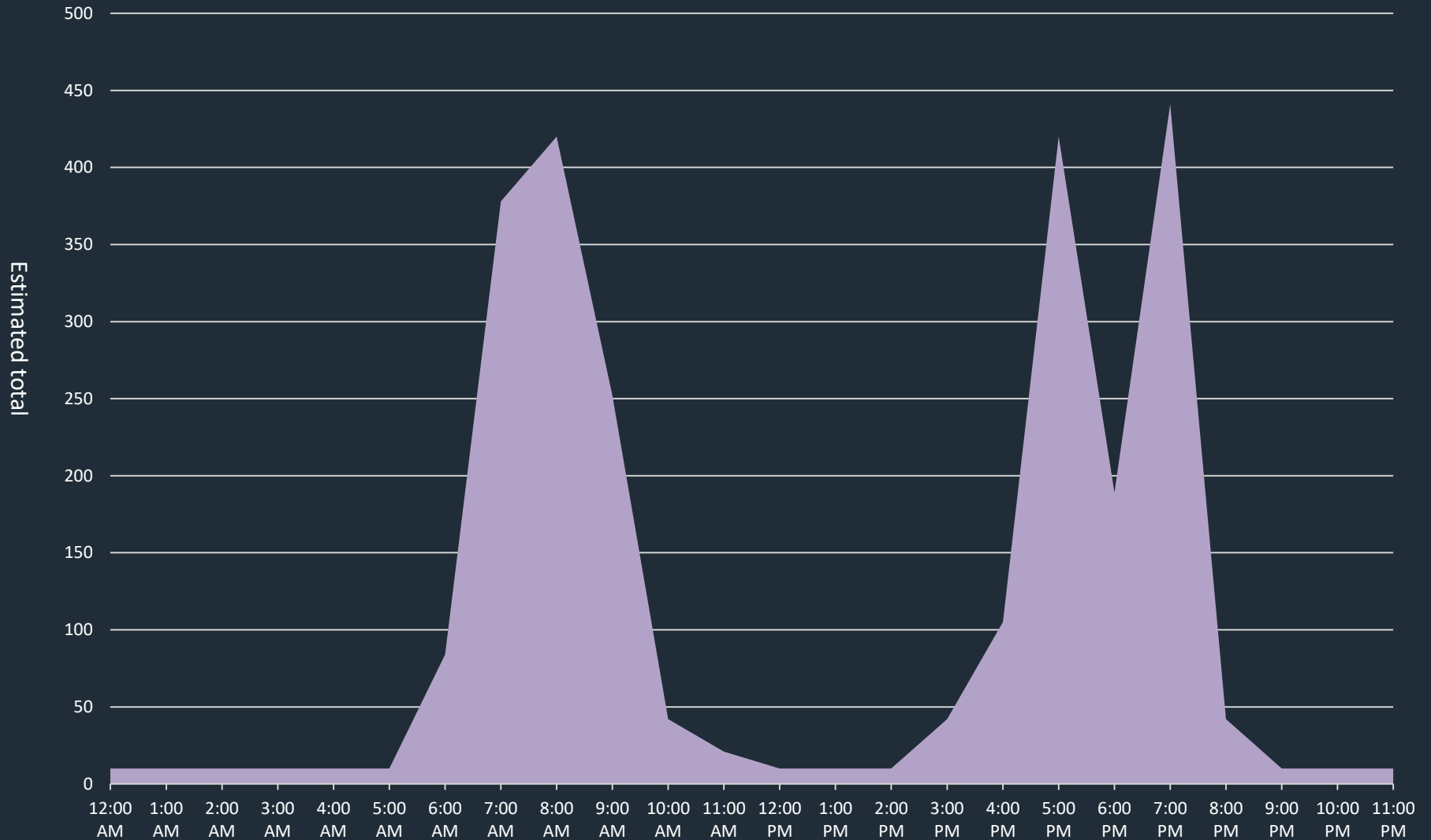
secondary mode

Answered: 114 Skipped: 0



Marquam Hill Employees that have used TNCs, by shift change

shift changes – Transportation Network Companies



FINDINGS: Ride share

People drive because they perceive it as the most flexible option. To make drivers feel comfortable leaving their car at home, non driving modes must be perceived as accommodating to emergencies, irregular schedules, child care and errands.

RECOMMENDATION 8

Provide TNC as a guaranteed back up for people who don't drive

Provide TNC to people who leave their car at home as a back up in the event that they need to be driven somewhere on an irregular basis.

RELATED: Drop off profile, shift analysis

Employees who have used TNC, Uber or a Taxi to get to OHSU

- 2,300 people
- More likely to drive or walk
- less likely to take transit or bike
- Nearly a third would like to take transit
- 23% never drive alone, 42% drive alone to save time
- Doesn't drive to save on parking
- 25% have used Uber, 17% Lyft, 11% local taxis
- 28% have used Park and Rides
- Use the OHSU website to trip plan

Employees who have used TNC, Uber or a Taxi to get to OHSU:

- Already traveling from close in
- Further out commuters already familiar with Park and Rides

15%
4%
25%
DROPED OFF

DROP OFF **COMMUTER PROFILES**

FINDINGS: Carpool

Most people don't choose one mode and have experience using multiple options.

We may not need to change behavior so much as support behaviors people are already doing to make them choose it more.

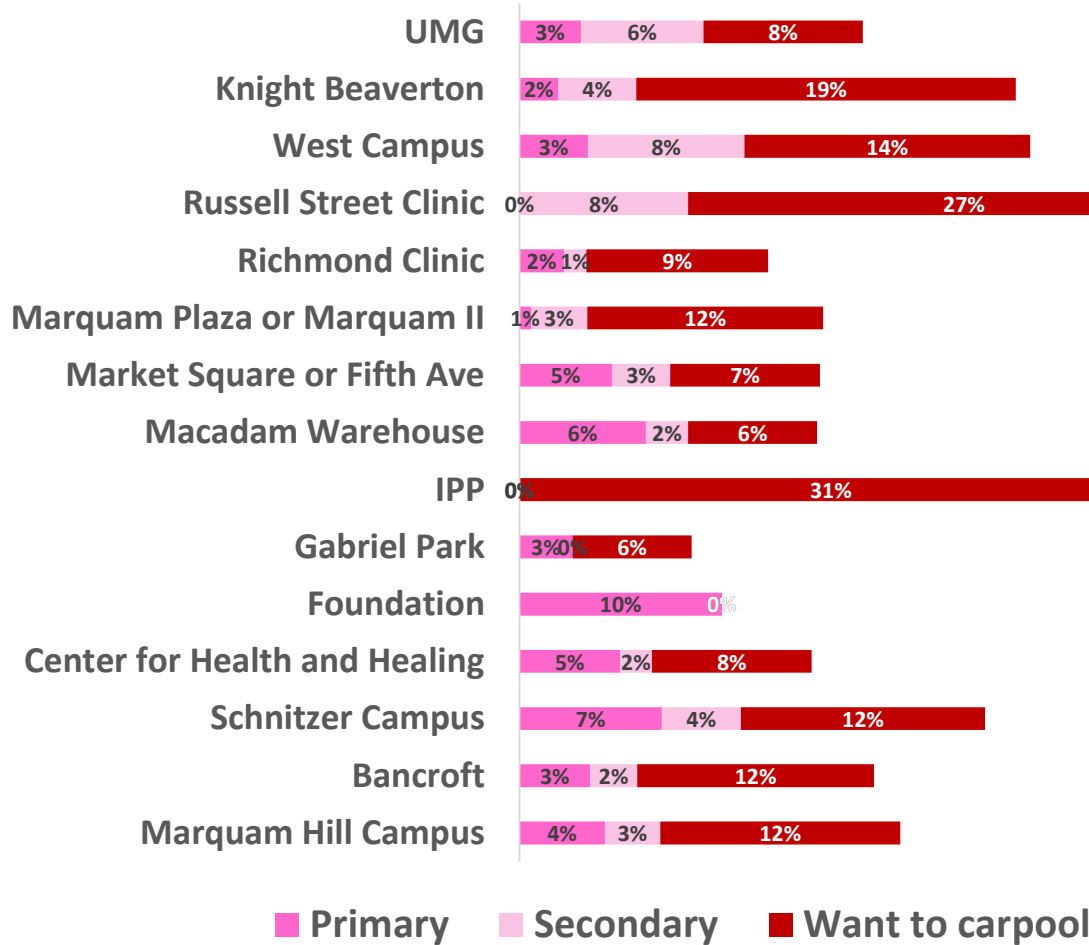
RECOMMENDATION 9

Upgrade carpool matching technology

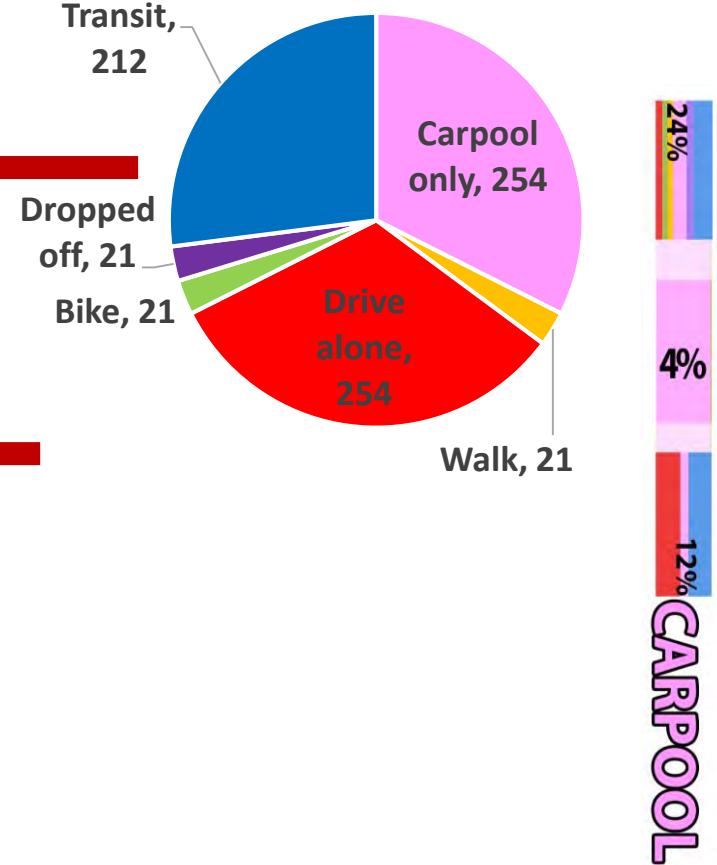
Southwest Portland and outer Southeast Portland are two opportunity areas for transit and carpool. Work with TriMet and ride-matching services to move people into the modes they desire to take.

RELATED: Carpool profile, Marquam Hill results, Driving profile

Carpool by work site



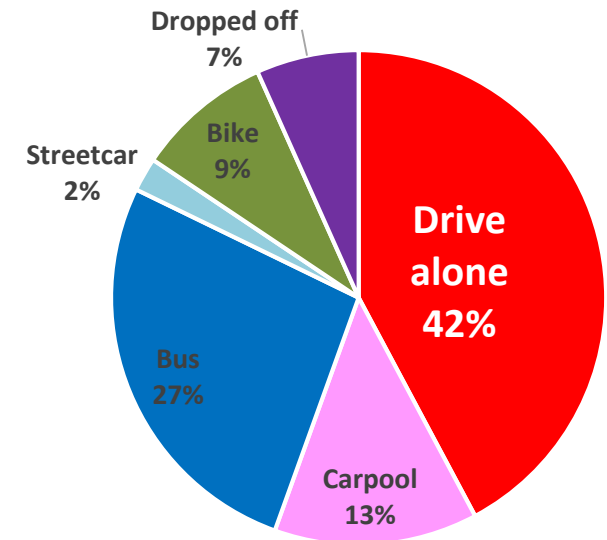
What secondary modes do current carpoolers use?



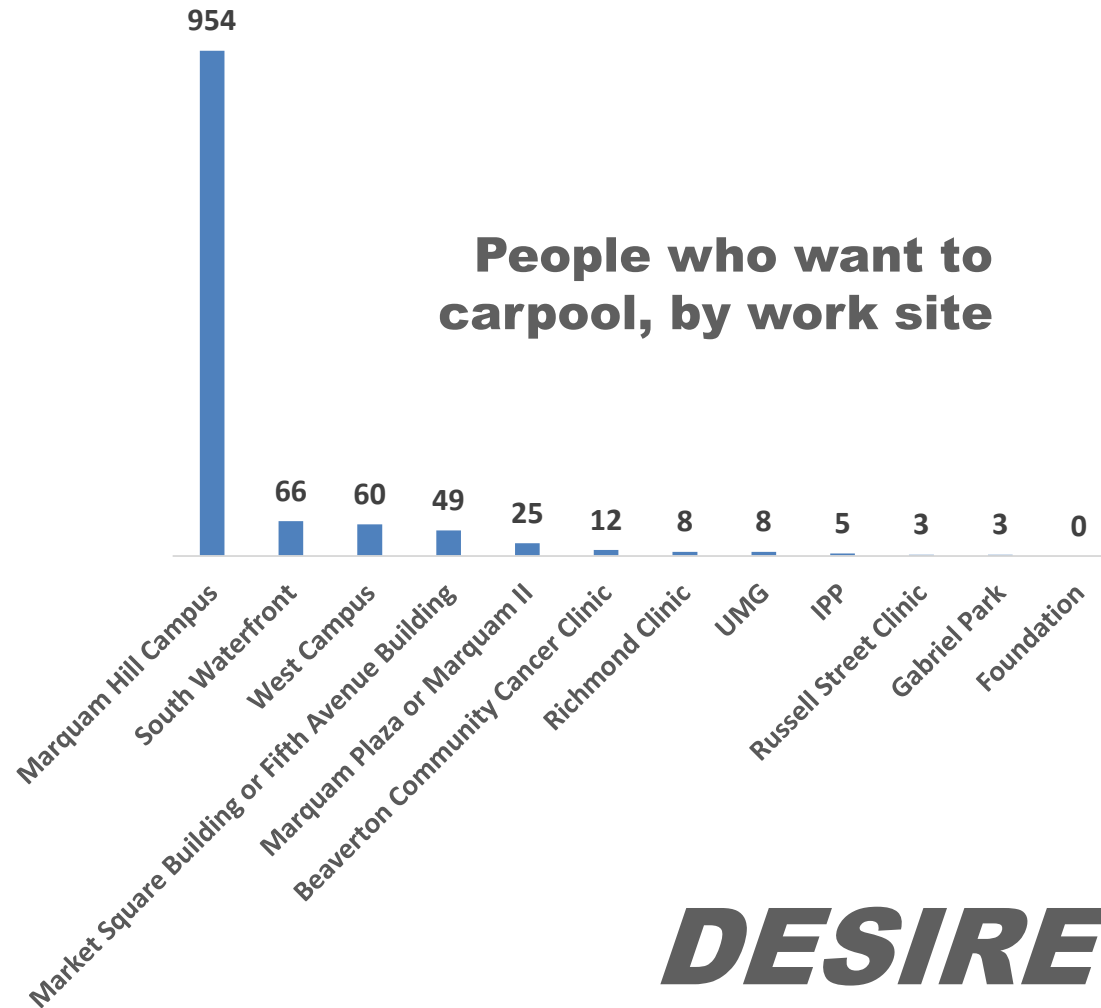
CURRENTLY CARPOOLS

COMMUTER PROFILES

Primary mode of people who want to carpool but feel unable



People who want to carpool, by work site



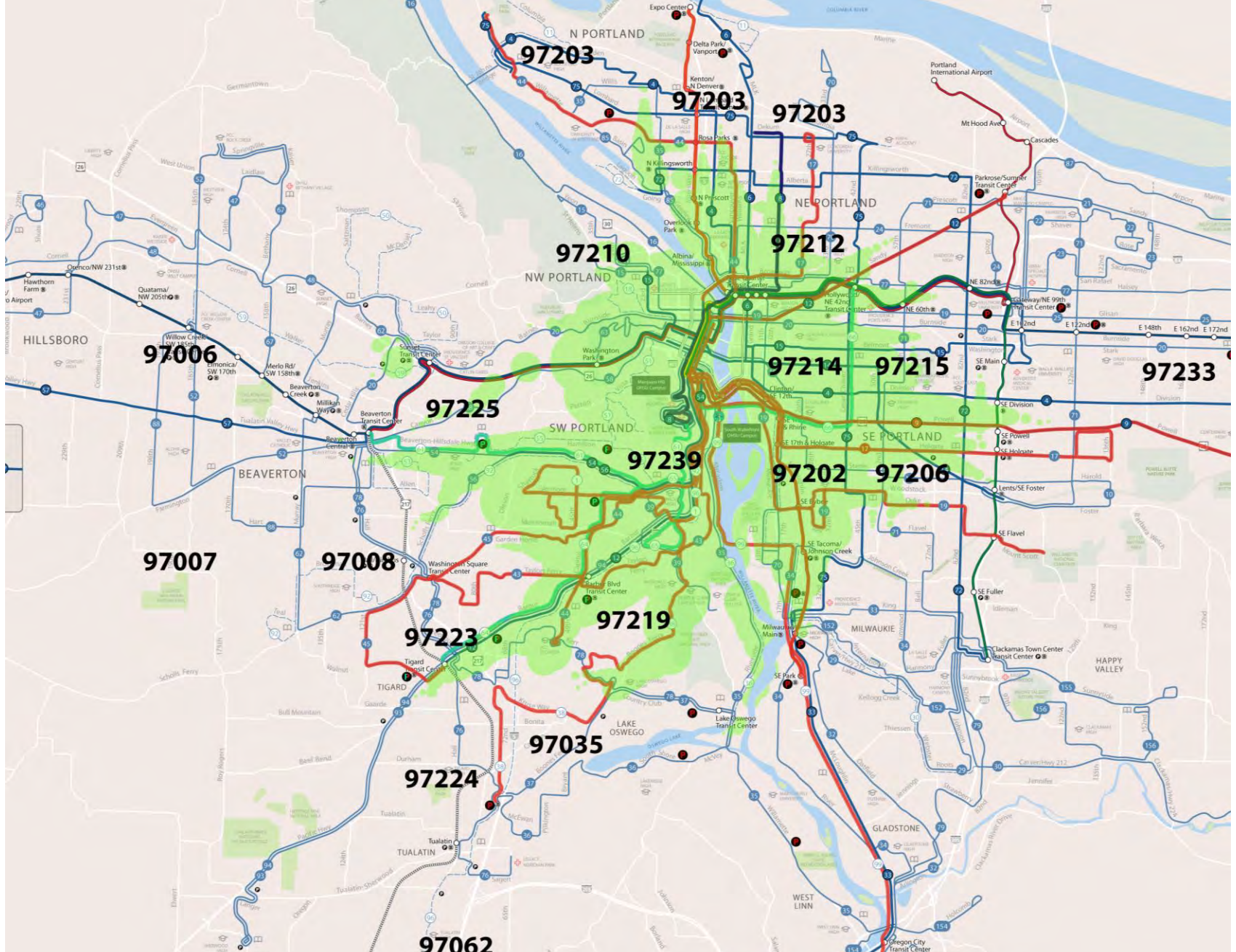
***DESIRES* CARPOOL**
COMMUTER PROFILES



Transportation Census 2017

TRANSIT ANALYSIS



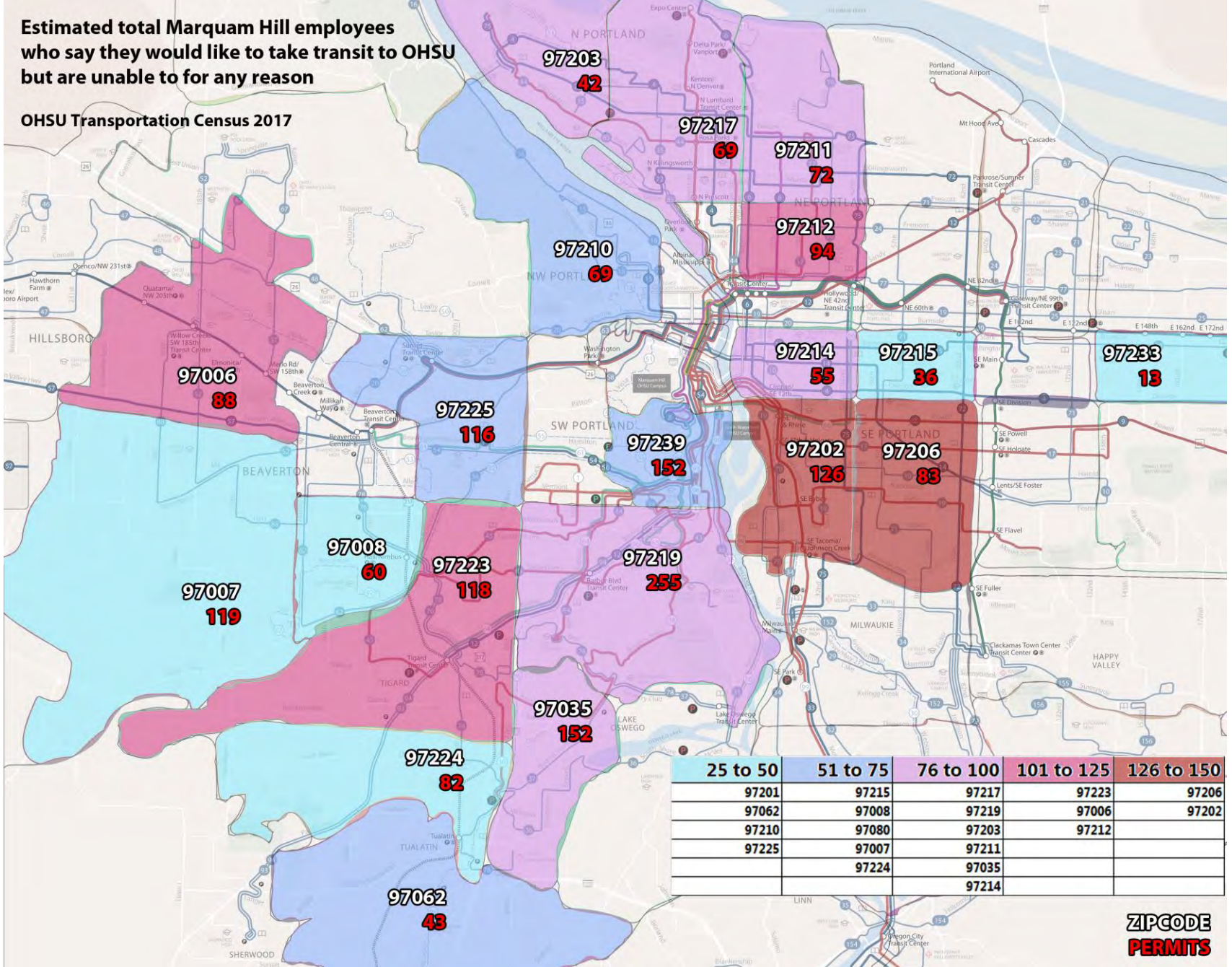


Where you can get from Marquam Hill in 45 minutes

Wait times added. Peak service times. Data via magnificent.

**Estimated total Marquam Hill employees
who say they would like to take transit to OHSU
but are unable to for any reason**

OHSU Transportation Census 2017



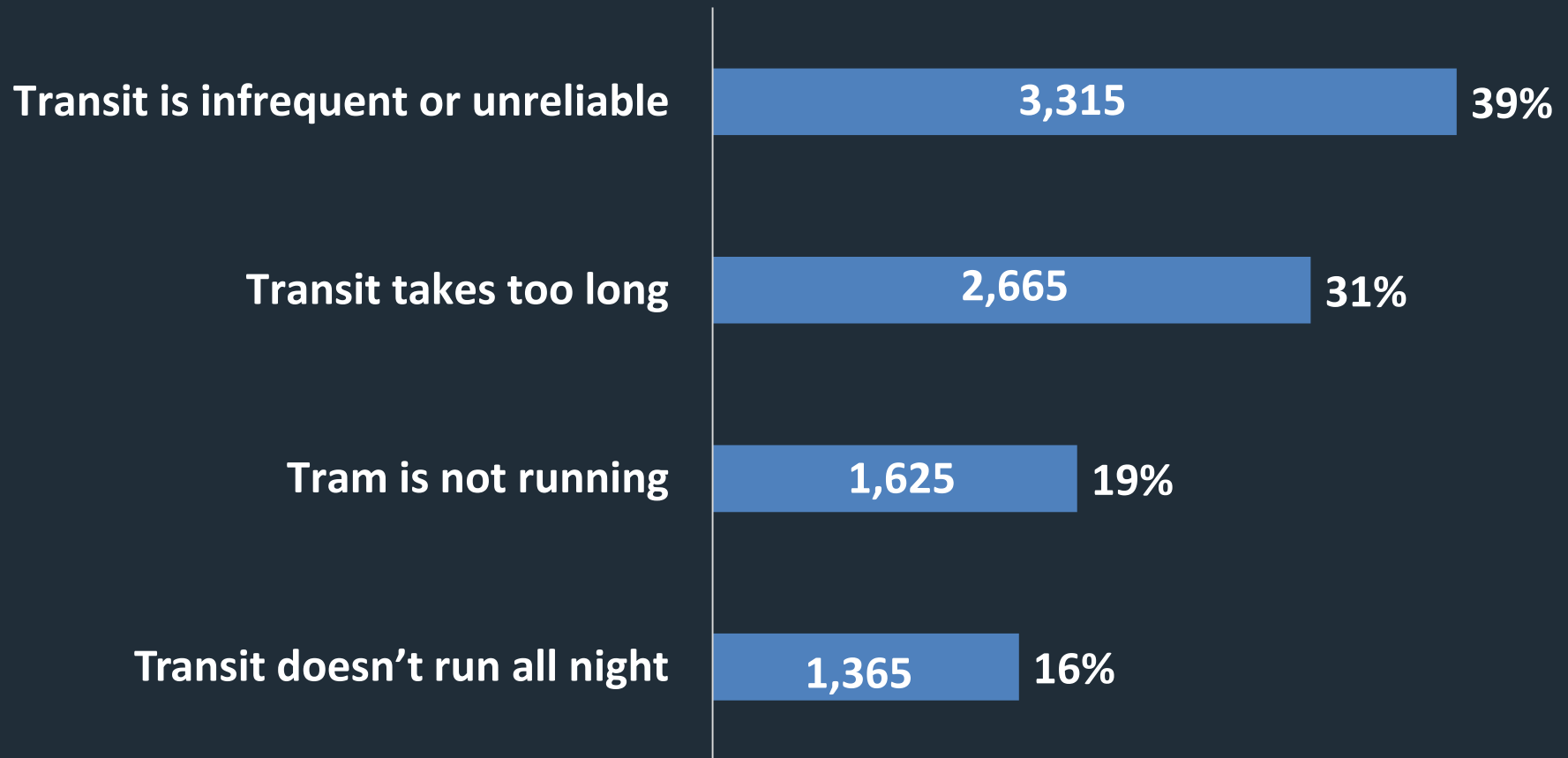
25 to 50	51 to 75	76 to 100	101 to 125	126 to 150
97201	97215	97217	97223	97206
97062	97008	97219	97006	97202
97210	97080	97203	97212	
97225	97007	97211		
	97224	97035		
		97214		

**ZIPCODE
PERMITS**

Employees who would like to take transit but feel unable.

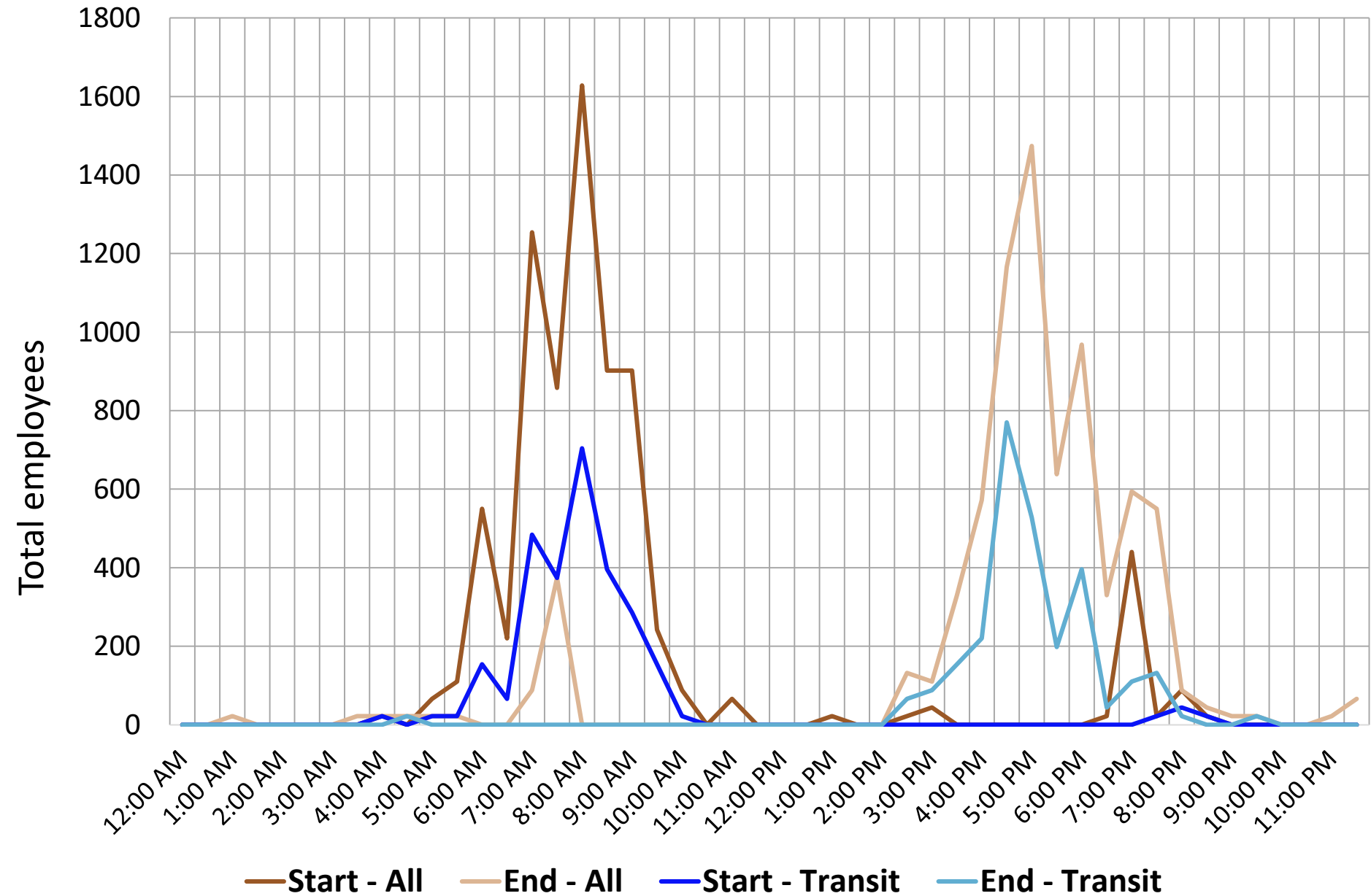
Which issues affect your commuting choices between 9pm and 6am?

Marquam Hill

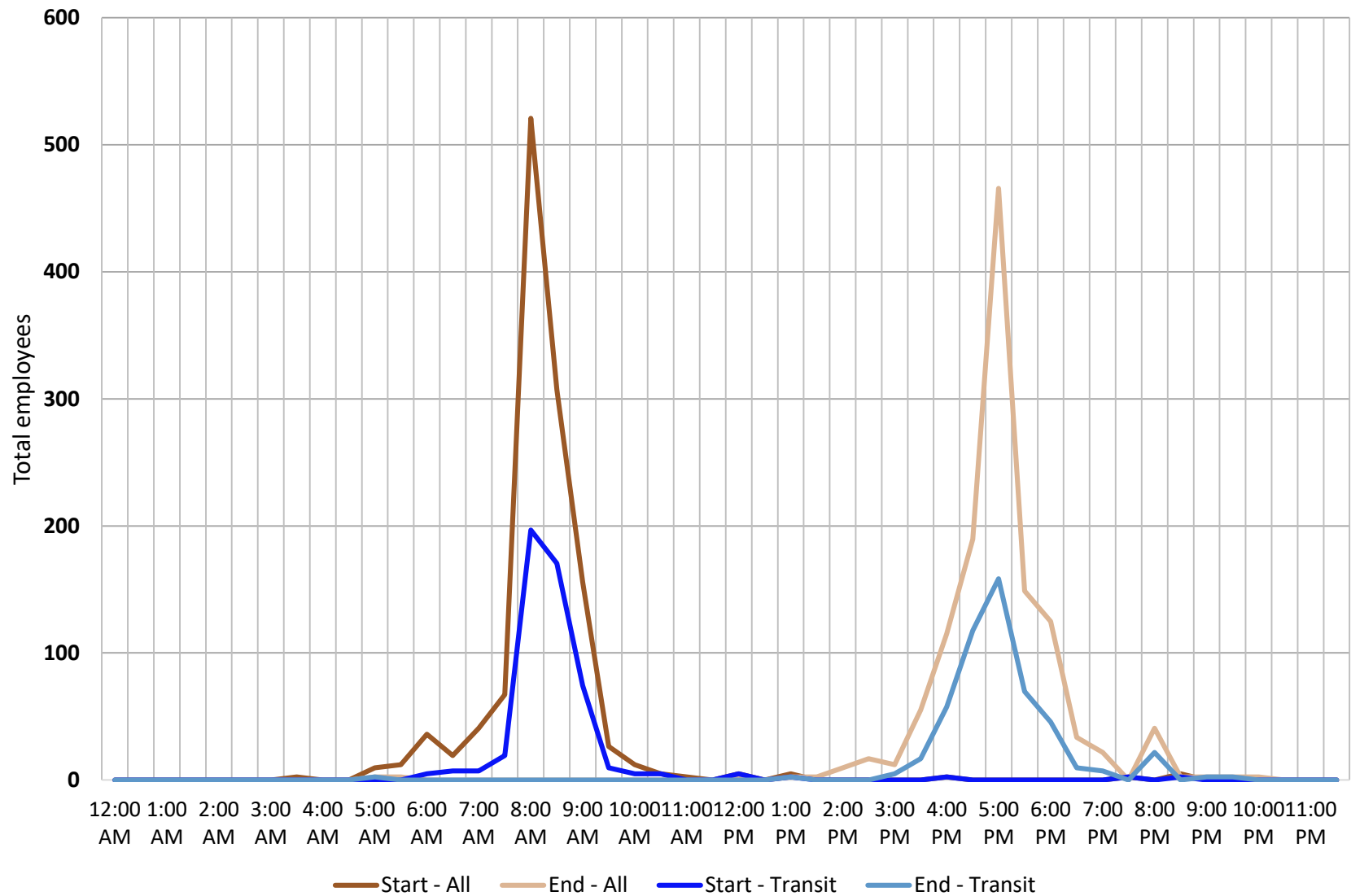


30% of Marquam Hill employees say they have experienced an issue traveling at these hours.

Marquam Hill shift change - TRANSIT



Waterfront Shift Change - TRANSIT



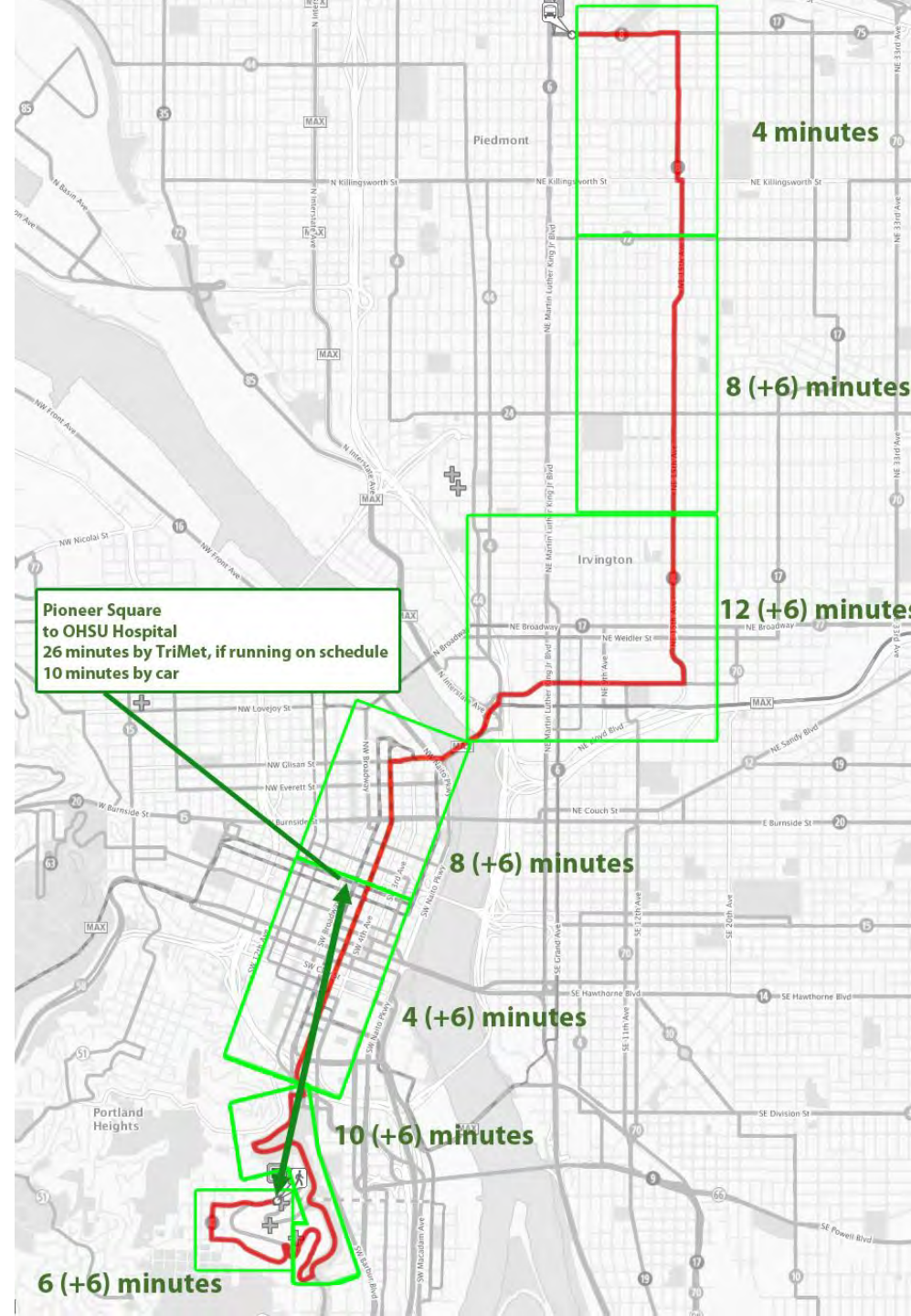
LINE 8 TRAVEL TIME BY SEGMENT

Weekday trip arriving at OHSU Hospital by 8am.

Travel time from end of segment to the next.
Transfer times in parentheses. Example: 4 minutes
from Pioneer Square to PSU (+6 minute wait time)

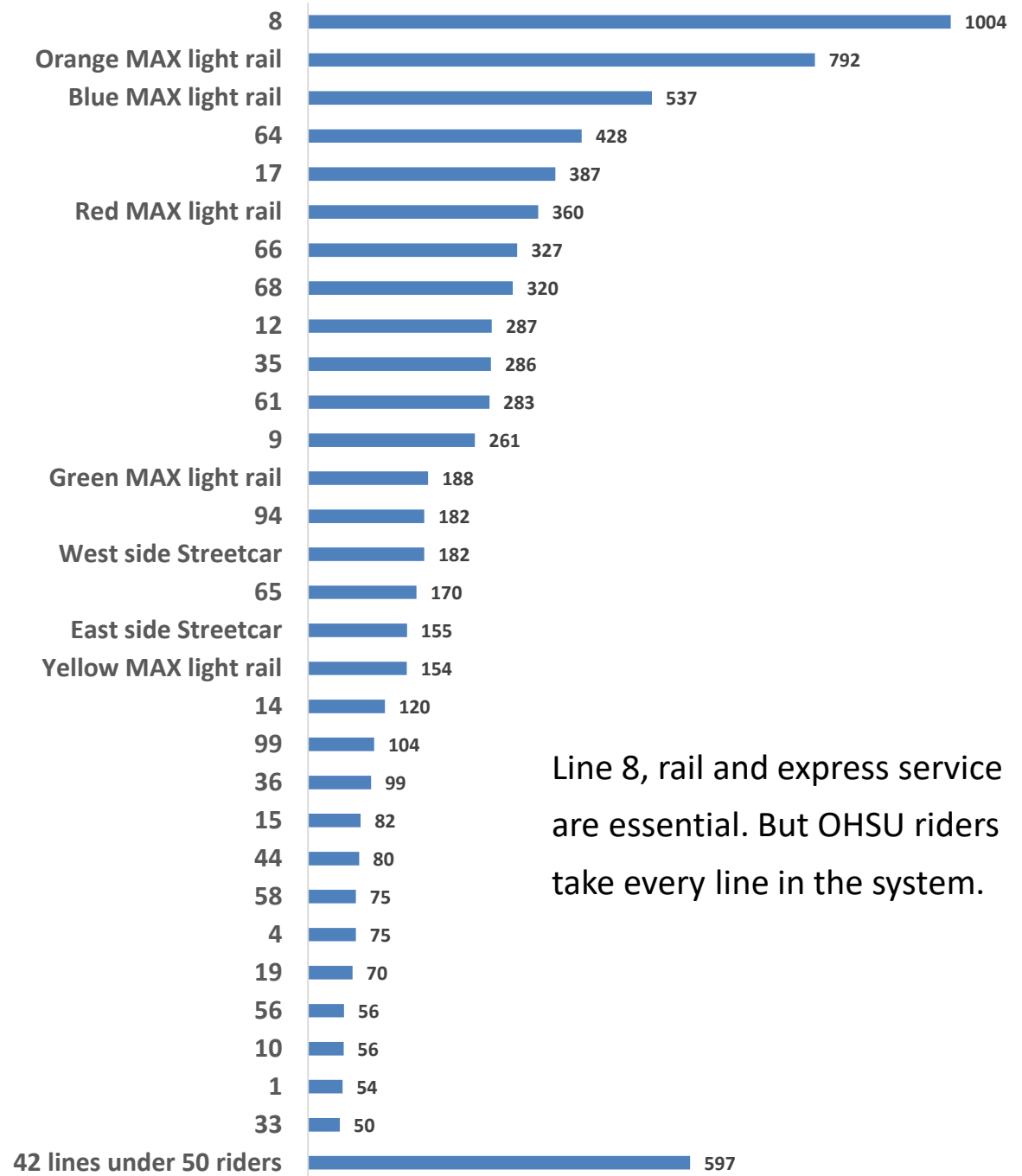
At non-peak times, wait times double (15 min)
and quadruple for 2 line trips (30 min).

This assumes bus running exactly on time with no
delays or missed transfers.



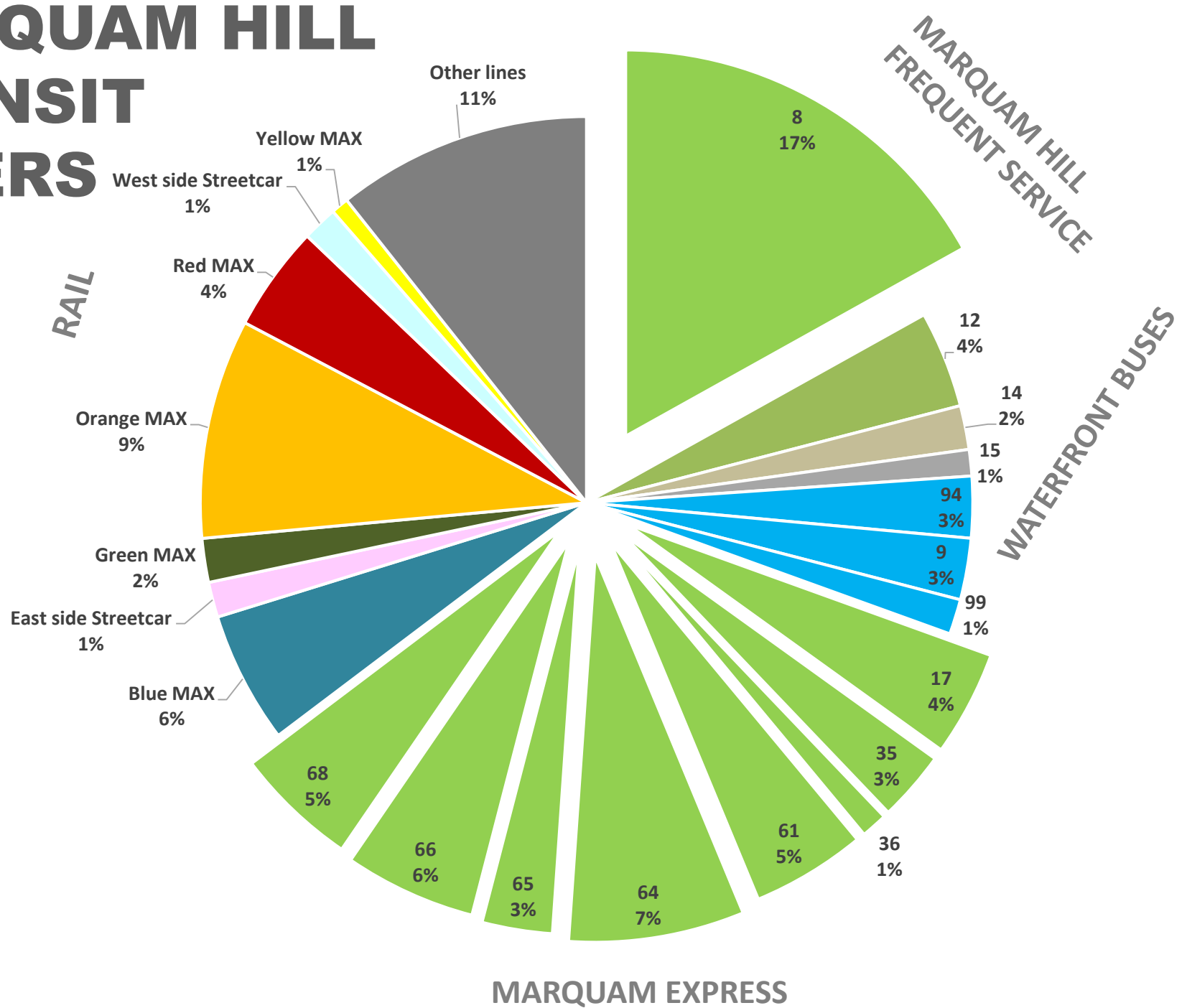
TRANSIT ROUTES

Estimated employee
transit ridership across
all OHSU worksites

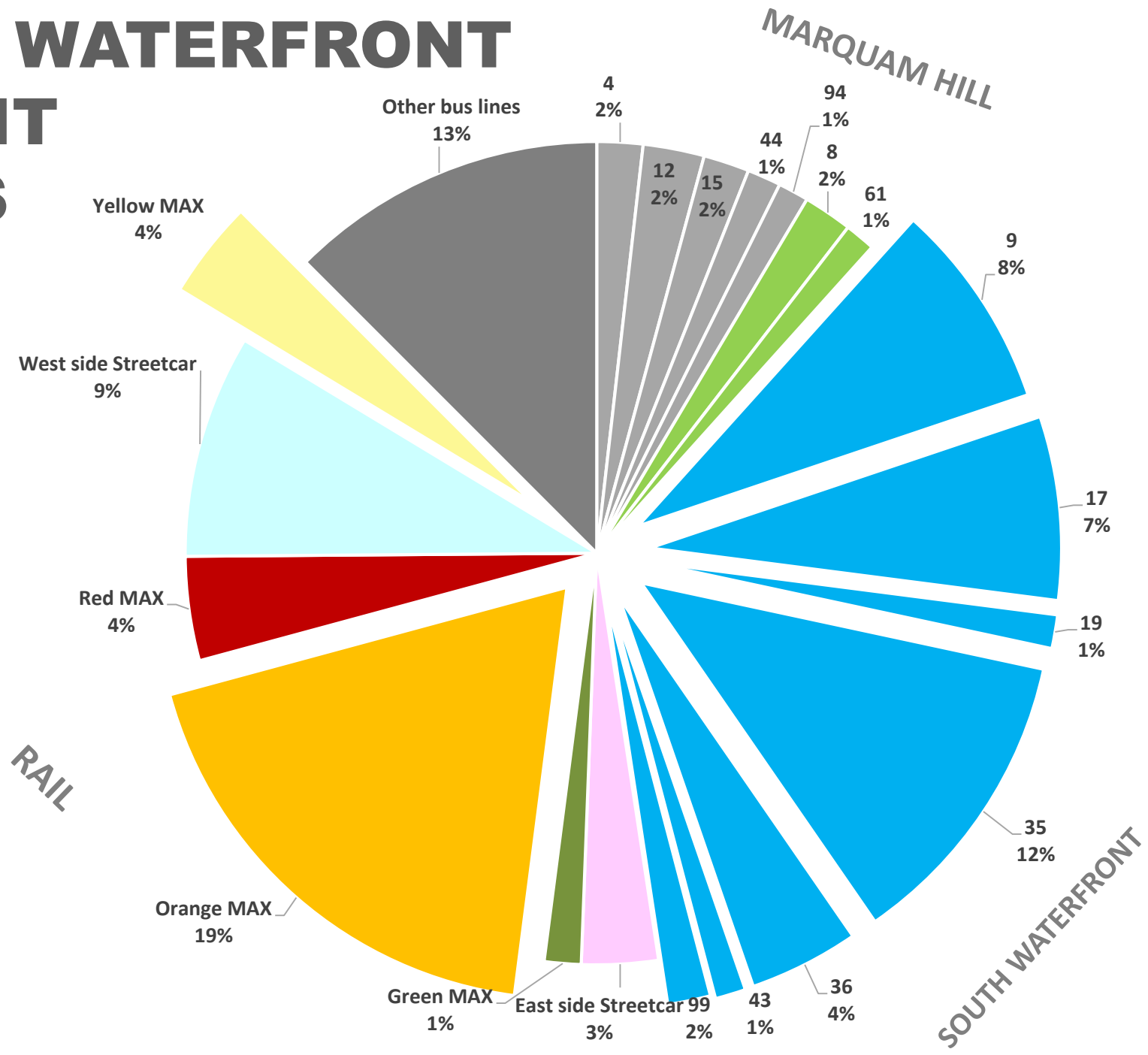


Line 8, rail and express service
are essential. But OHSU riders
take every line in the system.

MARQUAM HILL TRANSIT RIDERS



SOUTH WATERFRONT TRANSIT RIDERS



FINDINGS: Transit

The Transit Pass is popular and effectively makes transit much cheaper than driving. A transit rider is likely to drive as a back up when wanting to save time and drivers are likely to rule out transit for time reasons.

RECOMMENDATION 10

Improve transit travel times

More detailed recommendations follow.

RELATED: Driving profile, Marquam Hill results

RECOMMENDATION 10

10a. Marquam Hill

Provide express service, with no stops, from a transit hub to OHSU Hospital for maximum transit connections (Pioneer Square to OHSU Hospital) and minimum travel time. This could potentially save riders 40 minutes to an hour roundtrip a day and compel hundreds of commuters to ride transit.

10b. South Waterfront

South Waterfront is the fastest growing district in Portland, with OHSU alone bringing over 2,000 more employees to the district--A fraction of the total increase in daily trips. TriMet should work with OHSU to bring new service for new commuters to the district, evaluating potential express, frequent service, and more.

10c. Off hour transit

Adding earlier service to OHSU-bound lines will open up transit to hundreds of early morning commuters. Our swing and late night employees say they will ride transit if they can rely on a faster connection in the evening.

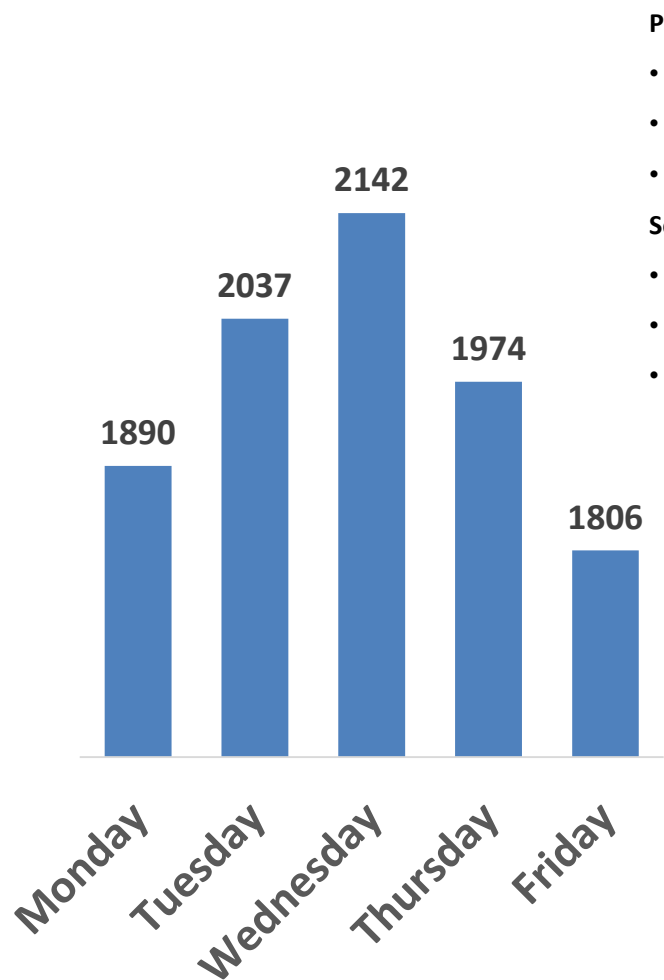
10d. Park and Rides

OHSU should work closely with TriMet to identify potential Park and Rides and on trip planning technology to identify ways to bring more people into the system. In particular, an OHSU rider's trip increasingly involves drive + park and ride + transit.

10e. Lair Hill

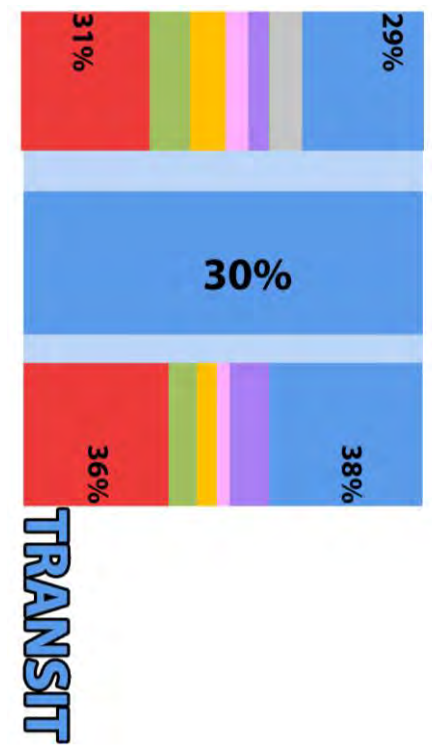
Evaluate potential stops between Barbur and the Gibbs Pedestrian Bridge, such as SW Naito at Whitaker and a stop for the 54 and 56. This will increase the number of lines that riders can have direct service, reduce trip times and reduce the need for downtown transfers.

Marquam Hill-bound employees riding transit, by week day



- Primary commute**
- 74% bus
 - 21% light rail
 - 5% streetcar
 - 90% TriMet pass
 - 44% ride the Tram
 - 52% have used Park & Rides
- Secondary commute**
- 35% drive alone
 - 13% light rail
 - 10% drop off
 - 17% daily parking
 - 1% long term parking

Preferred mode: 60% drive.
Drives to save time: 44%



TRANSIT RIDER COMMUTER PROFILES

CONCLUSION

Telecommuting has transformed transportation at two OHSU sites. As Portland's housing crisis pushes people further from OHSU, telecommuting could pose the best opportunity to insulate OHSU TDM goals from this negative stressor. Even part time telecommuting, at rush hour, could reduce congestion.

Transit is popular for people wanting to save money but increasingly unpopular for people wanting to save time. With transit-only travel lanes downtown and on Tilikum Crossing, working with Trimet is essential for faster campus connections.

Driving is not an option most people choose or desire exclusively. "Drivers," are decreasing and people who drive *sometimes* are increasing. OHSU should explore ways to price people's choices more closely with their daily decisions and bring price equity between the flexible driver and the exclusive driver.

Biking is growing fast and highly preferred. While South Waterfront has some of the nation's best facilities, on Marquam Hill, 2 facilities have closed in recent years while long recommended facilities have yet to begin construction. Riders report driving as a backup, and they could turn to driving if amenities don't keep pace with growth.

Carpool has three counter-incentives: A long wait for permits, daily carpooling is more expensive than long term driving alone, and one way carpooling is risky when late night alternatives are unavailable. These counter-incentives are steadily degrading the number of carpools on campus.

OHSU is making strong progress. The highest elevation campus in the City is out performing regional trends and is far ahead of many similar sized organizations nationally. However, with congestion already a major issue and extensive growth on the horizon, more aggressive transportation demand management is needed.

RECOMMENDATIONS

1. Leverage unmanaged sites in regional transportation planning
2. Build secure Marquam Hill bike facilities for at least 500 people.
3. Partner with Biketown
4. Increase telecommuting
5. Increase trip planning for new employees
6. Realign the cost of parking to OHSU's goals
7. Launch recommendations of the OHSU Night Access Plan
8. Upgrade carpool matching technology
9. Provide TNC as a guaranteed back up for people who don't drive
10. Improve transit travel times



Transportation Census 2017

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