

Clackamas County Travel Options Plan

Aging Services Advisory Council

May 19, 2025



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What will this plan do?

- **Expand awareness and access** for different ways to travel in the county
- Identify strategies to **reduce congestion on roadways**
- Define and implement a **pilot program** in Clackamas County
- **Fulfill the travel options requirement** of the county's transportation system plan mandated by the State of Oregon



What is TDM?

Transportation Demand Management (TDM) is the application of programs and activities to make it easier for people to travel without a single occupancy vehicle. TDM focuses on strategies and techniques to reduce vehicle demand on roadways by increasing the use of modes other than driving alone.

Some examples of TDM programs:



Bike access and education



Vanpool programs



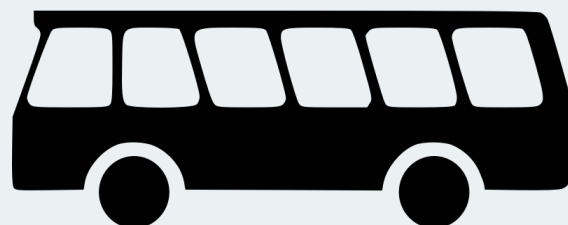
Transit pass programs



Carpool and
ridematching programs



Parking policies and/or pricing



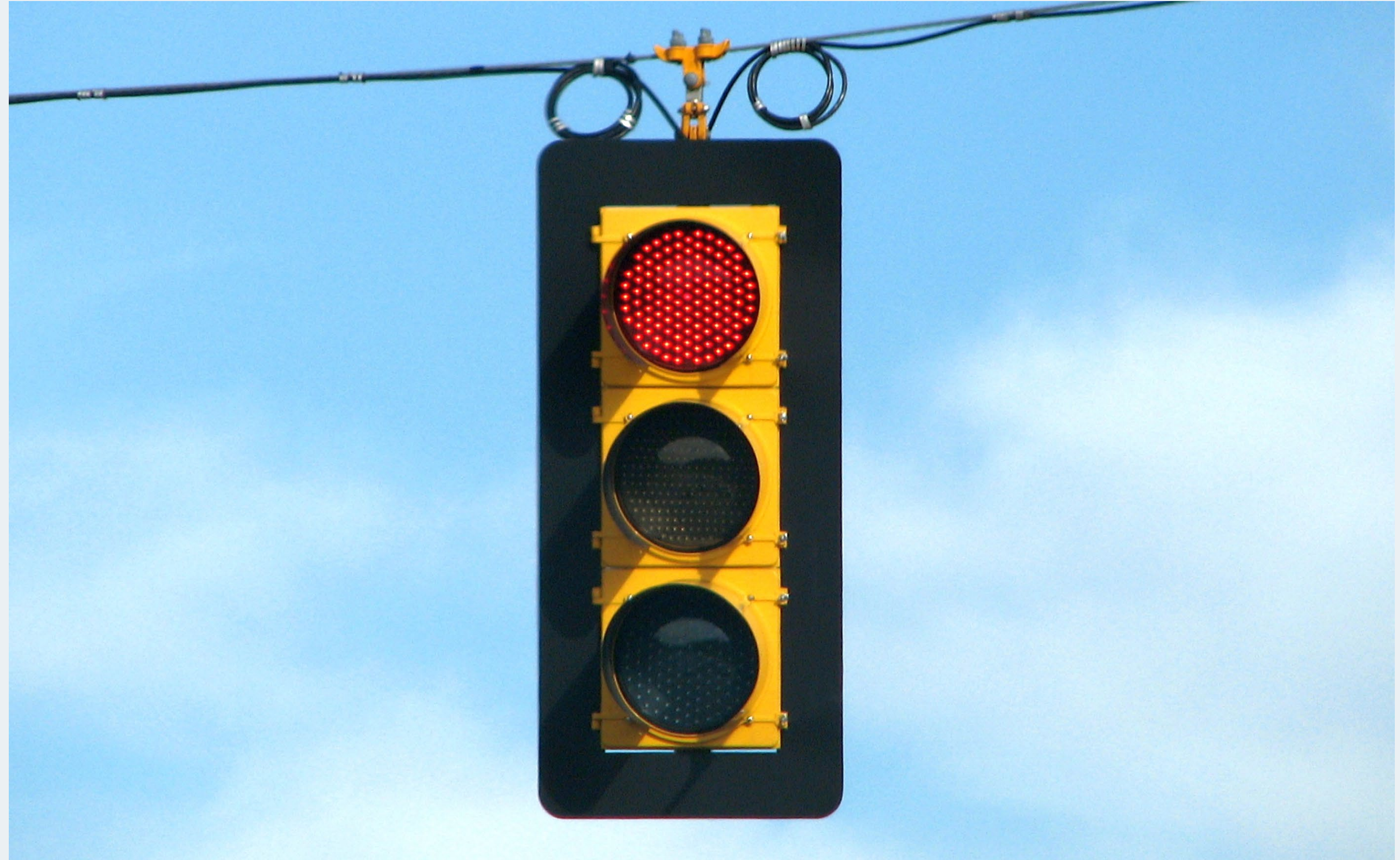
Commuter or first/last
mile shuttles



Information, marketing,
and signage

What will this plan NOT do?

- Tell Clackamas County residents, workers, and visitors “not to drive”
- Tell people how they “should” get around
- Plan or provide funding for major infrastructure improvements



Examples of existing TDM in Clackamas County



Top Categories of Potential Strategies



Travel Planning Support



Transit Subsidies



Carshare



Safe Routes for Seniors



Wayfinding and Real-Time Information



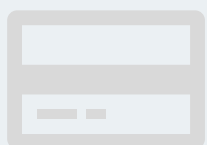
Travel Options Marketing



Visitor/Tourist Focused Programs

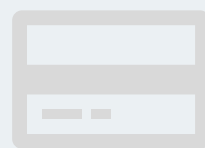


First/Last Mile Transit Connections



Travel Planning Support

Transit Ambassadors	Transit employees who staff transit station platforms/ waiting areas to assist customers with travel information and provide general oversight of station operations.
Trip Planning Integration	The process of allowing user to consume multiple aspects of transportation service through a single platform (i.e. a “one-stop shop” app or website that combines transit, rideshare, and county shuttle information).
Smart Payment Systems	Promote the use of existing regional fare media and establish more convenient fare structures and payment systems for smaller county transit providers using "smart" electronic fare media.
Personalized Trip Planning	Provide individuals with tailored transportation options and information to help them plan their trips efficiently and sustainably.
Online Bike and Walk Map Resources	Develop and market on-line bicycle and pedestrian route maps, showing walking and biking routes that are low-stress and showing the location of infrastructure such as sidewalks and bike lanes.



Transit Subsidies

Transit Subsidies	Provision of partially- or fully-subsidized transit pass programs.
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Carshare

Carshare	A program in which users can rent cars for use for short periods, which can support those who live without a car.
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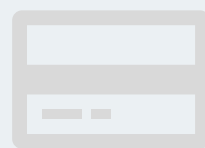
Safe Routes for Seniors

Safe Routes for Seniors	A community-driven program to improve mobility, safety, comfort, and social connections for older adults, focusing on creating awareness of comfortable and safe routes to key destinations (similar to the national Safe Routes to School program)
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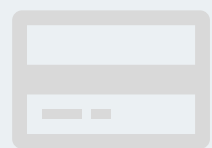
Wayfinding and Real-Time Information

Real-Time Transit Displays	Installation of new transit displays that show real-time bus arrival information, routes serving stops, and other useful rider information.
Alternative Transportation Kiosks	Installation and maintenance of kiosk(s) which provide information about local transportation programs, bike route maps, and transit system maps.
Wayfinding and Lighting Improvements	Installation of signage to help transit riders, pedestrians, bicyclists, and other non-drivers in key locations or connection points, and installation of improved lighting in key locations to help people find their way and feel safer.



Travel Options Marketing

Branded TDM Resources	Update existing transportation options/TDM resources relevant for the general public and develop new ones as programs are expanded and initiated to ensure contents are audience-tailored, accessible (created in various media) and easy to share. Highlight the value to audiences and include success stories.
General Marketing Campaigns	Marketing campaigns to promote TDM programs and the benefits of non-SOV travel to residents, includes the distribution of printed material and web promotion through email and social media.
New Movers Program/Campaign	Create a program to support new residents to Clackamas County or those relocating to a new part of their city to promote useful transportation information. Typically, this focuses on residents of multi-unit buildings in areas closest to transit.
Clackamas County Shuttles Marketing	Marketing campaigns geared specifically toward existing Clackamas County #ClackCoConnects Shuttles



Visitor/Tourist-Focused Programs

Visitor/Tourist-Focused Programs	Provision of services and information targeted at encouraging visitors and tourists to use shared and active modes in urban Clackamas County.
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First/Last Mile Transit Connections

Shuttle service	A shared transportation service where vehicles, usually a van, provide first/last mile connections.
Rideshare first-/last-mile connections to transit	Implement programs that support rideshare (Uber/Lyft/Taxi) use for first-/last-mile connections to transit.

Transit Ambassadors	Employees who staff transit station platforms/waiting areas to assist customers with travel information.
Trip Planning Integration	Apps or websites that connect users to multiple transportation services through a single platform.
Smart Payment Systems	Establish more convenient fare structures and payment systems on smaller county transit providers.
Personalized Trip Planning	Provide individuals with tailored transportation options and information to help them plan their trips.
Online Bike and Walk Map Resources	Online maps showing low-stress walk and bike routes and the locations of sidewalks and bike paths.
Transit Subsidies	Partially- or fully-subsidized transit pass programs.
Carshare	Program offering short-term car rental (a few hours at a time) which can support those without a vehicle.
Safe Routes for Seniors	Program creating awareness of comfortable and safe routes to key destinations for older adults.
Real-Time Transit Displays	Installation of new transit displays that show real-time bus arrival information.
Alternative Transportation Kiosks	Installation of kiosk(s) which provide information about local transportation programs.
Wayfinding and Lighting Improvements	Installation of signage to help non-drivers in key locations or connection points, and installation of improved lighting to help people find their way and feel safer.
Branded TDM Resources	Develop new audience-tailored transportation options resources and materials.
General Marketing Campaigns	Marketing campaigns to promote existing travel option programs.
New Movers Program/Campaign	Support residents relocating in Clackamas County by sharing useful transportation information.
Clackamas County Shuttles Marketing	Marketing campaigns geared specifically toward existing Clackamas County #ClackCoConnects shuttles.
Visitor/Tourist-Focused Programs	Services and information encouraging Clackamas County visitors and tourists to use shared and active modes.
Shuttle Service (first-/last-mile transit connections)	A shared transportation service where vehicles, usually a van, provide first/last-mile connections to transit.
Rideshare (first-/last-mile transit connections)	Implement programs that support rideshare (Uber/Lyft/Taxi) use for first-/last-mile connections to transit.

Discussion

- Which of these strategies do you think would help you to reduce your driving dependence or reliance on others to drive to?
- Which strategies are critical in your view but are not included here?
- Where do you drive to that you wish you had other options for?

How to follow updates and be involved

Project Website



Visit the project website at:
clackamas.us/engineering/expanding-transportation-choice-and-access

Steering Committee



Steering committee meetings help to direct the project and are open to members of the public.

See project website for times and dates

Project Timeline

Summer 2025	Fall 2025 – Summer 2026
<p>Recommendations and Plan Development:</p> <p>Create a toolbox of TDM strategies and framework for partnerships that is appropriate to Clackamas County’s unique context. Develop performance measures to evaluate success against the project vision and goals</p>	<p>Pilot Program Implementation:</p> <p>Implement one or two identified high-priority projects as a pilot program</p>

