

Transportation Census 2018



Transportation Census 2018

SEPTEMBER 2018

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Updates

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

Overall results

In 2018, 1,083 employees at 4 worksites were selected by scientific random sample.

Campuses

The OHSU Transportation Census is conducted in support of the OHSU Transportation Demand Management Plan, the Marquam Hill Plan, and to fulfill reporting requirements of transit partners and the Oregon Department of Environmental Quality.

Biking

Carpool and drop offs

Driving

Telecommute

Transit

Walk

Preferences

Trip plan

Shifts

Conclusion

PROGRESS ON 2017 RECOMMENDATIONS

All 2017 recommendations were launched prior to this report. Level of completion evaluated below. Recommendations not complete are rolled over into 2018 recommendations.

9 complete

3 partially complete

2 incomplete

1. TDM tool kit for off campus sites. Content has been recently launched at www.ohsu.edu/commute, including brochures and a trip tool that includes off site locations. The tools exist; The outreach needs to be implemented. **Partially complete.**

2. Build Marquam Hill Bike Facilities: A Student Center valet was piloted. Several sites were assessed for future facilities. OHSU worked with City of Portland to update the Bike Parking Code as it relates to campus. A new facility is planned for lower Marquam Hill campus. **Partially complete.**

3. Increase telecommuting: OHSU to increase telecommuting in FY19 led by HR. Telecommuting added to OHSU's trip log platform. Flexible telework included in OHSU's crowd-sourced ideas initiative and scored in the top percentile by participants. **Incomplete.**

4. Increase trip planning: A new trip tool was developed inhouse and launched successfully. The next step is to continue upgrading and monitoring the tool while increasing awareness and engagement. **Complete.**

5. Launch more Night Access Plan recommendations: Add earlier transit service. **Complete.** Create an early and late alternative for people with no alternatives. **Complete.** Provide Transportation Network Company alternatives. **Complete.**

6. Partner with bike share. Biketown discount is live. Jump and Lime e-bikes successfully piloted on campus. E-scooters piloted in Portland and proved popular at South Waterfront with no reported incidents. The City is expected to renew these permits in 2019. **Complete.**

7. Upgrade carpool matching technology. Scoop launched with OHSU in April 2018. **Complete.**

8. Realign parking price. Pay per use launched in KCRB; Announced for wider roll out. **Partially complete.**

9. Ride hail company for guaranteed ride home. Lyft is live for Guaranteed Ride Home. **Complete.**

10. Reduce travel time by transit from downtown to Marquam Hill. OHSU proposed partnership with PSU's Urban Planning school on investigating this issue in 2018 and again for 2019 but no direct action has been taken on this issue. **Incomplete.**

11. TriMet service expansions. TriMet had its largest service expansion ever, including 4 lines to Marquam Hill and 2 all night service lines for the first time in decades. Expansions through the SW Corridor are still being evaluated. **Complete.**

12. Increase transportation programming for walking: Walking was added to trip logging and incentives. In April, OHSU organized a street fair that was inclusive to walking, running and related vendors. **Complete.**

RECOMMENDATIONS

2018 RECOMMENDATIONS TO CARRY OVER

- Build Marquam Hill Bike Facilities
- Reduce Marquam Hill/downtown transit time
- Increase telecommuting
- TDM tool kit for off campus sites
- Realign parking price

TRANSIT

Time remains the top transit barrier.

Recommendation: Add off campus parking in areas where Park and Rides are at capacity or unavailable to reduce travel time for outlying riders.

BIKING

Valet is the most popular option. However, valet exists in one location and is reaching capacity. 54% of respondents said they would use showers if available.

Recommendation: Identify a central location for showers and lockers.

CARPOOL

On the experience side, Scoop users said they drove when their schedule could not accommodate alternatives. Lyft Off users were concerned about safety when not using Lyft.

Recommendation: Custom trip plans for Scoop and Lyft Off users. Educating Scoop and Lyft Off users on their range of alternatives might keep them from driving alone when Scoop is not available. These program members can be targeted for outreach using the trip tool and targeted emails.

DRIVING

The drive alone rate did not change at a statistically significant rate. Regionally, with an influx of new regional residents and outflux of central city residents, Portland has seen an increase in driving. So this could signal OHSU is tempering an overall trend if not demonstrating outright progress just yet.

OHSU's TDM Plan calls for an 8% decrease in drive alone trips by 2028, or about 0.7% a year. 2018's results are within that goal, however, the goal itself is well inside the statistical margin of error of 4%.

Recommendation: To benchmark such a narrow annual goal, the method of defining the single occupancy vehicle rate should be refined. The Census could double or triple the sample (if incentivized) and match against parallel data streams such as lot counts.

TELECOMMUTE

Telecommute remains far below the regional and national average, with the exception of downtown worksites. Meanwhile, telecommute leads all other modes in user satisfaction.

Recommendation: Promote flexible telecommuting. Encourage employees to work off site at high congestion times.

WALKING

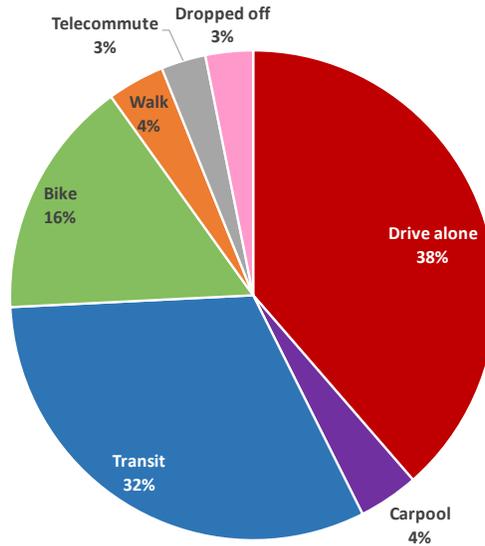
Only 40% of people who walk to OHSU's central work sites receive walking incentives. The incentive is promoted at orientation and online but long time employees are still not aware of it, as it launched at the same time as many other programs.

Recommendation: A concerted effort to promote this program in common routes for walkers may increase engagement with MyCommute.

OVERALL RESULTS

2018	ECO Population	Drive alone	Carpool	Transit	Bike	Walk	Telecommute	Dropped off
Marquam Hill	9901	38%	4%	30%	17%	4%	3%	4%
South Waterfront	1593	46%	3%	34%	12%	5%	0%	1%
Downtown	1250	39%	3%	38%	7%	2%	9%	2%
Total	12744	39%	4%	32%	16%	4%	3%	3%

OHSU Overall Mode Split 2018

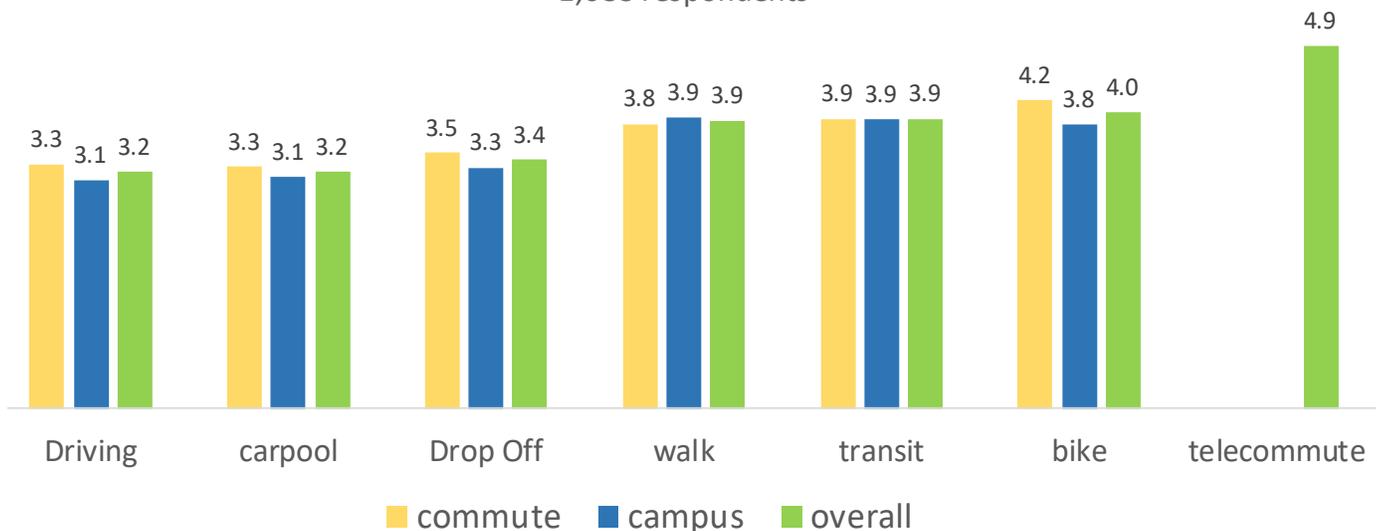


TRAVELER EXPERIENCE

Respondents were asked to rate their experience of their primary mode. The question was customized to the mode. Respondents were asked about the commute and campus experience (facilities and programming). Telecommuters, who don't commute, were asked about their experience generally.

Please rate your experience with your primary mode

1,083 respondents

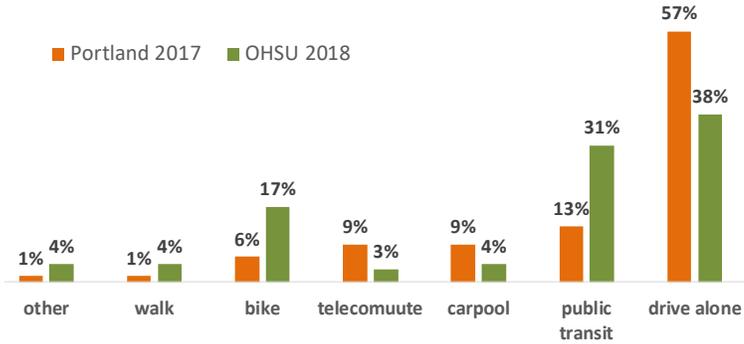


MARQUAM HILL

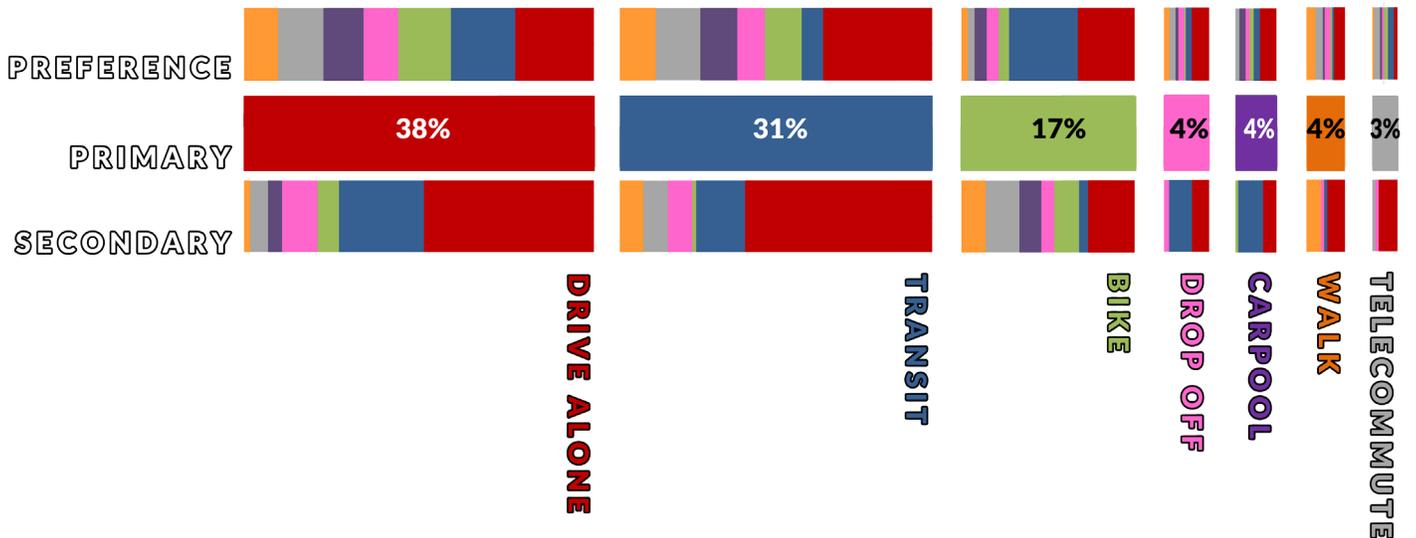
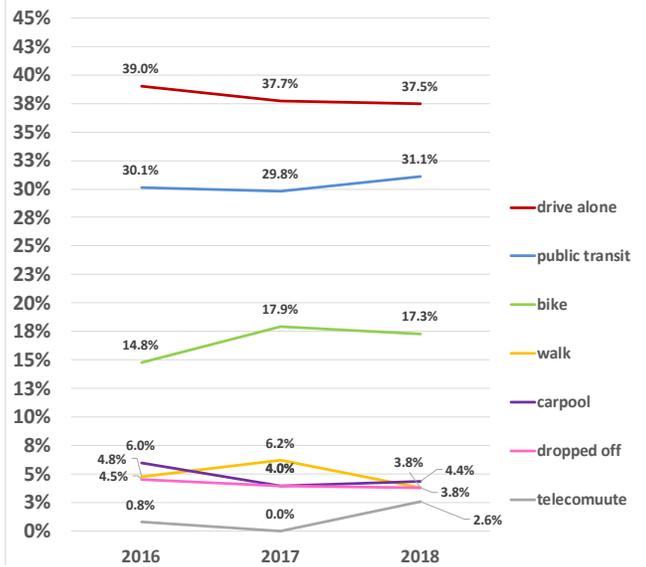
ECO population: 8518
 Respondents: 344
 Each respondent represents 25 people
 Margin of error: 4%

Portland vs OHSU Marquam Hill

based on most recent data available
 Portland: US Census 2017
 OHSU: 2018 data



Marquam Hill, by year



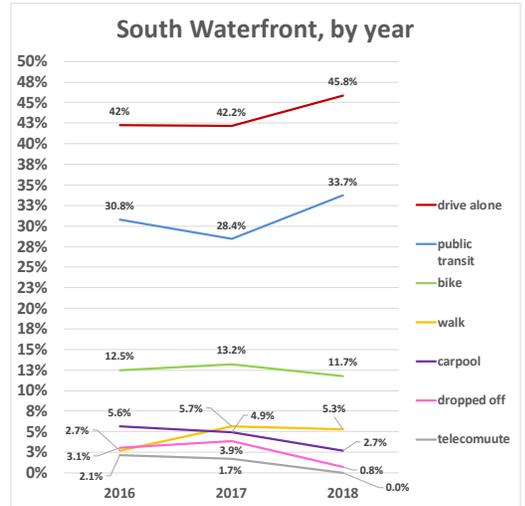
	DRIVE ALONE 38%		PUBLIC TRANSIT 31%		BIKE 17%		DROPPED OFF 4%		CARPOOL 4%		WALK 4%		TELECOMMUTE 3%	
	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred
Walk or run	2%	20%	6%	24%	25%	4%	0%	29%	0%	0%	38%	63%	0%	20%
Telecommute	5%	26%	6%	29%	34%	4%	0%	29%	0%	15%	0%	50%	13%	60%
Carpool	4%	23%	0%	24%	22%	7%	0%	14%	0%	23%	0%	13%	0%	20%
Dropped off	10%	20%	6%	18%	13%	7%	12%	29%	0%	15%	8%	38%	13%	20%
Bike	6%	30%	1%	24%	25%	6%	0%	7%	7%	15%	0%	13%	0%	40%
Public transit	24%	37%	12%	14%	9%	40%	50%	29%	60%	23%	8%	13%	0%	60%
Drive alone	48%	45%	46%	71%	47%	33%	38%	86%	33%	62%	46%	75%	75%	40%

SOUTH WATERFRONT

Oregon Health & Science University

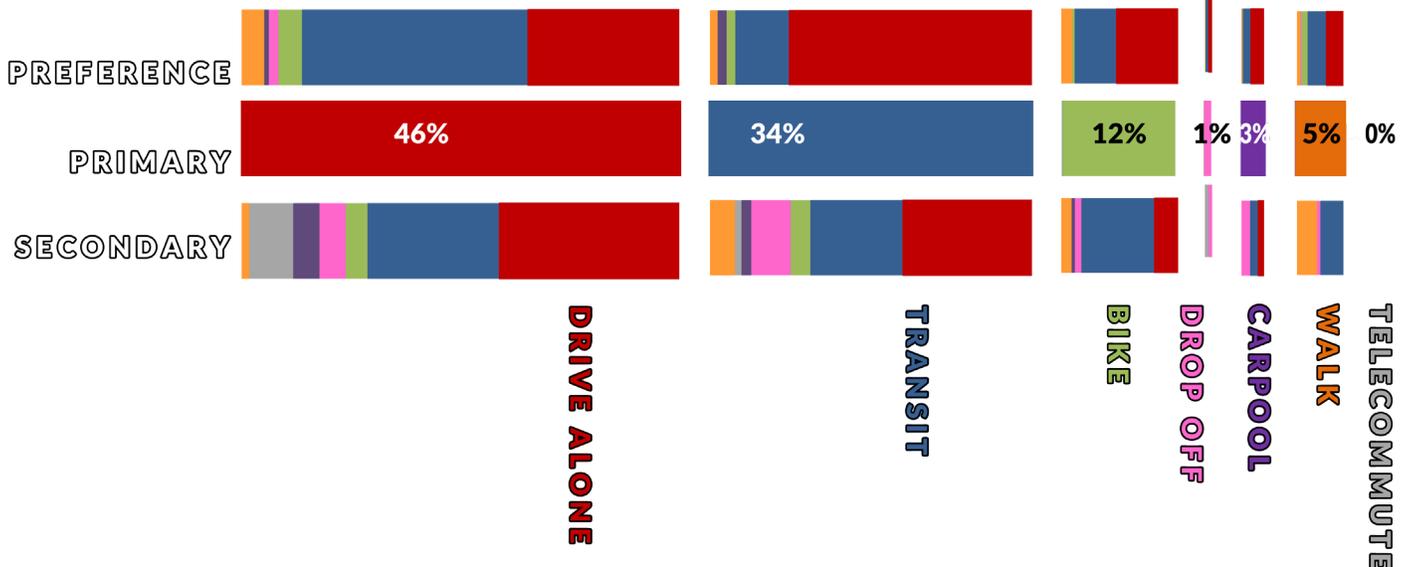
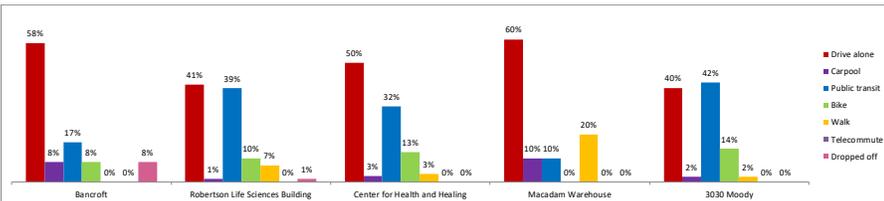
ECO population: 1478
 Respondents: 267
 Each respondent represents 6 people
 Margin of error: 4%

South Waterfront rated high for transit, where numerous options are available, and low for telecommuting. This may be due to the hands-on nature of services provided at South Waterfront: Outpatient clinics, education and logistics.



South Waterfront mode by building

What is your primary mode of travel to your primary work site?
 262 respondents



	DRIVE ALONE 46%		PUBLIC TRANSIT 34%		BIKE 12%		DROPPED OFF 1%		CARPOOL 3%		WALK 5%		TELECOMMUTE 0%	
	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred	Secondary	Preferred
Walk or run	2%	5%	8%	3%	10%	10%	0%	3%	0%	4%	43%	8%	30%	0%
Telecommute	10%	0%	2%	0%	0%	0%	50%	0%	0%	0%	0%	0%	60%	0%
Carpool	6%	1%	3%	3%	3%	0%	0%	0%	0%	2%	0%	0%	23%	5%
Dropped off	6%	2%	12%	0%	6%	0%	50%	0%	38%	0%	7%	2%	36%	3%
Bike	5%	5%	6%	3%	0%	2%	0%	8%	0%	2%	0%	13%	0%	8%
Public transit	30%	51%	28%	16%	67%	35%	0%	34%	33%	31%	50%	38%	0%	28%
Drive alone	42%	35%	40%	75%	23%	53%	0%	55%	29%	61%	0%	38%	100%	55%

DOWNTOWN

ECO population: 847
Respondents: 364
Each respondent represents 2 people
Margin of error: 4%

Downtown rated high for telecommuting, where technology and administrative jobs are concentrated. Downtown rated low for biking, where the bikeway network may be considered more stressful.

