

Re-conceptualizing Public Transportation: Creating Climate Solutions

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Presentation Objectives

- Underscore the role of public transportation.
- Discuss the approach that ultimately moved public transportation forward in the Climate Action Team process.
- Introduce some of the more distinguishing characteristics of each recommendation.
- Identify some of the transferrable lessons.

Transportation & Climate Change

- Nearly 50 percent of GHG emissions
- Providing people with options
- Building on successes

Broader Context for the Public Transportation Discussion

WSDOT Recognizes that we need a full suite of strategies to reduce greenhouse gas emissions:

- Reducing vehicle miles traveled.
- Improving vehicle technology.
- Lowering the carbon content of fuels.
- Improving the efficiency of the transportation system.

Each approach will be necessary if we are to achieve our mandates

Underlying Assumptions

The recommendations were developed with an expectation of synergy with other sets of strategies:

- Pricing
- Land use
- System efficiencies

Conceptual Approach

- Demand driven: not driving demand.
- Focused on identified goals (incremental).
- Meeting needs of differing market segments.
- Built on partnerships, new and evolving.
- Identifying and mitigating barriers.

Transit: More of the Same

- Initial response: More money creates more service reducing some more trips.
- Developed with the existing transit framework:
 - Constrained by policies
 - Constrained by practice
 - Constrained by perspective

Allowing Meaningful Change

Developing a new framework
(outside the box!)

Allows:

- New perspective
- New opportunities
- New partnerships

Transit: A new Vision

- Washington State Transit Access Network
- Guiding principle:
 - When you walk out the door you don't need a transit map, or a car; you know how to get there

A public transportation roadmap

Enhanced CTR/Ridesharing

- Target driven
 - Managed for performance
 - Accountable
- A portfolio of strategies
 - Flexible, scalable
 - Structured around markets and partnerships
 - Leverages public and private resources
- Entrepreneurial markets
- Built off established successes

Residential Trip Reduction

- Based on demonstrated individualized marketing programs (King County's InMotion Program, Whatcom County's SmartTrips).
- Would expand the application of these programs statewide, providing efficient administration while tailoring to local markets.
- Providing options for non-commute trips.

Lessons

- Established frameworks constrain solutions.
- Meaningful targets focus thinking and allow for innovation.
- Incremental measurement makes management possible.
- Establishing the recommendation identifies the real barriers.
- Barriers can be addressed one at a time.

Questions?

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