



www.MyDestinationDowntown.com



# ABOUT

## EXPLORE YOUR OPTIONS

# YOUR PROGRAM

**D**ESTINATION DOWNTOWN is an evolving program combining existing trip reduction programs with new initiatives to reduce drive-alone trips to downtown Vancouver. Target participants of this program are downtown employers and employees.

Employers play a vital role by providing trip reduction incentives, opportunities, and information to their employees. Employees make it work by taking advantage of those incentives and opportunities.

**Destination Downtown**, coordinated by City of Vancouver Transportation Services, pulls together the resources and spearheads the advocacy to help employers and employees support and use the many trip reduction options available in the downtown Vancouver area.



*Explore and use new ways to downtown Vancouver.*

**DESTINATION DOWNTOWN** is all about helping you **explore** and **use** new ways to downtown Vancouver. It's about saving **time**, saving **money**, saving the **environment**, and improving your **health**.

It's about **reducing** drive-alone trips and vehicle miles traveled by downtown commuters, offering **alternative** forms of transportation, and developing a **balanced**, multi-modal transportation system for downtown Vancouver.

Employers, workers, businesses, and business patrons can all **use** and **benefit** from this program. Transit, biking, carpools, and vanpools are just a few of the many and varied **options** to explore.

**Destination Downtown** is all about **rethinking** Point A to Point B for a lot of very **good** reasons.

**D**estination Downtown, a trip reduction program coordinated by the City of Vancouver, Washington, Transportation Services, aims to reduce drive-alone trips to and traffic congestion in the downtown Vancouver area.

In 2006, the Washington State Legislature passed the Commute Trip Reduction (CTR) Efficiency Act to improve the efficiency of the state's transportation system. It requires local jurisdictions to develop CTR plans and provides them the opportunity to create Growth and Transportation Efficiency Centers (GTEC). GTEC's are intended to be developed in the densest employment or residential areas.

**60% of downtown employees live within five miles of their work site.**

The City of Vancouver GTEC program, **Destination Downtown**, is a collection of goals and policies, facility and service improvements, and marketing strategies to increase progress towards the reduction of drive-alone trips and vehicle miles traveled. Building upon the success of the existing CTR program, **Destination Downtown** strives to work in partnership and coordination with downtown area agencies, businesses, workers, and residents.



**It all starts with information & the information starts here:**

www.MyDestinationDowntown.com  
DestinationDowntown@ci.vancouver.wa.us

*Visit our web site or send us an email to learn more about the many different ways to your downtown destination.*

PRINTED ON RECYCLED PAPER. PLEASE RECYCLE.



TRANSIT • BIKE • CARPOOL • WALK • MORE



DESTINATION DOWNTOWN



# TRANSIT

**R**iding the bus is an easy and economical way to get to your downtown Vancouver destination. The area is served by two transit agencies, Clark County's C-TRAN and Oregon's TriMet.

Riding transit takes you out of the driver's seat and into the passenger seat where you can relax, read, enjoy the passing scenery, and let someone else do the driving for you. Walking to and from the bus stop can add a bit of easy, aerobic exercise to your daily routine. Both transit agencies provide bike

racks and other options, allowing you to combine both modes of transportation.

Since 1981, C-TRAN has provided Clark County with safe, reliable,

and convenient public transportation. With 18 local routes in Clark County, including 12 routes serving downtown Vancouver from all corners of the city and county, C-TRAN provides plenty of options for rethinking your daily drive. Learn more at [www.c-tran.com](http://www.c-tran.com).

**Many employers subsidize monthly passes for their employees, further reducing the cost of the daily ride.**

## DESTINATION DOWNTOWN

**B**icycling is a fun and healthy alternative to driving alone. Whether you're fit or working to get fit, bicycling can be a great option for getting to work, the store, a friend's house, or any destination that suits your schedule and ability. Although some people bike as far as 20 miles in one trip, most riders steer toward a commute of five miles or less.

The first thing you should think about is finding the right bike that best fits your needs. Bike selection is critical to your comfort, safety, and enjoyment. Be sure to take the time to shop around for the best choice. Your local bike shop is a good place to start. They have the knowledge and expertise to help you find the right bike type and fit.

You must wear a helmet and you might also consider headlights and taillights, a bike lock, and a map for planning the most efficient route to work.

Also consider combining transit with your bike ride. All C-TRAN and TriMet buses are equipped with bicycle racks, available on a first-come, first-served basis. Call or email C-TRAN (360-695-0123 or [ctran@c-tran.com](mailto:ctran@c-tran.com)) for more information.



# BIKE



# CARPOOL VANPOOL

**C**arpooling can be a convenient and cost-efficient way to get to work. It gets you outside your drive-alone bubble, can save money on gas and other commute costs, removes at least one car from the road during rush hour, and makes for an all-around greener and leaner commute.

Finding carpooling partners is easy. Talk to your coworkers and neighbors.

**Carpool permitted parking spaces are conveniently located throughout the downtown Vancouver area.**

Plenty of people are willing to share a ride and the costs.

**Vanpooling** works somewhat like a carpool, only on a larger scale with a potentially larger savings in cost

and fuel. It works best for longer commutes - 20 miles and beyond - when participants live and work in approximately the same area and work roughly the same hours.

For help in finding a carpool or vanpool that works for you, call 360-69-MATCH or log on to [CarpoolMatchNW.org](http://CarpoolMatchNW.org). This secure, online matching service provides an easy way to find others who are interested in sharing their commute.

EXPLORE YOUR OPTIONS

[www.MyDestinationDowntown.com](http://www.MyDestinationDowntown.com)

**W**alking is one of the best things you can do for your health. If you live within a reasonable walking distance of your destination, go for it. For longer trips, walking can often be combined with other forms of travel: car, transit, vanpool, or carpool. All that's required is a decision to walk and a little extra time.

Other commute options available for downtown employees include:

**Telecommute** - This can be an effective trip reduction option every day, once a week, or occasionally. Your employer may allow you to work from home or a satellite office.

**Alternative Work Schedule** - A compressed work week allows employees to work four 10-hour days each week, with one day off. Another option is to work 80-hours over nine regular work days, with an extra day off every other week.

**Car Share** - Car sharing offers the convenience of a car without the hassle and expense of owning one. Zipcars® can be found at several convenient downtown Vancouver locations.



# WALK & MORE

[www.MyDestinationDowntown.com](http://www.MyDestinationDowntown.com)