

Destination Downtown Program

City of Vancouver

Project Completed: Dec 2015

Project Information

RTC funding: \$200,000 - STP

Total Project Cost: \$231,214

Project Type: Transportation Demand Management

Project Length: Downtown and Uptown Vancouver

Function Class: NA

Daily Traffic Volume: NA



Project Description

The project implemented the Destination Downtown transportation demand management program through outreach campaigns and promotions, incentives for using non-SOV commute trips, increased carpool spaces in downtown, and events and employee workshops.

Project Benefits

- Destination Downtown participants drive-alone rate decreased by 5.7%
- Number of participants using public transportation increased by 6.7%, teleworking increased by 0.9%
- 69% of participants said the information they received through the program helped them to reduce their drive-alone rate

Project Funding

Phase	Year	Federal Funds	Other Funds	Total
Design	2014-2015	\$200,000	\$31,214	\$231,214
Right of Way				
Construction				
Total		\$200,000	\$31,214	\$231,214

Project Map

