

Sustainable Transportation Access Rating System (STARS)

Lake Arrowhead
October 18, 2010

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North American Sustainable Transportation Council



Sample Project Scorecard

STARS Project Version 0.6				
Project Name: _____				
Contact: _____				
Yes	?	No		
			Project Totals	
			One Star _- points, Two Star _- points, Three Star _- points, Four Star _- points	
Yes	?	No		
			Integrative Process	Project Phase(s)
			IP 1	Comprehensive Project Goals & Objectives (purpose & need) Planning
			IP 2	Multi-Discipline Project Team All
			IP 3	Public Stakeholder Engagement All
Yes	?	No		
			Access	
Required			A 1	Establish Mode Split Goal Purpose & Need
			A 2	Evaluate Expanded TDM Strategies Alternatives Analysis
			A 3	Evaluate Expanded TSM Strategies " "
			A 4	Evaluate Expanded Transportation Options " "
			A 5	Evaluate Expanded Land Use Strategies " "
			A 6	Implement Expanded Options, TDM, TSM and Land Use Strategies Design, Implementation
			A 7	Access Performance Operation

What is STARS?

Sustainable Transportation Access Rating System

“LEED for Transportation”

Framework for designing and/or rating transportation:

Projects

Employer Programs

Plans



Voluntary, national system for public agencies & private sector consultants

What is STARS?

Performance-based system focused on:

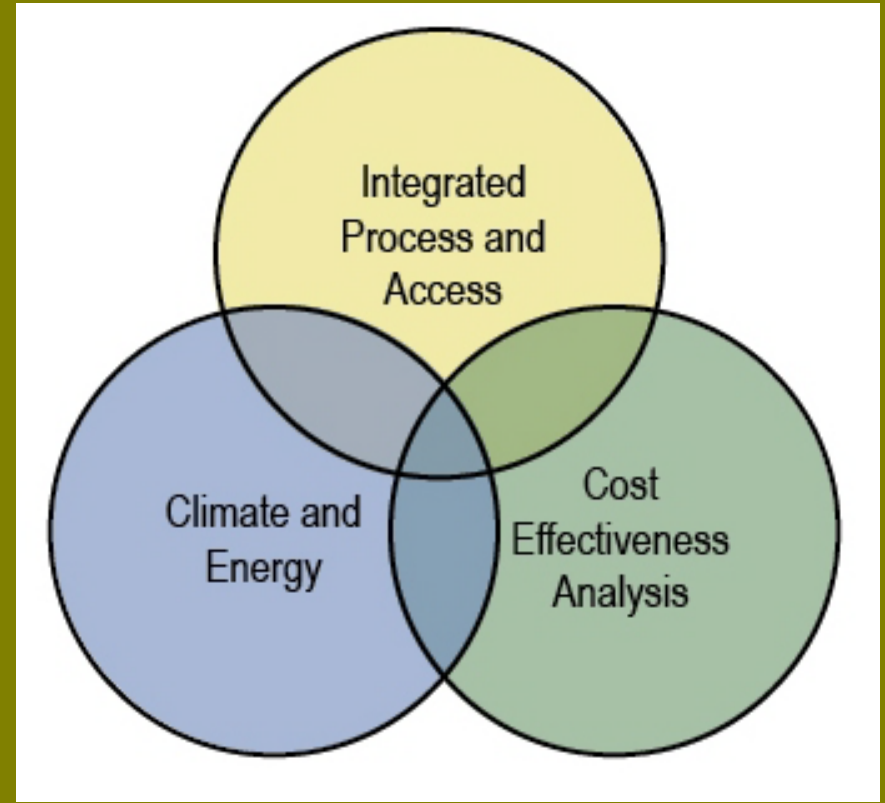
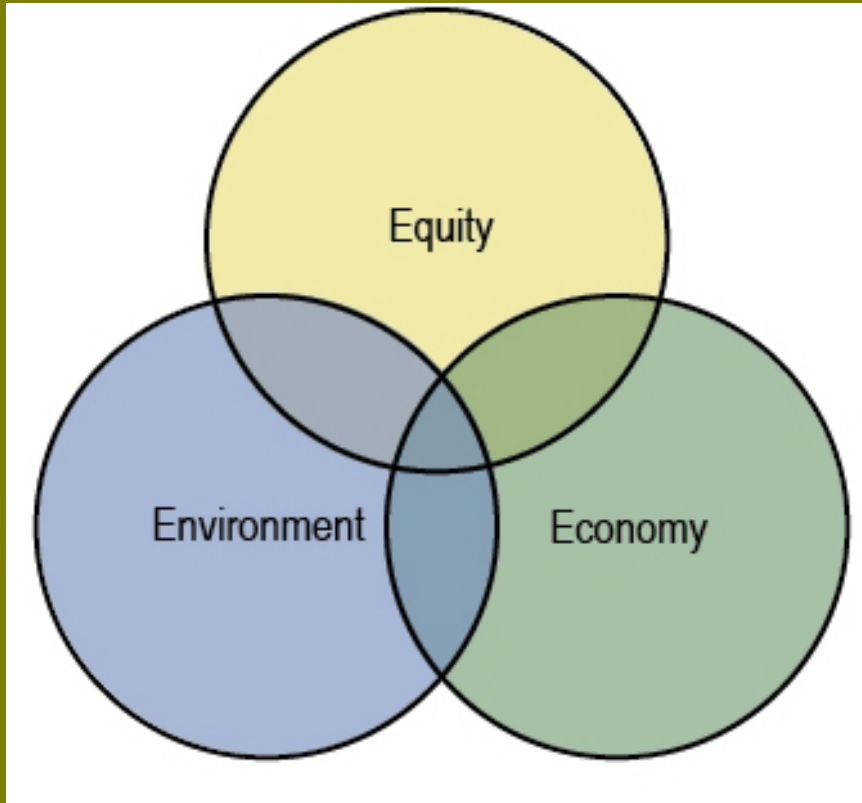
- Access
- Climate + Energy
- Cost Effectiveness

Multimodal: Compares performance across all modal strategies

Full life cycle (unlike other systems)

STARS-Project Under development (“Version 0.98”)

STARS: Grounded in Sustainability



STARS Credit Development

Santa Cruz County Highway 1

Currently 4 lane freeway

Proposal to add 2 HOV & 2 auxiliary
lanes over 9 miles

Desire evaluate sustainability of various
strategies



Who Is Developing STARS?

North American Sustainable Transportation Council

- ★ CH2M HILL: six Portland staff
- ★ Parsons Brinckerhoff: Portland, Seattle & San Francisco staff
- ★ Confluence Planning: Kelly Rodgers
- ★ ECONorthwest: Terry Moore
- ★ Bill Creger, David Evans & Associates
- ★ Nicole Isle, Brightworks
- ★ Eric Hesse, TriMet
- ★ Paul Horton, Evergreen State College
- ★ Peter Hurley, Portland Bureau of Transportation
- ★ Several peer reviewers (PSU, PDOT, WSDOT)

STARS Framework

Set Goals

Evaluate Strategies

Select Alternatives

Implement

Monitor Performance

STARS Goals & Performance Metrics

Access

Climate + Energy

Cost Effectiveness



“Boomerang Dollars”

24.3 Median commute miles per day for
33 most populous US metro areas

20.3 Average daily miles for
Portland area commute

2.9 B Miles saved compared
to median

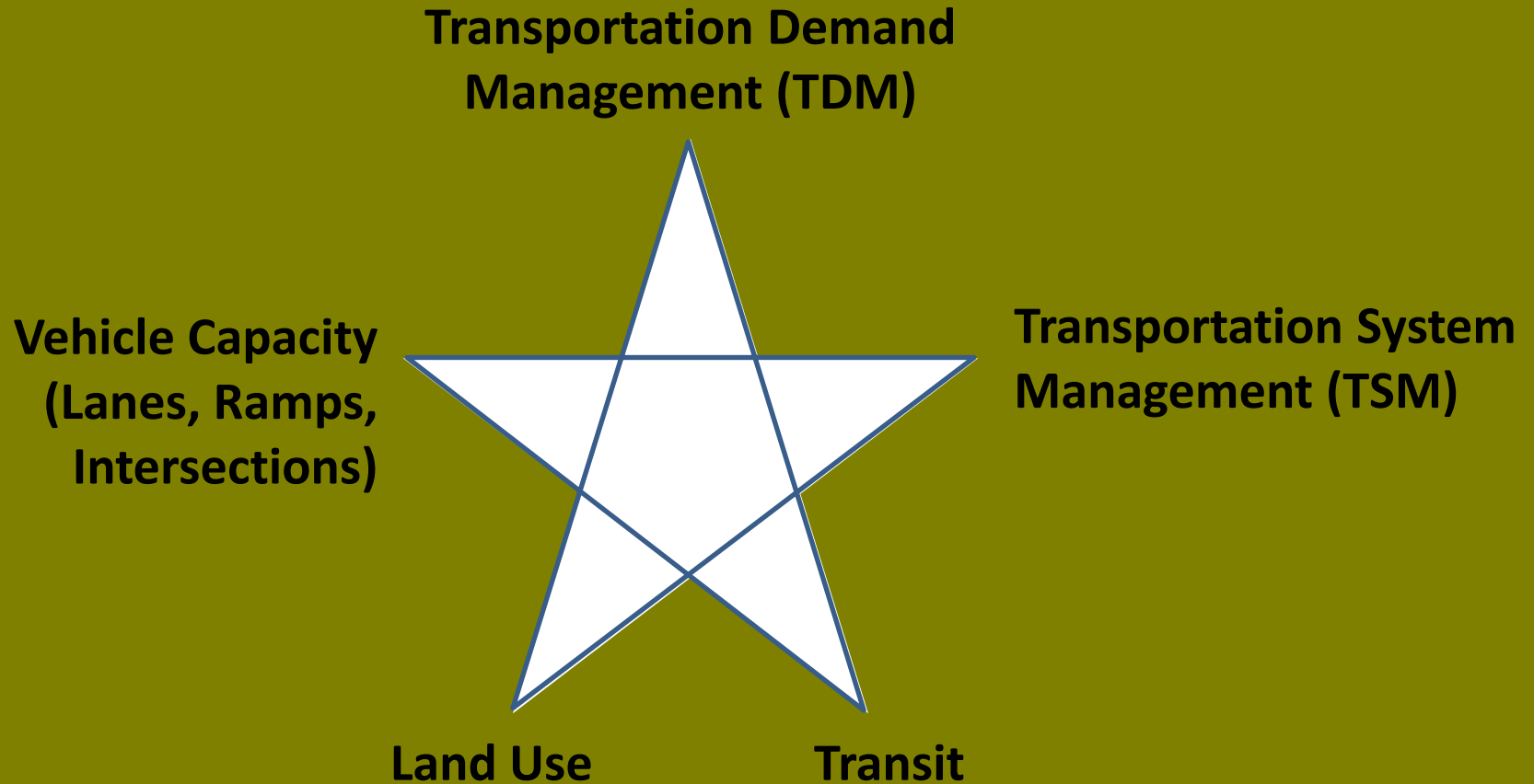
Transportation costs saved
compared to median \$1.1B

\$15 per hour Estimated value of time
spent commuting

100 million hours less
traveled per year saves \$1.5B

Total savings
per year \$2.6B

Evaluate Strategies



Status & Next Steps

Pilot Project Application Manual

Santa Cruz Highway 1

Seeking Pilot Projects

Certification & Training

National Launch



Questions?

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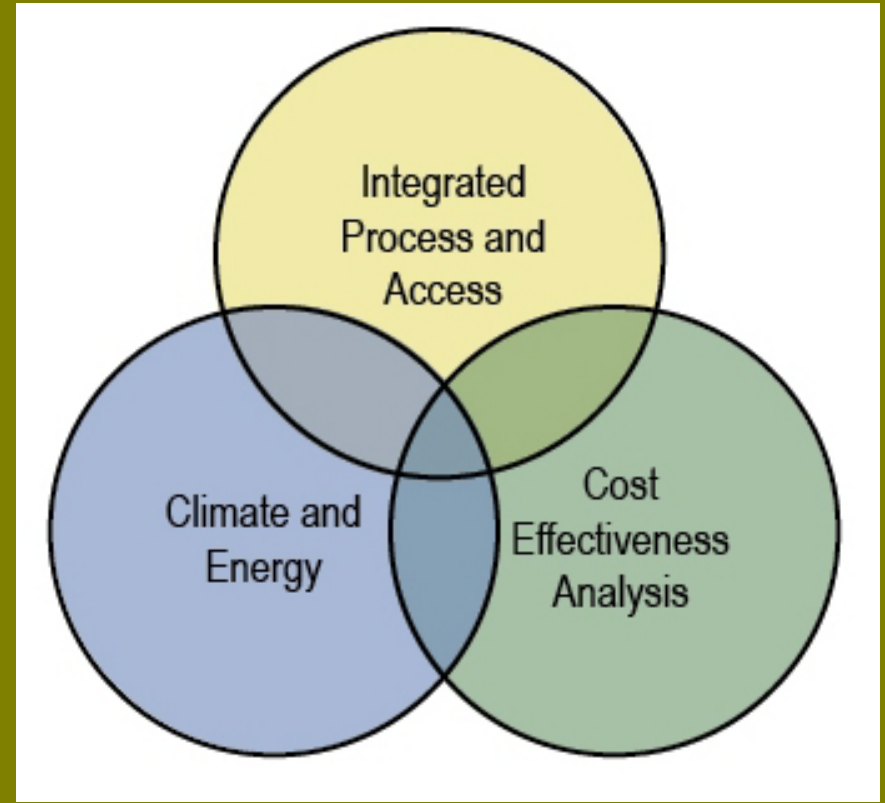
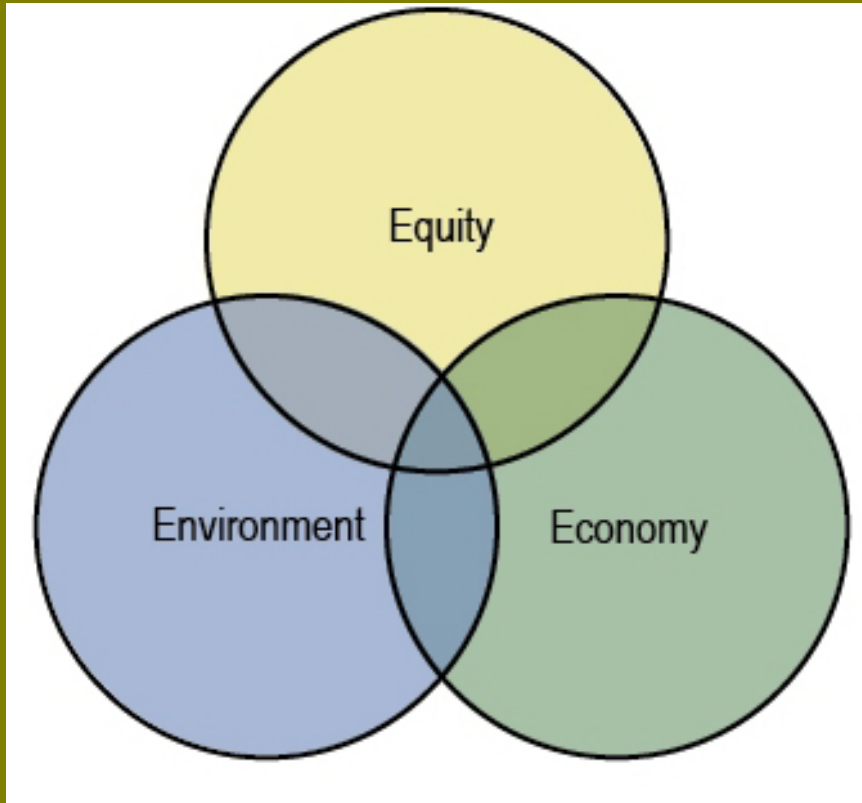
ONLY
EXCEPT BUSES







STARS: Grounded in Sustainability



Sustainable Transportation

What's the Problem?

What is STARS?

How Does STARS Work?

Status & Next Steps



search ID: jha0052

Chawkins

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“113 Degree Record in Los Angeles”





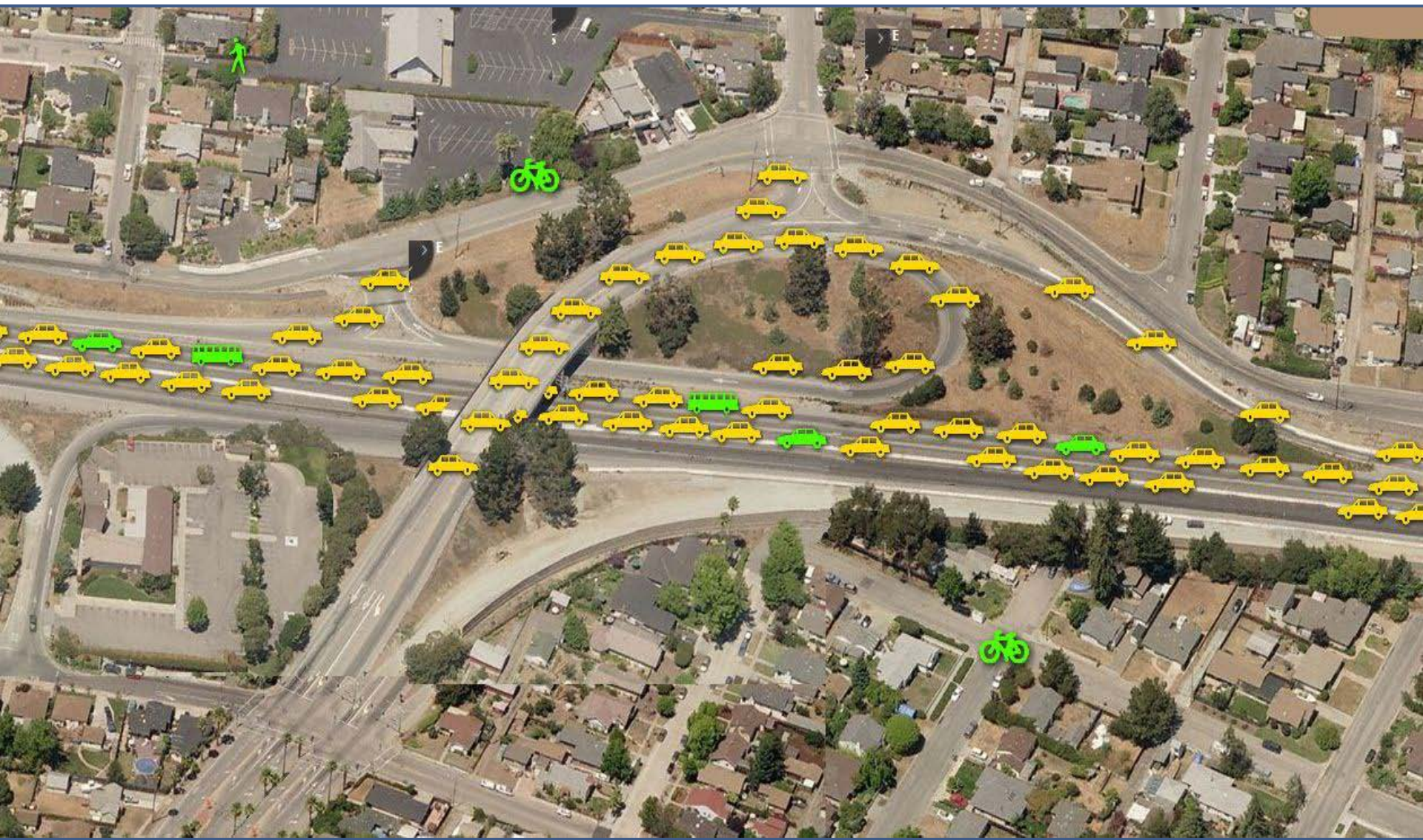
STARS Goals

Transform transportation industry practice in order to:

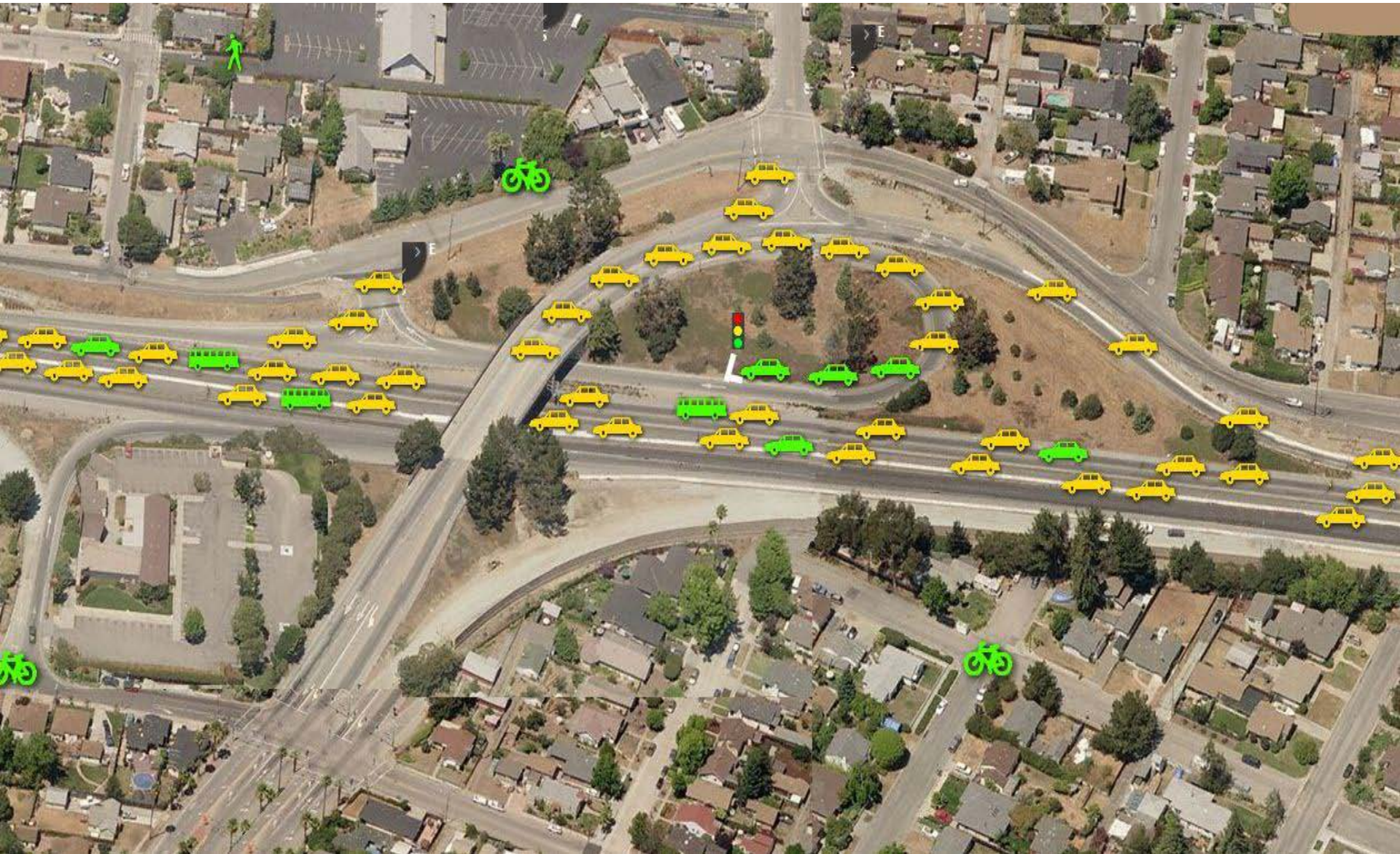
- Improve access for all people
- Cut oil dependence and climate pollution
- Maximize cost effectiveness
- Move toward true sustainability



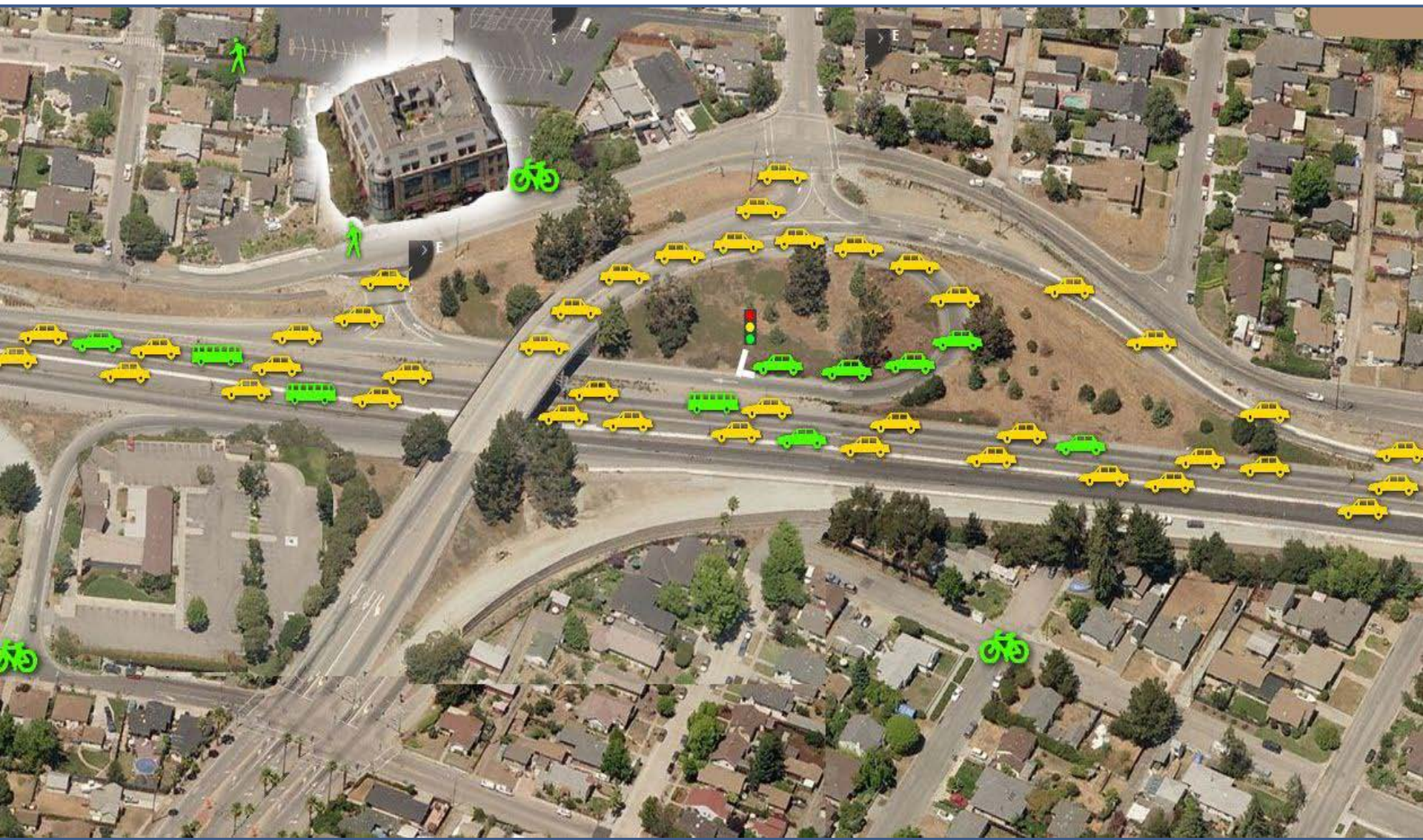
With Travel Demand Management



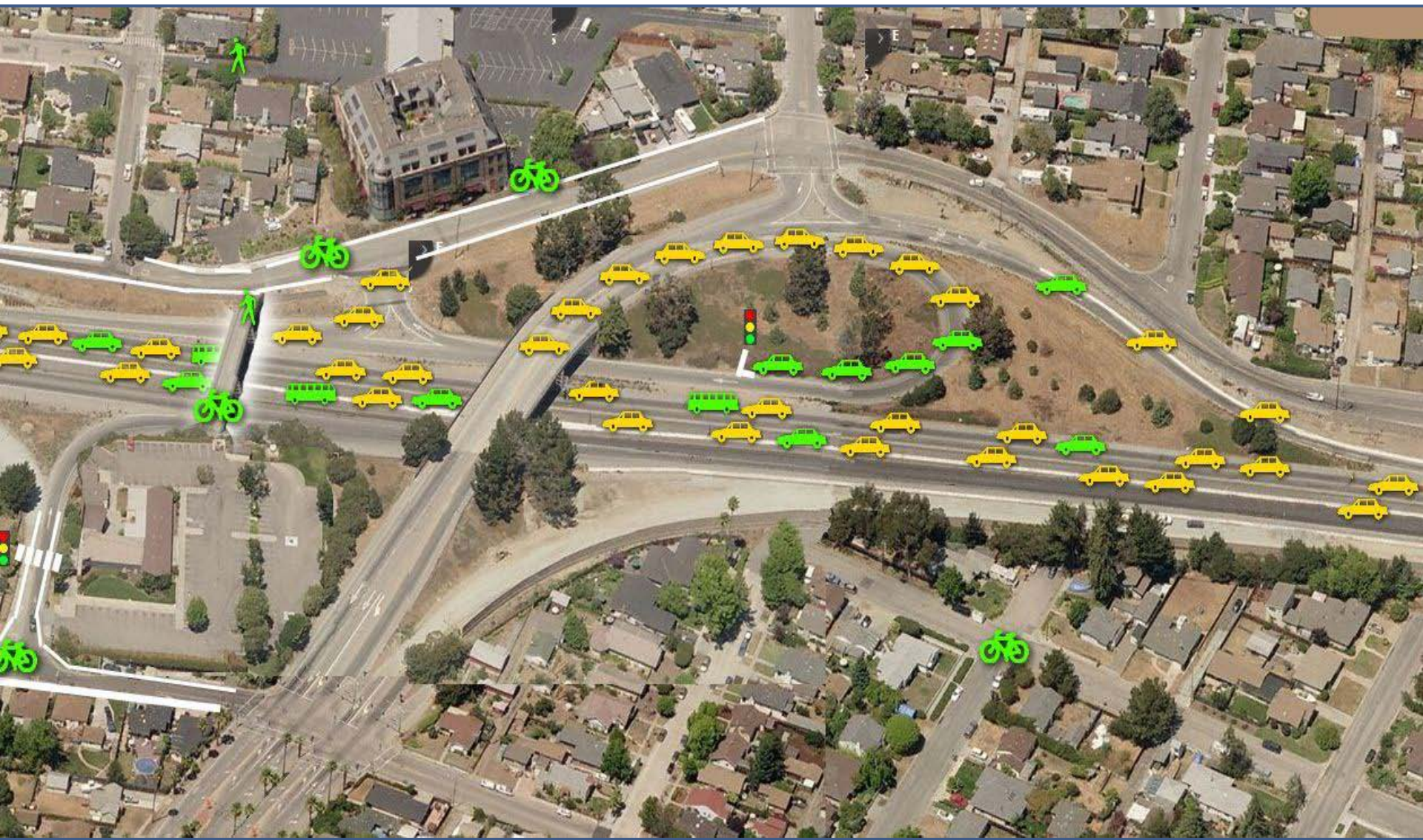
With TDM + TSM



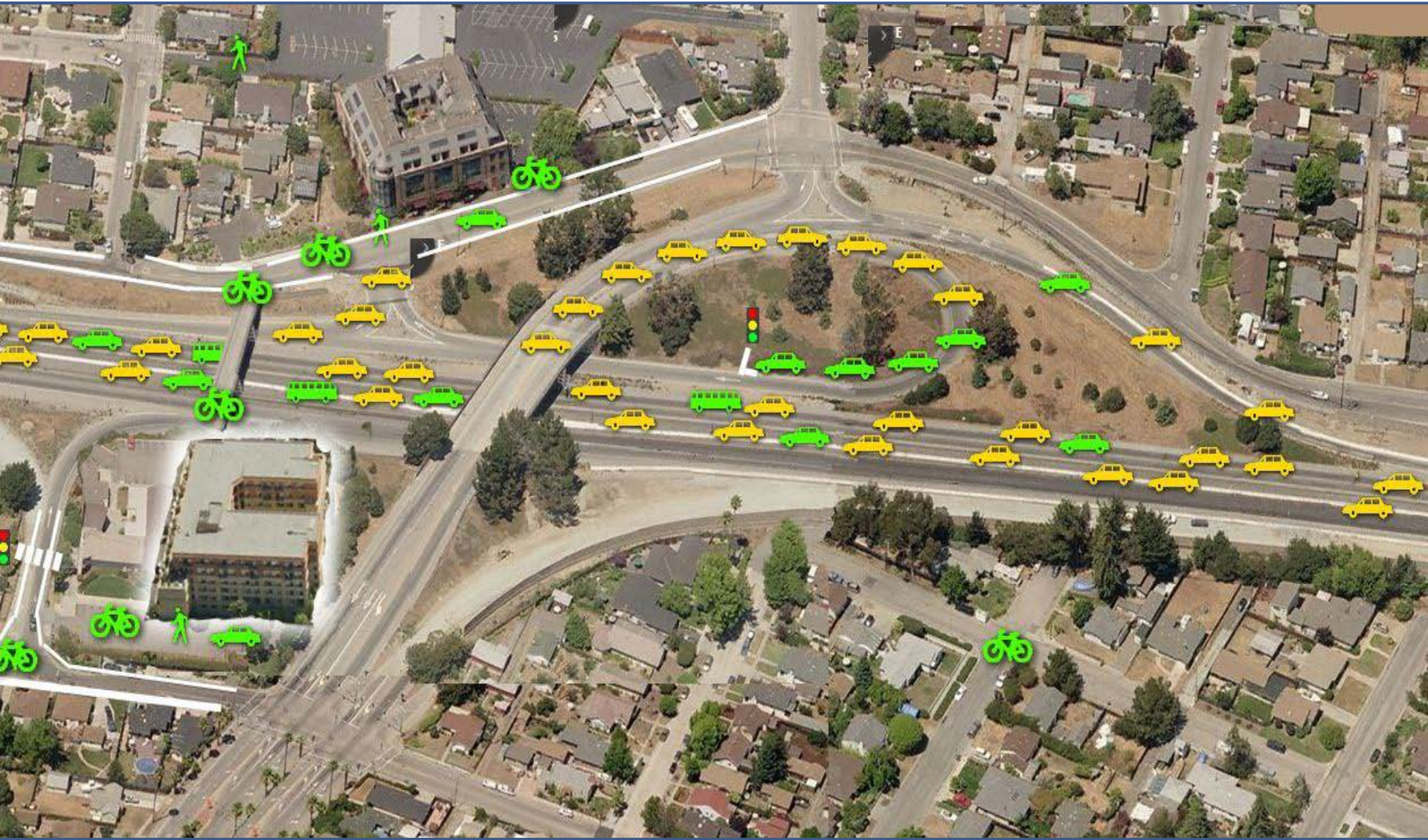
TDM + TSM + Land Use



TDM + TSM + LU + Bike/Ped

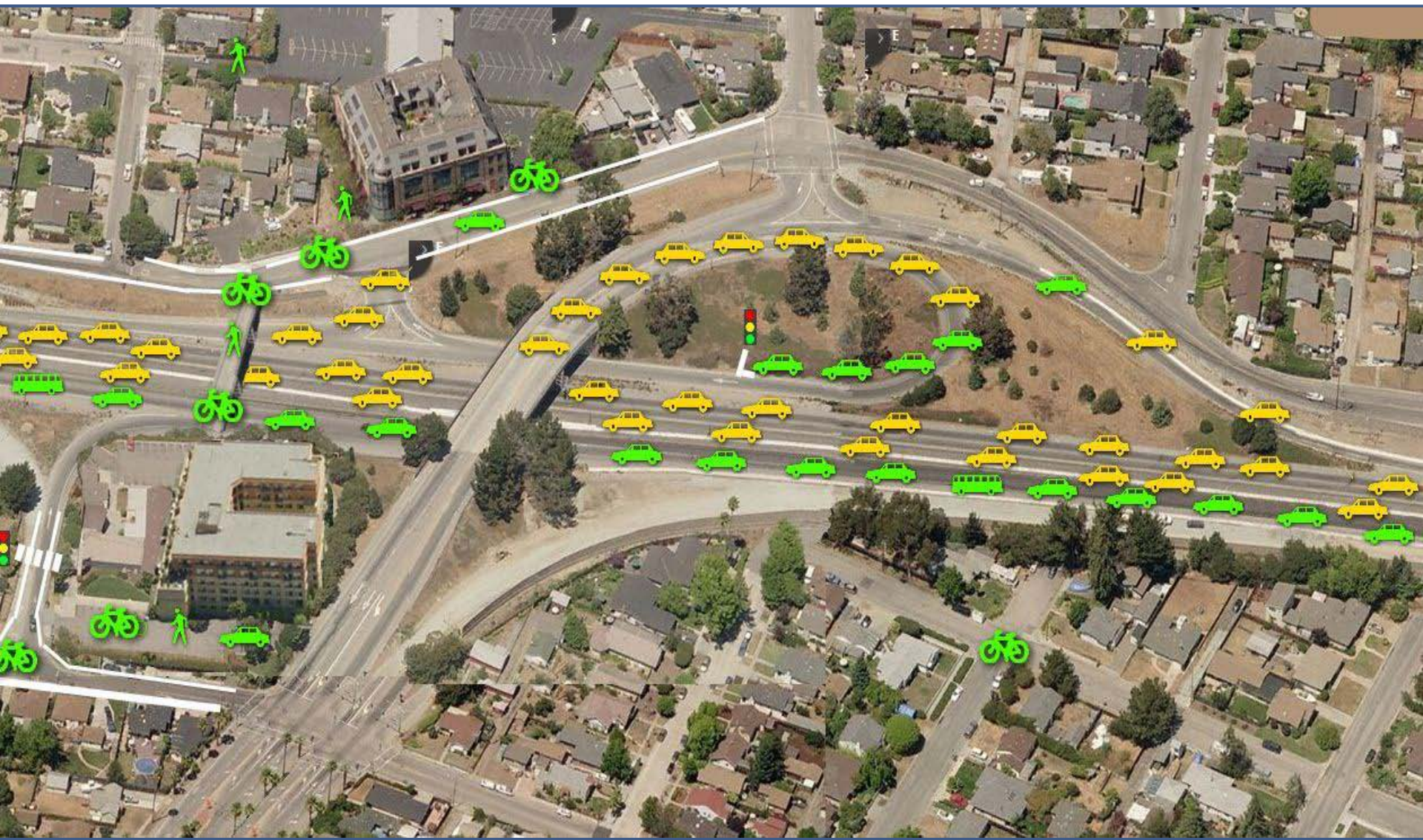


TDM + TSM + LU + Bike/Ped



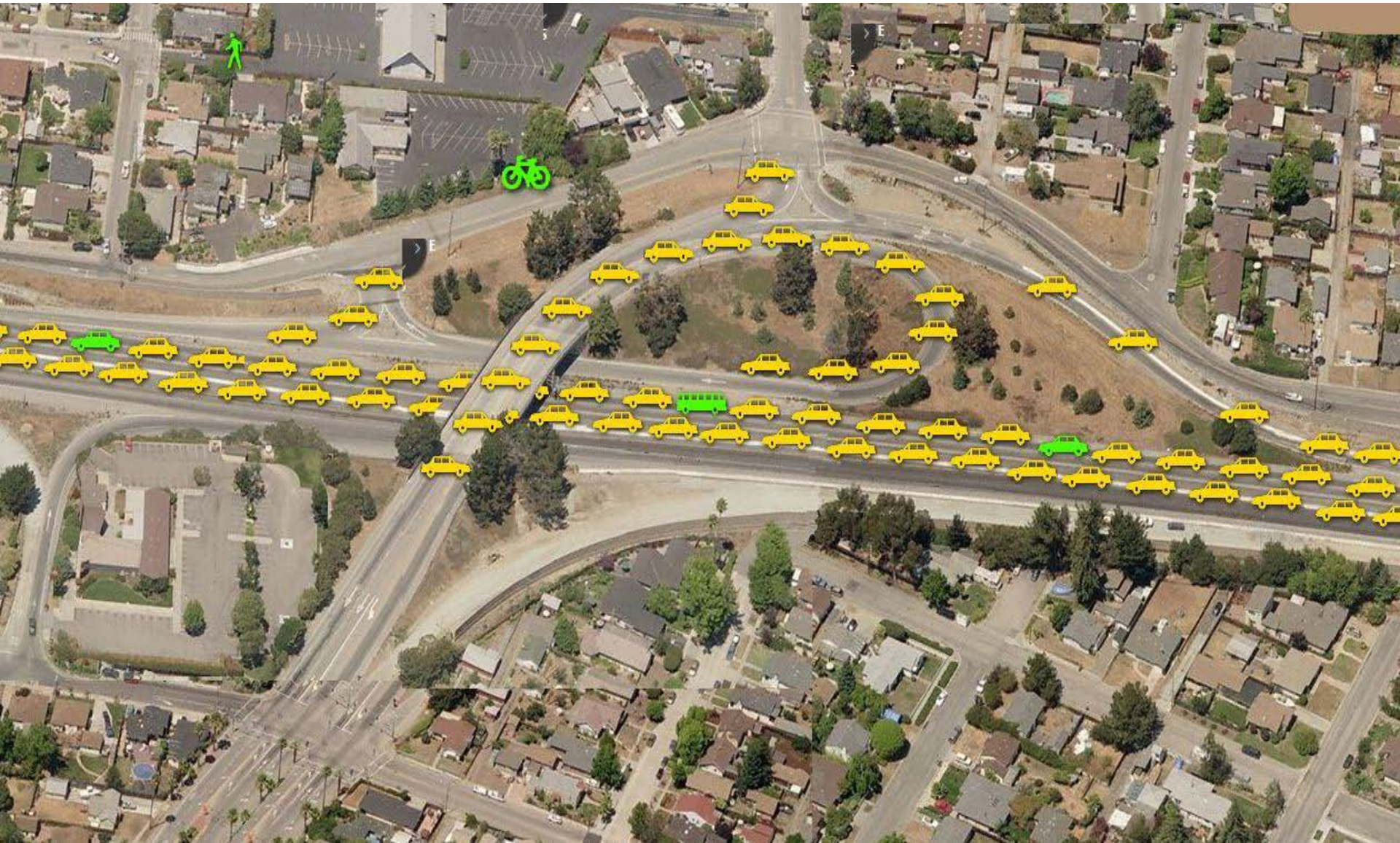
Pricing image

TDM + TSM + LU + Bike/Ped + Lanes



Recongested corridor image

Before STARS



After STARS

