

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF CONSIDERATION OF THE) RESOLUTION NO. 07-3786
REGIONAL TRAVEL OPTIONS PROGRAM WORK)
PLAN AND FUNDING SUBALLOCATIONS FOR) Introduced by Councilor Rex Burkholder
FISCAL YEAR 2007-2008) JPACT Chair

WHEREAS, the Metro Council and Joint Policy Advisory Committee on Transportation established funding levels for the Regional Travel Options Program in the 2006-2009 Metropolitan Transportation Improvement Program through the Transportation Priorities funding process; and

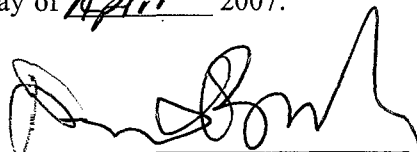
WHEREAS, the Metro Council approved a five-year strategic plan for the Regional Travel Options Program in January, 2004, that established goals and objectives for the Regional Travel Options Program; and

WHEREAS, the Regional Travel Options Subcommittee of the Transportation Policy Alternatives Committee (TPAC) adopted proposed work plans and funding sub-allocations to Metro and TriMet for Regional Travel Options program activities in fiscal year 2007-2008 on February 8, 2007; and

WHEREAS, the proposed work plans and funding sub-allocations support implementation of the Regional Travel Options Program five-year strategic plan; now, therefore

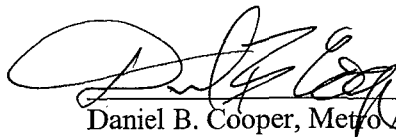
BE IT RESOLVED that the Metro Council approves the Regional Travel Options Program fiscal year 2007-2008 funding sub-allocations, attached as Exhibit A, and work plans, attached as Exhibit B.

ADOPTED by the Metro Council this 26th day of April 2007.

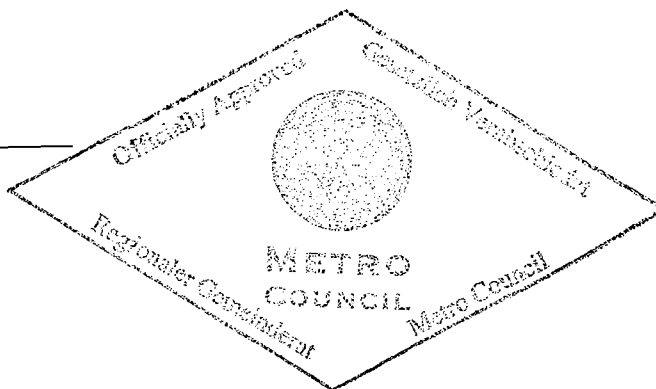


David Bragdon, Council President

Approved as to form:



Daniel B. Cooper, Metro Attorney



**Metro Regional Travel Options Grants
2007-2009**

RESOLUTION NO. 07-3786
Exhibit A

Grantee	Project	Award	Stipulations
City of Portland Office of Transportation, Options Division/City of Milwaukie	SmartTrips Milwaukie individualized marketing to 3,400 households in Milwaukie (bounded by city boundary to the north, SE Stanley and SE 45th ave to the east, SE King and SE Harrison, Monroe, and Washington to the south and Hwy 99 to the west).	\$65,000	Need to do new pre and post survey specific to Milwaukie. Grant award includes \$15,000 to cover these costs.
Bicycle Transportation Alliance (BTA)	Bike Commute Challenge Expansion -- Expand program in Portland area by 50% through website improvements and expanded outreach to large employers.	\$40,000	Expand staff time for outreach at large worksites across the region. Grant award includes \$10,000 to cover these costs.
Portland State University Transportation and Parking Services	Long-term secure, enclosed bike parking structure located on the east end of campus at SW 4th and Jackson.	\$50,000	None
Westside Transportation Alliance	Carefree Commuter Challenge Expansion -- Expand outreach in Washington County focused on Beaverton, Hillsboro and Washington Square and support regional implementation of campaign by other TMAs.	\$40,000	None
Swan Island Transportation Management Association	North Portland Location Efficient Living Project -- Promote housing opportunities in North Portland to Swan Island employees and promote job opportunities on Swan Island to North Portland residents.	\$33,000	Conduct research to determine where Swan Island employees are living now and if they own or rent. Grant award includes \$8,000 to cover these costs.
City of Lake Oswego	Car Sharing in Downtown Lake Oswego Town Center feasibility study	\$5,000	Partial award of \$5,000 for feasibility study. Study must be conducted by an independent group.
Clackamas County, Department of Transportation and Development	Clackamas County Bike Map Update (project will completed with assistance from Metro DRC and in conjunction with 2007 Bike There! map update).	\$35,218	None
Westside Transportation Alliance	TDM Training for Employer Transportation Coordinators and Professionals	\$60,000	Tentative award of \$60,000 conditioned on reformulation of proposal with input from DEQ, TriMet and area TMAs. RTO subcommittee to approve final award upon review of revised proposal.
Community Health Partnership	Healthy Active Lents -- Grant funds will support travel options outreach at Lents Farmers' Market and development of coupon book to encourage walking to local businesses.	\$10,000	Partial award of \$10,000 to be used for coupon book with tracking of effectiveness and outreach at farmers' market.
Gresham Regional Center, TMA	Gresham Transportation Options Fair -- In conjunction with the Teddy Bear Parade, a family event in downtown Gresham, grant funds will support bike helmet giveaways and installation of additional bike racks in downtown.	\$11,000	Partial award of \$11,000 to be used for bike helmet giveaways for youth and installation of bike racks in downtown Gresham.
Totals		\$ 349,218	

RESOLUTION NO. 07-3786
EXHIBIT B

DRAFT

Regional Travel Options Program
FY 07/08 Workplan

Adopted by the Regional Travel Options
Subcommittee on Feb. 8, 2007



METRO

PEOPLE PLACES
OPEN SPACES

Background

The Regional Travel Options (RTO) Program implements regional policy to reduce reliance on the automobile and promote alternatives to driving for all trips. The program emphasizes all alternative modes of travel and all trip purposes, reflecting policies in the Regional Transportation Plan.

This scope of work continues implementation of the Regional Travel Options 5-Year Strategic Plan developed by the RTO subcommittee of the Transportation Policy Alternatives Committee (TPAC) in 2003. The strategic plan was adopted by the Joint Policy Advisory Committee on Transportation in December 2003 and by the Metro Council in January 2004. The strategic plan established the following program goals:

Goal 1 -- Develop a collaborative marketing campaign that is an “umbrella” for all travel options programs being implemented throughout the region.

Goal 2 -- Work with senior managers to become key advocates for RTO program and funding support at TPAC, JPACT and Metro Council.

Goal 3 -- Develop performance measures for all RTO programs, evaluate the success of these programs on an annual basis and use the results to refine future program investments and marketing strategies.

Goal 4 -- Develop an integrated RTO program organizational structure that supports a more collaborative approach to Regional Travel Options program implementation and decision making.

Goal 5 -- Develop regional policies that integrate RTO programs into other regional land use and transportation programs including the Centers Program, TOD Program, Corridors program, water quality programs and TriMet’s Transit Investment Plan.

Goal 6 -- Develop a funding plan that helps create a sustainable Regional Travel Options program.

Key program objectives for fiscal year 2007-2008

- Implement year three of the Drive Less/Save More marketing campaign to raise awareness about travel options and the need to reduce single-person auto trip.
- Recommend a regional multi-year strategy for implementing individualized marketing projects to foster travel behavior change and support new infrastructure investments.
- Market rideshare services in target markets and provide incentives to increase levels of carpooling and vanpooling.
- Increase vanpool fleet from 17 to 40 vanpool groups to manage demand in congested corridors, reduce single-person auto trips, and provide access to jobs.
- Collect, analyze and report data for each RTO program to ensure that funds are invested in the most cost effective ways
- Restructure the program advisory committee structure to enhance regional coordination and decision-making related to demand management programs.

Relationship to Metro Council goals and objectives factors

The Regional Travel Options Program supports the following Metro Council goals and objectives*:

Goal 2. Environmental Health: The region's wildlife and people thrive in a healthy urban ecosystem.

Objective 2.6 Residents' health is enhanced by exceptionally clean air and water.

Motor vehicles are the largest single source of air pollution in the Portland area. The RTO program will continue to work with Oregon DEQ to monitor progress towards reducing commute trips and document the resulting air quality improvement. Stormwater runoff from street rights of way is the number one cause of water quality degradation in urban areas. Reducing the number of people driving limits the expansion of roadways, which in turns prevents the amount of impervious surface being added to watersheds.

Goal 3. Economic Vitality: Residents and businesses benefit from a strong and equitable regional economy.

Objective 3.1 Land is available to meet the need for housing and employment.

RTO strategies support economic vitality by increasing the capacity of current transportation infrastructure by providing and promoting alternatives to driving alone. RTO strategies also reduce and manage the need for parking infrastructure allowing available land to be used for housing and employment, rather than parking.

Objective 3.3 Access to jobs, services, centers and industrial areas is efficient.

The RTO program works directly with employers to find the best travel options for their employees through TriMet's Employer Outreach Program and local transportation management associations (TMAs). Services provided through the RTO program, such as carpool matching, vanpools, and transit pass programs, provide efficient access to jobs while reducing demand on the transportation system.

Objective 3.4 Stable, affordable sources of energy, combined with energy conservation, position the region for sustained economic growth and stability.

The RTO program works to reduce drive-alone trips and vehicle miles of travel resulting in decreased dependency on and consumption of fossil fuels.

Goal 4. Smart Government: Metro leads a fiscally sound, efficient and congruent system of governance where public services are funded appropriately and provided by the most suitable units of government.

Objective 4.1 Regional needs are supported by appropriate regional funding mechanisms.

The RTO program provides coordination and oversight for transportation demand management projects and programs. Metro's RTO grant program provides funds for local projects that support regional objectives related to environmental health and economic vitality.

Objective 4.3 Metro provides services that fit its distinct competency or regional scope.

Metro provides services through the Regional Travel Options program that are regional in scope including: ride-matching services to support carpooling and vanpooling, vanpool program management, regional marketing campaigns, technical assistance to agencies and organizations implementing TDM projects and programs, and evaluation of programs that receive RTO funds.

Program partners are represented on the Regional Travel Options subcommittee of the Transportation Policy Alternatives Committee (TPAC). The subcommittee makes policy and funding recommendations related to transportation demand management and the RTO program to TPAC, JPACT and the Metro Council. The group also provides a forum for regional collaboration.

Objective 4.4 There is no duplication of public services among jurisdictions

The RTO program works to find cost-effective methods to deliver services and provides ongoing coordination to eliminate duplication of effort among jurisdictions.

* The Metro Council developed a set of result-oriented goals and objectives, or outcomes, as an expression of its strategic intent for the region. The goals and objectives are available to view on Metro's web site at: www.metro-region.org/article.cfm?ArticleID=14521.

Program administration

This scope of work continues implementation of the Regional Travel Options 5-Year Strategic Plan and supports the program structure called for by the strategic plan including administration and management of RTO program functions by Metro.

The RTO program staff (.79 FTE) will:

- Chair and support RTO Subcommittee of TPAC, including logistics, scheduling and meeting summaries.
- Lead strategic planning for RTO Subcommittee and update of the strategic plan.
- RTO Subcommittee research and support on technical and financial issues.
- Develop and recommend options for restructuring the RTO subcommittee to support regional coordination of demand management programs and implementation of the Regional Transportation Plan Update.
- Create presentations about RTO program for Metro committees and regional partners.
- Administer contracts for RTO programs.
- Develop and submit FTA application for CMAQ grant funds and administer grants for RTO programs.
- Identify local matching funds sources for future years.
- Complete Business Energy Tax Credit (BETC) applications and identify local pass through partner.
- Develop the RTO program budget.
- Provide local transportation system plan support on achieving 2020 non-SOV targets.
- Provide staff support for demand management and parking components of the Regional Transportation Plan Update.
- Represent RTO program at Metro committees and jurisdictions and agency meetings.

Key milestones for FY 07/08

- Dec 07 – RTO strategic plan and 08/09 work program and budget reviewed and adopted by RTO subcommittee
- Feb 08 – RTO strategic plan and 08/09 work programs and budgets reviewed and adopted by TPAC, JPACT and the Metro Council
- June 08 – Submit BETC applications for FY 08/09 projects.

Deliverables

- FY 07/08 budget
- RTO subcommittee meeting summaries
- Updated strategic plan
- Quarterly progress reports

Collaborative Marketing Program

The RTO Collaborative Marketing Program coordinates all marketing and outreach efforts of the regional partners to create a broader public awareness of the travel options available to people traveling around the region and to reach new, targeted audiences. The program includes implementation of the second year of a regional marketing media and advertising campaign, TriMet's Employer Outreach Program, Wilsonville SMART's TDM Program, and coordination of local partner marketing activities.

Metro's scope of work will focus on coordination of marketing activities carried out by all RTO partners to maximize the program's reach and effectiveness. The program will leverage the state's investment in the Drive Less/Save More marketing campaign by conducting outreach at neighborhood and community events to provide campaign and local travel options information to the public, implementing earned media strategies to promote RTO projects and programs, and managing consultant contracts related to campaign implementation in partnership with ODOT.

A regional walking guide to promote walking for local trips was developed in FY 06/07 with support for printing from Kaiser Permanente. The guide will be distributed through local walking events and may be used as an incentive prize at community events in FY 07/08. Metro RTO staff will support distribution of the walking guide to program partners, earned media activities, and project evaluation. Metro RTO staff also will provide project oversight and implement marketing strategies for the regional Bike There! map, and will support coordination with regional partners around bike map development.

Metro will work with the RTO subcommittee and program stakeholders to develop and recommend a multi-year strategy for individualized marketing projects in the Portland metropolitan region. Funds for individualized marketing projects were allocated through the Transportation Priorities process in 2005 and will be available in FY 08/09. The strategy will support implementation of the Regional Transportation Plan and assist the region in meeting modal targets. The strategy will include recommended target market areas, project implementation and evaluation methodology, and a schedule and budget.

The RTO program staff (1.75 FTE), augmented by contracted professional services, will carry out the following tasks:

- Support marketing working group for effective coordination and partner communication.
- Support implementation of the Drive Less/Save More campaign through management of consultant contracts and coordination of marketing activities conducted by RTO partners.
- Develop RTO collateral materials consistent with the Drive Less/Save More campaign, including fact sheets, brochures, web pages, and other collateral materials.

- Conduct outreach for the Drive Less/Save More campaign at key community events, including fairs, festivals and farmers markets, to provide information about travel options.
- Support distribution of a regional walking guide and track project results.
- Develop regional calendar of events and coordinate presence of RTO partners.
- Provide oversight for Metro's regional Bike There! map product, implement map marketing strategies, and support collaborative with local and regional partners related to development of bike maps.
- Develop and recommend a multi-year strategy for individualized marketing projects. Forward recommendations to the RTO subcommittee, TPAC, JPACT and the Metro Council.

Key milestones for FY 07-08

- July-Sept 07 -- Outreach at neighborhood and community events.
- Nov 07 – Recommend multi-year strategy for individualized marketing projects to the RTO subcommittee.
- Dec 07 – Recommend multi-year strategy for individualized marketing projects to the TPAC, JPACT and Metro Council.
- March 08 – Events calendar completed
- May to June 08 -- Outreach at neighborhood and community events.

Deliverables

- RTO collateral materials
- Regional calendar of events
- Individualized marketing strategy
- Quarterly progress reports

Regional Rideshare - Vanpool Program

This program markets carpooling and vanpooling to employers, provides web-based ride-matching services through CarpoolMatchNW.org, and provides vanpool incentives and services.

This scope of work continues implementation of a rideshare marketing strategy developed in cooperation with project stakeholders in FY 06/07. RTO staff will work with project partners at the local and regional level to market rideshare resources to employers in areas that have the best potential for increased levels of carpooling and vanpooling. The marketing strategy includes promotions that provide incentives to members of the public who participate in a carpool or vanpool three or more days per week.

Services available to employers through the RTO program include assistance identifying groups of employees that could form carpools or vanpools; collateral materials that promote the benefits of ridesharing; presentations to employee groups; financial incentives for vanpool groups; and informational tables at employee events. In addition, the RTO will work with partners in Clark Co., Washington and Columbia Co., Oregon to increase awareness of available rideshare services among residents of these areas who commute into the Portland metropolitan area.

Metro RTO staff provides customer service and administrative support for project management CarpoolMatchNW.org. The RTO program contracts with the city of Portland for web site hosting and maintenance. In FY 07/08 RTO staff will continue to work with partner organizations in Oregon and Washington to develop options for a bi-state database and online ride-matching system to support increased levels of carpooling and vanpooling.

This scope of work includes continued implementation of the vanpool pilot program strategy adopted by the RTO subcommittee in December 2006. The strategy seeks to grow the vanpool fleet from 17 to 65 vanpool groups over two years and is supported by funds from ODOT, the city of Vancouver/Clark Co., Washington, and the RTO program. The program will target markets identified in the *Rideshare Program Market Research and Implementation Plan* study completed in 2005.

Metro RTO program staff will manage lease contracts with vendors selected through a Request for Proposals process to provide vanpool services. Vendors provide vehicles for vanpool groups through a lease agreement, as well as driver screening and training. Financial incentives of up to 50% of the vehicle lease cost are available to vanpool groups. Vanpools must travel at least 20-miles roundtrip (or through a heavily congested corridor) three or more days per week to be eligible for financial incentives.

The RTO program staff (1.5 FTE), augmented by contracted professional services, will carry out the following tasks:

- Implement vanpool pilot projects in target markets in collaboration with local partners, including TMAs, with the goal of starting 23 new vanpool groups.

- Manage contracts and lease agreements with private sector vanpool vendors.
- Promote carpooling, vanpooling, and rideshare services, such as CarpoolMatchNW.org, in targeted markets.
- Develop collateral materials including fact sheets, brochures, web pages, testimonials, and other collateral.
- Provide customer service via phone and email for CarpoolMatchNW.org.
- Provide administrative support for the CarpoolMatchNW.org database.
- Provide project management for CarpoolMatchNW and work with the city of Portland to maintain the system until a bi-state or statewide service is available.
- Continue participation in development of statewide ridematching system; determine timeline for migrating the regional system to the statewide system.
- Refine targets for services and outreach.
- Track and report on program performance.
- Support rideshare working group of RTO Subcommittee for effective coordination and partner communication.

Key milestones for FY 07-08

- Dec 07 – Recommend options for providing online ride-matching services and creating a statewide and/or bi-state ride-matching database.

Deliverables

- Regional rideshare services collateral materials
- Quarterly progress reports

Transportation Management Association (TMA) Program

The TMA Program operates under the policy direction as provided in Metro Resolutions No.98-2676 and No.02-3183. TMAs are important private/public partnership tools that can be used effectively in the Central City, Regional Centers, Industrial Areas, and some Town Centers. TMAs provide important leadership in Region 2040 centers that catalyzes economic and community development, as well as development of travel options services and resources for property owners, businesses and employers.

The following TMAs provide trip reduction services to employers in the Portland metropolitan area: Clackamas Regional TMA, Gresham TMA, Lloyd TMA, Swan Island TMA, Troutdale TMA, and Westside Transportation Alliance.

RTO program staff (.3 FTE) will work with the TMAs to:

- Provide technical assistance for TMA project planning, implementation and evaluation activities.
- Develop work plans for each TMA that support the unique character of each area and recognize that each area is at a different level of development and has a unique mix of transportation infrastructure.
- Develop and manage TMA funding agreements.
- Coordinate quarterly meetings of TMA directors.
- Track TMA performance toward meeting outreach and performance targets.
- Provide progress reports to the RTO subcommittee.

Key milestones for FY 06-07

- Oct 07 – TMA directors meeting held
- Jan 08 – TMA directors meeting held
- April 08 – TMA directors meeting held
- May 08 – TMA funding agreements for FY 06-07 executed
- June 08 – TMA directors meeting held

Deliverables

- TMA agreements
- Quarterly progress reports

Regional Travel Options Grant Program

This program is administered by Metro with oversight from the RTO subcommittee. Grant funds are allocated bi-annually and fund TDM services and programs implemented by local jurisdictions, TMAs and non-profit groups located within Metro's boundary. Projects funded with RTO grants must strive to reduce the usage of single occupant vehicles and/or daily vehicle miles traveled within a specific geographic location. All projects must quantify this reduction and quantify CO2 reduction or other air quality improvements.

In FY 07/08 the program will administer the following grants awarded by the RTO subcommittee for 2007-2009*:

Project	Sponsoring organization	Grant amount	Scope
Bike Commute Challenge program expansion	Bicycle Transportation Alliance (BTA)	\$40,000	Regional
Carefree Commuter Challenge Expansion	Westside Transportation Alliance (WTA)	\$40,000	Regional with Washington Co. focus
Employer Transportation Coordinator Training Program	Westside Transportation Alliance (WTA)	\$60,000	Local Washington Co.
Bike parking structure, enclosed and secure	Portland State University (PSU) Transportation and Parking Services	\$50,000	Local City of Portland
Healthy Active Lents walking project	Community Health Partnership	\$10,000	Local City of Portland
North Portland Location-Efficient-Living Project	Swan Island TMA	\$33,000	Local City of Portland
Gresham Transportation Options Fair	Gresham Regional Center TMA	\$11,000	Local City of Gresham
Clackamas County Bike Map Update	Clackamas County	\$35,218	Local Clackamas Co.
Carsharing study	City of Lake Oswego	\$5,000	Local City of Lake Oswego
SmartTrips Milwaukie individualized marketing project	Cities of Portland and Milwaukie	\$65,000	Local City of Milwaukie
	Total:	\$349,218	

* Grants for 07-09 total \$349,218. \$100,000 of grant funds are available in FY 06-07; the balance is available in FY 07-08.

RTO program staff (.3 FTE) will carry out the following tasks to support the grant program:

- Provide technical assistance to grantees related to project management, implementation, and evaluation.
- Administer grant funding agreements.
- Provide progress reports to the RTO subcommittee.

Key milestones for FY 07-08

- Each project will submit quarterly progress reports to Metro as outlined in the grant agreement.

Deliverables

- Quarterly progress reports

Evaluation Program

This program collects, analyzes and reports data for each RTO program to ensure that RTO program funds are invested in the most cost effective ways. An annual evaluation report is used to refine program development, marketing and implementation to ensure that limited program dollars are invested in the most cost effective ways.

RTO program staff will be responsible for ongoing and consistent data collection and tracking. An evaluation working group formed in FY 06/07 will recommend a framework for evaluating RTO programs to the RTO subcommittee in April 2007. The framework will include proposed evaluation measures for all RTO funded programs, a schedule for evaluation reporting, and recommend roles and responsibilities for the various agencies and organizations involved in collecting and analyzing program data.

This scope of work assumes that Metro RTO program staff will have primary responsibility for data analysis and evaluation, and that Metro's Travel Research and Modeling staff and Data Resource Center staff will assist with the development of new data tracking tools. In addition, the scope assumes that a public awareness survey will be developed and fielded to establish baseline information about awareness of RTO messages and programs. The scope of work will be amended to implement the evaluation framework adopted by the RTO subcommittee.

The Metro staff (1.109 FTE) will:

- Conduct on going data collection and tracking for all RTO funded programs.
- Implement evaluation framework adopted by the RTO subcommittee.
- Develop and field a regional public awareness survey to establish baseline information about public awareness of travel options messages, as well as awareness of and satisfaction with RTO programs.
- Create a central database for the RTO program that can be used in conjunction with other regional travel behavior data to monitor each program component.
- Develop a set of prediction factors that would be used to select RTO programs for implementation based on cost-effectiveness and ability to achieve desired program impacts.

Key milestones for FY 07-08

- Milestone dates to be determined based on evaluation framework adopted by the RTO subcommittee in April 2007.

Deliverables

- Program effectiveness prediction factors.
- Central database completed.

Budget

07-08 RTO Revenue

FFY 07 MTIP categories

RTO Program	\$883,000
TriMet Employer Program	\$195,000
TriMet Regional Evaluation	\$100,000
Carryover CMAQ (FFY 06 MTIP)	\$463,535
Total grant revenue	\$1,641,535

Other program revenue sources

ODOT DLSM marketing funds	\$1,000,000
ODOT Vanpool development funds	\$82,500
Clark Co. Vanpool funds	\$100,000
BETC (expected to be received in 07-08)	\$17,109
Metro excise tax funds	\$55,000
Local match (partners)	\$97,229
Total other sources	\$1,351,838

Total revenues **\$2,993,373**

07-08 RTO Expenses	FTA Grant	Match/Metro	BETC*	Match/Local	Clark Co CTR	ODOT	Total
Program administration							
Metro FTE (.790)	88,832	10,168					99,000
Materials and services (dues, travel, training)	7,178	822					8,000
Total program administration	96,010	10,990					107,000
Collaborative marketing							
Drive Less/Save More Marketing Campaign						1,000,000	1,000,000
Metro FTE (1.75 FTE)	142,352	16,293					158,645
Materials and services (printing, collateral, contracted services)	52,489	1,221	4,786				58,496
TriMet Employer Program	374,000			42,863			416,863
SMART TDM Program (\$60,500 for FY 08 received in FY 07)	0			0			0
Oregon Department Energy (\$54,000 received in FY 07)	0			0			0
Total collaboration marketing	568,841	17,514	4,786	42,863		1,000,000	1,634,004
RTO Grant Program							
2007-2009 grants plus FTE	250,000			28,614			278,614
<i>Metro FTE (.3)</i>	38,584	4,416					43,000
Total grant program	288,584	4,416		28,614			321,614
Transportation Management Assoc (TMA) Program							
Existing TMAs (6)	150,000			17,168			167,168
TMA start-ups (1 at year one subsidy)	75,000			8,584			83,584
<i>Metro FTE (.3)</i>	38,584	4,416					43,000
Total TMA program	263,584	4,416		25,752			293,752
Regional Rideshare Program							
Vanpool incentives (50% of lease costs, does not require match)	69,000	0			50,050	75,000	194,050
Metro FTE vanpool operations (.5 FTE requires 20% match)	22,800	0	5,000		28,500		56,300
Metro FTE rideshare marketing (1 FTE, does not require match)	57,074	0	7,323				64,397
Materials and services (marketing, does not require match)	70,126	0			21,450	7,500	99,076
CarpoolMatch NW (maintenance)	30,000	0					30,000
Total regional rideshare program	249,000	0	12,323		100,000	82,500	443,823
Evaluation							
Metro FTE (.950 RTO, .144 DRC, .015 TRMS = 1.109 total FTE)	107,461	9,875					117,336
Materials and services (contracted professional services)	68,055	7,789					75,844
Total evaluation and tracking	175,516	17,664	0				193,180
Program total	1,641,535	55,000	17,109	97,229	100,000	1,082,500	2,993,373

*Business Energy Tax Credit revenue is pending acceptance of application by ODOE. \$11,565 will be applied to Federal match requirements, the balance will be used as program funds.

STAFF REPORT

RESOLUTION NO. 07-3786, FOR THE PURPOSE OF CONSIDERATION OF REGIONAL TRAVEL OPTIONS PROGRAM WORK PLAN AND FUNDING SUB-ALLOCATIONS FOR FISCAL YEAR 2007-2008.

Date: February 15, 2007

Prepared by: Pam Peck

BACKGROUND

The Regional Travel Options (RTO) Program implements regional policy to reduce reliance on the automobile and promote alternatives to driving for all trips. The program emphasizes all alternative modes of travel and all trip purposes, reflecting policies in the Regional Transportation Plan. The Metro Council approved a five-year strategic plan for the Regional Travel Options program in 2004 that established goals and objectives for the program.

Key components of the RTO program include a collaborative marketing program, regional rideshare program, transportation management association program, and grant program that provides funds to partner agencies and organizations through a competitive project selection process. Program activities are implemented by partner organizations and agencies, as well as by Metro staff and consultant contracts administered by Metro.

The Metro Council and Joint Policy Advisory Committee on Transportation established funding levels for the Regional Travel Options Program in the 2006-2009 Metropolitan Transportation Improvement Program through the Transportation Priorities funding process. The Regional Travel Options Subcommittee of TPAC is charged with recommending detailed work plans and funding sub-allocations to partner agencies and organizations to support program implementation activities.

The subcommittee adopted the attached proposed work plan (Exhibit B to Resolution No. 07-3786) for fiscal year 2007-2008 at their February 8, 2007 meeting. The work plan continues implementation of the program's five-year strategic plan and includes recommendations for sub-allocation of program funds (Exhibit A to Resolution No. 07-3786) to Metro, TriMet, and area transportation management associations.

ANALYSIS/INFORMATION

1. **Known Opposition:** None.
2. **Legal Antecedents:** None.
3. **Anticipated Effects:** Provides certainty on funding sub-allocations levels for RTO partner agencies and organizations.
4. **Budget Impacts:** The proposed budget includes \$55,000 in Metro funds to match federal grant funds that will be used to support program administration, evaluation, and regional rideshare services.

RECOMMENDED ACTION

The Chief Operating Officer recommends approval of Resolution No. 07-3786.