

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AUTHORIZING  
FUNDING FOR THE I-5 NORTH  
RIDESHARE PROGRAM

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RESOLUTION NO. 80-141

Introduced by the  
Joint Policy Advisory  
Committee on Trans-  
portation

WHEREAS, Metro has performed an analysis which indicates that travel conditions in the Northern Corridor are a major regional concern; and

WHEREAS, In addition to ongoing Corridor transit and highway programs, increased ridesharing would help to relieve existing Corridor congestion; and

WHEREAS, A comprehensive I-5 North Corridor Rideshare Work Program has been developed; and

WHEREAS, Tri-Met is the appropriate agency to implement the rideshare program; and

WHEREAS, Tri-Met's present rideshare program does not include the work items described in the I-5 North Rideshare Work Program; and

WHEREAS, The Metro Council through Resolution No. 79-103 authorized \$1,250,000 (\$250,000 per year for five years from FY 1981 through FY 1986) of Federal Aid Urban (FAU) Replacement Funds to support the Rideshare Program; and

WHEREAS, Additional federal funds for ridesharing may become available by 1986; and

WHEREAS, The Metro Council through Resolution No. 79-103 established a City of Portland Reserve to support projects sponsored

by the City of Portland; now, therefore,

BE IT RESOLVED,

1. That the Council authorizes the use of \$86,400 of FAU Replacement Funds (regional share) presently contained in the 1986 element of the TIP in FY 1980 (\$21,600), FY 1981 (\$43,200) and FY 1982 (\$21,600) to support the I-5 North Rideshare Work Program described in Attachment "A."

2. That the Council assures Tri-Met of its commitment to seek additional replacement funding for its future Rideshare Program activities.

3. That the Council (subject to approval of the Portland City Council) authorizes the use of \$73,600 of the City of Portland Reserve to support the I-5 North Rideshare Work Program in FY 1980 (\$18,400), FY 1981 (\$36,800) and FY 1982 (\$18,400).

4. That the TIP be amended to include the projects described above and that these projects be added to and made an integral part of the TIP and the FY 1980 Annual Element.

5. That the Metro Council hereby finds the projects in accordance with the region's Continuing, Cooperative, Comprehensive Transportation Planning Process and hereby gives affirmative A-95 approval.

ADOPTED by the Council of the Metropolitan Service District  
this 27th day of March, 1980.

  
Presiding Officer

BH:gl  
7270/118

Attachment A

I-5 NORTH CORRIDOR RIDESHARE WORK PROGRAM

<u>Task</u>	<u>Budget by Element</u>
I. <u>CARPOOL HIGHWAY SIGNS</u> - Placement of between 15 and 20 carpool signs in strategic locations in the corridor. The message is "For Carpool Information call C-A-R-P-O-O-L".	\$ 6,000
II. <u>WASHINGTON DMV AND AUTO EMISSION INSPECTION INSERT-</u> Recipients of auto registration renewals, driver's license renewals and vehicle auto emission inspections information will receive rideshare brochures.	8,000
III. <u>CARPOOL RAMP METERING HANDOUT</u> - In conjunction with ODOT's opening of metered ramps rideshare information will be distributed to commuters.	3,000
IV. <u>TOLL-FREE CARPOOL LINE</u> - The toll-free line will serve those wishing carpool matching assistance from Tri-Met when calling from Washington.	5,000
V. <u>EMPLOYER CONTACT</u> - Two rideshare representatives for two years and one representative for one year will contact employers in both Oregon and Washington.	100,000
VI. <u>VANPOOL DIRECT MAIL</u> - Through a Washington Department of Transportation DMV list, current van owners will be invited to participate in a vanpool program.	10,000
VII. <u>CARPOOL MATCHING SERVICE</u> - The rideshare project will continue to provide carpool matching for Vancouver/Clark County commuters.	-0-
VIII. <u>MASS MEDIA ADVERTISING</u> - Rideshare media elements such as TV spots, billboards, direct mail, and printed materials will be used to promote ridesharing to the Vancouver/Clark County region.	10,000
IX. <u>PARK &amp; RIDE/POOL IT LOT PROMOTION</u> - Materials will be developed to promote Park & Ride and Pool It lots.	4,000
X. <u>EVALUATION AND RESEARCH</u> - Studies to measure the impact of the program will be conducted for application to program continuance or application to additional regional corridors.	10,000
XI. <u>ADMINISTRATION COSTS</u> - A Project Coordinator position for the 2 year program will total one person year with secretarial services estimated at one-third person year.	<u>32,000</u>
	TOTAL \$188,000

*Res 80-141*

APPROVED BY THE METRO COUNCIL

A G E N D A M A N A G E M E N T ~~THIS~~ <sup>28th</sup> ~~WEDNESDAY~~ <sup>MARCH</sup> ~~1980~~ <sup>1980</sup>

*Mary E. Curd*  
 CLERK OF THE COUNCIL

TO: Metro Council  
 FROM: Executive Officer  
 SUBJECT: Authorizing Funding for the I-5 North Rideshare Program

I. RECOMMENDATIONS:

- A. ACTION REQUESTED: Adopt the attached Resolution which authorizes funding of a two-year I-5 North Corridor Rideshare Program.
- B. POLICY IMPACT: This action reflects the immediate need for improvements in the congested I-5 North Corridor. A focused corridor rideshare program would augment existing Vancouver and Tri-Met programs to increase transit patronage in the Corridor and the Oregon Department of Transportation (ODOT) ramp metering project.  
  
 Tri-Met's existing rideshare program does not now have sufficient funding to absorb increased corridor activities. Additional funding is required to conduct a rideshare program which focuses on the I-5 North Corridor.
- C. BUDGET IMPACT: The approved Metro budget funds staff support in establishing project priorities and monitoring project implementation.

II. ANALYSIS:

- A. BACKGROUND: In November, 1979, the Rideshare Advisory Subcommittee, (a subcommittee of the Transportation Policy Alternatives Committee) recognized the need for an expanded rideshare program focusing on the congested I-5 North Corridor. A comprehensive corridor-oriented rideshare work program was developed which includes elements to be conducted in both Oregon and Washington.

Tri-Met was identified as the most appropriate program implementation agency. However, existing rideshare program funding is presently inadequate for conducting the proposed scope of work.

A series of meetings were held to discuss funding alternatives. The preferred funding alternative involves the early use of 1) \$86,400 of FAU Replacement funds (regional share) previously reserved for the overall Rideshare Program for use in FY 1986, and 2) \$73,600 of I-505 City Reserve funds. Local matching funds of \$28,000 would be provided by the Washington State Department of Transportation (WDOT).

Tri-Met's agreement to this funding proposal is conditional on receiving assurances that efforts will be made to replace the funds which would have been used in FY 1986. Such funding may come from Interstate Transfer funds already allocated to transportation projects or reserves from, as of yet, unspecified new funding sources.

TPAC and JPACT have approved the funding authorization. The Council Regional Planning Committee has reviewed the authorization for funding and raised no objections.

- B. ALTERNATIVES CONSIDERED: Initiating this program within a short time frame limits the number of potential funding sources. Another alternative that was considered was to have the regional share come from unobligated Interstate Transfer funds (excluding non-city and non transitway projects) already authorized for projects. The use of funds already reserved for the rideshare program seems more appropriate.
- C. CONCLUSION: Based on staff review of the transfer and coordination with the jurisdictions involved and assurances given, and the subcommittee recommendation, TPAC recommended that the funds be authorized for the Program.

BH:bk  
7272/118  
3/27/80