



METRO

TEL 503-797-1916 FAX 503-797-1930

MEETING: TRANSPORTATION POLICY ALTERNATIVES COMMITTEE

DATE: February 22, 2008

TIME: 9:30 A.M.

PLACE: Metro Regional Center, 370A/B

- | | | | |
|----------|-------|--|--------------------|
| 9:30 AM | 1. | Call to Order and Declaration of a Quorum | Andy Cotugno |
| 9:30 AM | 2. | Citizen Communications to TPAC on Non-Agenda Items | |
| 9:40 AM | 3. * | Approval of TPAC Minutes for January 25, 2008 | Andy Cotugno |
| 9:45 AM | 4. | Future Agenda Items <ul style="list-style-type: none">• Willamette River Bridges• PSU Bicycle Transportation Study (March 28th) | Andy Cotugno |
| | 5. | <u>ACTION ITEMS</u> | |
| 9:45 AM | 5.1 * | Resolution No. 08-3911, For the Purpose of Approving the Air Quality Conformity Determinations for the Federal Component of the 2035 Regional Transportation Plan and Reconfirming the 2008-11 Metropolitan Transportation Improvement program – <u>APPROVAL REQUESTED</u> | Mark Turpel |
| 9:50 AM | 5.2 * | Diesel Emission Reduction & CMAQ Funds – <u>DISCUSSION</u> | Kevin Downing, DEQ |
| 10:05 AM | 5.3 * | Resolution No. 08-3916, For the Purpose of Adopting the Policy Direction and Program Objectives of the 2009 Regional Flexible Funding Allocation Process and 2010-13 Metropolitan Transportation Improvement Program (MTIP) – <u>RECOMMENDATION TO JPACT REQUESTED</u> | Ted Leybold |
| 10:45 AM | 5.4 * | Resolution No. 08-3919, For the Purpose of Adopting the Regional Travel Options 2008-2013 Strategic Plan – <u>RECOMMENDATION TO JPACT REQUESTED</u> | Pam Peck |
| | 6. | <u>INFORMATION/ DISCUSSION ITEMS</u> | |
| 11:15 AM | 6.1 * | RTP State Component Work Program – <u>DISCUSSION</u> | Kim Ellis |
| 12:00 PM | 7.0 | ADJOURN | Andy Cotugno |

* Material available electronically.

** Material to be emailed at a later date.

Material provided at meeting.

Please call 503-797-1916 for a paper copy

All materials will be available at the meeting.



METRO

TRANSPORTATION POLICY ALTERNATIVES COMMITTEE

January 25, 2008

Metro Regional Center

MEMBERS PRESENT

Jack Burkman
Elissa Gertler
Mike McKillip
Dave Nordberg
Louis A. Ornelas
John Reinhold
Karen Schilling
Phil Selinger
April Siebenaler
Rian Windsheimer

AFFILIATION

WASDOT
Clackamas County
City of Tualatin/Cities of Washington County
DEQ
Citizen
Citizen
Multnomah County
TriMet
Citizen
ODOT

MEMBERS ABSENT

Scott Bricker
Bret Curtis
Sorin Garber
John Hoefs
Nancy Kraushaar
Susie Lahsene
Dean Lookingbill
Ron Papsdorf
Satvinder Sandhu
Sreya Sarkar
Paul Smith

AFFILIATION

Citizen
Washington County
Citizen
C-TRAN
City of Oregon City/Cities of Clackamas County
Port of Portland
SW Washington RTC
City of Gresham
FHWA
Citizen
City of Portland

ALTERNATES PRESENT

Andy Back
Danielle Cowen
Lynda David
Michelle Eraut
Robin McCaffrey

AFFILIATION

Washington County
City of Wilsonville/Cities of Clackamas County
SW Washington RTC
FHWA
Port of Portland

GUESTS PRESENT

Mike Baker

AFFILIATION

David Evans & Associates

Clark Berry	Washington County
Evan Dust	HDR
Margaret Middleton	City of Beaverton
Lawrence Odell	Washington County
Mark Ottenad	City of Wilsonville
Derek Robins	City of Forest Grove
Collin Roughton	Coalition for a Livable Future
Ron Wienman	Clackamas County
Terry Whisler	City of Cornelius

STAFF

Andy Cotugno, Tom Kloster, Mark Turpel, Pat Emmerson, Miranda Bateschell, Chris Deffebach, Malu Wilkinson, Ted Leybold, Kelsey Newell

1. CALL TO ORDER AND DECLARATION OF A QUORUM

Chair Andy Cotugno declared a quorum and called the meeting to order at 9:36 a.m.

2. CITIZEN COMMUNICATIONS TO TPAC ON NON-AGENDA ITEMS

Rian Windshiemer stated that Alan Brown and Dave Loweman have been elected to serve on the Oregon Transportation Commission (OTC). Both representatives will be confirmed at the OTC's meeting in February.

3. APPROVAL OF TPAC MINUTES FOR JANUARY 25, 2008

MOTION: Ms. Karen Schilling moved, Mr. Phil Selinger seconded, to approve the January 25, 2008 meeting minutes.

ACTION TAKEN: With all in favor, the motion passed.

4. FUTURE AGENDA ITEMS

Future agenda items were not discussed.

5. ACTION ITEMS

5.1 Resolution No. 08-3891, For the Purpose of Approving Portland Regional Federal Transportation Priorities for Federal Fiscal Year 2009

Chair Cotugno briefly updated the committee on Resolution No. 08-3891. Washington County recommended that the list be reformatted/reorganized and retitled to clearly address the region's approach for requested federal funds. (Handout included as part of the meeting record.)

Ms. Robin McCaffrey recommended that the staff report be updated to include, "Each member jurisdiction has limited ~~heir~~their to two priorities in the transportation appropriations bill."

MOTION: Ms. Elissa Gertler moved, Ms. McCaffrey seconded, to recommend Resolution No. 08-3891 to JPACT with the revised attachments.

ACTION TAKEN: With all in favor, and one opposed (John Reinhold), the motion passed.

5.2 ODOT Region 1 Modernization Reduction

Mr. Windsheimer stated that the OTC requested that each of the ODOT regions consult their ACTs or ACT-like bodies to identify potential project reductions to meet the 2008-11 modernization reduction targets. Mr. Windsheimer stated that the OTC had not approved Region 1 reductions, but that TPAC could move forward with the air quality conformity determination consultation so that there would not be delays to projects.

5.3 Resolution No. 08-3913, For the Purpose of Amending the 2008-11 Metropolitan Transportation Improvement Program (MTIP) to Reduce the ODOT Region 1 Modernization Program

Based upon ODOT Region1 Modernization Reduction preliminary discussion, Mr. Mark Turpel briefly outlined three potential changes to ODOT Region 1's modernization projects in the 2008-11 Metropolitan Transportation Improvement Program (MTIP):

- US 26: Access to Springwater
- I-5 Victory Boulevard to Lombard Phase 2
- US 26: NW 185th Avenue to Cornell Road

Mr. Turpel indicated that Metro staff, federal partners and the Federal Transit Administration (FTA) were unable to identify any significant adverse air quality conformity implications with the above projects.

The committee discussed on how these changes remain consistent with the 2035 Regional Transportation Plan (RTP).

MOTION: Mr. Selinger moved, Mr. Windsheimer seconded, to concur with the air quality conformity determination changes to the above the projects.

ACTION TAKEN: With all in favor the motion passed.

MOTION: Mr. Louis Ornelas moved, Ms. Danielle Cowen seconded, to recommend to JPACT that the committee recommend to the OTC that the air quality component of the STIP be amended with the above projects.

ACTION TAKEN: With all in favor, the motion passed.

6. INFORMATION / DISCUSSION ITEMS

6.1 RTP Air Quality Conformity Consultation

Mr. Turpel stated that the 2035 RTP and the 2008-11 MTIP, using the MOBILE6.2 air quality model, have been analyzed for compliance with the air quality standards for Carbon Monoxide established by the EPA, USDOT and Oregon DEQ. He stated that the Carbon Monoxide motor vehicle emissions were forecasted to be reduced between 2008 and 2035 and consistently remain under the maximum allowed levels. Staff concluded that both the 2035 RTP and 2008-11 MTIP, with the proposed transportation improvements contained within them, meet federal and state air quality standards.

All findings (quantitative and qualitative) have been included in the draft Air Quality Conformity Determination report. A 30-day technical and public comment review of the determination has commenced. TPAC will be asked to submit recommendations by electronic ballot on Feb. 26th. (Report included as part of the meeting record.) Note: TPAC action on the Air Quality Conformity Determination will take place at the regularly scheduled meeting on February 22nd. The electronic ballot on February 26th will be for JPACT approval.

Mr. Dave Nordberg stated that the report should be amended to correctly read, "Metro is making this document available on its website at the beginning of the public comment period, ~~June 15, 2007~~ January 18, 2008."

In addition to the required analysis of Carbon Monoxide gasses, Mr. Turpel provided voluntary information on current and projected amounts of Ozone, air toxics and greenhouse gas emissions for the Metro region. (Handout included in the meeting record.) He stated that Ozone and air toxics would reduce between 2007 and 2035; however, greenhouse gases will continue to increase.

The committee was concerned that the public might take the greenhouse gas values on the handout out of context and that the values may hurt the region during the 2010 reauthorization. Members recommended that additional information be included on the handout to clarify that CAFE standard and Oregon Law Emission vehicle standard, for example, were not included in the calculation. In addition, the state component of the RTP could include other transportation investments that could reduce greenhouse gases. Additional committee discussion included Kyoto and adding unites (pounds, VMT, etc.) to the handout.

6.2 MTIP Policy Update

Mr. Ted Leybold of Metro provided a policy update on the 2010-13 MTIP cycle. He stated that the survey, distributed to JPACT members and the Metro Council, would help gather information on jurisdiction and agency perspectives on how to shape the policy direction of the upcoming MTIP. The survey addresses policy and administrative issues as well as ODOT

administered, regional flexible and transit funds. Responses received will be collated and discussed at the JPACT meeting scheduled for February 14th.

Mr. Windsheimer stated that the OTC has already established criteria for the ODOT administered funds for the 2010-13 STIP cycle. He recommended that the survey not focus on evaluating the current OTC criteria, but on communication between the different funding sources and how they are integrated into the MTIP cycle. Chair Cotugno emphasized that all of the funds, ODOT, regional flexible and transit, need to be available for review by TPAC and JPACT.

Additional committee discussion included policy direction, timing and jurisdictional and agency participation.

6.3 Draft FY 2008-09 Unified Planning Work Program

Chair Cotugno briefly presented the draft Unified Planning Work Program (UPWP). He stated that any additional federally funded, locally executed projects must to be included in the document. Federal review of the document is scheduled for February 25th. JPACT and the Metro Council are scheduled to adopt the UPWP in April.

6.4 Financial Incentives Toolkit & SDC Report

Ms. Malu Wilkinson and Ms. Miranda Bateschell, both of Metro, appeared before the committee and provided a presentation on "Promoting Vibrant Communities." (Presentation included as part of the meeting record.) The presentation included information on:

- Investing in our communities
- Regional infrastructure and public investment analysis
- Community investment toolkit
- Innovative design and development codes toolkit
- Financial incentives toolkit
- System development charges (SDC)
- Promoting vibrant communities with SDCs
- Report findings (building size, lot size, configuration, green design, location and density)
- Report recommendations

Project next steps include collaboration with local partners and staff support in implementation of new SDC methodologies. In addition, Metro's regional infrastructure and public investment analysis will further identify needs to accommodate the next 1 million people while achieving the benefits of the 2040 vision.

Mr. Selinger recommended that staff consider dedicating a volume of the toolkit to international projects. In addition, he stated that TriMet would like to collaborate to create a volume on leverage and connections with transit.

Additional committee recommendations included incorporating the development community as stakeholders, integrating urban reserves work and increased public outreach.

7. **ADJOURN**

Chair Cotugno briefly presented the final draft of the 2035 RTP. Once the RTP and air quality conformity determination are adopted, the document will be finalized and published into a on-redline version.

As there was no further business, Chair Cotugno adjourned the meeting at 11:36 a.m.

Respectfully submitted,

Kelsey Newell
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR JANUARY 25, 2008

The following have been included as part of the official public record:

ITEM	TOPIC	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
5.1	Chart	1/25/08	Updated draft of the FY 09 federal appropriations request list	012508t-01
6.1	Chart	N/A	Projected Ozone, Air Toxics and Greenhouse Gas Emissions	012508t-02
6.2	Report	12/31/07	2007 MTIP Project Obligation Report	012508t-03
6.2	Memo	N/A	To: TPAC From: Ted Leybold RE: Draft policy update survey distributed to JPACT	012508t-04
6.2	Survey	N/A	MTIP Policy Survey	012508t-05
6.2	Summary	N/A	MTIP Funding and Investment Survey	012508t-06
6.2	Chart	6/1/07	STIP Prioritization Factors	012508t-07
6.3	Summary	N/A	Draft UPWP Funding Summary	012508t-08
6.4	PowerPoint	1/2008	Promoting Vibrant Communities: Public Investment Tools for the 21 st Century presented by Malu Wilkinson and Miranda Bateschell	012508t-09
6.4	Report	7/2007	System Development Charges	012508t-10
6.4	Toolkit	N/A	Financial Incentives Toolkit	012508t-11

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING THE AIR)	RESOLUTION NO. 08- 3911
QUALITY CONFORMITY DETERMINATION)	
FOR THE FEDERAL COMPONENT OF THE)	Introduced by Councilor Burkholder
2035 REGIONAL TRANSPORTATION PLAN)	
AND RECONFORMING THE 2008-2011)	
METROPOLITAN TRANSPORTATION)	
IMPROVEMENT PROGRAM.)	

WHEREAS, clean air contributes to the health of residents and the quality of life of a region; and

WHEREAS, clean air is a significant interest and concern of the people of the Metro area; and

WHEREAS, the federal Clean Air Act and other federal laws include air quality standards designed to ensure that federally supported activities meet air quality standards and these federal standards apply to the Metro area with regard to on-road transportation activities; and

WHEREAS, Chapter 340, Division 252, Transportation Conformity, of the Oregon Administrative Rules was adopted to implement section 176(c) of the federal Clean Air Act, as amended, and these state rules also apply to Metro area on-road transportation activities; and

WHEREAS, these federal and state regulations require an air quality conformity determination whenever the transportation plan is updated and, that the transportation improvement program be re-conformed with air quality regulations consistent with the new transportation plan; and

WHEREAS, in August 2007 the 2008 - 2011 Metropolitan Transportation Improvement Program (MTIP) was approved by the Metro Council by Resolution No. 07-3824: For the Purpose of Approving an Air Quality Conformity Determination For the 2008-2011 Metropolitan Transportation Improvement, assuming the 2004 Regional Transportation Plan financially constrained system; and

WHEREAS, in December 2007 the financially constrained system was updated when the 2035 Regional Transportation Plan was approved, subject to demonstration of conformance to air quality standards, or air quality conformity, as documented by Resolution No. 07-3831B: For the Purpose of Approving the Federal Component of the 2035 Regional Transportation Plan (RTP) Update, Pending Air Quality Conformity Analysis; and

WHEREAS, the Air Quality Conformity Determination February 2008 included in Exhibit "A" attached hereto demonstrates that the financially constrained system of the 2035 Regional Transportation Plan and the timing and design of the projects included in the 2006-2009 MTIP could be built and the resulting total air quality emissions, to the year 2035, are forecast to be substantially less than the motor vehicle emission budgets, or maximum transportation source emission levels; now therefore,

BE IT RESOLVED that the Metro Council hereby:

1. Approves the air quality conformity determination as documented in Exhibit "A".

2. Directs the Chief Operating Officer to forward the Air Quality Conformity Determination February 2008 to the Federal Highway Administration and Federal Transit Administration for approval.

ADOPTED by the Metro Council this _____ day of February 2008.

David Bragdon, Council President

Approved as to Form:

Daniel B. Cooper, Metro Attorney

www.metro-region.org



**Air Quality Conformity
Determination**

February 2008

**2035
REGIONAL TRANSPORTATION PLAN
and
2008-11
METROPOLITAN TRANSPORTATION
IMPROVEMENT PROGRAM**



CMAQ Funding for Clean Diesel





SAFETEA-LU

“(A) IN GENERAL.—States and metropolitan planning organizations shall give priority in distributing funds received for congestion mitigation and air quality projects and programs from apportionments derived from application of sections 104(b)(2)(B) and 104(b)(2)(C) to—

“(i) diesel retrofits, particularly where necessary to facilitate contract compliance, and other cost-effective emission reduction activities, taking into consideration air quality and health effects;



Diesel Engines and Air Quality

- Diesel exhaust is a complex mixture of gases and fine particles
- Engines have historically contributed significant amounts of NO_x, particulate matter to air pollution



Diesel Exhaust Health Effects

Research

Cause-Specific Mortality in the Unionized U.S. Trucking Industry

Francine Laden,^{1,2,3} Jaime E. Hart,^{1,2} Thomas J. Smith,² Mary E. Davis,^{2,4} and Eric Garshick^{1,5}

¹Channing Laboratory, Brigham and Women's Hospital and Harvard Medical School, Boston, Massachusetts, USA; ²Exposure, Epidemiology and Risk Program, Department of Environmental Health, and ³Department of Epidemiology, Harvard School of Public Health, Boston, Massachusetts, USA; ⁴Department of Resource Economics and Policy, University of Maine, Orono, Maine, USA; ⁵Pulmonary and Critical Care Medicine Section, Medical Service, VA Boston Healthcare System, West Roxbury, Massachusetts, USA

BACKGROUND: Occupational and population-based studies have related air pollution, and specifically particulate matter from vehicle exhaust and lung cancer.

OBJECTIVES: We have established a large retrospective cohort to assess

Association of Black Carbon with Cognition among Children in a Prospective Birth Cohort Study

S. Franco Suglia¹, A. Gryparis², R. O. Wright^{1,3}, J. Schwartz^{1,3}, and R. J. Wright^{3,4}

¹ Department of Environmental Health, Harvard School of Public Health, Boston, MA.

² Department of Applied Mathematics, University of Crete, Crete, Greece.

³ Harvard Medical School, Boston, MA.

⁴ Harvard School of Public Health, Boston, MA.

Publication September 21, 2007.

MECHANISMS OF DISEASE

Mechanisms of disease

Effect of glutathione-S-transferase M1 and P1 genotypes on xenobiotic enhancement of allergic responses: randomised, placebo-controlled crossover study

Frank D Gilliland, Yu-Fen Li, Andrew Saxon, David Diaz-Sanchez

Summary

Background Particulate pollution is associated with the occurrence of asthma and allergy. The model pollutant, diesel exhaust particles, can participate with allergens in

Introduction

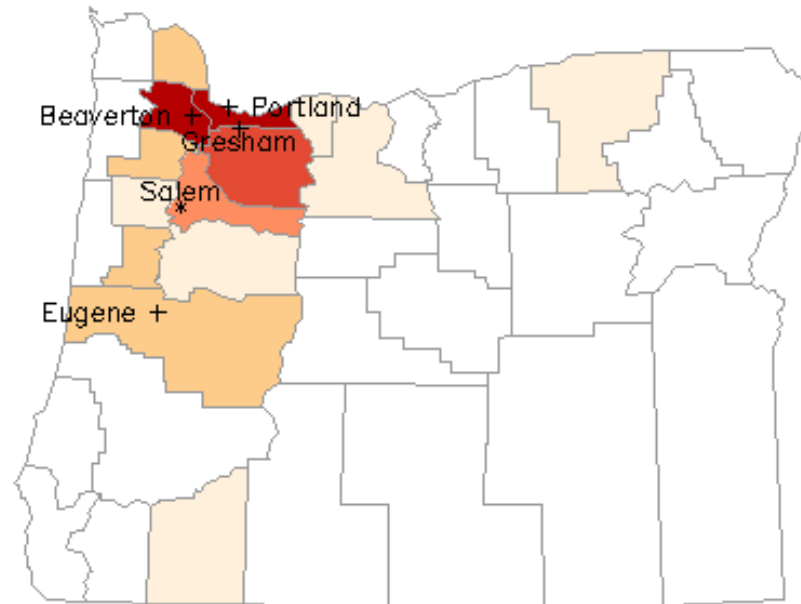
Exposure to ambient air pollution is associated with many adverse health effects ranging from increased symptoms of allergic airway disease to increased mortality.¹⁻³ Research has focused on the effects of ambient particulate pollution

cles can be translocated from the lungs to the central nervous air pollution remains largely unexplored. The authors examined tic particles, and cognition among 202 Boston, Massachusetts, on, 1.7) in a prospective birth cohort study (1986-2001). Local

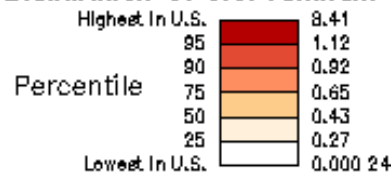


What Is The Concern in Oregon?

1999 Estimated County Median Ambient Concentrations
Diesel particulate matter – OREGON Counties



Distribution of U.S. Ambient Concentrations



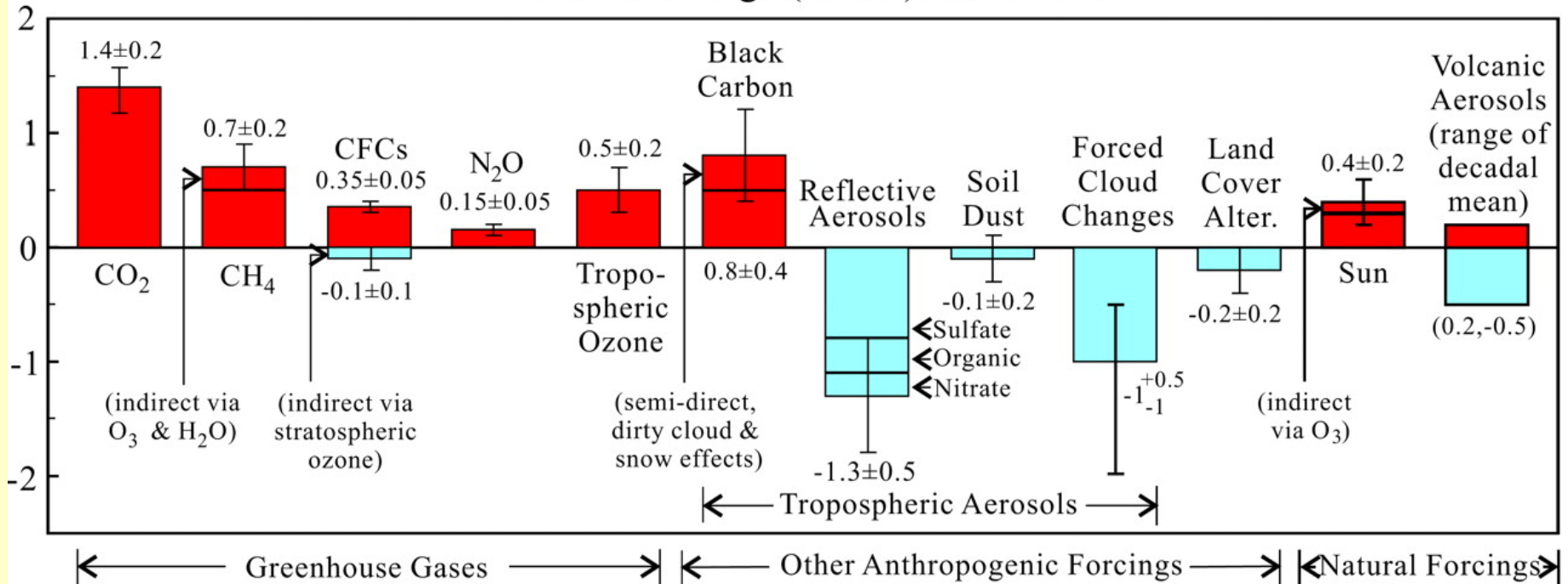
County Median Ambient Pollutant Concentration
(micrograms / cubic meter)

Source: U.S. EPA / OAQPS
1999 NATA National-Scale Air Toxics Assessment



Global Warming Factors

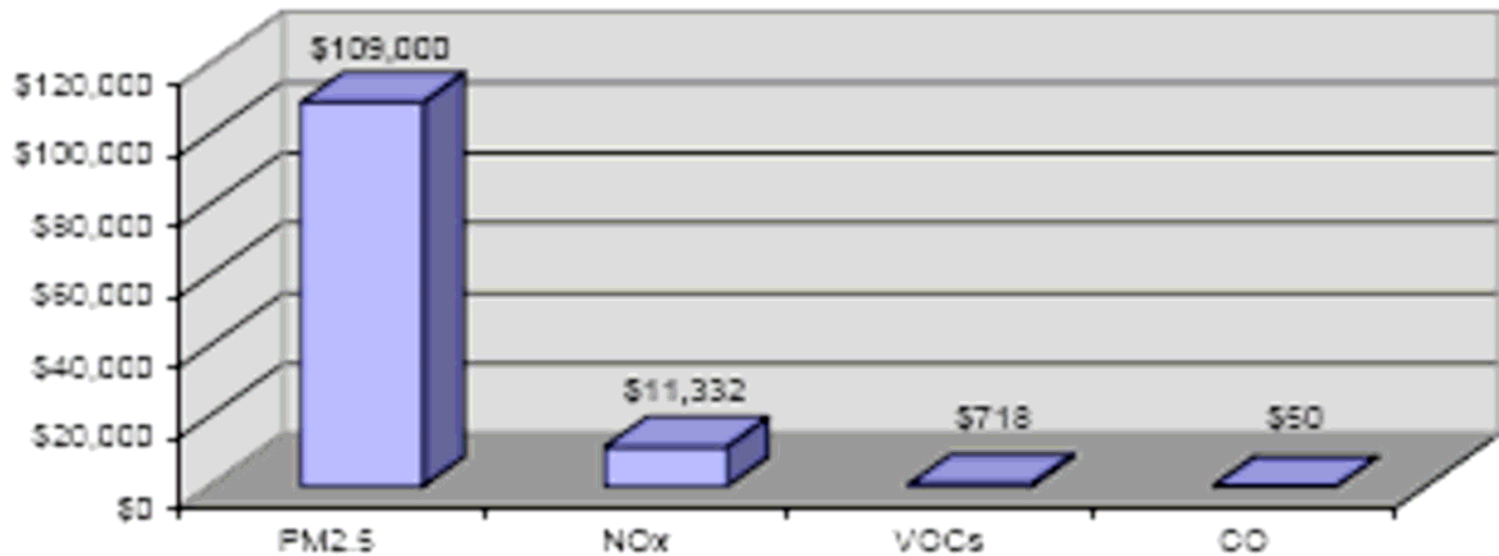
Climate Forcings (W/m^2): 1850-2000





Pollution Reduction Cost Effectiveness

Health Costs per Ton, Urban Areas (Midpoint Estimate)



Source: McCubbiz and Delucchi (1999)



HB 2172 Oregon Clean Diesel

- \$1.5 million for retrofit and repower
- \$3 million per year in tax credits
- Truck engine tax credit
- State matches outside funding for school bus retrofit



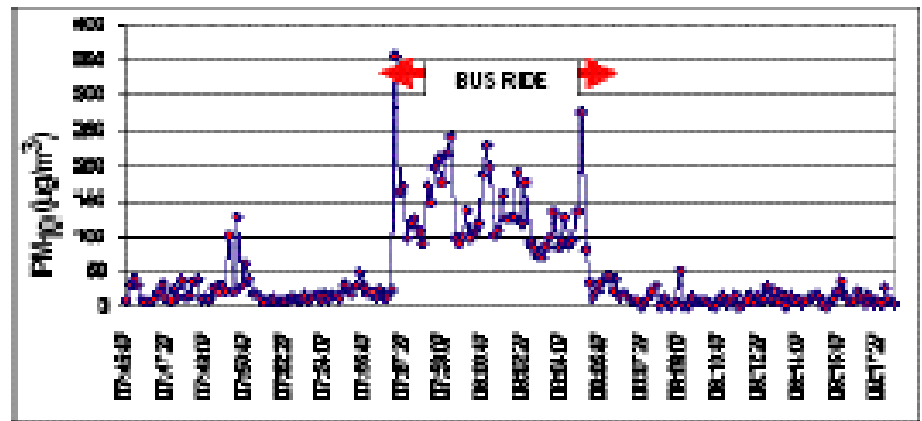
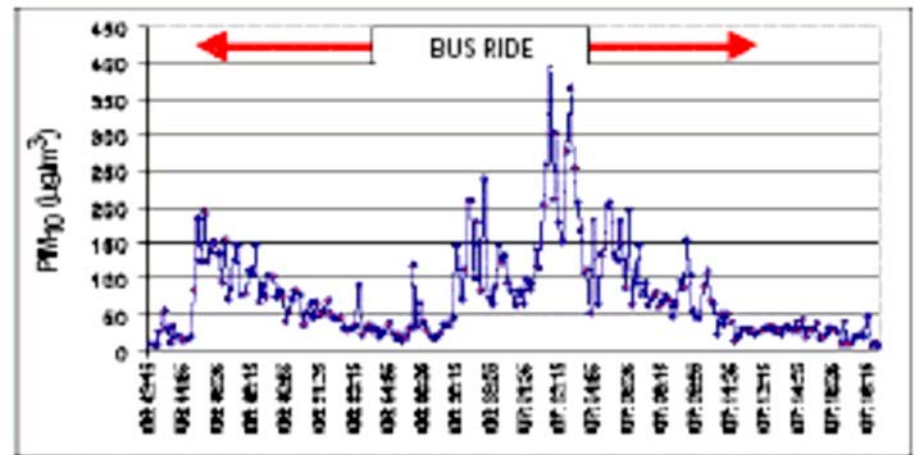
School Buses – A Safe Way To Travel





Exposures Inside School Buses

- Personal exposure monitors for PM 2.5
- Levels 5 – 10 times higher than ambient averages
- California study estimates cancer risk increases by 4%, asthma risk by 1%





Clean School Bus Goal

HB 2172 directed EQC to adopt a goal to

“substantially reduce the risk to school children from diesel engine emissions produced by Oregon school buses by the end of 2013.”

Advisory Committee is recommending a goal to have all buses, either through replacement or retrofit, meet the 2007 emission standard by 2017.



Clean School Bus Goal

Approximately 6,535 Oregon school buses

Up to 5,800 are diesel powered

Average age is 13 years

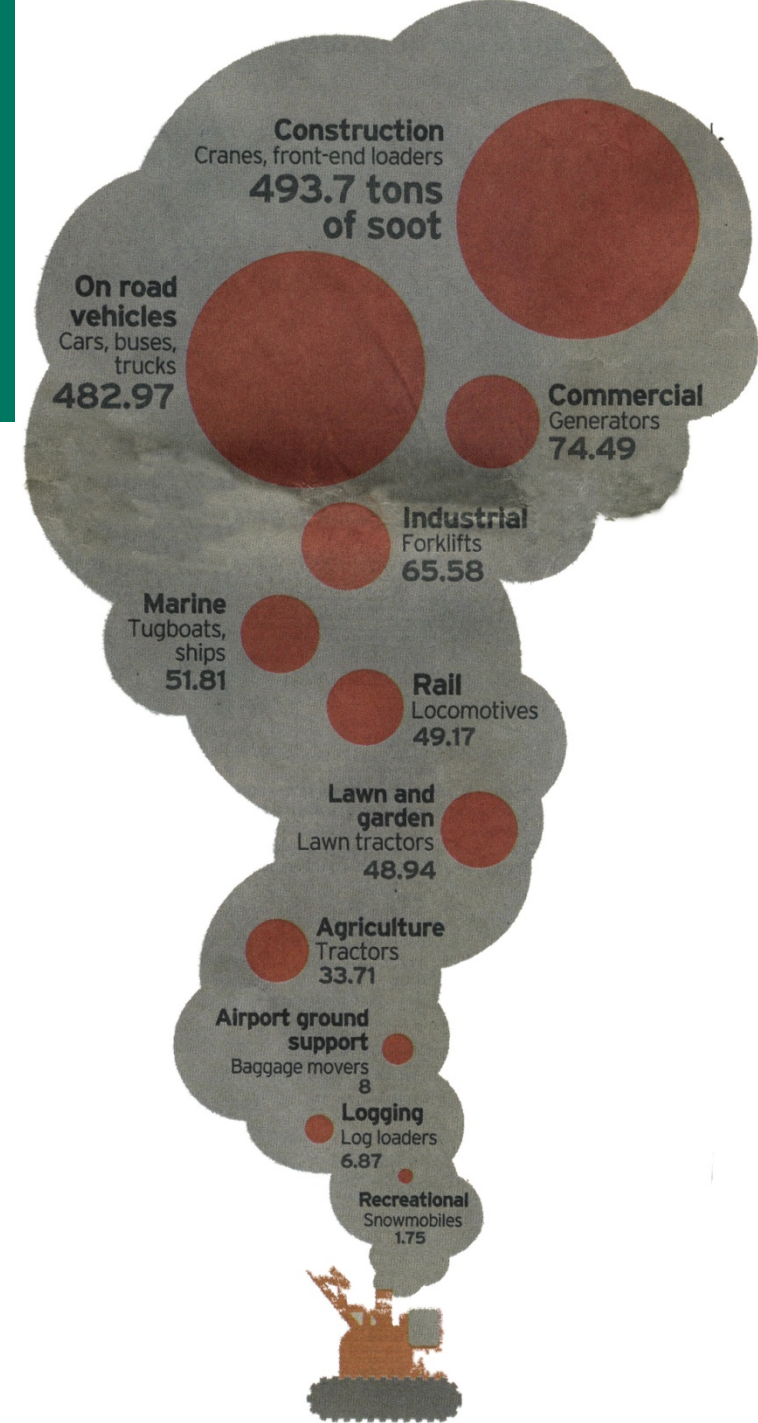
To meet the goal means:

- Replacing 590 buses
- Retrofitting 1,400 buses



Emission Inventory in Portland area

Diesel PM - Tons per year





Municipal Fleet Retrofit





Potential Project Areas

Engine exhaust upgrades

- School Buses
- Municipal Fleets
- Construction Equipment



Oregon Clean Diesel Initiative

Reducing diesel PM emissions has multiple benefits:

- Cancer risk
- Other toxics, e.g., formaldehyde
- Asthma induction and incidence
- Global warming
- Visibility, regional haze
- PM_{2.5} attainment



Oregon Clean Diesel Initiative

- For more information:

Kevin Downing

DEQ – Air Quality

503.229.6549

downing.kevin@deq.state.or.us

Metropolitan Transportation Improvement Program (MTIP) Funding and Investment Summary

The Metropolitan Transportation Improvement Program (MTIP) schedules the distribution of all federal and some state transportation funds in the Portland metropolitan region over a four-year period. To be eligible for the MTIP, projects or programs must be in the financially constrained list of the Regional Transportation Plan (RTP).

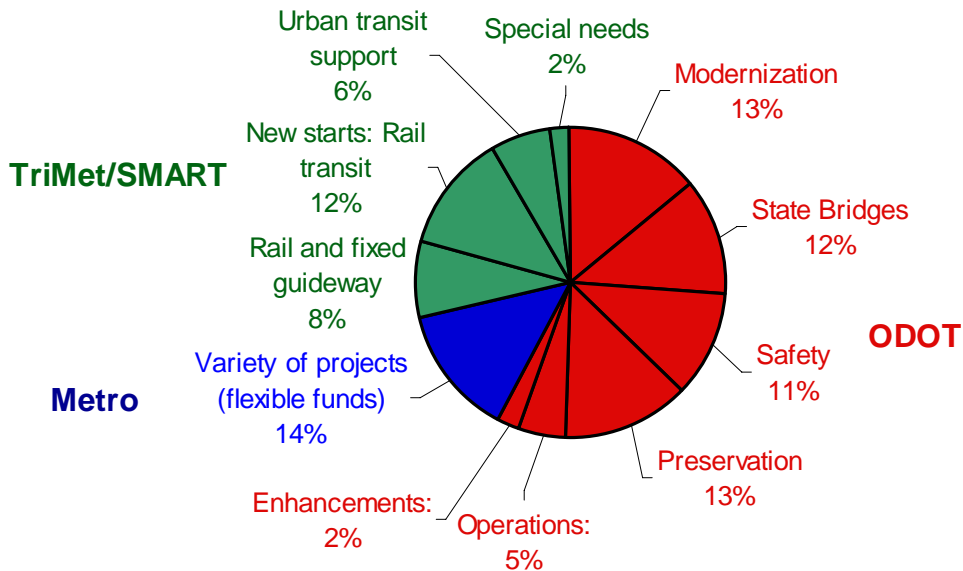
MTIP funds are administered in the Portland metropolitan region by four agencies: the Oregon Department of Transportation (ODOT), TriMet, South Metro Area Rapid Transit (SMART) and Metro. Each agency receives its own pot of funds from specific federal sources. Most of the funds administered by ODOT and the transit agencies are dedicated to investments that fall into specific categories. The funds administered by Metro are more flexible. These funds—dubbed "Regional Flexible Funds"—may be invested more broadly. Although these funds constitute only about 13 percent of the region's federal transportation money, they attract considerable attention because they can be used for programs and projects that may have no other source of support. Locally administered transportation funds are not programmed in the MTIP, but may be listed for informational purposes.

The table below summarizes the main funding sources for each agency and the types of investments they support. A graph on the back of this sheet shows the proportion of federal funds invested in different programs and projects as administered by these agencies. The federal funds administered by ODOT are supplemented with state transportation revenues. The table below reflects only the federal funds.

AGENCY	FEDERAL FUND TYPE	USES
ODOT	Federal Highway Administration (FHWA) Trust Fund	
	<ul style="list-style-type: none"> • Interstate Maintenance • Surface Transportation Program • Bridge funds • Safety funds • High-Priority Projects (Congressional earmarks) • Transportation enhancements 	<ul style="list-style-type: none"> • Preservation (resurfacing) of the interstate highway system • Highway preservation (resurfacing) • Operations (signs, signals, traffic management) • Highway modernization (widening) • Building and maintaining state bridges • Crash reduction and highway safety • Special projects; highway modernization (widening) • Highway appearance/function; historic preservation
TriMet/SMART	Federal Transit Administration	
	<ul style="list-style-type: none"> • New Starts/Small Starts • Transit Formula Funds • Rail and bus maintenance • Special needs grants 	<ul style="list-style-type: none"> • New passenger rail or bus rapid transit • Urban transit support • Refurbishing existing passenger rail systems and bus fleets • Transit services for elderly, disabled and low-income people
Metro	FHWA Trust Fund	
	<ul style="list-style-type: none"> • Congestion Mitigation/Air Quality • Surface Transportation Program 	<ul style="list-style-type: none"> • Projects that improve air quality • Anything but construction of local streets

Fund and investment distribution

The graph below shows the relative amounts and general types of federal and state transportation investments that are administered by ODOT, TriMet and Smart, and Metro. Please note that the relative proportions shown in this graph are based on recent historical averages to give a sense of how funding has generally been allocated.



NOTE: The Metro region covers urban portions of Clackamas, Multnomah and Washington Counties. ODOT Region 1 covers those three counties plus Columbia and Hood River. ODOT funding does not include federal earmarks, Connect Oregon, OTIA, FTA-administered, or local government funding. The ODOT enhancement portion reflects a statewide total.



METRO

**2009 Regional Flexible Fund (RFF) Allocation
And 2010-13 MTIP:**

Investing in the 2040 Growth Concept

Calendar of Activities

2007

November 1 TPAC discussion of Program process and policy objectives.

2008

January 14 Metro Planning Managers discussion of Program process and policy objectives.

January 25 TPAC discussion of Policy Update.

February Public comment period for 2009 TriMet Transit Investment Plan.

February 6 MTAC discussion of Policy Update.

February 12 Council work session discussion of Policy Update.

February 13 MPAC discussion of Policy Update.

February 14 JPACT discussion of Policy Update.

February 20 MTAC recommendation on Program policy objectives.

February 22 TPAC recommendation on Program policy objectives.

March 12 MPAC recommend Program policy objectives.

March 13 JPACT adopt Program policy objectives.

March 20 Metro Council adopt Program policy objectives.

April RFF pre-application materials available – brief Coordinating Committees.

May Community Open Houses: TriMet 2009 Transit Investment Plan (TIP)

May/June	Review agency RFF project lists, comment on projects that have outstanding issues
May 30	TPAC review of the TriMet 2009 Transit Investment Plan
June 12	JPACT discussion of 2009 TriMet Transit Investment Plan
July	RFF Final applications due to Metro
August	TriMet Board adoption of 2009 Transit Investment Plan
August 14	MTIP Subcommittee review and comment on draft RFF technical scores.
August 29	TPAC review of draft Metro Staff preliminary recommendation for RFF allocation.
September 11	JPACT review of draft Metro Staff preliminary recommendation for RFF allocation.
September 26	TPAC action on preliminary recommendation for RFF allocation.
October 7	Metro Council work session on release of preliminary recommendation for RFF allocation.
October 9	JPACT action on release of preliminary recommendation for RFF allocation.
October 13 – December 1	Public comment period. Listening posts on RFF Preliminary Recommendation and Draft ODOT STIP (information available on TriMet TIP and SMART programming) at: East Multnomah County area, Washington County area, Clackamas County area, and the Portland area.
December 1	End of Public comment period
December 9	Metro Council work session: receive Executive Summary of Public Comment report, discuss policy issues for final recommendation on RFF allocation.
December 11	JPACT: receive Executive Summary of Public Comment report, discuss policy issues for final recommendation on RFF allocation.

2009

January 15	JPACT action on policy direction to staff on narrowing to the final recommendation on RFF allocation.
January 26	TPAC discussion on final recommendation on RFF allocation.
February	Public comment period for 2010 TriMet Transit Investment Plan.

DRAFT

February 2	TPAC action on final recommendation on RFF allocation (Special meeting).
February 13	Public hearing on draft final recommendation on RFF allocation (Joint JPACT/Metro Council).
March 12	JPACT action on final recommendation on RFF allocation pending air quality analysis.
March 12	Metro Council action on final recommendation on RFF allocation pending air quality analysis.
March 30	TPAC review of TriMet financial plan and transit element of MTIP.
April 12	JPACT review of TriMet financial plan and transit element of MTIP.
April - June	Programming of funds. Air quality conformity analysis.
May	Community Open Houses: TriMet 2010 Transit Investment Plan (TIP)
May 29	TPAC review of the TriMet 2010 Transit Investment Plan
June 11	JPACT discussion of 2010 TriMet Transit Investment Plan
July	Public review of draft MTIP with air quality conformity analysis.
August	Adopt air quality conformity analysis and submit to USDOT for approval. Adopt MTIP and submit to Governor for approval. Governor approves incorporation of MTIP into STIP. OTC approves submittal of STIP to USDOT.
September	Receive approval of MTIP air quality conformity and STIP from USDOT.
October	Obligation of FFY 2010 programming begins.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADOPTING THE) RESOLUTION NO. 08-3919
REGIONAL TRAVEL OPTIONS 2008-2013)
STRATEGIC PLAN) Introduced by [insert name here]

WHEREAS, Metro adopted the 2035 federal Regional Transportation Plan on December 13, 2007; and

WHEREAS, Goal 3: Expand Transportation Choices, Objective 3.1 calls for the region to achieve targets for increased walking, bicycling, use of transit and shared ride and reduced reliance on the automobile and drive alone trips; and

WHEREAS, Goal 4: Emphasize Effective and Efficient Management of the Transportation System, Objective 4.1 calls for the region to implement strategies that optimize the regional transportation system to enhance mobility, reliability and safety; and

WHEREAS, Goal 6: Promote Environmental Stewardship, Objective 6.2 calls for the region to reduce transportation-related vehicle emissions to improve air quality so that as growth occurs, the view of the Cascades and the Coast Range from within the region are maintained and greenhouse gas emissions are reduced; and

WHEREAS, the Regional Travel Options Subcommittee of the TPAC that provides oversight for the development and evaluation of travel options strategies has gone through a strategic planning process and has developed the Regional Travel Options 2008-2013 Strategic Plan to support implementation of Regional Transportation Plan goals and objectives; and

WHEREAS, the Regional Travel Options 2008-2013 Strategic Plan describes the goals, objectives, strategies and priorities the program will carry out; and

WHEREAS, the Regional Travel Options 2008-2013 Strategic Plan describes the roles of Metro and program partners in carrying out program activities and identifies a base budget to support those activities; now therefore

BE IT RESOLVED that the Metro Council

1. Approve the mission, goals, strategies and actions in the Regional Travel Options 2008-2013 Strategic Plan.
2. Approve the base budget and funding sub-allocations to program partners described in Appendix B of the Regional Travel Options 2008-2013 Strategic Plan.

ADOPTED by the Metro Council this 20th day of March, 2008.

David Bragdon, Council President

Approved as to Form:

Daniel B. Cooper, Metro Attorney

Regional Travel Options 2008 – 2013 Strategic Plan

RTO Sub-Committee DRAFT, adopted 2/13/2008



METRO

PEOPLE PLACES
OPEN SPACES

Metro

People places • open spaces

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy and good transportation choices for people and businesses in our region. Voters have asked Metro to help with the challenges that cross those lines and affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to protecting open space, caring for parks, planning for the best use of land, managing garbage disposal and increasing recycling. Metro oversees world-class facilities such as the Oregon Zoo, which contributes to conservation and education, and the Oregon Convention Center, which benefits the region's economy

Your Metro representatives

Metro Council President – David Bragdon

Metro Councilors – Rod Park, District 1; Carlotta Collette, District 2; Carl Hosticka, District 3; Kathryn Harrington, District 4; Rex Burkholder, District 5; Robert Liberty, District 6.

Auditor – Suzanne Flynn

Metro's web site: www.metro-region.org



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Acknowledgements

Special thanks to the members of the Regional Travel Options Subcommittee of TPAC for their participation in, and support, for the strategic planning process.

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Program Partners



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www.DriveLessSaveMore.com



Gresham Regional
Center TMA

State of Oregon
Department of
Environmental
Quality



METRO



Troutdale
Area TMA



Table of contents

Program Partners	1
Executive summary	3
Section 1: Introduction	8
Section 2: Mission and policy framework	8
Section 3: 2008 to 2013 program priorities	10
Section 4: Regional Travel Options programs and services	11
Section 5: Goals, objectives and strategies	16
Goal 1: Collaborative marketing	16
Goal 2: Commuter services	18
Goal 3: Traveler information tools	19
Goal 4: Downtowns and centers	20
Goal 5: Measurement	21
Goal 6: Policy and funding.....	21
Appendices	23
A. Expected reductions in vehicle miles traveled and related benefits	24
B. Base and preferred program budgets	28
C. Preferred RTO grant projects	31
D. Employer outreach work programs	32
Metro commuter programs and services.....	32
SMART Options Employer and Community Outreach	34
TriMet Employer Program	35
E. Summary of RTP goals and supporting RTO strategies	37
F. Strategic plan development process	45
G. Environment scan	47

Executive summary

Introduction

The Regional Travel Options (RTO) Program carries out regional policy to increase use of travel options, reduce pollution, and improve mobility.

Regional travel options include all of the alternatives to driving alone – carpooling, vanpooling, riding transit, bicycling, walking and telecommuting.

The program maximizes investments in the transportation system and relieves traffic congestion by managing travel demand, particularly during peak commute hours.

RTO strategies offer low-cost solutions that:

- Address employer and commuter transportation needs
- Save consumers money
- Reduce vehicle emissions that contribute to air pollution and global warming
- Encourage active travel modes that enhance public health and increase physical activity
- Increase public awareness of the personal and community benefits of travel options

Mission and policy framework

Mission: *The regional partners will work collaboratively to provide and actively market a range of travel options for all residents and employees of the region.*

Supports system management policies

Policies at the federal, state and regional level emphasize system management as a cost-effective solution to expanding the transportation system. The RTO program supports system management strategies that reduce demand on the transportation system. RTO strategies relieve congestion and support movement of freight by reducing drive-alone auto trips.

RTO strategies are expected to reduce approximately 86,600,000 vehicle miles of travel (VMT) per year from 2008 to 2013. By 2013, this represents over a 100% increase over 2006 VMT reductions produced by the program. The expected increase in VMT reductions is based upon past program performance, expected revenues, improving measurement and cost-effective investments.

On a daily basis, expected VMT reductions are the equivalent of removing 19,000 autos from the road or 59 miles of autos placed bumper-to-bumper.

Leverages capital investments

The RTO program supports and leverages capital investments in transit, trails, and other infrastructure by marketing new options to potential riders and users and increasing trips made by transit, walking, cycling and other travel options.

Supports development of local downtown centers

The RTO program supports the development of local downtown centers by increasing the share of trips made with travel options and decreasing drive-alone auto trips, which reduces traffic congestion and demand for parking and enhances quality of life. RTO is one component in the effort to have half or more of all trips to centers made by transit, walking, cycling, carpooling and other travel options.

Reduces air pollution and greenhouse gas emissions

Motor vehicles are one of the largest sources of air pollution in the Portland area. The RTO program supports federal, state and regional air quality regulations and reduces the consumption of gasoline and increases the share of trips made with less polluting modes of travel.

Expected Reductions in Gallons of Gasoline Consumed

Gas	Total	Average per year
Gallons of gasoline	21,100,000	4,220,000
Savings	\$63,300,000	\$12,660,000

Table 1. Total and average annual reduction of gas consumption and the resulting savings. Source: Estimates using DEQ average miles-per-gallon and gas priced at \$3/gallon

Expected Emission Reductions

Emissions reduced	Total	Average per year
Smog producing volatile organic compounds	616 tons	123 tons
Oxides of nitrogen and carbon monoxide	7,600 tons	1,500 tons
Greenhouse gas (CO ₂)	214,000 tons	42,600 tons
Carcinogenic particulate matter (PM ₁₀ and PM _{2.5})	18.3 tons	3.7 tons
Air toxics (Benzene and four others)	24.2 tons	4.8 tons

Table 2. Total and average annual reduction of tailpipe emissions: Source Metro estimates using DEQ emission factors

Program Priorities 2008 to 2013

- Supports new capital investments in transit, trails and other infrastructure by marketing new options to potential riders and users.
- Reach additional employers and commuters through employer programs.
- Enhance traveler information services.
- Market travel options to new residents and people who relocate in the region.
- Support development of parking management strategies in local downtowns and centers.
- Support public-private partnerships to leverage investments and increase use of travel options in local downtowns and centers.
- Apply individualized marketing strategies in select locations to increase travel options use and decrease single-person car trips.
- Continue implementation of the Drive Less/Save More campaign to increase awareness and use of travel options.

Program Goals 2008 to 2013

Goal 1: Continue a regional collaborative marketing campaign to increase awareness and use of travel options and reduce drive-alone car trips.

Goal 2: Support employers and commuters to increase the use of travel options for commute trips.

Goal 3: Provide information and services to support increased use of travel options for all trips.

Goal 4: Promote and provide services that support increased use of travel options in local downtowns and centers.

Goal 5: Report progress to aid decision-making and encourage innovation.

Goal 6: Follow a collaborative decision-making structure that provides program oversight and advances the goals and objectives of the Regional Transportation Plan (RTP).

Table 3. Program Goals

Programs and services

Metro manages and administers the regional program, measures results, and provides assistance to partners. Public and private partners carry out local strategies through grant agreements. Collaboration among partners is emphasized to leverage resources, avoid duplication and maximize program impacts.

Drive Less/Save More marketing campaign

The campaign encourages people to think before they drive in order to reduce single-person car trips, adopt cost-saving driving habits, and use travel options for non-work trips. Campaign messages reach target audiences through advertising, publicity and community outreach.

Individualized marketing projects

Individualized marketing projects (also called TravelSmart™ or Smart Trips projects) encourage reductions in drive-alone auto trips. The concept, used in more than 300 projects around the world, identifies individuals who want to change the way they travel and uses personal, individualized contact to motivate them to think about their travel options.

Portland Transportation Options

Programs and activities are designed to remove barriers and provide incentives for people to choose travel options with an ultimate goal of reducing vehicle miles traveled by 10% per capita by 2020. Portland's programs include SmartTrips downtown and neighborhood programs, community outreach, and Safe Routes to Schools.

Metro Regional Rideshare Services

Metro works with employers to market rideshare services to employees and provides customized rideshare matching services and vanpool incentives. Incentives for commuter vanpools are provided in partnership with ODOT and C-TRAN.

Oregon Department of Environmental Quality (DEQ)

DEQ's Employee Commute Options (ECO) rules affect employers in the Portland area with more than 100 employees. Employers must survey employees and provide programs and incentives that reduce employee drive-alone trips by 10%. DEQ assists employers with the survey and program development and links them to RTO program resources.

SMART Options Employer and Community Outreach

The City of Wilsonville SMART Options Outreach Program works with Wilsonville area employers and residents to promote transit and other transportation options.

Southbound Solutions

The Vancouver, Washington Commute Trip Reduction Program conducts marketing and outreach to Clark County residents commuting to the Portland Metro area for work and assists Portland-area employers with a large Clark County employee base.

TriMet Employer Outreach Program

TriMet works with employers to encourage increased use of transit and other travel options among employees, offers transit pass programs, and provides one-on-one assistance to employers.

Transportation Management Association (TMA) Program

Transportation Management Associations (TMAs) are public-private partnerships to relieve traffic congestion and pollution. TMAs develop and implement area-specific strategies to reduce drive-alone commute trips.

- Clackamas Regional Center TMA
- Gresham Regional Center TMA
- Lloyd TMA
- Swan Island TMA
- Troutdale TMA
- WTA (Westside Transportation Alliance)

Traveler information tools and services

CarpoolMatchNW.org

CarpoolMatchNW is the carpool and rideshare-matching site serving Oregon and SW Washington with over 8,800 commuters registered. CarpoolMatchNW.org is an easy convenient way to find someone to share a ride for trips to work or school or one-time trips to recreation destinations and events.

Bike There! map

Metro's Bike There! map rates selected throughstreets where bicyclists share the road with motorists and is sold in area bike shops and retail outlets. Map information is available at ByCycle.org, an on-line bicycle route-finding tool.

Walk There! 50 Urban Treks in Neighborhoods, Natural Areas and Cities

The guidebook features 50 walking routes and will be published in partnership with Kaiser Permanente in April 2008 to encourage walking for transportation purposes. Guides will be distributed through Kaiser health education classes, walking events and local walking programs.

Section 1: Introduction

The RTO program implements regional policy to reduce drive-alone auto trips and personal vehicle miles of travel and to increase use of travel options. The program improves mobility and reduces pollution by carrying out the transit, ridesharing (carpool and vanpool), cycling, walking, telecommuting and carsharing strategies in the RTP. The program maximizes investments in the transportation system and relieves traffic congestion by managing travel demand, particularly during peak commute hours.

RTO strategies offer low-cost solutions that address employer and commuter transportation needs. Employer benefits include reduced parking need and cost, reduced employee absenteeism and late arrivals and improved employee productivity and morale. Transit and rideshare programs enable employers to recruit employees from a wider geographic area.

The program increases public awareness of the personal and community benefits of travel options use. Consumers who reduce their drive-alone auto trips benefit by saving money on fuel, parking and auto maintenance. People who use active travel modes, such as cycling, walking and walking to transit, benefit from increased levels of physical activity. Community benefits include reductions in vehicle emissions that impact human health and contribute to air pollution and global warming.

Section 2: Mission and policy framework

***Mission:** The regional partners will work collaboratively to provide and actively market a range of travel options for all residents and employees of the region.*

Supports system management policies

Policies at the federal, state and regional levels including the Federal Congestion Management Process, the Oregon Transportation Plan, and the RTP emphasize system management as a cost-effective alternative to expanding the transportation system. The RTO program supports system management strategies that reduce demand on the transportation. RTO strategies relieve congestion and support movement of freight by reducing drive-alone auto trips.

RTO strategies are expected to reduce approximately 86,600,000 vehicle miles of travel (VMT) per year from 2008 to 2013. By 2013 this represents over a 100% increase from 2006 VMT reductions produced by the program. The expected increase in VMT reductions is based upon past program performance, expected revenues, improving measurement and cost-effective investments, and is described in more detail in Appendix A.

On a daily basis, expected VMT reductions are the equivalent of removing 19,000 autos from the road or 59 miles of autos placed bumper-to-bumper.

In 2008 to 2013, the RTO program will work with the Regional Mobility Program to develop and recommend policies and investment strategies to implement the RTP system management concept. In addition, RTO will develop and identify system management partnership and collaboration opportunities, particularly around the development and enhancement of traveler information systems.

Supports capital investments

The RTO program supports and leverages capital investments in transit, trails, and other infrastructure by marketing new options to potential riders and users and increasing trips made by transit, walking, cycling and other travel options.

In 2008 to 2013, the RTO employer outreach programs will conduct outreach to employers adjacent to the WES (Westside Express Service) commuter rail line and the I-205 light rail line (MAX Green Line).

Supports development of local downtown centers

In the region's long-range plan, the 2040 Growth Concept, high-quality development in centers and along transit corridors is key to maintaining the livable communities and natural beauty that make our region special. The plan designates regional and town centers and calls for growth to be concentrated in these centers - as well as main streets, station communities and corridors - in order to use urban land most efficiently.

The RTO program supports the development of local downtown centers by increasing the share of trips made with travel options and decreasing drive-alone auto trips, which reduces traffic congestion and demand for parking and enhances the quality of life. RTO is one component in the effort to have half or more of all trips to centers made by transit, walking, cycling, carpooling and other travel options.

Reduces air pollution and green house gas emissions

Motor vehicles are one of the largest sources of air pollution in the Portland area. The RTO program supports federal, state and regional air quality regulations, reduces the consumption of gasoline and increases the share of trips made with less polluting modes of travel. RTO strategies are expected to reduce consumption of gasoline by 4,500,000 gallons each year, which will result in significant decreases in emissions of greenhouse gases, smog producing compounds, air toxics and particulate matter. See Appendix A for details.

Supports Metro Council goals and objectives

The RTO program supports the following Metro Council goals and objectives:

Goal 1. Healthy Environment - Council Objective 2.6: Residents' health is enhanced by exceptionally clean air and water.

Goal 2. Vital Economy - Council Objective 3.1: Land is available to meet the need for housing and employment; and Council Objective 3.3: Access to jobs, services, centers and industrial areas is efficient.

Goal 3. Great Places - Council Objective 1.2 - The region's centers and corridors are distinctive, attractive and efficient and while fully developed they are also continually and dynamically re-creating themselves.

Section 3: 2008 to 2013 program priorities

Employer outreach

- Promote travel options to employers and commuters. Target commuters with potential to use WES (Westside Express Service) commuter rail and I-205 light rail (MAX Green Line).
- Support the Southbound Solutions marketing campaign to reach Clark County commuters who travel to the Portland area.
- Enhance coordination of employer outreach strategies to maximize investments and avoid duplication.

Traveler information services

- Update CarpoolMatchNW.org to enhance the site's usability and reduce administrative costs.
- Explore development of a regional multi-modal trip-planning tool to aid travel decision making for all trip purposes.

Outreach to new residents and people who relocate

- Relocation is a key time for people to consider travel options and change travel habits. The RTO program will identify target market segments among new residents and develop strategies to market travel options and services to those audiences.

Parking management

- Parking management results in positive impacts across land use, managing the transportation system and supporting the economy. Parking is often considered "free" by the public and assumed to be the cost of doing business for companies. The RTO program will partner with employers, developers and local jurisdictions to help manage parking through employer outreach and RTO grants.
- Potential projects include: designate spaces for carpools and vanpools, install prominent bike parking, assist employers to discontinue parking subsidies for

employees, help implement shared parking agreements between property owners that result in fewer auto trips and help implement parking pricing or short term parking zones that free up parking in business and retail centers while encouraging drivers with long-term parking needs to try carpooling, transit or other options.

Public-private partnerships

- Support public-private partnerships to leverage investments and increase use of travel options in local downtowns and centers.
- Update regional TMA policy and explore funding options.

Individualized marketing

- Apply individualized marketing strategies in select locations to increase travel options use and decrease single-person car trips.

Drive Less/Save More

- Continue implementation of the Drive Less/Save More campaign to increase awareness and use of travel options.

Section 4: Regional Travel Options programs and services

Program history

The program has been funded for more than 20 years, and has grown to include a variety of regional partners and stakeholders including area business associations and chambers of commerce, local transportation management associations, transportation and public health advocacy organizations, local governments and partner agencies.

In 2003, program partners saw a need to more actively market travel options through a unified regional marketing program and developed the *Regional Travel Options Program 5-Year Strategic Plan* to articulate the mission, goals and objectives of the re-named program. The Metro Council approved the strategic plan in 2004. The plan placed an emphasis on coordinating regional marketing activities and recommended that program management shift from TriMet to Metro.

The 2003 strategic plan defined regional travel options to include all of the alternatives to driving alone – carpooling, vanpooling, riding transit, bicycling, walking and telecommuting– and emphasized collaboration and integration to produce a program with measurable results and tangible impacts.

Metro assumed management of the program in 2006 and is responsible for management and coordination of regional initiatives, such as the Drive Less/Save More marketing campaign, administration of grant agreements with local jurisdictions and TMAs and evaluation and measurement of program results.

Program structure for 2008 to 2013

Metro manages and administers the program. Public and private partners carry out local strategies through grant agreements. Collaboration among partners is emphasized to leverage resources, avoid duplication and maximize program impacts.

Marketing programs

Collaborative marketing activities will be coordinated by Metro and include management of the Drive Less/Save More marketing campaign and administration of grant agreements with local jurisdictions and organizations to carry out the collaborative marketing goals and objectives.

Drive less. Save more.
www.DriveLessSaveMore.com

Drive Less/Save More marketing campaign

The campaign encourages people to think before they drive in order to reduce single-person car trips, adopt cost-saving driving habits and use travel options for non-work trips. ODOT, Metro, Washington County, TriMet and other public and private partners launched the campaign in February 2006.

To date the campaign has reached 98% of the region's residents through television, radio and outdoor (billboard and transit) advertising, earned (free) media and community outreach. A June 2007 survey found that 27% of metro area residents recall seeing, reading or hearing about the Drive Less/Save More campaign. Of those who recalled the Drive Less/Save More campaign, 56% said they have taken action to reduce single person car trips as a result of seeing the campaign (this translates to 14% of the total survey sample).

Individualized marketing projects

Individualized marketing projects (also called TravelSmart™ or Smart Trips projects) are an innovative way to encourage reductions in drive-alone auto trips. The concept, used in more than 300 projects around the world, identifies individuals who want to change the way they travel. Personal, individualized contact is used to motivate people to think about their travel options. The projects provide customized information and training to help people take transit, bike, walk or carpool for some of their trips. Those who don't want information are left alone. To date projects have reached neighborhoods in Portland and Milwaukie. Individualized marketing projects are expected to reduce approximately 19,000,000 vehicle miles of travel per year. See appendix A for details.

Employer and commuter programs

Metro, Oregon DEQ, TriMet, Wilsonville SMART, Vancouver Commute Trip Reduction Program, Portland Transportation Options and TMAs carry out employer and commuter programs. Employer and commuter programs are expected to reduce approximately 47,660,000 vehicle miles of travel per year. See appendix A for details.



Oregon Department of Environmental Quality (DEQ)

DEQ's Employee Commute Options (ECO) rules affect employers in the Portland area with more than 100 employees. The ECO rules are part of Portland's Ozone Maintenance Plan that ensures the Portland-Vancouver area will meet the federal health-based ozone standard in spite of continued population growth. Employers must provide incentives for employee use of alternative commute options. The incentives must have the potential to reduce commute trips to the work site by ten percent from an established baseline. Employee surveys determine the baseline and measure progress toward this goal. DEQ assists employers with the survey and program development and links them to RTO program resources.



Metro Regional Rideshare Program

Metro works with employers to market rideshare services to employees and provides customized rideshare matching services and vanpool incentives. The program targets employment sites with the greatest potential for ridesharing, generally those that are not located close to transit service, but will work with any interested employer. Incentives for commuter vanpools are provided in partnership with ODOT and C-TRAN.



Portland Transportation Options

Programs and activities are designed to remove barriers and provide incentives for people to choose travel options with an ultimate goal of reducing vehicle miles traveled by 10% per capita by 2020. Each year SmartTrips neighborhood programs target a different area within the city to decrease drive alone trips, increase use of travel options, and increase accessibility and neighborhood livability. This program

provides area residents with personalized transit, cycling and walking information, and offers Ten Toe Express walks, Women on Bikes rides and clinics, and Portland By Cycle neighborhood rides.

SmartTrips Downtown reaches thousands of downtown employees with individualized travel options information and incentives. In addition, Portland uses a variety of outreach tools and opportunities to reach residents at community events and coordinates Safe Routes to Schools programs.



TriMet Employer Outreach Program

TriMet has been working with employers since the 1980s to encourage increased use of transit and other travel options among employees. TriMet targets employers affected by Employee Commute Options (ECO) Rules but will work with any interested employer. The program includes one-on-one assistance to employers, transportation coordinator training, transportation fairs, and promotional events in the community. In addition, TriMet works with employers to offer their Universal Pass program and other programs that provide transit passes to employees, sometimes subsidized by the employer.



SMART Options Employer and Community Outreach

The City of Wilsonville SMART Options Outreach Program works with Wilsonville area employers and residents to promote transit and other transportation options. The primary goals of the program are to increase awareness of transportation options available in Wilsonville and the region, reduce drive alone trips, and increase communication between the City of Wilsonville, local businesses of all sizes, community organizations and regional partners.



Southbound Solutions

The Vancouver, Washington Commute Trip Reduction Program conducts Southbound Solutions marketing and outreach to Clark County residents commuting to the Portland Metro area for work in partnership with RTO employer programs and area TMAs. The campaign targets employers with a large Clark County employee base and works with employer transportation coordinators to reach commuters.

Transportation Management Association (TMA) program

TMA's are nonprofit coalitions of local businesses and/or public agencies that work to strengthen partnerships with businesses to reduce traffic congestion and pollution by improving commuting options for their employees. There are six TMA's in the region that develop and implement area specific strategies for reducing drive-alone commute trips. A feasibility study for a South Waterfront TMA is in progress. TMA's receive annual grants from the RTO program to implement trip reduction strategies and are expected to reduce 3,500,000 vehicle miles of travel per year. See appendix A for details.



Clackamas Regional Center TMA

The Clackamas Regional Center Transportation Management Association (CRC-TMA) addresses the growing transportation and transit accessibility needs of the Clackamas Regional Center business community. CRC-TMA is a local organization of business leaders and government agencies that provides solutions to combat traffic congestion and promote transit and other employer/employee transportation options.

Gresham Regional Center TMA

GRCTMA was created in 2001 with the intent of bolstering economic development for the Gresham area by providing safe and viable transportation options for employees, customers and visitors to the regional center.



Lloyd TMA

A non-profit business association representing large and small employers in the Lloyd District of Northeast Portland, Lloyd TMA provides transportation programs and services with clear member benefits and assists employers with ECO Rule compliance. The TMA also provides a forum for businesses and neighborhood associations to work together and coordinates committees working directly on Lloyd District transportation issues.

Swan Island TMA

A project of the Swan Island Business Association, the TMA will expand transportation options for Swan Island employees to facilitate the continuing growth and success of area businesses and improve the movement of people, products, services and freight.



Troutdale TMA

A program of the West Columbia Gorge Chamber of Commerce, Troutdale TMA works to promote the use of transportation options in Troutdale to tourists, employers and employees, and supports the development of infrastructure that supports increased use of travel options.



WTA (Westside Transportation Alliance)

The Westside Transportation Alliance (WTA) is an association of businesses and public agencies in Washington County that offers workplace services and programs to help employees commute to work by transit, carpool, vanpool, walking and cycling.

Traveler information tools and services

The RTO program supports regional traveler information tools and services, provides grants for the development of local cycling and walking maps, and pedestrian and cycling way-finding signs.



CarpoolMatchNW.org

CarpoolMatchNW is the rideshare-matching site serving Oregon and SW Washington. Over 8,800 commuters are currently registered. The service is administered by Metro. The website is hosted and maintained by the city of Portland through an agreement with Metro. CarpoolMatchNW.org is an easy way to find someone to share a ride for trips to work or school or one-time trips for recreation or community events. Metro markets the site to potential customers and provides support to site users.

Bike There! map

Metro's Bike There! map has guided cyclists through the region's streets, paths and bike lanes for 25 years. The map rates through-streets where bicyclists share the road with motorists. Bike There! is sold in area bike shops and retail outlets to generate funds for map updates. Map data is shared with ByCycle.org, an on-line bicycle route-finding tool.

Walk There! 50 Urban Treks in Neighborhoods, Natural Areas and Cities

The guidebook features 50 walking routes in the Portland-Vancouver area and will be published in partnership with Kaiser Permanente in April 2008 to encourage walking for transportation purposes. Guides will be distributed through Kaiser's health education classes, walking events and local walking programs.

Section 5: Goals, objectives and strategies

RTO program goals, objectives and priority strategies are listed below. Strategies were prioritized based on potential to reduce vehicle miles traveled (VMT), potential to increase use of travel options, cost effectiveness and other criteria which are listed in Appendix E. Expected VMT reductions are listed by goal in Appendix A.

Goal 1: Collaborative marketing

Continue a regional collaborative marketing campaign to increase awareness and use of travel options and reduce drive-alone car trips.

Objective 1.1 - Continue a broad-based travel options marketing campaign that invites people to think about how they travel around the region.

Strategy 1.1.1: Drive Less/Save More Campaign

- Work with the Oregon Department of Transportation (ODOT) and campaign partners to continue the Drive Less/Save More marketing campaign. Support implementation of campaign strategies, including media advertising, earned (free) media, web-based advertising, publicity and outreach at community events.
- Develop strategies to support effective use of new and emerging web-based communication tools including social networking web sites.

Objective 1.2: Develop and provide travel options services to targeted communities and audiences.

Strategy 1.2.1: Neighborhood-based individualized marketing projects

- Reach large residential areas that meet specific criteria, such as close proximity to destinations and services, with neighborhood-based individualized marketing projects. Projects will deliver local travel options information and services to interested residents to increase transit, walking and cycling trips and reduce drive-alone auto trips.
- Consider project variations such as targeting specific populations (e.g., seniors) not in the same neighborhood.

Strategy 1.2.2: Promote and distribute Walk There! walking guide

- Promote and support distribution of the “Walk There! 50 Urban Treks” guide book produced by the RTO program in partnership with Kaiser Permanente to support increased levels of walking for transportation purposes.
- Generate earned media publicity that showcases the “Walk There!” routes, related walking events and programs, and disseminates pedestrian encouragement and safety messages.

Strategy 1.2.3: Reach new residents and people who relocate

- Explore, develop and implement strategies to reach new residents of the region and people who move. Relocation is a key time for people to re-evaluate their travel options. Explore opportunities to partner with developers, realtors, tenant and homeowner associations and organizations that work with immigrants to distribute information about travel options and resources.

Strategy 1.2.4: Reach drivers impacted by construction projects

- Explore opportunities to partner with capital project planning and funding partners to reach drivers impacted by construction with information about how to avoid delays as well as information about travel options and services, such as transit options, and vanpool and ride-matching services.

Strategy 1.2.5: Reach families with children

- Explore opportunities to partner with and support Safe Routes to School programs in the region to disseminate information about travel options and services to families with children.

Objective 1.3: Support collaboration and encourage coordination of RTO partner marketing activities.

Strategy 1.3.1: Support collaboration and distribute best-practices information

- Support collaboration of RTO partners' marketing activities through quarterly working group meetings and on-line information sharing.
- Distribute information about relevant best practices through e-newsletters, seminars and brown bag lunch meetings.

Strategy 1.3.2: Regional conference

- Explore opportunities to develop or sponsor a regional conference to disseminate information about effective travel options strategies and best practices to elected officials, land use and transportation planners, business associations and chambers of commerce, employer transportation coordinators, environmental and public health practitioners and officials, and other audiences.

Goal 2: Commuter services

Support employers and commuters to increase the use of travel options for commute trips.

Objective 2.1: Market and provide travel options services to employers and commuters

Strategy 2.1.1: Employer outreach programs and services

- Metro, the Oregon Department of Environmental Quality (DEQ), TriMet, SMART, C-TRAN, local jurisdictions, Transportation Management Associations (TMAs), and other public and private partners will work together to market travel options services to employers and commuters.
- Market WES (Westside Express Service) commuter rail and I-205 light rail (MAX Green Line) to adjacent employment sites.
- Provide vanpool fare incentives and develop a partnership with C-TRAN to provide bi-state vanpool services.
- Partner with the Vancouver Commute Trip Reduction Program to implement the Southbound Solutions marketing project aimed at commuters who travel from Clark County, Washington to the Portland area for work.
- Explore and implement new strategies to reach commuters, such as individualized marketing to clusters of employees in commercial centers and employment areas.

Strategy 2.1.2: Employer-based trip reduction campaigns

- Sponsor regional events and competitions that encourage and increase use of travel options. Provide incentives including prizes and public recognition for participating commuters and employers.

Objective 2.2 - Support coordination of RTO employer outreach marketing activities.

Strategy 2.2.1: Support marketing partners' coordination and collaboration

- Coordinate and target employer outreach marketing program activities to support cost effective delivery of materials and services to employers and commuters.
- Develop a shared online commute tracker tool to support employer incentive programs.
- Explore and develop tools to enhance coordination, such as a shared contact management database.

Goal 3: Traveler information tools

Provide information and services to support increased use of travel options for all trips.

Objective 3.1: Develop and enhance web-based traveler information tools.

Strategy 3.1.1: Update and enhance ride-matching online - CarpoolMatchNW.org

- Continue to sustain and promote a regional web-based ride-matching tool to support carpooling and vanpooling for commute trips, as well as one-time ride matching for recreational and other trip purposes.
- Update CarpoolMatchNW.org to reduce service delivery costs, enhance customer satisfaction and support program measurement.
- Explore opportunities to partner with Washington State DOT and others to enhance bi-state ride-matching services.

Strategy 3.1.2: Explore development of a regional multi-modal trip-planning tool

- Explore development of a regional multi-modal trip-planning tool that provides travel mode choice information, including transit and vanpool routes and schedules, rideshare matching, bicycle routes and bike buddy matching and information about multi-use trails.
- Work with system management partners, area transit operators and private sector partners to identify opportunities for collaboration and cost-sharing to support tool development.

Objective 3.2: Develop maps and collateral materials to support RTO marketing activities.

Strategy 3.2.1: Develop and distribute bike, walking and transit system maps

- Research, develop and distribute maps and local travel options guides to support increased cycling, walking and transit use. Update regional Bike There! map.

Strategy 3.2.2: Research and develop white papers and fact sheets to support consistent messaging in RTO marketing activities.

- Research, develop and distribute white papers or fact sheets around the following topics: RTO program overview; global warming and transportation; congestion and mobility; impact of travel options use on the economy, consumers and business; physical activity and parking management.

Goal 4: Downtowns and centers

Promote and provide services that support increased use of travel options in local downtowns and centers.

Objective 4.1: Leverage investments and unique qualities of local downtowns and centers to make progress toward mode split targets defined in the RTP.

Strategy 4.1.1: Support public-private partnerships

- Develop and support public-private partnerships to leverage public investments and implement an ongoing and increasing level of travel options/transportation demand management strategies in local downtowns and centers.
- Support TMA feasibility studies and provide start-up funds for one to two new TMAs for three years. Update regional TMA policy to better address program goals and enhance local capacity to carry out RTO strategies. Support information sharing among current TMAs and quarterly meetings of TMA directors.
- Develop and enhance partnerships with business associations, chambers of commerce, carsharing organizations and others to advance RTO program goals and objectives in centers.

Strategy 4.1.2: Study and implement parking management strategies

- Provide funds to study and implement parking management strategies, particularly when there is the potential of financial return to support local travel options strategies and programs.

Strategy 4.1.3: Support projects in centers that enhance or promote travel options

- Support projects in centers that enhance or promote travel options, such as end-of-trip facilities and pedestrian and bicycle way-finding signs and systems.
- Support small-scale marketing in centers such as promotion of circulation transit service and guides to local activity.

Strategy 4.1.4: Support location-efficient living strategies

- Support programs that promote and advance location-efficient living strategies that reduce drive-alone auto trips and increase use of transit, walking and cycling in centers.

Goal 5: Measurement

Report progress to aid decision making and encourage innovation.

Objective 5.1: Apply appropriate measures to programs and report findings to support investment in cost-effective strategies.

Strategy 5.1.1: Measure program performance and communicate results

- Metro will provide technical assistance to partners to support program measurement, develop measurement reports, provide data to an independent program evaluator every two years and communicate results to advisory committees and program stakeholders.
- Recipients of RTO grants and funding are expected to track and measure program outputs and outcomes.

Strategy 5.1.2: Regional awareness and customer satisfaction survey

- Conduct a regional public awareness and customer satisfaction survey every two years to track program effectiveness.

Strategy 5.1.3: Information partnerships

- Explore partnerships with other agencies, organizations, and academic institutions that result in useful data for trip planning and traveler information tools. Partner with research and evaluation projects that complement RTO work in the area of parking management, centers, construction and development.

Strategy 5.1.4: Online database

- Explore online tool for storing data, analysis and reporting. Tools would be accessible to RTO partners and centralize information for RTO staff.

Goal 6: Policy and funding

Follow a collaborative decision-making structure that provides program oversight and advances the goals and objectives of the RTP.

Objective 6.1: Support strategic and collaborative program oversight.

- Metro will support meetings and activities of the RTO subcommittee of the Transportation Policy Alternatives Committee (TPAC). The subcommittee will recommend strategic plan updates, annual work plans and budgets, and RTO policies for approval by TPAC, JPACT (Joint Policy Advisory Committee on Transportation) and the Metro Council.
- The subcommittee will review RTO grant applications and select projects that implement strategic plan priorities.

Objective 6.2: Coordinate RTO program strategies and investments with the Regional Mobility Program.

- Develop a senior-level policy task force in partnership with the Regional Mobility Program. The task force will develop and recommend policies and investment strategies to implement the RTP system management concept.

Objective 6.3: Develop regional policies that support travel options strategies

- Continue to track and support the development of RTP policies and other state, regional and local policies that support increased use of travel options.

Objective 6.4: Develop an equitable and sustainable funding plan.

- Develop grant selection criteria that consider environmental justice impacts and regional equity.
- Seek additional funds to leverage federal Congestion Mitigation Air Quality (CMAQ) funding and support RTO program priorities including grants, sponsorships and cost-sharing partnerships. Secure funds from ODOT to continue the Drive Less/Save More marketing campaign.

Appendices

- A. Expected reductions in vehicle miles traveled and related benefits**
- B. Program budgets**
- C. Preferred grant projects**
- D. Employer outreach work program**
- E. Summary of RTP goals and supporting RTO strategies**
- F. Plan development process**
- G. Environment scan**

A. Expected reductions in vehicle miles traveled and related benefits

Implementing the RTO strategic plan is expected to reduce more vehicle miles traveled and increased benefits to air quality, gasoline conserved and the savings from conserving gasoline. Vehicle miles reduced (VMR) annually is expected to increase from the 2006 approximation of 42,000,000 annually to 101,000,000 annually; 140% increase. The reasoning for this sharp increase is based on:

- Past performance
- Improving measurement
- Small increases in budget
- Cost-effective investments, both existing and new

There are several reasons, known in advance, why the expected VMR might not be reached. They are:

- An RTO region-wide survey scheduled for spring 2008 will help estimate the marketing and outreach programs that overlap (e.g., the same person is reached by 2 or 3 programs). The extent of this overlap will determine if fewer VMR are expected.
- RTO Grants are likely to be diverse and some are likely to go for marketing efforts raising awareness but not attributed to VMR. Some may favor outcomes such as physical activity or transportation options for seniors. Some may pay for end-of-trip facilities like bike racks that have a longer return on investment in VMR.
- If budgets are reduced, measurement is likely to be reduced making both harder to reach the expected VMR and harder to estimate VMR.

Awareness of, participation in, and satisfaction with travel options programs are all expected to grow. RTO is working to benchmark and then track each of these measures during the course of this strategic plan.

The following expected reductions in vehicle miles traveled are rooted in the success of past efforts and the cost of those efforts. Metro RTO staff created a factor for each budget expenditure to illustrate expected VMR. More method details follow.

Expenditures	FY09	FY10	FY11	FY12	FY13
Program Admin & Coordination	n/a	n/a	n/a	N/a	n/a
Collaborative Marketing*	2,900,000	2,900,000	2,800,000	2,700,000	2,600,000
RTO Grants	8,900,000	8,900,000	10,000,000	10,000,000	9,000,000
TMA	3,500,000	3,500,000	3,500,000	3,500,000	3,500,000
Commuter	45,000,000	46,300,000	47,600,000	49,000,000	50,400,000
Information Tools	400,000	400,000	400,000	400,000	400,000
Vanpool	3,300,000	3,400,000	3,500,000	3,600,000	3,800,000
Individualized Marketing	0	15,400,000	28,100,000	21,900,000	31,500,000
Evaluation	n/a	n/a	n/a	N/a	n/a
Estimated Total	64,000,000	81,000,000	96,000,000	91,000,000**	101,000,000

Table. Expected annual vehicle miles reduced by expenditure. Source: Metro

*One component of collaborative marketing has been benchmarked: Drive Less/Save More. Regional awareness was 27% in spring 2007. RTO staff did not estimate how this percentage is likely to increase.

**The dip in expected VMR is related to the timing of individualized marketing projects. RTO has budgeted for large-scale individualized marketing in 2009 and 2010. Practitioners in Australia and Portland believe that the effect of individualized marketing wears out after time. Portland State University will be studying this effect in detail. For now, a rule-of-thumb is applied: individualized marketing affects transportation choice for 5 years. Therefore, figures above have been reduced by 1/5th of the original amount each year for 5 years. In FY12, the effect from several large-scale individualized marketing projects is expected to wane and then another project in FY13 will pick up the VMR.

RTO Staff calculated expected VMR to help illustrate the potential impact of implementing the RTO 5-year strategic plan. They are not outputs of Metro transportation modeling. RTO Staff used the average between high and low VMR estimates from 2005-2006 evaluation. Past budgeted amounts were then divided by VMR. For example:

\$20,000 spent on a program that reduced 1,000,000 VMR = \$0.02/VMR

If expenditures show \$40,000 in the Strategic Plan for the same or a similar strategy:

\$40,000 * \$0.02

1 VMR = 2,000,000 VMR

If no similar project was available, \$0.05/VMR was used.

\$10,000 buying one VMR per nickel = \$10,000 divided by .05 = 200,000 VMR.

VMR were not estimated for marketing projects to raise awareness or expenditures for administration, marketing coordination, evaluation and measurement.

The following is simply an average of the five years of the strategic plan to illustrate a per-year figure.

Expenditures	Total	Average per year
Program Admin & Marketing Coordination	n/a	N/a
Collaborative Marketing	13,900,000	2,780,000
RTO Grants	46,800,000	9,260,000
TMA	17,500,000	3,500,000
Commuter	238,300,000	47,660,000
Information Tools	2,000,000	400,000
Vanpool	17,600,000	3,520,000
Individualized Marketing	96,900,000	19,380,000
Evaluation & Measurement	n/a	n/a
Estimated Total	433,000,000	86,600,000

Table. Total and average annual reduction in vehicle-miles traveled by expenditures. Source: Metro

VMR means reduced tailpipe emissions. Metro RTO staff collaborated with Oregon Department of Environmental Quality to estimate per-mile emission factors for passenger vehicles in the region. Emission factors were current as of 2006. The following table shows the amount of emissions expected to be reduced – a direct factor of the VMR in the tables above.

Emissions reduced	FY09	FY10	FY11	FY12	FY13
Smog producing volatile organic compounds	91 tons	115 tons	137 tons	129 tons	144 tons
Oxides of nitrogen and carbon monoxide	1,100 tons	1,400 tons	1,700 tons	1,600 tons	1,800 tons
Greenhouse gas (CO ₂)	32,000 tons	40,000 tons	47,000 tons	45,000 tons	50,000 tons
Carcinogenic particulate matter (PM ₁₀ and PM _{2.5})	2.7 tons	3.4 tons	4.1 tons	3.8 tons	4.3 tons
Air toxics (Benzene and four others)	3.6 tons	4.5 tons	5.4 tons	5.1 tons	5.7 tons

Table. Expected annual reduction of tailpipe emissions. Source: Metro estimates using DEQ emission factors

Emissions reduced	Total	Average per year
Smog producing volatile organic compounds	616 tons	123 tons
Oxides of nitrogen and carbon monoxide	7,600 tons	1,500 tons
Greenhouse gas (CO ₂)	214,000 tons	42,600 tons
Carcinogenic particulate matter (PM ₁₀ and PM _{2.5})	18.3 tons	3.7 tons
Air toxics (Benzene and four others)	24.2 tons	4.8 tons

Table. Total and average annual reduction of tailpipe emissions. Source: Metro estimates using DEQ emission factors

DEQ provided an estimate of gas consumption for the average passenger vehicle in the region: 20.56 miles per gallon. Metro RTO staff chose \$3 per gallon as a rounded average of the cost per gallon of gas. The following table shows the gallons of gas saved and resulting savings - a direct factor of the VMR in the tables above.

Gas	FY09	FY10	FY11	FY12	FY13
Gallons of gasoline	3,100,000	3,900,000	4,700,000	4,400,000	4,900,000
Savings	\$9,300,000	\$11,700,000	\$14,100,000	\$13,200,000	\$14,700,000

Table. Expected annual reduction of gas consumption and the resulting savings. Source: Metro estimates using DEQ average miles-per-gallon

Gas	Total	Average per year
Gallons of gasoline	21,100,000	4,220,000
Savings	\$63,300,000	\$12,660,000

Table. Total and average annual reduction of gas consumption and the resulting savings. Source: Metro estimates using DEQ average miles-per-gallon

Metro RTO Staff estimated how many fewer auto trips will be made each day. The estimate divides VMR by 365 days and then by the average drive-alone distance in the region for a one-way trip, times 2 to make it a round trip. While this is a very in-exact method, the estimate is validated by results from auto trips reduced by the employer program (captured in employee commute options (ECO) surveys). To illustrate the impact this set of cars has on the transportation system, RTO Staff divided by an average full-size car length of 16 feet, 4 inches and stretched that out over one lane, bumper-to-bumper.

	FY09	FY10	FY11	FY12	FY13
Autos	14,000	18,000	21,000	20,000	22,000
Miles of autos placed bumper-to-bumper	43	56	65	62	68

Table. Expected daily reduction in autos using the transportation system and an illustration of their potential impact. Source: Metro estimates using Metro average for a drive-alone trip length

B. Base and preferred program budgets

RTO STRATEGIC PLAN BUDGET 2008-2013					
Revenues	(PROPOSED) FY 08-09	(PROJECTED) FY 09-10	(PROJECTED) FY 10-11	(PROJECTED) FY 11-12	(PROJECTED) FY 12-13
a. MTIP	1,988,790	1,800,000	2,397,000	2,000,000	2,500,000
MTIP Individualized Marketing	500,000				
b. ODOT Marketing	600,000	500,000	500,000	500,000	500,000
BETC	34,000	40,000	41,200	42,436	43,709
Bike There!	30,000	30,000	30,000	30,000	30,000
C-Tran	100,000	100,000	103,000	103,000	106,090
ODOT Vanpool	125,268	150,000	154,500	154,500	159,135
Metro match	63,069	64,960	66,908	68,915	70,982
Partners match	226,504	200,265	262,039	221,267	273,093
Total revenues	3,667,631	2,885,225	3,554,647	3,120,118	3,683,009
Expenditures					
Program Admin & Marketing Coordination	55,684	57,355	59,075	60,847	62,672
Collaborative Marketing	825,443	850,206	875,712	901,983	929,042
RTO Grants	607,948	365,397	467,721	610,288	489,585
c. TMA	311,553	284,500	173,500	173,250	173,250
Commuter	231,294	238,232	245,378	252,739	260,321
TriMet	412,409	424,781	437,524	450,649	464,168
SMART	66,713	68,714	70,775	72,898	75,084
d. Information Tools/Bike There!	60,000	80,000	80,000	50,000	50,000
Regional Vanpool	296,916	305,823	314,997	324,446	334,179
Individualized Marketing	595,575		613,442		615,000
Evaluation & Measurement	204,095	210,217	216,523	223,018	229,708
Total expenditures	3,667,631	2,885,225	3,554,647	3,120,118	3,683,009

All expenditures include required matching funds.

- a. 10-11 MTIP includes \$500,000 for ind. mktg. Also projected \$500,000 for 12-13.
- b. Assumes ongoing funding from ODOT.
- c. Assumes six existing TMAs plus a seventh (S. Waterfront) in start-up phase until FY 11-12. No inflation factored.
- d. Includes cost of participation in WSDOT ridematching system, plus partial funding for enhanced trip planning capabilities.

DRAFT RTO Preferred Budget

Purpose: The purpose of the following list to form the basis of the RTO programs preferred budget. The 5-Year RTO Strategic Plan meets the current RTO budget for the years 2008-2013. RTO partners and staff aspire to grow the program. The following is a list of promising ways to allocate \$3 million in additional revenue annually.

Rank*	Short Name	Draft Strategy Description	Increase to Annual Budget
1	Employer Outreach	<ul style="list-style-type: none"> - Double the effort on employer outreach: <ul style="list-style-type: none"> - Approximately 200,000 employees are served by the employer outreach program (around 1/4 of employees in the region). Approximately 2,000 employment sites are served (possibly only 1/20th of all employment sites). - Increase rideshare services. - Explore and implement individualized marketing to employees. 	\$900,000
2	Information Tools	<ul style="list-style-type: none"> - Implement a multi-modal trip planner strategy that makes the best use of public resources. Most likely, public resources are best spent on data collection while private partners create the interface and features (e.g., Traffic.com). - 50/50 bike/walk map program offered to local jurisdictions interested in matching 50% of the design, production, marketing and distribution costs. - 30/70 walking guide program where RTO would offer map making and measurement service up to 30% of the cost to design, produce, market and distribute a walking guide program. 	\$400,000
3	Region-wide New Resident Program	<ul style="list-style-type: none"> - Depending on the availability and prices for specialized lists of who new residents are (e.g., relocated within the region, relocated to "bedroom community," young, retired, etc.) - Reach ALL new residents in the region – if there is 1% growth per year, that is approximately 13,000 new residents. - Provide 6 months of individualized marketing services to help new residents make efficient use of their location and options. - Offer TODs and other location-efficient developments a slightly customizable version of the new resident program. - Emphasize sustainability and financial savings. 	\$400,000
3	Region-wide Parking Management Implementation	<ul style="list-style-type: none"> - Hire or contract with a parking planner to lead implementation of context-sensitive solutions across the region. This effort follows the TGM for Beaverton and Hillsboro. To constitute a region-wide project, the effort would simultaneously cover 10 additional centers. One central issue would be addressed by rolling out parking management in a concentrated effort: business competition between centers. - Offer to study feasibility of carsharing in center and implement a program to locate several cars in publicly accessible areas. 	\$300,000
4	Centers Infrastructure and Marketing	<ul style="list-style-type: none"> - Increase public private partnerships. - Bike rack cost share program (Minneapolis offers 50/50 for certain locations). Interested Local jurisdictions would apply and install racks. Projects would encourage using a car parking space in prominent, accessible areas of the center. Project could include elements such as the "bike oases" on SE Hawthorne Blvd. in Portland – sheltering roof, etc. - 50/50 way-finding cost sharing program would fund projects that connect walkers and bicyclists to public facilities (libraries, parks, transit centers, government services), historic sites and key shopping/service areas. Way finding elements could include signage, kiosks and sidewalk or bike lane treatments to designate route (e.g., Boston's bricked Freedom Trail). - Provide a package of marketing and outreach services to build ridership on new circulator transit service in centers. Circulator service should be available at least 12 hours per day. - Offer to study feasibility of carsharing in center and implement a program to locate several cars in publically accessible spaces. 	\$400,000
5	Regional Roll-out of Individualized Marketing	<ul style="list-style-type: none"> Increase to 1 project per year. Base program now offers one project every two years. 	\$250,000

6	Options Before, During and After Construction	<ul style="list-style-type: none"> - Engage road users during construction projects of all sizes. Promote options before, during and after. - Leverage media and messaging campaigns initiated by ODOT or other jurisdiction. Evidence from Seattle's recent I-5 project shows that people make a lot of individual decisions that add up to no congestion. Media and messaging of transportation options allows people to make these individual decisions. - While projects have a role for Community/Public Affairs, they often suggest how to avoid delay but do not suggest other options. RTO would coordinate travel options messaging region-wide. 	\$150,000
7	New Methods to Reach New Markets	<ul style="list-style-type: none"> - Staff to interact daily in blogosphere and be media-liaison. RTO's commuter/traveler blog could be run like an ongoing focus group on options and related issues. - Run promotions such as commute challenges. This could be a year-round race with a structured incentive/rewards program. - Continue building DLSM brand. 	\$150,000
(not ranked)	Reduce Idling	<ul style="list-style-type: none"> - Explore and implement a program to reduce idling. For example, place signage on lift bridges. Measure before and after. 	\$50,000
<p>*In all cases, ranks are the overall rank given by stakeholders at the 2nd workshop for at least one element of the strategy. Two strategies tied for 3rd. Most but not all strategies are included within these add packages. "Less idling" was added by staff for consideration.</p>			

C. Preferred RTO grant projects

The RTO subcommittee identified priority strategies and projects as part of the strategic plan development process. Local jurisdictions, business and community groups and other non-profit organizations will be invited to submit proposals to the RTO subcommittee for grants and will be encouraged to use this preferred projects list as a reference for program and project development. Section 5 provides more details about each strategy.

- Neighborhood-based individualized marketing projects.
- Target audience (i.e. seniors, youth, etc.) individualized marketing projects.
- Employer outreach programs including trip reduction campaigns and competitions.
- Walking and cycling encouragement services and programs.
- Local walking and cycling maps.
- Marketing and outreach to new residents and people who relocate.
- Marketing and outreach to drivers impacted by construction projects to reduce delays and promote travel options.
- Marketing and outreach to families with children, including Safe Routes to School programs.
- Public-private partnerships that advance RTO program goals, such as TMA feasibility studies and start-up funding, grants for ongoing TMA marketing activities, carsharing feasibility studies and implementation support.
- Parking management studies and strategy implementation.
- End-of-trip facilities, such as bicycle racks, lockers and bike stations.
- Pedestrian and bicycle way-finding signs and systems in centers.
- Small-scale marketing projects in centers such as promotion of circulation transit service and guides to local activity.
- Location-efficient living strategies.

D. Employer outreach work programs

Several regional partners, chief among these being Metro, TriMet and SMART, carry out the employer and commuter outreach goals, objectives and strategies identified in this plan. The partners encourage employers to offer incentives and provide facilities that support employee use of travel options, provide technical assistance to employers to support compliance with the Oregon ECO (Employee Commute Options) Rule and use of the Oregon Business Energy Tax Credit (BETC) program, and provide training for Employee Transportation Coordinators. This description will summarize these three partners' work plans and expected outcomes for FY 2009 and 2010.

Additionally, it is noted that TMAs are also involved in Commuter programs, but their emphasis on this program work varies, depending on the TMA's particular areas of focus. Therefore, they are not included in this description.

Metro commuter programs and services

Employer and commuter outreach

Public outreach events consist primarily of taking part in employer and community events. At employer events the focus is on providing ride-matching information and assistance to employees, and promoting Metro programs CarpoolMatchNW.org and Metro VanPool. At the community events the focus is broadened to include information covering the spectrum of all of people's trips, including commute trips, through the Drive Less. Save More. collaborative marketing campaign. Each event requires between three and eight hours of preparation and outreach time. Over the next two fiscal years Metro will participate in up to three employer events and approximately one community festival each month.

CarpoolMatchNW.org

Approximately 8,800 people are registered in CarpoolMatchNW.org, the region's ride-matching website and database. The current pace of growth in the number of registrants on CarpoolMatchNW has been 30 percent annually. Assuming a 20 percent rate of growth, it is expected that an additional 1,700 new registrations will occur in FY 2009 and 2,040 new registrations in FY 2010, bringing the total number of registrants to over 12,000.

Tasks related to this objective include promotion of the site, fielding phone calls and emails, and purging the database on a periodic basis.

In 2008, it is anticipated that the functionality of the region's ride-matching website will be enhanced and updated as Metro joins a consortium of public and private non-profit agencies led by Washington State DOT (WSDOT). The WSDOT project will result in the procurement of a third-party ride-matching system that will cover Washington, Idaho and Oregon. The new system will feature increased automation of many administrative functions. As such, it is hoped, but not yet assured that administrative time requirements for maintaining CarpoolMatchNW.org can be reduced or held level as the number of registrants grows.

Metro VanPool

Metro assumed operations of the regional vanpool program from TriMet in July 2006. Beginning in February 2007, a new incentive funding program was initiated and new marketing efforts began. Using FTA Capital Cost of Contracting guidelines, eligible vanpools are funded at 50 percent of the total lease cost, which covers the capital portion of the van cost. Since this funding mechanism was implemented, along with a corresponding marketing effort, the program has seen a net increase of 10 vans, bringing the program total to 26 as of February 2008. Assuming this same rate of growth, there will be a expected 76 vans in the program by 2013.

The program was launched as a pilot and is still in the refinement process. There are several tasks to be undertaken in the next two years. Given the fact that the Portland commuter market covers portions of two states, there is still work to be done to develop a long-term funding and administrative mechanism that maximizes the various regional partners' strengths and opportunities.

A. Funding – The vanpool program currently has three primary sources of funding, with various restrictions upon their use.

- C-TRAN administers CMAQ funding for the Vancouver, Washington region and has indicated they will provide funding for vans originating in Washington. An agreement between Metro and C-TRAN is being drafted. C-TRAN has expressed interest in looking at how best to operate and fund a regional vanpool program, drawing on the strengths and opportunities that exist both in Oregon and Washington. Currently 12 vans are funded with this source.
- ODOT provides funding for vans traveling a minimum of 20 miles one-way. ODOT stipulates that its funding is to be used for the first two years of a van's existence, then switched to another source of support, typically, 5307 funds. Nine vans are funded by ODOT. Two vans will reach their allotted 24 months of ODOT assistance by July 1, 2008 and will need an alternative source of funding in order to maintain the same passenger rate. The remaining seven vans will lose ODOT funding in 2009.
- A portion of the RTO program MTIP allocation designated for vanpool incentives is the third source of funding. Five vans are funded with MTIP dollars. These funds are the least restrictive of the three sources available to the vanpool program, but are also the most in demand by other RTO programs. Thus, their availability is limited.

While not directly used in the vanpool program, a fourth funding source is available from the Oregon Department of Energy's Business Energy Tax Credit (BETC) program. Vanpool operations are an eligible project under BETC rules. Funds generated through this funding source are considered locally generated and are therefore used as a portion of the local match required for federal funds, as well as for program expenses that are ineligible for federal funding. Applying for BETC requires tracking the mileage and cost of the vanpool program that is in turn applied to a formula to determine the amount of funding received. The Department of Energy pays 35 percent of eligible project costs in the form of a state tax credit. Since Metro is a government agency and as such does not have a state tax liability, these tax

credits are “sold” at a rate of 28 percent to a business with a tax liability that in turn takes the credit against their taxable liability.

As alluded to above, there are significantly different vanpool funding models in Oregon and Washington, based largely on the difference in scale between the two states’ programs. The Oregon model is to use public dollars to buy down the cost of leased vans from third-party vendors. ODOT does provide start-up grant funding for vanpools, but does not provide funding for vehicle purchases. There are currently around 45 vanpools operated by rideshare agencies in Oregon.

Washington, on the other hand, has over 1,000 vanpools in operation, virtually all of which are publicly owned. WSDOT’s program provides funding to transit districts for van purchases, thus providing a greater degree of control over costs and usage of the vehicles.

B. Administration – A long-term program management model needs to be determined. Metro is interested in exploring how best to partner with C-TRAN to improve service delivery and increase cost effectiveness. C-TRAN is interested in increasing their regional involvement in vanpooling and has indicated to Metro that they want to jointly explore all of the funding and administrative options available to both agencies, including switching the vans over to the WSDOT program and acting as the recipient of 5307 funds generated by the vanpool program. (Currently, the vanpool program does not have a 5307 funding partner and is therefore not receiving a significant source of support for which it is otherwise eligible.) Metro and C-TRAN will discuss this issue in early 2008 and develop a recommended administrative structure based on the outcomes of those conversations.

SMART Options Employer and Community Outreach

The City of Wilsonville Outreach plan is designed to enhance the relationship between the City of Wilsonville/SMART and local employers. The primary goals of the SMART Options program are to:

- Increase awareness of transportation options available in Wilsonville and the region
- Reduce drive alone trips
- Strengthen and increase communication between SMART, the City of Wilsonville, Chamber of Commerce, local businesses of all sizes, and community organizations.

Program goals for FY 2009 and 2010 are to promote and encourage ridership on SMART and Westside Express Service (WES), and promote regional travel options.

Business Outreach

SMART staff will meet one-on-one with Wilsonville’s largest employers to present WES information, new Transit Master Plan, proposed future-funding strategy and BETC opportunities. SMART will interview these groups to learn more about their organization, needs and concerns, seek their involvement as a BETC partner, and invite to grand opening events for WES. In addition, all 900 Wilsonville Employers will receive an invitation to open

houses and other meetings regarding WES, the Transit Master Plan, future funding strategies, BETC and transportation options available in the region. Other tasks include:

- Assist the 25 Wilsonville DEQ-ECO affected employers with rule compliance. Provide survey design and analysis, assistance with Trip Reduction Plans and onsite incentive programs.
- Promote the Walk SMART program and offer incentives and presentations at company wellness fairs.
- Promote regional travel options campaigns: Carefree Commuter Challenge, Drive Less Save More, Carpool Match NW, Metro Vanpool, and Bike Commute Challenge.
- Promote new PCC TDM Class – recruit students to attend the new PCC class offered through WTA.
- Collaborative project with local High School and ODOT to design pedestrian and bicycle improvements for under the Interstate 5 exit 283 underpass.

SMART projects the annual VMT reduction due to marketing and outreach of commuter rail and new SMART service of 224,000 VMT. This number is conservative and does not capture other TDM related activities that encourage carpool, bike, walk and other non SOV modes of transportation.

TriMet Employer Program

In 2007-2008 there were 253 employers on annual transit programs. The goal is to increase that number by at least five percent for a total of 266 annual programs in 2008-2009.

In 2007 - 2008 there were 245 employers on monthly transit programs. The goal is to increase that number by at least five percent for a total of 257 monthly programs in 2008-2009.

In FY 2010 the program will focus on outreach to employers along the MAX Green Line, beginning revenue service in September of 2009. The goal is to reach employers within a ½ mile of the new stations as well as those located along connecting bus lines. The details of this outreach are still being developed and should be available by November of 2008.

The plan is to increase annual employer programs by five percent, totaling 279 annual programs in FY 2010.

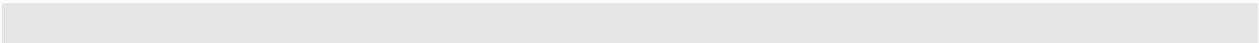
The plan is to increase monthly employer programs by five percent, which would mean a total of 270 monthly programs in FY 2010.

Westside Express Service (WES)

In addition to the usual activities of working with employers throughout the region to develop and maintain transportation programs, in FY 2009 TriMet will also focus on Westside Express Service (WES) outreach. This new commuter rail line will begin revenue service in the fall of 2008. The outreach process will include sending a direct mail piece to 2,150 employers within

½ mile of a WES station or ¼ mile of bus stop with connecting service to WES and following up via phone to all employers with 20+ employees (845).

To achieve this, TriMet staff will make an average of 25 calls a week during March, April and May with the goal of setting up approximately 120 transportation fairs taking place in April, May and June. Information shared at transportation fairs will include all non-SOV options.



E. Summary of RTP goals and supporting RTO strategies

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 1 Foster vibrant communities and efficient urban form Land use and transportation infrastructure decisions are linked to promote an efficient and compact urban form that fosters vibrant, healthy communities; optimizes public investments; and supports active transportation options, jobs, schools, shopping, services, recreational opportunities and housing proximity.</p>	<p>Objective 1.1 Compact urban form and design - Use transportation investments to reinforce growth in, and multimodal access to 2040 Target Areas and ensure that development in 2040 Target Areas is consistent with and supports the transportation investments.</p> <p>Objective 1.2 Parking Management - Minimize the amount of land dedicated to vehicle parking.</p>	<p>1.1.4. Support the development of tools aimed at reducing vehicle miles traveled per person, including transit-oriented development, car sharing, location efficient mortgage.</p> <p>1.2.4. Manage and optimize the efficient use of public and commercial parking in 2040 target areas.</p>	<p>Objective 4.1- Leverage investments and unique qualities of local downtowns and centers to make progress toward mode split target defined in the RTP.</p> <p>Strategy 4.1.1. Support public-private partnerships.</p> <p>Strategy 4.1.2. Study and implement parking management strategies.</p> <p>Strategy 4.1.3. Support projects in centers that enhance or promote travel options.</p> <p>Strategy 4.1.4. Support location-efficient living strategies.</p>
<p>Goal 2 Sustain economic competitiveness and prosperity Multi-modal transportation infrastructure and services support the region's well-being and a diverse, innovative, sustainable and growing regional and state economy through the reliable and efficient movement of people, freight, goods, services and information within the region as well as to destinations outside the region.</p>	<p>Objective 2.3 Regional Mobility - Maintain sufficient total person-trip and freight capacity among the various modes operating in the Regional Mobility Corridors to allow reasonable and reliable travel times through those corridors.</p>	<p>2.3.2. Implement a regional congestion management program, including coordinated regional bus service, traffic operations improvements, transit, ridesharing, telecommuting incentives, and pricing strategies.</p>	<p>Objective 2.1 Market and provide travel options services to employers and commuters.</p> <p>Strategy 2.1.1. Employer outreach programs and services.</p> <p>Strategy 2.1.2. Employer-based trip reduction campaigns.</p>

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 3: Expand Transportation Choices Multi-modal transportation infrastructure and services provide all residents of the region with affordable and equitable options for accessing housing, jobs, services, shopping, educational, cultural and recreational opportunities, and facilitate competitive choices for goods movement for all businesses in the region.</p>	<p>Objective 3.1 Travel Choices - Make progress toward Non-SOV modal targets for increased walking, bicycling, use of transit and shared ride and reduced reliance on the automobile and drive alone trips.</p> <p>Objective 3.2 Vehicle Miles of Travel - Reduce vehicle miles traveled per capita.</p>	<p>3.1.7. Form public/private partnerships such as Transportation Management Associations to increase education about transportation choices and support meeting non-SOV targets by land use type.</p> <p>3.1.8. Increase development and use of traveler information tools to inform choices.</p> <p>3.1.9. Incorporate car sharing into settings where the strategy is likely to reduce net vehicle miles traveled and provide an alternative to private car ownership.</p>	<p>Objective 4.1 Leverage investments and unique qualities of local downtowns and centers to make progress toward mode split targets defined in the RTP.</p> <p>Strategy 4.1.1. Support public-private partnerships</p> <p>Strategy 4.1.2. Study and implement parking management strategies</p> <p>Strategy 4.1.3 Support projects in centers that enhance or promote travel options</p> <p>Objective 3.1 Develop and enhance web-based traveler information tools.</p> <p>Strategy 3.1.1. Update and enhance ride-matching online - CarpoolMatchNW.org.</p> <p>Strategy 3.1.2. Explore development of a regional multi-modal trip-planning tool.</p> <p>Objective 1.1 Continue a broad based travel options marketing campaign that invites people to think about how they travel around the region.</p> <p>Strategy 1.1.1. Drive Less/Save More Campaign.</p> <p>(Continued on next page)</p>

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 3: Expand Transportation Choices</p>			<p>Objective 1.2 Develop and provide travel options services to targeted communities and audiences.</p> <p>Strategy 1.2.1. Neighborhood-based individualized marketing projects.</p> <p>Strategy 1.2.2. Promote and distribute Walk There! walking guide.</p> <p>Strategy 1.2.3. Reach new residents and people who relocate.</p> <p>Strategy 1.2.4. Reach drivers impacted by construction projects.</p> <p>Strategy 1.2.5. Reach families with children.</p>
<p>Goal 4 Emphasize effective and efficient management of the transportation system Multi-modal transportation infrastructure and services are well managed and optimized to improve travel conditions and operations, and maximize the total person-trip capacity and operating performance of existing and future transportation infrastructure and services.</p>	<p>Objective 4.2 Demand Management – Implement services, incentives, supportive infrastructure and increase awareness of travel options to reduce drive alone trips and protect reliability, consistent with Transportation System Management and Operations (TSMO) Concept.</p>	<p>4.2.1. Implement investments that use the Transportation System Management and Operations (TSMO) Concept to increase awareness of travel options by means of services, incentives, and supportive infrastructure.</p> <p>4.2.2. Promote private and public sector programs and services that encourage employees to use non-SOV modes or change commuting patterns, such as telecommuting, flexible work hours and/or compressed work weeks.</p> <p>(Continued on next page)</p>	<p>All RTO objectives and strategies support RTP Goal 4.</p>

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
		<p>4.2.3. Launch public-private partnerships in 2040 centers and corridors to encourage residents, employees and others to use non-SOV modes to foster increased economic activity in these areas.</p> <p>4.2.4. Continue rideshare tools and incentives from areas or at hours of the day under-served by transit.</p> <p>4.2.5. Consider vanpool strategy to incubate new transit service.</p> <p>4.2.6. Further study of market-based strategies, such as parking pricing, employer-based parking-cash outs and restructuring parking rates.</p> <p>4.2.7. Support ridesharing programs, park-and-ride programs, telecommuting programs, and transit benefit programs to increase peak-period travel options and reduce the rate of growth of vehicle miles traveled.</p> <p>4.2.8. Support transit-oriented development to encourage transit use.</p> <p>4.2.9. Include employers and transportation management associations in project development.</p>	

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 5: Enhance Safety and Security Multi-modal transportation infrastructure and services are safe and secure for the public and for goods movement.</p>	<p>Objective 5.1 Operational and Public Safety - Reduce fatalities, serious injuries and crashes per capita for all modes of travel through investments that address safety-related deficiencies.</p>	<p>5.1.4. Promote safe use of the transportation system by motorists, bicyclists and pedestrians through a public awareness program and safety education programs.</p> <p>5.1.8. Promote transportation infrastructure that supports safe and secure walking and bicycling routes for people of all ages and abilities.</p>	<p>Objective 1.2 Develop and provide travel options services to targeted communities and audiences.</p> <p>Strategy 1.2.1. Neighborhood-based individualized marketing projects.</p> <p>Strategy 1.2.2. Promote and distribute Walk There! walking guide.</p> <p>Objective 3.2 Develop maps and collateral materials to support RTO marketing activities.</p> <p>Strategy 3.2.1. Develop and distribute bike, walking and transit system maps</p>
<p>Goal 6: Promote Environmental Stewardship</p> <p>Promote responsible stewardship of the region's natural, community, and cultural resources during planning, design, construction and management of multi-modal transportation infrastructure and services.</p>	<p>Objective 6.2 Clean Air – Reduce transportation-related vehicle emissions to improve air quality so that as growth occurs, the view of the Cascades and the Coast Range from within the region are maintained and greenhouse gas emissions are reduced.</p> <p>Objective 6.4 Energy and Land Consumption - Reduce transportation-related energy and land consumption and the region's dependence on unstable energy sources. Potential Actions:</p>	<p>6.2.2. Encourage use of all low- or zero-emission modes of travel (e.g., transit, telecommuting, zero-emissions vehicles, carpooling, vanpooling, bicycles and walking)</p> <p>6.4.1. Implement investments that increase efficiency of the transportation network (e.g., reduce idling and corresponding fuel consumption) or supports efficient tripmaking decisions in the region.</p> <p>6.4.2. Promote and implement strategies to increase use of alternative energy vehicles and non-SOV travel modes.</p>	<p>All RTO objectives and strategies support RTP Goal 6.</p>

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 7: Enhance Human Health</p> <p>Multi-modal transportation infrastructure and services enhance quality of human health by providing safe, comfortable and convenient options that support active living and physical activity, and minimize transportation-related pollution that negatively impacts human health.</p>	<p>Objective 7.1 Active Living – Provide safe, comfortable and convenient transportation options that support active living and physical activity to meet daily needs and access services.</p>	<p>7.1.4. Remove barriers and reinforce compact development patterns to encourage walking and bicycling to basic services and nearby activities as a way to integrate exercise into daily activity</p>	<p>Objective 1.2 Develop and provide travel options services to targeted communities and audiences.</p> <p>Strategy 1.2.1. Neighborhood-based individualized marketing projects.</p> <p>Strategy 1.2.2. Promote and distribute Walk There! walking guide.</p> <p>Objective 4. Leverage investments and unique qualities of local downtowns and centers to make progress toward mode split target defined in the RTP.</p> <p>Strategy 4.1.1. Support public-private partnerships.</p> <p>Strategy 4.1.2. Study and implement parking management strategies.</p> <p>Strategy 4.1.3. Support projects in centers that enhance or promote travel options.</p> <p>Strategy 4.1.4. Support location-efficient living strategies</p>
<p>Goal 8: Ensure Equity</p>	<p>Objective 8.1 Environmental Justice – Ensure benefits and impacts of investments are equitably distributed.</p>		<p>Objective 6.4 Develop an equitable and sustainable funding plan.</p>

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 9: Ensure Sustainability</p>	<p>Objective 9.2 Maximize Return on Public Investment - Make transportation investment decisions that use public resources effectively and efficiently, using performance-based planning.</p>		<p>Objective 5.1 Apply appropriate measures to programs and report findings to support investment in cost-effective strategies.</p> <p>Strategy 5.1.1. Measure program performance and communicate results</p> <p>Objective 6.1 Support strategic and collaborative program oversight.</p> <p>Objective 6.4 Develop an equitable and sustainable funding plan.</p>
<p>Goal 10: Deliver Accountability</p> <p>The region's government, business, institutional and community leaders work together in an open and transparent manner so the public has meaningful opportunities for input in transportation decisions and experiences an integrated, comprehensive system of transportation facilities and services that bridge governance, institutional and fiscal barriers.</p>	<p>Objective 10.1 Meaningful Input Opportunities - Provide meaningful input opportunities for interested and affected stakeholders, including people who have traditionally been underrepresented, resource agencies, business, institutional and community stakeholders, and local, regional and state jurisdictions that own and operate the region's transportation system in plan development and review.</p> <p>Objective 10.2 Stable and Innovative Funding – Stabilize existing transportation revenue while securing new and innovative long-term sources of funding adequate to build, operate and maintain the regional transportation system for all modes of travel at the federal, state, regional and local level.</p> <p>(Continued on next page)</p>		<p>Objective 6.1 Support strategic and collaborative program oversight.</p> <p>Objective 6.4 Develop an equitable and sustainable funding plan.</p> <p>Objective 5.1 Apply appropriate measures to programs and report findings to support investment in cost-effective strategies.</p> <p>Strategy 5.1.1. Measure program performance and communicate results</p>

RTP Goal	RTP Objective	Potential RTP Action	RTO supporting strategy
<p>Goal 10: Deliver Accountability</p>	<p>Objective 10.3 Coordination and Cooperation - Ensure representation in regional transportation decision-making is equitable from among all affected jurisdictions and stakeholders and improve coordination and cooperation among the public and private owners and operators the region's transportation system so the system can function in a coordinated manner and better provide for state and regional transportation needs.</p>		<p>Objective 6.1 Support strategic and collaborative program oversight.</p> <p>Objective 1.3 Support collaboration and encourage coordination of RTO partner marketing activities.</p> <p>Strategy 1.3.1. Support collaboration and distribute best-practices information.</p> <p>Objective 2.2 Support coordination of RTO employer outreach marketing activities.</p> <p>Strategy 2.2.1 Support marketing partners coordination and collaboration.</p>

F. Strategic plan development process

Goals

- Develop a 5-year strategic plan that supports implementation of the updated RTP , Congestion Management Process, and Metropolitan Transportation Improvement Program (MTIP).
- Develop a plan that is measurable, supported by partner agency executives, and that guides program decision making and work program development.
- Engage TPAC members, RTO Subcommittee members, RTO partner organizations and stakeholders, and interested community members in the strategic planning process.
- Use the strategic planning process to develop an RTO decision-making and advisory committee structure that supports RTO program implementation.

Phase 1: Strategic Analysis (October and November 2007) – A kick-off workshops for RTO subcommittee members and program stakeholders was held Oct. 23, 2007. Topics included: review and update program goal, review status of current programs (outcomes and resource allocation), environment scan to identify opportunities and threats, information about alternative program models (Washington CTR, Bend Commute Options, Recycle at Work), identify most promising strategies for program implementation, and form working groups to refine strategies and recommend action plans and budgets.

The following technical working groups were formed:

- Collaboration – Discussion topics: regional marketing campaigns (Drive Less/Save More), program branding, traveler information, events outreach, schools outreach, region-wide survey, budgets/funding model, and subcommittee bylaws.
- Commuters – Discussion topics: employer outreach services, collaboration/coordination and branding; Carefree Commuter Challenge, commute modes (transit, carpool, vanpool, cycling, walking, telecommute); BETC promotion; and budgets/funding models.
- Individualized marketing – Discussion topics: home-based residential marketing efforts, recommend locations and implementation model for future projects.
- Centers – Discussion topics: TMAs, funding models for public private partnerships, relationship to regional TOD and Centers programs, locations for new TMAs, parking management and integration with other RTO programs/strategies.

Phase 2: Develop program priorities (November 2007 to January 2008) – Technical working groups met in November and December to identify potential strategies and projects. A prioritization workshop for RTO subcommittee members and program stakeholders was held on Dec. 11, 2007. Workshop topics included: review of working group findings and

recommendations, finalize program goals, and identify program priorities for resource allocation.

Criteria for selecting strategic plan strategies and projects:

- Potential to reduce vehicle miles of travel
- Potential to increase use of travel options
- Ease of implementation
- Timeline
- Cost effectiveness of reaching people (per person costs – large vs. small)
- How sustainable for long-term
- Regional program vs. small/local
- Serves an identified problem area
- Innovation
- Ability to measure
- Builds capacity where needed
- Complementary/supports 2040 policy

Phase 3: Plan review and adoption (January to April 2008) – The RTO subcommittee reviewed and provided comments on the draft plan at their Jan. 9, 2008 meeting. The subcommittee adopted the plan February 13, 2008 and forwarded it to TPAC, JPACT and the Metro Council for consideration and approval.

G. Environment scan

The RTO subcommittee identified the following trends and issues that should be taken into consideration as part of the program strategic planning process.

- **Supportive/receptive public attitudes**

Rising gas prices and the resulting hit on consumer pocketbooks, combined with concerns about traffic congestion, global warming and our nation's dependency on foreign oil have shifted public attitudes about travel options. Public awareness research conducted in the Portland metropolitan area for the Drive Less/Save More campaign in 2007 indicates the public recognizes the importance of reducing single-person auto trips and is willing to take personal action to change travel behavior. RTO programs provide and market environment-friendly travel choices can save consumers time and money. The shift in public attitudes creates opportunities for the RTO program to expand the reach of marketing messages to new and more receptive audiences, and to deepen the commitment of those who already use travel options for some trips.

- **Focus on climate change**

Policy makers and businesses are focused on climate change in response to constituent and consumer concerns about global climate change. RTO program strategies have a demonstrated ability to change personal travel behavior and reduce vehicle miles of travel and auto emissions. The program has a uniquely positioned to support individuals and businesses that want to reduce their carbon footprint with travel options services and programs. 2008 to 2013 is also a key time to influence national, state, regional and local climate change initiatives to ensure that travel options strategies are considered and included, and to develop new revenue sources to expand implementation of RTO strategies.

- **Focus on physical activity**

Public health organizations and health care providers recognize that increased physical activity is a key strategy to reducing obesity. Rising rates of obesity have shortened life expectancy and increased health care costs. RTO strategies that support increased use of transit, walking and cycling result in increased levels of physical activity. The RTO program should seek opportunities to partner with public health organizations and health care providers to support and implement RTO strategies.

- **Diverse new residents of the region**

New residents of the region are seeking alternatives to driving alone based on familiarity with transportation systems in other parts of the United States and the world and/or the need to reduce travel costs. Some new residents cite the region's transit system and bicycle infrastructure as reasons for relocating to the Portland area (cite city of Portland bike map request data here).

- **Low-cost solutions for employers**

The RTO Employer Outreach Programs offers low-cost solutions that address employer transportation issues. Employer Outreach Programs benefit employers by reducing parking need and cost, reducing employee absenteeism and late arrivals, and improving employee productivity and morale. Transit and rideshare programs enable employers to recruit employees from a wider geographic area. And implementation of some travel options programs results in tax benefits for employers. Outreach to employers will emphasize the potential cost-savings and other benefits of establishing travel options incentives and programs for employees.

- **New web-based information and networking tools**

New web-based information-sharing tools create the opportunity for the RTO program to develop cost-effective strategies to achieve internal and external marketing and communication goals. In addition, the emergence of social networking web sites and on-line advertising creates the opportunity for the RTO program to reach new audiences with travel options marketing messages. This is critical as the market share for traditional print and electronic media is expected to continue to decrease in 2008 to 2013.

Exhibit B

RTO STRATEGIC PLAN BUDGET 2008-2013					
	(PROPOSED) FY 08-09	(PROJECTED) FY 09-10	(PROJECTED) FY 10-11	(PROJECTED) FY 11-12	(PROJECTED) FY 12-13
Revenues					
a. MTIP	1,988,790	1,800,000	2,397,000	2,000,000	2,500,000
MTIP Individualized Marketing	500,000				
b. ODOT Marketing	600,000	500,000	500,000	500,000	500,000
BETC	34,000	40,000	41,200	42,436	43,709
Bike There!	30,000	30,000	30,000	30,000	30,000
C-Tran	100,000	100,000	103,000	103,000	106,090
ODOT Vanpool	125,268	150,000	154,500	154,500	159,135
Metro match	63,069	64,960	66,908	68,915	70,982
Partners match	226,504	200,265	262,039	221,267	273,093
Total revenues	3,667,631	2,885,225	3,554,647	3,120,118	3,683,009
Expenditures					
Program Admin & Marketing Coordination	55,684	57,355	59,075	60,847	62,672
Collaborative Marketing	825,443	850,206	875,712	901,983	929,042
RTO Grants	607,948	365,397	467,721	610,288	489,585
c. TMA	311,553	284,500	173,500	173,250	173,250
Commuter	231,294	238,232	245,378	252,739	260,321
TriMet	412,409	424,781	437,524	450,649	464,168
SMART	66,713	68,714	70,775	72,898	75,084
d. Information Tools/Bike There!	60,000	80,000	80,000	50,000	50,000
Regional Vanpool	296,916	305,823	314,997	324,446	334,179
Individualized Marketing	595,575		613,442		615,000
Evaluation & Measurement	204,095	210,217	216,523	223,018	229,708
Total expenditures	3,667,631	2,885,225	3,554,647	3,120,118	3,683,009

All expenditures include required matching funds.

a. 10-11 MTIP includes \$500,000 for ind. mktg. Also projected \$500,000 for 12-13.

b. Assumes ongoing funding from ODOT.

c. Assumes six existing TMAs plus a seventh (S. Waterfront) in start-up phase until FY 11-12. No inflation factored.

d. Includes cost of participation in WSDOT ridematching system, plus partial funding for enhanced trip planning capabilities.

DRAFT STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 08-3919, FOR THE PURPOSE OF ADOPTING THE REGIONAL TRAVEL OPTIONS 2008-2013 STRATEGIC PLAN

Date: February 13, 2008

Prepared by: Pamela Peck

RECOMMENDATION

Staff recommends adoption of the goals, strategies and priorities described in the Regional Travel Options (RTO) 2008-2013 Strategic Plan (Exhibit A). The recommendation includes a base budget (Exhibit B) to support program activities and describes the roles of Metro and program partners in carrying out those activities. The plan emphasizes regional collaboration and coordination to leverage resources, avoid duplication and maximize program impacts. The base budget identifies program revenue sources and will serve as the basis for future revenue development activities, including MTIP funding applications.

The RTO Subcommittee of TPAC developed the RTO 2008-2013 Strategic Plan in consultation with program partners and stakeholders, and recommended adoption of the plan at their February 13, 2008 meeting.

BACKGROUND

Program mission

“The regional partners will work collaboratively to provide and actively market a range of travel options for all residents and employees of the region.”

Program purpose

The RTO Program supports implementation of the Regional Transportation Plan (RTP) and carries out regional policy to increase use of travel options, reduce pollution, and improve mobility. Regional travel options include all of the alternatives to driving alone – carpooling, vanpooling, riding transit, cycling, walking and telecommuting.

The program maximizes investments in the transportation system and relieves traffic congestion by managing travel demand, particularly during peak commute hours. RTO strategies offer low-cost solutions that: address employer and commuter transportation needs, save consumers money, reduce vehicle emissions that contribute to air pollution and global warming, and encourage active travel modes that enhance public health and increase physical activity.

Program partner roles

The RTO Subcommittee of the TPAC provides program oversight and recommends strategic plan updates, annual work plans and budgets, and RTO policies for approval by TPAC, JPACT and the Metro Council. The subcommittee also oversees the RTO Grants Program and allocates funds to local projects and programs through a competitive process that is administered by Metro.

In 2005, Metro assumed management of the RTO program from TriMet. In this capacity, Metro administers the regional program; measures results and supports partner collaboration. Metro manages the regional Drive Less/Save More marketing campaign in partnership with the Oregon Department of

Transportation (ODOT). Metro also administers the regional rideshare program, which includes the Metro VanPool incentive program, and customer service support for CarpoolMatchNW.org, the region's online ride-matching service. The 2008-2013 Strategic Plan calls for Metro to continue to manage the RTO program and to deliver the services described above. In addition, the plan calls for Metro to enhance coordination of employer and commuter programs and services.

Public and private partners carry out RTO strategies through grant agreements. TriMet, Wilsonville SMART and six local Transportation Management Associations (TMAs) receive annual funding sub-allocations to implement RTO strategies. Transportation Management Associations (TMAs) are public-private partnerships that advance area-specific strategies to reduce drive alone commute trips. The RTO program collaborates with the city of Portland's SmartTrips to reach downtown Portland employees and Portland neighborhoods. In addition, the program works with the city of Vancouver and C-TRAN to reach commuters who travel from Clark County, Washington to the Portland, Oregon area.

Program revenue sources

The 2008-2013 Strategic Plan base budget, Exhibit B, identifies three primary program revenue sources, including federal CMAQ funds allocated through the regional MTIP process, ODOT grants to support specific projects and matching funds contributed by Metro and local agencies. The program also generates Oregon Business Energy Tax Credit (BETC) funds and revenue from sales of the Bike There! map. In addition, an agreement with C-TRAN is under development to support vanpool incentives for commuters who travel from Clark County to the Portland area.

MTIP revenues are in place for the first three years of the strategic plan, FY 09 through FY 11, and the plan will be the basis for applying for funds for FY12 and FY 13. The strategic plan calls for the program to continue to seek additional grants, sponsorships and cost-sharing partnerships to leverage federal funds and support program priorities.

Strategic plan priorities 2008 to 2013

- Supports new capital investments in transit, trails and other infrastructure by marketing new options to potential riders and users.
- Reach additional employers and commuters through employer outreach programs.
- Enhance traveler information services.
- Market travel options to new residents and people who relocate in the region.
- Support development of parking management strategies in local downtowns and centers.
- Support public-private partnerships to leverage investments and increase use of travel options in local downtowns and centers.
- Apply individualized marketing strategies in select locations to increase travel options use and decrease single-person car trips.
- Continue implementation of the Drive Less/Save More campaign to increase awareness and use of travel options.

Program impacts

RTO strategies are expected to reduce approximately 86,600,000 vehicle miles of travel (VMT) per year from 2008 to 2013. By 2013, this represents over a 100% increase over 2006 VMT reductions produced by the program. The expected increase in VMT reductions is based upon past program performance, expected revenues, improving measurement and cost-effective investments. On a daily basis, expected VMT reductions are the equivalent of removing 19,000 autos from the road or 59 miles of autos placed bumper-to-bumper. The result is an estimated annual reduction in fuel consumption of 4,220,000 gallons, saving businesses and consumers \$12,660,000, and reducing 42,600 tons of greenhouse gas emissions.

ANALYSIS/INFORMATION

1. **Known Opposition** None.

2. **Legal Antecedents**

1991 Federal Clean Air Act Amendments. The need for a comprehensive regional TDM program was addressed in Metro Resolution No. 91 – 1474 in response to the Oregon Transportation Planning Rule and the Federal Clean Air Act Amendments of 1990.

TDM Subcommittee. The TPAC TDM Subcommittee was established by Metro Resolution 92 – 1610. Oversight for the development and evaluation of TDM strategies, and formation of final recommendations to TPAC, JPACT and Metro Council concerning TDM planning, programming and implementation activities were assigned to the Subcommittee.

TDM Relationship to DEQ’s Ozone Maintenance Plan (Governor’s Task Force on Motor Vehicle Emissions Reduction (HB 2214). The task force recommended a base plan focused on specific strategies to maximize air quality benefits. The air quality strategies selected by the region formed the base for a 10-year air quality maintenance plan for the Portland area. The primary TDM transportation control measures (TCMs) in the maintenance plan are the employee commute options program (ECO) and the regional parking ratio program.

Transportation Management Association (TMA) Policy. The policy basis and funding strategy for TMAs was adopted through Metro Resolution No. 98 – 2676. Metro Resolution No. 99- 2864 allocated regional funding to existing and new TMAs. Metro Resolution No. 02 – 3183 revised TMA policy by calling for balanced support of existing TMAs with the start-up of new TMAs.

2000 Regional Transportation Plan. The RTP establishes regional TDM policy and objectives to help reduce vehicle trips and vehicle miles traveled. Chapter 1 (Ordinance 00 – 869A and Resolution 00 – 2968B) provides TDM policies and objectives that direct the region’s planning and investment in the regional TDM program.

Regional Travel Options 5-Year Strategic Plan. The strategic plan established a new vision for the region’s transportation demand management programs and proposed a reorganized and renamed Regional Travel Options program that emphasized partner collaboration to implement an integrated program with measurable results. JPACT and the Metro Council adopted the plan through Resolution No. 04-3400, which also renamed the TDM Subcommittee the RTO Subcommittee, and was adopted in January 2004.

2035 Regional Transportation Plan. The federal component of the plan, pending air-quality analysis, was approved by Metro Council Resolution No. 07-3831A on Dec. 13, 2007. The RTP establishes system management and trip reduction goals and objectives that are supported by the RTO program strategies.

3. **Anticipated Effects**

Allocation of funds to local projects and programs: The strategic plan base budget, Exhibit B, identifies annual funding sub-allocations for TriMet and Wilsonville SMART. TriMet will apply directly to the Federal Transit Administration for funds and the RTO program’s MTIP allocation will be amended to direct those funds to TriMet.

The RTO Grants Program will allocate grant funds to support neighborhood-based individualized marketing projects and other local projects through a competitive grant process administered by Metro. A list of preferred grant projects that advance program priorities is included in the 2008-2013 Strategic Plan.

Discussion of TMA funding policy: The strategic plan calls for the RTO program to update TMA funding policies to better address RTO program goals and enhance local capacity to carry out RTO strategies. The TMA funding discussion will likely impact annual TMA funding sub-allocations and may reduce or increase the amount of funds individual TMA's receive from the RTO program. The Strategic Plan base budget assumes ongoing support for TMAs at current funding levels. RTO Grant Program funds would be used to support an increase in the allocation. The RTO subcommittee of TPAC will make recommendations to TPAC, JPACT and the Metro Council on this issue in the coming months.

4. Budget Impacts

The Metro Planning Department budget for FY 08 includes MTIP and grant funds to support the current level of RTO activities carried out directly by Metro. The strategic plan base budget, Exhibit B, calls for additional Metro support for program administration and employer outreach coordination and allocates additional MTIP funds to Metro for this purpose. A Metro budget amendment to support strategic plan implementation will be forwarded to the Metro Council for consideration in the coming weeks. The amendment will propose .4 FTE in additional administrative support, such as the development of grant agreements and payment of vendors, and .5 FTE to support employer and commuter program activities, for a total of .9 FTE. The amendment will have a budget impact of \$30,600 in FY 08 and \$91,800 in FY 09. Federal funds will support 89.73% of the cost, a combination of BETC and Metro excise tax funds will be proposed to provide the 10.27% local match. This will be described in detail in the budget amendment.

RECOMMENDED ACTION

1. Approve the mission, goals, strategies and actions in Exhibit A, Regional Travel Options 2008-2013 Strategic Plan.
2. Approve Exhibit B, base budget and funding sub-allocations to program partners.

M E M O R A N D U M

600 NORTHEAST GRAND AVENUE PORTLAND, OREGON 97232 2736
TEL 503 797 1700 FAX 503 797 1794



DATE: February 13, 2008
TO: TPAC, MTAC and Interested Parties
FROM: Kim Ellis, Principal Transportation Planner
SUBJECT: 2035 Regional Transportation Plan – Preliminary Draft Schedule for State Component

Action Requested

- Discuss and provide input on preliminary draft schedule and issues to be addressed during the state component of the 2035 RTP.

Background

The Regional Transportation Plan (RTP) is the long-range policy and investment blueprint for the transportation system serving the Portland metropolitan region. The primary mission of the RTP is to implement the 2040 Growth Concept vision for land use, a multi-modal transportation system, the economy and the environment and address the region's current and future transportation needs.

Transition from Federal to State Component of RTP Update

On December 13, 2007, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council adopted the federal component of the 2035 RTP to meet the Safe, Accountable, Flexible, and Efficient Transportation Equity Act—A Legacy for Users (SAFETEA-LU) and other federal planning requirements. The 2035 RTP provides an updated blueprint to guide transportation planning and investments in the Portland metropolitan region – including development of the state component of the 2035 RTP.

Staff conducted the following activities since approval of the federal component:

- Preparation of an air quality conformity analysis demonstrating the region continues to meet federal and state air quality requirements.
- Conducted 30-day public comment period on conformity analysis.
- Submitted air quality conformity report and final draft RTP to FHWA and FTA for final review.
- Continued work with RTP performance measures work group to develop outcomes-based RTP evaluation framework.
- Began development of a draft schedule and work program for state component.

Local and State Agency Consultation on State Component Work Program

In January, staff consulted several local and state agency staff to confirm issues to be addressed during the state component and discuss. Input provided to date includes:

- 1 year is insufficient for completion of the state component
- allow enough time for meaningful discussion and analysis of the updated RTP policy and development of the state system of investments
- continue to integrate/coordinate with New Look/Making the Greatest Place tracks

- provide opportunities for more collaboration and partnerships between agencies

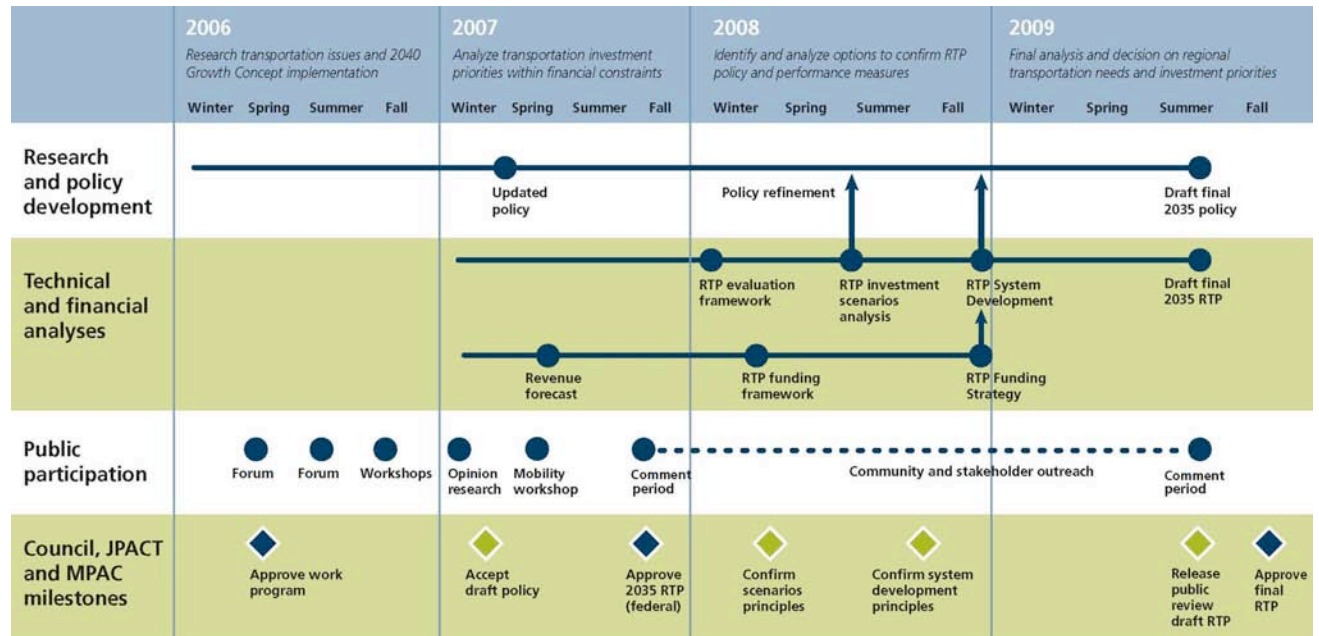
Proposed State Component of RTP Update Schedule and Work Program Elements

The state component of the 2035 RTP update will continue in 2008 to address unresolved issues identified during the federal component of the 2035 RTP, including:

- Development of outcomes-based evaluation framework and recommended set of performance measures (region-wide, mobility corridors and community-building) (*January '08 – June '09*)
- Regional bicycle policy refinement (*March – May '08*)
- Regional system definition, funding responsibility and development of a long-term transportation finance strategy to fund needed investments (*March '08 – April '09*)
- Scenarios development to evaluate RTP policy and draft performance measures (*June '08 – October '08*)
- System development and project/program prioritization linked to RTP policy and evaluation framework (*Nov. '08 – April '09*)
- Compliance with recent amendments to the Oregon Transportation Planning Rule and Oregon Transportation Plan (*Spring/Summer '09*)

Staff developed a preliminary work program and schedule for the state component of the RTP update that integrates feedback from local and state agency representatives and the key issues to be addressed. The proposed schedule extends the state component timeline from one year to two years in response to input from local and state agencies.

Preliminary Draft Schedule and Work Program Elements for RTP Update



Attachment 1 provides additional information on the proposed work program and schedule. Staff will continue development of the work program and outreach/communication strategy for additional discussion in March. **A TPAC/MTAC workshop will be held on March 3, 2008 from 2-4 p.m. in room 370 A/B** to allow further discussion of the draft work program and schedule.

/attachment

Preliminary Working Draft

Attachment 1

Proposed 2008-09 Outreach Milestones

	WINTER			SPRING			SUMMER			FALL			WINTER			SPRING			SUMMER			FALL		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website & E-Newsletter			◆							◆							◆				◆	◆	◆	◆
CETAS consultation																							◆	
County Coordination Committee briefings		◆			◆					◆				◆				◆				◆		
TPAC/MTAC Workshops			◆	◆					◆		◆		◆	◆						◆				
Joint MPAC & JPACT meetings					◆					◆								◆						
Council, JPACT & MPAC briefings		◆	◆		◆				◆		◆				◆		◆					◆		◆
Regional Freight Task Force					◆					◆	◆					◆						◆		
Performance Measures Work Group		◆	◆	◆	◆	◆			◆	◆	◆	◆	◆			◆	◆	◆						
Transportation Planning Rule Work Group																		◆	◆	◆				
Regional Bicycle Policy Work Group			◆	◆	◆				◆	◆														
Public comment/hearings																						◆	◆	
OTC/ LCDC Briefings					◆						◆												◆	
Community/Stakeholder Outreach																								

To be determined

Proposed 2008-09 Planning Activities Coordination Milestones

	WINTER			SPRING			SUMMER			FALL			WINTER			SPRING			SUMMER			FALL		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
New Look - Investment																								
New Look – Urban & Rural Reserves																								
New Look – Performance-Based Growth Management																								
Regional High Capacity Transit Study																								
Regional Travel Options Strategic Plan																								
Regional Freight and Goods Movement Plan																								
Regional Transportation System Management and Operations Plan																								
Portland Street Car System Plan																								
LPA – Milwaukie LRT																								
LPA – Columbia River Crossing																								
LPA – I-5/99W Connector																								
LPA – Sunrise Project																								
LPA – Lake Oswego-Portland Streetcar																								
Transportation Priorities Process/MTIP Update																								
Highway 212/Damascus Parkway Planning																								
ODOT Tolling Analysis Study																								
ODOT Freight Plan Update																								
Clark County HCT Study																								
Clark County Corridors Visioning Study																								
I-205/Airport Way EIS																								

To be completed

Updated February 13, 2008

Materials following this page were distributed at the meeting.



METRO

DATE: February 19, 2008
TO: TPAC
FROM: Ted Leybold: MTIP Manager
SUBJECT: Consideration of the draft Policy Report for the 2010-13 MTIP

* * * * *

To focus committee discussion on the development of a recommendation on the 2010-13 MTIP Policy Report, I propose MPAC and TPAC consider the following questions leading to a recommendation vote to JPACT and MPAC.

- A. Are the policies identified in the JPACT/Council survey and committee briefings the correct and complete priorities to direct the allocation of regional flexible funds? Do any other RTP policies not already identified by the survey or briefing results warrant further consideration as a potential policy priority? (see pages 15 – 16 of the draft Policy Report)** In particular, the following Regional Transportation Plan policy objectives were identified as priorities for regional flexible funds by the targeted public outreach survey.
1. Improve access to all modes of transportation for underserved populations—minority, low-income, elderly and disabled.
 2. Reduce impervious surface coverage and storm water runoff.
 3. Reduce transportation-related energy and land consumption, and reduce reliance on unstable energy sources.
 4. Support programs and facilities that encourage walking and bicycling.
 5. Reduce noise impervious surface and other transportation-related pollution impacts on residents.
 6. Support projects, programs and strategies for cost-effective maintenance or preservation of existing transportation facilities and services.
- B. Regional scope of project.** JPACT has requested technical staff to propose a refined definition of the regional system of projects and programs. Should this

effort affect the allocation of regional flexible funds and consideration of ODOT and Transit agency administered funds in this MTIP cycle?

C. Project readiness and project development funding. The survey results did not provide clear consensus in the consideration of project readiness or the funding of project development work with regional flexible funds. Consider the following for incorporation into the policy report:

1. Project development for large projects – is the existing policy acceptable for inclusion in the report? The existing policy direction is:

When considering nomination of applications to fund project development or match costs, address the following:

- Strong potential to leverage discretionary (competitive) revenues.
- Partnering agencies illustrate a financial strategy (not a commitment) to complete construction that does not rely on large, future allocations from Regional Flexible Funds.
- Partnering agencies demonstrate how dedicated road, bridge, or transit revenues are used within their agencies on competing road, bridge or transit priorities.

2. Project development for community projects – Regional flexible funds will continue to be available for project development work for those community scale projects that have not defined their alignment, project scope, or need further community consultation on project design. Technical staff will continue to consult with JPACT and the Metro Council on the methods by which to evaluate these types of projects under the policy implementation tools section of the policy report, the amount of funding to provide to these activities and to develop administrative tools to ensure projects that are programmed for final design, right-of-way and construction with federal-aid funding are prepared to advance on-schedule and on-budget.

D. Any nominations for changes to the proposed policy direction language as a reasonable consolidation of the prioritized policy statements? (For Regional Flexible Funds proposed policies see pages 4 and 5 of the draft Policy Report. For local consideration of ODOT funds see page 10 of the draft Policy Report.)

After consideration of the proposed changes, the committees will be asked to consider recommendation of the MTIP policy report as a whole.

DRAFT

2010-13 Metropolitan Transportation Improvement Program Portland Metropolitan Area Policy Report

Introduction

The Metropolitan Transportation Improvement Program (MTIP) schedules the distribution of all federal and some state transportation funds in the Portland metropolitan region over a four-year period. To be eligible for the MTIP, projects or programs must be in the financially constrained list of the Regional Transportation Plan (RTP).

MTIP funds are administered in the Portland metropolitan region by four agencies: the Oregon Department of Transportation (ODOT), TriMet, South Metro Area Rapid Transit (SMART) and Metro. Each agency receives its own pot of funds from specific federal sources. Most of the funds administered by ODOT and the transit agencies are dedicated to investments that fall into specific categories. The funds administered by Metro are more flexible. These funds—dubbed "Regional Flexible Funds"—may be invested more broadly. Locally administered transportation funds are not programmed in the MTIP, but may be listed for informational purposes.

The table below summarizes the main federal funding sources for each agency and the types of investments they support. A graph on the back of this sheet shows the proportion of federal and state funds invested in different programs and projects as administered by these agencies. The federal funds administered by ODOT are supplemented with state transportation revenues.

Figure 1

AGENCY	FEDERAL FUND TYPE	USES
ODOT	Federal Highway Administration (FHWA) Trust Fund	
	<ul style="list-style-type: none">• Interstate Maintenance• Surface Transportation Program• National Highway System (NHS)• Bridge funds• Safety funds• High-Priority Projects (Congressional earmarks)• Transportation enhancements	<ul style="list-style-type: none">• Preservation (resurfacing) of the interstate highway system• Highway preservation (resurfacing)• Operations (signs, signals, traffic management)• Highway modernization (widening)• Modernization on NHS designated routes• Reconstruction or preservation on NHS routes• Operational improvements on NHS routes• Building and maintaining state bridges• Crash reduction and highway safety• Special projects; highway modernization (widening)• Highway appearance/function; historic preservation
TriMet/SMART	Federal Transit Administration	
	<ul style="list-style-type: none">• New Starts/Small Starts	<ul style="list-style-type: none">• New passenger rail or bus rapid transit

- Transit Formula Funds
- Rail and bus maintenance
- Special needs grants
- Urban transit support
- Refurbishing existing passenger rail systems and bus fleets
- Transit services for elderly, disabled and low-income people

Metro

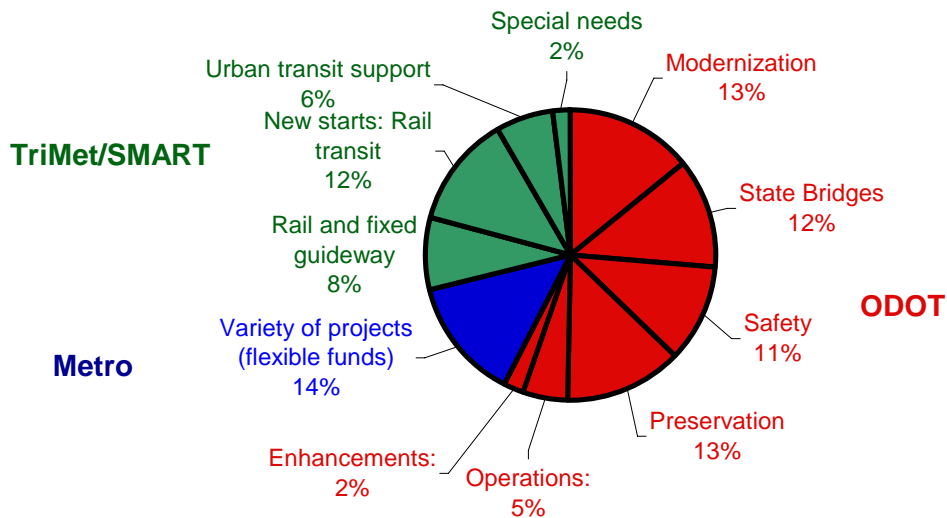
FHWA Trust Fund

- Congestion Mitigation/Air Quality
- Surface Transportation Program
- Projects that improve air quality
- Anything but construction of local streets

Fund and investment distribution

The graph below shows the relative amounts and general types of federal and state transportation investments that are administered by ODOT, TriMet and Smart, and Metro. Please note that the relative proportions shown in this graph are based on recent historical averages to give a sense of how funding has generally been allocated.

Figure 2



NOTE: The Metro region covers urban portions of Clackamas, Multnomah and Washington Counties. ODOT Region 1 covers those three counties plus Columbia and Hood River. ODOT funding does not include federal earmarks, Connect Oregon, OTIA, FTA-administered, or local government funding. The ODOT enhancement portion reflects a statewide total.

Regional Flexible Funds

Two federal funding programs are used to create the pool of funding known as Regional Flexible Funds that are allocated through the Metropolitan Planning Organization decision-making process. Those federal programs are Urban Surface Transportation Program (Urban STP), which can be used for any purpose other than construction of local streets, and Congestion Mitigation/Air Quality (CMAQ) that need to be used on projects that demonstrate an air quality benefit to the region.

The following draft policies are a consolidation of priorities identified by a majority of survey respondents of JPACT and Metro Council members and through consultation of MPAC, JPACT and the Metro Council for guiding the investment of regional flexible funds. See Attachment A for the complete list of RTP policies from which these policies were identified and the unconsolidated list of policy priorities. How the draft policy priorities relate to existing policies are noted.

Policies Priorities from Outreach

The following Regional Transportation Plan policies have been identified by a majority of survey respondents of JPACT and Metro Council members and through consultation of MPAC, JPACT and the Metro Council as priorities for guiding the investment of regional flexible funds. These priorities are consolidated into a proposed set of policy guidelines in the Proposed Policies section below.

RTP Goal 1: Foster vibrant communities and efficient urban form

- Prioritize transportation projects and services that retain and attract housing and jobs by addressing system gaps or deficiencies to improve multi-modal access in primary 2040 target areas (central city, regional centers, industrial areas and passenger and freight inter-modal facilities). (change to existing policy from survey results)

RTP Goal 2: Sustain economic competitiveness

- Prioritize reliable movement of freight and goods on the RTP regional freight system. (new- from survey results)
- Prioritize addressing gaps in multi-modal access to labor markets and trade areas within or between 2040 target areas. (change to existing policy from survey results)

RTP Goal 3: Expand transportation choices

- Prioritize addressing gaps in the pedestrian, bicycle and transit networks. (new – from survey results)
- Ensure air quality Transportation Control Measures for pedestrian and bicycle improvements are met. (existing)

RTP Goal 4: Emphasize efficient management of the transportation system

- Prioritize investments in Transportation System Management and Operations (TSMO) in regional mobility corridors. (new – from survey results)

RTP Goal 5: Enhance safety and security

- Prioritize investments in recurring safety issue areas, including gaps in the bike and pedestrian system. (new – from survey results)

RTP Goal 6: Promote environmental stewardship

11. Prioritize projects and services that lower carbon emissions. (new – from MPAC consultation)

RTP Goal 8: Ensure Equity

- Prioritize investments that provide access to transportation options for people of all ages, abilities and incomes. (new – from survey results)

RTP Goal 9: Ensure fiscal stewardship

- Prioritize investments that achieve multiple objectives. (new- from survey results)

Existing MTIP Goal

- Select projects from throughout the region, however, consistent with federal rules, there is no sub-allocation formula or commitment to a particular distribution of funds to any sub-area of the region. (existing)
- Prioritize projects and programs that do not have other dedicated sources of revenue available. (existing)

Proposed Policies

Process policy objectives:

1. Select projects from throughout the region, however, consistent with federal rules, there is no sub-allocation formula or commitment to a particular distribution of funds to any sub-area of the region.
2. Honor previous funding commitments made by JPACT and the Metro Council.
3. Ensure air quality Transportation Control Measures for pedestrian and bicycle improvements are met.
4. Achieve multiple objectives. *MTAC 2/20/08 - moved to program section*

Project and program services policy objectives:

5. Prioritize transportation projects and program services that:

- a. retain and attract housing and jobs by addressing system gaps or deficiencies to improve multi-modal access in primary 2040 target areas (central city, regional centers, industrial areas and passenger and freight inter-modal facilities) as the highest priority, secondary areas (employment areas, town centers, main streets, station communities and corridors) as next highest priority, and other areas (inner and outer neighborhoods) as the lowest priority. Replaces: ~~Leverage economic development in priority 2040 land use areas through investments that support: Tier I and II mixed use areas (central city, regional centers, town centers, main streets and station communities) 2040 Tier I and II industrial areas (regionally significant industrial areas and industrial areas) and 2040 Tier I and II mixed use and industrial areas within UGB expansion areas with completed concept plans. MTAC 2/20/08 – inclusion of 3 tiered system of land use in prioritization.~~
- b. address gaps and deficiencies in the reliable movement of freight and goods on the RTP regional freight system, and transit, pedestrian and bicycle network to access labor markets and trade areas within or between 2040 target areas (Primary areas are highest priority, Secondary areas are next highest priority, other areas are lowest priority). Replaces: ~~Complete gaps in modal systems~~ MTAC 2/20/08 – *addition of deficiencies and explanation of 2040 target areas.*
- c. provide access to transportation options for underserved populations (low income and minority populations and elderly and people with disabilities). Replaces: ~~Develop a multi-modal transportation system with a strong emphasis on funding: bicycle, boulevard, freight, green street demonstration, pedestrian, regional transportation options, transit oriented development and transit projects and programs.~~ MTAC 2/20/08 – *clarify underserved population*
- d. invest in Transportation System Management and Operations (TSMO) in regional mobility corridors. (new)
- e. address recurring safety issues, including gaps in the bike and pedestrian system. (new)
- f. lower carbon emissions. (new)
- g. have limited or no other sources of funding available. (existing – with staff recommended clarification of language)

Policy and Program Administration Implementation Tools

Metro staff will develop material as described within each tool summary below and consult with TPAC to implement both the policy objectives adopted by JPACT and the Metro Council and to implement administrative responsibilities for carrying out federal regulations, Regional Transportation Plan policies and efficient delivery of projects and programs.

Eligibility Criteria

Eligibility criteria are used to ensure applicant projects meet federal rules for funding eligibility (e.g. projects are in or can easily be amended into the RTP) and meet public involvement criteria. The criteria also ensure applicant agencies are addressing regional planning requirements and that projects from urban growth boundary expansion areas have completed required concept planning.

Prioritization Criteria and corresponding Technical Measures used to Evaluate Applicant Projects

These criteria and measures are used to evaluate candidate projects and programs against the program policies as adopted by JPACT and the Metro Council. Quantitative measures balance and weight the policy objectives on a 100-point scale. Additional qualitative policy analysis is provided to describe a projects impact on policy objectives that cannot be quantified in a useful manner.

Previous criteria and measures were developed around 13 distinct modal evaluation categories and weighted the quantitative measures within each category by: 2040 land use objectives: 40 points, project modal effectiveness: 25 points, safety: 20 points, and cost-effectiveness: 15 points.

Staff will develop an updated technical evaluation proposal with the objectives of:

1. consideration of a pre-allocation to regional programs,
2. reducing the number of distinct project evaluation categories,
3. consideration of eliminating modal evaluation categories in favor of policy outcome based evaluation categories, and
4. developing universal measures that can compare all projects against one another for at least some policy objectives.

The evaluation categories and the weighted score of the quantitative topic areas will be brought back to JPACT for approval.

Figure 3

<p>As an example, potential programs could include: Planning, Transportation System Management and Operations (TSMO) including ITS and RTO programs (Draft goals 4a – h), Transit Oriented Development (Draft goals 4a, c, d, e, h), Bus Stop development (Draft goals 4a, b, c, d, e, g, h), High Capacity Transit system completion (Draft goals 4a, b, c, d, h).</p> <p>Metro staff will consult with TPAC to develop project evaluation categories and measures to implement adopted policy direction. Examples of policy outcome based categories and quantitative measures could include:</p>	
<p>Potential project evaluation categories</p>	<p><u>Potential quantitative topic areas (and measures)</u></p>
<p>Freight access and reliability:</p>	<p>Travel time reliability, 2040 land-use (use of facility by freight vehicles accessing Metro area industrial lands), Safety</p>
<p>Multi-modal access:</p>	<p>Facility importance to regional system (number/size/use of RTP modal system gaps completed), 2040 land-use, Safety</p>
<p>Mixed-use development:</p>	<p>2040 land-use (existing and forecasted jobs/housing), Safety</p>

Sub-Regional Application Limitations

This tool is currently used to ensure efficient program administration and to ensure a pool of CMAQ eligible projects are available from across the region.

Financial Match Incentives

This tool is currently used to promote the location and service function of projects towards priority 2040 land use areas (Draft goal 4a.).

Conditions of Approval

This tool can effectively be used to achieve project design and scope objectives such as consistency with regional street design guidelines and the incorporation of Green Street features.

Oregon Department Of Transportation (ODOT) Administered Funds

ODOT administers many sources of federal funding for transportation purposes. These fund sources each have purposes and eligible activities as defined by federal laws and rules. The Oregon Transportation Commission (OTC) assigns these federal fund sources (along with state fund sources) to one of several ODOT Program activity areas. Assignment of federal funds to projects within an ODOT program activity area must still be consistent with federal eligibility rules.

The allocation of federal and state funding sources to ODOT program area is made after an evaluation of needs across the program areas and an assessment of funding eligibility rules. This action is taken by the OTC and is known as the establishment of funding targets.

Each ODOT program area has unique eligibility and prioritization criteria for the prioritization of projects to receive funding to be reflected in the State Transportation Improvement Program (STIP). Projects to be funded within a Metropolitan area must be defined within a Metropolitan Transportation Improvement Program (MTIP). The programming adopted within the MTIP must be adopted without change into the State Transportation Improvement Program (STIP). ODOT is represented on the Metropolitan Planning Organization (MPO) board that adopts the content of the MTIP but must also ensure that the decision process, project eligibility and prioritization criteria adopted by the OTC is followed.

This section of the policy document outlines how the MPO board will come to a recommendation on the content of the MTIP while following the direction of the OTC policies with respect to the ODOT administered funds.

Funding Programs

Federal and state transportation revenues are budgeted into programs to address transportation needs of the state transportation system: Modernization, Bridge, Preservation, Operations, Safety, Enhancements and the Immediate Opportunity Fund. The Enhancement and Immediate Opportunity Fund essentially operate as a competitive application program with objectives set by the OTC. The Modernization, Bridge and Operations programs have eligibility and prioritization criteria adopted by the OTC. Those criteria are summarized in the table below and criteria details are provided in Attachment B.

Prioritization Factors
Used to Select Projects for Funding from the Pool of Eligible Projects

Development STIP Major projects	Construction STIP		
	Modernization projects	Preservation projects	Bridge replacement/rehabilitation projects
<p>Priority shall be given to:</p> <ul style="list-style-type: none"> • D-STIP project suitability (an assessment of the level of work completed to achieve the planned D-STIP milestone). • Projects that best support the policies of the Oregon Highway Plan.² • Projects that have already completed one or more D-STIP milestones. • Projects that have funding identified for development or construction³ • Major Modernization Projects that leverage other funds and public benefits.⁴ 	<p>Priority shall be given to:</p> <ul style="list-style-type: none"> • Project readiness (an assessment of the likelihood of a project getting to construction in the timeframe contemplated).⁷ • Projects that best support the policies of the Oregon Highway Plan.⁸ • Projects that support freight mobility.⁹ • Projects that leverage other funds and public benefits.¹⁰ • Class 1 and 3 projects that have completed an environmental milestone of a Record of Decision (ROD) or Finding of No Significant Impact (FONSI) (see footnote for Class 2 projects).¹¹ 	<p>Priority shall be given to:</p> <ul style="list-style-type: none"> • Project readiness (an assessment of the likelihood of a project getting to construction in the timeframe contemplated).¹³ • Projects that best support the policies of the Oregon Highway Plan.¹⁴ • Projects that leverage other funds and public benefits.¹⁵ 	<p>Priority shall be given to:</p> <ul style="list-style-type: none"> • Projects that support the approved Bridge Options Report. (This prioritization factor is not intended to limit bridge projects to those identified in the Bridge Options Report, but to give priority to those identified in the report.)¹⁷ • Projects that best support the policies of the Oregon Highway Plan.¹⁸ • Projects that support freight mobility.¹⁹ • Project readiness (an assessment of the likelihood of a project getting to construction in the timeframe contemplated).²⁰ • Projects that leverage other funds and public benefits.²¹

Draft for consideration: JPACT and the Metro Council request that the Oregon Highway Plan and the 2012-15 STIP eligibility and prioritization criteria be updated to reflect the new Oregon Transportation Plan, particularly the sustainability policies.

Additional local prioritization criteria, consistent with OTC criteria may be considered. ***Draft for consideration: JPACT and the Metro Council have requested that if technical evaluation measures of the OTC criteria do not already address the following issues, that the Local prioritization criteria include evaluation measures for: leveraging of other transportation or development related investments, multi-modal impacts, community livability and sustainability impacts.***

ODOT to propose table to summarize any Additional Local Prioritization Criteria

Modernization

The statewide funding target for Modernization program projects is further sub-allocated to the five ODOT regions of the state. Metro boundaries, which define the extent of the MTIP, is located within a portion of Region 1. ODOT Region staff work with JPACT and the Metro Council to prioritize modernization projects for funding within a portion of the Region 1 target funds, consistent with federal rules and OTC policies.

The OTC has created the policy framework in Attachment B, consistent with the Oregon Highway Plan, for the decision process to prioritize projects from the Regional Transportation Plan to receive funds.

Specific measures to implement state and local prioritization criteria will be developed to evaluate and prioritize projects for the Modernization program.

Bridge

The OTC has created the policy framework in Attachment B, consistent with the Oregon Highway Plan, for the decision process to prioritize projects to receive funds.

Specific consultation measures with local agencies and the TIP decision process on the scope and schedule of Bridge program projects, as generated by the Bridge management system, is administered by ODOT Region 1 staff.

Preservation

The OTC has created the policy framework in Attachment B, consistent with the Oregon Highway Plan, for the decision process to prioritize projects to receive funds.

Specific consultation measures with local agencies and the TIP decision process on the scope and schedule of Preservation program projects, as generated by the Pavement management system, is administered by ODOT Region 1 staff.

Operations

Safety

The OTC has created the policy framework, consistent with the State Safety Action Plan, for the decision process to prioritize projects to receive Safety Program funds.

Specific consultation measures with local agencies and the TIP decision process on the scope and schedule of Safety program projects is administered by ODOT Region 1 staff.

Transit Funds

Transit projects and programs in the region receive federal funding from several different sources. Allocation of these funds are administered through TriMet and SMART in the Metro region and coordinated through activities at their agencies and at the MPO planning and programming process.

Congressional earmarks

Regional priorities for requests of Congressional earmarks are coordinated through JPACT and principles guiding this process are described in the next section below. TriMet and SMART request earmarks as a part of this process.

New Starts discretionary grants

Requests for grants from the Federal Transit Administration for new high capacity transit projects such as light rail, commuter rail, streetcar or bus rapid transit are also coordinated through JPACT with planning for implementation of these projects administered through the TriMet Transit Improvement Plan.

Regional flexible fund allocations

TriMet and SMART have received awards of funding through the regional flexible fund allocation process. This includes \$9.3 million per year of regional flexible funds through the year 2015 as a contribution to the I-205/Transit Mall light rail and Wilsonville-Beaverton commuter rail projects, contributions to on-street transit improvements and to the SMART transit center and park-and-ride facility. TriMet and SMART will continue to compete for project funding from this source in the future.

Operating and Maintenance grants

TriMet and SMART receive federal transit grants, such as the Section 5307 and Section 5309 federal fund programs, to be used for the purposes of transit operations, rail right-of-way maintenance and bus and rail vehicle maintenance. These funds are prioritized to service through the Transit Investment Plan, annual service planning and the annual TriMet and SMART budgets.

Special Needs grants (JARC, New Freedom, Elderly & Disabled programs)

The recommendation for the allocation of special needs transportation funding in the Metro region is developed by the STFAC. Their recommendation is made to the Oregon Public Transit Division of ODOT for allocation of funds. These recommendations must be consistent with the Coordinated Human Services Transportation Plan that in turn is coordinated with the Regional Transportation Plan.

The STFAC recommends the distribution of the New Freedom federal program (Section 5317 funds) for services beyond Americans with Disabilities Act requirements, Jobs

Access/Reverse Commute program (Section 5316 funds) to assist low-income households with transportation services to facilitate job access, and the Elderly and Disabled program (Section 5310 funds) to provide transportation services to elderly and disabled populations.

Federal Congressional Earmarks

Regional priorities for federal earmarks are coordinated through a voluntary process at JPACT. The priority list developed through this process is used only for the purpose of organizing the requests from the region to the Oregon Congressional delegation for each annual appropriations bill and each re-authorization bill. Staff recommended guidelines for the 2009 Appropriations requests include:

1. JPACT should establish a regional program for earmarking requests from the transit program.
2. JPACT should endorse earmarks from non-transportation appropriations bills that help further the regional transportation agenda.
3. JPACT should compile a list of requested earmarks from the federal highway bill as follows:
 - a. All earmark requests should be in the financially constrained portion of the RTP.
 - b. Requests should be limited to a dollar amount and category that is appropriate. Based upon historical experience, this means requests should generally be no greater than \$3-5 million.
 - c. Requests should be only for work that can be obligated within the timeframe of this bill, not simply requests to accumulate over multiple bills for a later date. Only ask for projects and project amounts sufficient to complete the next logical step or a finance plan to complete the phase (i.e. enough to complete PE, right-of-way or construction step). Do not allow requests that are simply a partial payment toward one of these steps.
 - d. JPACT should expect the following interests to limit their requests to one or two priorities:
 - Portland
 - Multnomah County and Cities of Multnomah County
 - Clackamas County and Cities of Clackamas
 - Washington County and Cities of Washington County
 - Port of Portland
 - ODOT
 - Metro
 - e. JPACT should structure its project requests being mindful of the Congressional districts in which they are located.

Projects awarded Congressional earmark funding need to be programmed in the Metropolitan and State Transportation Improvement Programs prior to those funds being eligible for the project.

Attachment A

RTP Policies and 2008-11 MTIP Policies provides as Potential Policy Priorities for the Allocation of Regional Flexible Funds

- 1. Program policy goals and objectives.** Do any of the policy goals and objectives in the 2035 Regional Transportation Plan, summarized below, are there any that warrant prioritization should be priorities for the receipt of Regional Flexible Funds for this funding cycle? Check those that you think should be priorities for these funds relative to the responsibility of other funding sources or agencies. Please check any you believe do.

RTP Goal 1: Foster vibrant communities and efficient urban form

- System gaps or deficiencies to improve multi-modal access in primary 2040 target areas
- Programs that reduce land dedicated to parking

RTP Goal 2: Sustain economic competitiveness

- Gaps in multi-modal access to labor markets and trade areas within or between 2040 target areas
- Intercity public transportation/inter-modal connections
- Reliable movement of freight and goods
- Access to industrial areas
- Multi-modal freight connections (at least two different modes)

RTP Goal 3: Expand transportation choices

- Gaps in bicycle, pedestrian or transit access/inter-modal connections
- Reduction in vehicle miles traveled per capita
- Access to all modes of transportation for underserved populations

RTP Goal 4: Emphasize efficient management of the transportation system

- Investments in Transportation System Management and Operations (TSMO) Concept to improve mobility, reliability and safety in regional mobility corridors
- Incentives, services and infrastructure that uses the TSMO Concept to increase awareness of travel options

RTP Goal 5: Enhance safety and security

- Investments that address recurring safety-related deficiencies on the regional mobility corridor system and gaps in the regional bicycle and pedestrian systems
- Investments that increase system monitoring, management and security to reduce crime

- Investments that increase system monitoring, management and security to address terrorism, natural disasters or hazardous material spills

RTP Goal 6: Promote environmental stewardship

- Improvements to fish or wildlife habitat/barrier removal that limits fish or wildlife passage in a habitat conservation area or wildlife corridor
- Reductions in transportation-related vehicle emissions
- Reduction in impervious surface coverage and stormwater runoff
- Reduction in transportation-related energy and land consumption/reliance on unstable energy sources

RTP Goal 7: Enhance human health

- Investments that encourage walking, bicycling
- Reductions in noise, impervious surface and other transportation-related pollution impacts on residents

RTP Goal 8: Ensure Equity

- Investment that benefit environmental justice communities
- Investments that provide access to transportation options for people of all ages, abilities and incomes

RTP Goal 9: Ensure Fiscal Stewardship

- Investments and strategies for cost-effective maintenance or preservation of existing transportation facilities and services
- Investments that achieve multiple goals and objectives
- Investments that leverage other sources of funding

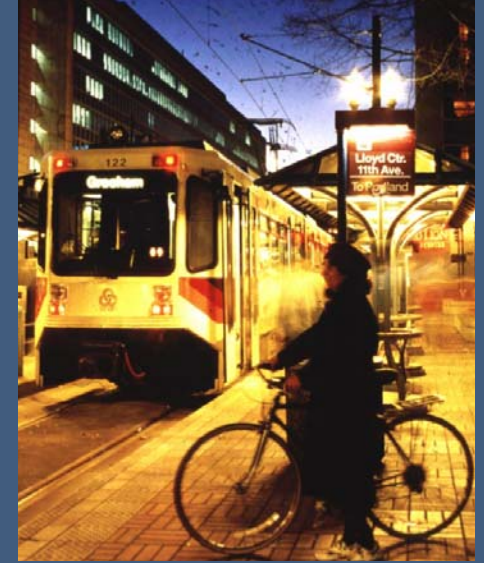
2. Funding priority: Should Metro continue to prioritize Regional Flexible Funds for projects and programs that do not have other dedicated sources of revenue available?

3. Ensuring compliance with state air quality plan requirements: The region must build enough new bicycle and pedestrian facilities to meet state air quality plan requirements. (If these requirements are not met, federal funding could be redirected to meet them.) Should Metro continue to ensure that regional flexible funds are used to meet the requirement of funding bicycle and pedestrian facilities?

4. Supporting large projects that have other potential funding sources: Should regional flexible funds continue to be used for project development and local match to support funding efforts from other sources for large projects (for example, Sellwood Bridge, light rail transit projects, I-5/Nyberg interchange)?

Attachment B

ODOT Eligibility and Prioritization Criteria text



Regional Travel Options 2008–2013 Strategic Plan

TPAC Presentation
February 22, 2008



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Strategic planning process

Goals

- Support RTP implementation
- Guide program decision-making
- Engage partners and stakeholders

Process

- Strategic analysis workshop
- Technical working groups
- Priorities workshop



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RTO 2008–2013 Strategic Plan

Mission

“The regional partners will work collaboratively to provide and actively market a range of travel options for all residents and employees of the region.”



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RTO 2008–2013 Strategic Plan Partners



Gresham Regional
Center TMA



Troutdale Area TMA



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RTO 2008–2013 Strategic Plan

Policy framework

Supports system management policies



“Each day the RTO program expects to remove 19,000 autos from the road or 59 miles of autos placed bumper-to-bumper.”



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RTO 2008–2013 Strategic Plan

Policy framework

Leverages capital investments



- WES (Westside Express) commuter rail
- MAX Green Line (I-205)
- Multiuse trails
- Bikeways



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RTO 2008–2013 Strategic Plan

Policy framework

Supports development of centers



“RTO is one component in the effort to have half or more of all trips to centers made by transit, walking, cycling, carpooling and other travel options.”



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RTO 2008–2013 Strategic Plan

Policy framework

Reduces pollution and greenhouse gases

Emissions reduced	2008-2013 Total	Average per year
Smog producing volatile organic compounds	616 tons	123 tons
Oxides of nitrogen and carbon monoxide	7,600 tons	1,500 tons
Greenhouse gas (CO ₂)	214,000 tons	42,600 tons
Carcinogenic particulate matter (PM ₁₀ and PM _{2.5})	18.3 tons	3.7 tons
Air toxics (Benzene and four others)	24.2 tons	4.8 tons

*Total and average annual reduction of tailpipe emissions
Source: Metro estimates using DEQ emission factors*



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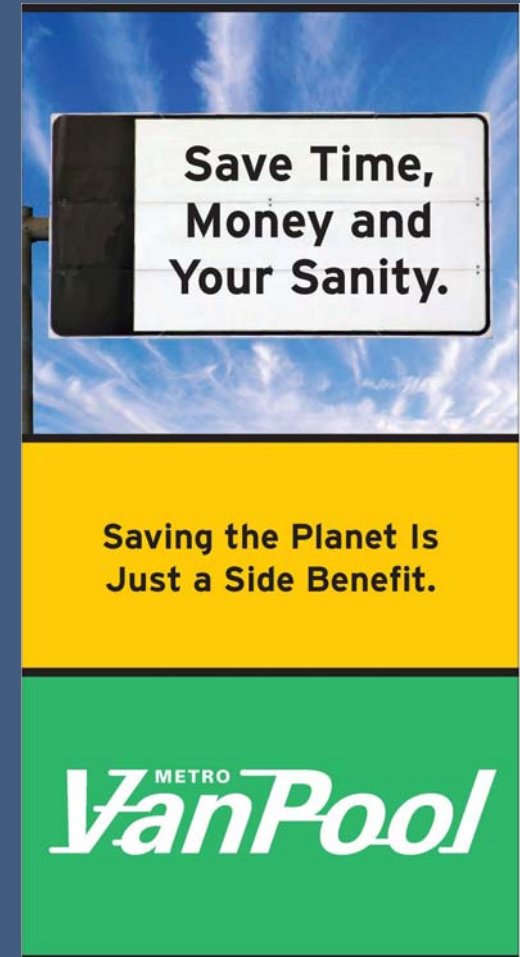
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RTO 2008–2013 Strategic Plan

Benefits

RTO strategies offer low-cost solutions that:

- Address employer and commuter transportation needs
- Save consumers money
- Reduce vehicle emissions that contribute to air pollution and global warming
- Encourage active travel modes that enhance public health and increase physical activity
- Increase public awareness of the personal and community benefits of travel options



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RTO 2008–2013 Strategic Plan

Goal 1: Increase awareness and use of travel options

Key strategy: Drive Less/Save More campaign



Drive less. Save more.
www.DriveLessSaveMore.com



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RTO 2008–2013 Strategic Plan

Goal 1: Increase awareness and use of travel options

Key strategy: Individualized marketing



- Identify people who want to change their travel habits
- Link trained staff and customized info to those who really want it



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RTO 2008–2013 Strategic Plan

Goal 2: Increase the use of travel options for commute trips

Key strategy: Employer and commuter services



Transportation fair at Freightliner



"RTO employer and commuter programs are expected to reduce approximately 47,660,000 vehicle miles of travel per year."

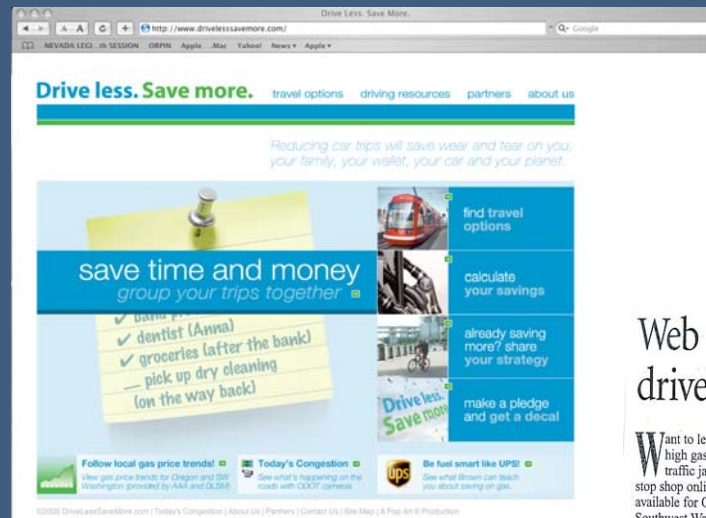
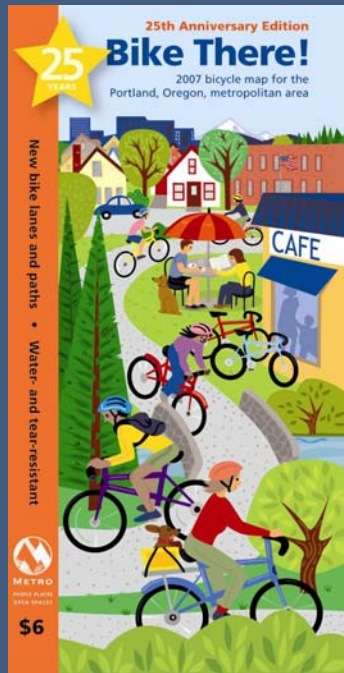


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RTO 2008–2013 Strategic Plan

Goal 3: Provide information and services to increase use of travel options for all trips

Key strategy: Traveler information



Web site helps residents drive less, save more

Want to learn how to beat high gas prices and avoid traffic jams? A free one-stop online tool is now available for Oregon and Southwest Washington that can show consumers how.

AAA Oregon's Web site, DriveLessSaveMore.com offers

know about the many practical ways to save on gas — it's just putting them to good use on a regular basis."

Area households spend more on transportation than on health care, education or food. By cutting just a single 10-mile trip, drivers whose cars get 22 mpg could save nearly \$500 a year.



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RTO 2008–2013 Strategic Plan

Goal 4: *Promote and provide services that support increased use of travel options in local downtowns and centers*

Key strategy: Public-private partnerships



Gresham Regional
Center TMA

Troutdale
Area TMA



South Waterfront
TMA is under study

“TMA’s work to strengthen partnerships with businesses to reduce traffic congestion and pollution by improving local commuting options”



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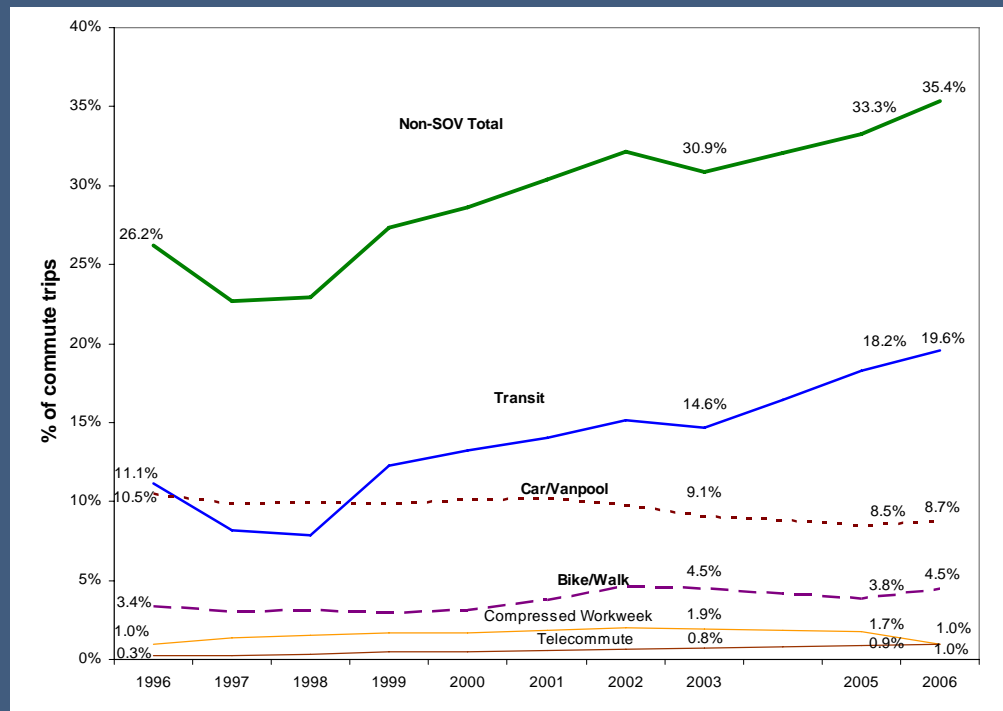
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RTO 2008–2013 Strategic Plan

Goal 5: *Report progress to aid decision making and encourage innovation*

Key strategies

- Measure performance and communicate results
- Conduct a regional awareness and customer satisfaction survey every two years



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RTO 2008–2013 Strategic Plan

Goal 6: *Follow a decision-making structure that provides oversight and advances RTP goals*

Key strategies

- Support strategic and collaborative program oversight
- Coordinate RTO program strategies and investments with the Regional Mobility Program
- Develop an equitable and sustainable funding plan



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RTO 2008–2013 Strategic Plan

Priorities

- Support new capital investments
- Reach additional employers and commuters
- Enhance traveler information services
- Market travel options to new residents and people who relocate
- Support development of parking management strategies in centers
- Support public-private partnerships
- Apply individualized marketing strategies
- Continue implementation of the Drive Less/Save More



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