

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF ENDORSING A ) RESOLUTION NO. 81-225  
GRANT APPLICATION FOR THE U.S. )  
DEPARTMENT OF TRANSPORTATION ) Introduced by the Joint  
COMPREHENSIVE TRANSPORTATION SYSTEMS ) Policy Advisory Committee  
MANAGEMENT ASSISTANCE PROGRAM ) on Transportation

WHEREAS, The United States Department of Transportation (USDOT) has made available \$28 million for the implementation of low capital intensive Transportation Systems Management projects; and

WHEREAS, All applications for said monies must be submitted by March 1, 1981, and

WHEREAS, The proposed projects, as described in Attachment "A", will improve service of the region's transportation system; and

WHEREAS, The proposed projects will not compete for funding with other regional transportation projects; now, therefore,

BE IT RESOLVED,

1. That the Metro Council endorses the projects to be submitted under the USDOT Comprehensive Transportation Systems Management Program.

2. That the Transportation Improvement Program be amended to reflect the costs of said projects, following the commitment of local match by the sponsoring agencies.

3. That the Metro Council affirms that the projects are in accordance with the region's continuing, cooperative, and comprehensive planning process and hereby give affirmative A-95 review approval.

ADOPTED by the Council of the Metropolitan Service  
District this 26th day of February, 1981.

  
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Presiding Officer



**METROPOLITAN SERVICE DISTRICT**  
527 S.W. HALL ST., PORTLAND, OR. 97201, 503/221-1646

## MEMORANDUM

Date: February 4, 1981  
 To: JPACT  
 From: Metro Transportation Staff  
 Regarding: USDOT Comprehensive Transportation Systems Management Assistance

### Background

UMTA, FHWA, and NHTSA are now soliciting proposals for Transportation Systems Management approaches to improving the operation of local transportation systems. A total of \$28 million is available under three programs which have varying criterion for local match, ranging from 0 to 25 percent. The programs also have different limits regarding the total fundable amount of any given project. The U.S. Department of Transportation needs to have the proposals, with an endorsement from the MPO, by March 1, 1981.

An ad hoc subcommittee of TPAC was formed to consider projects for application. This memorandum briefly describes the seven TSM projects which the committee feels the region should seek funding for. It was originally felt that FHWA was seeking only "innovative" projects that had regional significance. For this reason, the subcommittee recommended that the last projects on this list, the signal interties, be given a lower priority for consideration than the other projects. Further discussions with FHWA have left us with the understanding, however, that projects which are intended to deal with subarea problems would be considered just as favorably. For this reason, Metro staff recommends that all projects on this list be given equal consideration.

### Projects

The following is a brief description of the projects which the subcommittee has recommended for consideration:

1. Freeway Ramp-Metering Monitoring and Management. It is the objective of ODOT to expand the ramp-metering and freeway management program to other critical freeway links in the metropolitan area. Before new links are metered, ODOT

proposes to extensively monitor the operation of the existing ramp meters on I-5 North. Activities would include collecting traffic data, performing an origin and destination study, developing travel time data, etc. After identifying their findings, they would then adjust the existing ramp meters and use this information when expanding the system. The budget for this project would be \$50,000.

2. Carpool/Vanpool Loan Incentive Program. Tri-Met is exploring new and innovative avenues for increasing the number of persons ridesharing in the region. They are proposing a marketing program to test the impact of financial incentives on the formation of vanpools and carpools. This past summer, the State Senate Interim Task Force on Energy Conservation developed a tax credit program for carpools. This program was designed to offer a \$50.00 income tax credit to anyone participating in a carpool or vanpool of four or more. The concept met with general support. Lack of State funds to support any new programs and lack of substantial evidence of such a program's effect on carpools and vanpools kept the bill from being introduced.

Tri-Met's Rideshare project proposes to model a two-year regional program after this concept in the hopes of validating the concept and making passage of such a tax-incentive program more likely in the 1983 legislative session. The budget for this project would be \$300,000.

3. Flex-time Program. The main goal of this program is to reduce Portland's dependence on the construction of new capital facilities by spreading peak-hour congestion on the region's freeways. This would be accomplished by a City of Portland administered program to promote the use of flexible and/or variable work hours (hereafter referred to as flex-time). The target area is the entire City of Portland, with some emphasis placed on downtown. Program elements include: 1) the promotion of the flex-time concept through direct mailings, advertising, etc.; 2) the institution of flex-time programs at selected firms; and 3) the evaluation of the implemented programs. The budget for this project would be \$65,000.
4. Bicycle Marketing, Promotion, and Intermodal Shelters. Metro, the City of Portland and the City of Vancouver are proposing a regionwide program to promote the use of bicycling as a means for Transportation Systems Management. The objectives are to increase the percentage of bicycles used for work trips in the region and to increase the degree of public acceptance of bicycling as a real transportation alternative. The project elements would be 1) an employer-based bicycle

incentive program, and 2) a public information campaign to promote bicycling. Specific activities would include 1) targeting approximately 12-15 employment centers or major employers and working with each one to establish an effective bicycling program, and 2) implementing a market survey to determine current bicycling attitudes. Activities of the public information campaign would include producing TV and radio spots, bus signs, billboards, etc. addressing the main perceived obstacles to bike riding. The proposed budget for this element is \$250,000. In addition, the City of Vancouver, supported by the Clark County PTBA, is proposing to establish 12 intermodal shelters in Vancouver for the purpose of providing central collection points for bicyclists, pedestrians and transit riders. The shelters would be located on current or planned pedestrian/bike trails at their connection point on transit routes, and in major park and ride lots which would also be served by transit. The shelters would include: a lighted and wind-protected structure, a lock-up for bikes, drinking water, telephones, waste receptacles, and an area to post bus schedules and other information. The total cost of this element would be \$150,000.

It should be noted that if the carpool, flex-time, and bicycle projects are all funded, there will be interagency coordination. The required employer contacts for these programs will be done simultaneously, possibly by one agency.

5. McLoughlin Boulevard Rideshare Program. The rideshare emphasis in the region to date has focused on establishing rideshare programs with major employers or employment centers throughout the region. Metro is proposing to study the potential for ridesharing to help solve a corridor problem, in this case the Southern/McLoughlin corridor. Following the planning study, Tri-Met's Rideshare group would implement a McLoughlin Boulevard rideshare program, as they are currently doing in the I-5 North corridor. As part of the planning study, Metro would also establish base-line information regarding ridesharing rates, auto occupancy, traffic, etc. for both corridors in order to determine the effectiveness of the programs. The budget for the planning study would be \$16,000. The budget for implementation would be \$200,000.
6. Clark County Rideshare Promotion. The Clark County Regional Planning Council, in cooperation with the Clark County Public Transportation Benefit Area (PTBA) and Tri-Met will undertake a multi-faceted program to support and promote current rideshare and transit activities which are being carried out in the County, and between the County and Portland,

Oregon. This program would include: 1) a survey to identify appropriate markets and service features to promote; and 2) publication of information brochures which would promote: 1) current rideshare services offered by Tri-Met in the Clark County area; 2) transit services offered by the Clark County PTBA and Tri-Met in the County; and 3) recently constructed park and ride lots. Total cost will be \$38,000.

7. Signal Modernization Interconnect Program. ODOT is proposing that a traffic signal interconnect program be implemented in high volume traffic corridors throughout the region. Benefits of the program will include reduced fuel consumption, reduced traffic accidents, reduced stops and waiting time at signals, and reduced air pollution. Because of the \$500,000 limit on expenditures on a given TSM project, the subcommittee selected two highway links for consideration. They are:

- 1) 82nd Ave (OR 213)

This project would intertie signals south from SE Flavel Street (Portland city limits) to I-205, a distance of approximately three miles. This would be an extension of the City of Portland system north of Flavel. This arterial is heavily traveled with ADT's of 20,000 to 23,000 south of Flavel. The Clackamas Town Center is nearing completion and increased traffic is anticipated as a result. Several new signals have been and will be installed in conjunction with the Town Center. An intertie project will smooth travel in this corridor. The budget for this project would be \$358,000, which includes preliminary engineering and the signal work.

- 2) Tualatin Valley Highway (OR 8)

This signal interconnect would tie signals along 2½ miles of the heavily traveled (31,000 ADT) Tualatin Valley Highway west of Beaverton. This TSM project could complement those going on in Beaverton, on Farmington Road and those proposed for Canyon Road and Beaverton-Hillsdale Highway. The total budget for this project would be \$470,000.