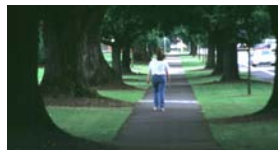


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Draft
March 2008

2008–2013 Strategic Plan

REGIONAL TRAVEL OPTIONS

 Metro | *People places. Open spaces.*

Acknowledgements

Special thanks to the members of the Regional Travel Options Subcommittee of the Transportation Policy Alternatives Committee (TPAC) for their participation in, and support for the strategic planning process.

Program partners

Clackamas County

Clackamas Regional Center TMA

C-TRAN

Oregon Department of Environmental Quality

Federal Transit Administration

City of Gresham

Metro

Multnomah County

Oregon Department of Transportation

Oregon Department of Energy

City of Portland, Office of Transportation Options

City of Wilsonville, South Metro Area Regional Transit (SMART)

Gresham TMA

Lloyd TMA

Swan Island TMA

TriMet

Troutdale Area TMA

Washington County

Westside Transportation Alliance (WTA)

City of Vancouver Commute Trip Reduction

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EXECUTIVE SUMMARY

The Regional Travel Options (RTO) Program carries out regional strategies 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.

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

MISSION AND POLICY FRAMEWORK

Supports system management policies

Policies at the federal, state and regional levels 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 a 100 percent 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.

Leverage 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 centers and corridors

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 be 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 emissions reductions (tons)

	2008 to 2013	Average per year
Smog producing volatile organic compounds	616	123
Oxides of nitrogen and carbon monoxide	7,600	1,500
Greenhouse gas (CO2)	214,000	42,600
Carcinogenic particulate matter (PM10 and PM2.5)	18.3	3.7
Air toxics (Benzene and four others)	24.2	4.8

Table 1. Total and average annual reduction of tailpipe emissions.
Source: Metro estimates using DEQ emission factors.

Expected increase in the share of non-drive alone commute trips

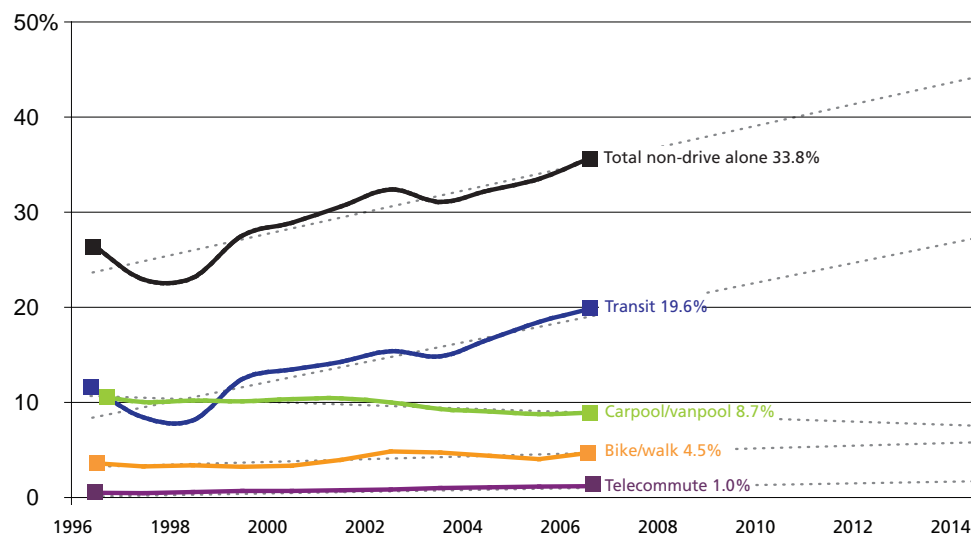


Table 2. Source: Metro expectations based on past performance of employer programs that reach one-fifth of the region's employees, measured by Portland State University.

BY THE NUMBERS

4,220,000

gallons of gasoline saved yearly

\$12,660,000

yearly gas savings

123

average tons of smog producing volatile organic compounds reduced per year

42,600

average tons of greenhouse gas reduced per year

PROGRAM PRIORITIES 2008 TO 2013

- Support 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).

“The RTO Program... maximizes investments in the transportation system and relieves traffic congestion by managing travel demand, particularly during peak hours.”



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 Vancouver, Washington's 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.



BY THE NUMBERS

86,600,000

reduction in vehicle miles of travel (VMT) per year

19,000

autos removed from the road each day

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 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.

- 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 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! Metro's bike map rates selected through streets where bicyclists share the road with motorists. It 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.

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STRATEGIC PLAN

Section 1: Introduction

The RTO program implements regional policies 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 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 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.

Leverage 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 – 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 be made by transit, walking, cycling, ridesharing 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:

Healthy Environment Residents’ health is enhanced by exceptionally clean air and water.

Vital Economy 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.

Great Places 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 a cost of doing business by 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 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 will manage and administer the program. Public and private partners will carry out local strategies through grant agreements. Collaboration among partners will be emphasized to leverage resources, avoid duplication and maximize program impacts.



**Drive less.
Save more.**

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 goals and objectives.

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 percent 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 percent of metro area residents recall seeing, reading or hearing about the Drive Less/Save More campaign. Of those who recalled the campaign, 56 percent said they have taken action to reduce single person car trips as a result of seeing the campaign (this translates to 14 percent of the total survey sample).



Individualized marketing projects Individualized marketing projects (also called TravelSmart™ or SmartTrips 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.



State of Oregon
**Department of
Environmental
Quality**

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, 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 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 works with employers to 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 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! Metro's bike 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 Spring 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 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, chambers of commerce, employer transportation coordinators, environmental and public health practitioners 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, Oregon DEQ, TriMet, SMART, C-TRAN, local jurisdictions, 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 online ride-matching online tool 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. 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, Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council.
 - The subcommittee will review RTO grant applications and select projects that implement strategic plan priorities.
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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.
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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.
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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.



Strategic plan appendices

The following appendices are available to view or download at www.metro-region.org/traveloptions:

- 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



Metro | *People places. Open spaces.*

Your regional government

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

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