

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF REVISING REGIONAL )	RESOLUTION NO. 02-3183
TRANSPORTATION MANAGEMENT ASSOCIATION )	
(TMA) POLICY TO PROVIDE ADDITIONAL )	Introduced by
REGIONAL FUNDING OPTIONS FOR TMAs )	Councilor Rod Monroe
)	JPACT Chair

WHEREAS, Metro adopted the 2000 Regional Transportation Plan (RTP) on August 10, 2000; and

WHEREAS, the RTP establishes Regional Transportation Demand Management (TDM) policy and objectives to help reduce vehicle trips and vehicle miles traveled (VMT); and

WHEREAS, Policy 19, Objective D of the RTP promotes, establishes and supports TMAs; and

WHEREAS, a policy basis and funding strategy for TMAs for the Metropolitan Transportation Improvement Program (MTIP) / State Transportation Improvement Program (STIP) development process was adopted by Metro Resolution No. 98-2676 For the Purpose of Establishing a Policy Basis and Funding Strategy for the Transportation Management Associations (TMAs) for the MTIP/STIP Development Process, on October 1, 1998; and

WHEREAS, Tri-Met assumed the general administrative oversight for the regional TMA program and in concurrence with the Transportation Policy Alternatives Committee (TPAC) TDM Subcommittee is responsible for initial review and screening of TMA proposals and development of a recommendation to TPAC/JPACT/Metro Council; and

WHEREAS, the MTIP/STIP development process considers the extent to which TMA formation will be funded; and

WHEREAS, once a MTIP/STIP decision is made on how many existing and new TMAs to fund, a priority ranking of candidate locations will be developed through the TPAC/JPACT/Metro Council approval process; and

WHEREAS, JPACT directed the TPAC TDM Subcommittee to reconsider the policy basis and funding strategy for existing TMAs beyond the three-year formative/operations stage; and


WHEREAS, in order to establish new TMAs called for in the RTP and to support TMAs currently operating, new and innovative funding options are necessary; now, therefore,

BE IT RESOLVED :

1. For each MTIP/STIP cycle, the TDM Subcommittee should proceed with developing TMA program recommendations as follows:
  - a. Balance support of existing TMAs (TMA stabilization) with the start-up of new TMAs, based on a \$250,000 average annual MTIP cost and subject to review through the MTIP/STIP allocation process.
  - b. Proceed with a MTIP funding recommendation for innovative TMA programs up to an annual cost of \$150,000, subject to review through the MTIP/STIP allocation process.

2. That the regional/local match for the 3-year formative process for new TMA start-ups be revised as described in Exhibit A to this resolution
3. That the Metro Council and JPACT endorse the various funding alternatives as described in Exhibit B to this resolution as the preferred method for on-going regional support of TMAs.
4. That the Metro Council and JPACT endorse the regional TMA policy responsibilities of the TPAC TDM Subcommittee, and the Tri-Met TMA Program administrative responsibilities as described in Exhibit C to this resolution.
5. That these policies and the target MTIP funding amounts identified above in Resolve No. 1 shall be reviewed, as necessary, as part of each RTP update.

ADOPTED by the Metro Council this 2nd day of May, 2002

  
\_\_\_\_\_  
Carl Hosticka, Presiding Officer

Approved as to Form:

  
\_\_\_\_\_  
Daniel B. Cooper, General Counsel

EXHIBIT A

Exhibit A describes recommended scheduling for new exploratory studies and TMA start-ups, and a proposed adjustment to regional/local share for new TMA start-ups beginning in 2006.

Scheduling of Exploratory Studies and New TMA Start-ups

The recommended scheduling strikes a balance between supporting existing TMAs and a conservative approach to starting new TMAs. The TDM Subcommittee has concluded that continued support of well-functioning TMAs is a higher priority at this time than aggressively starting new TMAs. For future TMA start-ups, a prospective TMA must successfully complete an exploratory stage, with criteria determined by the TDM Subcommittee, before becoming eligible to advance to an implementation funding stage. The proposed schedule is:

- Up to one exploratory stage feasibility study proposal could be approved per two-year MTIP cycle. The regional cost of a feasibility study is \$32,000.
- Assuming the requirements under the exploratory stage have been satisfied, up to one regionally funded three-year implementation could be approved per MTIP cycle. The regional cost of the three-year implementation program is described below.

Proposed Adjustment to Regional/Local Share New TMA Start-ups

One problem associated with the current TMA policy (Resolution No. 98-2676 For the Purpose of Establishing a Policy Basis and Funding Strategy for the Transportation Management Associations (TMAs) for the MTIP/STIP Development Process) is that the “step-down amount” in regional funds is too steep for local match and private contributions to make up. Table 1 describes regional/local match based on current policy. A revised approach to the percentage of regional/Tri-Met/local match that makes the local match less arduous in the third year is illustrated in Table 2. Tri-Met match is separated from the regional match, providing an increase in total funding over the three-year period from \$225,500 to \$241,500. The proposed adjustment would not begin until 2006/2007 MTIP process.

Table 1 – Exhibit A  
Existing Regional/Local Match for Formative/Operations Stage

	Combined Regional and Tri-Met Match*	Local Match	Total by Year
Year 1	\$67,500 (90%)	\$7,500 (10%)	\$75,000
Year 2	\$50,250 (67%)	\$24,750 (33%)	\$75,000
Year 3	\$24,750 (33%)	\$50,250 (67%)	\$75,000
Total by Match	\$142,500	\$82,500	\$225,000

\*10.27 % of the match in this column is from Tri-Met.

Table 2 – Exhibit A  
Proposed Regional/Local Match for Implementation Stage

	Regional Match	Tri-Met Match*	Local Match	Total by Year
Year 1	\$60,000 (74%)	\$6,000 (7%)	\$15,000 (19%)	\$81,000
Year 2	\$55,000 (68%)	\$5,500 (7%)	\$20,000 (25%)	\$80,500
Year 3	\$50,000 (62.5%)	\$5,000 (6.5%)	\$25,000 (31%)	\$80,000
Total by Match	\$165,000	\$16,500	\$60,000	\$241,500

\*Rounded to 10% for illustration purposes.

EXHIBIT B

Exhibit B describes various funding alternatives (referred to below as “menu selections”) and examples of how on-going funds for TMAs could be administered. In addition to the existing TMA policy (menu selection 1, described below), a total of five menu selections would be available. The five menu selections are recommended to become part of the overall TMA funding policy. An individual TMA would choose the menu selection that best meets their needs for flexibility and providing service.

The menu selection choices would apply to the five TMAs that are currently operating – Lloyd District, WTA, Tualatin, Swan Island, and Gresham – and the Clackamas TMA, which begins operations later this year. The menu selections would also apply to future TMA start-ups. The menu selections are compared in Table 1, and described in more detail below.

Table 1 – Exhibit B  
Summary of Menu Selections for On-going TMA Support

Menu Selection Number	Menu Selection Description	Regional Funding per TMA per year (up to \$250,000 from MTIP)	Local & Business Funding per TMA per year	Other Funding Needed (grants, dues, etc.)	New Innovative Programs (up to \$150,000 annually in MTIP funds)	Amount Needed Annually for TMA Survival
1	Existing Policy with Local Emphasis	none	\$30,000 assumed from locals	Additional \$70,000 required	Not Applicable *	\$100,000
2	Combined Regional, Local and Business	\$15,000	\$25,000	\$60,000	*	\$100,000
3	Combined plus “TMA Booster”	\$15,000	\$25,000	\$25,000	Compete for up to \$35,000/year *	\$100,000
4	Performance Based with Reg. Emphasis	\$25,000	\$3,000	\$67,000	*	\$100,000
5	Performance Based with Reg. Emphasis plus “Booster”	\$25,000	\$3,000	\$47,000	Compete for up to \$25,000/year *	\$100,000

\* TMAs would also be able to compete with other jurisdictions and agencies for “Region 2040 Initiatives” funding, which is a separate funding allocation within the Regional TDM Program.

For future TMA start-ups, all of the TMA menu selections described below would require a proposed new TMA to successfully complete an exploratory study and go through the 3-year implementation stage. The menu selections described below revise existing policy to provide both flexibility and structure. In addition, transportation demand management is a new and expanding field, and other innovative funding strategies for TMAs may surface during the life of this Resolution.

Menu Selection 1: Existing TMA Policy

The existing policy works well for starting new TMAs but not for sustaining them once they are established. TMAs that choose this menu selection are expected to live by that choice because it would have an impact on the region’s ability to fund other TMAs later. The existing TMAs only had this option available to them when they started up. Therefore, existing TMAs would have the opportunity to move into a new menu selection because they didn’t have that choice previously. Many of the current TMAs have expressed an interest in moving to a menu selection because:

- Nationwide experience that most TMAs need on-going public support
- Self-supporting TMAs are the exception nationwide
- Ongoing government support is an important tool for raising private funding
- Pressures to raise private funding takes away TMA staff time from other TMA activities

However, the existing TMA policy may be promising for a prospective TMA not interested in meeting federal CMAQ and regional funding requirements once the implementation stage is completed.

#### Menu Selection 2: Combined Ongoing Regional, Local and Support

This menu selection involves an on-going regional commitment, and requires TMAs continue to meet their work plan and annual contract requirements. This menu selection would include general “outreach and rideshare” activities as specified in the CMAQ guidelines. TMAs existing in 2002 would be eligible once they have used all of their formative and operations funding. The regional funding allocation would be up to \$15,000 per year. With up to \$25,000 match from local jurisdictions and local employers, the total base budget for a TMA would be up to \$40,000 per year. The percent share of the up to \$25,000 match coming from local jurisdictions and TMA area businesses is negotiable. Funding could also include in-kind services. MTIP program cost is estimated at \$250,000 annually for illustrative purposes only, and is not proposed as a funding request.

#### Menu Selection 3: Combined plus New or Expanded TMA Services and Programs.

TMAs that want to expand beyond Menu Selection 2 have this option. This program would focus on new, expanded and innovative programs. Services and programs may include carpool, vanpool, parking management, telework and bicycle/pedestrian programs, and any other activities allowed by CMAQ guidelines. The regional allocation would be up to \$35,000 with a minimum 10% local match requirement. TMAs existing in 2002 would be eligible once they have used all of their formative and operations funding. MTIP program cost for Menu Selection 3 is estimated at \$150,000 annually for illustrative purposes only, and is not proposed as a funding request.

#### Menu Selection 4: Performance Based with Regional Emphasis

Under this menu selection, TMAs would be eligible for an ongoing regional match of up to \$25,000 per year, with a minimum 10% local match requirement. Performance measures would be more rigorous, and based on a \$250,000 annual program, fewer TMAs would receive funding.

#### Menu Selection 5: Performance Based with Regional Emphasis

TMAs that want to expand beyond Menu Selection 4 have this option. As in Menu Selection 3 – Combined plus New or Expanded TMA Services and Programs, this menu selection would focus on new, expanded and innovative programs. The regional allocation would be up to \$25,000 with a minimum 10% local match requirement. TMAs existing in 2002 would be eligible once they have used all of their formative and operations funding. MTIP program cost for Menu Selection 3 is estimated at \$150,000 annually for illustrative purposes only, and is not proposed as a funding request.

Performance Measures

As with all MTIP allocations, concerns have been raised regarding TMA performance. All TMAs are currently required to submit work plans, quarterly reports and annual reports, to attend quarterly TMA meetings, and to adequately meet the goals and objectives in their approved work plan. In the future TMAs will also be required to meet performance criteria in order to receive ongoing regional funding. These criteria are currently being developed by the TDM Subcommittee and will focus on the employee commute options survey as the primary data gathering instrument.

Other Options

Additional innovative opportunities for funding TMAs are likely to emerge in the future. Therefore, funding options for TMAs are not limited to those described above. There is also a need to look at new or better mechanisms for providing new local, Tri-Met and ODOT support for on-going TMA operations that are less restrictive than current CMAQ funding regulations.

## EXHIBIT C

Exhibit C describes the differences between the TPAC TDM Subcommittee policy role and the Tri-Met administrative role. Tri-Met is responsible for administration of federal TMA program grants and for the annual distribution of funding to the TMAs. General policies for funding administration include efforts toward reducing duplication of effort, spending allocated funds on time, and assuring that funding allocations meet regional transportation policies. The TPAC TDM Subcommittee provides policy direction as described below. In general, the Subcommittee is responsible for recommending general funding amounts for the TMA program during each MTIP process, for nominating new TMA start-ups, for establishing general performance criteria for TMAs, and for establishing general policies for TMA administration. The working relationship between the Subcommittee and the program administrator (in this case Tri-Met) is summarized below.

Table 1 – Exhibit C  
Policy Role and Administrative Role

<b>Metro / TDM Subcommittee Policy Role</b>	<b>Tri-Met Administrative Role</b>
Nominate new exploratory studies and TMA implementation start-ups through the MTIP process	Approve TMA work plan and contract based on regional policy goals and federal guidelines
Recommend if on-going funding for poorly performing TMAs should be continued	Identify poorly performing TMAs
Recommend general funding amounts for MTIP allocation for TMA program	Resolve contractual administrative disagreements
Define general funding amounts to be received by new TMAs and on-going TMAs	Administer process to allocate grant funding based on general policies identified by TDM subcommittee and available funding amounts
Approve funding allocation process	Administer the process
Establish Performance Criteria for TMAs	Evaluate ongoing performance measures based on performance measures identified by the TDM Subcommittee
Establish general policies for funding administration: <ul style="list-style-type: none"> <li>• CMAQ funding recipients should not duplicate services</li> <li>• TMAs spend allocated funding amounts in an efficient and timely manner</li> <li>• Assure TMA services and programs will help TMA meet RTP goals and objectives, and local TSP goals and objectives</li> <li>• Strive for regional equity</li> <li>• Leverage regional funding through partnerships TMAs create with private sector</li> <li>• Demonstrate quantifiable trip reduction benefits</li> </ul>	Submit allocation process to TDM Subcommittee that meets general administration goals and provide TMA status reports to the TDM Subcommittee
Report at least annually to TPAC and JPACT	Report at least quarterly to the TDM Subcommittee

## **TRANSPORTATION COMMITTEE REPORT**

CONSIDERATION OF RESOLUTION NO. 02-3183, FOR THE PURPOSE OF REVISING REGIONAL TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) POLICY TO PROVIDE ADDITIONAL REGIONAL FUNDING OPTIONS FOR TMA'S

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Date: April 18, 2002

Presented by: Councilor Atherton

**Committee Action:** At its April 18, 2002 meeting, the Transportation Committee voted unanimously to recommend Council adoption of Resolution 02-3183. Voting in favor: Councilors Atherton, Monroe and Burkholder.

**Background:** Resolution 02-3183 establishes a policy basis for ongoing regional funding for Transportation Management Associations (TMA's). It further clarifies the policy role of the Transportation Demand Management (TDM) subcommittee (of TPAC) and the administrative role of Tri-Met, in relation to TMA's.

Current TMA policy, adopted in 1998, directs that regional funding be discontinued after 3 years of start up and formation, for any TMA. This is proving to be too inflexible, given the variabilities surrounding TMA development.

Currently, TMA's are allowed up to \$35,000 for an exploratory phase, and \$75,000/yr for formation and operation stages (3 years total). Resolution 02-3183 proposes to retain the 3 year start-up schedule, but reduce the requirements for local match, while increasing the contributions of regional match. (Exhibit A).

A menu of funding options is expanded from those currently available, to increase the likelihood of a successful transition from start-up to formative stages. (Exhibit B).

Policy oversight is clarified between the TDM subcommittee of MTAC and Tri-Met (exhibit C).

Additionally, the balance between start-up and support for existing programs in the use of MTIP funds is clarified.

At this point in time, our experience with TMA's has reshaped our goals according to Andy Cotugno, Planning Department director, in that while we had expected about 25 TMA's to be developed by this time, 6-12 is turning out to be a more achievable target.

**Committee Issues/Discussion:** After the staff presentation by Andy Cotugno, Planning Department director, a question was asked about the value of TMA's. Citing a report on the Lloyd District TMA, Mr. Cotugno cited cost forgone for additional road construction and parking facilities. It was further pointed out that the successes of the Lloyd TMA



were due to the working of many parties; they were not simply attributable to single actions, such as increased transit opportunities, or paid on-street parking.

- Existing Law: Chapter 1 of the 2000 RTP contains transportation demand policies and objectives. Resolution 98-2676—Establishing a Policy Basis and Funding Strategy for TMA's for the MTIP/STIP Development Process.
- Budget Impact: Increases Regional match and Tri-met match from \$142,500 to \$181,000 over a 3 year period, beginning with the 2006/2007 MTIP process.

## STAFF REPORT

### CONSIDERATION OF RESOLUTION NO. 02-3183 FOR THE PURPOSE OF REVISING REGIONAL TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) POLICY TO PROVIDE ADDITIONAL REGIONAL FUNDING OPTIONS FOR TMAs

Date: April 3, 2002

Presented by: Andrew C. Cotugno

#### PROPOSED ACTION

This resolution and Exhibits A, B and C establish a policy basis for ongoing regional funding for Transportation Management Associations (TMAs), and further clarifies the policy role of the TDM Subcommittee and the administrative role of Tri-Met pertaining to TMAs. The resolution components include the following:

- Resolves that the TDM Subcommittee proceed with developing TMA program recommendations for each MTIP cycle as follows:
  1. Balance support of existing TMAs with the start-up of new TMAs, based on an annual average MTIP cost of \$250,000 and subject to review through the MTIP/STIP allocation process.
  2. Proceed with a MTIP funding recommendation for innovative TMA programs up to an annual cost of \$150,000, subject to review through the MTIP/STIP allocation process.
- Resolves that the regional/local match for the 3-year formative process for new TMA start-ups be revised as described in Exhibit A.
- Describes various TMA funding alternatives as the preferred method for on-going regional support of TMAs. Examples are further described in Exhibit B.
- Clarifies general administration policy for TMAs and defining the TDM Subcommittee role pertaining to TMAs in Exhibit C.
- Resolves that the policies and target MTIP funding amounts identified above be reviewed as necessary, as part of each RTP update.

#### PROBLEM STATEMENT

Current TMA policy adopted in 1998 is limited to a "one size fits all" funding model that has proven difficult to implement, because regional funding disappears after a three-year TMA formative and operations period. The region's experience has been that TMAs vary in duties, size and resources. Therefore, the lack of flexibility in the existing policy resulted in the need for a "TMA Stabilization Program" as part of the most recent Metropolitan Transportation Improvement Program (MTIP) cycle. The stabilization program is a temporary fix to provide ongoing regional support to existing TMAs through 2004 and 2005, with no MTIP funding allocated for starting new TMAs. In order to establish new TMAs called for in the Regional Transportation Plan (RTP), new and innovative funding choices are needed.

#### FACTUAL BACKGROUND AND ANALYSIS

This section describes the role of transportation demand management in the Regional Transportation Plan, gives examples of the importance of TMAs in the region, and provides an historical perspective of TMA establishment in the region.

Transportation Demand Management is a Key Component of the Regional Transportation Plan

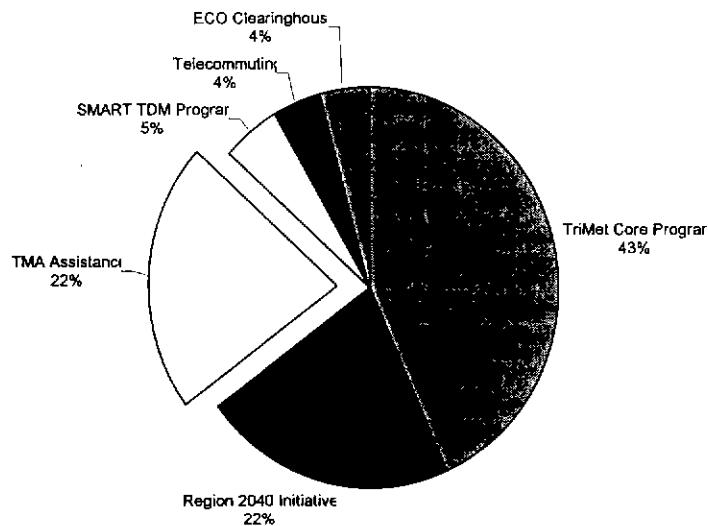
Chapter 1 of the 2000 RTP (Ordinance 00-869A For the Purpose of Adopting the 2000 Regional Transportation Plan: Amending Ordinance No. 96-647C and Ordinance No. 97-715B and Resolution 00-2969B For the Purpose of Adopting the 2000 Regional Transportation Plan as the Federal Metropolitan Transportation Plan) provides transportation demand management policies and objectives that direct the region's planning and investment in the regional TDM program. Policy 19.0 in the RTP states: "Enhance mobility and support the use of alternative transportation modes by improving regional accessibility to public transportation, carpooling, telecommuting, bicycling and walking options."

TMA's are Included in the Regional TDM Policy Objectives and the Financially Constrained List

Regional TDM policy includes the following objective regarding TMAs: "Promote, establish and support transportation management associations (TMAs) in the central city, regional centers, industrial areas and intermodal facilities, town centers and employment centers." Figure 3.5 in the RTP maps existing and proposed TMAs. TMAs in operation prior to 2000 (Lloyd District, WTA and Tualatin) are shown on the map, as are locations where TMA funding was allocated in the 2000 to 2003 MTIP program. Six planned TMAs are identified in the 2000 RTP in Appendix 1.1: Financially Constrained System Project List. Planned TMAs include North Macadam, Gateway, Hillsboro, Milwaukie, Oregon City and Washington Square. Funding to explore TMA potential and to implement TMA operations in these locations has not been identified. When the 2000 RTP was being developed, projected funding needs for future TMAs was based on current annual funding in the 2000 to 2003 MTIP, an annual funding projection of \$250,000 per year.

Why TMAs are Important

TMAs are nonprofit coalitions of local businesses and/or public agencies dedicated to reducing traffic congestion and pollution and improving commuting options for their employees. TMAs promote shared ride and the use of transit, walking, biking, work schedule changes and telecommuting, especially during the most congested times of the day. The existing TMAs have helped achieve regional transportation goals by reducing the number of single occupancy vehicles in local areas. The TMAs also help achieve regional growth



management goals of improved economic development by helping to break congestion barriers to doing business. Existing TMAs act as a liaison between the business community and public agencies, and have opened a dialog on transportation planning issues. TMAs are one component of a broad regional TDM program. The pie chart above illustrates how MTIP funding was allocated to the regional TDM program from 2000 through 2003.

## Historical Perspective on TMA in the Region

1990s: Establishment in the Region. The development of the Ozone Maintenance Plan involved a Governor's Task Force and a House Bill in the 1993 legislature giving specific direction on what strategies should be included in the Ozone Maintenance Plan. The ECO rule is one of several strategies included in the Ozone Maintenance Plan to keep our air clean. CMAQ funds provide Employee Commute Options (ECO) affected employers with technical assistance. It was originally conceived that DEQ would establish an urban TMA, a suburban TMA and a regional TMA as pilot projects. The Lloyd District in the City of Portland was selected as the pilot urban TMA and the City of Beaverton was selected as the pilot suburban TMA, which later evolved into the Westside Transportation Alliance (WTA). The original concept of a pilot regional TMA was shifted into the concept of the ECO Information Clearinghouse located at DEQ to provide technical assistance in the form of workshops, handbooks and innovative projects.

TMA's were originally established for employers to receive assistance with the ECO Program. However, national experience now indicates TMA's should not be established in response to an air quality regulation, but rather, among other purposes, to manage transportation issues affecting the air quality. A new Tualatin TMA formed in 1998, leading to the current discussion on the need for a regional TMA policy.

1998: Current TMA Policy: Resolution 98-2676 established the policy basis and funding strategy for TMA's for the MTIP development process. Under this policy, TMA funding is provided through the MTIP process for initial feasibility studies followed by seed money to start-up operations. The funds are allocated in two stages:

Exploratory Stage - Up to \$35,000 (Each): During the *Exploratory* stage of development, a Feasibility Study/Needs Assessment is conducted to determine the economic and transportation barriers to businesses and to identify solutions, common issues and interests, and appropriate levels of commitment for private sector financial/in-kind interest in the TMA. A 10 percent local match (minimum \$3,000) from the sponsoring jurisdiction is required. Products include a business and financial plan to identify the TMA's mission, responsibility, near-term and long-term funding needs, and a final report and recommendation concerning feasibility of TMA formation.

Formative/Operations Stage \$225,000 over three years (\$75,000 per year). Implementation of the business plan and financial plan, and development of an implementation work plan, establishment of an appropriate dues structure, member recruitment procedures, staffing requirements, outreach, and preparation of legal documentation characterize the *Formative* stage. The *Operational* stage focuses on the implementation of the work plan, achievement of goals and objectives, and the provision of new and expanded services to TMA members.

1999: TMA Funding in the 2000 to 2003 MTIP: Resolution No. 99-2864 allocated \$1 million in regional funding to existing and new TMA's for FY 2000 to 2003. As part of TPAC and JPACT discussion of the Resolution, there was acknowledgement that a successful TMA requires a combination of private sector dues or donations and public sector support. The staff report accompanying Resolution No. 99-2864, which selected and allocated funds to TMA's for FY 2000 to 2003, recommended that the current policy issue for regional versus local TMA funding be revisited prior to the next MTIP cycle.

CMAQ Funds were allocated in the MTIP for the *Exploratory* stage for the Gresham regional center, the Clackamas regional center, downtown Portland, the Rivergate Industrial Area, Lake Oswego/Kruse Way, and Troutdale.

CMAQ Funds were allocated in the MTIP for the *Formative/Operations* stage for the Lloyd District TMA, Westside Transportation Alliance, Tualatin TMA, Swan Island TMA and Columbia Corridor TMA. In addition, CMAQ Funds were allocated in the MTIP for the *Formative/Operations* stage for the Gresham regional center and the Clackamas regional center, pending successful completion of the *Exploratory* stage.

2001: TMA Funding in the 2004 to 2005 MTIP (Resolution No. 02-3178): Revising the current TMA policy (Resolution 98-2676) to deal with regional versus local TMA funding was under discussion but not completed prior to this MTIP cycle. A TMA Stabilization Program was developed as a temporary fix to provide ongoing regional support to existing TMAs through 2004 and 2005, with no MTIP funding allocated for starting new TMAs. \$250,000 in regional funding was allocated over a two-year period.

A joint Metro/Tri-Met analysis of unallocated TMA funding in 2003, along with the 2004 to 2005 MTIP allocation for stabilizing TMAs, indicates that sufficient revenue would be available to support existing TMAs through 2005. About \$30,000 per year in “stabilization funds” could be made available to the Tualatin, WTA, Lloyd District and Swan Island TMAs in 2003, 2004 and 2005. Additional stabilization funding is available in 2003 because the Columbia Corridor TMA will be discontinued. Gresham TMA completes the “formative/operations” start-up phase in 2003 and would be eligible for stabilization funds in 2004 and 2005. Clackamas TMA completes the “formative/operations” start-up phase in 2004 and would be eligible for stabilization funds in 2005.

#### TMA Program Status as of March 2002

Existing TMAs are defined as TMAs that are approved to advance to the formative/operations stage, are in the formative/operations stage, or have completed the formative/operations stage.

- The Lloyd District, WTA, and Tualatin TMAs were funded to complete the third year of the formative/operations stage in 2001. The Tualatin TMA will receive an additional \$11,000 in 2002.
- The Swan Island TMA is in the second year of formative/operations. The Columbia Corridor TMA was allocated first year formative/operations funding, but has decided to not continue as a TMA.
- In May 2001 Gresham, and in December 2001, Clackamas regional centers were advanced to formative/operations TMA status by recommendation of the TDM Subcommittee.
- The Association for Portland Progress (APP) did an exploratory study for Downtown Portland but did not recommend advancing to the formative/operations stage.
- Troutdale requested that allocated exploratory funding be dispersed in FY 2002 rather than FY 2003. The TDM Subcommittee approved the Troutdale request in May 2001.

#### Review of JPACT Minutes Regarding TMA Funding

A review of JPACT minutes dating back to 1998 is offered to help clarify the issue of on-going TMA funding, relative to the policy recommendations being considered in the attached resolution. JPACT has discussed TMA funding on three occasions, as follows:

September 10, 1998. Resolution 98-2676 For the Purpose of Establishing a Policy Basis and Funding Strategy for Transportation Management Associations (TMAs) for the MTIP/STIP Development Process, passed unanimously. "Mayor Ogden asked whether there are other sources of funds that could be programmed in as an ongoing source of regional funding...he expressed concern about the funds being a flat amount and asked whether there should be flexibility in the program based on size..."

November 18, 1999. Resolution No. 99-2864 For the Purpose of Selection and Funding Allocation of \$1 Million to Transportation Management Associations for FY 2000-2003, passed unanimously, and is adopted by Metro Council on December 2, 1999. The Resolution states "The TDM Subcommittee recommends revisiting Resolution No. 99-2676 to better articulate regional funding for existing TMAs beyond the three-year formative operations stage" and "That JPACT reconsider the policy basis and funding strategy described in the Resolution No. 98-2676 for existing TMAs beyond the three-year formative/operations stage."

August 9, 2001. Lou Ogden distributed a letter from the Tualatin TMA regarding the MTIP process and repeated his concerns regarding long-term funding for TMAs in the region. He stated "as a region we need to determine how we are going to fund TMAs." He stated "they are currently funded through start up and then are dropped off the funding but this policy is not self-supporting. MTIP needs to decide if it is funding TMAs partially or not starting up at all."

#### WHAT WE HAVE LEARNED SINCE 1998

The Metro region and the TDM Subcommittee have learned a number of valuable lessons about "growing new TMAs" since 1998. In order to benefit from this learning process, the following policy issues for new TMA start-ups should be addressed:

- Local jurisdictions, and many of the TMAs, have difficulty meeting the current TMA implementation model on-going annual commitment of \$25,000 to \$35,000 of local funds to keep a TMA operating after the 3-year formative/operations cycle.
- Government funding helps to leverage private funding. Not having government support is a disadvantage when TMAs go out to raise private monies. When TMAs have to spend a disproportionate amount of time raising funds, it takes away from time to run the program. The TMA manager becomes a fund-raiser trying to keep the program moving rather than focusing on the TMA Program.
- New TMAs should be formed to address a transportation need identified in the RTP and in city and county Transportation System Plans.
- Emphasis should be placed on how the TMA will perform specific strategies in meeting local congestion, air quality goals, etc.
- Successful completion of the "exploratory process" must be complete and approved before a TMA is eligible for "formative/operations" funding. In the future, questions regarding local commitment and reason for formation should be fully answered during the "exploratory" process.
- Regional centers and other Region 2040 Framework Plan land use types should not be "required" to have a TMA. Other innovative TDM solutions may be more appropriate.

To summarize, the most important determinants to a successful TMA model are the proximity of businesses linked by a common transportation problem and the level of commitment to its solution. Emphasis should be on "access" and "development of transportation activities" as the key purposes for the TMA.

### RESOLUTION COMPONENTS

The resolution components include the following:

1. For each MTIP/STIP cycle, the TDM Subcommittee of TPAC should proceed with developing TMA program recommendations as follows:
  - a. Balance support of existing TMAs with the start-up of new TMAs, based on an annual average MTIP cost of \$250,000 and subject to review through the MTIP/STIP allocation process.
  - b. Proceed with a MTIP funding recommendation for innovative TMA programs up to an annual cost of \$150,000, subject to review through the MTIP/STIP allocation process.
2. That the regional/local match for the 3-year formative process for new TMA start-ups be revised as described in Exhibit A.
3. That the Metro Council and JPACT endorse the various funding alternatives as described in Exhibit B as the preferred method for on-going regional support of TMAs.
4. That the Metro Council and JPACT endorse the regional TMA policy responsibilities of the TPAC TDM Subcommittee, and the Tri-Met TMA Program administrative responsibilities as described in Exhibit C.
5. That these policies and the target MTIP funding amounts identified above in Resolve No. 1 shall be reviewed, as necessary, as part of each RTP update.