



**METRO**

**Agenda**

MEETING: METRO COUNCIL WORK SESSION  
DATE: February 17, 2009  
DAY: Tuesday  
TIME: 2:00 PM  
PLACE: Metro Council Chamber

**CALL TO ORDER AND ROLL CALL**

- |                |   |                     |
|----------------|---|---------------------|
| <b>2:00 PM</b> | <b>1. DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, FEBRUARY 19, 2009/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS</b> |                     |
| <b>2:15 PM</b> | <b>2. REGIONAL TRAVEL OPTIONS 2009-2010 WORK PLAN, GRANT ALLOCATIONS, AND VANPOOL PROGRAM UPDATE</b>                                | Peck                |
| <b>2:45 PM</b> | <b>3. FY 2009-10 BUDGET UPDATE AND CONFIRMATION OF BUDGET THEMES AND DIRECTION</b>  | Jordan/<br>Robinson |
| <b>4:20 PM</b> | <b>4. COUNCIL BRIEFINGS/COMMUNICATION</b>   |                     |

**ADJOURN**

Agenda Item Number 2.0

**REGIONAL TRAVEL OPTIONS  
2009-2010 WORK PLAN, GRANT  
ALLOCATIONS, AND VANPOOL  
PROGRAM UPDATE**

Metro Council Work Session  
Tuesday, February 17, 2009  
Metro Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date: Feb 17, 2009 Time: 2 p.m. Length: 30 minutes

Presentation Title: Regional Travel Options 2009-1010 Work Plan, Grant Allocations, and Vanpool Program Update

Service, Office, or Center:  
Planning and Development

Presenters (include phone number/extension and alternative contact information):  
Pam Peck, ext. 1866, pam.peck@oregonmetro.gov

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Councilors, if you have questions in advance of the work session (or after), please call Pam Peck at 797-1866.

### **ISSUE & BACKGROUND**

#### ***Regional Travel Options 2009-1010 work plan***

The Regional Travel Options (RTO) Program implements regional policy to reduce reliance on the automobile and promote alternatives to driving alone for all trips. The program emphasizes all alternative modes of travel and all trip purposes, reflecting policies in the Regional Transportation Plan. The Metro Council approved a five-year strategic plan in March 2008 that established goals and objectives for the RTO program. Resolution 09-4018 approves the work plan and funding sub-allocations that will advance strategic plan implementation for fiscal year 2009-2010 and is scheduled for Metro Council consideration on Feb. 19, 2009.

- Metro staff will provide an overview of recent program accomplishment and key objectives for fiscal year 2009-2010 at the work session. Staff will also review the expected outcomes of RTO program investments, including reductions in vehicle miles of travel, air pollution and green house gas emissions.

#### ***Funding sub-allocations***

The resolution sub-allocates \$385,220 of RTO program funds to support the TriMet Employer Program and \$62,315 to support Wilsonville SMART's Community and Employer Programs in fiscal year 2009-2010. The funding sub-allocations will result in an MTIP amendment that enables TriMet and Wilsonville SMART to apply directly to the Federal Transit Administration for program funds. The RTO work plan and funding sub-allocations have been adopted by the RTO subcommittee of TPAC, TPAC and JPACT.

#### ***RTO grants***

The fiscal year 2009-2010 budget designates the portion of Metro funds that will be awarded to TMAs, government agencies and non-profit organizations through grants and funding agreements in fiscal year 2009-2010. Attachment 2 to the resolution provides a summary of RTO grant awards recommended by the RTO Subcommittee of TPAC through a competitive process. The grant awards span multiple fiscal years based upon funds that are currently programmed in the MTIP to support RTO activities.

- Metro staff and representatives of some grant recipient organizations, including, the Westside Transportation Alliance, Gresham Regional Center TMA, Wilsonville SMART and the Community Cycling Center, will make a presentation about the grant projects at the Feb. 19, 2009 Metro Council meeting.

***Transportation Management Association (TMA) funding grants***

Individual TMA grants are not included in the summary, as TMA funds are awarded on an annual basis by the RTO Subcommittee. The budget identifies funds that will be used to support base TMA funding, as well as additional “booster” grants for TMAs that meet performance measures related to the provision of local matching funds and reductions in vehicle miles of travel. Grant awards to individual TMAs for fiscal year 2009-2010 will be considered by the RTO Subcommittee in May 2009.

***Vanpool program update***

The regional vanpool program, Metro Vanpool, provides financial incentives to vanpool groups that travel to employment sites in Portland metropolitan region. In 2006, the Southwest Washington Regional Transportation Council (RTC) allocated \$368,000 in federal funds to support Metro’s administrative and incentive costs related to vanpool groups that originate in the state of Washington.

The funds were originally programmed to be received by the city of Vancouver, which would then reimburse Metro. Due to a lack of local matching funds, the city of Vancouver was not able to move forward with developing an intergovernmental agreement (IGA) with Metro. The RTC then programmed the funds to C-Tran, which had matching funds available and interest in developing a vanpool program. A draft IGA is in the final stages of review and is expected to be forwarded to the Metro Council for approval in March 2009.

The agreement will reimburse RTO program costs related to vanpool groups that originated in Washington in fiscal years 2007-2008 and 2008-2009, and will also be used to support regional vanpool marketing activities in fiscal year 2009-2010. C-Tran will begin a vanpool program in May 2009 which will support vans that originate in Washington. Metro and C-Tran will work together to market the vanpool programs to commuters and employers.

**OPTIONS AVAILABLE**

- Council support for the resolution will result in an MTIP amendment that enables TriMet and Wilsonville SMART to apply directly to the Federal Transit Administration for program funds.
- The Metro portion of the RTO budget is in draft form and will be finalized through the Metro Council’s budget process. Any remaining funds will be programmed for future grant allocations to program partners.

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION XYes \_\_\_No  
DRAFT IS ATTACHED XYes \_\_\_No**

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVAL OF THE ) RESOLUTION NO. 09-4018  
REGIONAL TRAVEL OPTIONS PROGRAM )  
WORK PLAN AND FUNDING SUB- )  
ALLOCATIONS FOR FISCAL YEAR 2009-2010 ) Introduced by Councilor Rex Burkholder

WHEREAS, the Metro Council and Joint Policy Advisory Committee on Transportation established funding levels for the Regional Travel Options Program in the 2008-2011 Metropolitan Transportation Improvement Program through the Transportation Priorities funding process; and

WHEREAS, the Metro Council approved a five-year strategic plan for the Regional Travel Options Program in March 2008 that established goals and objectives for the Regional Travel Options Program; and

WHEREAS, the Regional Travel Options Subcommittee of the Transportation Policy Alternatives Committee (TPAC) adopted proposed work plans and funding sub-allocations to TriMet and Wilsonville SMART for Regional Travel Options program activities in fiscal year 2009-2010 on January 9, 2009; and

WHEREAS, the proposed work plans and funding sub-allocations support implementation of the Regional Travel Options Program five-year strategic plan; now therefore

BE IT RESOLVED that the Metro Council hereby approves of the Regional Travel Options Program fiscal year 2009-2010 work plan and funding sub-allocations.

ADOPTED by the Metro Council this 19th day of February 2009.

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David Bragdon, Council President

Approved as to Form:

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Daniel B. Cooper, Metro Attorney

Resolution No. 09-4018

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PLA/PP/OMA/DBC sm 1/5/09

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 09-4018, FOR THE PURPOSE OF APPROVAL OF THE REGIONAL TRAVEL OPTIONS PROGRAM WORK PLAN AND FUNDING SUB-ALLOCATIONS FOR FISCAL YEAR 2009-2010

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Date: December 29, 2008

Prepared by: Pam Peck  
Contact No.: 503-797-1866

#### BACKGROUND

The Regional Travel Options (RTO) Program implements regional policy to reduce reliance on the automobile and promote alternatives to driving for all trips. The program emphasizes all alternative modes of travel and all trip purposes, reflecting policies in the Regional Transportation Plan. The Metro Council approved a five-year strategic plan for the Regional Travel Options program in March 2008 that established goals and objectives for the program.

Key components of the RTO program include a collaborative marketing program, regional rideshare program, transportation management association program, and grant program that provides funds to partner agencies and organizations through a competitive project selection process. Program activities are implemented by partner organizations and agencies, as well as by Metro staff and consultant contracts administered by Metro.

The Metro Council and Joint Policy Advisory Committee on Transportation established funding levels for the Regional Travel Options Program in the 2008-2011 Metropolitan Transportation Improvement Program through the Transportation Priorities funding process. The Regional Travel Options Subcommittee of TPAC is charged with recommending detailed work plans, and grant awards and funding sub-allocations to partner agencies and organizations to support program implementation activities.

The subcommittee adopted the attached proposed work plan for fiscal year 2009-2010 (Attachment 1) at their December 10, 2008 meeting. The work plan continues implementation of the program's five-year strategic plan and includes recommendations for the sub-allocation of program funds to TriMet and Wilsonville SMART. The funding sub-allocations will result in an MTIP amendment that enables TriMet and Wilsonville SMART to apply directly to the Federal Transit Administration for funds to support RTO program implementation activities related to employer and community outreach.

In addition, the work plan budget designates the portion of Metro funds that will be awarded to Transportation Management Associations (TMA), government agencies and non-profit organizations through grants and funding agreements. Attachment 2 provides a summary of RTO grant awards recommended by the RTO Subcommittee of TPAC through a competitive process. TMA grants are not included in the summary, as TMA funds are awarded on an ongoing basis by the RTO Subcommittee to TMAs that meet performance criteria. Grant awards to individual TMAs for fiscal year 2009-2010 will be considered by the RTO Subcommittee in May 2009.

#### ANALYSIS/INFORMATION

1. **Known Opposition:** None.

## **2. Legal Antecedents:**

1991 Federal Clean Air Act Amendments. The need for a comprehensive regional TDM program was addressed in Metro Resolution No. 91-1474 (For the Purpose of Amending the FY 92 Unified Work Program to Include Air Quality Planning Activities), adopted July 25, 1991, in response to the Oregon Transportation Planning Rule and the Federal Clean Air Act Amendments of 1990.

TDM Subcommittee. The TPAC TDM Subcommittee was established by Metro Resolution No. 92-1610 (For the Purpose of Establishing the TPAC Transportation Demand Management Subcommittee), adopted May 28, 1992. Oversight for the development and evaluation of TDM strategies, and formation of final recommendations to Transportation Policy Alternatives Committee (TPAC), Joint Policy Advisory Committee on Transportation (JPACT) and Metro Council concerning TDM planning, programming and implementation activities were assigned to the Subcommittee.

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

Transportation Management Association (TMA) Policy. The policy basis and funding strategy for TMAs was adopted through Metro Resolution No. 98-2676 (For the Purpose of Establishing a Policy Basis and Funding Strategy for Transportation Management Associations (TMAs) For the MTIP/STIP Development Process), adopted October 1, 1998. Metro Resolution No. 99-2864 (For the Purpose of Selection and Funding Allocation of \$1 Million to Transportation Management Associations For FY 2000 to FY 2003), adopted December 2, 1999) allocated regional funding to existing and new TMAs. Metro Resolution No. 02-3183 (For the Purpose of Revising the Regional Transportation Management Association (TMA) Policy to Provide Additional Regional Funding Options for TMAs), adopted May 2, 2002) revised TMA policy by calling for balanced support of existing TMAs with the start-up of new TMAs.

2000 Regional Transportation Plan. The RTP establishes regional TDM policy and objectives to help reduce vehicle trips and vehicle miles traveled per capita. Chapter 1 (Ordinance 00-869A-01 (For the Purpose of Adopting the 2000 Regional Transportation Plan; Amending Ordinance No. 96-647C and Ordinance No. 97-715B), adopted August 10, 2000, Resolution No. 00-2969B (For the Purpose of Adopting the 2000 Regional Transportation Plan as the Federal Metropolitan Transportation Plan), adopted August 10, 2000, and Ordinance No. 02-946A (For the Purpose of Adopting the Post-Acknowledgement Amendments to the 2000 Regional Transportation Plan (RTP)), adopted June 27, 2002) provides TDM policies and objectives that direct the region's planning and investment in the regional TDM program.

Regional Travel Options 5-Year Strategic Plan. The strategic plan established a new vision for the region's transportation demand management programs and proposed a reorganized and renamed Regional Travel Options program that emphasized partner collaboration to implement an integrated program with measurable results. JPACT and the Metro Council adopted the plan through Resolution No. 04-3400 (For the Purpose of Adopting the Regional Travel Options Program 5-Year Strategic Plan), which also renamed the TDM Subcommittee the RTO Subcommittee, and was adopted on January 15, 2004.

2035 Regional Transportation Plan. The federal component of the plan, pending air-quality analysis, was approved by Metro Council Resolution No. 07-3831B.01 (For the Purpose of Approving the Federal Component of the 2035 Regional Transportation Plan (RTP) Update, Pending Air Quality Conformity Analysis), adopted on December 13, 2007. The RTP establishes system management and trip reduction goals and objectives that are supported by the RTO program strategies.

Regional Travel Options 5-Year Strategic Plan. The strategic plan established goals and objectives for Regional Travel Options program for 2008 to 2013. JPACT and the Metro Council adopted the plan through Resolution No. 08-3919 (For the Purpose of Adopting the Regional Travel Options 2008-2013 Strategic Plan), adopted on April 3, 2008.

3. **Anticipated Effects:** Sub-allocates \$385,220 of RTO program funds to support the TriMet Employer Program and \$62,315 to support Wilsonville SMART's Community and Employer Programs in fiscal year 2009-2010.
4. **Budget Impacts:** The proposed budget includes \$21,357 in Metro funds to match federal grant funds for that will be used to support program administration, evaluation, and regional rideshare services.

## **RECOMMENDED ACTION**

Staff recommends the approval of Resolution No. 09-4018 as follows:

1. Approval of the fiscal year 2009-10 work plan and budget for the Regional Travel Options program described in Attachment 1 to the staff report, actual budget levels for RTO activities carried out by Metro will be established through the FY 09-10 Metro budget decision-making process.
2. Approval of the funding sub-allocations to TriMet and Wilsonville SMART described in described in Attachment 1 to the staff report.

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Regional Travel Options Program  
**FY 2009-2010 work plan**

Dec. 10, 2008



## **Background**

The Regional Travel Options (RTO) Program implements regional policy to reduce reliance on the automobile and promote alternatives to driving for all trips. The program emphasizes all alternative modes of travel and all trip purposes, reflecting policies in the Regional Transportation Plan.

This scope of work identifies the activities and tasks that will be carried out by Metro RTO staff to implement the Regional Travel Options 2008-2013 Strategic Plan in fiscal year 2009-2010. The strategic plan was developed by the RTO subcommittee of the Transportation Policy Alternatives Committee (TPAC) in 2007 and adopted by the Metro Council in March 2008. The strategic plan established the following program goals:

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).

## **Key program objectives for fiscal year 2009-2010**

- Coordinate the regional collaborative marketing program and support implementation of ODOT Drive Less/Save More marketing campaign in the Portland metropolitan area.
- Administer RTO travel options, individualized marketing and Transportation Management Association (TMA) grants and provide technical assistance to grant recipients.
- Coordinate multi-agency employer and commuter outreach activities and support partner collaboration.
- Market CarpoolMatchNW.org and Metro Vanpool to employers and commuters in coordination with the multi-agency employer outreach program
- Work with partner organizations to develop a multi-state, on-line ridematching system, serving Idaho, Oregon and Washington.
- Collect, analyze and report data for each RTO program to ensure that funds are invested in the most cost effective ways

## **Collaborative marketing**

The RTO Collaborative Marketing Program works to increase awareness and use of travel options and to reduce drive-alone car trips. Metro's scope of work will focus on coordination of marketing activities carried out by all RTO partners to maximize the program's effectiveness and reach target audiences identified in the 2008-2013 RTO strategic plan. Partner coordination will be carried through the Collaborative Marketing Working group, the development of a regional events calendar and a regional earned media calendar.

Overall management of the Drive Less/Save More Marketing Campaign will shift from Metro to ODOT in June 2009. Metro RTO staff will continue to support implementation of the campaign in the Portland metropolitan area through development and coordination of earned media activities that highlight RTO programs, direct outreach at up to twelve community events selected in coordination with RTO partners, and the development of local campaign sponsors and partnerships. RTO staff will look for opportunities to collaborate with Metro's Sustainability Center to coordinate campaign outreach with other social marketing programs. In addition, Metro staff will also act as the liaison to the statewide effort and will disseminate campaign tools and information to RTO partners.

RTO staff will also work to promote the benefits of bicycling and walking and to increase the use of these modes for transportation purposes. Activities in this area will include disseminating safety messages and information and promoting the use of regional trails for transportation purposes. RTO staff will coordinate activities in this area with staff from Metro's Long-Range Transportation Planning and Trails Planning work groups and the regional Connecting Green Initiative. Marketing and promotions in this area will focus on Metro's Bike There! and Walk There! programs.

Metro RTO staff will provide project oversight, support sales, marketing and distribution, and implement marketing strategies for the regional Bike There! map. The Bike There! map will be updated in FY 09-10 with additional support from Metro's Long-Range Transportation Planning section and in coordination with the Regional Trails Program to include updated bicycle suitability and safety information. Funds for printing the updated map were generated by the sales of the map over the previous three years.

Metro, Kaiser Permanente and other partners distributed more than 35,000 free copies of the Walk There! guidebook in FY 08-09. Metro is in discussions with Kaiser Permanente about making the program self-sustaining by reprinting the publication in early 2009 and selling a portion of the books (some books would continue to be provided for free through Kaiser's community health programs). In addition, Metro and Kaiser are exploring the development of a series of up to 20 community walking events to promote walking for short trips and use of regional trails for transportation purposes. If Kaiser provides funds for these projects in FY 08-09, Metro RTO staff will provide project oversight, support sales, marketing and distribution, and coordinate any remaining walking events in FY 09-10. Revenue from the guidebook sales will be used to support the development and printing of future editions.

Metro RTO collaborative marketing staff will be the primary Metro staff contact for RTO individualized marketing grants, as well as for any travel options grants that have a relationship to the collaborative marketing program. In this capacity RTO staff will review progress reports, compile comprehensive progress reports for the RTO Subcommittee and the FTA, and work with the RTO financial analyst to recommend payment of grant invoices. Metro RTO program staff, augmented by contracted professional services, will carry out the following tasks:

- Support marketing working group for effective coordination and partner communication.
- Support implementation of ODOT's Drive Less/Save More campaign in the Portland metropolitan area, coordinate earned media opportunities, represent the campaign at up to twelve community events, disseminate campaign information to RTO partners, and act as liaison to ODOT.
- Develop regional calendar of events, coordinate presence of RTO partners and provide staff support for one community event per month.
- Research and develop white papers and fact sheets to support consistent messaging in RTO marketing activities.
- Develop RTO collateral materials consistent with the Drive Less/Save More campaign, including fact sheets, brochures, web pages, and other collateral materials.
- Provide oversight for Metro's regional Bike There! map product, implement map marketing strategies, oversee sales and distribution, and support collaboration with local and regional partners related to development of bike maps.
- Provide oversight for Metro's regional Walk There! guidebook, implement marketing strategies, oversee sales and distribution, and support collaboration with local and regional partners related to the promotion of walking for short trips.
- Review progress reports for individualized marketing projects and travel options grants related to collaborative marketing activities, compile comprehensive progress reports, and work with the RTO financial analyst to recommend payment of grant invoices.
- Coordinate collaborative marketing activities with other Metro departments to leverage resources and further disseminate program messages.

#### **Key milestones for FY 09-10**

- September 09 – Earned media and events calendars for next quarter completed.
- December 09 – Earned media and events calendars for next quarter completed.
- March 10 – Earned media and events calendars for next quarter completed.
- June 10 – Earned media and events calendars for next quarter completed.

#### **Deliverables**

- RTO collateral materials
- RTO events calendar
- RTO earned media calendar
- Updated Bike There! map
- Quarterly progress reports

## **Commuter services**

The 2008-2013 Regional Travel Options Strategic Plan calls for increased efforts to coordinate the outreach activities of partner's employer and commuter programs. The intended outcomes include avoiding duplication of effort, leveraging resources, and more strategic delivery of services to locations where the greatest impact can be attained. Employer and commuter programs are projected to reduce approximately 47,660,000 vehicle miles of travel per year during the plan timeline.

Currently, the following partners carry out employer and commuter programs: Metro, Oregon Department of Environmental Quality (DEQ), TriMet, Wilsonville SMART, Vancouver Commute Trip Reduction Program, Portland Transportation Options and Transportation Management Associations (TMAs).

A large portion of employer outreach is generated by the Employee Commute Options (ECO) program. The DEQ is responsible for oversight and implementation of the ECO program (OAR 340.242). In its current form, this program mandates that Portland-region businesses with over 100 employees at a given worksite must have a plan in place which aims to reduce by 10 percent from an established baseline the number of drive-alone auto trips to that worksite. This regulation has been in effect in the Portland region since 1996.

The DEQ, TriMet and other regional partners are currently working with 787 affected businesses, 85 percent of which are in compliance, which represents 668,000 employees (35 percent) of the region's employees, making this an effective means of conducting outreach to businesses around the region. This work plan builds on the existing ECO program framework and will encourage all employers working with RTO partners to achieve the 10 percent reduction goal and to use a survey similar to the ECO survey to measure progress.

RTO staff will explore opportunities to collaborate with Metro's Sustainability Center to better integrate agency employer outreach efforts, leverage investments in technology, and coordinate messages.

Metro will continue management of the regional vanpool program and provide subsidies to eligible groups of commuters. Beginning in FY 09-10, C-TRAN will no longer provide funding to Metro to subsidize Washington-based vans and will instead begin operation of their own vanpool fleet. Metro will continue to work closely with C-TRAN to market their vanpools to Portland area employers. Metro will begin work in January 2009 to release a new RFP for vanpool lease providers, building on lessons learned during 06-09 vanpool contract period.

Metro RTO program staff, augmented by contracted professional services, will carry out the following tasks to coordinate the employer program and provide commuter services:

- Coordinate partner outreach activities, facilitate communication between partners and identify a lead agency or organization for each employment site.

- Develop a standardized approach to conducting, tracking and evaluating employer outreach activities.
- Identify target markets and business sectors.
- Add to and standardize the amount of data collected on employer efforts.
- Create a web-based resource for employers in the Drive Less web site that links them to RTO partner programs and services.
- Implement a regional employer recognition program.
- Utilize and maintain a shared contact management database to track employer program contacts and outcomes.
- Provide assistance to other partners at strategically selected outreach events.
- Provide lead role in working with businesses needing rideshare assistance.
- Provide initial response to phone or web-generated contacts; assess level of interest and coordinate hand-off to appropriate external partner.
- Maintain ridematching database, create scatter maps and other outreach tools and collateral materials as needed.
- Review progress reports for travel options grants related to employer outreach activities, compile comprehensive progress reports, and work with the RTO financial analyst to recommend payment of grant invoices.
- Collaborate with Metro's Sustainability Center to better integrate agency employer outreach efforts, leverage investments in technology, and coordinate messages.

#### **Key milestones for FY 09-10**

- September 09 – Implementation of contact management database
- September 09 – Employer outreach coordination plan complete
- September 09 – Quarterly report completed
- December 09 – Collateral materials web site online (ongoing development)
- December 09 – Quarterly report completed
- March 10 – Quarterly report completed
- June 10 – Quarterly report completed

#### **Deliverables**

- Plan for standardizing, conducting and evaluating employer outreach activities.
- Contact management database.
- Collateral materials and web information
- Employer outreach calendar.
- Quarterly progress reports.

### **Traveler information tools**

This program activity serves to provide information and services supporting increased use of travel options for all trips. In FY 09-10 RTO staff will continue to work with partner organizations led by Washington State Department of Transportation (WSDOT) to develop a multi-state, on-line ridematching system, serving Idaho, Oregon and Washington. The proposed system will be an off-the-shelf program procured by WSDOT to replace a variety of systems currently in use by transit and rideshare agencies in the Northwest. This system will replace Metro's existing system, CarpoolMatchNW.org. Initial implementation is expected to take place late summer/fall 2008 with various system expansions taking place over the next two to three years. Development of a new marketing and outreach effort will be conducted, potentially at the state level in concert with other rideshare agencies and Oregon Department of Transportation (ODOT).

Metro RTO staff will carry out the following tasks in 09-10:

- Continue discussions Oregon Department of Transportation (ODOT) staff to expand their involvement and commitment to marketing and operation of the regional rideshare system.
- Work with WSDOT on implementation issues related to the new rideshare system.
- Establish contracts and agreements related to rideshare system operations and maintenance.
- Review progress reports for travel options grants related to traveler information tools, compile comprehensive progress reports, and work with the RTO financial analyst to recommend payment of grant invoices.

### **Key milestones for FY 08-09**

- September 09 – Quarterly report completed
- December 09 – Quarterly report completed
- December 09 – Ridematching system implementation and agreements
- March 10 – Quarterly report completed
- June 10 – Quarterly report completed

### **Deliverables**

- Ridematching system
- Quarterly progress reports

## **Downtowns and centers**

The Regional Travel Options Program promotes and provides services that support increased use of travel options in local downtowns and centers by supporting grants to local jurisdictions, non-profit groups and public private partnerships. The RTO program provides ongoing support to six area Transportation Management Association (TMAs). TMAs are nonprofit coalitions of local businesses and/or public agencies that work in centers and employment areas to strengthen partnerships with businesses to reduce traffic congestion and pollution by improving commuting options for their employees. The RTO Subcommittee will consider the results of a South Waterfront TMA feasibility study in FY 08-09. If the Subcommittee approves regional start-up funding for this TMA, Metro will provide services to seven TMAs in FY 09-10.

Metro RTO staff will carry out the following tasks related to downtowns and centers program objectives:

- Provide technical assistance for TMA project planning, implementation and evaluation activities.
- Develop work plans for each TMA that support the unique character of each area and recognize that each area is at a different level of development and has a unique mix of transportation infrastructure.
- Develop and manage TMA funding agreements.
- Coordinate meetings of TMA directors.
- Track TMA performance toward meeting outreach and performance targets.
- Provide progress reports to the RTO subcommittee.

Additional downtowns and centers objectives will be carried out through the Regional Travel Options grant program. Grant program tasks, milestones and deliverables are described in the program administration portion of this work plan.

## **Key milestones for FY 09-10**

- Sept 09 – TMA directors meeting held
- Jan 10 – TMA directors meeting held
- March 10 – TMA directors meeting held
- May 10 – TMA work plans and booster grant proposals presented to RTO Subcommittee.
- June 10 – TMA work plans and contracts finalized.

## **Deliverables**

- TMA work plans and agreements
- Quarterly progress reports



## **Measurement**

This program collects, analyzes and reports data for each RTO program to ensure that funds are invested in the most cost-effective ways. Evaluation reports are used to refine program development, marketing and implementation. RTO program staff will be responsible for carrying out Goal 5 (Measurement) of the RTO Strategic Plan and the RTO Evaluation Framework, approved in 2007.

The Evaluation Framework guides the level of analysis for each type of RTO project. It also clarifies that both RTO staff and RTO-funded partners have a key role in data collection. RTO will continue to use independent researchers to evaluate the program.

Metro's Travel Research and Modeling staff and Data Resource Center staff will be called upon to consult on the development of new research methods and tools.

Metro RTO staff will carry out the following tasks related to measurement and evaluation in FY 09-10:

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- Conduct on-going data collection and tracking for RTO-funded programs.
- Disseminate findings from the independent evaluation of RTO programs completed by PSU in FY 08-09.
- Provide technical assistance to all RTO-funded partners.
- Develop information-sharing partnerships.
- Explore new methods and tools for storing data, analyzing data and reporting.

### **Key milestones for FY 09-10**

- Present findings from the independent evaluation of RTO programs completed by PSU in FY 08-09.

### **Deliverables**

- Data is collected and methods and databases improved.
- Technical services provided to RTO partners.
- Information-sharing partnerships are developed.

### **Policy, funding and program administration**

This scope of work supports the program structure called for by the strategic plan including administration and management of RTO program functions by Metro.

The RTO program staff will:

- Chair and support RTO Subcommittee of TPAC, including logistics, scheduling and production of meeting summaries.
- RTO Subcommittee research and support on technical and financial issues.
- Create presentations about RTO program for Metro committees and regional partners.
- Administer contracts and agreements for RTO programs.

- Develop and submit FTA application for CMAQ grant funds and administer grants for RTO programs.
- Identify local matching funds sources for future years.
- Complete Business Energy Tax Credit (BETC) applications for the vanpool program.
- Develop the RTO work plan and program budget for fiscal year 10-11.
- Provide local transportation system plan support on achieving 2020 non-SOV targets.
- Provide staff support for demand management and parking components of the Regional Transportation Plan Update and the Transportation System Management and Operations (TSMO) policy update.
- Represent RTO program at Metro committees and jurisdictions and agency meetings.

**Key milestones for FY 09-10**

- Nov 09 – FY 09-10 work program and budget reviewed and adopted by RTO subcommittee
- Feb 10 – FY 09-10 work program and budget reviewed and adopted by TPAC, JPACT and the Metro Council
- June 10 – Submit BETC applications for FY 09-10 projects.

**Deliverables**

- FY 10-11 budget
- RTO subcommittee meeting summaries
- Quarterly progress reports

| <b>RTO BUDGET 2009-2010</b>         |            |                                |  |                  |
|-------------------------------------|------------|--------------------------------|--|------------------|
| <b>Revenues: (as of 7-1-2008)</b>   |            | <b>(BUDGETED)<br/>FY 09-10</b> |  | <b>Totals</b>    |
|                                     |            | 1,800,000                      |  | 1,800,000        |
| MTIP Key 14442                      |            | 606,712                        |  | 606,712          |
| MTIP Key 14441                      |            | 17,510                         |  | 17,510           |
| Bike There! (Current year sales)    |            | 60,000                         |  | 60,000           |
| Walk There! (Current year sales)    |            | 10,000                         |  | 10,000           |
| Walk There! (Current Year Grant)    |            | 21,357                         |  | 21,357           |
| Metro match (General Fund)          |            |                                |  |                  |
| <b>Fund Balance:</b>                |            |                                |  |                  |
| BETC (prior years)                  |            | 50,000                         |  | 50,000           |
| <b>Total Revenue to/from Metro:</b> |            | 2,565,579                      |  | 2,565,579        |
| <b>Expenditures:</b>                | <b>FTE</b> | <b>(BUDGETED)<br/>FY 09-10</b> |  | <b>Totals</b>    |
| <b>Administration:</b>              |            |                                |  |                  |
| FTE                                 | 0.758      | 104,657                        |  | 104,657          |
| M & S                               |            | 10,106                         |  | 10,106           |
| <b>Evaluation and Measurement:</b>  |            |                                |  |                  |
| FTE                                 | 1.500      | 167,513                        |  | 167,513          |
| M & S                               |            | 11,192                         |  | 11,192           |
| <b>Collaborative Marketing:</b>     |            |                                |  |                  |
| FTE                                 | 1.220      | 102,977                        |  | 102,977          |
| Sponsorships                        |            | 22,054                         |  | 22,054           |
| M & S                               |            | 56,238                         |  | 56,238           |
| <b>Commuter Program:</b>            |            |                                |  |                  |
| FTE                                 | 1.500      | 144,993                        |  | 144,993          |
| TriMet                              |            | 385,220                        |  | 385,220          |
| SMART                               |            | 62,315                         |  | 62,315           |
| Ridematch                           |            | 50,000                         |  | 50,000           |
| M & S                               |            | 60,281                         |  | 60,281           |
| <b>RTO Grants:</b>                  |            |                                |  |                  |
| FTE                                 | 0.600      | 85,879                         |  | 85,879           |
| Travel Options                      |            | 262,500                        |  | 262,500          |
| Individualized Marketing            |            | 356,000                        |  | 356,000          |
| <b>TMA:</b>                         |            |                                |  |                  |
| FTE                                 | 0.500      | 73,964                         |  | 73,964           |
| TMA Grants                          |            | 153,000                        |  | 153,000          |
| Booster Grants                      |            | 125,000                        |  | 125,000          |
| South Waterfront                    |            | 75,000                         |  | 75,000           |
| <b>Regional Vanpool:</b>            |            |                                |  |                  |
| FTE                                 | 0.500      | 73,989                         |  | 73,989           |
| M & S                               |            | 182,700                        |  | 182,700          |
| Total expenditures                  | 6.578      | 2,565,579                      |  | 2,565,579        |
| Budget Surplus/(Shortfall)          |            | 0                              |  | (0)              |
| <b>Partners Match:</b>              |            |                                |  |                  |
| Partners match                      |            | 237,059                        |  | 237,059          |
| Total Match:                        |            | 237,059                        |  | 237,059          |
| <b>Total Expense</b>                |            | <b>2,802,638</b>               |  | <b>2,802,638</b> |



**Date:** December 29, 2008  
**To:** TPAC  
**From:** Pam Peck, Metro RTO Manager  
**Re:** **RTO Subcommittee Grants Awards Summary**

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### Background

The Regional Travel Options (RTO) program carries out regional strategies to increase use of travel options, reduce air pollution and carbon emissions, and improve mobility. The RTO program receives federal Congestion Mitigation and Air Quality (CMAQ) funds through the regional Flexible Funds decision-making process. The CMAQ funds are used to support grants to local jurisdictions and non-profit organizations to advance RTO program objectives. Projects must be carried out within the Metro boundary, which includes the urbanized portions of Clackamas, Multnomah and Washington counties.

The RTO Subcommittee of TPAC conducts a competitive process to select projects for RTO grant funding. In 2008, the Subcommittee established two grant categories with unique scoring and selection criteria, a general category for projects that will be carried out from July 2009 to June 2011, and an individualized marketing category for projects that will be carried out from March 2009 to June 2012. Proposals were scored by a Subcommittee working group and a package of proposed grant awards in each category was forwarded to the RTO Subcommittee for approval. This memo summarizes the grant awards in each category adopted by the Subcommittee at November 12, 2008 meeting.

### Travel options grants

#### Regional projects

| Program and recipient              | Grant award | Project description   |
|------------------------------------|-------------|---|
| Multi-Modal Trip Planner<br>TriMet | \$68,930    | The project will test the usability of an Open Source Multi-Modal Trip Planner System which is expected to increase mode share for bike, walk, and transit trips during peak commute hours while decreasing drive-alone trips.  |
| Bike Commute Challenge<br>BTA      | \$25,000    | The BTA bike commute challenge-work place against workplace-to see who can get the most people biking in September. Any business, non-profit or public agency is eligible to participate. Individual cyclists may also participate. This program reduces single-occupant vehicle use and traffic congestion and improved air quality by encouraging people to try bike commuting. |
| Carefree Commuter Challenge<br>WTA | \$38,000    | The Carefree Commuter Challenge is a regional auto trip reduction program creating excitement, competition and camaraderie at the workplace. WTA staff provides a turn-key trip reduction program to employers to help them motivate employees to take transit, bike, walk, carpool, vanpool and telecommuting instead of driving alone.  |

|                                |          |   |
|--------------------------------|----------|---|
| TriMet Bike Park<br><br>TriMet | \$50,000 | TriMet will install electronic-access bike lockers at Beaverton Transit Center with space for 22 bikes and evaluate their effectiveness as a strategy for encouraging bicycling to transit. Evaluation will include the controlled-access bike parking facility at the Portland State University light rail station. As 39% of MAX bike passengers would drive if they did not have a bike-transit option, this project will increase the number of bicycling and transit trips while decreasing drive-alone trips. |
|--------------------------------|----------|---|

**Local projects**

| <b>Program and recipient</b>                              | <b>Grant award</b> | <b>Project description</b>  |
|---|--------------------|---|
| Lloyd Links<br><br>Lloyd TMA                              | \$41,445           | Lloyd Links will link Lloyd employees from the residence to their Lloyd work sites via personal contact and direct one-on-one assistance. This is coupled with education, promotion, incentives and evaluation.   |
| Sunday Parkways<br><br>City of Portland                   | \$30,000           | Sunday Parkways provide a car-free environment where families, cyclist, walkers and others can enjoy our streets and parks. Sunday Parkways reduce auto trips, improve air quality, increase the health and activity levels of residents and increase the awareness and acceptability of bicycling and walking as modes of travel in Portland. The grant will support three (3) Sunday Parkways in North and Northeast Portland in 2009.  |
| Tigard Bike Map<br><br>City of Tigard                     | \$20,000           | This project will replace the long outdated Tigard-area bike map published in 1983, with an upgraded and enhanced city bike-route map. The map would supplement the current Metro Bike There! Map, which provides limited coverage of Tigard and includes few low traffic (green) and moderate traffic (yellow) street designations in comparison with other areas. The inclusion of other information as grades, key neighborhood trails accessways, bus stops, transit and how to access transit, including commuter rail, will make it easier for bicyclists to use the bicycle for all types of transit trips. The map is part of a city strategy to make bicycling safer and more convenient through a variety of efforts. |
| Bike Racks for Commuters<br><br>WTA                       | \$15,000           | Bike Racks for Commuters program will make staple racks available to businesses that participate in the WTA's Westside Commuter Club and will offer \$100 toward installation or city fees. Employers can add funding if there is a greater need for more than two racks. Employees will be encouraged to try cycling with well-sited bike parking on company property.   |
| Wilsonville Bike/Ped Coordinator<br><br>Wilsonville SMART | \$80,000           | The project will expand the SMART Options program by hiring a Bike and Pedestrian Coordinator who will implement priorities set forth in the City of Wilsonville's Bicycle and Pedestrian and Transit Master Plan. As well as creating tools, such as maps and brochures, this person will build on the established community walking and biking programs to engage the growing community interest and establish a structured program similar to the City of Portland's "Options Ambassadors".  |
| Swan Island TNT (Trip Not Taken)                          | \$28,000           | The project seeks to reduce vehicle miles traveled by encouraging Swan Island employees to relocate to adjacent neighborhoods in  |

|   |          |  |
|---|----------|--|
| Swan Island<br>TMA  |          | North and inner Northeast Portland and by helping residents of those neighborhoods find job and career opportunities on Swan Island.   |
| Gresham Way Finding<br>City of Gresham  | \$50,000 | The City of Gresham will install a network of pedestrian and bicycle way-finding signs to aid travelers in finding the locations of local amenities and facilities. The signs will include arrows and distance markers. The City will also produce a bicycle map for the Gresham area that will show bicycle routes and amenities.   |
| Diverse Cultures Cycling Needs Assessment and Pilot Project<br>Community Cycling Center | \$78,625 | The proposed project aims to increase the awareness and acceptability of bicycling as a transportation option among minority and low-income participants in North and Northeast Portland by creating a culturally-specific program to meet the unique needs of a diverse community. The project will reach 250 people through ten community organizations included in a culturally-appropriate needs assessment. Results will be applied to develop a pilot program to increase bicycle trips and reduce car trips among these target audiences. |

### Individualized marketing grants

Individualized marketing projects identify people within a specific geographic area who want to change the way they travel. The projects use personal, individualized contact to motivate travel behavior change. Projects in Portland and more than 300 cities around the world have achieved significant reductions in the number of people driving alone and increased the number of people cycling, walking and using transit.

| Recipient                 | Grant award | Project  | Timeline                   |
|---------------------------|-------------|--|----------------------------|
| City of Portland          | \$200,000   | North/Northwest SmartTrips (approx. 25,000 households)   | Spring 2009 to Fall 2009   |
| City of Gresham           | \$100,000   | Project will target residents who live within one-half mile of the Civic Drive MAX Station (approx. 6,500 households)            | Spring 2009 to Fall 2011   |
| City of Portland          | \$300,000   | Green Line SmartTrips (approx. 27,000 households in east Portland adjacent to MAX Green Line)                                    | Summer 2009 to Fall 2010   |
| City of Wilsonville SMART | \$228,480   | Project will target residential areas of Wilsonville (approx. 5,942 households)  | Summer 2010 to Fall 2011   |
| City of Portland          | \$171,520   | Street Car Loop and South Waterfront SmartTrips (approx. 20,000 households, contingent on completion of Street Car Loop project) | Winter 2011 to Spring 2012 |

### For more information

Contact Pam Peck, Metro RTO Manager, at [Pam.Peck@oregonmetro.gov](mailto:Pam.Peck@oregonmetro.gov) or 503-797-1866.

Agenda Item Number 3.0

**FY 2009-10 BUDGET UPDATE**

Metro Council Work Session  
Tuesday, February 17, 2009  
Metro Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date: February 17, 2009 Time: 2:45 p.m. Length: 1 hr 35 min

Presentation Title: FY 2009-10 budget update and confirmation of budget themes and direction

Service, Office, or Center:

Office of the Chief Operating Officer

Presenters (include phone number/extension and alternative contact information):

COO Michael Jordan and Deputy COO Scott Robinson

### **ISSUE & BACKGROUND**

Since 2003, Metro has increasingly linked agency goals to efforts along with making internal agency improvements. A strategic planning and operational cycle will use Council guidance, strategic budget program prioritization, program implementation and performance tracking to establish transparency, effectiveness and efficiency at Metro. A program performance management model at Metro will use strategic goal setting, budgeting and performance management within each step of the cycle.

The Metro budget for the next fiscal year will be built from agreed-upon budget themes and direction. Strategic program alignment will continue to be refined based on Council goals and direction.

### **IMPLICATIONS AND SUGGESTIONS**

Council endorsement of the program performance management model will provide for fiscal accountability, program effectiveness, organizational focus and agency efficiency.

Clear Council direction will minimize the gap between the budget as proposed and the budget as amended by Council.

### **QUESTION(S) PRESENTED FOR CONSIDERATION**

Does the program performance management model meet Council's desire for establishing transparency, effectiveness and efficiency at Metro?

Have Council assumptions regarding base operations, policy initiatives, operational priorities and remaining budget challenges been accurately reflected?

Does the budget timeline appear achievable?

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION** \_\_Yes **X**\_No