



**METRO**

**Agenda**

MEETING: METRO COUNCIL  
DATE: February 19, 2009  
DAY: Thursday  
TIME: 2:00 PM  
PLACE: Metro Council Chamber

**CALL TO ORDER AND ROLL CALL**

**1. INTRODUCTIONS**

**2. CITIZEN COMMUNICATIONS**

**3. SUSTAINABILITY MANAGEMENT** Flynn

**4. REGIONAL TRAVEL OPTIONS PRESENTATION** Peck

**5. CONSENT AGENDA**

5.1 Consideration of Minutes for the February 12, 2009 Metro Council Regular Meeting.

5.2 **Resolution No. 09-4027**, Confirming the Reappointment of Members to the Nature in Neighborhoods Capital Grants Review Committee, Designating the Chair and Appointing a New Metro Natural Resources Staff Person.

**6. ORDINANCES – FIRST READING**

6.1 **Ordinance No. 09-1210**, For the Purpose of Amending Metro Code Section 4.01.050(a) Admission Fees, Effective June 1, 2009.

6.2 **Ordinance No. 09-1211**, For the Purpose of Amending Metro Code, Chapter 12.02 Regional Park Fees, Section 10.02.020, to Adjust Park Entry Fees and Delegate to the Chief Operating Officer the Authority to Set all Other Regional Park Use Fees and Rental Fees.

6.3 **Ordinance No. 09-1212**, Amending the FY 2008-09 Budget and Appropriations Schedule Recognizing Donations to the Oregon Zoo, Amending the Capital Improvement Plan, and Declaring an Emergency.

**7. RESOLUTIONS**

7.1 **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.

Harrington

**8. CHIEF OPERATING OFFICER COMMUNICATION**

**9. COUNCILOR COMMUNICATION**

**ADJOURN**

**Television schedule for February 19, 2009 Metro Council meeting**

<p><b>Clackamas, Multnomah and Washington counties, and Vancouver, Wash.</b>  Channel 11 – Community Access Network  <a href="http://www.tvctv.org">www.tvctv.org</a> – (503) 629-8534  2 p.m. Thursday, Feb. 19 (Live)</p>	<p><b>Portland</b>  Channel 30 (CityNet 30) – Portland Community Media  <a href="http://www.pcmv.org">www.pcmv.org</a> – (503) 288-1515  8:30 p.m. Sunday, Feb. 22  2 p.m. Monday, Feb 23</p>
<p><b>Gresham</b>  Channel 30 – MCTV  <a href="http://www.mctv.org">www.mctv.org</a> – (503) 491-7636  2 p.m. Monday, Feb. 23</p>	<p><b>Washington County</b>  Channel 30 – TVC-TV  <a href="http://www.tvctv.org">www.tvctv.org</a> – (503) 629-8534  11 p.m. Saturday, Feb. 21  11 p.m. Sunday, Feb. 22  6 a.m. Tuesday, Feb. 24  4 p.m. Wednesday, Feb. 25</p>
<p><b>Oregon City, Gladstone</b>  Channel 28 – Willamette Falls Television  <a href="http://www.wftvaccess.com">www.wftvaccess.com</a> – (503) 650-0275  Call or visit website for program times.</p>	<p><b>West Linn</b>  Channel 30 – Willamette Falls Television  <a href="http://www.wftvaccess.com">www.wftvaccess.com</a> – (503) 650-0275  Call or visit website for program times.</p>

**PLEASE NOTE: Show times are tentative and in some cases the entire meeting may not be shown due to length. Call or check your community access station web site to confirm program times.**

Agenda items may not be considered in the exact order in which they are listed. If you have questions about the agenda, please call Chris Billington, Clerk of the Council, at (503) 797-1542. Public hearings are held on all ordinances second read and on resolutions upon request of the public. Documents for the record must be submitted to the Clerk of the Council to be included in the decision record. Documents can be submitted by e-mail, fax or mail or in person to the Clerk of the Council. For additional information about testifying before the Metro Council, and for other public comment opportunities, please go to this section of the Metro website [www.oregonmetro.gov/participate](http://www.oregonmetro.gov/participate). For assistance per the American Disabilities Act (ADA), dial Metro’s TDD line (503) 797-1804 or (503) 797-1540 for the (Council Office).

Agenda Item Number 3.0

**SUSTAINABILITY MANAGEMENT**

*Auditor Report*

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

Agenda Item Number 4.0

**REGIONAL TRAVEL OPTIONS PRESENTATION**

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

Agenda Item Number 5.1

Consideration of Minutes of the February 12, 2009 Metro Council Regular Meeting

*Consent Agenda*

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

Agenda Item Number 5.2

**Resolution No.09-4027**, Confirming the Reappointment of Members to the Nature in Neighborhoods Capital Grants Review Committee, Designating the Chair and Appointing a New Metro Natural Resources Staff Person.

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

BEFORE THE METRO COUNCIL

CONFIRMING THE REAPPOINTMENT OF MEMBERS TO THE NATURE IN NEIGHBORHOODS CAPITAL GRANTS REVIEW COMMITTEE, DESIGNATING THE CHAIR, AND APPOINTING A NEW METRO NATURAL RESOURCES STAFF REPRESENTATIVE. ) RESOLUTION NO. 09-4027 ) Introduced by Council President Bragdon )

WHEREAS, on November 1, 2007, the Metro Council approved Resolution No. 07-3879, "Confirming the Appointment of Members to the Nature in Neighborhoods Capital Grants Review Committee;"

WHEREAS, on December 6, 2007, the Metro Council approved Resolution No. 07-3874, "Confirming the Appointment of the Chair of the Nature in Neighborhoods Capital Grants Review Committee;"

WHEREAS, three of the members were appointed to one-year terms and are eligible to serve two additional two-year terms;

WHEREAS, the Metro Natural Resources staff person that was previously appointed to the committee no longer works at Metro, so a new staff person must be appointed to fill that position;

WHEREAS, the Council President desires to reappoint the three current members of the committee, to reconfirm the designation of the Chair of the committee, and to appoint a new Metro Natural Resources staff person to the committee; now, therefore,

BE IT RESOLVED, that the Metro Council confirms the reappointments to the Nature in Neighborhoods Capital Grants Review Committee, the designation of the Chair of the committee, and the appointment of a new Metro Natural Resources staff member to the committee, as set forth in Exhibit "A" attached hereto.

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_ 2009.

\_\_\_\_\_  
David Bragdon, Council President

Approved as to Form:

\_\_\_\_\_  
Daniel B. Cooper, Metro Attorney

**Exhibit A to Resolution No. 09-4027**

**Nature in Neighborhoods  
Capital Grants Review Committee**

**Committee Member Appointments**

The following persons shall serve two-year terms, and be eligible thereafter to serve one additional two-year term:

Todd Alsbury	Fish Biologist, Oregon Department of Fish and Wildlife
Sue Marshall	Independent Consultant, Former Executive Director of Tualatin Riverkeepers
Mike Faha	Founding Principal of Greenworks P.C.

The chairperson of the committee shall be: Sue Marshall

The following Metro Natural Resources staff member shall fill a position that is not term-limited:

Curt Zonick	Natural Resource Scientist
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## STAFF REPORT

### CONFIRMING THE REAPPOINTMENT OF MEMBERS TO THE NATURE IN NEIGHBORHOODS CAPITAL GRANTS REVIEW COMMITTEE, DESIGNATING THE CHAIR, AND APPOINTING A NEW METRO NATURAL RESOURCES STAFF REPRESENTATIVE.

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Date: February 19, 2009

Prepared by: Jim Desmond  
Kathleen Brennan-Hunter

## BACKGROUND

The Natural Areas Bond Measure provides \$15 million for a Nature in Neighborhoods Capital Grants Program to provide local organizations and public entities with additional funds for land acquisition and projects that protect and enhance natural resources in the urban environment.

The Metro Council created a new Nature in Neighborhoods Capital Grants Review Committee in November 2007. The Capital Grants Review Committee consists of 9 members that were appointed by the Council President and confirmed by the Metro Council on November 1, 2007, by its approval of Resolution No. 07-3879, "Confirming the Appointment of Members to the Nature in Neighborhoods Capital Grants Review Committee."

Members of the committee are drawn from all areas of the region and from a variety of technical and professional disciplines, including water quality specialists, a fish biologist, and a landscape architect.

The grant review committee reviews grant applications that Metro staff has screened and makes recommendations for funding to the Metro Council. The Metro Council awards all grants under this program.

This Resolution reappoints three committee members, and appoints a new Metro Natural Resources staff member to the committee because the prior staff member no longer works at Metro. This Resolution also documents the Council President's designation of Sue Marshall as the Chair of the committee.

## ANALYSIS/INFORMATION

### 1. **Known Opposition**

None.

### 2. **Legal Antecedents**

Metro Resolution No. 06-3672B, "For the Purpose of Submitting to the Voters of the Metro Area a General Obligation Bond Indebtedness in the Amount of \$227.4 Million to Fund Natural Area Acquisition and Water Quality Protection," approved by the Metro Council on March 9, 2006.

Metro Code Section 2.19.230, "Nature in Neighborhoods Capital Grants Review Committee," which section establishes the purpose, authority, and member appointment process for the committee.

Metro Resolution No. 07-3879, "Confirming the Appointment of Members to the Nature in Neighborhoods Capital Grants Review Committee," approved by the Metro Council on November 1, 2007.

Metro Resolution No. 07-3874, "Confirming the Appointment of the Chair of the Nature in Neighborhoods Capital Grants Review Committee," approved by the Metro Council on December 6, 2007.

3. **Anticipated Effects**

By approving resolution 09-4027, the Metro Council will reappoint three committee members whose terms have expired but wish to continue serving, will reconfirm the designation of the Chair of the committee, and will appoint a replacement Metro Natural Resources staff member to the committee. The expertise of these Committee members have helped ensure that grant funds are awarded to projects that best meet the goals and objectives of the Natural Areas Bond Measure.

4. **Budget Impacts**

There are no budget impacts.

**RECOMMENDED ACTION**

Staff recommends adoption of Resolution No. 09-4027.

Agenda Item Number 6.1

**Ordinance No. 09-1210**, For the Purpose of Amending Metro Code Section  
4.01.050(a) Admission Fees, Effective June 1, 2009.

*First Reading*

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO ) ORDINANCE NO. 09-1210  
CODE SECTION 4.01.050(a) ADMISSION FEES, )  
EFFECTIVE JUNE 1, 2009 ) Introduced by Michael Jordan, Chief  
 ) Operating Officer, with the concurrence of  
 ) Council President David Bragdon

WHEREAS, the Oregon Zoo periodically needs to increase admission charges to keep pace with increased operating costs; and

WHEREAS, Oregon Zoo admission fees have not been increased since January 1, 2005; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That Metro Code Section 4.01.050(a) Admission Fees - Regular Fee Schedule is amended to read as follows:

“4.01.050 Admission Fees and Policies

(a) Regular Fee Schedule

Adult (12 years and over)	\$9.50	\$10.25
Youth (3 years through 11 years)	\$6.50	\$7.25
Child (2 years and younger)	Free	
Senior Citizen (65 years and over)	\$8.00	\$8.75”

2. That all other provisions of Metro Code Section 4.01.050 Admission Fees and Policies remain the same.
3. The amendment to Metro Code Section 4.01.050(a) Admission Fees – Regular Fee Schedule, takes effect June 1, 2009.

ADOPTED by the Metro Council this \_\_\_\_\_ day of February 2009.

\_\_\_\_\_  
David Bragdon, Council President

Attest:

Approved as to Form:

\_\_\_\_\_  
Christina Billington, Recording Secretary

\_\_\_\_\_  
Daniel B. Cooper, Metro Attorney

## STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 09-1210, FOR THE PURPOSE OF AMENDING METRO CODE SECTION 4.01.050(a) ADMISSION FEES, EFFECTIVE JUNE 1, 2009

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Date: January 13, 2009

Prepared by: Craig M. Stroud  
(503) 220-2451

### BACKGROUND

The purpose of this ordinance is to amend Metro code section 4.01.050(a) to increase admission fees by \$.75, effective June 1, 2009. The last increase of \$.50 to the zoo admission fee was effective January 1, 2005.

The zoo is also increasing the \$1.00 discount offered to non-members who ride mass transit to the zoo by \$.50. The new transit discount of \$1.50 will be effective June 1, 2009.

### ANALYSIS/INFORMATION

- 1. Known Opposition:** None known.
- 2. Legal Antecedents:** Metro Code Section 4.01.050(a) Admission Fees and Policies identifies policies on Zoo admission fees, and requires the Zoo to request an amendment to increase fees.
- 3. Anticipated Effects:** The \$.75 fee increase proposed for June 1, 2009 would bring the adult admission rate to \$10.25. This rate is still the lowest of comparable facilities on the west coast and considerably lower than the two other Association of Zoos & Aquariums accredited facilities in Oregon. Community Tuesday admissions of \$2.00, offered the second Tuesday of every month, and periodic free zoo admission days are well attended, and offer opportunities to guests that might otherwise not be able to visit the zoo as frequently.

West Coast Zoos, Aquariums & Attractions	Location	Adult Admission
Oregon Museum of Science and Industry	Portland, OR	\$11.00
Oregon Coast Aquarium *	Newport, OR	\$14.25
Wildlife Safari *	Winston, OR	\$17.99
Woodland Park Zoo	Seattle, WA	\$16.50
Point Defiance Zoo	Tacoma, WA	\$13.00
San Francisco Zoo	San Francisco, CA	\$15.00
Los Angeles Zoo	Los Angeles, CA	\$12.00
	<b>Average</b>	<b>\$14.25</b>
	<b>Oregon Zoo Proposed Fee as of June 1, 2009</b>	<b>\$10.25</b>

\* The only other Association of Zoos & Aquariums accredited facilities in Oregon.

The admission fee structure is proposed as follows:

<u>Category</u>	<u>Current</u>	<u>Proposed</u>	<u>Increase</u>
Adult	\$9.50	\$10.25	\$.75
Child	\$6.50	\$7.25	\$.75
Senior	\$8.00	\$8.75	\$.75

- 4. Budget Impacts:** The additional revenue generated by the admission fee increases, net transit discount, is estimated at \$76,304 for June 2009, and \$516,993 for fiscal year 2009-10. The fiscal year 2008-09 adopted budget assumes a \$.25 fee increase, and the fiscal year 2009-10 requested budget assumes a \$.50 fee increase. This ordinance implements these increases.

#### **RECOMMENDED ACTION**

The Chief Operating Officer recommends adoption of this Ordinance.

Agenda Item Number 6.2

**Ordinance No. 09-1211**, For the Purpose of Amending Metro Code, Chapter 12.02 Regional Park Fees, Section 10.02.020, to Adjust Park Entry Fees and Delegate to the Chief Operating Officer the Authority to Set all Other Regional Park Use Fees and Rental Fees.

*First Reading*

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

Agenda Item Number 6.3

**Ordinance No. 09-1212**, Amending the FY 2008-09 Budget and Appropriations Schedule Recognizing Donations to the Oregon Zoo, Amending the Capital Improvement Plan, and Declaring an Emergency

*First Reading*

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber



BEFORE THE METRO COUNCIL

AMENDING THE FY 2008-09 BUDGET AND ) ORDINANCE NO. 09-1212  
APPROPRIATION SCHEDULE RECOGNIZING )  
DONATIONS TO THE OREGON ZOO, ) Introduced by Michael Jordan, Chief  
AMENDING THE CAPITAL IMPROVEMENT ) Operating Officer, with the concurrence of  
PLAN, AND DECLARING AN EMERGENCY ) Council President David Bragdon  
)

WHEREAS, the Metro Council has reviewed and considered the need to increase appropriations within the FY 2008-09 Budget; and

WHEREAS, Oregon Budget Law ORS 294.326 allows for the expenditure in the year of receipt of grants, gifts, bequests, and other devices received by a municipal corporation in trust for a specific purpose; and

WHEREAS, the need for the increase of appropriation has been justified; and

WHEREAS, adequate funds exist for other identified needs; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

- 1. That the FY 2008-09 Budget and Schedule of Appropriations are hereby amended as shown in the column entitled "Revision" of Exhibits A and B to this Ordinance for the purpose of recognizing donations to the Oregon Zoo.
2. That the FY 2008-09 through FY 2012-13 Capital Improvement Plan is hereby amended to include the projects shown in Exhibit C to this Ordinance.
3. This Ordinance being necessary for the immediate preservation of the public health, safety or welfare of the Metro area in order to meet obligations and comply with Oregon Budget Law, an emergency is declared to exist, and this Ordinance takes effect upon passage.

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_ 2009.

\_\_\_\_\_  
David Bragdon, Council President

Attest:

Approved as to Form:

\_\_\_\_\_  
Christina Billington, Recording Secretary

\_\_\_\_\_  
Daniel B. Cooper, Metro Attorney

**Exhibit A**  
**Ordinance No. 09-1212**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget		
		FTE	Amount	FTE	Amount	FTE	Amount	
<b>Metro Capital Fund</b>								
<b>Resources (this fund formerly included renewal &amp; replacement now budgeted in a separate fund)</b>								
<i>Resources</i>								
BEGBAL	<i>Beginning Fund Balance</i>							
3500	* Prior year ending balance		7,547,235		0		7,547,235	
3500	* Prior year PERS Reserve		6,553		0		6,553	
GRANTS	<i>Grants</i>							
4100	Federal Grants-Direct		104,973		0		104,973	
4105	Federal Grants-Indirect		820,000		0		820,000	
4110	State Grants-Direct		1,340,800		0		1,340,800	
4115	State Grants-Indirect		100,000		0		100,000	
4120	Local Grants-Direct		413,764		0		413,764	
INTRST	<i>Interest Earnings</i>							
4700	Interest on Investments		110,854		0		110,854	
DONAT	<i>Contributions from Private Sources</i>							
4750	Donations and Bequests		3,698,027		0		3,698,027	
CAPGRT	<i>Capital Contributions &amp; Donations</i>							
4755	Capital Contributions & Donations		0		586,625		586,625	
MISCRV	<i>Miscellaneous Revenue</i>							
4890	Miscellaneous Revenue		2,751,919		0		2,751,919	
EQTREV	<i>Fund Equity Transfers</i>							
4970	Transfer of Resources							
	* from General Renewal & Replacement Fund		375,000		0		375,000	
	* from General Fund (per ton on SW)		270,000		0		270,000	
	* from General Fund-FAS projects		65,000		0		65,000	
	* from General Fund-IT Projects		140,000		0		140,000	
<b>TOTAL RESOURCES</b>			<b>\$17,744,125</b>		<b>\$586,625</b>		<b>\$18,330,750</b>	
<b>Total Personal Services</b>		<b>2.00</b>	<b>\$179,631</b>	<b>-</b>	<b>\$0</b>	<b>2.00</b>	<b>\$179,631</b>	
<b>Total Materials &amp; Services</b>			<b>\$540,000</b>		<b>\$0</b>		<b>\$540,000</b>	
<i>Capital Outlay</i>								
CAPNON	<i>Capital Outlay (non-CIP Projects)</i>							
5750	Office Furniture & Equip		25,000		0		25,000	
CAPCIP	<i>Capital Outlay (CIP Projects)</i>							
5710	Improve-Oth thn Bldg		8,453,800		0		8,453,800	
5720	Buildings & Related		100,000		0		100,000	
5730	Exhibits and Related		5,296,000		556,625		5,852,625	
5740	Equipment & Vehicles		135,959		30,000		165,959	
5750	Office Furniture & Equip		265,000		0		265,000	
<b>Total Capital Outlay</b>			<b>\$14,275,759</b>		<b>\$586,625</b>		<b>\$14,862,384</b>	
<b>Total Interfund Transfers</b>			<b>\$97,174</b>		<b>\$0</b>		<b>\$97,174</b>	
<b>Total Contingency &amp; Unappropriated Balance</b>			<b>\$2,651,561</b>		<b>\$0</b>		<b>\$2,651,561</b>	
<b>TOTAL REQUIREMENTS</b>			<b>2.00</b>	<b>\$17,744,125</b>	<b>-</b>	<b>\$586,625</b>	<b>2.00</b>	<b>\$18,330,750</b>

**Exhibit A  
Ordinance No. 09-1212**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Resources</b>							
<i>Resources</i>							
<i>BEGBAL</i>	<i>Beginning Fund Balance</i>						
3500	Beginning Fund Balance						
	* Undesignated		4,094,902		0		4,094,902
	* Prior period audit adjustment: TOD		5,865,983		0		5,865,983
	* Reserved for Underspending		334,000		0		334,000
	* Project Carryover		1,481,337		0		1,481,337
	* Tourism Opportunity & Comp. Account		96,655		0		96,655
	* Recovery Rate Stabilization Reserve		1,012,884		0		1,012,884
	* Reserved for Local Gov't Grants (CET)		602,046		0		602,046
	* Reserve for Future Debt Service		2,397,852		0		2,397,852
	* Tibbets Flower Account		352		0		352
	* Reserved for Future Planning Needs		1,604,140		0		1,604,140
	* Reserved for Future Election Costs		290,000		0		290,000
	* Reserved for Nature in Neighborhood Grants		1,050,000		0		1,050,000
	* Reserved for Reg. Afford. Housing Revolving F		1,000,000		0		1,000,000
	* Reserved for Metro Regional Center Remodel		413,000		0		413,000
	* Reserve for Future Natural Areas Operations		764,453		0		764,453
	* Prior year PERS Reserve		2,782,174		0		2,782,174
<i>EXCISE</i>	<i>Excise Tax</i>						
4050	Excise Taxes		15,106,909		0		15,106,909
4055	Construction Excise Tax		1,497,954		0		1,497,954
<i>RPTAX</i>	<i>Real Property Taxes</i>						
4010	Real Property Taxes-Current Yr		10,618,031		0		10,618,031
4015	Real Property Taxes-Prior Yrs		318,541		0		318,541
<i>GRANTS</i>	<i>Grants</i>						
4100	Federal Grants - Direct		3,999,452		0		3,999,452
4105	Federal Grants - Indirect		5,578,045		0		5,578,045
4110	State Grants - Direct		1,351,000		0		1,351,000
4120	Local Grants - Direct		5,503,093		0		5,503,093
<i>LGSHRE</i>	<i>Local Gov't Share Revenues</i>						
4135	Marine Board Fuel Tax		114,000		0		114,000
4139	Other Local Govt Shared Rev.		447,967		0		447,967
<i>GVCNTB</i>	<i>Contributions from Governments</i>						
4145	Government Contributions		410,633		0		410,633
<i>LICPER</i>	<i>Licenses and Permits</i>						
4150	Contractor's Business License		412,000		0		412,000
<i>CHGSVC</i>	<i>Charges for Service</i>						
4160	Boat Ramp Use Permits		508		0		508
4165	Boat Launch Fees		150,000		0		150,000
4180	Contract & Professional Service		563,178		0		563,178
4200	UGB Fees		50,000		0		50,000
4230	Product Sales		387,519		0		387,519
4280	Grave Openings		179,325		0		179,325
4285	Grave Sales		144,675		0		144,675
4500	Admission Fees		7,759,908		0		7,759,908
4501	Conservation Surcharge		150,000		0		150,000
4510	Rentals		807,341		0		807,341
4550	Food Service Revenue		5,155,669		0		5,155,669
4560	Retail Sales		2,216,110		0		2,216,110
4580	Utility Services		2,000		0		2,000

**Exhibit A**  
**Ordinance No. 09-1212**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Resources</b>							
4610	Contract Revenue		883,315		0		883,315
4620	Parking Fees		930,000		0		930,000
4630	Tuition and Lectures		1,239,645		0		1,239,645
4635	Exhibit Shows		1,049,986		0		1,049,986
4640	Railroad Rides		805,462		0		805,462
4645	Reimbursed Services		270,000		0		270,000
4650	Miscellaneous Charges for Service		13,831		0		13,831
4760	Sponsorships		57,000		0		57,000
<i>INTRST</i>	<i>Interest Earnings</i>						
4700	Interest on Investments		994,972		0		994,972
<i>DONAT</i>	<i>Contributions from Private Sources</i>						
4750	Donations and Bequests		1,310,895		35,600		1,346,495
<i>INCGRV</i>	<i>Internal Charges for Service</i>						
4670	Charges for Service		48,124		0		48,124
<i>MISCRV</i>	<i>Miscellaneous Revenue</i>						
4170	Fines and Forfeits		20,000		0		20,000
4890	Miscellaneous Revenue		151,000		0		151,000
4891	Reimbursements		1,411,973		0		1,411,973
<i>EQTREV</i>	<i>Fund Equity Transfers</i>						
4970	Transfer of Resources						
	* from MERC Pooled Capital Fund		97,174		0		97,174
<i>INDTRV</i>	<i>Interfund Reimbursements</i>						
4975	Transfer for Indirect Costs						
	* from MERC Operating Fund		1,842,802		0		1,842,802
	* from Natural Areas Fund		1,028,311		0		1,028,311
	* from Solid Waste Revenue Fund		3,681,110		0		3,681,110
<i>INTSRV</i>	<i>Internal Service Transfers</i>						
4980	Transfer for Direct Costs						
	* from Natural Areas Fund		128,513		0		128,513
	* from Smith & Bybee Lakes Fund		119,980		0		119,980
	* from Solid Waste Revenue Fund		738,056		0		738,056
<b>TOTAL RESOURCES</b>			<b>\$103,535,785</b>		<b>\$35,600</b>		<b>\$103,571,385</b>

**Exhibit A**  
**Ordinance No. 09-1212**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Oregon Zoo</b>							
<b>Total Personal Services</b>		<b>153.98</b>	<b>\$15,761,655</b>	<b>0.00</b>	<b>\$0</b>	<b>153.98</b>	<b>\$15,761,655</b>
<b><i>Materials &amp; Services</i></b>							
<i>GOODS Goods</i>							
	5201 Office Supplies		115,715		0		115,715
	5205 Operating Supplies		1,383,558		9,600		1,393,158
	5210 Subscriptions and Dues		58,754		0		58,754
	5214 Fuels and Lubricants		82,000		0		82,000
	5215 Maintenance & Repairs Supplies		367,550		0		367,550
	5220 Food		1,260,000		0		1,260,000
<i>SVCS Services</i>							
	5245 Marketing		6,650		0		6,650
	5240 Contracted Professional Svcs		1,004,772		25,000		1,029,772
	5251 Utility Services		2,228,970		0		2,228,970
	5255 Cleaning Services		37,600		0		37,600
	5260 Maintenance & Repair Services		160,775		0		160,775
	5265 Rentals		179,350		0		179,350
	5280 Other Purchased Services		940,091		0		940,091
	5290 Operations Contracts		1,962,692		0		1,962,692
<i>CAPMNT Capital Maintenance</i>							
	5262 Capital Maintenance - Non-CIP		314,800		0		314,800
<i>IGEXP Intergov't Expenditures</i>							
	5300 Payments to Other Agencies		91,680		0		91,680
	5315 Grants to Other Governments		10,000		0		10,000
<i>OTHEXP Other Expenditures</i>							
	5445 Grants		165,000		0		165,000
	5450 Travel		105,705		0		105,705
	5455 Staff Development		49,980		1,000		50,980
	5490 Miscellaneous Expenditures		135,265		0		135,265
<b>Total Materials &amp; Services</b>			<b>\$10,660,907</b>		<b>\$35,600</b>		<b>\$10,696,507</b>
<b>Total Capital Outlay</b>			<b>\$255,000</b>		<b>\$0</b>		<b>\$255,000</b>
<b>TOTAL REQUIREMENTS</b>		<b>153.98</b>	<b>\$26,677,562</b>	<b>0.00</b>	<b>\$35,600</b>	<b>153.98</b>	<b>\$26,713,162</b>

**Exhibit B**  
**Ordinance 09-1212**  
**Schedule of Appropriations**

	<b>Current Appropriation</b>	<b>Revision</b>	<b>Revised Appropriation</b>
<b>GENERAL FUND</b>			
Council Office	3,109,046	0	3,109,046
Finance & Administrative Services	5,489,506	0	5,489,506
Human Resources	1,737,211	0	1,737,211
Information Technology	2,808,244	0	2,808,244
Metro Auditor	651,286	0	651,286
Office of Metro Attorney	1,997,616	0	1,997,616
Oregon Zoo	26,677,562	35,600	26,713,162
Planning	24,467,799	0	24,467,799
Public Affairs & Government Relations	1,993,617	0	1,993,617
Regional Parks & Greenspaces	8,425,902	0	8,425,902
Special Appropriations	3,538,480	0	3,538,480
Former ORS 197.352 Claims & Judgments	100	0	100
Non-Departmental			
Debt Service	1,450,486	0	1,450,486
Interfund Transfers	5,165,928	0	5,165,928
Contingency	7,285,705	0	7,285,705
Unappropriated Balance	8,737,297	0	8,737,297
<b>Total Fund Requirements</b>	<b>\$103,535,785</b>	<b>\$35,600</b>	<b>\$103,535,785</b>
<b>METRO CAPITAL FUND</b>			
Capital Program	14,995,390	586,625	15,582,015
Non-Departmental			
Interfund Transfers	97,174	0	97,174
Contingency	2,293,857	0	2,293,857
Unappropriated Balance	357,704	0	357,704
<b>Total Fund Requirements</b>	<b>\$17,744,125</b>	<b>\$586,625</b>	<b>\$17,744,125</b>

*All other appropriations remain as previously adopted*

**EXHIBIT C  
Ordinance 09-1212**

**Capital Project Request - Project Detail**

<b>Project Title:</b>	Red Ape Reserve "Orangutan"			<b>Fund:</b>	Zoo Capital Projects Fund		
<b>Project Status:</b>	Incomplete	<b>Funding Status:</b>	Funded	<b>FY First Authorized:</b>	2007-08	<b>Department:</b>	Oregon Zoo
<b>Project Number</b>	ZPR12	<b>Active:</b>	<input checked="" type="checkbox"/>	<b>Dept. Priority:</b>	3	<b>Facility:</b>	
		<b>Division:</b>	Construction Maintenance				
<b>Source Of Estimat</b>	Preliminary	<b>Source:</b>		<b>Start Date:</b>	7/07	<b>Date:</b>	12/4/2006
		<b>Cost Type:</b>	Facilities				
<b>Type of Project:</b>	New	<b>Request Typ</b>	Initial	<b>Completion Date:</b>	6/09	<b>Prepared By:</b>	Craig Stroud

<b>Project Estimates</b>	<b>Actual</b>	<b>Budget/Est</b>	<b>Prior</b>						
<b>Capital Cost:</b>	<b>Expend</b>	<b>2007-2008</b>	<b>Years</b>	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>2012-2013</b>	<b>Total</b>
Design and Engineering	\$0	\$95,000	\$95,000	\$0	\$0	\$0	\$0	\$0	\$95,000
Construction	\$0	\$130,000	\$130,000	\$1,900,125	\$0	\$0	\$0	\$0	\$2,030,125
Project Contingency	\$0	\$0	\$0	\$144,000	\$0	\$0	\$0	\$0	\$144,000
1% for Art	\$0	\$0	\$0	\$16,000	\$0	\$0	\$0	\$0	\$16,000
<b>Total:</b>	\$0	\$225,000	\$225,000	\$2,060,125	\$0	\$0	\$0	\$0	\$2,285,125

**Funding Source:**

Fund Balance - Capital Reserve	\$0	\$225,000	\$225,000	\$1,575,000	\$0	\$0	\$0	\$0	\$1,800,000
Donations	\$0	\$0	\$0	\$485,125	\$0	\$0	\$0	\$0	\$485,125
<b>Total:</b>	\$0	\$225,000	\$225,000	\$2,060,125	\$0	\$0	\$0	\$0	\$2,285,125

**Annual Operating Budget Impact**

<b>Annual Revenues</b>				\$0	\$405,360	\$205,382	\$156,064	\$118,568	\$885,374
<b>Annual Expenditures</b>									
Materials and Services				\$0	\$17,000	\$17,000	\$17,000	\$17,000	\$68,000
Subtotal, Expenditures:				\$0	\$17,000	\$17,000	\$17,000	\$17,000	\$68,000
<b>Net Operating Contribution (Cost):</b>				\$0	\$388,360	\$188,382	\$139,064	\$101,568	\$817,374

<b>Project Description / Justification:</b>	<b>Estimated Useful Life (yrs):</b>	20	<b>First Full Fiscal Year of Operation:</b>	2009-10
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Construction of a new indoor exhibit, the construction of new holding/shift rooms, and the renovation of existing outdoor exhibits. The Oregon Zoo Foundation donated \$438,725 and the American Association of Zoo Keepers is donating \$46,400 designated for use in this exhibits construction.

**EXHIBIT C  
Ordinance 09-1212**

**Capital Project Request - Project Detail**

<b>Project Title:</b>	Family Farm Addition			<b>Fund:</b>	Zoo Capital Projects Fund		
<b>Project Status:</b>	Incomplete	<b>Funding Status:</b>	Funded	<b>FY First Authorized:</b>	2008-09	<b>Department:</b>	Oregon Zoo
<b>Project Number</b>	ZGN03	<b>Active:</b>	<input checked="" type="checkbox"/>	<b>Dept. Priority:</b>	6	<b>Facility:</b>	
<b>Source Of Estimat</b>	Preliminary	<b>Source:</b>		<b>Start Date:</b>	7/08	<b>Date:</b>	12/12/2007
<b>Cost Type:</b>							Facilities
<b>Type of Project:</b>	Replacement	<b>Request Type</b>	Initial	<b>Completion Date:</b>	6/09	<b>Prepared By:</b>	Craig Stroud

Project Estimates	Actual	Budget/Est	Prior						
Capital Cost:	Expend	2007-2008	Years	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	Total
Construction	\$0	\$0	\$0	\$75,000	\$0	\$0	\$0	\$0	\$75,000
<b>Total:</b>	\$0	\$0	\$0	\$75,000	\$0	\$0	\$0	\$0	\$75,000

**Funding Source:**

Fund Balance - Capital Reserve	\$0	\$0	\$0	\$51,000	\$0	\$0	\$0	\$0	\$51,000
Donations	\$0	\$0	\$0	\$24,000	\$0	\$0	\$0	\$0	\$24,000
<b>Total:</b>	\$0	\$0	\$0	\$75,000	\$0	\$0	\$0	\$0	\$75,000

**Annual Operating Budget Impact**

<b>Annual Revenues</b>	\$0	\$51,000	\$41,000	\$31,000	\$20,000	\$143,000
<b>Net Operating Contribution (Cost):</b>	\$0	\$51,000	\$41,000	\$31,000	\$20,000	\$143,000

<b>Project Description / Justification:</b>	<b>Estimated Useful Life (yrs):</b>	20	<b>First Full Fiscal Year of Operation:</b>	2009-10
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Expand the zoo's family farm to accommodate one or more additional species that interact with the visitors. Farm pigs and a cow are the current species identified for the addition. Furthermore, the construction would better demarcate the Family Farm portion from the Cascade Canyon portion of the Great Northwest exhibit, increasing visitor awareness that the exhibit was designed to simulate traveling from the peaks of the Cascade mountains to the waves of the Pacific ocean. Since the expansion was originally planned the zoo has added stormwater management elements. The Oregon Zoo Foundation has donated \$24,000 to fund this work.



## **STAFF REPORT**

IN CONSIDERATION OF ORDINANCE NO. 09-1212, FOR THE PURPOSE OF AMENDING THE FY 2008-09 BUDGET AND APPROPRIATION SCHEDULE RECOGNIZING DONATIONS TO THE OREGON ZOO, AMENDING THE CAPITAL IMPROVEMENT PLAN, AND DECLARING AN EMERGENCY

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Date: January 28, 2009

Prepared by: Craig M. Stroud  
503-220-2451

### **BACKGROUND**

The Oregon Zoo received restricted donations totaling \$575,825 from The Oregon Zoo Foundation (Foundation) and \$46,400 from the American Association of Zoo Keepers, Portland Chapter (AAZK) for FY 2008-09 that were not forecast when the budget was presented and adopted. This ordinance recognizes the new revenues and increases expenditure authority for the purposes described below.

#### ***Red Ape Reserve Project***

The Red Ape Reserve project constructs a new Orangutan exhibit as part of the primates building. The primates building, constructed in 1959, has undergone significant renovations in the past five years. Following the theme "Forests of the World", the zoo has been transforming the building, in phases, from a mid-century relic to a state-of-the-art, naturalistic experience for visitors and animals. The Red Ape Reserve continues the transformation, becoming the cornerstone exhibit for the Asian forest wing of the building and housing the zoo's orangutans and gibbons. The exhibit is scheduled to open to the public during the 2009 summer.

The adopted Capital Improvement Plan (CIP) includes the Red Ape Reserve project with a total cost of \$1.8 million. The Foundation is donating \$438,725 and AAZK is donating \$46,400 designated for use in the exhibits construction and finish elements. These funds will help cover higher than forecast construction costs, and additional project elements, such as storm water capture. This ordinance recognizes the revenue and capital outlay in the Capital Fund, as well as amends the CIP to increase the Red Ape Reserve total project cost to \$2,285,125.

#### ***Tiger Viewing Enhancement***

The zoo's tiger viewing could be improved. The exhibit was constructed in 1959 and is laid out so that visitors are required to look over a three foot tall metal railing, hedge, and concrete barrier to view the animals, making it difficult for some guests to see the tigers. Staff frequently observes adults lifting children and holding them against the railing to help with tiger viewing.

To improve viewing, the zoo will eliminate portions of the barrier and install three covered structures with floor to ceiling glass partitions. This modification provides visitors weather protection, as well as provides excellent views for all guests. The Foundation is donating \$47,500 for this enhancement. This ordinance recognizes the revenue and capital outlay in the Capital Fund.

#### ***Family Farm Expansion***

The zoo capital budget and CIP currently includes a \$51,000 expansion of the Family Farm to accommodate one or more new species, and to better demarcate the Family Farm from Cascade Canyon. The Great Northwest portion of the zoo includes both these exhibits, and was designed to simulate traveling from the peaks of the Cascade Mountains to the waves of the Pacific Ocean.

Since the expansion was originally planned, the zoo has added storm water management elements. The Foundation is donating \$24,000 to fund this additional work. This ordinance recognizes the revenue and capital outlay in the Capital Fund, as well as amends the CIP to increase the Family Farm total project cost to \$75,000.

***Green Vehicle***

The Foundation is donating \$30,000 for the purchase of a signature vehicle that emphasizes sustainability and green environmental practices. This signature vehicle will promote the Oregon Zoo and the vehicle's green environmental aspects. This ordinance recognizes the revenue and capital outlay in the Capital Fund.

***Elephant Program Study***

The Foundation is donating \$25,000 to study the zoo's elephant program. The study will primarily include elephant husbandry and management techniques, facility improvements, and programmatic considerations for managing an off-site elephant facility. While the work will inform the zoo bond funded elephant facility projects, the study is primarily focused on program considerations that cannot be bond funded. This ordinance recognizes the revenue and expenditures in the General Fund.

***Animal Enrichment***

Private sources donated \$10,600 restricted to zoo animal enrichment items. This ordinance recognizes the revenue and expenditures in the General Fund.

**ANALYSIS/INFORMATION**

1. **Known Opposition:** None known.
2. **Legal Antecedents:** ORS 294.326(3) provides an exemption to Oregon Budget Law allowing for the expenditure in the year of receipt of grants, gifts and bequests received by a municipal corporation in trust for a specific purpose.
3. **Anticipated Effects:** This action allows the department to recognize the donations dedicated to the purpose described in this report and make expenditures to fulfill the terms of the donations.
4. **Budget Impacts:** This action requests the recognition of \$622,225 in donations and private contributions as reflected in Exhibit A to this ordinance for the purposes described above. It also increases appropriation authority for the Oregon Zoo in the General Fund by \$35,600 and in the Metro Capital Fund by \$586,625, as described in Exhibit B, Schedule of Appropriations.

**RECOMMENDED ACTION**

The Chief Operating Officer recommends adoption of this Ordinance.

Agenda Item Number 7.1

**Resolution No. 09-4018**, For the Purpose of Approval of the Regional Travel  
Options Program Work Plan and Funding Sub-allocatioons for Fiscal Year 2009-  
2010

Metro Council Meeting  
Thursday, February 19, 2009  
Metro Council Chamber

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

 Metro | [www.oregonmetro.gov](http://www.oregonmetro.gov)



## **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) 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) 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 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 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 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  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.
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**Local projects**

<b>Program and recipient</b>	<b>Grant award</b>	<b>Project description</b>
Lloyd Links  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  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  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  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  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 TMA		North and inner Northeast Portland and by helping residents of those neighborhoods find job and career opportunities on Swan Island.
Gresham Way Finding 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 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.