

 Metro | Agenda

Meeting: **RTO SUBCOMMITTEE OF TPAC**
Date: **Wednesday, March 10, 2010**
Time: **3:00 to 5:00 p.m.**
Place: **Room 501, Metro, 600 NE Grand Avenue, Portland**

To join the meeting by phone, please contact Pamela Blackhorse in advance of the meeting at Pamela.Blackhorse@oregonmetro.gov or 503-797-1757. Pamela will call you from the meeting room to link you to the phone conference. Conference calls are limited to three people.

- 3:00 p.m. Call to order/declaration of a quorum/introductions
- 3:05 p.m. Meeting summary from January 2010 Meeting
[Approval Requested]* – Dan Kaempff, Metro
- 3:10 p.m. Citizen Communications
- 3:15 p.m. DRAFT 6-month TMA Progress Report & FY 2011 TMA Work Plan Guidelines
[Approval Requested]* – Caleb Winter, Metro
- 4:00 p.m. Swan Island TMA Booster Grant Proposed Amendment
[Approval Requested] – Caleb Winter, Metro; Dan Kaempff, Metro
- 4:20 p.m. Clackamas TMA Booster Grant Proposed Amendment
[Approval Requested] – Caleb Winter, Metro; Dan Kaempff, Metro
- 4:40 p.m. Program updates – all (time permitting)
- 5:00 p.m. Adjourn

* Meeting materials will be available electronically prior to the meeting.



RTO Subcommittee of TPAC
Wednesday, January 13, 2010
3:30 to 5:00 p.m.
Metro Regional Center, Council Chambers

Committee Members Present:

Dan Kaempff - Chair	Metro
Dan Bower	Portland Bureau of Transportation
Adriana Britton	TriMet
Jennifer Campos	City of Vancouver
Sandra Doubleday	City of Gresham
Susan Drake	Oregon Department of Environmental Quality
Adrian Esteban	Community Representative
Karen Frost	Westside Transportation Alliance
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Alison Wiley (conference call)	Oregon Department of Transportation
Carla Wood	Oregon Department of Energy

Committee Members Excused:

Gregg Leion	Washington County
Lori Mastrantonio-Meuser	Clackamas County
Keith North	Community Representative

Metro Staff:

Pamela Blackhorse	Metro
Pam Peck	Metro
Deena Platman	Metro

Guests:

Lynne Mutrie	Community Member
Judith Gray	TriMet
Glen Hammer	ODOT
Chi Nguyen	ERAC
Jessica Roberts	Alta Planning
Audrey Shuffield	VPSI
Beth Wheeler	ERAC

I. CALL TO ORDER, DECLARATION OF QUORUM AND INTRODUCTIONS

Chair Kaempff declared a quorum and called the meeting to order at 3: 05 p.m.

II. MEETING SUMMARY FROM DECEMBER 2009 MEETING

Chair Kaempff asked if there were any changes to the December 9, 2009 meeting summary. Subcommittee members asked for changes to the guest roster and language on pages three and four. Ms. Frost motioned to approve the summary with changes. Mr. Esteban seconded the motion. The December 8, 2009 RTO Subcommittee meeting summary was unanimously approved with the changes as stated above.

III. CITIZEN COMMUNICATIONS

None.

IV. TRANSPORTATION SYSTEMS MANAGEMENT OPERATIONS (TSMO)/ODOT TRIPCHECK DATA PORTAL

Ms. Platman introduced Mr. Glen Hammer who provided information and a presentation on the Oregon Department of Transportation (ODOT) Trip Check software. He pointed out that the site was designed to provide street-level data for agencies and eventually for commercial businesses at no cost. He stated that agencies would have access and the ability to input all types of street-level data using maps and tables, as well as up-to-date traffic press releases.

The Subcommittee questioned if the program had the capacity to provide detour information to commuters and whether it would tie into reader boards on major corridors. They asked if there were a way to aggregate transportation data that would be needed by users and if it would provide information for bicyclists and pedestrians.

Mr. Hammer pointed out that the program would provide detour information that would eventually be made available on reader signs. He pointed out that information for biking and walking was not available, but agreed that it should be a consideration for the program developers. Additionally, Ms. Platman stated that they would create a training session on how to utilize the program as a tool and establish it within an agency.

V. TRIMET AND SMART FY 2011 WORK PLANS

Chair Kaempff introduced Ms. Massa of Wilsonville SMART and Ms. Britton of TriMet and asked them to present information on their 2011 workplan and budget. Ms. Massa provided handouts and gave a brief overview of the SMART Program 2009/2010 accomplishments. She stated that collaboration with City of Wilsonville staff, regional partners and stake holders were key in implementing outreach strategies, adding routes to increase ridership, opening new transit stations and redesigning bus routes to meet trains within a 10-minute time period.

She said the main goals for FY 2011 were to reduce drive-alone trips, increase ridership and strengthen communication, education and outreach through New Resident kits and an employer quarterly newsletter. She pointed out that they had added Jeff Owen to their staff as a Bike and Pedestrian Coordinator who would be meeting with partners and stake-holders to promote regional campaigns such as Safe Routes to Schools. Additionally, they will explore vanpool options for connection to the MAX Green Line, create a commuter club through the Drive Less, Save More (DLSM) site and provide an emergency ride home program.

Further, Ms. Massa stated that they would work to support the Tonquin Trail and the grand opening for Graham Oaks Nature Park in fall 2010. Additionally, they are creating new bike and walk maps and developing a bike locker survey, hosting a bike rodeo and safety clinic and creating an art tile program for pedestrian and bike improvements.

Chair Kaempff asked Ms. Britton to present information on the TriMet 2011 budget and workplan. Ms. Britton stated that their outreach program has been refined for employers and colleges, stating that Portland State University (PSU) and employers generate the most trips. She pointed out that TriMet would offer other programs for colleges that are term-based and that any college could participate. She provided statistics on numbers of businesses contacted by TriMet employer programs.

Further, Ms. Britton stated that TriMet would provide geo-map services, surveys, outreach and information in 2011. Currently, they have added the University of Oregon to the program and will expand their bike parking facilities in June 2010. Additionally, they will add bike lockers to transit centers and continue to develop their social marketing on Facebook and twitter.

VI. REGIONAL TRAVEL OPTIONS (RTO) FY 2011 BUDGET AND WORKPLAN

Chair Dan Kaempff briefly reviewed the Subcommittee's suggestions from the December 8, 2009 meeting for the FY 2011 Budget and Workplan. He detailed changes which responded to the Subcommittee's feedback.

The Subcommittee asked if additional funding was anticipated for TMA Booster Grants and if additional TMAs would be coming on board. They asked for clarification on the RTO Grants Program in terms of the current budget and allocation for the next two years and what the impetus was for a TMA policy study.

Chair Kaempff stated that neither new TMAs nor an increase to the TMA Booster Grant program was planned. He confirmed the next RTO Grant Program covered fiscal years 2012 and 2013. Finally, he stated that the TMA policy study would look at changes that occurred in the region since the original TMA policy was written 10 years ago and suggest improvements.

Ms. Peck stated that, with the addition of the TSMO study, RTO staff would need a policy study to explore other national public/private partnerships. Additionally, she stated that performance-based booster grants would need to be restructured. Chair Kaempff added that Travel Options grants would be in place by July 1, 2011. Therefore, the Subcommittee would need to make decisions in September or November of this year.

Action Taken:

Chair Kaempff asked for a motion to approve the RTO FY 2011 Budget and Workplan. Ms. Massa made a motion to approve the Budget and Workplan. Mr. Hofbauer seconded the motion. The Subcommittee unanimously approved the RTO FY 2011 Budget and Workplan with no abstentions.

VII. PROGRAM UPDATES

- Ms. Peck stated that Ms. Katie Edlin would be starting work with RTO this month as a Marketing Program Assistant.
- Ms. Wood stated the Department of Energy was in the process of making changes to the administrative rules covering the Business Energy Tax Credit program. Rules would be finalized during the upcoming legislative session.

- Ms. Frost announced that the RTO bike rack grant had been changed and that WTA would be partnering with the City of Tigard placing 35 bike racks in downtown Tigard retail locations. Bike survey forms will be a displayed in retail locations for cyclists to comment on bike rack use. There will be an online survey also.
- Mr. Hofbauer stated that Bellingham Washington had finished their evaluation of their TravelSmart™ project, which resulted in a 13% reduction in auto trips.

VIII. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 4:30 p.m.

Meeting packet materials

Document Type	Date	Description	Document Nbr.
Agenda	011310	Agenda for January 13, 2010	011310-rto01
Summary	011310	Meeting summary, January 13, 2010	011310-rto02
Document	011310	SMART Options Employer and Community Outreach Plan FY 2010	011310-rto03
Document	011310	RTO Program FY 2010-2011 work plan	011310-rto04
Document	011310		011310-rto05
Document	011310		011310-rto06

Meeting summary respectfully submitted by

Pamela Blackhorse _____

Date: _____



Date: Wednesday, Mar. 4, 2010
To: RTO Subcommittee and TMA Directors
From: Caleb Winter, TMA Program Manager
Cc: Dan Kaempff, RTO Subcommittee Chair; Dianne Hutchins, Financial Analyst; Pam Peck, RTO Communications Manager; Ted Leybold, Regional Flexible Funds Manager; Tom Kloster, Manager
Re: DRAFT – Six month TMA progress report

The purpose of this memo is to summarize progress TMAs are making on current contracts. This summary will cover July 1, 2009 to December 31, 2009 (6 months). More recent information will be included if available.

Background

The RTO program adopted the 2008-2009 Strategic Plan in March 2008. The RTO Subcommittee carried out a TMA funding discussion in early 2008. This included a review of adopted TMA funding policy (Metro Council Resolution 02-3183); and, the development of performance measures and funding options, as called for in the policy. In spring 2009, four of the five TMAs applied for performance-based contracts with booster grants. The fifth TMA applied for a performance-based contract without the booster grant. The RTO Subcommittee reviewed and approved these applications based on the TMA work plan meeting the following performance criteria:

1. *The TMA work plan advances the goals and objectives identified in the RTO strategic plan and compliments and/or leverages the efforts of other RTO-funded projects and programs. TMA work plan tasks should not duplicate the efforts of other programs funded through RTO.*
2. *The TMA work plan supports Regional Transportation Plan and local Transportation System Plan (TSP) goals and objectives. Local support for TMA work plans must be demonstrated through a letter from the local jurisdiction (city or county) in which the TMA operates.*
3. *A one-to-one local match is required, for example a TMA that receives \$25,500 in regional funds must provide a local match in cash or in-kind contributions that is valued at \$25,500.*
4. *A minimum level of effort that totals 1,040 hours of work or more annually is expected. This is the equivalent of 20 hours per week.*
5. *TMA work plan strategies must show a minimum expected reduction of 1 million vehicle miles traveled (VMT) annually. The TMA work plan must describe VMT reduction goals and report on progress toward achieving those goals in their quarterly reports. This is based on the RTO cost-effectiveness standard of 5 cents per vehicle mile reduced necessary to meet expected reductions in the RTO strategic plan.*

In this memo, RTO staff will focus on progress made by each TMA on tasks included in their work plans. While reading, it is important to remember:

- During FY09/10, the Portland region continued to suffer from the economic recession which resulted in cuts for employers and TriMet. Employers laid off employees, froze hiring, reduced benefits and, in some cases, went out of business entirely. Transportation agencies reported declines in commute trips on freeways, transit vehicles and bike lanes. This decline also means less demand for parking spaces. Employers are no longer competing to hire talented employees which reduces their interest in starting a transit subsidy for their employees, or other transportation option programs. The economic recession has made it more difficult for TMAs to reduce vehicle miles traveled.
- TMAs are public-private partnerships with significant local business interest. Business stakeholders work with TMAs on strategic planning and aspirations for their community. This has led to diverse work plans and more tasks than are possible to complete with the given resources. TMA board decisions, staff and local opportunities are all factors to what tasks are ultimately worked on and completed.
- TMAs often work on projects that take more than 6 months, or longer, to bring to fruition. Tasks that are partially met (reported below) may be fully met by the end of the fiscal year. **To keep this memo as brief as possible, RTO staff only reported on progress that built public awareness, implemented employer transportation options programs, provided one-on-one assistance or delivered other “on-the-ground” results.** More details can be found in each TMA’s progress report, submitted with each quarterly invoice.

Preliminary RTO Staff Comments

For several TMAs, outcomes are not easily measured by reviewing invoice progress reports from the first two quarters. It is difficult to assess progress made on vehicle miles reduced for several TMAs that have not yet reported VMR. RTO staff did not estimate VMR based on regional ECO survey data but will offer technical assistance to TMAs who want to include these figures in their presentation to the RTO Subcommittee in spring.

TMAs receiving booster grants should review their work plans to make sure methods to estimate VMR are on track. TMAs may contact RTO staff for technical assistance on measurement questions.

6-month progress reports for each TMA are below:

Clackamas Regional Center TMA	Page 3
Gresham Regional Center TMA	Page 5
Lloyd TMA	Page 6
Swan Island TMA	Page 7
Westside Transportation Alliance	Page 9

Clackamas Regional Center TMA: Sandi Burns, Director

Inputs:

Contract: 60% of the \$80,390 performance-based contract were invoiced. Half (51%) of 1,560 total hours were invoiced. RTO staff will meet with the TMA at the Clackamas Chamber 3/5/10 to discuss how to bring the percentages back into balance.

Outputs are major accomplishments in 6 months by task:

1. Employer outreach (55% of 500 hours were invoiced)
 - Mostly met “Facilitate and hold ‘Bike North Clackamas’, bicycle commute challenge and bike fair. Clackamas TMA will work with partners, REI, and Unitus Community Credit Union for the August event.” by holding the event 7/31/09. The TMA reported, “This event included TriMet, Clackamas County, Clackamas County Fire, Unitus Credit Union, REI and TMA.” The TMA also included data from 70 surveys. Clackamas TMA purchased a Novara bike from REI and used commute survey for drawing.” The TMA reported “Interview with Tony Roberts, Clackamas Review, for Bike Clackamas article. Article run in July 22.” Created a design and collateral for Bike Clackamas. Unclear whether there was a “challenge” element to the event. The total number of attendees is unclear, except the 70 that filled out the survey. The TMA reported “Although turn out was not as large as expected, we will re-visit for next year's event.”
 - On track to meet “Facilitate and hold 2 Business After Hours [BAH] events, reaching 150 business leaders, through the North Clackamas County Chamber. Ask business leaders to start or expand transportation options programs for their employees (focus on building ridership on I-105 [sic] Green Line) and becoming stakeholders of the TMA.” by holding 1 Business After Hours event 11/19/09. Number of business leaders attending was not reported but staff wrote that they were invited: “Make calls to employers on TMA Employee Task list to invite to BAH.” Mostly met “Work with TriMet officials in the development and facilitation of two I-205 Green Line test runs.” by marketing to Chamber members and TMA outreach list. Also, incorporated into a drawing from the Bike Clackamas event. Held a TMA preview ride 7/21/09. TMA sent press releases and called businesses to ask employers to get employees to try Green Line for 8 preview rides.
2. Community outreach (79% of 450 hours were invoiced)
 - Mostly met “Market transportation options via one newspaper ad/article per quarter.” by newspaper article on Bike Clackamas in Clackamas Review 7/22/09; article in September Green Line tabloid insert in Oregonian; and, ad in the Chamber's quarterly Healthy Living Guide summer, fall and winter.
 - Met “Work with TriMet offices in the development and facilitation of I-205 Green Line opening...” by developing marketing materials, conducting outreach at Pioneer Courthouse Square and hosting a booth in the Clackamas Town Center event area on opening day 9/12/09.
3. Booster grant on “last mile” and longer distance connections to I-205 MAX Green Line; or, start up 8 vanpools. (15% of 520 hours were invoiced)
 - Began negotiation with Clackamas Community College and Clackamas County on booster grant top priority to “Achieve consensus from partners on how to bridge “last mile” connections to the Clackamas Town Center MAX station and facilitate implementation of the easier actions in FY 09/10 (booster grant); or, start vanpools.”

4. Administration (100% of 90 hours were invoiced)
 - Met submitting quarterly invoices. Met holding quarterly stakeholder meetings 7/15/09(?) and 10/19/09.

Outcome:

Marketing, advertising and articles reached thousands of Clackamas employees and residents.

Bike Clackamas introduced cycling options to dozens of potential cyclists.

Uncertain at this time whether TMA is meeting RTO performance measure goal to maintain at least 1 million vehicle miles reduced. No new ECO surveys were referenced in first two quarters.

Booster grant 500,000 additional VMR is not yet met.

RTO staff suggestions for final months:

Pursue first top priority: to “Facilitate ECO surveys, especially at employment sites that have not yet completed a baseline or first-follow-up ECO survey.”

Pursue second top priority: to “Convince 10 employment sites to start a transit subsidy for their employees based on Green Line MAX starting service.”

Gresham Regional Center TMA: Megan Braunsten, Director

Inputs:

Contract: 45% of the \$80,390 performance-based contract were invoiced. The contract included \$2,061.28 in materials and services; thereby, reducing the hours of work expected from 1,560 to 1,520. Nearly half (47%) of 1,520 total hours were invoiced.

Outputs are major accomplishments in 6 months by task:

1. Collaborative marketing (9% of 220 hours were invoiced)
 - Partially met “Work with the City of Gresham to create an electronic map of the Regional Center that includes multi-mode options.” By meeting with City of Gresham, proposing what to include on map, and obtained feedback from Small Business Development Center. Electronic map anticipated to be ready for use in early 2010.
2. Community outreach (83% of 391 hours were invoiced)
 - Partially met “Maintain and update all 3 current bulletin boards on a quarterly basis.” by updating board at Small Business Development Center July and December 2009.
 - Exceeded “Participate in 2 downtown events this year...Survey event participants...” by collecting 103 surveys at 3 events (Art Walk 7/18/09, Farmer’s market October 2009 and Spirit of Christmas November 2009) and reporting results.
 - Mostly met “Host the Bike Safety Fair following the 2009 Teddy Bear Parade...gather data...” by hosting safety fair 9/26/09, reporting results but were not able to collect data due to low volunteer turn out.
3. Employer outreach (14% of 622 hours were invoiced)
 - Partially met “Survey 80 new GRC employers - facilitate 40 new employers to become GRCTMA members.” by surveying Best Buy, Old Navy and 33 other businesses in Gresham Station with 87 responses. All of these employers signed up for the TMA’s newsletter and are considered members of the TMA. The TMA submitted a draft report January 2010.
4. Parking management (93% of 60 hours were invoiced)
 - Partially met “Continue work with the City to create a comprehensive Parking Management plan...Conduct two annual public parking surveys.” By conducting first parking study and reporting results March 2010.
5. Administration (102% of 227 hours were invoiced)
 - Met “Meet monthly with Board of Directors.” by meeting 7/13, 7/27, 8/10, 9/14, 10/5, 10/9, 11/16, 11/23, 11/30 and 12/7.
 - Met “Attend TMA-related meetings called by RTO Staff...” by attending TMA Directors meeting October 15, 2009. Also attended WTA trainings in October and November 2009.
 - Met “...invoice...” by submitting first and second quarter invoices.

Outcome:

Event, parking and employer surveys will help the TMA conduct outreach, offer transportation options and negotiate transportation options programs with employers. Uncertain at this time whether TMA is meeting RTO performance measure goal to maintain at least 1 million vehicle miles reduced. Booster grant to work with 60 additional employment sites and achieve 500,000 additional VMR is not yet met.

RTO staff suggestions for final months:

Pursue employer outreach tasks to survey employers and start transportation options programs.

Lloyd TMA: Rick Williams, Executive Director

Inputs:

Contract: 50% of the \$52,530 performance-based contract were invoiced. Three-quarters (75%) of 1,040 total hours were invoiced. Please note that Lloyd TMA adjusts the hourly rate below the contract assumed rate and will exceed the number of hours called for by the contract.

Outputs are major accomplishments in 6 months by task:

3. Transit (96% of 368 hours were invoiced)
 - Nearly met “Sell 5,500+ Universal transit passes...” by selling 5,279.
 - Met “Summarize trip data from 2009 Lloyd District employee survey” by preparing detailed commute trip survey summaries for approximately 50 businesses from 5,219 surveys.
4. Bikes (75% of 260 hours were invoiced)
 - Met “Increase the number of bike accessible sites in the Lloyd District” by working with Rose Garden Arena to install 40 additional bike parking stalls and making an average of 74 bike locker transactions per month. Also, hosted 80 people on September 25 to celebrate Lloyd district cyclists’ participation in BTA’s Bike Commute Challenge. Managed Lloyd TMA loaner-bike program.
5. Walking (75% of 260 hours were invoiced)
 - Exceeded “Coordinate and direct annual Walk to Work Week in Lloyd District...Conduct outreach to 100 people and lead 3 walks.” by holding second annual Walk Week in July 2009; lead 4 walks, 194 people registered and 172 attended the walks.
6. Administration (77% of 52 hours were invoiced)
 - Met “...invoice...” by submitting first and second quarter invoices.
 - Met “Attend TMA-related meetings called by RTO Staff...” by attending TMA Directors meeting October 15, 2009.

Outcome:

Met RTO performance measure goal to maintain at least 1 million vehicle miles reduced; 4.3 million VMR were reported in Lloyd TMA 2010 Annual report. The report also shows drive-alone commute trips falling from 40.5% to 40.2% between 2008 and 2009.

RTO staff suggestions for final months:

Continue working on goal to sell 5,500 Universal transit passes.

Swan Island TMA: Lenny Anderson, Director

Inputs:

Contract: 47% of the \$80,390 performance-based contract were invoiced. Over one-third (38%) of 1,560 total hours were invoiced. RTO staff met with the TMA at Metro 3/3/10 to discuss how to bring the percentages back into balance.

Outputs are major accomplishments in 6 months by task:

1. A. Employer outreach (39% of 480 hours were invoiced)
 - Nearly met “Maintain employer transit programs at 9 TMA member employment sites.” by contacting employers, advising one who cut back but did not drop their program and another who shifted from annual passes to individual pass subsidies. Due to TriMet service cuts on the line 85, the TMA followed up with some troubleshooting and communications. The TMA also met with two new TCs in November to introduce them to TMA resources.
 - Met “Maintain Emergency Ride Home programs at all TMA member businesses.” by all TMA members having ERH vouchers and distributing ERH flyers for TCs to post.
 - Partially met “Distribute New Employee Kits to 500 new or relocating employees at TMA member businesses.” by maintaining program for current member-employers and adding a new member.
 - Exceeded “Maintain transit and other travel option information racks at 24 largest Swan Island employer sites.” by updating racks at 25 employment sites each quarter.
 - Partially met “Partner with C-TRAN to establish three new Clark County vanpools.” by working with C-TRAN facilitate 1 new vanpool (Fisher’s Landing).
- B. Additional employer outreach focused on transit incentives for booster grant (12% of 520 hours were invoiced)
 - Partially met “Facilitate 6 new employers to join TriMet’s Universal, Select, Direct, or Pretax pass programs” by meeting with UPS, Adidas, Daimler Trucks North America and others and explaining programs; primarily pre-tax programs.
2. Direct employee outreach (112% of 200 hours were invoiced)
 - Partially met “Staff weekly ‘TOTT’ Transportation Options Thursday Tables” by tabling once in summer 2009, 11/11, 12/3 and 12/10. One-on-one conversations were held with at least 48 employees but unclear on total number of employees engaged. Likely, it was far less than 1,000 targeted in this task.
 - Met “Develop and install new posters at key Swan Island transit stops and Rose Quarter Transit Center in TriMet displays.” by designing, producing and installing posters that highlight transit service, post-September schedule change, in 10 shelters.
3. Promoting use of new infrastructure (access to Transit & Bike/walk) (38% of 160 hours were invoiced)
 - Met “Track progress made on improvements that make transportation options safer and more accessible.” by connecting Swan Island employers to Portland Parks Open House on Swan Island trails, held 11/18/09.
4. Administration (35% of 200 hours were invoiced)
 - Met “...invoice...” by submitting first and second quarter invoices.
 - Met “Attend TMA-related meetings called by RTO Staff...” by hosting TMA Directors meeting October 15, 2009. Also attended RTO marketing and outreach working group meeting fall 2009.
 - Met “In consultation with Metro, review and comment ...transportation planning processes.” by reviewing and submitting comments on the regional Transportation System Management and Operations plan.

Outcome:

Uncertain at this time whether TMA is meeting RTO performance measure goal to maintain at least 1 million vehicle miles reduced; however, an additional ECO survey for a large employer in spring 2009 may help. Uncertain at this time whether TMA is meeting booster grant target of 500,000 VMR.

RTO staff suggestions for final months:

Continue working on encouraging more to ECO survey, more employers to offer transit options (booster grant) and offer outreach to work directly with more employees.

Westside Transportation Alliance: Karen Frost, Executive Director

Inputs:

Contract: 50% of the \$80,390 performance-based contract were invoiced. Half (50%) of 1,560 total hours were invoiced.

Outputs are major accomplishments in 6 months by task:

1. Employer outreach (45% of 1480 hours)
 - A. Employer outreach (non-booster)
 - On track to meet “Meet with and facilitate the maintenance or expansion of 32 transportation option programs begun in 2008-2009.” by meeting with 16 employers, some with multiple sites.
 - Partially met “Promote the benefit of sharing and celebrating ECO results with employees. Offer 10 PowerPoint presentations tailored to each company’s ECO report.” by creating 10 presentations. First is scheduled in 2010.
 - Partially met “Facilitate 10 new employers to join TriMet’s Universal, Select or Direct pass programs.” by signing up 1 employer to offer subsidy and pre-tax to employees.
 - Partially met “Assist 12 employers in sending employee home location data to Metro for rideshare potential geocoding. Use map created by Metro to help employees form carpools.” by demonstrating how to use a map (generated prior to this contract) to employees to form carpools.
 - Partially met “Promote the Bike Commute Challenge by e-mail blasts and on our website.” by announcing it over 3 email blasts.
 - Partially met “Offer comprehensive transit, bike and walk trip planning at TMA office in person and by phone. Raise awareness of service to 5 individuals.” by working with two individuals regarding bike routes and gear.
 - Met “Ensure the continued success of the Regional Travel Options Training Course in 2010...” by holding Bicycling and Walking training 10/13/09 (7 attended); Transit 10/27/09 (6 attended); Ridesharing 11/3/09 (8 attended); BETC and ECO regulations 11/10/09 (12 attended). WTA staff reviewing recommendations from class evaluations to improve class format for the future.
 - Met “Prepare data for Metro RTO evaluation.” by completing ACT TMA survey; and, providing list of employers for edit to PSU evaluation (both requested by RTO staff).
 - B. Partially met “Meet with and facilitate new or expanded programs at 15 new sites (booster grant effort).” by contacting 70 employers meeting with 2 and implementing a transportation options program with 1.
2. Administration (140% of 80 hours were invoiced)
 - Met “...invoice...” by submitting first and second quarter invoices.
 - Met “Attend TMA-related meetings called by RTO Staff...” by attending RTO Marketing and Outreach Working Group meeting 9/15/09; and, attending and presenting TMA challenges at TMA Directors meeting, 10/15/09. As a member of the RTO Subcommittee, Karen attended Subcommittee meetings 11/4/09 and 12/8/09. Also attended RTO marketing and outreach working group meeting fall 2009.
 - Met “Meet with Metro RTO staff as needed.” by working with RTO staff over the phone and email for technical assistance on ECO surveys during summer 2009; requesting special presentation to WTA board 9/23/09; and, meeting with RTO staff 12/11/09.

- Met “In consultation with Metro, review and comment ...transportation planning processes.” By reviewing and commenting on TIGER grant on education and outreach programming (TDM) for regional proposal. Also commented on City of Tigard transportation system plan and completed RTP survey.

Outcome:

By working to maintain existing member-employers, WTA appears to be on track to meeting the goal to maintain at least 1 million vehicle miles reduced. WTA contacted 70 employers under the booster grant; however, only one signed up to offer their employees a transit subsidy. It is uncertain at this time whether the TMA is meeting booster grant target of 500,000 VMR.

RTO staff suggestions for final months:

Continue working on maintaining current employer-members, encouraging more to conduct ECO surveys, and encouraging more employers to offer transportation options (booster grant).

 Metro | Memo

Date: Thursday, Mar. 4, 2010
To: RTO Subcommittee and TMA Directors
From: Caleb Winter, TMA Program Manager
Cc: Dan Kaempff, RTO Subcommittee Chair; Dianne Hutchins, Metro Financial Analyst; Pam Peck, RTO Communications Manager; Ted Leybold, Regional Flexible Funds Manager; Tom Kloster, Manager
Re: **DRAFT** – TMA FY10/11 Work Plan Guidelines

The purpose of this memo is to outline the guidelines for TMA work plans (and ultimately their contract's scope of work) for consideration by the RTO Subcommittee. RTO staff incorporated TMA edits after meeting with all five TMAs on February 24, 2010.

First, RTO staff does not propose changing performance measures established by the RTO Subcommittee in March 2008:

1. *The TMA work plan advances the goals and objectives identified in the RTO strategic plan and compliments and/or leverages the efforts of other RTO-funded projects and programs. TMA work plan tasks should not duplicate the efforts of other programs funded through RTO.*
2. *The TMA work plan supports Regional Transportation Plan and local Transportation System Plan (TSP) goals and objectives. Local support for TMA work plans must be demonstrated through a letter from the local jurisdiction (city or county) in which the TMA operates.*
3. *A one-to-one local match is required, for example a TMA that receives \$25,500 in regional funds must provide a local match in cash or in-kind contributions that is valued at \$25,500.*
4. *A minimum level of effort that totals 1,040 hours of work or more annually is expected. This is the equivalent of 20 hours per week.*
5. *TMA work plan strategies must show a minimum expected reduction of 1 million vehicle miles traveled (VMT) annually. The TMA work plan must describe VMT reduction goals and report on progress toward achieving those goals in their quarterly reports. This is based on the RTO cost-effectiveness standard of 5 cents per vehicle mile reduced necessary to meet expected reductions in the RTO strategic plan.*

Second, RTO staff does not propose changing TMA eligibility criteria for booster grants except for updated dates, one edit and one suggested deletion (highlighted below). The following criteria were approved by the RTO Subcommittee April 2009:

1. As of July 1, 2010, TMA must have been in existence for a minimum of 3 years and past the start-up phase.
2. TMA must be applying for performance-based funding level for FY 10/11.
3. TMA must be current on invoices for the current fiscal year for all Metro funded projects.

4. TMA must propose a work plan component that relies on booster grant funds. Examples of how to draw a distinction between the performance based work plan and the booster grant proposal are:
 - a) Booster pays for a new program or project not currently offered to TMA members and/or businesses in the TMA service area.
 - b) Booster pays for reaching a list of new employment sites not currently **contacted by another RTO partner** members of the TMA and not working directly with another **RTO partner** in over 3 years.
 - c) Booster pays for a new program or project to reach a new audience (for example, residents, elderly, limited-English proficient, etc.)
 - ~~d) Booster pays for materials and/or services only.~~
5. The component must meet RTO Strategic Plan goals and objectives and applicable CMAQ eligibility requirements.
 - http://www.oregonmetro.gov/files/planning/rto_strategicplan_6-10-08.pdf
 - <http://www.fhwa.dot.gov/environment/cmaqpgs/08guide.htm>
6. TMA must distinguish the organizational capacity (for example, additional staff) to complete the work.
7. TMA must describe the source for local match funds at 10.27%.
8. TMA must describe how the booster grant will achieve an additional 500,000 vehicle miles reduced annually and methods to measure VMR:
 - a) TMA must describe the measurement tool that will be used to evaluate VMR.
 - b) Measurements will show conclusive results by March 31, 2011, reported by April 10, 2011.

While performance measure criteria stay nearly unchanged, RTO and Metro finance staff acknowledge work plans need to be written different next year based on:

- TMA Directors have experienced confusion around invoicing that has taken valuable time away from implementing TMA programs.
- PSU's RTO 2007-2008 Program Evaluation included recommendations for TMAs and RTO staff support for TMAs:
 - "...TMAs would benefit from even greater clarity in expectations from Metro regarding applications and program development..."
 - "...TMAs and the larger RTO program would benefit from improved data collection of outputs, levels of satisfaction, and outcomes."; and, "...collection and tracking remains an almost universal challenge and the lack of sufficient measurement hinders program evaluation and development."

RTO and Metro finance staff hope that TMAs agree that three key areas need work:

- Adherence to contract standards ("audit-proofing")
- Administrative efficiency
- Measurability

Staff proposes that all of the three points above can be addressed by changing the following principles for work plans:

1. Change from a "menu" of tasks to specific services and final deliverables the TMA will provide.
2. Change from including all potential opportunities for next year to working with TMA stakeholders and RTO partners in advance, to complete a budget and timeline for each task.
3. Change from submitting progress reports with invoices to submitting hours and deliverables.

In other words, RTO will reimburse at a set rate according to a quarterly payment schedule for the minimum, required hours; however, the expectation is that hours are recorded by tasks, mid-year completion dates are met, and all tasks in the contract are completed by the end of the year. TMAs agreed with RTO staff on the above principles and changes at the February 24, 2010 TMA Directors meeting, hosted by the Gresham Regional Center TMA. RTO staff said that a penalty will need to be included in the payment structure in case a TMA invoices for hours on a task but has not yet completed the deliverable. RTO staff said they want to pay at least a portion of the invoice to avoid disrupting TMA operations. The TMA can submit the deliverable at any time during the following quarter to be paid the remaining portion of the invoice. RTO staff is working with Metro finance to lay out a system to show when the penalty applied. RTO staff will present this system to the RTO Subcommittee and TMA Directors to assure fairness and agreement.

Work plans will include nearly the same elements as work plans from the last two years:

- a. Background
- b. Tasks and subtasks with approximate hours, mid-point deliverables and completion date for final deliverable (deliverable includes completed measurement of task).
- c. Budget and timeline (Metro will provide template)
 - i. Tasks
 - ii. Costs (labor, materials and services – no overhead)
 - iii. Completion dates
- d. Source(s) for local match with documentation attached
- e. Pay schedule by quarter (Metro will provide)
- f. Attached letter of local jurisdiction support for FY10/11 work plan

Looking forward, invoices will include nearly the same elements as work plans from the last two years:

- a. Coversheet
- b. Timesheet(s) by task (that includes overmatch hours, if any)
- c. Back-up for direct costs (materials & services) and in-kind donations (including overmatch, if any) and summary spreadsheet.
- d. Deliverables
(Progress reports will not be necessary.)

TMA work plans are not expected to look the same. TMAs are the local experts on what employees and residents need to encourage a change from drive-alone trips to other transportation options. TMAs will consider economic conditions and apply strategies that are most effective in the current climate. As always, the TMA will consider local assets along with other RTO partner “ready-made” programs to develop next year’s work plan. TMAs will include enough specificity that the deliverables are tangible, yet flexible enough to avoid mid-year amendments to complete each task, meet performance measures and record outcomes for RTO.