

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVAL OF THE ) RESOLUTION NO. 10-4139  
REGIONAL TRAVEL OPTIONS PROGRAM )  
WORK PLAN AND FUNDING SUB- )  
ALLOCATIONS FOR FISCAL YEAR 2010-2011 ) Introduced by Councilor Harrington

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 (MTIP) through the Transportation Priorities funding process; and

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

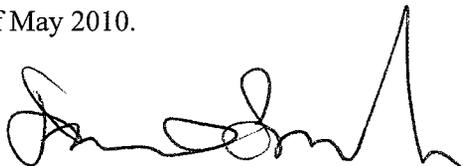
WHEREAS, the Regional Travel Options Subcommittee of the Transportation Policy Alternatives Committee (TPAC) adopted proposed work plans and recommends amending the MTIP for the purpose of funding sub-allocations to TriMet and Wilsonville SMART for Regional Travel Options program activities in fiscal year 2010-2011 on January 13, 2010; and

WHEREAS, amendment of the MTIP requires Metro Council review and approval; and

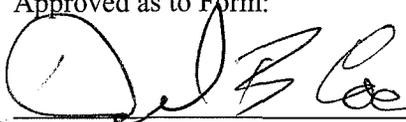
WHEREAS, the proposed work plans and funding sub-allocations support implementation of the Regional Travel Options Program five-year strategic plan; now therefore

BE IT RESOLVED that the Metro Council hereby approves of the Regional Travel Options Program fiscal year 2010-2011 work plan and funding sub-allocations.

ADOPTED by the Metro Council this 20th day of May 2010.

  
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David Bragdon, Council President

Approved as to Form:

  
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Daniel B. Cooper, Metro Attorney



Resolution No. 10-4139

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## **STAFF REPORT**

### **IN CONSIDERATION OF RESOLUTION NO. 10-4139, FOR THE PURPOSE OF APPROVAL OF THE REGIONAL TRAVEL OPTIONS PROGRAM WORK PLAN AND FUNDING SUB-ALLOCATIONS FOR FISCAL YEAR 2010-2011**

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Date: March 17, 2010

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Contact No.: (503) 813-7599

#### **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 2010-2011 (Attachment 1) at their January 13, 2010 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. The fiscal year 2010-2011 budget includes the second year of funding for the FY 2010 and 2011 Travel Options and Individualized Marketing grant awards recommended by the RTO Subcommittee of TPAC through a competitive process in 2008. Attachment 2 provides a summary of these grants. 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 2010-2011 will be considered by the RTO Subcommittee in May 2010.

#### **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 1992 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 \$396,777 of RTO program funds to support the TriMet Employer Program and \$64,184 to support Wilsonville SMART's Community and Employer Programs in fiscal year 2010-2011.
4. **Budget Impacts:** The proposed budget includes \$19,490 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. 10-4139 as follows:

1. Approval of the fiscal year 2010-2011 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 2010-2011 Metro budget decision-making process.
2. Approval of the funding sub-allocations to TriMet and Wilsonville SMART described in Attachment 1 to the staff report.

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Regional Travel Options Program  
**FY 2010-2011 work plan**

January 13, 2010



## **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 2010-2011. 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 2010-2011**

- 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.
- Update the process to determine RTO travel options grants that will begin July 2011.
- Coordinate multi-agency employer and commuter outreach activities and support partner collaboration.
- Work with partner organizations to implement a multi-state (Idaho, Oregon and Washington), on-line ridematching system, in the Portland region.
- Collaborate with partners to develop rideshare marketing and an incentive program.
- 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 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 Marketing and Outreach Working group, the development of a regional events calendar and a regional earned media and promotions calendar.

Metro RTO staff will continue to support implementation of the Drive Less/Save More Marketing Campaign in the Portland metropolitan area in coordination with ODOT to leverage the statewide campaign in the Portland region. RTO staff will participate in the development and implementation of earned media activities and campaign promotions that highlight RTO programs and will conduct direct outreach at up to eight community events selected in coordination with RTO partners. RTO staff will look for opportunities to collaborate with Metro's Sustainability Center to coordinate campaign outreach with other sustainable living 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 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 Intertwine Alliance. Marketing and promotions in this area will focus on Metro's Bike There! and Walk There! programs.

Pending award of federal Transportation Investment Generating Economic Recovery (TIGER) grant funds, RTO staff will assist in planning and promotion of four bicycle and pedestrian trails as part of Metro's Intertwine Initiative. These trail projects are located in Portland, Clackamas, East Multnomah and Clackamas counties, and Hillsboro. Metro RTO staff and partners will work specifically on developing strategies to inform the public and encourage use of these new facilities. Beyond these local projects, a regional marketing and outreach campaign coordinated with local programs will create awareness of the facility locations and the personal and community benefits of using the facilities for a variety of trip purposes, including commuting to work and school, shopping and errands, and exercise and recreation.

Metro RTO staff will implement marketing strategies for the regional Bike There! map and Walk There! guidebook, and will support distribution and sales of the products through Metro's web site, storefront and area retail outlets. Revenue from the map and guidebook sales will be used to support the development and printing of future editions. In addition, staff will distribute free copies of the Bike There! map to youth, low income and other underserved audiences. Flat, unfolded bike maps can be posted at work sites around the region. These maps will be available through RTO employer. Metro staff will also coordinate and provide staff support and marketing for up to ten Walk There! walking tours in partnership with RTO partners and local jurisdictions. Tour participants will receive free copies of the guidebook.

The Walk There! guidebook was developed by Metro with financial support from Kaiser Permanente. Metro and Kaiser Permanente are exploring the development of a pilot project to reach underserved audiences with the Walk There! program. This may include the development of additional walking routes in select communities, translation of some Walk There! routes and

descriptions into other languages, and a series of walking events offered in other languages. These activities are contingent upon grant funding from Kaiser Permanente.

Metro RTO program staff, augmented by contracted professional services, will carry out the following tasks:

- Support Marketing and Outreach Working Group for effective coordination and partner communication.
- Assist with implementation of ODOT's Drive Less/Save More campaign in the Portland metropolitan area, assist with development of earned media opportunities, disseminate campaign information to RTO partners and act as liaison to ODOT.
- Develop regional calendar of events and travel options promotions, coordinate presence of RTO partners and provide staff support for up to eight community events.
- Develop RTO collateral materials consistent with the Drive Less/Save More campaign, including fact sheets, brochures, web pages, and other collateral materials. (is this retail or wholesale)
- Provide oversight for Metro's regional Bike There! map program, implement map marketing strategies, oversee sales and distribution.
- Manage Metro's regional Walk There! program, implement marketing strategies, oversee sales and distribution, and support collaboration with local and regional partners related to the promotion of walking for short trips.
- Coordinate collaborative marketing activities with other Metro departments to leverage resources and further disseminate program messages.

#### **Key milestones for FY 10-11**

- September 10 – Earned media, events and promotions calendars for next quarter completed.
- December 10 – Earned media, events and promotions calendars for next quarter completed.
- March 11 – Earned media, events and promotions calendars for next quarter completed.
- June 11 – Earned media, events and promotions calendars for next quarter completed.

#### **Deliverables**

- RTO collateral materials (is this retail or wholesale)
- RTO events calendar
- RTO earned media and promotions calendar
- 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.

Currently, the following partners carry out employer and commuter programs: Metro, Oregon Department of Environmental Quality (DEQ), TriMet, Wilsonville SMART, Vancouver

## Commuter 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 (the ECO rules, OAR 340.242, began in 1996). 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 of drive-alone auto trips to that worksite from an established baseline.

Oregon DEQ, TriMet and other regional partners are currently working with approximately 3,000 employment sites, encompassing over 40% of the employees in Clackamas, Multnomah and Washington counties. Partners provide an effective means of conducting outreach to businesses around the region. Commuter services are especially well received by the 800 employers who are subject to the DEQ ECO Rules. These employers are larger and account for approximately 25% of employees in the region. This means over 2,000 other (usually smaller) employment sites want commuter services to voluntarily provide a transportation options program for their employees.

The five TMAs in the region are the first point of contact for businesses located within their defined boundaries to increase the number of employees using commute options. TMAs work with businesses to develop commuter programs that address the specific conditions that exist at a given worksite. Tasks associated with this include site assessment, ECO survey administration, encouraging employees to register in the regional ridematching database to increase car and vanpool formation, assisting TriMet with transit pass program sales, and providing technical support for walking and cycling programs.

Further work will be conducted this year to refine the RTO program's focus on employment areas where efforts have the best return on investment, where the greatest trip reduction impact can be achieved, and where businesses need assistance with non-ECO compliance issues. Elements of successful areas include employers willing to meaningfully participate and promote commute options, support from local government, and sufficient levels of infrastructure (ie: transit service, bike/ped connectivity) to improve the likelihood of reduced trips.

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 rideshare program. The rideshare program contains three sub-components:

1. Online ridematching system
2. Regional vanpool program
3. Rideshare incentive program

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 targeted employment areas.
- Maintain and refine online calendaring system for 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.
- Collaborate with partners on the development of a regional employer recognition program.
- Collaborate with partners on refining definition of employer rideshare program elements.
- 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.
- Implement new ridematching database, working with external partners on issues related to functionality, reporting, administration and management.
- Develop rideshare incentive program, working in conjunction with regional and state partners.
- Create newsletter content targeted at worksite Transportation Coordinators, to be delivered via Drive Less. Save More.
- 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 10-11**

- September 10 – Ridematching database system implementation completed
- September 10 – Transportation Coordinator newsletter completed.
- September 10 – Quarterly report completed
- December 10 – Quarterly report completed
- December 10 – Rideshare incentive program implemented
- March 11 – Quarterly report completed
- June 11 – Quarterly report completed

#### **Deliverables**

- Updated plan for standardizing, conducting and evaluating employer outreach activities.
- Transportation Coordinator newsletter content.
- Collateral materials and web information.
- Ridematch system implementation, including marketing and incentive program.
- Updated 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 10-11, RTO staff will continue to work with partner organizations led by Washington State Department of Transportation (WSDOT) to implement iCarpool, a multi-state, on-line ridematching system, serving Idaho, Oregon and Washington. iCarpool is 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 in early 2010 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 FY 10-11:

- Work with ODOT staff to develop and implement marketing and operation of the multi-state rideshare system in the Portland region.
- Work with WSDOT on ongoing implementation and development issues related to the new rideshare system.
- 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 10-11**

- September 10 – Quarterly report completed
- December 10 – Quarterly report completed
- March 11 – Quarterly report completed
- June 11 – Quarterly report completed

## **Deliverables**

- Implementation of iCarpool
- Marketing strategy (with ODOT)
- Quarterly progress reports

## **Downtowns, centers and industrial areas**

The Regional Travel Options Program supports increased use of travel options in local downtowns, centers and industrial areas through grants to local jurisdictions, non-profit groups and public-private partnerships. RTO staff have a “wholesale” role while recipients of RTO grant recipients carry out the “retail” role.

The RTO program provides support to five Transportation Management Associations (TMAs). TMAs are nonprofit coalitions of business and public agencies interested in strengthening partnerships with businesses in centers and industrial areas. The TMA partnership with RTO is based on reducing traffic congestion and pollution by improving commuting options for employees and others.

TMA's will present revised work plans to the RTO Subcommittee for approval in spring 2010. These work plans set the course for TMA activities through FY 10-11. The RTO Subcommittee will consider findings, conclusions and recommendations of the RTO 2007-2008 Program Evaluation by Portland State University and an RTO staff report.

Metro RTO staff support partners in a "wholesale" manner and will carry out the following tasks related to downtowns, centers and industrial-area program objectives:

- Provide technical assistance for TMA project planning, implementation and evaluation activities.
- Assist TMA's to develop work plans 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.
- Begin public-private partnership funding policy discussion for downtowns, centers and industrial areas.
- 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.
- Review progress reports for TMA grants and work with the RTO financial analyst to recommend payment of grant invoices.

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 10-11**

- Oct 10 – TMA directors meeting held
- Feb 11 – TMA directors meeting held
- Apr 11 – TMA directors meeting held
- May 11 – TMA work plans and booster grant proposals presented to RTO Subcommittee.
- June 11 – 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. RTO stakeholders use evaluation reports to refine program development, marketing and implementation. RTO program staff is responsible for carrying out measurement, called for in the TSMO Action Plan, Goal 5 (Measurement) of the RTO Strategic Plan and the RTO Evaluation Framework.

The RTO 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 roles in data collection. RTO

will continue to use independent researchers to evaluate the program. Metro Research 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 10-11:

- Conduct on-going data collection and tracking for RTO-funded programs.
- Address recommendations from the independent evaluation by Portland State University: RTO 2007-2008 Program Evaluation.
- 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 10-11**

- Enter into contract for RTO 2009-2010 Program Evaluation, to start by July 1, 2011.
- Quarterly progress reports.

#### **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 11-12.
- Provide local transportation system plan support on achieving 2020 non-SOV targets.
- Collaborate with TSMO staff on developing an integrated and coordinated strategy for project development and delivery.
- Represent RTO program at Metro committees and jurisdictions and agency meetings.

#### **Key milestones for FY 10-11**

- Jan 10 – FY 10-11 work program and budget reviewed and adopted by RTO subcommittee

- April, May 10 – FY 10-11 work program and budget reviewed and adopted by TPAC, JPACT and the Metro Council
- June 10 – Submit BETC applications for FY 10-11 projects.

**Deliverables**

- FY 11-12 budget
- RTO subcommittee meeting summaries
- Quarterly progress reports

<b>RTO STRATEGIC PLAN BUDGET 2010-2011</b>		
<b>Revenues:</b>		<b>(BUDGETED) FY 10-11</b>
MTIP Key - 15547		1,500,973
MTIP Keys - 14441, 14442 and 14443		782,956
Metro match (General Fund)		19,490
<b>Fund Balance:</b>		
BETC (prior years)		50,000
Bike There! (prior year sales)		20,000
Walk There! Kaiser Grant		50,000
<b>Total Revenue to/from Metro:</b>		<b>2,423,419</b>
<b>Expenditures:</b>		<b>(BUDGETED) FY 10-11</b>
<b>Administration:</b>	<b>FTE</b>	
FTE	0.650	93,775
M & S		21,913
<b>Evaluation and Measurement:</b>		
FTE	0.650	92,685
Intern	0.500	30,673
M & S		58,609
<b>RTO Subcommittee:</b>		
FTE	0.500	56,557
M & S		-
<b>Collaborative Marketing:</b>		
FTE	1.200	138,406
Bike There!		20,000
Walk There		70,000
Sponsorships		22,054
M & S		55,564
<b>Commuter Program:</b>		
FTE	1.450	153,095
TriMet		396,777
SMART		64,184
Ridematch		30,000
M & S		20,000
<b>RTO Grants:</b>		
FTE	0.500	67,995
Travel Options		175,000
Individualized Marketing		356,000
<b>TMA:</b>		
FTE	0.500	67,995
TMA Grants		135,265
Booster Grants		125,000
Policy Study		33,081
<b>Regional Vanpool:</b>		
FTE	0.250	38,793
M & S		100,000
<b>Total expenditures</b>		<b>2,423,419</b>
<b>Budget Surplus/(Shortfall)</b>		<b>0</b>
<b>Total FTE</b>	<b>6.200</b>	
<b>Match:</b>		
Local partners' match		253,057
<b>Total Budget (including local partners' match)</b>		<b>2,676,476</b>