



Metro | Meeting Summary

RTO Subcommittee of TPAC
Wednesday, May 12, 2010
3:00 to 5:00 p.m.
Metro Regional Center, Room 501

Committee Members Present:

Dan Kaempff - Chair	Metro
Dan Bower	Portland Bureau of Transportation
Adriana Britton	TriMet
Sandra Doubleday	City of Gresham
Adrian Esteban	Community Representative
Karen Frost	Westside Transportation Alliance
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Teak Wall	Community Representative
Lori Mastrantonio-Meuser	Clackamas County
Wilda Parks (alternate)	Clackamas TMA
Carla Wood	Oregon Department of Energy

Committee Members Excused:

Ken Burgstahler	Washington State Department of Transportation
Susan Drake	Oregon Department of Environmental Quality
Gregg Leion	Washington County
Keith North	Community Representative
Alison Wiley	Oregon Department of Transportation

Metro Staff:

Mary Ann Aschenbrenner	Metro
Pamela Blackhorse	Metro
Ted Leybold	Metro
Pam Peck	Metro
Deena Platman	Metro
Caleb Winter	Metro

Guests:

Lenny Anderson	Swan Island TMA
Sarah Angell	Swan Island TMA
Megan Braunsten	Gresham TMA
Sandy Burns	Clackamas TMA
Elizabeth Jespersen	VPSI
Leslie Poirier	South Waterfront TMA
Audrey Shuffield	VPSI
Rick Williams	Lloyd TMA
Brad Windler	C-Tran
Sara Wright	Gresham TMA

I. CALL TO ORDER/DECLARATION OF QUORUM/INTRODUCTIONS

Chair Dan Kaempff called the meeting to order at 3:02 p.m. and declared a quorum.

II. MEETING SUMMARY FROM MARCH 2010 MEETING

Chair Kaempff asked if there were any changes to the meeting summary from March 12, 2010. Ms. Doubleday motioned to approve the summary. Ms. Britton seconded the motion. The meeting summary for March 12, 2010 was unanimously approved by the Subcommittee. There were no abstentions.

III. COMMUNITY MEMBER COMMUNICATIONS

None.

IV. FY 2011 TMA WORK PLAN PRESENTATIONS

Mr. Winter briefly covered the proposed Transportation Management Association (TMA) work plan process and progress for the first three quarters of FY 09-10. He introduced the TMA Directors that would be presenting their plans for performance-based and booster grant funding. Mr. Winter also reminded the Subcommittee that regional TMAs did not compete with each other for funds and that their role was to write a work plan for each fiscal year and provide technical assistance for any issues that arise. He stated that TMAs help RTO staff with recommendations and that the RTO staff help define TMA parameters.

RTO staff are recommending funding in the amount of \$52,053.00 for each TMA. TMAs seeking funding this year are: Westside Transportation Alliance (WTA), Swan Island TMA, Lloyd TMA, Gresham Regional Center and Clackamas Regional Center.

1. Ms. Frost outlined the WTA TMA goals for FY 10-11 and outlined their primary tasks as: community education through web-based resources, public-based lectures and redesigned Transportation Coordinator training; targeted employee outreach through carpool incentive programs, transportation fairs and the yearly Bike Commuter Challenge and Three Cities Outreach, which involve the Cities of Hillsboro, Beaverton and Tigard. Participating cities will hold joint meetings to discuss and promote partnerships with employers and the WTA TMA. In turn, the TMA will support travel options, implement auto reduction plans for five or more cities and perform an eco survey. Additionally, Ms. Frost stated that two of the three cities would receive booster and performance-based funding, with the third anticipating additional grant funding through Kaiser. Further, Chair Kaempff noted that the grant from Kaiser was open to anyone who is a non-profit organization a municipality and stated that Ms. Frost was working on the contract for this.

Finally, Ms. Frost pointed out a change on their pledge cards to an estimated 1.5 million vehicle miles reduces (VMR) and briefly highlighted their customer evaluation transportation needs survey developed for city employers and staff.

Action Taken: Chair Kaempff asked if there were a motion to fund the WTA TMA work plan. Mr. Bower motioned to approve work plan. Ms. Mastrantonio-Meuser seconded the motion. The Subcommittee unanimously approved for WTA TMA work plan for FY 10/11. There were no abstentions.

2. Mr. Williams provided information on the Lloyd TMA work plan and stated that they are applying for booster and performance-based grants. He pointed out that RTO grants would make up a third of the budget needed to help them with complete their business census. The business census would allow them to capture every employer in the area and add them to a global information system (GIS), which would give them the ability to target businesses and tailor programs for them. Mr. Williams stated that this approach would help reintroduce their programs, change Lloyd staff outreach and offer better measurability. Finally, Mr. Williams pointed out that they had reorganized the TMA and created positions for both employee and employer outreach managers and a director.

The Subcommittee asked how many employers had been reached to date, whether the TriMet Green Line was included in the work plan and if the Lloyd TMA trip calculator could be explained further. Mr. Williams responded that they had 640 employers and that the Green Line had been included in the FY 10/11 work plan. Further, he advised that additional parking had not been issued for carpool, but that Lloyd TMA would maintain 10% carpool parking, by policy decision. Mr. Williams stated that the trip calculator would be not part of the FY 10/11 budget, but that they had access the City of Portland's Access database and would utilize the Universal Pass survey to help calculate employee travel and parking expenses.

Action Taken: Chair Kaempff asked if there were a motion to approve the Lloyd TMA FY 10/11 work plan for both performance-based and booster grants. Ms. Britton motioned to accept the work plan. Ms. Frost seconded the motion. The Subcommittee unanimously approved the Lloyd TMA work plan for FY 10-11. There were no abstentions.

3. Mr. Winter introduced Mr. Anderson of Swan Island TMA, stating that their work plan was still in draft format and that RTO staff recommendations have not been finalized as a result. Mr. Anderson discussed Swan Island's 10-year timeline and provided the completed work plan. He pointed out that their primary focus would be a web-based system functional data-base, modeled after SmartTrips, which they would use to launch an individualized marketing (IM) campaign to reach 10,000 employees. Mr. Anderson would use booster grant funds for the database. Additionally, he stated that they would focus on employer outreach to maximizing transit and bike commutes.

Mr. Winter reminded the Subcommittee that RTO staff would draw the line on what projects would receive grant funds and advised them that projects for transit trails were ideal for additional funding through their partners within the region. Mr. Anderson assured them that his primary concern was outreach to businesses, but that they needed to develop awareness of safe transit trails for bikes and pedestrians traveling in industrial areas. He stated that language for safe transit was called out in the work plan for specific actions and hours.

The Subcommittee asked Mr. Anderson if Swan Island TMA planned on expanding transit ridership and what the numbers would be. Additionally, they asked for clarification concerning RTO staff recommendations and whether there would be any additional changes to the language. Finally, they questioned whether outreach included infrastructure projects for bikes and pedestrians.

Mr. Anderson stated that they would be utilizing the transit pass program through TriMet and that they currently had 9,000 in transit ridership, which averaged between 350 to 550 riders daily. He also pointed out that their bike and pedestrian bridge was complete and open to the public. Finally, Mr. Winter stated that there would be some minor language changes for the completed workplan.

Action Taken: Chair Kaempff asked if there were a motion to approve the Swan Island TMA FY 10-11 work plan. Ms. Massa motioned to accept the work plan Mr. Bower seconded the motion. The Subcommittee unanimously approved the Swan Island TMA work plan for FY 10-11. There were no abstentions.

4. Ms. Braunsten of Gresham Regional Center TMA handed out a revised work plan. She stated that their focus would be on day trips, family events and outreach to local businesses and employers. Their goals included development of a mid-day trips pilot program that would alter non-commute trips taken, a series of walks and continuation of outreach programs that provide information for transportation and events. Ms. Braunsten stated that a booster grant would support their non-commuter program by providing a series of biking activities.

The Subcommittee questioned what number of employees had been targeted, how many TMA full-time employees (FTE) would be available for FY 10/11 and asked what alternative mode use would be implemented. Ms. Braunsten stated that she would provide the Subcommittee with the total number of employees and stated that Gresham TMA would have two FTE available for FY 10/11. She pointed out that midday trips would be their alternative mode use to receive booster grant funds and stated that measurement for this was reflected in their work plan, which focuses on employees rather than employers. Finally, Ms. Doubleday pointed out that the Gresham TMA would be working in tandem with the City of Gresham on residential and employee programs.

Mr. Winter added that Gresham TMA strategies look to work with all forms of travel and trips within the area and agreed that measurements were reflected in the work plan. Further, he stated that the TMA potential VMR could be met and that RTO staff are recommending both booster and performance-based grants for Gresham Regional Center.

Action Taken: Chair Kaempff asked if there were a motion to approve funding for the Gresham Regional Center work plan. Mr. Bower motioned to approve the work plan. Ms. Wood seconded the motion. The Subcommittee unanimously approved the Gresham Regional Center FY 10/11 work plan. Ms. Doubleday with the City of Gresham abstained, citing a conflict of interest.

5. Ms. Burns of Clackamas Regional Center provided a revised work plan and reminded the Subcommittee of Clackamas' biggest challenge, which is the disconnect in rail transit and pointed out that it was challenging to get buy-in from businesses and partners. However, she stated that the Clackamas Town Center shuttle had been very successful thus far and asked the Subcommittee for their support in changing the mode-split to support vanpools and carpools.

In response, Mr. Winter stated that staff had talked with the Department of Environmental Quality (DEQ), who would help target potential employees that could be reached using a booster grant. The Subcommittee discussed how vanpools were central to transit between Vancouver and Clackamas Town Center and questioned how the TMA would work without these types of transportation tools, stating that advocacy and planning between TMAs and their partners was key. Finally, they asked whether RTO staff would address parking issues in terms of providing help for TMAs on the policy level and stated that giving away land for parking would be perceived as incentive for drive-alone trips.

Action Taken: Chair Kaempff asked if there were a motion to approve grant funding for the Clackamas Regional Center FY 10/11 work plan. Ms. Mastrantonio-Meuser motioned to approve

funding for the work plan. Ms. Frost seconded the Motion. The Subcommittee unanimously approved the Clackamas TMA work plan for FY 10/11. There were no abstentions.

V. SOUTH WATERFRONT TMA FEASIBILITY STUDY REPORT, REQUEST FOR START-UP FUNDING

Mr. Winter introduced Mr. Bower of Portland Bureau of Transportation (PBOT) and Ms. Poirier of South Waterfront (SWF) TMA, who is requesting entry into the region's three-year TMA start-up funding program. Mr. Bower gave a brief presentation and covered SWF TMA feasibility study findings. He discussed the constraints, challenges and existing conditions in mode-share and annual VMT, as well as district constraints in terms of high auto use in the area. Additionally, he covered the proposed work plan highlights surrounding planning, advocacy, education and the continued growth of the TMA and expected outcomes.

Mr. Bower pointed out that South Waterfront Community Association (SWCA) currently supported the TMA with 9.1% of their annual budget and stated that the TMA currently had free rent at a non-cost of \$20,000. Additionally, he stated the TMA budget had a direct investment of \$92,000 and that they could save 24.5 million in VMT by 2030. He concluded with PBOT's recommendation to support the SWF TMA.

The Subcommittee asked what the number of residents currently was and if the TMA would work primarily with residents or businesses. They questioned whether existing infrastructure would be used and if the TMA would request a separate grant for IM.

Ms. Poirier pointed out that they currently had 13,000 active emails for marketing use through internet and email of events and information. Mr. Bower reiterated that they would require a separate grant for IM over an extended period of time.

Chair Kaempff stated that funding for this request was not included in the previous RTO budget, but that RTO staff had identified unused funds in the amount of \$75,000 that would be rolled into FY 10/11. Therefore, staff could include SWCA as a line item in the budget. Finally, Chair Kaempff pointed out that Infrastructure would only be used to the extent allowed by RTO. Staff are recommending a commitment of three years of funding in the amount of \$150,000.

Action Taken: Chair Kaempff asked if there were a motion to approve start up funding for SWF TMA. Ms. Double day motioned to approve the request. Mr. Hofbauer seconded the motion. The Subcommittee unanimously approved the request for startup funding of \$150,000 for SWF TMA. There were no abstentions.

VI. UPDATE ON OREGON TRANSPORTATION COMMISSION ACTIONS REGARDING DRIVE LESS/SAVE MORE, AND RIDESHARE SYSTEM PROGRAMS

Ms. Peck gave a brief overview on the Oregon Transportation Commission (OTC) decisions for Drive Less, Save More (DLSM) and rideshare systems programs. She pointed out that ODOT may have to shut down DLSM, website by July, 2010, but stated that ODOT would be interested in RTO maintaining the campaign. ODOT has offered \$200,000 for maintenance expenses.

Ms. Peck pointed out that RTO staff would need access to the DLSM and rideshare data and would require a merger between websites. She acknowledged that, while this could be good for sponsorship development, earned media and assistance for local development, it would not be cost-effective as Metro is not set up to continue to manage a state campaign. Further, Ms. Peck stated that staff had

drafted a Request for Proposal (RFP) for data access and web development, but she was unsure whether the process could complete by July, 2010.

Ms. Peck asked the Subcommittee if RTO should take on this task and stated that Metro would not move forward until there was written agreement from ODOT and approval from the Subcommittee. She suggested their other option would be to refuse management of the campaign, but bring on a small piece of the process in order to merge the websites and continue to maintain the trip diary. In order to do so, RTO would need to contract a website development company in the amount of \$20,000.

Ms. Curtis with ODOT stated she was new to the Subcommittee and had little knowledgeable about what was happening with the rideshare programs. She pointed out that the current economy was forcing both ODOT and Metro to look closely at what would most important to fund. She stated that she would appreciate the Subcommittee's input and stressed that ODOT would continue to partner with RTO on these programs.

Ms. Peck stated that RTO could allot \$3,600 to take care of immediate website needs. Ms. Curtis asked how long it will take develop a Memorandum of Understanding (MOU), with Ms. Peck responding that they could process a simple amendment to the existing MOU.

The Subcommittee felt that complete shutdown of the DLSM program would be a loss for Metro, but felt that ODOT should contact the other regions involved in the rideshare campaign and explain the current issues. Additionally, Chair Kaempff pointed out that the OTC decision had tied up funds for the ride-matching system RTO was planning to transfer to and suggested transferring Portland data first. He stressed that it would be in Metro's best interest to do so by next fiscal year.

VII. ADJOURN

Chair Kaempff reminded the Subcommittee about their July 14 meeting. There being no further business, Chair Kaempff adjourned at 5:05 p.m.

Meeting packet materials:

Document Type	Date	Description	Document Nbr.
Agenda	051210	Agenda for May 12, 2010	051210-rto01
Summary	051210	Meeting summary for March 10, 2010	051210-rto02
Document	051210	RTO staff recommendations for TMA grants for FY 10-11	051210-rto03
Document	051210	WTA TMA work plan for FY 10/11	051210-rto04
Document	051210	Swan Island TMA work plan for FY 10/11	051210-rto05
Document	051210	Lloyd TMA work plan for FY 10/11	051210-rto06
Document	051210	Gresham Community Center work plan for FY 10/11	051210-rto07
Document	051210	Clackamas Community Center work plan for FY 10/11	051210-rto08
Document	051210	South Waterfront TMA feasibility study	051210-rto09

Meeting summary respectfully submitted by,

Pamela Blackhorse



Date: July 14, 2010