

 **Metro** | *Agenda*

Meeting: **RTO SUBCOMMITTEE OF TPAC**  
Date: **Wednesday, December 8, 2010**  
Time: **3:00 to 5:00 p.m.**  
Place: **Room 501, Metro Regional Center, 600 NE Grand Avenue, Portland**

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To join the meeting by phone, please contact Pamela Blackhorse in advance of the meeting at [Pamela.Blackhorse@oregonmetro.gov](mailto: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 November 2010 Meeting  
**[Approval Requested]\*** – Dan Kaempff, Metro

3:05 p.m. Citizen Communications

3:10 p.m. 2011-2013 RTO Grant Projects  
**[APPROVAL REQUESTED]\*** – Dan Kaempff, Metro

4:00 p.m. 2012 RTO Work Plan & Budget  
**[APPROVAL REQUESTED]\*** – Pam Peck & Dan Kaempff, Metro

4:45 p.m. Program Updates (if time permits)  
**[Informational]** – All

5:00 p.m. Adjourn

**[PLEASE NOTE: the January 12 meeting will be held earlier in the day, at 10:00 a.m.]**

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

\*\* Inclement weather reminder: in case of inclement weather, the Metro Regional Center may have a late opening or building closure. For information about meeting cancellations due to building closure or late opening, please access [www.pdxinfo.net](http://www.pdxinfo.net).



**RTO Subcommittee of TPAC**  
**Wednesday September 8, 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
Susan Drake	Westside Transportation Alliance
Adrian Esteban	Community Representative
Karen Frost	Westside Transportation Alliance
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Lori Mastrantonio-Meuser	Clackamas County

**Committee Members Excused:**

Jennifer Campos	City of Vancouver
Keith North	Community Representative
Teak Wall	Community Representative
Aisha Willits	Washington County
Carla Wood	Oregon Department of Energy

**Metro Staff:**

Pamela Blackhorse	Metro
Pam Peck	Metro
Deena Platman	Metro
Caleb Winter	Metro

**Guests:**

None

## I. CALL TO ORDER/DECLARATION OF QUORUM/INTRODUCTIONS

Chair Kaempff called the meeting to order at 3:00 p.m. He declared a quorum, asked for introductions from Subcommittee members, and made an addition to the September 8, 2010 agenda to include updates from Ms. Frost.

## II. MEETING SUMMARY FROM JULY 2010 MEETING

Chair Kaempff asked if there was a motion to approve the meeting summary of July 14, 2010. Mr. Esteban motioned to approve. Ms. Drake seconded the motion. The Subcommittee approved the meeting summary for July 14, 2010, with one abstention from Ms. Doubleday.

## III. CITIZEN COMMUNICATIONS

None.

## IV. RTO TRAVEL AND AWARENESS SURVEY REVIEW

Mr. Winter and Mr. Hofbauer briefly discussed the Travel Awareness survey. Mr. Winter stated that staff was currently accepting bids from survey contractors to implement the Travel Options Survey in October 2010. He pointed out that they required 290 household and cell phone survey responses, and that staff would also conduct a mailing as well. Additionally, bids were out to develop focus groups. Ms. Peck suggested that staff look at shaping future strategies and stated that the Marketing and Outreach group may help fund some of the focus group research.

Mr. Hofbauer handed out the transportation options survey and offered to email the draft to Subcommittee members. He stated that there were three categories that addressed travel behavior of people who use transit, bike and/or walk, and cautioned that staff would not include carpools with children traveling to daycare or school. He pointed out that they would survey one person per household across three counties and stated that staff would keep the survey to ten minutes.

Mr. Hofbauer provided a handout and briefly discussed the survey level questions including: marketing and communication, participation, action and participant satisfaction levels. He covered transportation options, addressing: TriMet Trip Planner, Carpoolmatchnw.com, City of Portland SmartTrips, Bicycle Transportation Alliance (BTA), Bike There!, Bicycle.org, Wilsonville Walk SMART, WTA Carefree Commuter Challenge, Metro Vanpool and Drive Less, Save More (DLSM).

The Subcommittee suggested consideration questions that cover whether surveyors utilize online tools for transportation. Additionally, they cautioned that DLSM and Bicycle.org may not generate useful data for the survey and suggested staff consider including Carefree Commuter Challenge. They pointed out that, unless it was used to forecast for some kind of regional challenge, Carefree Commuter Challenge statistic could provide useful information. Mr. Winter stated they could add Carefree Commuter Challenge to the business section and pointed out that the survey also asks responders if they used digital means for travel information and maps.

Additionally, the Subcommittee suggested a language change that would replace "lose weight," to, "be more fit," or "more active," and suggested adding language that addressed wear and tear on vehicles and roads. The suggested removing question six concerning Bicycle.org and requested that staff include demographics questions. Additionally, Chair Kaempff asked staff to develop questions that allow people to talk about what their primary decision would be for moving; for example school, work or available amenities. Further he suggested they ask for the location of the closest cross-street near their place of employment in order to geo-code and compare travel options versus daily driving.

The Subcommittee asked if staff would include satisfaction questions in the survey, or develop a follow up survey that defines what services work or do not work. Additionally, they suggested utilizing voting records as a free resource to target potential responders and that staff make sure quotas match counties as evenly as possible. Finally they suggested setting the minimum age for responders at 16 years. Mr. Winter stated the next steps would be to provide preliminary data for the November RTO Subcommittee meeting.

#### V. 2012 RTO WORK PLAN DISCUSSION

Chair Kaempff covered the RTO work plan for fiscal year 2010/11 and requested feedback concerning high-level priorities on how RTO staff could become better integrated with the Transportation Systems Management Operations (TSMO) staff and how to approach commuter challenge events. He questioned whether commuter challenge events were necessary for the region and if the events should be considered as a branch of DLSM. Additionally, he asked them to consider the future of the vanpool program and stated that they had recently added approximately six more vans to the program.

The Subcommittee pointed out that events or programs such as DLSM could change the behavior of attendees if they were somehow encouraged to integrate and work as a group. Ms. Platman suggested focusing on transport options based on infrastructure data. She pointed out that Metropolitan Transportation Improvement Program (MTIP) and ODOT funds could be invested in existing signal systems used to catch arterial data that would update infrastructure and transit data. Additionally, Ms. Platman stated that TripCheck and local entry portals were being considered by local jurisdictions as a source of information about events that affect traffic and would include signal response that benefits emergency responders. Finally, she pointed out that there was a \$6 million earmark for existing signal system data collection, travel information, education, marketing, and integration of data collection from bike and multi-modal trails and streaming data.

The subcommittee suggested putting together a shared demonstration project that involved RTO and TSMO, utilizing tools like TripCheck, social marketing or grants, as potential opportunities. Ms. Peck stated that RTO and TSMO work plans were being development and would be presented to ODOT in October. She pointed out that restricted budget had staff focusing on media partnerships for broadcast advertising and social marketing and stated that they would be working with PacWest to examine options for events, co-sponsorships and rideshare systems. Further, Ms. Peck stated staff were working with the Blazers to develop a campaign that supports their decision to become the most sustainable sports franchise in the nation.

Additionally staff are working with Kaiser Permanente on a Hispanic Walk There! guide for bilingual guided walks that provide outreach to the community of Hillsboro. Chair Kaempff stated that the RTO work plan and budget draft would be reviewed and discussed at the November RTO meeting.

#### VI. ODOT FLEXIBLE FUNDS PROJECT APPLICATION

Chair Kaempff announced that the Oregon Jobs and Transportation Act repurposed \$25 million for bike and pedestrian planning and research projects. He stated that the Oregon Transportation Commission (OTC) is asking for projects that involve connectivity integrations, sustainability, mobility access and health. Chair Kaempff asked the Subcommittee what projects could be important for the region and what they should apply for, but reminded them that only government agencies were eligible. Further, he suggested they consider potential regional projects that covered expanded individualized marketing (IM), Sunday Parkways, bicycle park funding, traveler information and data maintenance, and funding for the RTO grant program. Additionally, Mr. Bower reminded the Subcommittee that there would be

\$2.1 million allotted per project. Chair Kaempff encouraged them to apply separately, but allow RTO staff to review projects and offer support where needed.

The Subcommittee discussed expanding the Sunday Parkways to suburban communities and asked if funds would need to be obligated or spent by October 2011. Additionally, they suggested increasing RTO grant funding, which they felt was a successful and proven program and suggested that administrative benefits be made available through smaller grants. Chair Kaempff questioned whether OTC would like to see large projects or small ones. Ms. Wiley responded that with administration in place either could work as long as it provides concrete, measurable data.

The Subcommittee asked how they would measure Sunday Parkways. Ms. Wiley stated that Metro would be ideal in articulating measurement to OTC and instrumental in developing a base campaign. The Subcommittee suggested looking at a multi-modal corridor such as highway 217 and pointed out that OTC would likely support a specific goal with a focus on a series of projects that alleviate corridor bottlenecks.

Chair Kaempff stated that solicitation for projects would begin in September. He pointed out that there would be 45 days to respond and suggested that applicants have project ideas ready by the end of the month. He asked that RTO staff develop an application draft with a solid focus on a variety of projects that address a single problem.

The Subcommittee suggested that Chair Kaempff be the primary writer of the vision statement and stated that once the application was released they could adjust the draft accordingly. Further, they suggested citing examples that utilize the TSMO plan, the Columbia River Crossing Transportation Demand Management (CRC TDM) Plan, and SmartTrips for measureable results. Finally, they asked if the project would be managed by Metro and include Metro partners.

Chair Kaempff advised that RTO would continue to offer grants to partners as they continue to submit additional ideas for an overall project, but that funds would need to be obligated first. He stated that Multi-Modal Flex Funding would be offered annually and pointed out that funds could be spent over a three-year span. RTO staff will have a draft concept ready for the Subcommittee in September.

#### VII. PROGRAM UPDATES

- Chair Kaempff stated that the RTO Regional Grant process had received 15 pre-applications as of September 3, 2010 and that he would need to confer with the selection committee volunteers to discuss them. Finally, he announced an additional Subcommittee meeting for Wednesday, December 8, from 3 to 5 p.m. and asked subcommittee members check their availability.
- Ms. Frost discussed the Carefree Commuter Challenge, stating that after twelve years they had decided to discontinue the program. She pointed out that the program was not self-sustaining, had low return and served primarily residents from outside Washington County.
- Ms. Wiley announced that ODOT had received the work order to update Rideshare Online and that their ten-day posting period was nearly up.

#### VIII. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 4:58 p.m.

Meeting packet materials:

<b>Document Type</b>	<b>Date</b>	<b>Description</b>	<b>Document Nbr.</b>
Agenda	090810	Agenda for September 8, 2010	090810-rto01
Summary	090810	Meeting minutes, July 14, 2010	090810-rto02
Memo	090810	ODOT flexible funding grant opportunity	090810-rto03
Document	090810	RTO program levels for travel and awareness survey	090810-rto04

Meeting summary respectfully submitted by,

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Date

DRAFT

 **Metro** | *Meeting Summary*

RTO Subcommittee of TPAC  
Wednesday, November 10, 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
Jennifer Campos	City of Vancouver
Sandra Doubleday	City of Gresham
Susan Drake	Westside Transportation Alliance
Adrian Esteban	Community Representative
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Carla Wood (conference call)	Oregon Department of Energy

**Committee Members Excused:**

Jennifer Campos	City of Vancouver
Karen Frost	Westside Transportation Alliance
Keith North	Community Representative
Lori Mastrantonio-Meuser	Clackamas County
Teak Wall	Community Representative
Aisha Willits	Washington County
Alison Wiley	Oregon Department of Transportation

**Metro Staff:**

MaryAnn Aschenbrenner	Metro
Pamela Blackhorse	Metro
Katie Edlin	Metro
Lake McTighe	Metro
Pam Peck	Metro
Caleb Winter	Metro

**Guests:**

Kelly Stoner	Pac/West
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## I. CALL TO ORDER, DECLARATION OF A QUORUM AND INTRODUCTIONS

Chair Kaempff called the meeting to order at 3:08 p.m. A quorum was not declared.

## II. SUMMARY FROM SEPTEMBER 2010 MEETING

The September 8 meeting summary will be approved at the December 8, 2010 meeting.

## III. CITIZEN COMMUNICATIONS

None.

## IV. TRAVEL AND AWARENESS SURVEY INITIAL FINDINGS

Mr. Winter and Mr. Hofbauer presented preliminary statistics from the RTO Travel and Awareness Survey, fielded October 23 to November 6, 2010. The initial statistics are from the telephone survey of 250 general population respondents and 358 respondents who use alternative modes at least monthly. Demographic findings revealed that average vehicle ownership was 2.2 across the region, but that 68% of respondents have access to a bicycle. Mr. Winter stated that 16% of the general population and 27% of alternative mode users were interested in learning more about transportation options.

Mr. Hofbauer discussed respondents' answers to whether they use modes daily, weekly or monthly (for any trip purpose – not just commuting). In the daily-use category, 58% of respondents said they drive alone, 12% walk, 4% take transit and 2% bike.

Commuters (to work or school) were asked if they carpool and 24% said they do with household members, but only 2% of commuters used organized car or vanpools.

Further, Mr. Hofbauer pointed out that few people responded that their commute is more difficult which may relate to reduced traffic delay due to unemployment in the down economy. Additionally, 34% are able to work from home and 32% recalled transportation option information posted at their workplace.

Mr. Winter stated that the highest recall programs related to travel options include the TriMet Trip Planner (59%), Drive Less/Save More (34%) and City of Portland SmartTrips (18%).

Additionally, Mr. Winter stated that 12% of respondents pay for parking at work (an average of \$80.00 per month. Of commuters currently parking for free at work, 44% said they would keep driving if charged \$25/month but 21% said they would start carpooling or vanpooling and 18% would choose another option.

Mr. Winter said the survey tested messages by asking respondents which statement best describes why they would reduce the amount they drive. The most picked personal statement (39%) was "To save money on vehicle and parking expenses." The most picked community-minded statement (40%) was "Keeps the air in my community clean and protects the environment."

The Subcommittee discussed representing car-use as a daily or weekly category over the course of a year. Mr. Hofbauer stated that the survey collected a general snapshot of the overall mode patterns and more will be understood when comparing these patterns to other data collected.

Finally, the Subcommittee asked what percentage of the sample population was under the age 18. Mr. Winter stated 5% were under age 18 and closed the discussion by asking the Subcommittee to

provide them with themes for further analysis. Mr. Winter and Mr. Hofbauer will provide more in depth information once they had finished reviewing the data. Results will be discussed at the January 12, 2011 meeting.

#### V. 2012 RTO WORK PLAN AND BUDGET

Chair Kaempff provided the Subcommittee with the 2012 RTO work plan and budget. He explained some of the assumptions behind the numbers for the 2011 fiscal year. Chair Kaempff stated that labor costs, and funding for TriMet, SMART and transportation management associations (TMAs) are budgeted with a 3% annual increase. He stated that RTO generated about \$17,000K in yearly revenue from Bike There! Maps and \$12,000 from Walk There! guides, pointing out that it was used for additional printing costs for both the guide and map.

Chair Kaempff stated that expenditures for Materials & Services (M & S) funds fell under a program evaluation every other year by staff and would most likely see 3% increase in cost per year. He pointed out that commuter programs for partners, such as TriMet and SMART would receive funds directly from the Federal Transportation Administration (FTA), rather than through a Metro grant agreement. Funding currently budgeted for Rideshare program support is an estimate. Actual costs will be developed once the Oregon Department of Transportation's (ODOT) has fully established a cost structure for agency users of the new ridematch system (known as RideshareOnline.com in Washington state).

Ms. Peck stated that RTO would possibly carry a portion of funds, approximately, \$250,000 into next fiscal year. Further, she stated that the RTO marketing group would begin another round of individualized marketing (IM) grants come July 14, 2011 and pointed out that TMA funds assumed that South Waterfront TMA (SWTMA) would be in its second and third year of the program. She stated that \$125,000 would remain for all six TMAs through 2013 and 2014. However, the amount may be adjusted during the current fiscal year.

Additionally, Chair Kaempff stated that the regional vanpool program was budgeted at \$100,000 per year and that ODOT was discussing funding for a new state vanpool program. Monetary increases for the program would come from directly from ODOT.

Ms. Peck stated that the marketing working group were developing their commuter services work plan for the coming year, as well as employer recognition programs and partnership for DLSP. She pointed out that some of Ms. Aschenbrenner's time would be dedicated towards these services.

Finally, Ms. Peck stated that RTO had been invited to submit a project for a grant in the area of collaborative marketing for the Latino population in western Washington County. The total project cost would be \$155,000 spread over a year and a half. Their goal is to create a Bilingual Bike There! map and invest in temporary bilingual employees.

#### VI. ODOT Flexible Funds Project Application

Chair Kaempff updated the subcommittee on ODOT flexible funds, which are due Friday, November 19, 2010. He stated that RTO would apply for a regional bike parking grant that would give staff the funds to provide community bike parking. Partners such as Portland Bureau of Transportation (PBOT) and TriMet would be eligible for flex funds as well, and could be used to help leverage existing bike parking facilities and paths. Chair Kaempff stated that funds would have to be obligated by September, 2011. He encouraged partners determine what their needs would be and reminded

them to include staff time on the grant request. Finally, he stated that RTO would require one FTE finance person and the addition of an add-package to the budget which would be supported by flex funding.

The subcommittee questioned if they would be able to apply for funds and whether they should include labor costs, Further, they asked whether bike parking had to be off-street, or covered. Ms. Peck encouraged them to apply for grants. Chair Kaempff pointing out that labor costs are assumed to be held at 10% and that off-street and covered bike parking could be included in the grant proposal.

## VII. PROGRAM UPDATES

- Chair Kaempff recognized the RTO grant scoring team for their work and reminded the Subcommittee that the grants meeting would be held on Thursday, November 17. Funding recommendations will be presented at the December 8, RTO Subcommittee meeting.
- Ms. Peck recognized Ms. Edlin for her work in helping update bike map information this year. Chair Kaempff stated that bike map data would eventually become available to the public and questioned whether digital or printed would work well for commuters and how either could effectively maintain contact with commuters.
- Ms. Stoner thanked the subcommittee for attending the Be Seen, Be Safe event. She announced that the new DLSSM would begin work with the Blazers and Burgerville in order to building a television regional partnership with KGW.
- Ms. Doubleday presented the Subcommittee with the new Gresham bike maps and announced that Gresham had installed 134 instructional signs for bicycles. Currently, she is working on grant writing for a TriMet Max Station and has completed the pre-evaluation.
- Ms. Britton stated that TriMet is working on an initiative plan for new tools for riders in an effort to increase ridership. Additionally, they are developing a monthly pass program survey in an effort to encourage employers to provide transit passes for employees.
- Ms. Massa announced that the City Manager would be retiring and that two new city councilors would be sitting on City Council this winter. She stated that they are moving ahead with an IM project and that they had had approximately 400 respondents so far for their pre-survey.
- Mr. Bower stated that PBOT was working on a new SmartTrips program would be creating a new form and changing their online presence. He advised that they are in the planning phase for Sunday parkways for 2011 and are currently seeking funding.
- Ms. Aschenbrenner stated that they would begin employer outreach to eco-effective employers.
- Mr. Esteban stated that his employer was taking part in an incentive program that paid out come month end. Walking pays the highest percentage. Parking and TriMet passes are free.
- Mr. Hofbauer stated that he would be working with an active transportation health benefits group to create a health sheet and doing IM for the Climate Smart Communities Initiative.
- Finally, Mr. Winter pointed out new findings for healthier employees and a reduction in bottom-line health costs. This information will be added Mr. Hofbauer's literature findings.

## VIII. ADJOURN

There being no further business, Chair Kaempff adjourned the November 10, 2010 meeting at 4:56 p.m.

Meeting packet materials:

<b>Document Type</b>	<b>Date</b>	<b>Description</b>	<b>Document Nbr.</b>
Agenda	111010	Agenda for November 10, 2010	111010-rto01
Summary	111010	Meeting summary, September 8, 2010	111010-rto02
Document	111010	RTO strategic plan budget 2010-11 to 2015-16	111010-rto03

Meeting summary respectfully submitted by,

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Date

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**Date:** December 1, 2010  
**To:** RTO Subcommittee  
**From:** Dan Kaempff  
**Re:** **2011-2013 RTO Grants**

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### **Background**

The 2008-13 RTO Strategic Plan established a grant program aimed at fostering innovation among regional partners. The RTO budgets for fiscal years 2011-12 and 2012-13 contain a combined total of \$533,000 of CMAQ funds designated to be used in the regional grant program.

This report documents the grant selection process and provides a list of projects chosen by the selection committee for the Subcommittee's approval.

### **Process**

Twenty-one applications were received, with a combined total of over \$1.5 million in requested project funds. A selection committee evaluated these applications against established criteria and wound up selecting 11 projects for funding.

Members of the selection committee included:

- Adrian Esteban – Citizen
- Alison Wiley – ODOT
- Carla Wood – ODOE
- Deena Platman – Metro
- Derek Hofbauer – Citizen
- Susan Drake – DEQ

The selection committee individually evaluated the projects and submitted their scores to Metro. Metro then combined the scores to arrive at a cumulative score for each project. Projects were ranked by cumulative score in order of highest to lowest.

The selection committee met on November 17 to discuss the projects and how to best allocate the funds among the highest ranked projects. The main question was whether to fund only the top ranked projects at the requested amount, or to offer a reduced amount to some applicants, which would allow more projects to be funded.

Ultimately, the committee felt the benefits of funding a greater number of project applications outweighed other factors. Funding a larger number of projects enabled a more equitable distribution of funds, both in terms of geography as well as reaching underserved populations.

Projects which received reduced amounts of funding are:

- ongoing programs or prior RTO grant recipients
- containing elements (such as bike maps) which are more suitable for other sources of funds
- projects that are scalable to fit the amount of available funding

With regards to ongoing programs, the selection committee felt that a broader discussion was needed on how to best provide regional funding for events such as the Bike Commute Challenge and Sunday Parkways. The specific concern is that the RTO grant program is primarily geared toward encouraging innovate new programs or projects, and not seen as a source of on-going funding for well-established efforts.

### Selected projects

The following is a list of the projects selected, and the amount awarded compared to the amount requested. Projects are listed in alphabetical order, according to applicant name.

Applicant	Project name	Amount Awarded	Amount Requested
Bicycle Transportation Alliance	Bike Commute Challenge	\$27,500	\$55,115
City of Forest Grove	Bicycle Parking Shelters	\$45,000	\$45,000
City of Portland, Metro and RTO Partners	Cash for Commuters Incentive Program	\$60,000	\$65,000
City of Tigard	Downtown Tigard Walking Map & Wayfinding System	\$25,000	\$25,000
City of Wilsonville/SMART	Wilsonville Sunday Parkways	\$53,414	\$64,000
Community Cycling Center	Communities in Motion: Increasing Capacity for Active Transportation	\$34,086	\$34,086
Housing Authority of Portland (& Partners)	Regional WorkSource & Trans. Mobility Counseling	\$60,000	\$60,000
Lloyd TMA	Lloyd Links	\$30,000	\$60,000
OPAL Environmental Justice of Oregon	East Portland Community Bus Stop Assessment	\$63,000	\$63,000
TriMet	Open Trip Planner Expansion	\$75,000	\$200,000
Tualatin Hills Parks and Recreation District	Trail & Wayfinding Signage	\$60,000	\$85,100
	<b>Total awarded:</b>	<b>\$533,000</b>	

Projects will begin on or after July 1, 2011, and will be completed by June 30, 2013 unless an extension is agreed upon by all parties prior to expiration of the funding agreement. Next steps include refining project scopes of work to fit RTO expectations for project deliverables, and development of grant contract documents. It is expected that grantees will administer projects as they are described in the project application, for the amount of funding agreed upon. Any substantive changes to the scope or budget of these projects will require Subcommittee approval.

**Requested Action**

The selection committee requests Subcommittee approval of the above list of projects.

DRAFT

Regional Travel Options Program  
**FY 2011-2012 work plan**

DRAFT 11/16/10



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## **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 2011-2012. 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 2011-2012**

- 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.
- Work with partner organizations to market and implement a multi-state (Idaho, Oregon and Washington), on-line ride matching 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 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 coordinated through the Marketing and Outreach Working group. Metro will collaborate with

partners in this group to leverage event opportunities and initiatives when possible. Many partners share the same key initiatives, such as promoting safety and the use of travel options, which will enable integration and partnership. The Marketing and Outreach Working Group meetings and the regional events calendar, managed by RTO staff, will allow partners to see opportunities for integration.

Metro staff will support ongoing implementation of the Drive Less/Save More statewide marketing campaign in the Portland metropolitan area in coordination with ODOT and Pac/West Communications, the campaign consultant team. Metro staff will act as the liaison to the Drive Less/Save More statewide efforts to disseminate campaign tools and information to RTO partners in the Portland metropolitan region. Additionally, staff will participate in the development and implementation of marketing activities with Drive Less/Save More, such as earned media outreach, sponsorships with regional employers and businesses and co-branded events that highlight campaign promotions and RTO initiatives. RTO staff will continue to partner with Metro's sustainable living marketing programs to coordinate campaign outreach. .

RTO staff will promote the benefits of using travel options, such as biking, walking, taking transit, carpooling, vanpooling and telecommuting in order to increase the use of these modes for transportation. Activities to promote active transportation will include disseminating information about the regional biking and walking paths, trails and infrastructure as modes for transportation. RTO staff will coordinate activities to promote the regional trail system with Metro's Long-Range Transportation Planning and Trails Planning work groups and The Intertwine Alliance.

RTO will also focus on disseminating safety messages around biking, walking and riding transit. RTO will work with partners, such as TriMet, Wilsonville SMART, Bicycle Transportation Alliance and Willamette Pedestrian Coalition to collaborate around safety to maximize impact, leverage funding and outreach opportunities. Metro's Bike There! and Walk There! programs will also be key vehicles to promote active transportation in the region. Metro RTO staff will implement marketing strategies for the regional Bike There! map and Walk There! guide book. RTO will support distribution and sales of these products through Metro's storefront and area retail outlets. Revenue from the map and guide book sales will be used to support the development and printing of future editions.

RTO staff will also distribute more than 500 free copies of the Bike There! map to youth, low income and other underserved audiences. The RTO employer program will also use the employer program to disseminate free flat, bike maps that can be posted on walls at work sites around the region. RTO staff will focus efforts and promotions for Bike There! particularly around cycling events and during May, which is National Bike Month. RTO staff will host a special event to promote bike safety and the map during this time. September, during the Bicycle Transportation Alliance's Bike Commute Challenge, is also a key time to promote the map to employers and individuals. RTO staff will continue to create and disseminate information about biking for transportation and cycling safety through marketing tactics, such as the Bike There! website, outreach events, earned media, paid advertising, printed material available for free on Metro's website and the use of new technology, such as smart phone apps, videos, audio tours.

During 2011 and 2012, RTO will direct resources to a new project to increase biking and walking among Latino families in western Washington County, particularly Hillsboro, Forest Grove and Cornelius. This project will reach more than 123,000 residents in the project area; at least 22 percent of the residents in this area are Latino. Metro anticipates receiving a grant from

Kaiser Permanente in January 2011. Metro will develop and oversight committee to create maps and/or guidebooks co-developed in Spanish and English. Metro plans to hire Latino interns and organizations from the project area to assist with development and outreach. Another goal of the project is to create community ownership and engagement.

Project purpose and outcomes:

- Create bike and walk materials for western Washington County. This area of Washington County does not currently have bike or walk maps for a Latino audience, and some of these cities do not have bike or walk maps in English. This project will fill this need for both Spanish and English-speaking audiences
- Promote and increase the use of walking and biking as modes of transportation in Forest Grove, Cornelius and Hillsboro, primarily among Latino families. Biking and walking is good for a community because it increases business vitality, livability, safety and physical activity while reducing air pollution, congestion and obesity. Active transportation integrates physical activity into daily life which improves health and contributes to emotional well-being.
- Educate the audience, particularly Latino families, about existing walking and biking routes that can be used for short trips and/or recreation. The deliverable will also focus on showcasing the rich history and points of interest that exist in the area. It will also highlight parks, trail and natural areas.

In addition to the Latino family outreach project, RTO staff will continue to promote the Walk There! guide book by creating and disseminating information about walking for transportation and walking safety through marketing tactics, such as the Walk There! website, outreach events, earned media, paid advertising, printed material available for free on Metro's website and the use of new technology, such as smart phone apps, videos, audio tours.

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

- Support Marketing and Outreach Working Group for effective coordination, integration 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, and disseminate campaign information to RTO partners and leverage outreach events and sponsorships for Metro and Drive Less/Save More.
- Maintain regional calendar of events and travel options promotions, coordinate presence of RTO partners and provide staff support for up to eight community events.
- Develop and oversee collateral development and implementation of marketing activities to promote Bike There! and Walk There! and safety around biking and walking.
- Oversee and manage sales and distribution for Bike There! and Walk There! book.
- Oversee and implement walking and biking project focused on reaching Latino families in western Washington County. Create a co-developed set of maps or a book written in English and Spanish.
- Coordinate collaborative marketing activities with other Metro departments to leverage resources and further disseminate program messages.

### **Key milestones for FY 11-12**

- September 10 – Earned media, marketing and promotions calendars for next quarter completed.

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

## **Deliverables**

- RTO collateral materials
- RTO events calendar
- RTO earned media and promotions calendar
- Quarterly progress reports
- Bike/walk maps co-developed in English and Spanish for western Washington County.

## **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 Commute Trip Reduction Program, C-TRAN Vanpool, 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 six 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 ride-matching 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 (i.e.: transit service, bike/ped connectivity) to improve the likelihood of reduced trips.

RTO staff will collaborate with Metro's Sustainability Center to better integrate agency employer outreach efforts, leverage investments in technology, and coordinate messages. Sustainability Center staff will refer employers interested in reducing auto trips to RTO staff. The Carbon4Square Building Efficiency Challenge sponsored by BOMA is one such example.

Metro will manage and complete the transition of the regional rideshare database, CarpoolMatchNW.org, to RideshareOnline.com, the rideshare program supported by the Washington State and Oregon Departments of Transportation. The new rideshare program will provide more sophisticated rideshare matching, vastly improved administration capacity, employer and regional network options and results tracking that are unavailable in the current system. It contains three primary sub-components:

1. Online ride-matching 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 an online calendaring system for conducting employer outreach activities.
- Track and evaluate employer outreach activities with the collaboration and assistance of RTO employer outreach partners to add to and standardize the amount of data collected on employer efforts and support the development of a regional employer recognition program.
- Identify target markets and business sectors.
- 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.
- Implementation of the new online ride-matching system is underway with RTO staff providing the lead working with external partners on issues related to functionality, reporting, administration and management. This program, overseen by Washington State Department of Transportation (WSDOT) and Oregon Department of Transportation (ODOT), is progressing and anticipated to complete implementation of the first phase of the program during FY 2011-2012.
- Develop rideshare incentive program while working in conjunction with regional and state partners including ODOT.
- Create an e-mail newsletter whose content is targeted to assist worksite Transportation Coordinators.

- 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 11-12**

- September 10 – Ride-matching database system implementation 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.
- Collateral materials and web information.
- Ride-match 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 11-12, RTO staff will continue to work with partner organizations led by WSDOT and ODOT to implement a multi-state, on-line ride-matching system, serving Idaho, Oregon and Washington. The ride-matching system, developed by 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 2011 with various system expansions taking place over the next two to three years. Key among these expansions will be the definition of sub-networks which will allow TMAs, businesses, schools and other groups to market ridesharing to a self-defined subset of the database as a whole. Development of a new marketing and outreach effort will be conducted, potentially at the state level in concert with other rideshare agencies and ODOT.

Metro RTO staff will carry out the following tasks in FY 11-12:

- 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.
- Work with local partners to define sub-networks, required resources and timeline for implementation.
- Coordinate ongoing rideshare system development with other regional traveler information projects, such as TriMet's Open Source Multi-Mode Trip Planner.
- 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 11-12**

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

## **Deliverables**

- Implementation of iCarpool
- Definition of sub-networks
- 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 has a “wholesale” role while recipients of RTO grants carry out the “retail” role.

The RTO program provides support to six 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, residents and visitors.

TMAs will present revised work plans to the RTO Subcommittee for approval in spring 2011. These work plans set the course for TMA activities through FY 11-12.

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 TMAs 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.
- Continue public-private partnership funding discussion for downtowns, centers and industrial areas.
- Develop and manage TMA Grant 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.
- Conclude a study to update TMA policy.

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 11-12**

- Summer 2011 - TMA Policy Study
- Fall 11 - TMA directors meeting held
- Winter 12 - TMA directors meeting held
- May 12 – TMA work plans and booster grant proposals presented to RTO Subcommittee.
- June 12 – TMA work plans and contracts finalized.

## **Deliverables**

- TMA work plans and agreements
- Quarterly progress reports
- TMA Policy Study

## **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.
- Manage the overall measurement of the RTO program by contracting with an independent evaluator and working with partners to provide a complete set of data from 2009 and 2010 RTO activities.
- 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 11-12**

- Collect 2009 and 2010 data from RTO partners and send to contracted independent evaluator.
- 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 12-13.
- 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.
- Begin planning work for RTO Strategic Plan update.

### **Key milestones for FY 11-12**

- Jan 10 – FY 12-13 work program and budget reviewed and adopted by RTO subcommittee
- April, May 10 – FY 12-13 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 12-13 budget
- RTO subcommittee meeting summaries

RTO STRATEGIC PLAN BUDGET 2011/12-15/16

Revenues:	Amount	(Adopted) FY 10-11	(BUDGETED) FY 11-12	(PROJECTED) FY 12-13	(PROJECTED) FY 13-14	(PROJECTED) FY 14-15	(PROJECTED) FY 15-16	Totals
STIP key not yet assigned (FFY 2016)	2,203,500	-	-	-	-	-	1,072,166	1,131,334
STIP key not yet assigned (FFY 2015)	2,203,500	-	-	-	-	654,468	1,549,032	-
STIP key not yet assigned (FFY 2014)	2,203,500	-	-	-	356,444	1,847,056	-	-
#17278 (FFY 2013)	2,203,500	-	-	68,988	2,134,512	-	-	-
#17277 (FFY 2012)	2,203,500	-	-	2,203,500	-	-	-	-
#15548 (FFY 2011)	1,882,535	-	1,745,146	137,389	-	-	-	-
#15547 (FFY 2010)	2,397,586	2,013,012	384,574	-	-	-	-	-
MTIP Keys - (FFY 08) and 14443 (FFY 10-1-07 (08)	599,654	599,654	-	-	-	-	-	-
Metro match (General Fund)	136,954	20,649	21,474	22,332	23,225	24,154	25,120	-
<b>Fund Balance 7-1-2011:</b>								
5307 Funds (generated by Van Pool Program) (est)	150,000	-	-	-	50,000	50,000	50,000	-
BETC (prior years)	225,000	50,000	35,000	35,000	35,000	35,000	35,000	-
Bike There! (prior year sales)	88,000	20,000	-	17,000	17,000	17,000	17,000	-
Walk There! (prior year sales)	48,000	-	-	12,000	12,000	12,000	12,000	-
DLSM Sponsorship	9,255	9,255	-	-	-	-	-	-
Kaiser Grant 1	70,000	70,000	-	-	-	-	-	-
Kaiser Grant 2	75,000	-	75,000	-	-	-	-	-
<b>Total Revenue to/from Metro:</b>	<b>16,699,484</b>	<b>2,782,570</b>	<b>2,261,194</b>	<b>2,496,209</b>	<b>2,628,181</b>	<b>2,639,678</b>	<b>2,760,318</b>	<b>1,131,334</b>
								15,568,150
								15,568,150
Expenditures:	FTE 11-12	(BUDGETED) FY 10-11	(BUDGETED) FY 11-12	(PROJECTED) FY 12-13	(PROJECTED) FY 13-14	(PROJECTED) FY 14-15	(PROJECTED) FY 15-16	Totals
<b>Administration:</b>								
FTE	0.610	90,250	93,260	98,855	104,786	111,074	117,738	615,963
M & S		16,746	17,745	18,277	18,825	19,390	19,972	110,955
<b>Evaluation and Measurement:</b>								
FTE	0.650	93,343	110,575	117,210	124,242	131,697	139,599	716,666
Intern	0.500	30,649	42,582	45,137	47,845	50,716	53,759	270,687
M & S		58,609	38,760	12,200	90,000	12,566	39,923	252,058
<b>RTO Subcommittee:</b>								
FTE	0.600	58,677	62,507	66,257	70,233	74,447	78,913	411,034
M & S		-	-	-	-	-	-	-
<b>Traveler Information:</b>								
FTE								
M & S		-	10,000	10,000	10,000	10,000	10,000	50,000
<b>Collaborative Marketing:</b>								
FTE	1.200	140,940	149,222	158,176	167,666	177,726	188,390	982,119
Bike There!		20,000	-	17,000	-	-	-	37,000
Walk There		70,000	65,000	12,000	-	-	-	147,000
Sponsorships		22,054	33,081	34,073	35,096	36,149	37,233	197,686
M & S		55,564	46,866	48,272	49,720	51,212	52,748	304,381
<b>Commuter Program:</b>								
FTE	1.450	147,674	156,459	165,847	175,798	186,346	197,526	1,029,650
TriMet		396,777	408,680	420,940	433,569	446,576	459,973	2,566,515
SMART		64,184	66,110	68,093	70,136	72,240	74,407	415,171
Ridematch		30,000	30,900	31,827	32,782	33,765	34,778	194,052
M & S		20,000	25,000	25,000	25,000	25,000	25,000	145,000
<b>RTO Grants:</b>								
FTE	0.600	70,264	88,774	94,100	94,100	99,747	105,731	552,717
Travel Options		175,000	266,500	266,500	274,495	282,730	291,212	1,556,437
Individualized Marketing		644,000	-	250,000	250,000	250,000	250,000	1,644,000
<b>TMA:</b>								
FTE	0.700	68,458	91,123	96,590	102,385	108,528	115,040	582,124
TMA Grants		135,265	139,325	143,505	177,372	182,693	188,174	966,334
Booster Grants		125,000	125,000	125,000	125,000	125,000	125,000	750,000
South Waterfront		75,000	50,000	25,000	-	-	-	150,000
Policy Study		33,081	-	-	-	-	-	33,081
<b>Regional Vanpool:</b>								
FTE	0.150	41,035	43,726	46,349	49,130	52,078	55,203	287,522
M & S		100,000	100,000	100,000	100,000	100,000	100,000	600,000
<b>Total expenditures</b>		<b>2,782,570</b>	<b>2,261,194</b>	<b>2,496,209</b>	<b>2,628,181</b>	<b>2,639,678</b>	<b>2,760,318</b>	<b>15,568,149</b>
Budget Surplus/(Shortfall)		-	-	-	-	-	-	
<b>Total FTE</b>	<b>6.460</b>							