



Metro | Meeting Summary

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	Department of Environmental Quality
Adrian Esteban	Community Representative
Karen Frost	Westside Transportation Alliance
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Lori Mastrantonio-Meuser	Clackamas County
Alison Wiley	Oregon Department of Transportation

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!, Bycle.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 Bycle.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 Bycle.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 DSLM. 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 DSLM 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.

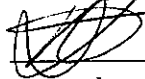
VIII. ADJOURN

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

Meeting packet materials:

Document Type	Date	Description	Document Nbr.
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,



December 08, 2010