



## 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 DSLM. 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 DSLM 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:

Document Type	Date	Description	Document Nbr.
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

12/8/10  
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