

 **Metro** | *Agenda*

Meeting: Metro Council Work Session
Date: Tuesday, January 25, 2011
Time: 2 p.m.
Place: Council Chambers

CALL TO ORDER AND ROLL CALL

- 2 PM** **1. DISCUSSION OF AGENDA FOR COUNCIL RETREAT, JANUARY 27, 2011/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS**
- 2:15 PM** **2. PRESENTATION OF THE TOD STRATEGIC PLAN - INFORMATION** **Gibb
Yake
Dena Belzer,
Strategic Economics**
- 3:15 PM** **3. 2014-15 REGIONAL FLEXIBLE TRANSPORTATION FUNDING ALLOCATION - INFORMATION / DISCUSSION** **Leybold
Rose**
- 3:35 PM** **4. BREAK**
- 3:40 PM** **5. COMMUNICATION ASSESSMENT AND STRATEGY - INFORMATION** **Middaugh
Unfred
Larson
Peck**
- 4:20 PM** **6. COUNCIL BRIEFINGS/COMMUNICATION**

ADJOURN

Agenda Item Number 2.0

**PRESENTATION OF THE TOD
STRATEGIC PLAN**

Metro Council Work Session
Tuesday, Jan. 25, 2011
Metro Council Chambers

METRO COUNCIL

Work Session Worksheet

Presentation Date: January (25th), 2011 Time: 1:15 pm Length: 45 minutes

Presentation Title:

Presentation of the TOD Strategic Plan

Service, Office, or Center:

Metro Regional Center

Presenters (include phone number/extension and alternative contact information):

Dena Belzer, Strategic Economics

Megan Gibb, Manager, Development Center

Chris Yake, Senior Planner, Transit Oriented Development (TOD) Program x1931

ISSUE & BACKGROUND

Since its inception, Metro's TOD Program's funding has remained essentially the same despite the significant expansion of the regional transit system and, thus, the number of areas eligible for investment. To best capture existing and future development opportunities with the limited resources, the TOD Program must now be highly strategic when targeting and investing in station areas and corridors. In order to maximize its ability to leverage TOD and increase travel by transit, walking and bicycling, the TOD Program is in the process of finalizing a TOD Strategic Plan to provide clear short and long-term policy and investment direction. To be completed by January 2011, the Plan is being led by TOD Program staff with technical assistance provided by the Center for Transit Oriented Development (CTOD), the only national nonprofit dedicated to providing best practices, research and tools in the field. For the near-term, the Plan guides the allocation of limited resources by identifying and prioritizing station areas and corridors with existing (re)development and placemaking potential. For a longer planning horizon, the plan establishes a system-wide TOD Station and Corridor Typology to direct future Program activities including direct project investment, partnership opportunities and technical assistance. Longer-term strategies also include recommendations for TOD Program expansion including increasing funding for compact and/or mixed use development projects, urban living infrastructure (ULI), and station area planning.

Chris Yake of the TOD Program and Dena Belzer, President of Strategic Economics, will be presenting the Strategic Plan and highlighting its key recommendations. Dena is a national leader of the Center for Transit Oriented Development (CTOD) team providing technical assistance for the TOD Strategic Plan.

OPTIONS AVAILABLE

No action requested.

IMPLICATIONS AND SUGGESTIONS

The TOD Strategic Plan will guide future near and long-term TOD Program activities and investments.

QUESTION(S) PRESENTED FOR CONSIDERATION

The TOD Program is seeking comments and questions regarding the TOD Strategic Plan and its key recommendations.

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION Yes No
DRAFT IS ATTACHED Yes No**

Agenda Item Number 3.0

**2014-15 REGIONAL FLEXIBLE
TRANSPORTATION FUNDING
ALLOCATION**

Metro Council Work Session
Tuesday, Jan. 25, 2011
Metro Council Chambers

METRO COUNCIL

Work Session Worksheet

Presentation Date: January 25, 2011 Time: _____ Length: 20 minutes

Presentation Title: 2014-15 Regional Flexible Transportation Funding Allocation

Service, Office, or Center:
Planning & Development

Presenters (include phone number/extension and alternative contact information):
Ted Leybold: ext. 1759. Amy Rose: ext. 1776.

ISSUE & BACKGROUND

JPACT and the Metro Council have previously provided direction to refine the policy direction and modify the process by which regional flexible transportation funds are allocated (see attached Executive Summary). A task force was appointed to recommend a new approach to developing and evaluating projects to receive these funds. The task force recommendations will be submitted to JPACT and the Metro Council in February for adoption. Technical staff is now designing the collaborative process to implement the Task Force recommendations for consideration by JPACT and the Metro Council.

OPTIONS AVAILABLE

Not applicable - see Questions Presented for Consideration.

IMPLICATIONS AND SUGGESTIONS

Staff recommends Council support of the Task Force recommendations on the approach to developing and selecting projects for allocation of regional flexible transportation funds.

QUESTION(S) PRESENTED FOR CONSIDERATION

Does the Council have any issues or concerns they wish to direct to Council JPACT members to address at the February 10th JPACT meeting concerning the current direction of the regional flexible funding allocation process?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION Yes No
DRAFT IS ATTACHED Yes No

2014-15 Regional Flexible Fund Allocation Executive Summary

Actions to Date

July 2010 JPACT/Council action:

1. Provided more specific up-front policy direction to local projects than in previous funding cycles:

- Established "project focus areas" to complement existing programs
- Defined outcome based objectives
- Established funding targets for project focus areas
- Established task force to recommend means and criteria to further coordinate projects and achieve desired outcomes

2. Endorsed creating a new project nomination and selection process based on Metro staff collaborating with local and regional agencies on the development of projects rather than ranking and recommending projects to JPACT and the Council.

3. Set aside funding to prepare for future regional mobility funding from other sources and for support of vehicle electrification.

4. Affirmed proceeding to decision process with existing programs at current funding levels. Requested JPACT review of the existing programs prior to decision process.

Task Force recommendation (To JPACT/Council in February)

Approach to Active Transportation & Complete Streets project focus area

- improvements will be concentrated geographically in a travel corridor/area or portion thereof,
- improvements will be limited to a few travel corridors/area within the region,
- potentially merge portions of several planned projects and several project types (bicycle, trail, pedestrian, transit stops) into a unified corridor/area wide project,
- project development will be allowed as an eligible activity for funding to address project readiness issues or as part of a strategy to phase implementation of projects.
- recommended criteria and relative importance (high, medium, lowest importance) by which to develop, nominate and evaluate projects.

Approach to Green Economy & Freight Initiatives focus area

Implement the following types of projects:

- regional strategy development,
- project development on regional freight system arterials/collectors,
- small capital projects and system management on regional freight system arterials/collectors,
- recommended criteria and relative importance (high, medium, lowest importance) by which to develop, nominate and evaluate projects.

Project development, nomination and selection process (To JPACT/Council in February)

Metro staff is meeting with technical staff within the region to develop alternatives for an eventual recommendation on a project development, nomination and selection process to implement the approach for project development recommended by the Regional Flexible Fund Task Force. The process will also be consistent with previous JPACT and Metro Council direction to be a collaborative approach between regional and local agency staff.

The approach will utilize the regional policy, data and operations expertise of regional staff and the knowledge of local policies, conditions, and project management expertise of local staff to nominate projects for public comment and consideration by JPACT and the Metro Council.

More detailed description to be provided at the January 25th Work Session.



METRO

Proposed DRAFT

Calendar

2014-15 Regional Flexible Funding Allocation

2010

March	JPACT retreat: Direction to modify policy and allocation process.
July	JPACT action on creation of project focus areas, funding targets and creation of task force.
October - December	Task Force meetings to provide direction on project focus areas and Environmental Justice/Underserved work group review of EJ/Underserved engagement process and technical analysis.

2011

January	TPAC recommendation of project prioritization process and technical evaluation approach. EJ/Underserved work group review and comment on EJ/Underserved analysis methodology. TSMO/RTO: region wide program review at TPAC.
February	JPACT action on: <ul style="list-style-type: none"> • Task Force report (approach & criteria), and • project nomination and evaluation process. TOD: region wide program review at JPACT.
March	Workshops on project nominations for project focus areas. TSMO/RTO: region wide program review at JPACT.
April/May	Agency development of project nomination proposals.
May/June	Policy Coordinating Committee action on project nominations.
July	JPACT release of project nominations for public comment.
July/August	Public comment on project proposals (including EJ work group sponsored outreach).
September/October	Adoption of Regional Flexible Fund allocation (TPAC/JPACT/Council). Air quality conformity analysis begins.
December	Air quality conformity analysis completed - begin 30-day comment period in January.

2012

February	Adopt MTIP and Air Quality Conformity Report, including final Metro area state highway programming and TriMet/SMART transit programming, and submit MTIP to Governor for approval. Governor approves incorporation of MTIP into STIP. OTC approves submittal of STIP to USDOT.
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Agenda Item Number 5.0

**COMMUNICATION ASSESSMENT
AND STRATEGY**

Metro Council Work Session
Tuesday, Jan. 25, 2011
Metro Council Chambers

METRO COUNCIL

Work Session Worksheet

Presentation Date: 1/25/11 Time: 3:50 Length: 40 minutes

Presentation Title: Communications assessment and strategic priorities

Service, Office, or Center: Communications

Presenters (include phone number/extension and alternative contact information):

Jim Middaugh, x 1505; Patty Unfred, Pam Peck, Janice Larson

ISSUE & BACKGROUND

During the last two years Communications established a management team. The team created a strategic communications framework. The framework guided -- and continues to guide -- assessments and prioritization of all communications functions. The assessments continue to guide prioritization of communications tools, strategies and projects.

Staff will provide an overview of the department's strategic management framework and our assessments and current priorities for the following programmatic areas:

- Community involvement
- Sustainable living
- Visitor venues
- Earned media and independent reporting
- Internal communications

We've included a number of background documents on a disc with your packet. They are intended to help you understand how we are working to use Metro communications resources strategically in response to the changing communications environment.

Attached are reports that include important Internet and social media recommendations from outside experts, a report on a recent series of independent interviews with stakeholders about Metro's newsfeed and independent reporting experiment, highlights from internal surveys with employees, and some example internal communications products. Please see the attached summary of each of the documents to help you navigate the electronic materials.

OPTIONS AVAILABLE

Staff will be seeking confirmation of a number of priorities. Highlights include:

Community involvement

- Developing criteria to guide when, how and who we engage in policy decisions
- Improving engagement of diverse audiences
- Engaging in a more sustained manner using online tools
- Improving the measurement of community involvement

Sustainable living

- Developing a consistent measurement framework
- Transitioning from direct-marketing to providing tools and resources to partners
- Connecting audiences to policy engagement opportunities
- Expanding marketing to Metro facility and venue visitors
- Coordinating outreach to community and business partners

Visitor Venues

- Identifying opportunities for improved collaboration among venues
- Cross marketing opportunities with traditional Metro projects and programs
- Leveraging venue customers to improve public engagement
- Using the web and social media to reach targeted audiences

Independent reporting and earned media

- Continuing the reporter project
- Using newsfeeds to capture public comment
- Prioritizing earned media resources
- Improving earned media measurement

Internal communications

- Improving employees' ability to describe Metro
- Increasing communication from senior leadership
- Engaging staff in establishing agency priorities
- Improving the Intranet

QUESTION(S) PRESENTED FOR CONSIDERATION

Does the Council support the department's strategic priorities? How would the Council like to be informed of progress in implementing strategic priorities?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION __Yes __x__No

DRAFT IS ATTACHED ___Yes ___No

Communications Assessment and Strategic Priorities

Reference documents

Communications framework

Management system and message platform

Communications management tools

Examples of communications department management tools

Marketing plan

Recommendations for Joint marketing: Metro sustainable Living Programs and Metro Places and research reports on web and social media

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Internal communications assessment

Human Resource Director Mary Rowe's memos summarizing the 2010 Sightlines and Cultural Compass Diversity surveys and the executive summaries of the surveys

Metro compass

A guide designed to help Metro employees understand Metro, see the line of sight from their job to Metro's mission, and help them communicate Metro's value to the people of the region they serve

Newsfeed and reporter analysis

Metro Reporter and newsfeed stakeholder and web survey

Communications Assessment and Strategic Priorities

Reference documents

Communications framework

The Communications Framework

Author: Communications management team

Publication date: December 2010 | ver. 2

Summary: The communications framework consists of a management system and message platform. The communications management system defines the department's structure, central newsroom role, and process for effective collaboration across departments. The message platform serves as a user guide for expressing the results of that process through both internal and external communications. Together, these documents comprise the communications framework, the foundation for Metro's communications standards and practices.

Communications management tools

Examples of communications department management tools

Author: Metro communications staff

Publication date: ongoing

Summary: This file contains examples of working documents that forecast, track and monitor Communications project work. Each quarter, communications staff provides project forecasts to the management team that defines deliverables, timelines and estimates of required staff time. This gives the management team the information it needs to weigh the forecasted work against available staff time and to prioritize, plan and manage communications work for the agency.

Marketing plan

Recommendations for Joint marketing: Metro sustainable Living Programs and Metro Places

Author: Communications staff

Publication date: Draft | January 2010

Summary: Metro's Senior Leadership Team, Sustainability Center, Parks and Environmental Services and Communications managers and staff have identified the need for teams to work more effectively together across departments to: maximize resources, measure results and evaluate investments with a common framework, increase the effectiveness of Metro's messages and outreach efforts and connect sustainable living work and metro places to Metro's policy work. These recommendations are linked to program work plans and overall Metro goals.

Sustainability Center web research project report

Author: EnviroIssues

Publication date: May 2010

Summary: The report presents findings of research activities conducted in March and April 2010 and provides a three-year framework of recommendations. Research conducted for this project focused on gathering feedback from the public, key stakeholders, and Metro staff about their preferences for accessing sustainability information online. The project also included a review of existing websites and online resources that provided exemplary sustainability content and articles, studies and reports about trends in online communications.

Social media recommendations

Author: Coates Kokes

Publication date: June 2010

Summary: The document provides tools and recommendations on how to integrate Recycling Information Center content into the current Metro GreenScene social media presence.

Internal communications assessment

This folder includes Human Resource Director Mary Rowe's memos summarizing recent employee surveys and the executive summaries of the surveys.

Sightlines employee survey

Author: MBL Group, LC

Publication date: October 2010

The overall goal of the Sightlines surveys is to get honest, anonymous feedback from employees on how they feel about working for Metro. The 2008 Sightlines Employee Survey established a baseline of information to help measure Metro's organizational performance and to create a process for long-term measurement and trending. With the 2010 survey, the organization is able to assess performance over the two-year period and evaluate trends in the results.

Cultural compass 2010 Diversity survey

Author: MBL Group, LC

Publication date: December 2010

The Cultural Compass 2010 Diversity Survey consisted of a total of 35 questions intended to capture the level of employee satisfaction in the areas of diversity, administration of policy and management administration of diversity policies.

Metro compass

Metro compass

Author: Metro communications staff

Publication date: Draft | February 2011

Summary: Metro's mission, vision, values and relationship to its constituents create the compass that guides the evolution of the agency. This pocket guide is designed to help Metro employees understand Metro, see the line of sight from their job to Metro's mission, and help them communicate Metro's value to the people of the region they serve.

Newsfeed and reporter analysis

Metro Reporter and newsfeed stakeholder and web survey

Authors: CFM Strategic Communications, Metro Communications staff

Publication date: Dec. 2010, Jan. 2011

Summary: Metro recently hired an experienced news reporter, Nick Christensen, to attend meetings and write independent stories for the newsfeed. The goal of the reporting is to improve transparency and represent different viewpoints and opinions. The assessment of Christensen's reporting and analysis of newsfeed readership provided here includes stakeholder interviews conducted by CFM Strategic Communications, results from a newsfeed survey posted to the Metro website and a summary of monthly website traffic for all newsfeeds.

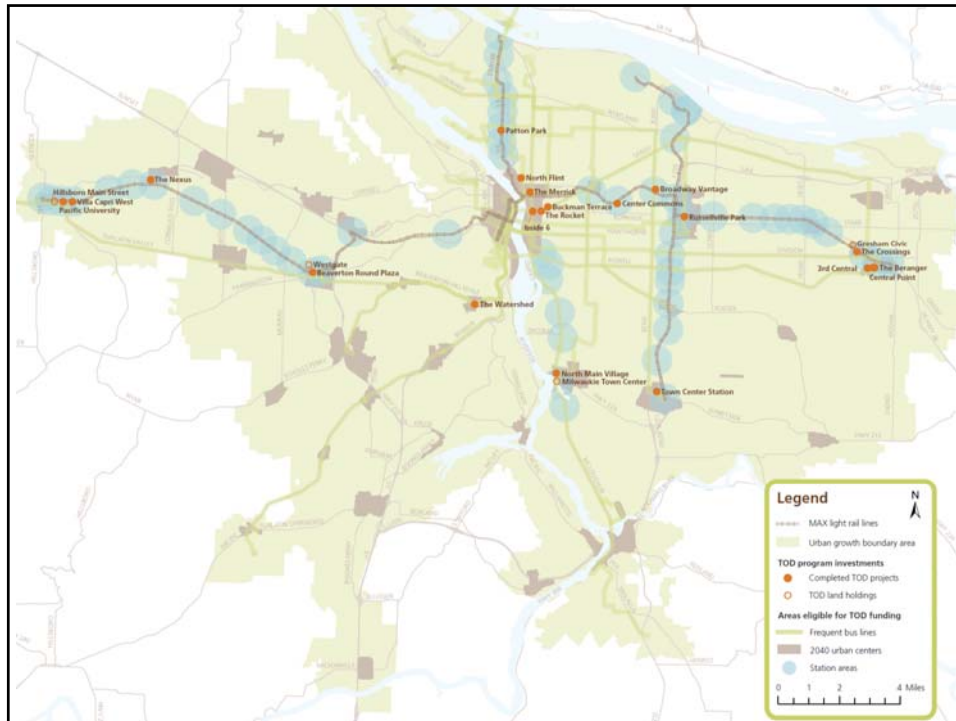
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TOD & Centers Implementation Program

Metro's Development Center

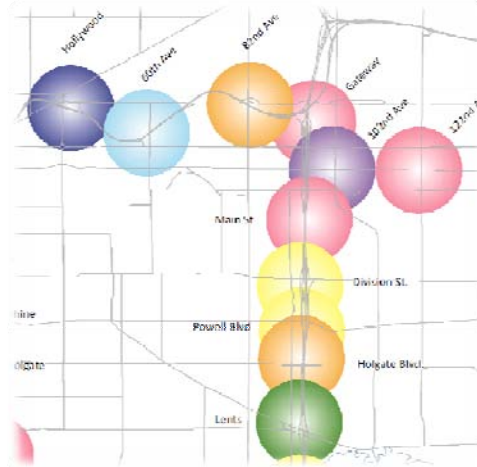
- Program created in 1998
- \$2.9 mill annual budget
- Directly implementing 2040 through public-private partnerships
- Investments in “bricks and mortar” tied to transportation outcomes
- > 500,000 induced annual transit trips
- \$30 mill has leveraged > \$300 mill private investment



	program results
2,091 housing units	
nearly 1,000 affordable units	20 built projects (10 in pre-development)
and more than 300 senior units	
2008 National APA Best Practices Award	Nearly 250,000 sq ft commercial
543,000 Induced Transit Riders Per Year	> 100,000 tons of GHG reduced
	\$318 million in private investment

why a strategic plan?

- Expanding system = expanding eligibility
- Differentiate areas by measuring TOD readiness
- Target TOD investments



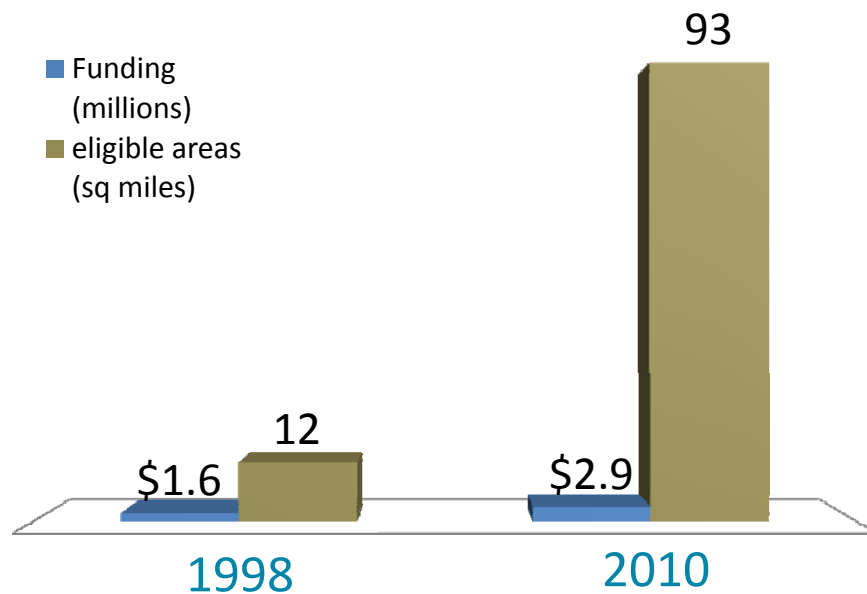
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TOD Program Funding & Eligible Areas

1998-2010

- Funding (millions)
- eligible areas (sq miles)

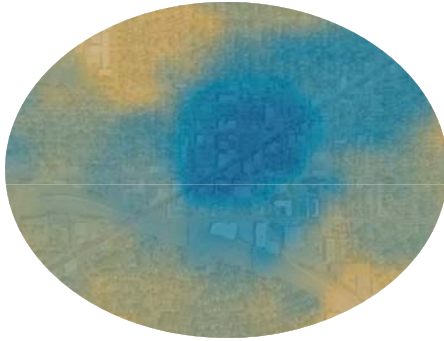


building a TOD typology

Transit Orientation
Score
(Urban Form + Activity)



Market
Strength



1/26/2011

7

The traditional d's of TOD

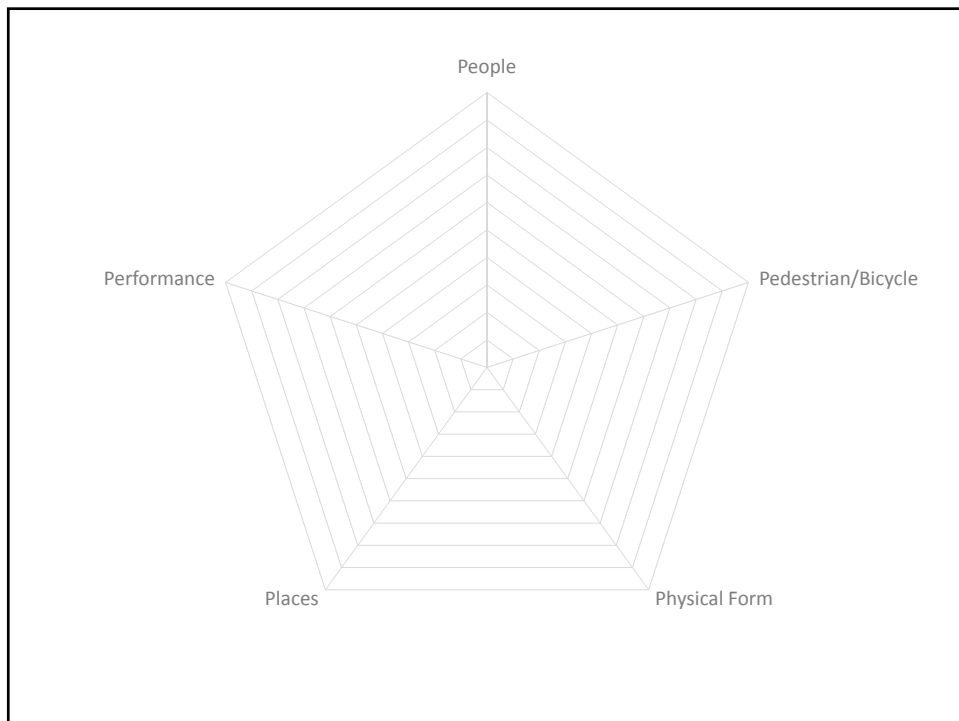
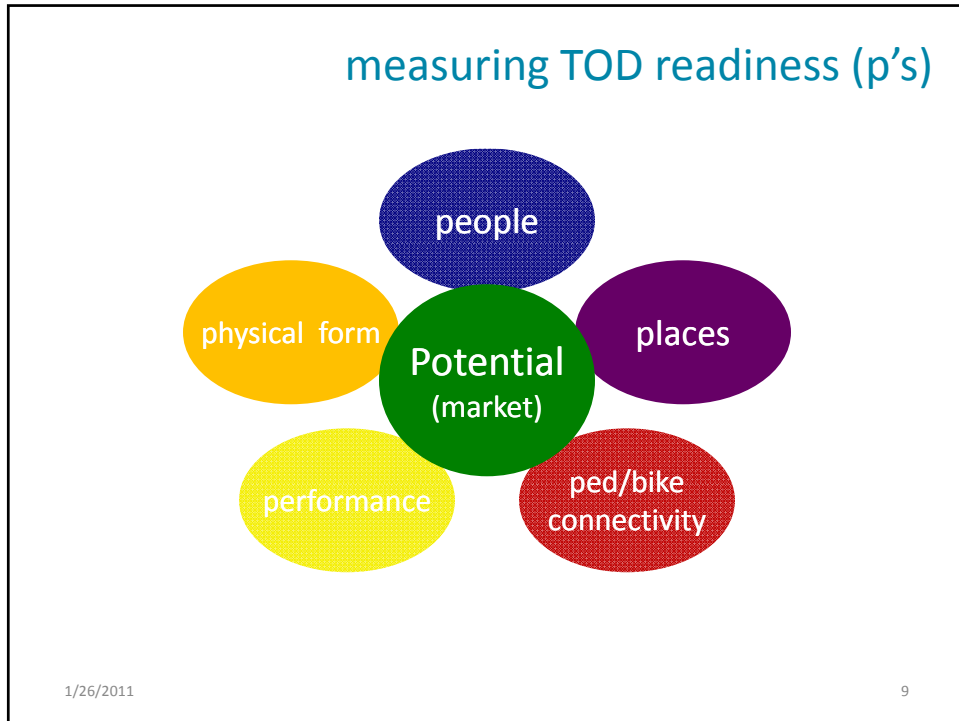
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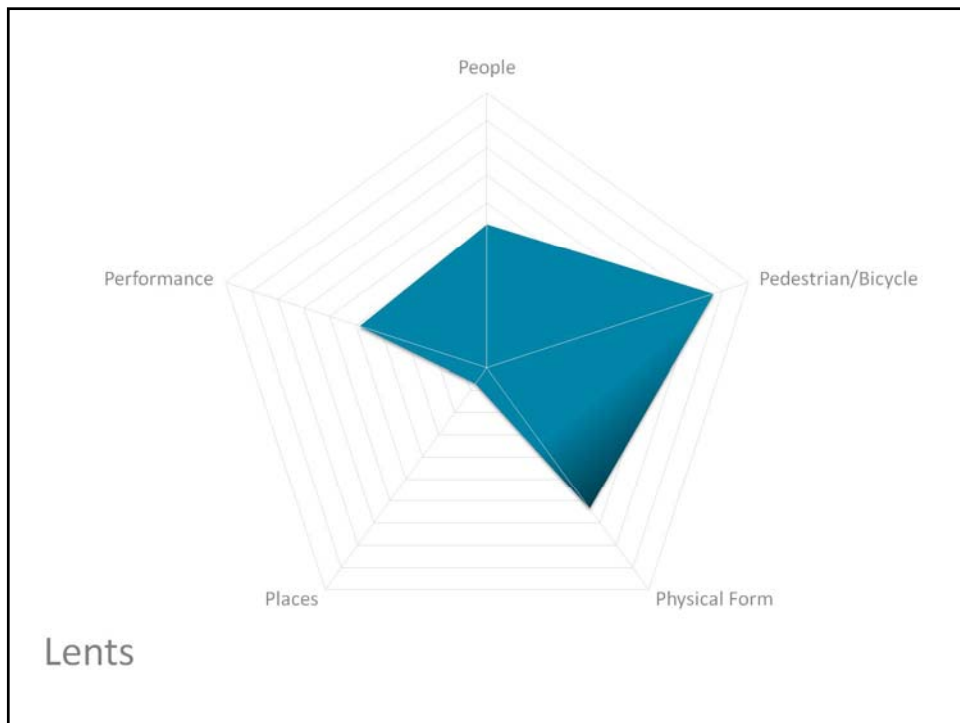
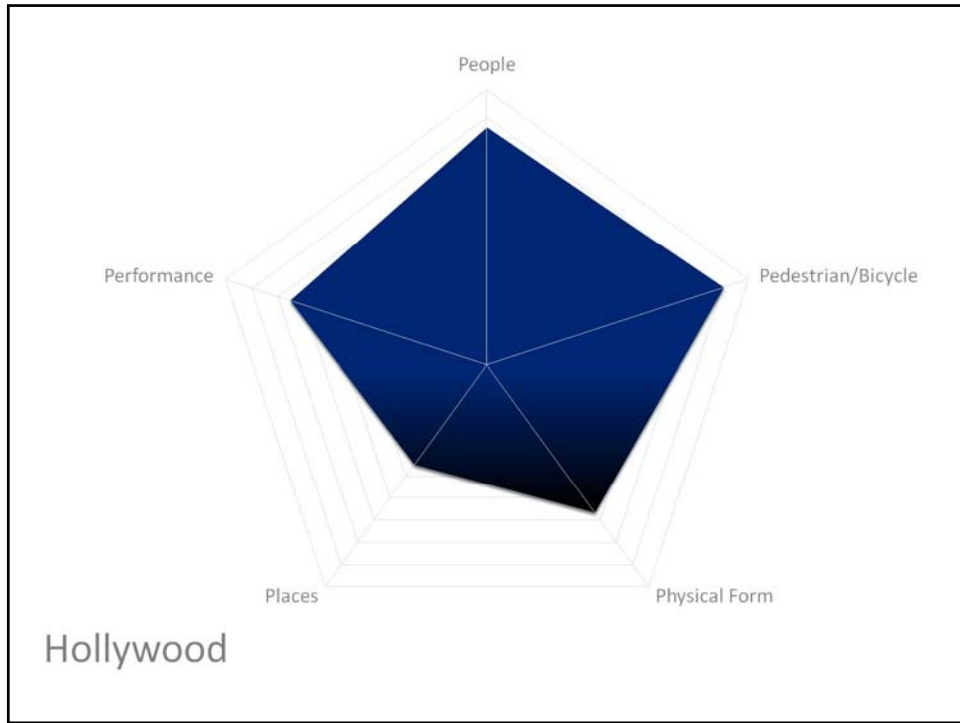
diversity

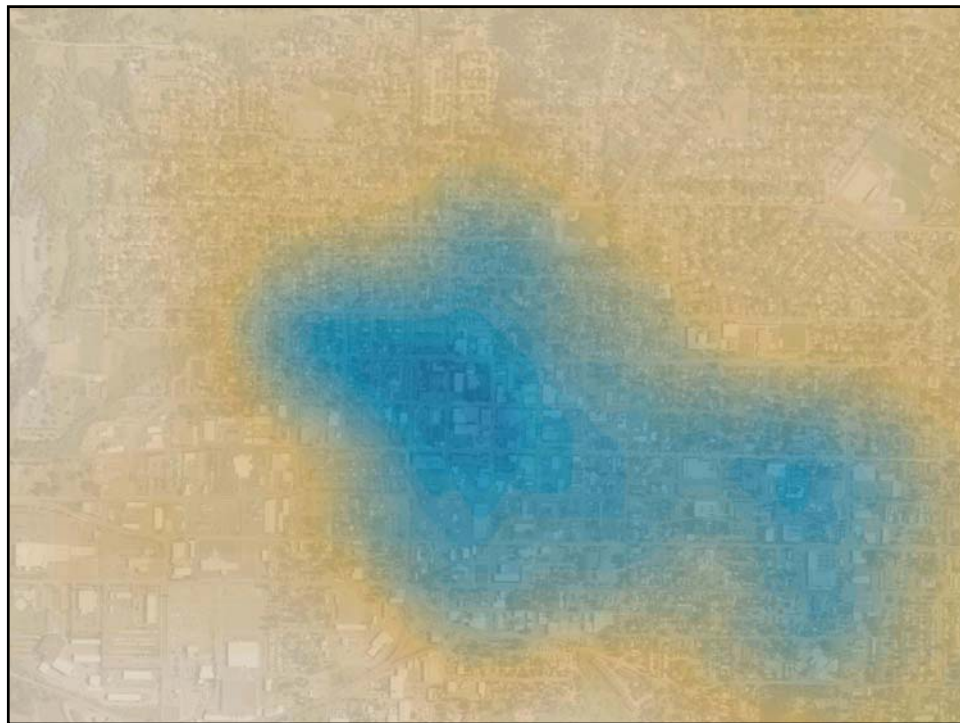
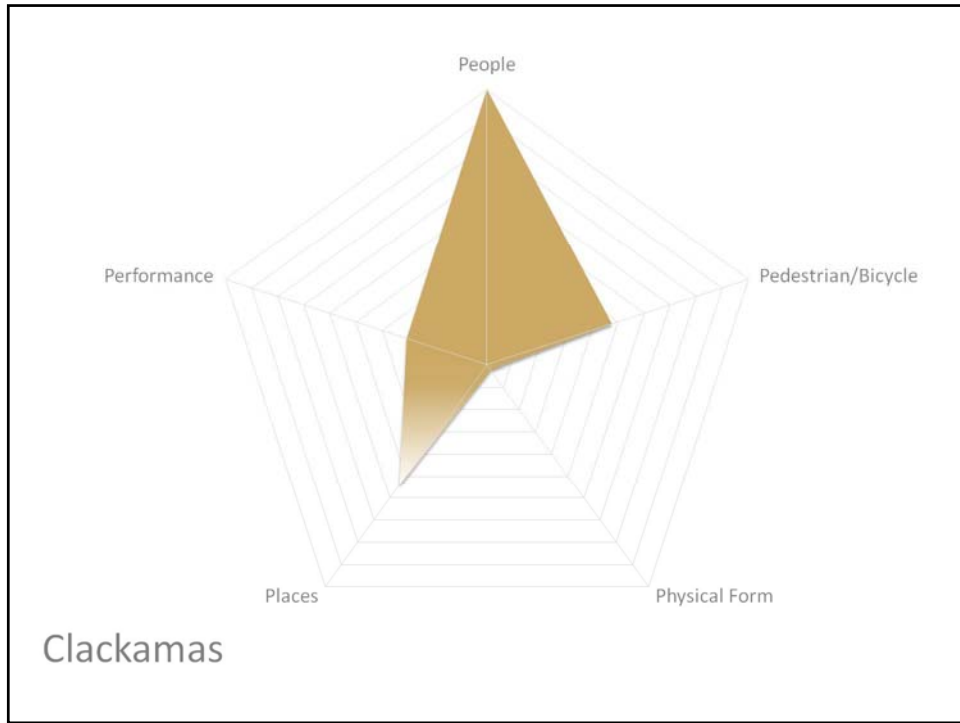
design

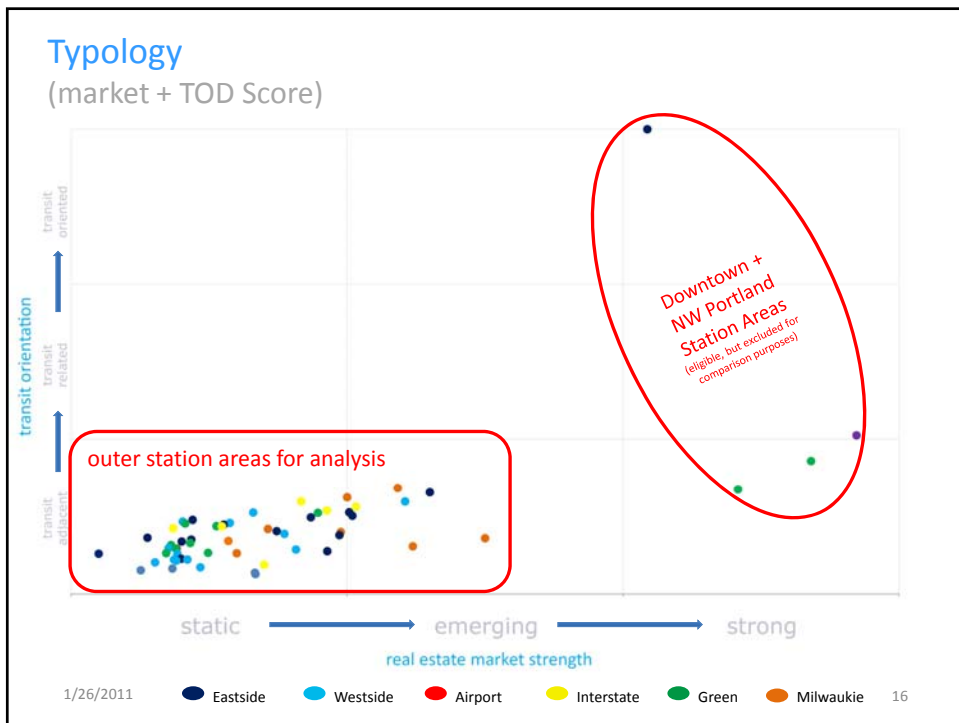
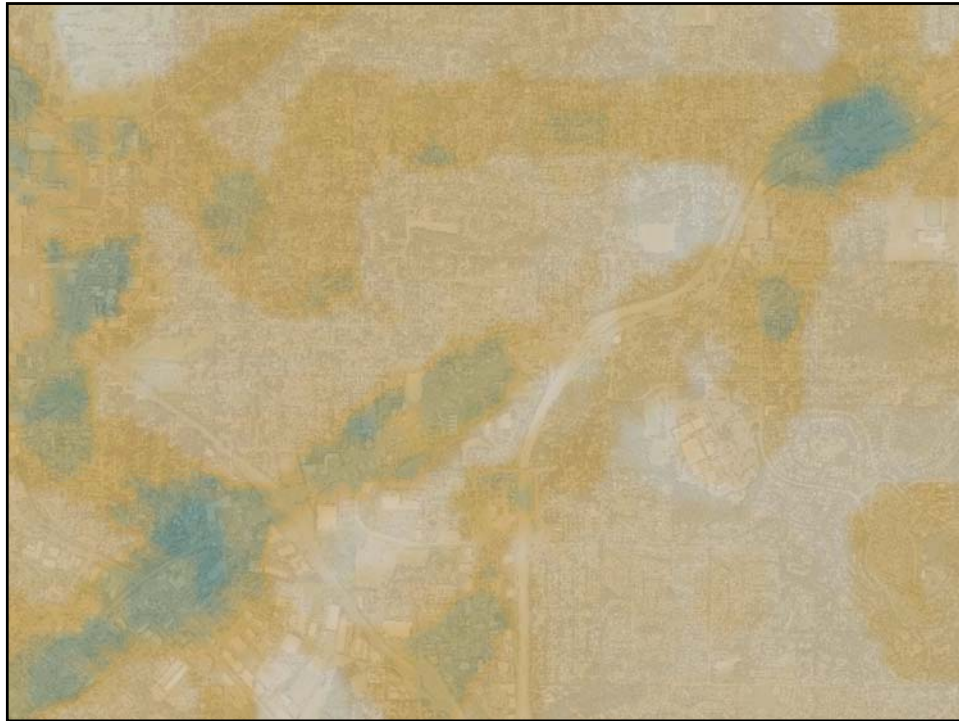
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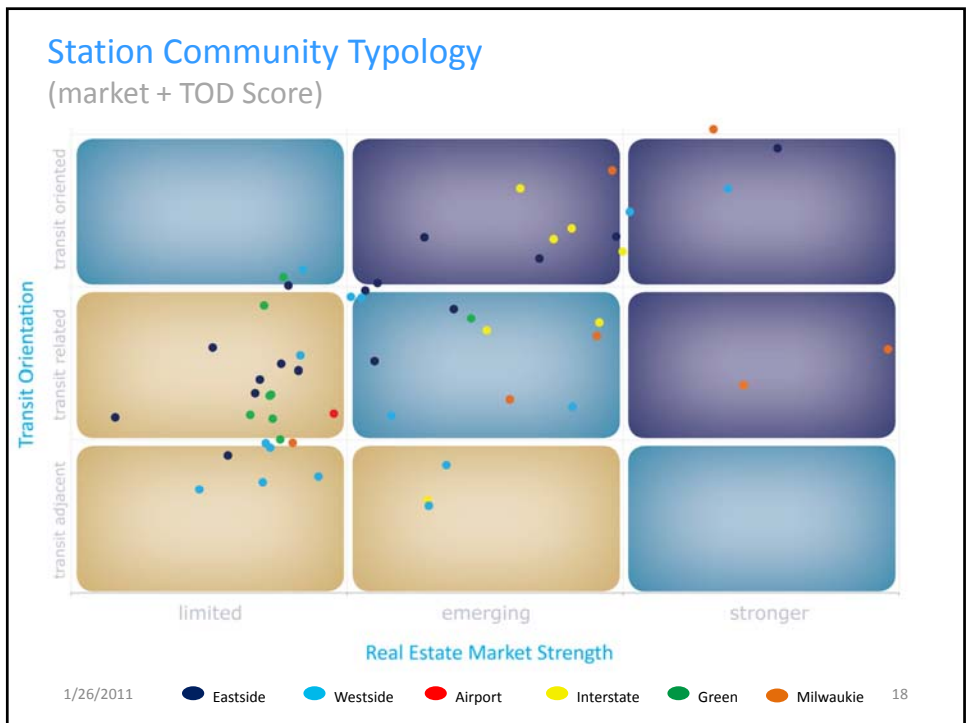
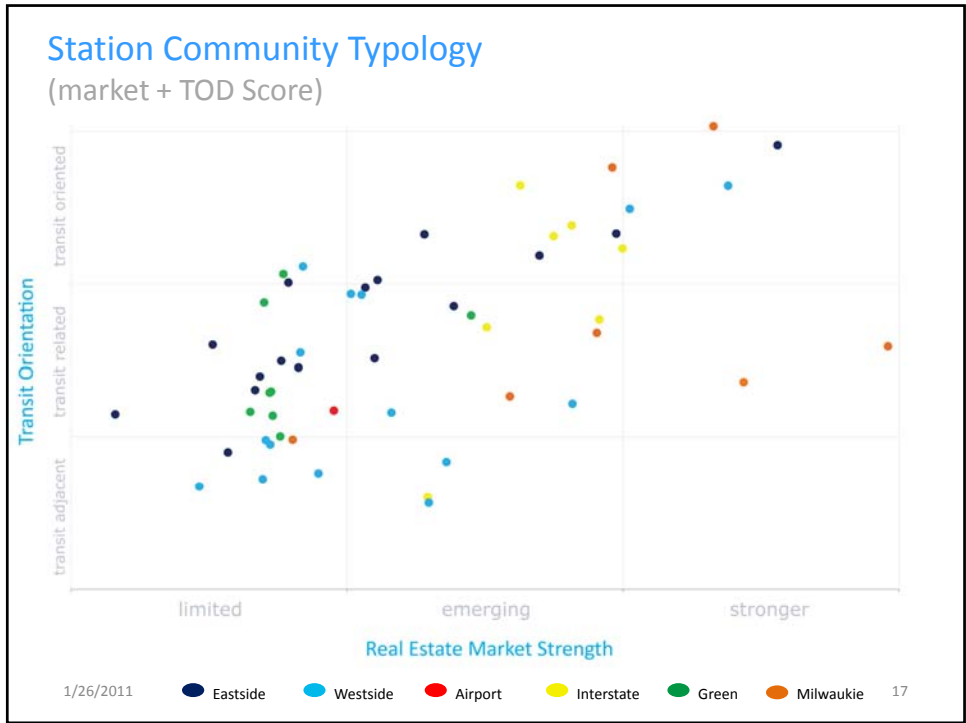
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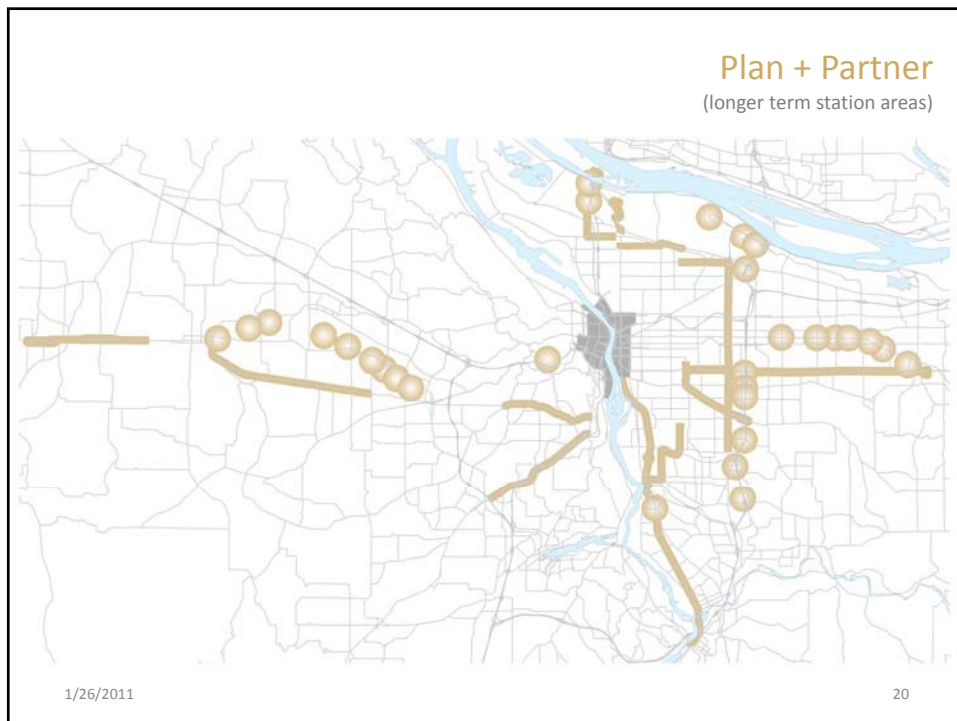
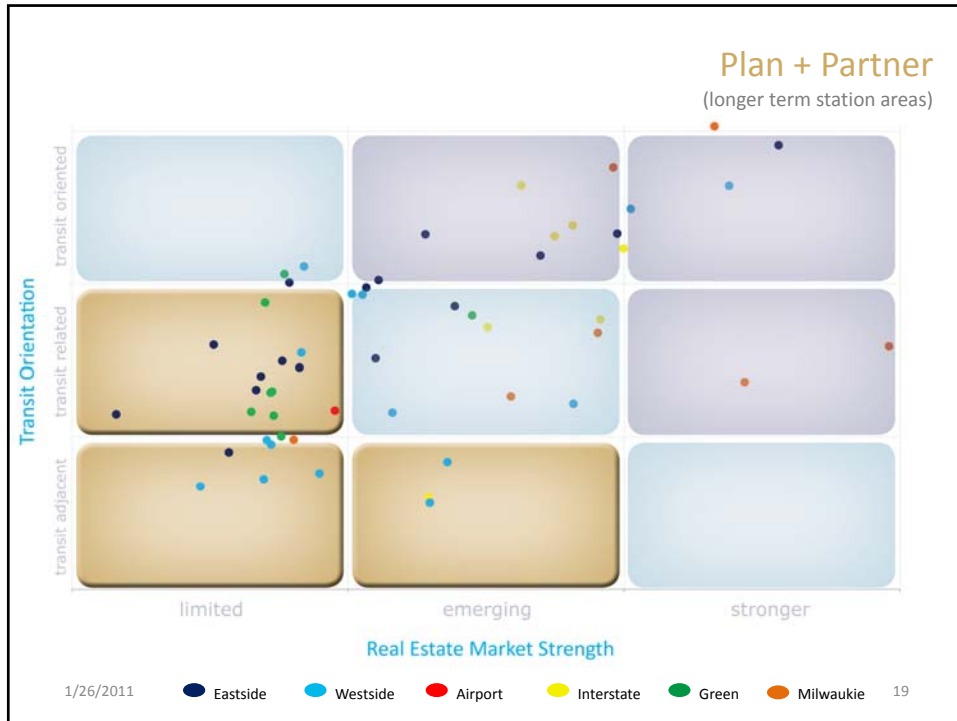


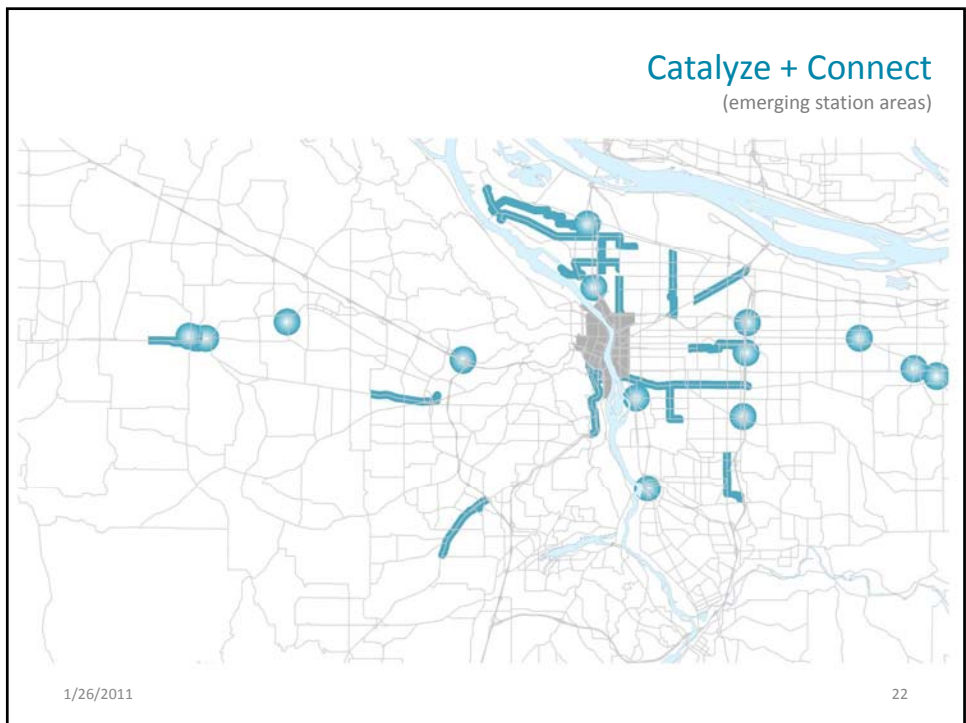
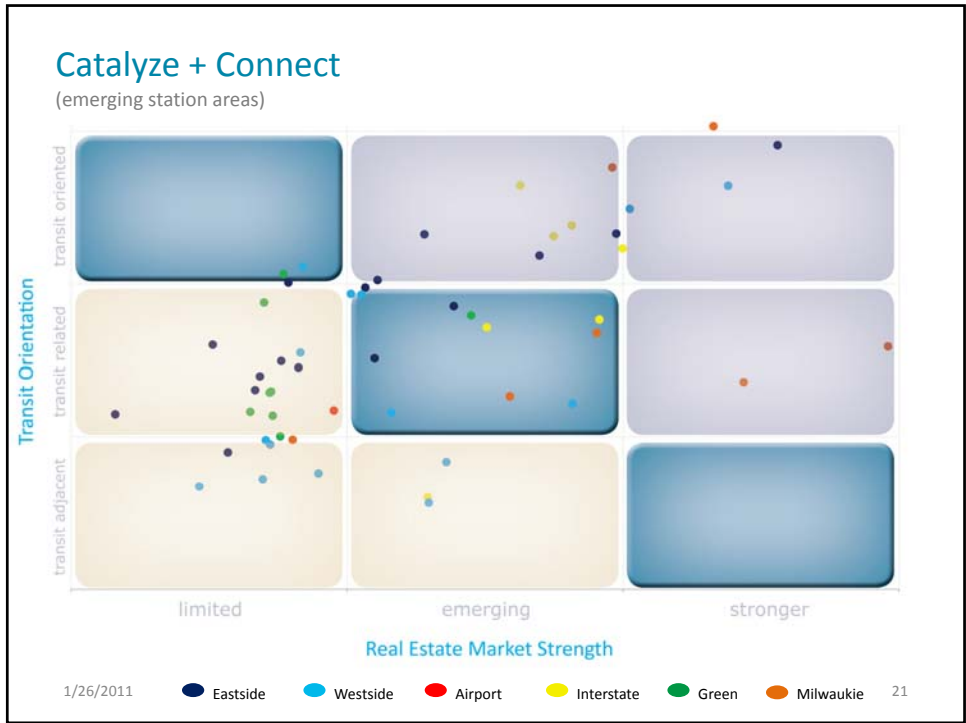


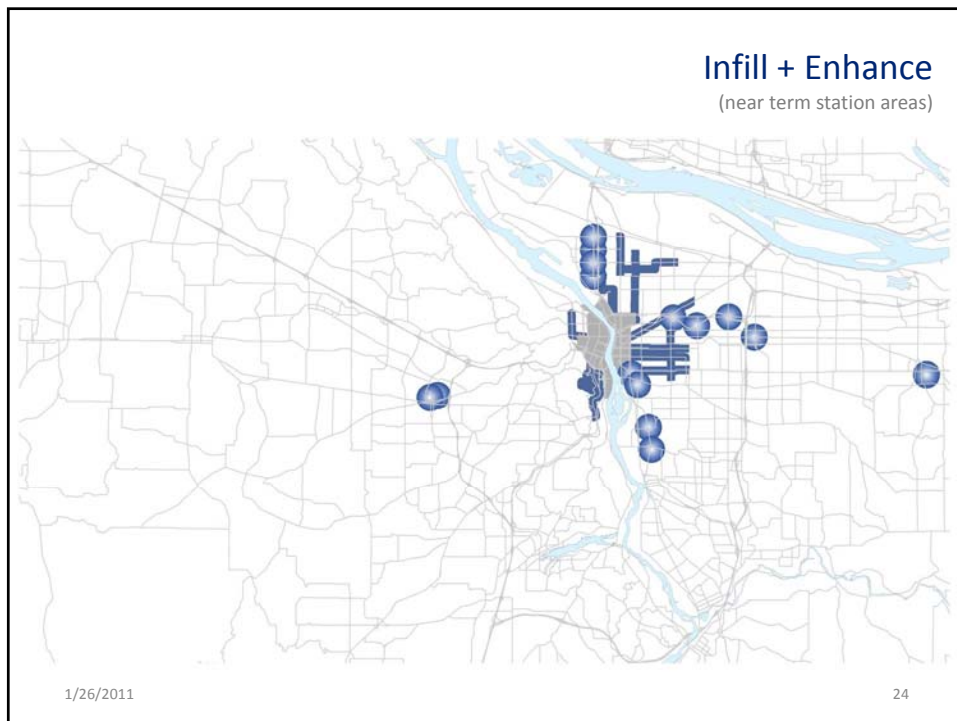
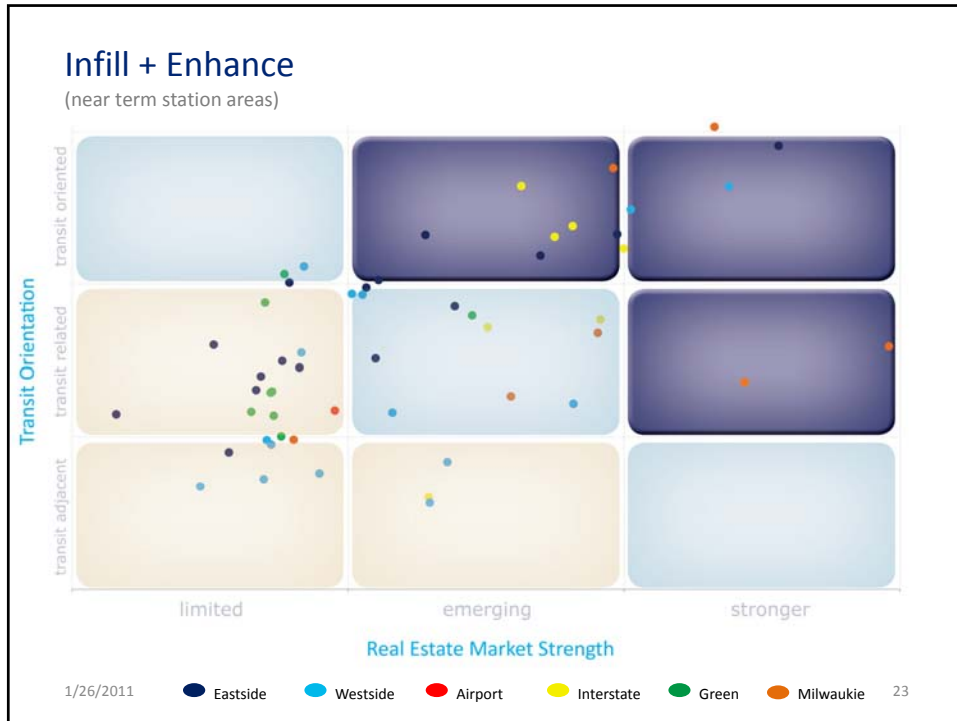


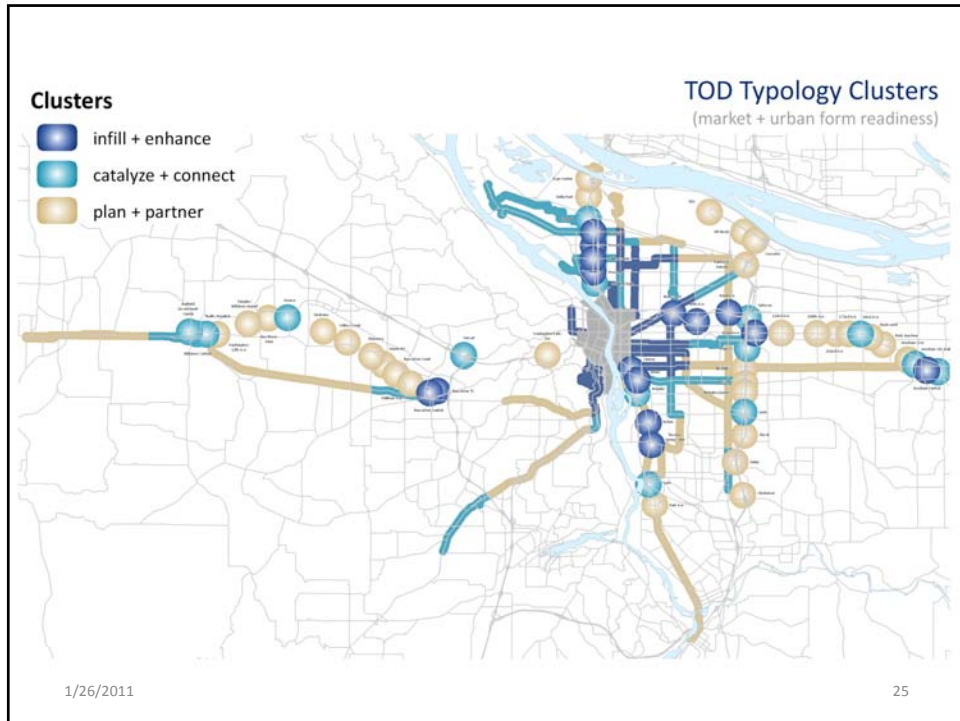












Metro TOD Strategy: Recommended Program Activities & Investments

Portland Metro

Dena Belzer, Strategic Economics
January 25, 2011

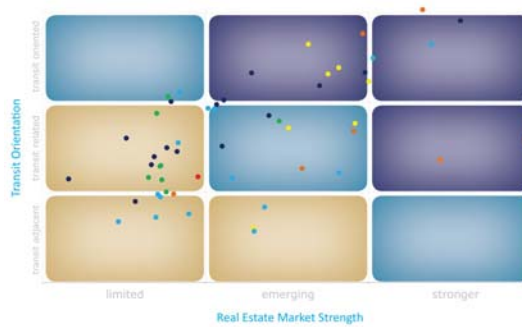


Portland Metro TOD Program: National Innovator

- First regional government to create TOD program
- Pioneered use of federal transportation funds to transform land uses in support of transit
- Only program to focus on catalytic grants direct to TOD
- Leveraged \$300 million in development activity over the life of the program; transferred 543,000 trips to transit from cars

Needed Activities & Investments by Type of Station Area/Corridor

- Grouped into 3 Clusters
 - Plan & Partner
 - Catalyze & Connect
 - Infill & Enhance
- Different Needs Given Differing Readiness for TOD



Plan & Partner Station Areas

- Not ready for direct investment in TOD
- 30 Station Areas, 25 Corridor Segments



Plan & Partner Station Areas: Needed Activities

- Long range planning is needed to realize the full value of transit investment
 - Work with local governments to encourage planning and visioning
 - Participate in/fund station area & corridor planning efforts
 - Connect local government with community development & infrastructure partners



Catalyze & Connect Station Areas

- Offer some market or physical foundation for TOD
- 15 Station Areas, 20 Corridor Segments

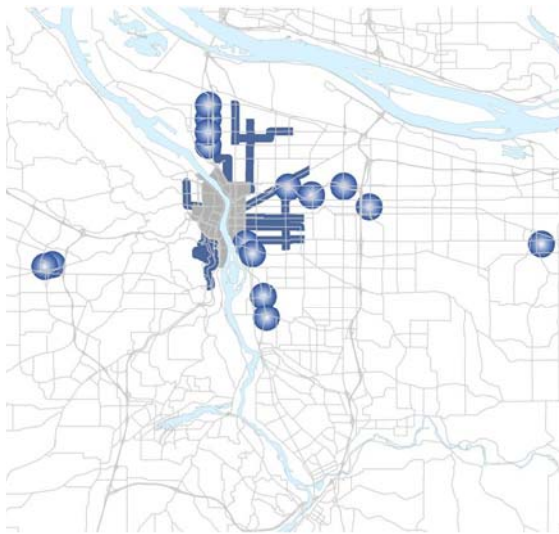


Catalyze & Connect Station Areas: Needed Activities

- Key investments that enable TOD projects are needed
 - Fund implementation strategies & pre-development studies
 - Strategic funding of TOD that allows higher intensity development types & catalyzes further development
 - Capital investment in key public infrastructure that supports TOD and connects it with transit

Infill & Enhance Station Areas

- Have urban character, but may need strategic support to achieve next higher intensity building type
- 15 station areas, 12 corridor segments



Infill & Enhance Station Areas: Needed Activities

- Limited investments that enhance livability
 - Support Urban Living Infrastructure
 - Strategic investments that enable TODs to achieve higher intensity construction types more aggressively
 - Mixed Income housing, as appropriate
 - Green Building technology advances

Other Activities or Investments Needed Depending on Local Conditions

- Land banking/property assembly
- Equitable TOD
 - Mixed Income housing
 - Community facilities (i.e. childcare, community centers)
- Employment uses in TOD

Key Areas for Expansion

- Station Area Planning
- Implementation/pre-development Studies
- Public Infrastructure Investment
- Equitable TOD
 - Mixed income housing
 - Community facilities



TOD Programs in Other Regions: Twin Cities

- Minneapolis-St. Paul Metropolitan Council's Livable Communities Demonstration Account
 - Grants to cities for public infrastructure, transportation improvements including parking garages & land assembly
 - Applications are rated based on land use, innovation and project readiness
 - Many projects receive funding over multiple years



TOD Programs in Other Regions: Twin Cities

- Funding source: \$8 million annually from a regional property tax levy that is renewed annually
- No cap on grants to individual projects; largest grant has been \$2.5 million



TOD Programs in Other Regions: Bay Area

- Bay Area Transportation for Livable Communities Program
 - Created in 1998 to improve pedestrian and biking access to transit
 - Makes planning/capital grants to jurisdictions and community partners
 - Capital grants include streetscape improvements, utilities upgrades, transportation improvements, and land assembly or other direct grants to TOD
 - Planning grants now focus on large-scale station area plans that include zoning changes & detailed financing strategies

TOD Programs in Other Regions: Bay Area

- Funding source: Federal transportation funds
 - For utilities and direct TOD grants, funds are swapped for local dollars that are less restricted; normally \$2 – 3 million is traded annually
 - In 2011, TLC will make a large grant of \$10 million towards the development of a loan fund for equitable TOD
 - TLC grants require a local match



TOD Programs in Other Regions: Denver

- Denver Regional Council of Governments TOD Education Program
 - Collaborative program drawing on partnerships with non-governmental organizations to produce no or low-cost educational activities
 - Includes the Planner Idea Exchange, education website on TOD, TOD Best Practices workshop series, and a “Who is TOD in Metro Denver?” study

TOD Programs in Other Regions: Denver

- Funding sources: various small one-time sources
 - Workshop series is produced by ULI with assistance from DRGOC
 - Market study was paid for by voluntary contributions from member jurisdictions and developers
 - TOD website funded by small FTA grant
 - Planner Idea Exchange's only cost is a dozen bagels



Potential Funding Sources: Partnering & Leveraging

- Partner with local organizations & jurisdictions for low-cost educational activities
- Coordinate with planning groups within Metro, local governments, including urban renewal agencies & housing finance authorities to target station areas for land use planning, capital improvements & housing investments
- Link transportation investments to supportive land use designations



Potential Funding Sources: Existing Resources

- Reserve federal transportation funds for capital improvements; fund Program staff from Metro general fund
- Renew & expand tax abatement programs




Potential Funding Sources: New Sources

- Bond
 - Private activity bonds
 - General obligation bonds
- Require matching contributions from local jurisdictions:
 - Fee waivers
 - Permit expedition
 - Local grants
- Invest in structured funds that leverage other investment
- Other kind of regional taxes to support these activities



Summary of Program Activities

Summary Table of Activities



Recommendation Category	Identified TOD Investment Strategies
A. Non-capital investments	Education / Technical Assistance / Resource Provision
	Station Area Planning
	Implementation and Pre-development Studies
B. Public Infrastructure	Infrastructure and Public Amenity Improvements
	Catalytic Market-Rate TOD Projects
C. Transit-oriented real estate development and TOD Grants	Equitable TOD
	Urban Living Infrastructure
	Employment Uses
D. Property Acquisition and land banking	Land Acquisition



METRO

Proposed DRAFT

Calendar

2014-15 Regional Flexible Funding Allocation

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2011

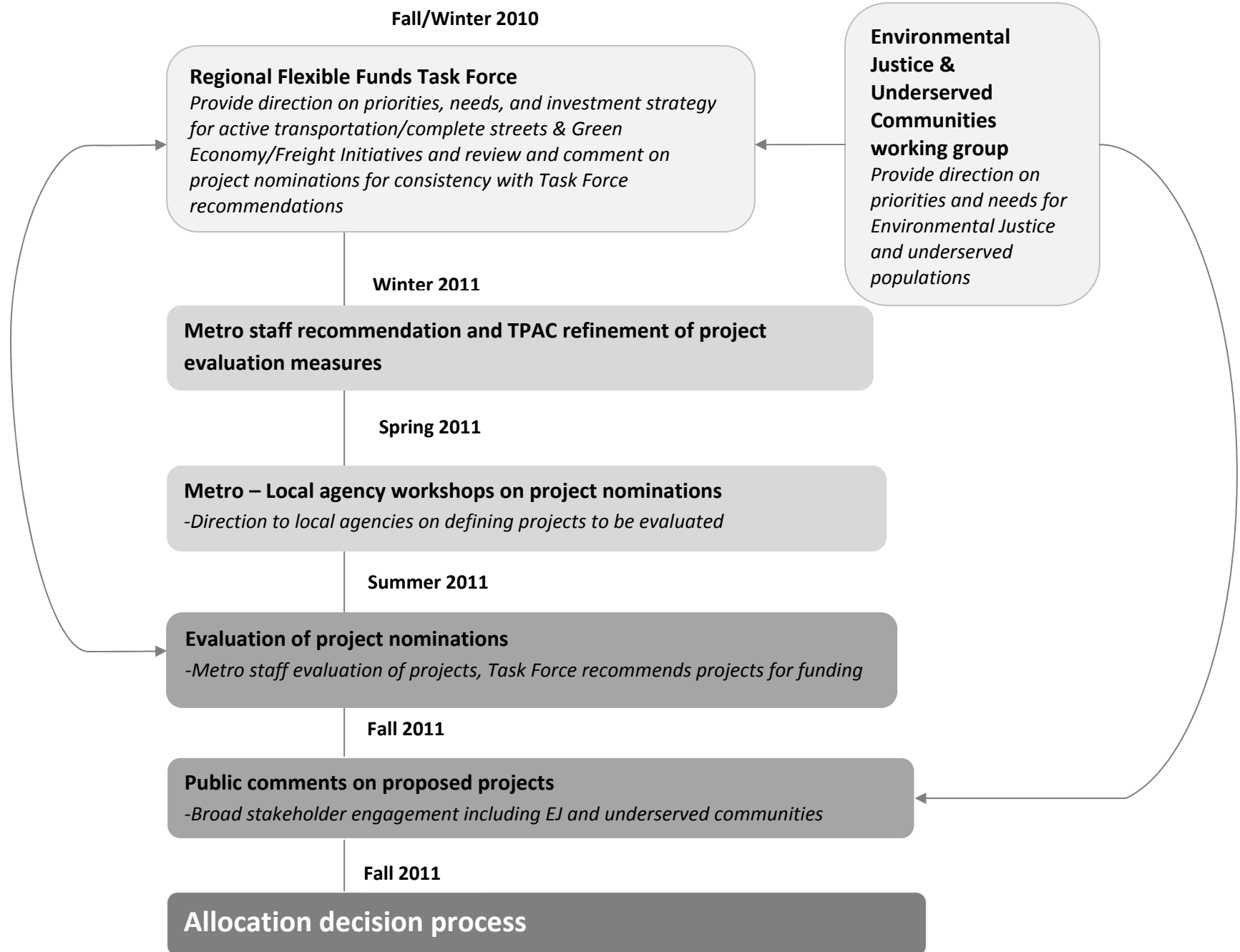
January	TPAC recommendation of project prioritization process and technical evaluation approach. EJ/Underserved work group review and comment on EJ/Underserved analysis methodology. TSMO/RTO: region wide program review at TPAC.
February	JPACT action on: <ul style="list-style-type: none"> • Task Force report (approach & criteria), and • project nomination and evaluation process. TOD: region wide program review at JPACT.
March	Workshops on project nominations for project focus areas. TSMO/RTO: region wide program review at JPACT.
April - June	Local agency development of project nomination proposals.
June - July	Policy Coordinating Committee action on project nominations.
July - August	Technical evaluation of projects.
August	JPACT release of project nominations for public comment.
September	Public comment on project proposals (including EJ work group sponsored outreach).
October - November	Adoption of Regional Flexible Fund allocation (TPAC/JPACT/Council). Air quality conformity analysis begins.
December	Air quality conformity analysis completed - begin 30-day comment period in January.

2012

February	Adopt MTIP and Air Quality Conformity Report, including final Metro area state highway programming and TriMet/SMART transit programming, and submit MTIP to Governor for approval. Governor approves incorporation of MTIP into STIP. OTC approves submittal of STIP to USDOT.
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2014-15 Regional Flexible Fund Allocation Process

Draft



Draft

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ADOPTING)	RESOLUTION NO. 11-4231
THE RECOMMENDATIONS OF THE)	
REGIONAL FLEXIBLE FUND TASK)	Introduced by Carlotta Collette
FORCE)	

WHEREAS, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council will be awarding regional flexible funds to transportation projects and programs in the region through the Regional Flexible Fund Allocation (RFFA) process; and

WHEREAS, these funding awards, as well as all other federal transportation spending in the region, will be programmed in the Metropolitan Transportation Improvement Program (MTIP); and

WHEREAS, JPACT and the Metro Council provided policy direction on the objectives of the RFFA and programming of funds in the MTIP; and,

WHEREAS, JPACT charged a Task Force with developing a recommendation on the approach and criteria for allocating Regional Flexible Funds to individual projects within the newly created project focus areas of Active Transportation & Complete Streets and Green Economy & Freight Initiatives;

BE IT RESOLVED that the Metro Council hereby adopts the recommendation of the Regional Flexible Funds Task Force for policy direction to the Regional RFFA process for federal fiscal years 2014-15 as described in Exhibit A attached hereto as to form.

ADOPTED by the Metro Council this ____ day of February 2011.

Tom Hughes, Council President

Approved as to Form:

Alison Kean Campbell, Deputy Metro Attorney

www.oregonmetro.gov

Regional Flexible Fund Task Force Report

Recommendations for the allocation of
2014-15 funds

January 13, 2011

About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

Stay in touch with news, stories and things to do.

www.oregonmetro.gov/connect

Metro Council President

Tom Hughes

Metro Councilors

Shirley Craddick, District 1

Carlotta Collette, District 2

Carl Hosticka, District 3

Kathryn Harrington, District 4

Rex Burkholder, District 5

Robert Liberty, District 6

Auditor

Suzanne Flynn

About the Joint Policy Advisory Committee on Transportation (JPACT)

The Joint Policy Advisory Committee on Transportation is a 17-member committee of elected officials and representatives of agencies involved in transportation that make recommendations to the Metro Council on transportation needs in this region.

www.oregonmetro.gov/JPACT

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INTRODUCTION

Every two years the Joint Policy Advisory Committee on Transportation (JPACT) and Metro Council to decide how to spend federal transportation money known locally as the Regional Flexible Funds. This process historically allocated money to both regional programs such as the Transit Oriented Development program and to individual projects planned and built by local transportation agencies. In this cycle, JPACT and the Metro Council decided that money for individual projects should be more coordinated and focused.

To achieve this, JPACT created two project "focus areas": Green Economy & Freight initiatives and Active Transportation & Complete Streets. The committee also endorsed Chair Carlotta Collette to appoint a task force to provide more specific policy direction for the allocation of funds within these new project focus areas. The task force was charged with identifying: transportation needs within the focus areas, priorities for meeting regional needs with funds available, the strategies that should be employed to further development of these focus areas, and potential opportunities for collaboration between the two focus areas.

The task force met five times to develop policy recommendations for coordinating and focusing the impact of these funds. Staff helped it consider five ways it could direct staff to select projects within the two focus areas. First was to provide direction on what types of projects (e.g. sidewalks, traffic signal improvements) should be funded. Second was whether there were particular types of destinations (e.g. mixed-use centers, transit stops, industrial areas) that should be prioritized for access improvements. Third was whether projects should be dispersed or concentrated geographically. Fourth, was whether any funds should be set aside for the development of a regional strategy to advance long-term goals for facilities too expensive to be constructed with these funds. Finally, the task force considered what criteria staff should use to develop the project scopes (definition of project elements and location) and compare the relative priority of projects to receive funds.

Staff used a series of identification and prioritization exercises to gather input from the task force on these issues. Following is the task force's recommendation on how to achieve coordinated, focused and regionally significant results within the Green Economy & Freight Initiatives and the Active Transportation & Complete Streets project focus areas.

RECOMMENDATIONS

Active Transportation & Complete Streets

Recommended approach to developing projects

For this project focus area, the task force recommended an approach of selecting travel corridor/areas and identifying project elements that would address the most critical barriers to completing non-auto trips in the corridor/area or a concentrated portion of the corridor/area. Examples of barriers could be the lack of direct pedestrian or bicycle

facilities to key destinations in the corridor, inability to safely cross streets to access destinations, or lack of access to transit stop improvements.

To implement this approach with available funding, the following parameters will be utilized:

- improvements will be concentrated geographically in a travel corridor/area or portion thereof,
- improvements will be limited to a few travel corridor/areas within the region,
- potentially merge portions of several planned projects and several project types (bicycle, trail, pedestrian, transit stops) into a unified corridor/area wide project,
- project development will be allowed as an eligible activity for funding to address project readiness issues or as part of a strategy to phase implementation of projects.

Recommended criteria for scoping and prioritization of projects

To help define the scope (project elements and geographic reach) of projects to be considered for funds and to prioritize among candidate projects, the following criteria will be utilized.

Table 1: Active Transportation & Complete Streets criteria

Relative priority	Criteria
High	Improves access to and from priority destinations: <ul style="list-style-type: none"> o Mixed-use centers o Large employment areas (# of jobs) o Schools o Essential services for EJ/underserved communities
	Improves safety <ul style="list-style-type: none"> o addresses site issue(s) documented in pedestrian/bike crash data o separates pedestrian/bike traffic from freight and/or vehicular conflicts
	Serves underserved communities (to be further defined through analysis with help of EJ/underserved working group)
	Improves safety by removing conflicts with freight and/or provides safety mitigation for any potential freight conflicts
Medium	Completes the "last mile"
Medium	Increase in use/ridership by providing a good user experience (refer to Active Transportation design criteria)
Medium	Serves high density or projected high growth areas
Low	Includes outreach/education/engagement component
Low	Can leverage funds
Low	Reduces need for highway expansion

Green Economy & Freight Initiatives

Recommended approach to developing projects

For this project focus area, the task force recommended an approach of allocating funds for two components: construction type projects and planning/strategy development type projects. Eligible project types and criteria that could be utilized to scope and prioritize potential projects are described below.

Construction focus

Capital improvements will focus on:

- System management, such as Intelligent Transportation Systems (ITS), on arterial freight routes. This could include upgrading traffic signal equipment and timing or provide travel information to inform freight trip decisions.
- Small capital projects (e.g. spot widening or installation of mountable curbs to accommodate large truck turning movements). Technical measures should be developed that assess the regional impacts of nominated projects such as improving access to regionally significant industrial land or safe movements to/on the regional freight network to ensure a regional interest is served by the project.

Planning/strategy development focus

Project development for specific arterial freight routes would evaluate key barriers to the development of a green economy and freight movement and recommend operations and design improvements to address the barrier.

Funds may also be set aside to develop regional strategies for the following topics. These are areas that need further analysis and a policy development process to achieve a regional consensus on how to move forward on the issue. Potential topics include a strategy for how to pursue and accommodate higher speed inter-city passenger rail and improved freight rail facilities, and a strategy for the routing of hazardous materials in the region.

Criteria for scoping and prioritization of projects

To help define the scope (project elements and geographic reach) of projects to be considered for funds and to prioritize among candidate projects, the following criteria will be utilized.

Table 2: Green Economy & Freight Initiatives criteria

Relative priority	Criteria
High	Reduces freight vehicle delay
High	Project increases freight access to: <ul style="list-style-type: none"> o Industrial lands o Employment centers & local businesses o Rail facilities for regional shippers
High	Projects that help green the economy and offer economic opportunities for EJ/underserved communities
Medium	Improves safety by removing conflicts with active transportation and/or provides adequate mitigation for any potential conflicts
Medium	Reduces air toxics or particulate matter
Medium	Reduces impacts to EJ communities e.g., reduced noise, land use conflict, emissions
Medium	Increases freight reliability
Low	May not get funding otherwise
Low	Can leverage (or prepare for) future funds
Low	Reduces need for highway expansion
Low	Multi-modal component

NEXT STEPS

Metro staff will work technical staff from transportation agencies in the region to design a collaborative project nomination process that utilizes these criteria to scope and prioritize projects to consider for funding. After this process has nominated projects for consideration, the task force will be reconvened to review and make a recommendation on the nominated projects.

Draft

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 11-4231, FOR THE PURPOSE OF ADOPTING THE RECOMMENDATIONS OF THE REGIONAL FLEXIBLE FUND TASK FORCE

Date: January 18, 2011

Prepared by: Ted Leybold and Amy Rose

BACKGROUND

Every two years the Joint Policy Advisory Committee on Transportation (JPACT) and Metro Council to decide how to spend federal transportation money known locally as the Regional Flexible Funds. This process historically allocated money to both regional programs such as the Transit Oriented Development program and to individual projects planned and built by local transportation agencies. In this cycle, JPACT and the Metro Council decided that money for individual projects should be more coordinated and focused.

To achieve this, JPACT created two project "focus areas": Green Economy & Freight Initiatives and Active Transportation & Complete Streets. The committee also endorsed Chair Carlotta Collette to appoint a task force to provide more specific policy direction for the allocation of funds within these new project focus areas. The task force was charged with identifying: transportation needs within the focus areas, priorities for meeting regional needs with funds available, the strategies that should be employed to further development of these focus areas, and potential opportunities for collaboration between the two focus areas.

The task force met five times to develop policy recommendations for coordinating and focusing the impact of these funds. Staff helped it consider five ways it could direct staff to select projects within the two focus areas. First was to provide direction on what types of projects (e.g. sidewalks, traffic signal improvements) should be funded. Second was whether there were particular types of destinations (e.g. mixed-use centers, transit stops, industrial areas) that should be prioritized for access improvements. Third was whether projects should be dispersed or concentrated geographically. Fourth, was whether any funds should be set aside for the development of a regional strategy to advance long-term goals for facilities too expensive to be constructed with these funds. Finally, the task force considered what criteria staff should use to develop the project scopes (definition of project elements and location) and compare the relative priority of projects to receive funds.

Staff used a series of identification and prioritization exercises to gather input from the task force on these issues. The task force then considered amendments to the draft report at their final meeting and then adopted the report as amended.

Discussion of potential amendments to the draft report covered several topic areas.

Exhibit A to Resolution 11-xxxx is the task force's recommendation on how to achieve coordinated, focused and regionally significant results within the Green Economy & Freight Initiatives and the Active Transportation & Complete Streets project focus areas.

Draft

ANALYSIS/INFORMATION

- 1. Known Opposition** None known at this time.
- 2. Legal Antecedents** Metro Council Resolution 10-4160 was adopted on July 8, 2010 (For the Purpose of adopting policy direction to the regional flexible fund allocation (RFFA) process for federal fiscal years 2014-15). This resolution created the policy framework for the recommendations presented for JPACT and Metro Council adoption in Exhibit A.
- 3. Anticipated Effects** Adoption of this resolution will affirm the direction recommended by the Regional Flexible Fund Task Force for the development and evaluation of transportation projects seeking 2014-2015 regional flexible funds in the Active Transportation & Complete Streets and Green Economy and Freight Initiatives categories.
- 4. Budget Impacts** None.

RECOMMENDED ACTION

Metro staff recommends the approval of Resolution No. 11-4231.

Draft

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ENDORSING) RESOLUTION NO. 11-4232
PROCEDURES FOR THE ALLOCATION)
OF 2014-15 REGIONAL FLEXIBLE) Introduced by Carlotta Collette
FUNDS TO INDIVIDUAL PROJECTS)

WHEREAS, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council will be awarding regional flexible funds to transportation projects and programs in the region through the Regional Flexible Fund Allocation (RFFA) process; and

WHEREAS, these funding awards, as well as all other federal transportation spending in the region, will be programmed in the Metropolitan Transportation Improvement Program (MTIP); and

WHEREAS, JPACT and the Metro Council provided policy direction on the objectives of the RFFA and programming of funds in the MTIP; and,

WHEREAS, JPACT charged a Task Force with developing a recommendation on the approach and criteria for allocating Regional Flexible Funds to individual projects within the newly created project focus areas of Active Transportation & Complete Streets and Green Economy & Freight Initiatives; and,

WHEREAS, the Task Force developed a recommendation on the approach and criteria for these project focus areas; and

WHEREAS, the a process to implement this recommended approach and criteria has been developed and reviewed by the Transportation Policy Alternatives Committee; now, therefore

BE IT RESOLVED that the Metro Council hereby adopts the procedures for allocating Regional Flexible Funds Task Force for federal fiscal years 2014-15 as described in Exhibit A attached hereto as to form.

ADOPTED by the Metro Council this ____ day of February 2011.

Tom Hughes, Council President

Approved as to Form:

Alison Kean Campbell, Deputy Metro Attorney

**Draft 2014-15 Regional Flexible Fund Allocation
Summary of Nomination and Technical Evaluation Procedures**

July 2010 JPACT/Council action:

1. Provided more specific up-front policy direction to local projects than in previous funding cycles:

- Established "project focus areas" to complement existing programs
- Defined outcome based objectives
- Established funding targets for project focus areas
- Endorsed creation of a task force to recommend means and criteria to further coordinate projects and achieve desired outcomes
- Endorsed creation of an Environmental Justice/Underserved work group to identify needs of EJ and underserved communities and advise on the methods by which needs are analyzed and considered within the decision process.

2. Endorsed creating a new project nomination and selection process based on Metro staff collaborating with local and regional agencies on the development of projects rather than ranking and recommending projects to JPACT and the Council.

3. Set aside funding to prepare for future regional mobility funding from other sources and for support of vehicle electrification.

4. Affirmed proceeding to decision process with existing programs at current funding levels. Requested JPACT review of the existing programs prior to decision process.

Task Force recommendation (To JPACT/Council in February)

Approach to Active Transportation & Complete Streets project focus area

- improvements will be concentrated geographically in a travel corridor/area or portion thereof,
- improvements will be limited to a few travel corridors/area within the region,
- potentially merge portions of several planned projects and several project types (bicycle, trail, pedestrian, transit stops) into a unified corridor/area wide project,
- project development will be allowed as an eligible activity for funding to address project readiness issues or as part of a strategy to phase implementation of projects.
- recommended criteria and relative importance (high, medium, lowest importance) by which to develop, nominate and evaluate projects.

Approach to Green Economy & Freight Initiatives focus area

Implement the following types of projects:

- regional strategy development,

Exhibit A to Resolution No. 11-4232

- project development on regional freight system arterials/collectors,
- small capital projects and system management on regional freight system arterials/collectors,
- recommended criteria and relative importance (high, medium, lowest importance) by which to develop, nominate and evaluate projects.

Project development, nomination and selection process

(To JPACT/Council in February)

Metro staff met with technical staff within the region to consider alternative approaches for development, nomination and selection of projects. The objectives in developing this process are to:

- Effectively implement approach and criteria as recommended by RFF Task Force
- Create collaborative relationship between regional and local agencies
- Utilize local expertise of area conditions, local planning/vision, and project development & management
- Utilize regional expertise of program policies, data and analysis, and operation of transit and port services.

Active Transportation & Complete Streets

Options considered:

1. A regional process to prioritize corridors and select funding strategy (full HCT model)
2. Sub-regional allocation & consensus recommendation: workshops in sub-regions with policy/design requirements for projects
3. Sub-regional allocation & competitive: workshops, several applications per sub-region, Metro evaluates and recommends within each sub-region
4. Regionally competitive: project minimum/maximum size set, several applications per sub-region, Metro evaluates and recommends across region

➤ **Option #2** recommended as best alternative to meet process objectives.

Process to implement Option #2:

- Regional kick-off meeting
 - Process description & instructions
 - i. Sub-regional allocation target
 - ii. Project scope direction (see approach to project focus area)
 - iii. Project cost minimum/maximums
 - iv. Direction on number construction or PE only applications
 - v. Nomination materials and schedule
 - Data addressing criteria objectives
 - Identification of any areas that cross sub-regional boundaries that should be considered in sub-region workshops

-Illustrative project and project development process description

- Sub-regional workshops
 - Mapping exercise to identify priority corridors/areas
 - Identification of topics for intra-agency or intra-bureau coordination during project development (project scope, lead agency, etc.)
- Project nomination material
 - Application that solicits information on how the nominated project addresses criteria and process directions
 - Lead agency presentation of project nominations to Task Force
- Project nomination
 - Action by Transportation Policy Coordinating Committees and Portland City Council to nominate project(s) consistent with nomination process instructions
- Project evaluation
 - Assessment of project nomination relative to project criteria (see below: Criteria for evaluating projects post nomination)
- Public comment process
 - Metro to provide summary of comments
 - Applicants to provide response to comment summary issues
- Decision process

Green Economy & Freight Initiatives

Options considered to identify construction and project development proposals:

1. Regional freight technical advisory committee to recommend a pool of potential projects consistent with priorities from the Regional Freight Plan and other sources for local agencies to submit applications to develop or construct.
2. Set project criteria and application limits by sub-region. Utilize the Regional freight technical advisory committee to evaluate and form an initial recommendation on projects for funding as nominated by local agencies through the Transportation Coordinating Committees and City of Portland.
3. Conduct a regional process to develop and prioritize a freight project list that reflects current needs.

Regardless of the option chosen for construction and project development, the regional strategy development proposals would be addressed by Metro freight staff working with the Regional Freight technical advisory committee to develop a proposal for consideration by JPACT and the Metro Council. The proposal would be designed to address priority strategy development issues from the options identified in the Regional Flexible Fund task force deliberations.

- **Option #2** was a preferred approach by the Regional Freight Technical Advisory Committee.

Process to implement Option #2:

- Regional kick-off meeting
 - Process description & instructions
 - i. Sub-regional allocation target
 - ii. Project scope direction (see approach to project focus area)
 - iii. Project cost minimum/maximums
 - iv. Direction on number construction or PE only applications
 - v. Nomination materials and schedule
 - Data addressing criteria objectives
 - Identification of any areas that cross sub-regional boundaries that should be considered in project nominations
 - Illustrative project and project development process description
- Project nomination material
 - Application that solicits information on how the nominated project addresses criteria and process directions
- Project nomination
 - Action by Transportation Coordinating Committees and Portland City Council to nominate project(s) consistent with nomination process instructions
- Project evaluation
 - Assessment of project nomination relative to project criteria (see below: Criteria for evaluating projects post nomination) by Regional Freight Advisory Committee
- Public comment process
 - Metro to provide summary of comments
 - Applicants to provide response to comment summary issues
- Decision process

Applying the criteria

In addition to direction on the approach to developing projects, the criteria developed by the Task Force will be used to inform the project nomination process and help determine how well projects have been defined by eligible agencies prior to the final funding decision. The following explains how the criteria will be used in the process.

Active Transportation & Complete Streets

1. **Criteria to guide scope development and for identifying priority locations for projects - pre nomination**

Data and maps will be provided to nominating agencies that exemplify the criteria. This information will be distributed at Metro sponsored workshops to aid in the identification of locations that:

- Improves access to and from priority destinations:
 - Mixed-use centers
 - Large employment areas (# of jobs)
 - Schools
 - Essential services for EJ/underserved communities
- Improves safety
 - addresses site issue(s) documented in pedestrian/bike crash data
 - separates pedestrian/bike traffic from freight and/or vehicular conflicts
- Serves underserved communities

2. Criteria for evaluating projects - post nomination

Following the nomination of projects, Metro staff will evaluate projects for consistency with the criteria. Specific measures for evaluating projects will be developed. A well defined project:

- Improves access to and from priority destinations
- Improves safety
- Serves underserved communities
- Removes conflicts with freight and/or provides safety mitigation for any potential freight and/or vehicular conflicts
- Completes the “last mile”
- Increase in use/ridership
- Serves high density or projected high growth areas
- Includes outreach/education/engagement component
- Reduces need for highway expansion

Green Economy & Freight Initiatives

1. Criteria to guide scope development and for identifying priority locations for projects - pre nomination

Data and maps will be provided to nominating agencies that exemplify the criteria. This information will be distributed at Metro sponsored workshops to aid in the identification of where:

- Project increases freight access to:
 - Industrial lands
 - Employment centers & local businesses
 - Rail facilities for regional shippers

2. Criteria for evaluating projects - post nomination

Following the nomination of projects, Metro staff will evaluate projects for consistency with the criteria. Specific measures for evaluating projects will be developed. A well defined project:

- Increases freight access to priority destinations
- Reduces freight vehicle delay
- Projects that help green the economy and offer economic opportunities for EJ/underserved populations
- Improves safety by removing conflicts with active transportation and/or provides adequate mitigation for any potential conflicts
- Reduces air toxics or particulate matter
- Reduces impacts to EJ communities e.g., reduced noise, land use conflict, emissions
- Increases freight reliability
- May not get funding otherwise
- Can leverage (or prepare for) future funds
- Reduces need for highway expansion
- Multi-modal component

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 11- 4232, FOR THE PURPOSE OF
ENDORSING PROCEDURES FOR THE ALLOCATION OF 2014-15 REGIONAL
FLEXIBLE FUNDS TO INDIVIDUAL PROJECTS

Date: January 18, 2011

Prepared by: Ted Leybold and Amy Rose

BACKGROUND

Every two years the Joint Policy Advisory Committee on Transportation (JPACT) and Metro Council to decide how to spend federal transportation money known locally as the Regional Flexible Funds. This process historically allocated money to both regional programs such as the Transit Oriented Development program and to individual projects planned and built by local transportation agencies. In this cycle, JPACT and the Metro Council decided that money for individual projects should have a more coordinated and focused impact rather than an array of disconnected projects.

To achieve this, JPACT created two project "focus areas": Green Economy & Freight Initiatives and Active Transportation & Complete Streets. The committee also endorsed Chair Carlotta Collette to appoint a task force to provide more specific policy direction for the allocation of funds within these new project focus areas. The task force was charged with identifying: transportation needs within the focus areas, priorities for meeting regional needs with funds available, the strategies that should be employed to further development of these focus areas, and potential opportunities for collaboration between the two focus areas.

The task force recommended approaches to developing projects within each focus area and identified criteria to be utilized in developing and evaluating projects. Exhibit A to Resolution 11-xxxx is the task force's recommendation on how to achieve coordinated, focused and regionally significant results within the Green Economy & Freight Initiatives and the Active Transportation & Complete Streets project focus areas.

DEVELOPMENT OF RECOMMENDATION

Metro staff met with technical staff within the region to consider alternative approaches for development, nomination and selection of projects. The objectives in developing this process are to:

- Effectively implement approach and criteria as recommended by Regional Flexible Fund Task Force
- Create a collaborative relationship between regional and local agencies
- Utilize local expertise of area conditions, local planning/vision, and project development & management
- Utilize regional expertise of program policies, data and analysis, and operation of transit and port services.

Active Transportation & Complete Streets

Options considered:

1. A regional process to prioritize corridors and select funding strategy (full High Capacity Transit model)

2. Sub-regional allocation & consensus recommendation: workshops in sub-regions with policy/design requirements for projects
3. Sub-regional allocation & competitive: workshops, several applications per sub-region, Metro evaluates and recommends within each sub-region
4. Regionally competitive: project minimum/maximum size set, several applications per sub-region, Metro evaluates and recommends across region

A consensus emerged from the participants that Option #2 was a preferred approach to the project nomination, evaluation and selection process. The discussion of options included several comments, including:

- there is no current regional agreement or the time and resources necessary to create an agreement on prioritizing a single corridor for capital improvements for this round of funding.
- the process should provide a collaboration of regional policy direction and local project knowledge to generate the highest priority project nominations.
- whether there is a clear definition of travel corridor/area and what that should include.

This approach was further developed for consideration by TPAC at their January 28th meeting. An overview of the process and a description of the criteria to be used to guide project development and criteria to be used in evaluating project nominations was presented.

Summary of TPAC recommendation to be added

Green Economy & Freight Initiatives

For the nomination, evaluation and selection of project development and capital projects, three approaches were discussed by members of the regional freight technical advisory committee:

1. Regional freight technical advisory committee to recommend a pool of potential projects consistent with priorities from the Regional Freight Plan and other sources for local agencies to submit applications to develop or construct.
2. Set project criteria and application limits by sub-region. Utilize the Regional freight technical advisory committee to evaluate and form an initial recommendation on projects for funding as nominated by local agencies through the Transportation Coordinating Committees and City of Portland.
3. Conduct a regional process to develop and prioritize a freight project list that reflects current needs.

Regardless of the option chosen for construction and project development, the regional strategy development proposals would be addressed by Metro freight staff working with the Regional Freight technical advisory committee to develop a proposal for consideration by JPACT and the Metro Council. The proposal would be designed to address priority strategy development issues from the options identified in the Regional Flexible Fund task force deliberations.

Feedback from the regional freight TAC members was that a process based on Option #3 would be the preferred method to implement the Task Force recommendations for the Green Economy & Freight Initiatives project focus area.

This approach was further developed for consideration by TPAC at their January 28th meeting. An overview of the process and a description of the criteria to be used to guide project development and criteria to be used in evaluating project nominations was presented.

Summary of TPAC recommendation to be added

ANALYSIS/INFORMATION

- 1. Known Opposition** None known at this time.
- 2. Legal Antecedents** Metro Council Resolution 10-4160 was adopted on July 8, 2010 (For the Purpose of adopting policy direction to the regional flexible fund allocation (RFFA) process for federal fiscal years 2014-15). This resolution created the policy framework for the recommendations presented for JPACT and Metro Council by the RFF Task Force and for the allocation procedures presented in this resolution. Resolution 11-xxxx (For the purpose of adopting the recommendations of the regional flexible funds task force) recommends the approach to developing and evaluating projects within the Active Transportation & Complete Streets and Green Economy & Freight Initiatives categories of the regional flexible fund allocation. The procedures recommended in Exhibit A of this resolution are intended to implement the recommendations of the task force and the policies adopted in Resolution 10-4160.
- 3. Anticipated Effects** Adoption of this resolution will affirm the direction recommended by the Regional Flexible Fund Task Force for the development and evaluation of transportation projects seeking 2014-2015 regional flexible funds in the Active Transportation & Complete Streets and Green Economy and Freight Initiatives categories.
- 4. Budget Impacts** None.

RECOMMENDED ACTION

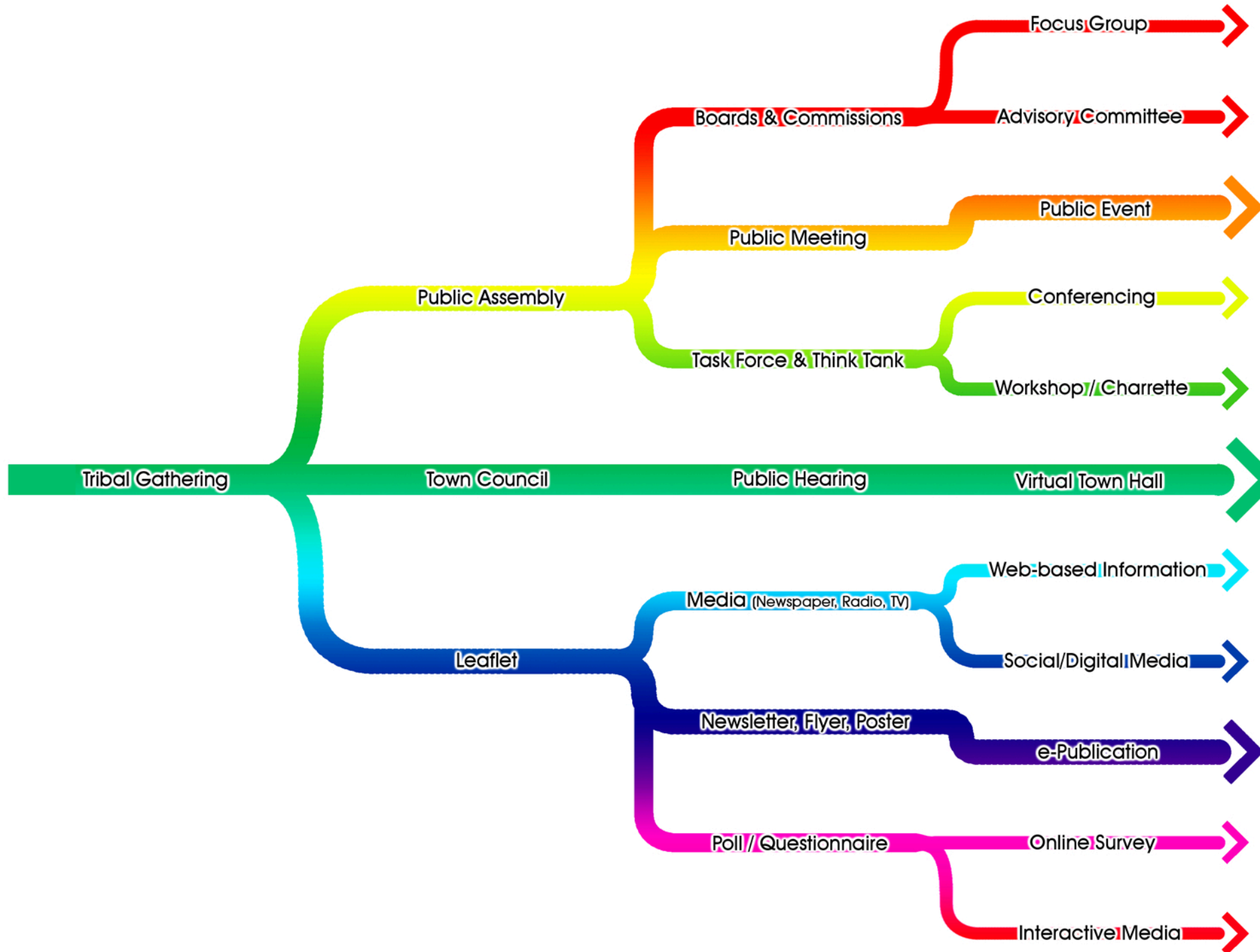
Metro staff recommends the approval of Resolution No. 11-4232.

Prehistoric

Historic

Traditional

Contemporary



“Being There”

Decision Making

“Virtual”

- Advisory Committee
- Boards & Commissions
- Briefing
- Coffee Klatch
- Community Fair / Potlatch
- Conference / Congress / Convention
- Design Charrette / Collaborative Design
- Design Competition
- Expert Team / International UPAT
- Focus Groups
- Forum
- Future Search
- Open House
- Public Event
- Public Meeting
- Public Workshop
- Simulation Games
- Site Visit / Tour / Field Trip
- Speakers Bureau
- Stakeholder/Personal Interviews
- Summit / Retreat
- Symposium / Seminar
- Task Force / Think Tank

- Public Hearing
- Virtual Town Hall

- Audiovisuals
- Brochure / Flyer / Trifold
- Direct Mail
- Door to Door / Doorhangers
- eblast / email
- Electronic (keypad) Polling
- Frequently Asked Questions (FAQs)
- Information Center/Display, Field Office
- Intercept Survey
- Kiosks / ekiosks
- Manual / Guidebook
- Newsletters, Magazines, ezines
- Newspaper
- Poster
- Radio
- Questionnaire
- Scientific Survey
- Social/Digital Media
- Telephone / Texting
- Television
- Virtual Open House
- Virtual Tour
- Web-based Information / Involvement

Public Involvement

A chart of evolving techniques & tools

Metro newsfeed analytics show substantial increases in web visits

Since Nick Christensen started posting on September 7, page views on the main Metro news page increased by 75 percent. Time spent per visit on the Metro news page has increased 5 percent.

Metro news page views September 7 to January 22 totaled 23,633. During the same number of days from April until September, the Metro news page received 13,586 page views.

In Figure 1 below the *green* line shows Metro news page views from April 22 to September 6. The *blue* line shows page views from September 7 to January 22 (the time period Nick has been reporting).

Figure 1. Comparing page views before (green) and during (blue) reporting experiment

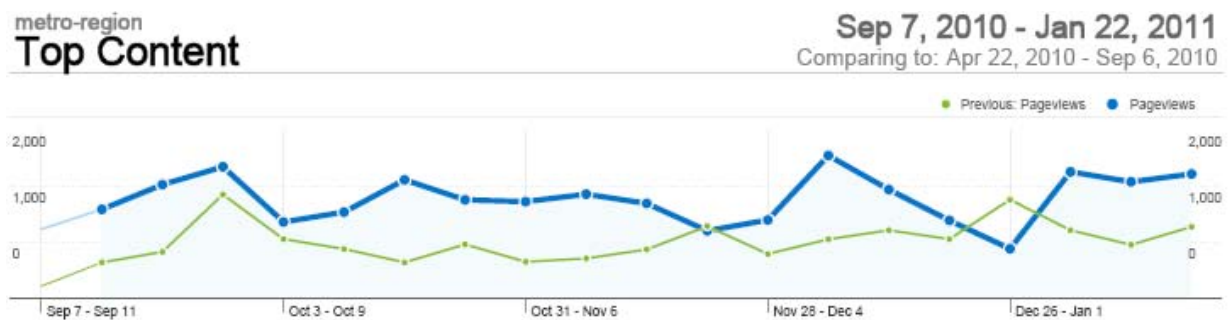


Figure 2. Page view trends

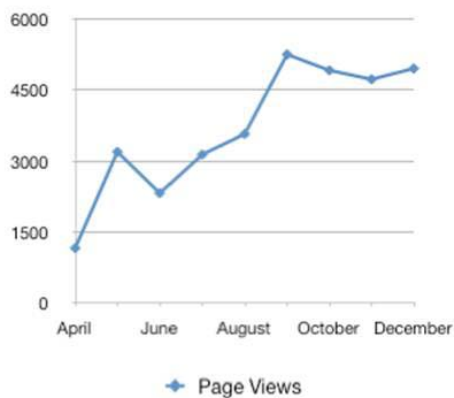
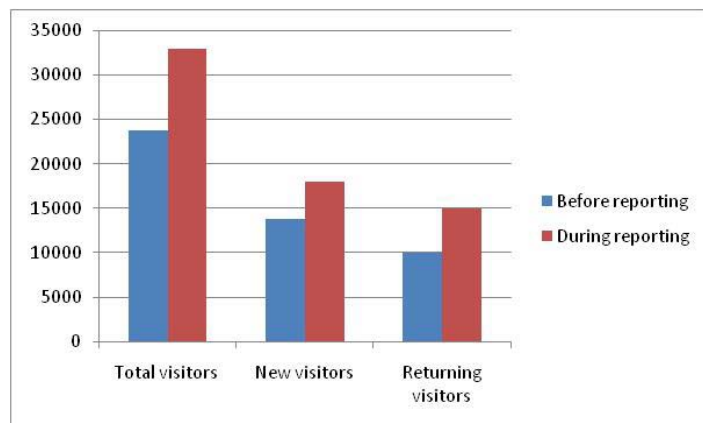


Figure 3. Visitors before and during reporting



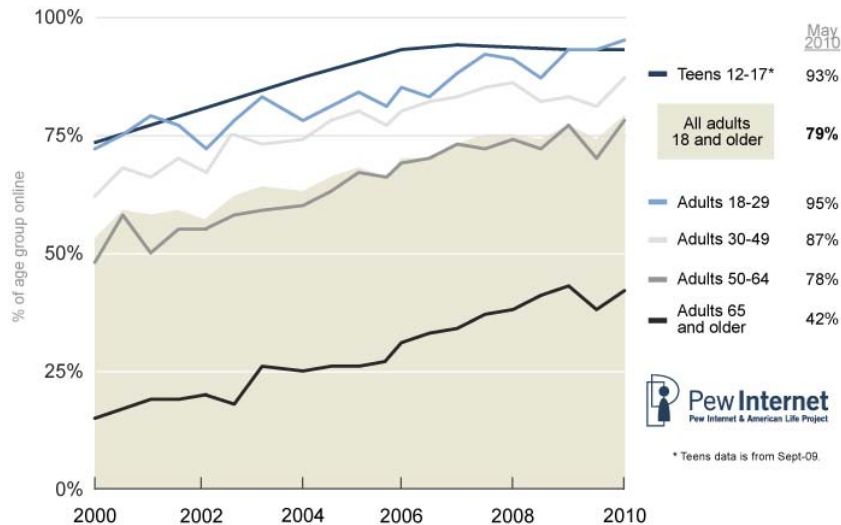
We also are seeing more repeat visitors to the Metro web site since the reporting experiment began. Between April 22 and September 6, 61.88 percent of returning visitors came back within a week. Between September 7 and January 22, 62.75 percent of returning visitors came back within a week. That means that we got about 1,200 more people to visit our site every week since September 7.

And finally, qualitative analysis of stakeholder views shows that while it's too early to draw firm conclusions there is broad appreciation for the reporting project.

National trends show increasing web use by all age groups

The following data is from the Pew Research Center's Internet and American Life project.

Change in internet use by age, 2000-2010



Nearly three quarters (73%) of online teens and an equal number (72%) of young adults use social network sites. By contrast, older adults have not kept pace; some 40% of adults 30 and older use the social sites in the fall of 2009.

New survey results also show that among adults 18 and older, Facebook has taken over as the social network of choice; 73% of adult profile owners use Facebook, 48% have a profile on MySpace and 14% use LinkedIn.

Most Americans expect their government to make information and services available online. Seven in ten (70%) say they expect to be able to get information or services from the government agency website when they need it. Only 23% do not expect that.

While the youngest generations are still significantly more likely to use social network sites, the fastest growth has come from internet users 74 and older: social network site usage for this oldest cohort has quadrupled since 2008, from 4% to 16%.

In November 2008, 37% of internet users 74 and older said they had gotten news online, but by May 2010 that number had jumped to 54%. Similarly, 67% of internet users ages 65-73 now get news online, compared to 56% in November 2008. In terms of where people get news in a typical day, the internet has surpassed newspapers and radio in popularity and now ranks just behind TV.

As government agencies at all levels bring services online, Americans are turning in large numbers to government websites to access information and services. Fully 82% of internet users (representing 61% of all American adults) looked for information or completed a transaction on a government website in the twelve months preceding this survey.