



***RTO Subcommittee of TPAC
Wednesday, December 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
Jennifer Campos	City of Vancouver
Sandra Doubleday	City of Gresham
Susan Drake	Department of Environmental Quality
Adrian Esteban	Community Representative
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Lori Mastrantonio-Meuser	Clackamas County
Alison Wiley	Oregon Department of Transportation
Aisha Willits	Washington County

Committee Members Excused:

Ken Burgstahler	WSDOT
Karen Frost	Westside Transportation Alliance
Keith North	Community Representative
Teak Wall	Community Representative
Vacant	Oregon Department of Energy

Metro Staff:

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

Guests:

Jeff Owen	Wilsonville SMART
Pam Wilson	TriMet

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

Chair Kaempff called the meeting to order and at 3:01 p.m. and declared a quorum at 3:05 p.m.

II. MEETING SUMMARY FROM NOVEMBER 2010 MEETING

Chair Kaempff asked if there were any changes for the September 8 and November 10, 2010 meeting summaries. The Subcommittee asked for changes to the September meeting summary. There were no changes to the November meeting summary. Chair Kaempff asked if there were a motion to approve both meeting summaries, with the corrections to the September summary. Mr. Hofbauer motioned to approve the meeting summaries. Mr. Esteban seconded the motion. The Subcommittee moved to approve the meeting summaries for September 8 with changes, and November. The Subcommittee unanimously approved the meeting summaries with Ms. Willits abstaining as she was not present at the November meeting.

III. CITIZEN COMMUNICATIONS

Derek Hofbauer announced the birth of his daughter, Violet. Chair Kaempff announced that Carla Wood from the Oregon Department of Energy had accepted a position elsewhere. Her replacement on the Subcommittee will be announced soon.

IV. 2011-2013 RTO GRANT PROJECTS

Chair Kaempff announced that staff had received 21 grant applications. Of those applications 11 were selected for funding:

- Bicycle Transportation Alliance (BTA), Bike Commute Challenge - \$27,500;
- City of Forest Grove, Bicycle Parking Shelters - \$45,000;
- RTO Partners, Cash for Commuters Incentive Program - \$60,000;
- City of Tigard, Downtown Tigard Walk Map and Wayfinding System - \$25,000;
- City of Wilsonville/SMART, Sunday Parkways - \$53,414;
- Community Cycling Center, Communities in Motion, Active Transportation - \$34,086;
- Housing Authority of Portland, Regional Worksource and Transportation Mobility Counseling - \$60,000;
- Lloyd TMA, Lloyd Links - \$30,000;
- OPAL Environment Justice of Oregon, East Portland Community Bus Stop Assessment - \$63,000;
- TriMet, Open Trip Planner Expansion - \$75,000; and
- Tualatin Hills Park and Recreation, Trail and Wayfinding Signage - \$60,000.

Chair Kaempff discussed the reasoning behind the grant selection group's decisions. He stated that the total amount for projects funded was for \$533,000. Some projects received reduced grant as they were ongoing programs, prior RTO grant recipients, had components that could be scaled to fit available funding, or contained elements that were suitable for receive funding from other sources.

He pointed out that the Housing Authority of Portland and their partners would begin work on an RTO transportation project to help community members find housing closer to the work place. Chair Kaempff stated that this would be an innovative project that could open doors to new markets. Additionally, he stated that OPAL Environmental Justice of Portland and TriMet would address areas of Portland lacking sidewalks or traffic calming elements.

Additionally, Chair Kaempff pointed out that RTO partner agencies were jointly producing the Cash for Commuters incentive program for commuters to carpool regionally. Finally, he stated that Wilsonville and Tigard would receive funding as they were viable pilot programs.

The Subcommittee questioned if the City of Portland would receive funding for the Cash for Commuters Program and if the 21 applicants had been notified of the funding decision. Additionally, they asked staff to elaborate on their decision to not fund bike parking. Chair Kaempff stated that Metro would be administering the program and managing the incentive distribution to the participants. He raised the question to the Subcommittee regarding the appropriateness of grants to fund ongoing programs. The primary purpose of the grant program was for funding to catalyze and support new projects or partnerships. He pointed out that funding the same projects over time would not bring in innovative projects. He suggested that the Subcommittee should have broader discussion about new and existing projects and how to divide the grant pot appropriately. Finally, Chair Kaempff stated that the Forest Grove Bike project could possibly be funded by a potential grant from ODOT. If funded by ODOT, Metro would have \$45,000 freed for other grant projects.

Action Taken: Chair Kaempff asked for a motion to approve the list of 11 selected projects in the amounts awarded. Ms. Drake motioned to approve the selected projects. Mr. Esteban seconded the motion. The Subcommittee unanimously approved all of the selected grant projects with their individual amounts as stated.

V. 2012 RTO WORK PLAN & BUDGET

Chair Kaempff provided hand outs of the updated RTO work plan and budget. He advised the Subcommittee needed to approve them today in order to present the work plan and budget at the next JPACT meeting. Additionally, he stated that both TriMet and Wilsonville SMART would be presenting their work plan information to the Subcommittee today for the Outreach Program and the SMART Option Employer and Community Outreach Program.

Ms. Britton provided a handout and presentation on the College Outreach Program. She stated that they held events at Pioneer Courthouse Square and Portland State University (PSU). Data from the events showed there were 40,000 preview rides. Ms. Britton said they would continue to make improvements to the website and business information for the transit pass program. Additionally, she stated they added more trip options to mitigate some of the barriers to transit riding.

Further, Ms. Britton pointed out that they would continue social marketing through Facebook and had 2,100 followers, whereas Twitter had 4,400 followers. She announced that WES Commuter Rail held their first anniversary promotion event and that ridership had increased 13% from June 2009 to July 2010. Additionally, she stated that they had nearly 10,000 people attend a variety of outreach and transportation fairs.

Additionally, Ms. Britton stated that next fiscal year the Portland to Milwaukie Light Rail Project would be their focus, along with addressing safety issues and improving digital communication. She stated that online customer service would be expanded to include bi-lingual access and that they would continue to build ridership for WES through promotions and testimonials. Finally, she stated that they would continue with transportation fairs, employer and college outreach programs and provide student transit passes.

The Subcommittee asked how many employers were eligible for the TriMet Emergency Ride Home service, and what types of response they received on transit rider training. Mr. Britton stated that 700 employers were signed up, but that 109 had used the emergency ride program and that overall, they had received a good response on their transit training.

Chair Kaempff introduced Ms. Massa, who handed out the Wilsonville SMART work plan and Travel Planner packets. She pointed out that the packets were created for new employees and residents and offered a variety of transit information tailored towards commuter needs. Additionally, Ms. Massa introduced Mr. Owens and credited him with development of a series of new walking maps. Further, she stated that they were connected with Google Maps, which would make it easier to find transit information.

She touched on some of the current fiscal year's highlights including the new Wilsonville Walking map, the Trip Planner feature in Ridesmart.com and receipt of stimulus funds of \$700,000 to build a new WES passenger restroom and operator break room building at the central station. She discussed the potential for increased ridership for the next fiscal year and the Discover Wilsonville project, partially funded with individualized Marketing (IM) through an RTO grant for \$228,480, with a local match of \$55,620. Ms. Massa stated that SMART planned on strengthening communication with Wilsonville City Council and continue to offer assistance to all ECO survey employers. Further, she discussed promoting ridematch services to colleges within the region.

Ms. Massa stated that they would be doing a commuter survey and continue outreach through social media. She pointed out that Walk Smart was now part of their program and that the Bike Smart program would be producing a video on how to load bikes onto transit. Additionally, she stated that Mr. Owens would hold quarterly meetings for the bike and walk task force.

Further, she stated that the Wilsonville bike map would be released in spring of 2011 and that they would begin promoting Walk Smart as early as March 2011. Finally, she stated that they would continue their current partnerships for Earth Day events.

Chair Kaempff questioned where SMART would hold Sunday Parkway events in the future and commented on their staffing needs, communication and internal effort. Ms. Peck stated that RTO marketing staff had an audio version of the Graham Oaks walk and offered it to Ms. Massa. Additionally, the Subcommittee asked what the formula was for funding these types of programs and whether agencies had any degree of influence in acquiring a specified amount of funds.

Chair Kaempff briefly discussed the RTO work plan and budget, stating that it included traveler information and the new sponsorship language which reflected \$30,000 in sponsorship money had been carried over from the previous fiscal year. Chair Kaempff requested approval for the work plan and budget and asked if there were any further questions or discussion.

The Subcommittee asked if there were more FTE reflected in the evaluation and whether RTO staff were having issues finding partnership for the Business Energy Tax Credit (BETC). Staff pointed out that Mr. Winter's time was spent primarily with TMA projects and that additional FTE did not include intern time. Additionally, staff said they would double check FTE amounts and make any necessary corrections.

Ms. Peck pointed out that Metro had not released its numbers, but that there could be a reduction in staff. Therefore staff would need to make corrections at key milestones, but that there was no indication that staff would receive a specified amount of funding from Metro.

Finally, Mr. Bower suggested discussing BETC with Metro. Chair Kaempff responded that, to date staff did not have BETC funds in hand for the year. However they did have an approved BETC project they had not put funds towards yet.

Action Taken: Chair Kaempff asked for a motion to accept the RTO Budget and Work Plan for next fiscal year. Ms. Massa motioned to accept. Ms. Britton seconded the motion. The Subcommittee unanimously approved the 2011-12 fiscal year RTO Budget and Work Plan. There were no abstentions.

VI. PROGRAM UPDATES

- Ms. Wiley announced that ODOT Rideshare Online had received program money for sponsorship for 2011 and asked the Subcommittee to contact her if they would like to request up to \$6,000 for sponsorship.
- Ms. Peck announced that Ms. Stoner would be finalizing the plans for Drive Less, Save More (DLSM) with ODOT. She would like Ms. Stoner to present the DLSM plans at the next RTO Subcommittee meeting. Additionally, she commented on the marketing plans that would cover green programs, such as waste reduction and alternative transportation and she pointed out the need for discussion around employer programs and what they may look like in the future.
- Mr. Winter briefly discussed the \$33,000 budget for a TMA policy study and asked what planners were thinking of for current and future TMAs. He discussed eco-districts and the potential TMA areas that are ideal for sustainable action. He asked the Subcommittee for their thoughts.
- Mr. Leybold stated that there would be a briefing at the January TPAC and February JPAC T committee for approval of RTO Program Budget. He encouraged the Subcommittee to attend and show their support. Chair Kaempff will get TPAC and JPACT information to the Subcommittee.
- Mr. Hofbauer updated the Subcommittee on the Travel Options survey, stating that staff were working with DHM and the Metro Data Resource Center (DRC) to pinpoint density and determine walk scores. They will share the survey results at the next Subcommittee meeting.
- Chair Kaempff reminded everyone that next Subcommittee meeting would be held January 12, at 10 a.m.; lunch to be held at Spirit of 77 afterwards.


VII. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 4:20 p.m.

Meeting packet materials:

Document Type	Date	Description	Document Nbr.
Agenda	120810	Agenda for December 08, 2010	120810-rto01
Summary	120810	Meeting summary, September 8, 2010	120810-rto02
Document	120810	Meeting summary, November 10, 2010	120810-rto03
Document	120810	RTO strategic plan budget 2010-11 to 2015-16	

Meeting summary respectfully submitted by,
Pamela Blackhorse



January 12, 2011