

Metro | Agenda

Meeting: **RTO SUBCOMMITTEE OF TPAC ****
Date: **Wednesday, March 9, 2011**
Time: **3:00 p.m. – 5:00 p.m.**
Place: **Room 270, Metro Regional Center, 600 NE Grand Avenue, Portland**

To join the meeting by phone, please contact Pamela Blackhorse in advance of the meeting at Pamela.Blackhorse@oregonmetro.gov or 503-797-1757. Pamela will call you from the meeting room to link you to the phone conference. Conference calls are limited to three people.

3:00 p.m. Call to order/declaration of a quorum/introductions

3:05 p.m. Meeting summary from January 2011 Meeting
[APPROVAL REQUESTED]* – Dan Kaempff, Metro

3:05 p.m. Citizen Communications

3:10 p.m. TMA Grant Agreements
[ACTION REQUESTED]* – Caleb Winter, Metro

3:35 p.m. TMA Policy Study Scope
[INFORMATIONAL]* – Caleb Winter, Metro

4:00 p.m. Collaborative Marketing
[INFORMATIONAL]* – Pam Peck & Katie Edlin, Metro

4:30 p.m. Rideshare Online Implementation Update
[INFORMATIONAL]* – Dan Kaempff, Metro

5:00 p.m. Adjourn

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

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

Metro | Meeting Summary

RTO Subcommittee of TPAC

Wednesday, January 12 2011

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
Ray Delahanty	Multnomah County
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
Miranda Bateschell	Metro
Pamela Blackhorse	Metro
Katie Edlin	Metro
Kim Ellis	Metro
Ted Leybold	Metro
Lake McTighe	Metro
Pam Peck	Metro
Deena Platman	Metro
John Williams	Metro
Caleb Winter	Metro

Guests:

Rebecca Ball	DHM
Rashad Henry	PacWest
Su Midghall	DHM
Kelly Stoner	PacWest
Erika Kampe	Westside Transportation Alliance

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

Chair Kaempff called the meeting to order at 10:07 a.m. He introduced Ray Delahanty, a new Subcommittee representative for Multnomah County.

He announced that Metro's application for \$550,000 in the Oregon Department of Transportation (ODOT) Flexible Funds Program was not approved for funding. One of the funded projects that will benefit the Portland region was \$2.1 million to ODOT Public Transit division, to be used for development of a statewide TDM policy and program, vanpool program development, Drive Less/Save More marketing and an internal ODOT employee commute program.

II. MEETING SUMMARY FROM DECEMBER 2010 MEETING

Chair Kaempff declared a quorum at 10:16 a.m. and asked the Subcommittee if they would like to approve the meeting Summary from December 8, 2010. He advised them that he had yet to update the meeting summary with his changes. He stated that he would make the changes and staff would resend them to the Subcommittee.

Action Taken: Chair Kaempff asked if there were a motion to approve the meeting Summary with changes as discussed. Ms. Britton motioned to approve the summary. Ms. Willits seconded the motions. The Subcommittee unanimously approved the December 8, 2010 meeting summary with the changes as stated by Chair Kaempff.

III. CITIZEN COMMUNICATIONS

There were none.

IV. UPDATE FROM TPAC – REGIONAL FLEXIBLE FUNDS TSMO/RTO PRESENTATION

Chair Kaempff and Ms. Platman talked about the Transportation Policy Advisory Committee and Transportation Systems Management Operations (TPAC /TSMO) presentation, which covered the historic programmatic investments and the core elements of RTO. Chair Kaempff discussed the Strategic Plan direction within the context of the 2035 Regional Transportation Plan and the Greenhouse Gas Reduction policy work.

Ms. Platman discussed how TSMO would be spending funds on travel information for the state archive, which would include data from TriMet and C-TRAN. She stated they would be providing feed money for a signal system project and looking at travel time data and real time traffic count as well. Additionally, she pointed out that she had made recommendations to Transport to provide funds for corridor upgrades, regional architecture, and for supporting a communications network. Chair Kaempff stated that this information would go to the Joint Policy Advisory Committee on Transportation (JPACT) on February, 10 2011 and asked the Subcommittee to get additional comments to him.

V. DRIVE LESS/SAVE MORE UPDATE

Ms. Stoner announced that management of DLSM has transitioned to ODOT from Metro. Currently, Ms. Stoner is working on the strategy for delivering the campaign to other areas of the state and discussed what her vision is for the Portland area. Finally, Ms. Stoner announced that partners would see changes with the DLSM draft for ODOT and rideshare within the next five years. They hope to secure incentives for leveraging public interest in alternative modes of transportation, program recognition through ODOT. ODOT will develop a new committee in 2012 to help support this.

VI. TRAVEL & AWARENESS SURVEY PRESENTATION

Mr. Winter briefly discussed the RTO Travel and Awareness survey and introduced Ms. Midghall and Ms. Ball with Davis, Hibbitts, and Midghall, a research and public opinion firm hired by Metro to conduct this survey. Ms. Midghall presented the high level results on transportation awareness and travel patterns, covered survey methodology and respondent demographics using the individual respondents as a basis instead of household.

Ms. Ball discussed their key findings. The survey asked whether respondents use transportation options daily, weekly or monthly and for what trip purposes. More bike and walk for shopping and leisure but less so for commuting to work. . Ms. Ball presented awareness of various Metro RTO Programs plus the TriMet Trip Planner. The TriMet Trip Planner and Drive Less Save More were the most widely known programs.

Ms. Ball described that survey posed a hypothetical question to commuters who drive: what if they did not have access to a car? Most common responses were to carpool (36%), followed by using public transit (31%).

Carpool incentives were shown to have an effect on commuter's interest in carpooling. Respondents were asked if they had considered carpooling to work and 28% replied "yes." Of those who said "no," 25% said they would if presented a \$50 monthly voucher.

Ms. Ball stated that while drivers turn largely to news media for information, transit riders turn to websites, walkers turn to family and friends, and bicyclists turn to family and friends. Mr. Winter made the point that "family and friends" could be excellent word-of-mouth communication or it could mean the region lacks a central, popular venue for walking and biking info.

Additionally, Ms. Ball and Ms. Midghall stated that respondents chose the best personal reason they had to reduce car trips. The top reason was to save on vehicle and parking expenses, followed by "to be healthier."

However, respondents did not see their commute as becoming worse over time, which could be due to the economic downturn. F

Mr. Winter and Mr. Hofbauer discussed the potential markets for travel options. Mr. Winter said that people responded to incentives (to carpool) and to increased parking cost. He described which satisfaction questions result in lower levels for biking, transit and walking. He pointed out that RTO implements strategies that have potential to increase satisfaction with these transportation system elements.

Mr. Hofbauer described analysis of the data that suggested higher income individuals with families and cars for each person are going to be harder to work with. The more approachable audience is likely individuals who drive on a weekly but not daily basis; are younger adults or adults approaching retirement; and are newer to the region.

In terms of land use and transportation options, residents who lived and worked in areas with a higher level of amenities close by tended to drive less, and walk, bike and take transit more frequently. They were less likely to carpool, but more satisfied with transit, biking and walking infrastructure. Additionally, they had a higher awareness of RTO programs and were more aware of employer transit

and bike incentives. Ms. Midghall stated that in deference to geographic responses, survey results showed that the more suburban the environment the more satisfaction goes down.

Ms. Ball suggested that future research should target people that use public transit or bicycle monthly for leisure and shopping trips. She asked the Subcommittee what they wanted to know more about. The Subcommittee suggested targeting people who were more open to transportation options and look more into the age demographic split. Ms. Midghall stated that if people do not take action to change their transportation habits within a year of being contacted by the RTO or similar program, then they are going to forget about the past encouragement they received to change habits.

Chair Kaempff suggested that the Subcommittee consider how to target the populations pulled from the survey and create a future qualitative survey that. He suggested delving more into the carpool messaging, concerning why people would, or would not carpool and what are they open to. Finally, He suggested a special meeting in February to hold a more in depth discussion about the next survey step.

VII. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 12:00 p.m.

Meeting packet materials:

Document Type	Date	Description	Document Nbr.
Agenda	011211	Agenda, January 12, 2010	011211-rto01
Summary	011211	Meeting summary, December 8, 2010	011211-rto02

Meeting summary respectfully submitted by,
Pamela Blackhorse

January 12, 2011



Metro | Memo

Date: March 9, 2011
To: RTO Subcommittee
From: Caleb Winter, TMA Program Manager
Cc: Dan Kaempff, RTO Subcommittee Chair; Dianne Hutchins, Metro Financial Analyst; Ted Leybold, Manager;
Re: TMA FY11/12 Grant Agreement Guidelines and Concept

Notes to the RTO Subcommittee, March 9, 2011, prepared by Caleb Winter, TMA Program manager
The process to update guidelines is:

1. Get input from TMAs (meeting March 7, 2011).
2. Get input from RTO Subcommittee (meeting March 9, 2011)
3. Edit guidelines by mid-March with TMAs and implementation partners
4. TMAs choose tasks for Grant Agreement mid-March until April 18, 2011 (due date in current Grant Agreements). RTO staff can meet with TMA Board if needed.
5. TMA presents to RTO Subcommittee May 11, 2011
6. TMA Grant Agreements start July 1, 2011

RTO staff does not propose changes to the performance-based funding criteria from the May 2008 memo (2008 memo, page 2, reprinted here).

1. The TMA work plan advances the goals and objectives identified in the RTO strategic plan and compliments and/or leverages the efforts of other RTO-funded projects and programs. TMA work plan tasks should not duplicate the efforts of other programs funded through RTO.
2. The TMA work plan supports Regional Transportation Plan and local Transportation System Plan (TSP) goals and objectives. Local support for TMA work plans must be demonstrated through a letter of support from the planning director or TSP project manager of the local jurisdiction (city or county) in which the TMA operates. The letter must indicate that the jurisdiction has reviewed the TMA work plan and that the work plan supports TSP implementation.
3. A one-to-one local match is required, for example a TMA that receives \$25,500 in regional funds must provide a local match in cash or in-kind contributions that is valued at \$25,500, with a project total of \$51,000. TMAs may submit annual performance-based funding requests for less than the \$25,500. A one-to-one local match will be required for all requests of more than \$15,000.

4. A minimum level of effort that totals 1,040 hours of work or more annually is expected. This is the equivalent of 20 hours per week. The level of effort will be adjusted for TMAs that receive less than \$25,500 in RTO funds.
5. TMA work plan strategies must show a goal of 1 million vehicle miles reduced (VMR) annually. The work plan must describe how the TMA will achieve and track VMR reduction goals by task. Maintenance of existing VMR reductions may be counted toward the goal, for example, if a TMA works with an employer to start a program that resulted in VMR in the past and that program is continued in 2008-09, the TMA can include that VMR as part of their VMR for 2008-09. TMAs will report on progress toward achieving those goals in their quarterly reports. An attached memo from Caleb Winter describes a variety of ways to estimate VMR for potential TMA activities. RTO staff are available to assist TMAs with VMR goals and measurement methods.

Booster grant guidelines are:

1. As of July 1, 2011, TMA must have been in existence for a minimum of 3 years and past the start-up phase.
2. TMA must be applying for performance-based funding level for FY 11/12.
3. TMA must be current on invoices for the current fiscal year for all Metro funded projects.
4. TMA must propose a Grant Agreement component that relies on booster grant funds.

Examples are:

- a) Become a Rideshare Online (RSO) power user by receiving additional training, using booster funds to leverage additional investments (agreements made by May 4, 2011), schedule promotional events, all designed to attract new users. Note that new users can start any non-drive alone mode; carpool matching is not required.
- b) (...others...)
5. The component must meet RTO Strategic Plan goals and objectives and applicable CMAQ eligibility requirements.
http://library.oregonmetro.gov/files/rto_strategicplan_6-10-08.pdf
http://www.fhwa.dot.gov/environment/air_quality/cmaq/policy_and_guidance/cmaq08gm.cfm
6. TMA must distinguish the organizational capacity (for example, additional staff) to complete the work.
7. TMA must describe the source for local match funds at 10.27%.
8. TMA must describe how the booster grant will achieve an additional 500,000 vehicle miles reduced annually and methods to measure VMR:
 - a) TMA must describe the measurement tool that will be used to evaluate VMR.
 - b) Measurements will show conclusive results by March 31, 2012, reported by April 10, 2012.

The concept for changes to Grant Agreements going forward are:

1. Asking local jurisdictions to specify how they will support the TMA in FY11/12. Currently, TMAs ask local jurisdictions to sign a letter of support that TMA work is supportive of the TSP. This year, the TMA can ask about broader support. Likely, local jurisdiction budgets are set for FY11/12. The local jurisdiction can help in many other ways.
2. Standardizing tasks and deliverables (see attached draft guidelines memo).
 - a. RTO staff have major priorities for work next year, namely help launching Rideshare Online (RSO) – a multi-modal tool that will help with communications and measurement of RTO work. ODOT and RTO have made a huge investment

in RSO (see attached slides), including Cash for Commuters incentives. RTO partner participation is critical to success. Employer outreach, community outreach and communications tasks can be standardized too.

- b. Standard tasks and deliverables will speed invoicing and allow RTO to focus on % of task complete during invoicing rather than rely on hours to establish invoice amounts. Back-up is still necessary to show that TMA staff are paid for labor to accomplish TMA Grant Agreement tasks; however, tasks will be paid in lump sums (common to contract and Grant Agreements) rather than applying hours to an hourly rate.
 - c. RTO staff recognize TMAs do great strategic thinking this time of year for innovative work they will do next year. At the meeting, we discussed innovative proposals being applied for under the booster grant.
3. Submitting a short document and a spreadsheet for Grant Agreement materials. Last year, tasks were duplicated in written form and in spreadsheet columns. Ultimately, spreadsheets were inserted into Grant Agreements. RTO staff and TMAs can save time by not writing out tasks in document form.

RTO priorities for implementation by TMAs in FY11/12 include:

- Employer outreach
- Rideshare Online roll-out
- Parking cash-out
- Individualized marketing to employees
- Community events (not to exceed 20% of the budget)
- Communications (not to exceed 20% of the budget)
- Administration (not to exceed 10% of the budget)

TMA basic and performance-based funding levels were increased 3% (draft funds memo attached).



Date: Monday, March 9, 2011
To: TMA Directors
From: Caleb Winter, TMA Program Manager
Cc: Dan Kaempff, RTO Subcommittee Chair; Dianne Hutchins, Financial Analyst; Ted Leybold, Manager
Re: TMA funds information for FY2011/2012

The purpose of this memo is to show the contract amount options available to TMAs for fiscal year 2011/2012. This information shows the maximum amount for each Grant Agreement type. The basis for this information is the April 15, 2008 memo "FY 08-09 TMA funding options and work plan instructions" from Pam Peck. Please let me know if you would like a copy of that memo.

1. Basic Funding Option for 340 hours required level of effort.

RTO funds for basic-level grant	\$16,391*
TMA local match	\$1,876
Total	\$18,267
Local match percent	10.27%

2. Performance-based grant for 1040 hours required level of effort.

RTO funds for performance-based grant	\$27,865*
TMA local match	\$27,865
Total	\$55,730
Local match percent	50%

3. Performance-based grant with booster grant for 1560 hours required level of effort.

RTO funds for performance-based grant	\$27,865*
RTO funds for booster grant	\$25,000
<i>RTO funds subtotal</i>	<i>\$52,865</i>
TMA local match for performance based grant	\$27,865
TMA local match for booster grant	\$2,861
<i>TMA funds subtotal</i>	<i>\$30,726</i>
Total	\$83,591
Adjusted local match percent	36.7575%

*Includes 3% annual increase, approved by the RTO Subcommittee in 2008.