

 **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
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 DLSSM 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 DLSSM 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:

<b>Document Type</b>	<b>Date</b>	<b>Description</b>	<b>Document Nbr.</b>
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