

 **Metro** | *Agenda*

Meeting: **RTO SUBCOMMITTEE OF TPAC ****
Date: **Wednesday, May 11, 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 March 2011 Meeting
[APPROVAL REQUESTED]* – Dan Kaempff, Metro
- 3:05 p.m. Citizen Communications
- 3:10 p.m. TMA Work Plan Presentations
[ACTION REQUESTED]* – Caleb Winter, Metro & TMA Directors
- 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, March 9, 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
Gail Curtis	Oregon Department of Transportation, Region One
Ray Delahanty	Multnomah County
Sandra Doubleday	City of Gresham
Susan Drake	Department of Environmental Quality
Karen Frost	Westside Transportation Alliance
Derek Hofbauer	Community Representative
Jen Massa	City of Wilsonville SMART
Aisha Willits	Washington County

Committee Members Excused:

Adrian Esteban	Community Representative
Lori Mastrantonio-Meuser	Clackamas County
Len Smith	Oregon Department of Energy
Alison Wiley	Oregon Department of Transportation

Metro Staff:

Pamela Blackhorse	Metro
Katie Edlin	Metro
Ted Leybold	Metro
Pam Peck	Metro
Caleb Winter	Metro

Guests:

Heather McCarey	Lloyd TMA
-----------------	-----------

I. CALL TO ORDER, DECLARATION OF A QUORUM AND INTRODUCTIONS

Chair Kaempff called the meeting to order at 3:03 p.m. and asked for introductions. Ms. Frost introduced Ms. Heather McCarey who will be taking over the position of TMA Director with Westside Transportation Alliance.

II. MEETING SUMMARY FROM JANUARY 2011 MEETING

Chair Kaempff asked if there were any changes to the January 12, 2011 meeting summary. Mr. Bower stated that he did not attend the January meeting.

Action Taken: Chair Kaempff asked if there were a motion to approve the meeting summary with the changes as stated. Ms. Frost made a motion to approve the meeting summary; Ms. Massa seconded. The Subcommittee unanimously approved the January 12, 2011 meeting summary.

III. CITIZEN COMMUNICATIONS

There were none.

IV. TMA GRANT AGREEMENTS

Mr. Winter provided a memo and discussed the TMA grant agreement guidelines, concepts and funding information for fiscal year (FY) 2011-2012. He stated that staff would not propose changes to performance based guidelines for TMAs. He reviewed a concept to standardize tasks and deliverables.

Mr. Winter said letters of support from a Planning Director or Transportation Service Provider (TSP) Project Manager of the local jurisdiction the TMA operates in are still required. Ms. Frost pointed out that in the past she had engaged the cities within the region in an effort to get them to understand the TMA process. She stated that cities become stronger partners in this process. Additionally, she suggested that Metro advise local city and community development planning teams to encouraging them to offer support to TMAs.

Mr. Winter discussed the booster grant guidelines and suggested RideShare Online be considered by TMAs.

Mr. Winter covered RTO priorities for implementation by TMAs as: employer outreach, Rideshare Online (RSO) roll-out, parking cash-out, individualized marketing (IM) to employees, community events and communications. He suggested the time budgeted for TMAs' administration not exceed 10%.

The Subcommittee felt that staff should recommend evaluation methods for TMAs, based on project type and recommended RTO guidelines. They suggested the use of customer satisfaction surveys for employer outreach and pointed out that booster grants for RSO training may not be an ideal use of funds. Additionally, they suggested offering one less grant to TMAs, which would increase the available amount for other participating TMAs without increasing the amount and allow for increased competitiveness. Other Subcommittee members pointed out that since TMAs were small and had limited FTE it became difficult to cater to city needs and stated that booster grants allowed TMAs to be more effective.

Chair Kaempff stated that TMAs should plan to take on administration of the RSO network for their area, pointing out that it could be used as a tool for marketing to businesses.

Mr. Winter covered the booster grant guidelines and asked if there were any changes. The Subcommittee requested more time to think about the information provided and would send their suggestions to staff. Finally, they pointed out that the TMA role would become more compelling as gas prices increased and alternative modes of transportation come to the forefront.

Action Taken: Chair Kaempff asked for a motion to approve the Grant Agreement Guidelines Concept, for standardizing tasks, deliverables and costs. Mr. Bower made a motion to approve the document; Ms. Britton seconded. The Subcommittee unanimously approved the Grant Agreement Guidelines and concept for FY 2011/2012.

V. TMA POLICY STUDY SCOPE

Mr. Winter discussed elements for a scope of work to inform the update of the existing TMA policy. He also presented recommendations that the same RFP used to hire a consultant team be combined with the update of the RTO Strategic Plan.

The Subcommittee asked that staff look at the form and function of a TMA and research how to partner with them regionally. Further, they suggested reviewing the TMA process for fund matching and asked what the best recommendation would be for using RTO dollars. Additionally, they suggested that staff look at different ways to administer the TMA program, perhaps outside of Metro. They also discussed public/private partnerships in general.

Additionally, they suggested pricing TMAs separately in terms of the federal, state and local funds that are matched with private funds. They questioned if there were other funding avenues available and stated that staff should consider the development and economical impacts to TMAs. Mr. Winter acknowledged their suggestions.

The Subcommittee discussed connections between local agencies, new developments and TMAs. Mr. Winter said that current RTO policy was rather narrow in that it was more concerned with how Metro supports TMAs. The Subcommittee suggested that Staff make that clear in the RFP and questioned how TMAs would operate without Metro funding. Staff stated that some TMAs appeared to have lost touch with local jurisdictions and questioned how TMAs might evolve to support growing jurisdictions.

VI. COLLABORATIVE MARKETING

Ms. Edlin discussed the Vamanous Project, which would tailor Walk There! literature and events to Latino families. The project is funded via a Kaiser Foundation grant of \$35,000 to co-develop materials for community development in English and Spanish in an effort to get people walking and biking in Hillsboro, Forest Grove and Cornelius. Ms. Edlin stated that Sunday Parkways and the Pedal Nation event would also take part in the outreach. She reminded the Subcommittee that May was National Bike month.

Ms. Peck stated the award of a \$15,000 sponsorship for Portland Sunday Parkways. Metro will be promoting the new disc golf park at Blue Lake Park and a children's natural park. Ms. Peck stated that staff were looking for a firm that specialized in Latino best practices. She will report their findings at the May RTO Subcommittee meeting.

Ms. Peck mentioned that marketing plans for Drive Less, Save More (DLSM) via PacWest were still in development and would be ready soon. ODOT will also be developing a steering committee around DLSM.

VII. RIDESHARE ONLINE IMPLEMENTATION UPDATE

Chair Kaempff discussed Rideshare Online and announced the anticipated launch date for the new site as May 2, 2011. Chair Kaempff stated that they would set up an incentive program for registration and hopes that incentives will encourage people to use the site on an ongoing basis. PacWest is working on website development for integration into DLSM, branding and marketing.

Further, he stated that ODOT had committed to biennial funding in the amount of \$800,000. However, they are still questioning how administration and customer service functions will be managed in terms of additional staff time. Additionally, Chair Kaempff pointed out that Portland is unique in that it has three regional administrators for Rideshare Online. Further, he stated that since Rideshare Online crossed state lines, the City of Vancouver and C-Tran would be regional administrators who manage Washington incentives, vanpool programs, and develop web portal incentives.

Next steps will include online training for partners on how to use the system to encourage people to change travel behavior and develop the Cash for Commuters program. Finally, he encouraged TMAs to use the site as a tool for to manage new and existing businesses, gain registrants and implement trip tracking.

The Subcommittee questioned when they could begin training and when they should promote the soft launch and when they would have access to the site. Chair Kaempff pointed out that they were waiting to hear back from PacWest concerning the launch date, but that the expectation was they would have the site turned on before the King County contract was signed. He encouraged Subcommittee members to continue to send people to the CarpoolMatchNW site for the time being. Once Rideshare Online is launched, they will send another mailing with guidelines for online registration. Ms. Campos advised that Vancouver would like to have everyone in the system by September, 2011.

VIII. PROGRAM UPDATES

- Ms. Curtis reminded the Subcommittee about the Active Transportation Summit this March. ODOT, working with Wilsonville and Oregon City to help develop their scope of work for transportation. Additionally, she stated that Clackamas County had received a \$90,000 grant.
- Mr. Leybold stated that allocation of 14-15 MTIP funds was in process and that a new category of funds would be available for use in creating capital projects for non-auto travel as well as combined capital projects. All projects require a Transportation Demand Management (TDM) educational component. Funding workshops for agency staff are set for April 4 through April 8, 2011. Participant information is available through the representatives of the Transportation Policy Advisory Committee (TPAC).
- Ms. Doubleday stated that the Gresham individualized marketing (IM) project was ongoing.
- Ms. Campos stated that they were still attempting develop a TMA for downtown Vancouver and are currently working to get signed petitions.
- Mr. Hofbauer discussed next steps to the recent RTO survey, stating that DHM and RTO were developing a topic guide for exploring information in the workplace and the future of

communications concerning TDM. Additionally, they are working to get incentives for monthly transit riders and bicyclists.

- Ms. Massa announced that they would be hiring two interns for the Discover Wilsonville project. Additionally, they are finalizing materials for the project, which will launch end of April or beginning of May.
- Ms. Britton announced that FTA was onsite at TriMet to review civil rights laws. TriMet also has a new flyer on respecting civil rights. Additionally, she stated that Eco Surveys are off to a good start.
- Mr. Bower talked about the NE Portland SmartTrips. Further, he stated that Portland Bureau of Transportation (PBOT) received a partial grant from ODOT for 50,000 households and that street car fare discussions were ongoing. On-street parking options were also being discussed. Additionally, he cautioned the Subcommittee that tables and chairs would not be available at Sunday Parkways this year.
- Ms. McCarey announced that she is looking forward to working with RTO.
- Ms. Frost stated that there would be training on March 18 for Clackamas. She stated that they had developed new training materials with 10 Steps to Success. Additionally, she announced that their annual meeting would be held March 23. Steve Gutmann will discuss the new technology used to link transportation and demographic changes. Collin Cooper of Hillsboro will also be talking about the Tanasbourne Amber Glen Urban Form and Technology. Finally, she announced their new board member was Andrew Singelakis.
- Mr. Delahanty announced that Reynolds School District would be developing Safe Routes to School Program.
- Chair Kaempff recognized Ms. Frost for her insightful work with the RTO Subcommittee and wished her well on her retirement.

IX. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 5:03 p.m.

Meeting packet materials:

Document Type	Date	Description	Document Nbr.
Agenda	030911	Agenda, March 9, 2011	030911-rto01
Summary	030911	Meeting summary, January 12, 2011	030911-rto02
Document	030911	Memo: Grant agreement guidelines and concept	030911-rto03
Document	030911	Memo: TMA Funds information for FY 2011/2012	030911-rto04

Meeting summary respectfully submitted by,
Pamela Blackhorse

March 9, 2011



Date: Friday, May 6, 2011
To: RTO Subcommittee of TPAC
From: Caleb Winter, TMA Program Manager
Subject: Staff Recommendation for TMA Grants for Fiscal Year 2012

The purpose of this memo is to communicate RTO staff recommendations for Transportation Management Association (TMA) grant applications for Fiscal Year 2012. The RTO Subcommittee makes the final decision on how RTO grant funds are allocated. For details of the process, see memos:

1. TMA FY11/12 Grant Agreement Guidelines, March 30, 2011 and "FY08-09 TMA funding options and work plan instructions," April 15, 2008
2. TMA funds information for FY2011/2012, March 9, 2011

The RTO Subcommittee supported RTO staff's concept of standardizing Grant Agreements at their March 9, 2011 meeting. TMA input since then has pointed out variables between TMAs (local culture, geography, transportation options, resources, etc.) that, at this point, mean some TMAs may carry too much risk. Also, standard agreements may miss out on the essence of what the TMA is proposing to the RTO Subcommittee. RTO staff took this into consideration and suggested standard categories and provided an example work plan to TMAs but did not require fully standardized Grant Agreements.

Five TMAs submitted work plans for performance-based, plus booster grant funding. South Waterfront TMA is still in start-up phase and will work with RTO staff to make any needed adjustments for FY11/12. Following are Staff recommendations for each TMA.

TMA	RTO funds requested	RTO staff recommendation
Clackamas	\$52,865	\$16,391
Gresham	\$52,865	\$27,865
Lloyd	\$52,865	\$52,865
Swan Island	\$52,865	\$52,865
Westside Transportation Alliance	\$52,865	\$52,865
Total	\$264,325	\$202,851

Summaries for each TMA Grant Agreement proposal are below and original proposed Grant Agreements from the TMAs are attached.

Summaries:

Clackamas Regional Center TMA	Page 3
Gresham Regional Center TMA	Page 4
Lloyd TMA	Page 5
Swan Island TMA	Page 6
Westside Transportation Alliance (WTA)	Page 7

To keep summaries short, several abbreviations are used:

BTA – Bicycle Transportation Alliance

BCC – Bike Commute Challenge

DLSM – Drive Less. Save More.

CFC – Cash for Commuter

CTR plan – Commute Trip Reduction plan (used by Clackamas TMA)

ECO – Employee Commute Options

ETC – see TC

MOWG – Marketing and Outreach Working Group, coordinated by Metro RTO staff

RSO – RideShare Online

TC – Transportation Coordinator (same as ETC)

T-fair – Transportation Fair

TO – Transportation Options

Clackamas Regional Center TMA

Overview	FY11/12 proposed work
Employer Outreach	Create database for contacts
Employee outreach/individualized marketing to employees	"Offer personalized trip planning support of 50 employees"
Employer/employee events	10 t-fairs at businesses not reached in FY10/11; introduce RSO at t-fairs; invite TCs via email to participate in May DLSC Commute Challenge
Community events	Public Roadway & Safety Fair to ask for 200 pledges and promote RSO ; find an event sponsor, RTO partner and a local bike rider to host 1 bike ride with 10 participants minimum; same for 1 transit event; placeholder for 1 RTO event
Communications (web, newsletter, social media)	"Introduce RSO via website, Facebook and marketing collateral" and at Chamber events; update 10 web pages and add new pages as needed; blog weekly; develop Facebook page and update weekly; create "Pocket Guide"
Booster	"Clackamas Commute Cluster" proposal to work with 9 businesses to develop 2-3 clusters to support "non-traditional method of ride-share matching"; "meet with ETC's to evaluate program and progress."
Measurement (outcomes/action and satisfaction)	"Work with 10 businesses scheduled to take their ECO survey"
Administration/Coordination	11%-12% of hours; Attend 4 MOWG meetings; quarterly reports; participate on Clackamas County's bike/ped advisory team; (no annual report)

Staff recommendation:

- Performance-based funding: Not recommended.
- Booster grant: Not recommended.
- RTO staff recommend the basic level of funding for the TMA and discussed this with the TMA May 5, 2011. The TMA will begin to draft a Grant Agreement at the basic funding level plus TMA matching funds that would no longer be required match for the RTO grant.

*The booster grant proposal to cluster businesses to increase rideshare opportunities has strengths; however, it does not appear to leverage the region and state's investment in Rideshare Online. RTO staff have not seen Clackamas TMA measure the outcomes of similar outreach efforts in the past. Without measurement, the VMR criteria of the booster grant cannot be met.

Gresham Regional Center TMA

Overview	FY11/12 proposed work
Employer Outreach	Negotiate/improve TO programs at 15 sites; Request 5 sites to participate in RSO (min. 100 employees recruited)
Employee outreach/individualized marketing to employees	IM for an unspecified # employees
Employer/employee events	Table at 4 t-fairs
Community events	Host 8 orientation events (bike/walk/transit) with min. 80 participants; host 2 travel training events with min. 15 participants; table at 3 community events; Represent RTO at RTO partner events for min. 8 hours
Communications (web, newsletter, social media)	"Invite...75% employers and employee contacts to partner programs such as BCC"; update website min. 12 page edits and 2 new pages; quarterly e-newsletter and paper newsletter; develop materials that fill gaps
Booster	"Work with local businesses and property owners to develop promotional materials for developers and potential businesses highlighting the transportation options available in Gresham."; RSO Power User; Promote RSO at all events
Measurement (outcomes/action and satisfaction)	Conduct/assist with 75 ECO surveys
Administration/Coordination	7%-8% of hours; up to 12 MOWG meetings

Staff recommendation:

- Performance-based funding: Recommended.
- Booster grant: Not recommended.
- RTO staff recommend the performance-based level of funding for the TMA. RTO staff discussed this with the TMA May 5, 2011. At the RTO Subcommittee's direction, staff would like to work with the TMA to identify a strategy to be the primary focus of the TMA to achieve performance-based outcomes.

Notes:

- IM to 750 employees may need more hours.
- Hours over the required minimum will likely be overmatch and not reimbursed.
- M&S helpful but won't be reimbursed based on Grant Agreement
- Annual Report should be completed based on work up to Dec. 31, 2012 (similar timeframe to this year).
- Letter of Recommendation from City of Gresham

Lloyd TMA

Overview	FY11/12 proposed work
Employer Outreach	<i>Train 4 staff on RSO and implement RSO; reach 60 new employers; fulfill transit fares for over 6,000 employees; host annual Bike Bash to promote Bike Commute Challenge; host Annual Bike Commute Day; market and administer bike loaner program; 1 bike promotion/contest; kits for new bike commuters</i>
Employee outreach/individualized marketing to employees	Provide assistance to customers (approximately 1,200) of the Commuter Connection Transportation Store; <i>new customers for the store</i>
Employer/employee events	7 t-fairs; Walk Week events with min. 100 employees; <i>host 3 TC training/education events; host 1 TC forum</i>
Community events	3 bike rides; 3 bike “breakfasts” or “happy hours”
Communications (web, newsletter, social media)	Quarterly paper newsletter mailed to 700 contacts; RSO part of all outreach
Booster	(see italics)
Measurement (outcomes/action and satisfaction)	Conduct and analyze more than 50 ECO surveys with 75% response rate
Administration/Coordination	(none)

Staff recommendation:

- Performance-based funding: Recommended.
- Booster grant: Recommended.

Notes:

- Add administrative tasks required by grant.
- Add coordination meetings with MOWG.

Swan Island TMA

Overview	FY11/12 proposed work
Employer Outreach	Provide outreach to all members and 5 new/non-member employers; 4 TC trainings; launch Active Transportation Campaign with wellness groups at 2 employers and HR departments at other employers; maintain information racks for members; offer incentives through Cash For Commuters
Employee outreach/individualized marketing to employees	Continue “Going to the Island” IM, provide trip plans
Employer/employee events	1 adidas Walk to the Beach; 3 bike events; 3 Bike Commute Challenges (September, Winter and May)
Community events	3 events for trail projects (Waud Bluff, Shipyard Spur, Ballast WGT)
Communications (web, newsletter, social media)	12 web stories; update customized poster in bus shelters in September
Booster	RSO “power user” training, promote RSO to “Going to the Island” database of employees, work with TriMet/Metro to create rideshare maps to show potential of ridesharing; use RSO to promote vanpool registration
Measurement (outcomes/action and satisfaction)	Facilitate ECO surveys through TriMet/DEQ and GTI
Administration/Coordination	12% of hours

Staff recommendation:

- Performance-based funding: Recommended.
- Booster grant: Recommended.

Notes:

- Specify minimum # of employees to be served by “Going to the Island” employee IM
- Letter of recommendation (Dan Bower is coordinating at City of Portland and it is expected by the RTO Subcommittee meeting)
- TMA will supply background (Project Description for Grant Agreement)

Westside Transportation Alliance (WTA)

Overview	FY11/12 proposed work
Employer Outreach	Promote RSO ; Provide TC training/encouragement quarterly, <i>12 TC newsletters and 5 in-depth one-on-one assistance and 15 email updates</i> ; provide vanpool information; develop and distribute new employee packets (<i>5 additional businesses supported by booster</i>)
Employee outreach/individualized marketing to employees	(none)
Employer/employee events	8 t-fairs (<i>5 t-fairs supported by booster</i>); 2 bike rides; Host quarterly brown-bag lunches on transportation issues; Promote Bike Commute Challenge;
Community events	(none)
Communications (web, newsletter, social media)	Host annual meeting; Update WTA flyer, monthly e-newsletter, WTA display and website
Booster	(see italics - affords additional staff for in-depth TC support additional t-fairs and additional work noted in the proposed Grant Agreement)
Measurement (outcomes/action and satisfaction)	Continue administering and analyzing ECO surveys and summarize mode split for member businesses; Business Satisfaction Survey of WTA contacts
Administration/Coordination	3%-10% of hours

Staff recommendation:

- Performance-based funding: Recommended.
- Booster grant: Recommended.

Notes:

- (none)

cc: TMA Directors, RTO Staff

Clackamas TMA
FY 2011/12 Work plan

<i>Event/task</i>	<i>Strategy/Scope of Work</i>	<i>Implementation</i>	<i>Deliverable to be provide to RTO Staff:</i>	<i>Est. hours</i>
Employer Outreach/Individualized marketing to employees - 600 hours	Employer outreach could include holding Transportation Fairs, personal meetings/consultations and/or e-marketing to employers to be forwarded to employees.			
Create and update necessary collateral for any and all projects.	* Determine effective materials by results.	* Print and distribute as needed at TMA related events	* Sample of collateral created or updated	50
Launch Rideshare Online (RSO)	* Introduce RSO via website, Facebook and marketing collateral. (If RTO does not develop RSO collateral, TMA will develop cards that can easily be handed out at worksites) * Encourage participation with personal contacts and assist participants to sign up at events. * Interact with employees in North Clackamas via transportation fairs at worksites * Assist ETC at each worksite in increasing participation in RSO.	* Hold 10 transportation fairs at businesses not reached during the 10/11 work plan. * Introduce RSO at each transportation Fair. * Assist ETC in marketing transportation fairs to increase participation * TMA register participants at event * Encourage ETC to make a computer available for employees * Evaluate RSO participation	* List of transportation fair locations & employee participation count, & count of personal contacts * DLSSM pledge cards signed sent to Pac/West	150
Launch Rideshare Online (RSO) at business other than TF.	* Introduce RSO via website, Facebook and marketing collateral.	* Assist ETC is promoting RSO at worksite encouraging participation * Evaluate RSO participation	* List of businesses contacted with employee count and participation count	150
ECO surveys and CTR plan.	* Assist 10 business scheduled to take their ECO survey * Work to increase awareness and participation at each worksite in development of CTR program	* Work with 10 businesses scheduled to take their ECO survey *TMA work with ETC to develop a strategy to improve ECO survey participation and encourage employees to try commute options * Work with ETC on implementing plan * Set date for ECO survey and determine marketing strategy and implementation * Offer personalized trip planning support of 50 employees. * Work with ETC on next steps for CTR program	* Summary of each ECO survey including number of participants, and how the TMA assisted.	125

Clackamas TMA
FY 2011/12 Work plan

<i>Event/task</i>	<i>Strategy/Scope of Work</i>	<i>Implementation</i>	<i>Deliverable to be provide to RTO Staff:</i>	<i>Est. hours</i>
May Commute Challenge	* Market May DLSSM commute challenge month. * work with employers to increase participation	* Send E-communication to employers * Contact ETC to see how TMA can assist with increasing participation	* Email list of participants after challenges	30
Launch RSO to Chamber Members	* Introduce RSO to chamber members at major North Clackamas Chamber events * Encourage participation	* Have laptop at major chamber events on RSO site * Be available to assist members to sign up on RSO and assist with individualized trip planning at one event quarterly that might include: State of County, State of Leadership, State of Cities, State of Education, Community Safety Appreciation and Business Appreciation Luncheons, Women In Networking, AM Business Connection, Business Connection Exchange and Business After Hours * Hand out RSO collateral	* Sign in sheet showing action taken: assistance from TMA, information, register online, collateral taken, next steps.	65
ETC workshop	* Provide continuing ETC workshops for new/current ETC's * Work to increase ETC participation * Work to develop a network of ETC's for encouragement and networking	* Hold 2-4 hour ETC workshops * E-communicate to businesses * Include training on RSO in workshop * Invite a guest speaker (RTO partner) to at least one workshop	* Summary of each workshop * List of participants * Summary of guest speaker participation	30
Total Employer Outreach hours				600
Communications - 160 hours				
RTO Marketing Outreach Group meetings	* Be involved in group to learn about other RTO partner projects and share progress of Clackamas TMA * Build workable relationships	* Attend 4 meetings * Provide information/collateral as requested	* Meeting summary	20
Clackamas TMA website	* Maximize use of website * Update a minimum of 10 pages; build new pages as needed	* Develop pages for specific needs * Develop online calendar of events * Update existing pages as needed	* Copies of updated pages	20
Blog "Transit Talk"	* Utilize blog on existing TMA website to communicate specific information to employers/employees * Blog will replace previously used paper communication	* Publish weekly blog with current/relevant information * Review blog comments and edits or delete as needed	* Copies of blog pages updated	60

Clackamas TMA
FY 2011/12 Work plan

<i>Event/task</i>	<i>Strategy/Scope of Work</i>	<i>Implementation</i>	<i>Deliverable to be provide to RTO Staff:</i>	<i>Est. hours</i>
TMA membership data base	<ul style="list-style-type: none"> * Maximize effectiveness of TMA by developing data base of contacts * Utilize Microsoft Access web database or another database program as determined 	<ul style="list-style-type: none"> * Build data base * Develop simple collateral to market data base * Market data base on TMA website * Get employee contact information from business/community outreach * Load new contact information 	* Report of TMA membership	30
TMA Facebook & other social media	<ul style="list-style-type: none"> * Expand TMA marketing and recognizability via social media * Encourage participation from broader demographic * Gain increased participation in TMA events/functions via social media 	<ul style="list-style-type: none"> * Develop TMA Facebook page * Notify employers/employees of Facebook page via e-communication encourage participation * Update page weekly or more frequently as needed with events and information 	* Copies of posts to Facebook entries	30
Total Communications hours:				160
Community Outreach- 115 hours				
Public Roadway & Safety Fair at CTC.	<ul style="list-style-type: none"> * Build awareness of TMA in community * Work with other community based organizations and build partnerships * Make one-on-one contact with public in community * Be a community partner with CC Sheriff's Dept. 	<ul style="list-style-type: none"> * Register and prepare for event * Set up and hold event * Ask for 200 pledges * Promote registration of RSO site 	* Event summary including number of visits to TMA table and general overview of type of questions/concerns.	20
Bike Ride	<ul style="list-style-type: none"> * Increase participation of business and community in getting on a bike * Utilize expertise of local bike rider/ bike commuter * 	<ul style="list-style-type: none"> * Find an event sponsor * Work with an RTO partner on parameter of event, legal liability coverage for TMA * Find local bike rider to host one bike ride with a minimum of 10 community/business participants * Determine route * Develop marketing collateral including print, e-communication, website and social media * Demonstration of how to incorporate a bike on MAX or bus. * Include bike safety tips, suggestions and recommendations about riding bikes as a commute option in North Clackamas. * Incorporate use of Clackamas TMA's "Pocket Guide". 	<ul style="list-style-type: none"> * Event summary including number of participants and general overview of type of questions/concerns and ways TMA assisted * Copies of marketing collateral of sponsor/host, handouts * Copy of Pocket Guide developed by TMA 	40

Clackamas TMA
FY 2011/12 Work plan

<i>Event/task</i>	<i>Strategy/Scope of Work</i>	<i>Implementation</i>	<i>Deliverable to be provide to RTO Staff:</i>	<i>Est. hours</i>
First time bus/max ride	* Increase participation of business and community in riding bus/MAX * Utilize expertise of local bus/MAX commuter*	* Find an event sponsor * Work with an RTO partner on parameter of event and legal liability coverage needed for TMA * Find local bus/MAX commuter to host one ride along with a minimum of 10 community/business participants * Determine route connecting bus and MAX * Develop marketing collateral including print, e-communication, website and social media * Include "how to ride" tips, suggestions and recommendations about riding bus/MAX as a commute option in North Clackamas. * Incorporate use of Clackamas TMA's "Pocket Guide".	* Event summary including number of participants and general overview of type of questions/concerns and ways TMA assisted * Copies of marketing collateral of sponsor/host, handouts * Copy of Pocket Guide developed by TMA	40
Participate in at least one RTO partner event.	* Reach out to RTO partners and build and develop professional relationships * Find new/different ways other RTO partners work with business/community to increase transportation option use	* Determine event in which to participate * Make contact with RTO partner determine ways to assist * Determine date/time * Work at event	* Summary of event including RTO partner, their expectation of TMA participation and how the TMA achieved that goal.	15
Total Community Outreach hours:				115
Administration - 165 Hours				
Quarterly reports, invoices and deliverables	* Quarterly summary serves as a _____ for TMA planning and assessment of program and tasks * Provide update summary/invoice to RTO staff quarterly	* Collect quarterly task information from TMA staff, assimilate information into report summary format, develop invoice and collect all deliverables * Email to RTO staff	* Provide report, invoice and deliverables	40
Quarterly Stakeholder meetings.	* Update Stakeholders on progress of work plan * Gain information and input on programs relative to TO's in North Clackamas	* Hold at least one Stakeholder meeting each quarter * Provide information about work plan and gain assistance when needed	* Provide agenda and meeting minutes	30
FY2012-13 work plan by April xx, 2012	* Build on annual projects and current year work to maximize work done in North Clackamas	* Develop FY12/13 work plan to meet new/changed requirements set forth by RTO staff.	* Provide FY2012-13 work plan	20
TMA Director's meetings.	* Gain encouragement and assistance by meeting with other TMA Directors * Learn new changes set forth by RTO staff * Gain new/additional information on RTO projects	* Attend TMA Director's meetings * Appropriate information received into work plan as available	* Provide meeting log	20
Participate in Clackamas County Bike/Ped Advisory team	* Community/business based project developed by Clackamas County Dept. of Transportation.	* Serve as a participant on Advisory committee *	Provide: * Team meeting agenda and minutes * Summary of tasks accomplished by TMA	55
Total Administration hours:				165

Clackamas TMA
FY 2011/12 Work plan

<i>Event/task</i>	<i>Strategy/Scope of Work</i>	<i>Implementation</i>	<i>Deliverable to be provide to RTO Staff:</i>	<i>Est. hours</i>
Booster Grant Project 520 Hours				
Commute Cluster groups	See "Commute Cluster - Booster" attached	<ul style="list-style-type: none"> * Develop concept of Commute Clusters * Market "Commute Cluster" strategy to selected businesses * Work with 9 businesses to develop 2-3 Commute Clusters 	<ul style="list-style-type: none"> * Detail list of clusters * List of participants in each cluster 	520
		* TMA maintain participant contact information in TMA database		
		* Work with ETC's of each worksite within Commute Cluster to promote vanpools, carpools at their worksite		
		* Work with management of each worksite to use company vans as "vanpools" shuttles between common dropoff/pickup and MAX.		
		* Meet with ETC's of each cluster to evaluate progress and meet needs as quickly as possible		
		<ul style="list-style-type: none"> * Work with ETC's to develop meetings with interested parties of each worksite and answer questions about carpool/vanpool. * Work with ETC's to set up carpools/vanpools with participants 		
		<ul style="list-style-type: none"> * Communicate regular with ETC and participants of each Commute Cluster. * Meet with ETC's to evaluate program and progress 		
			Total Booster Grant Hours:	520
			Employer Hours	600
			Communications Hours	160
			Community Outreach Hours	115
			Administration Hours	165
			Total 2011-2012 CMAQ hours:	1040
			Booster Grant Project	520
			Total 2011-12 hours	1560

Clackamas TMA
FY 2011/12 Work plan
Booster Grant project

The “*Clackamas Commute Cluster*” is a revolutionary concept of the Clackamas TMA to assist those businesses with employee count divided by location or multiple shifts and where employees find traditional commute options ineffective. The purpose is to create a larger “pool” of employees who are potential carpool/vanpool riders and match them together.

The *Clackamas Commute Cluster* concept brings together 2-3 businesses of similar employee count that are located within walking distance from one another called “business Hubs”. These business hubs will be treated as one “worksites” for building carpools and vanpools from a larger resource of prospective rideshare matches.

The Clackamas TMA will make contact with each worksite that would be a candidate for being a business hub. The first steps will require meeting with the business management for approval and then survey employees for release of their contact information and street address. Because of the non-traditional method of ride-share matching, this project will require the TMA to maintain employee information rather than businesses share confidential employee information with one another.

- 1) The Clackamas TMA, as stated of the Employee Outreach task for 2011/12 work plan, will build a database system to securely hold all the employee information – by business hub.
- 2) TMA will meet with a primary representative or ETC of each business in the business hub. These leaders of each business hub will assist in developing their specific system, work out the details and evaluate progress. Meeting the needs of employers and employees as quickly as possible will be top priority.
- 3) Employees interested in forming or joining a carpool/vanpool will contact the TMA via email or website; the TMA will match interested parties from within each business hub.
- 4) The Clackamas TMA will work individually with each business hub to build the Clackamas Commute Clusters by marketing and encouraging participation in carpools and vanpools. The TMA will also work with ETC’s from each worksite within the business hubs to assist with marketing and building participation of their employees.
- 5) The Clackamas TMA will locate businesses that have a company van that is not used between evening commute and morning commute and would be willing to make their van available for use as a vanpool shuttle between the MAX and the business hub. The Clackamas TMA will work with employers and business hub leaders in developing the shuttle. Simply put, these vans would commute in the evening to the MAX park in preferred parking in the TriMet garage and be used again in the morning commute back to the business hub. Cost of the vanpool is low and savings will be seen by all participants.

TMA will work with management of worksites, ETC’s and other business leaders to determine project barriers, i.e., company liability, emergency ride home policy, and other concerns as they arise, to launch this project.

Gresham Regional Center TMA, Exhibit A – Scope of Work, 4/26/2011

1) Project Description

The purpose of this work plan is to specify projects the TMA will implement to further the Regional Travel Options effort toward accomplishing Regional Transportation Plan modal target of 45% non-SOV trips by the year 2040.

Primary goals the TMA shares with RTO are:

- Decrease demand on the regional transportation system by facilitating greater use of non-drive-alone transportation options to, from and within the TMA service area.
- Increase awareness of transportation options available for all trips to, from and within the TMA service area.
- Create options and strategies that improve non-SOV access for employees and business of the Gresham Regional Center.

Other goals of this project are:

- Increase TMA area mobility and livability
- Increase freight mobility
- Strengthen the links between housing, employment, economic development and transportation
- Increase employee stability
- Decrease parking demand

TMA Manager: The Executive Director of Gresham Downtown Development Association, managing agent for the Gresham Regional Center TMA, will serve as the primary point of contact.

TMA Area: A strong focus for Community Events and Communication will be placed within Gresham Regional Center. Additional focus will be placed on large employers within East County (i.e. Boeing, FedEx, etc.). The Gresham Regional Center incorporates the following area - The north boundary is Burnside, bounded on the west by Wallula Avenue and to the east by Hogan Road. The south boundary is Powell Boulevard, bounded on the west by Eastman Parkway, and the east by Hogan Road. The Powell Boulevard boundary includes Main City Park, which extends that portion of the southern boundary to the Springwater Trail.

TMA Budget and Hours for RTO Implementation: \$27,865 RTO (federal) plus \$25,000 booster (federal) plus \$30,726 local match (non-federal) will be spent for 1,560 hours over one year = 390 hours per quarter. The local match is generated by a local multi-year Economic Improvement District within the Gresham Regional Center.

Trip Reduction Target: The Gresham Regional Center TMA will measure a) the trip activity of 100 employees, 25 BTA Bike Commute Challenge participants, 20 summer TMA event participants, and 100 event attendees, and b) will have GRCTMA-sponsored transportation options information in print and online related media that will be available to an audience of 10,000 people throughout the year. The Gresham Regional Center TMA estimated car-trip reductions from a) the sum of the Employee Commute Options Surveys taken within the Gresham Regional Center, and b) from the availability of information regarding transportation options to the wider community. The Portland regional average trip lengths were used in the calculation.

VMT reductions are assumed to occur in the following categories:

Employees	1,434,400	<i>Assumes 10% change in mode choices.</i>
Event Participants	5,130	<i>Assumes 3% change in mode choices.</i>
Community	75,600	<i>Assumes 1% change in mode choices.</i>
TOTAL	1,515,130 VMT	(2011-2012 Target Goal)

2) Project Tasks

The scope of work presented below includes the traditional elements that have been included in previous contracts, including the continuation of the Employer Outreach Program which was developed during the previous three years. It also includes the continuation of an Individual Marketing Program (IM). The City of Portland has implemented IM Programs aimed at employees and other programs aimed at residents. They have shown success on both accounts. In the 2010-2011 fiscal year the TMA designed and piloted a program for employees inside the Gresham Regional Center. The GRTMA will continue this program in FY 2011-2012

Two new elements of this contract are ones that we are requesting a booster grant for. The FY 2009-2010 and FY 2010-2011 contracts included the exploration of new programs that would measurably alter alternative mode use for mid-day trips within the Gresham Regional Center. The TMA has designed a series of such programs, aimed at changing behavior of Gresham Regional Center users for all non-commute trips and will be implementing them during this contract.

Finally, in FY 2010-2011 the TMA implemented a new reporting system that created an evaluation report for each separate program to determine its effectiveness. This report was included in the GRCTMA Annual Report. That system will be used again in FY 2011-2012. This report will be submitted immediately following each calendar year, since many programs are implemented on a calendar year basis.

The scope of work (see attached GRCTMA FY11_12_Workplan.xls) has been divided by population being served. The Non-Commute Trip Programs for which we are using the booster grant affects both populations and even adds elements to some of the previous commute-only programs. All elements using booster grant funding have also been called out below under the "BOOSTER" category. Next to each task below, please find the expected deliverables listed under the "Midpoint Deliverables" category.

Tasks	Subtasks	Approx hours (subtasks)	Midpoint deliverables	Completion date for final deliverable (including measurement)
Employer Outreach services to established client employers		520		
	Negotiate initiation, continuation of, or enrichment of transportation options programs with 15 employment sites.	300	Quarterly Reports	June 2012 (annual report)
	Conduct or assist with conducting 75 ECO surveys	35	Quarterly Reports	June 2012 (annual report)
	Offer personalized support to 750 of employees (a basic version of individualized marketing to employees). Open communication directly with employees by either having employer forward emails or another method. Invite interested employees to use RTO partner resources and request additional assistance.	75	Quarterly Reports	June 2012 (annual report)
	Request participation in Rideshare Online of 5 employers, recruiting 100 employees total	70	Quarterly Reports	June 2012 (annual report)
	Table at 4 transportation fairs: City of Gresham Sept 2011, Downtown June 2012, Multnomah County Dec 2011, Gresham Station April 2011	40	List / Brief Report on Fairs	
Community events (not to exceed 20% of the budget):		208		
	Host 8 orientation events: 3 bike rides, 3 walks and 2 transit trips with a minimum of 80 participants.	148	List / Brief Report on Events	Quarter 1, 2, & 4
	Host 2 travel training events with a minimum of 15 participants: Bike Commute 101 and Transit 101	30	List / Brief Report on Events	Quarter 1 & Quarter 4
	Table at 3 community events: Farmer's Market, Third Thursday, Music Monday	20	List / Brief Report on Events	Quarter 1 & Quarter 4
	Represent RTO collaborative marketing effort at RTO partner events for a minimum of 8 hours per year.	10	List of Events	
Communications (not to exceed 20% of the budget):		208		
	Invite and encourage participation from 75% employer and employee contacts to partner programs such as the Bike Commute Challenge.	28	Quarterly Reports / Participant Lists / Meeting Lists	Quarterly
	Participate in RTO Marketing Outreach Working Group meetings (up to 12 per year).	20	Quarterly Meeting Reports	Quarterly
	Update website with current RTO strategies, events, informational content, logos and links (minimum of 12 page edits per year and 2 new pages per year).	20	Webpage Printout	Quarterly
	Develop and disseminate regular e-newsletters and paper newsletters	30	Copies of Deliverables	Quarterly
	Develop and disseminate material for other outlets (newspaper, newsletters, etc.)	10	Copies of Deliverables	Quarterly

Tasks	Subtasks	Approx hours (subtasks)	Midpoint deliverables	Completion date for final deliverable (including measurement)
	Launch and maintain social media presence (e.g., Facebook, Twitter).	80	Webpage Printout	Quarterly
	Create outreach materials for distribution that fill gaps to existing materials. Coordinate all new or re-printed materials with RTO and Drive Less/Save More.	20	Copies of Materials	Quarterly
Administration (not to exceed 10% of the budget):		104		
	Submit complete invoice materials within 10 days after each quarter (up to 40 hours per year).	40		Quarterly
	Attend RTO TMA Directors meeting(s) (up to 4 per year).	24	Quarterly Reports	Quarterly
	Draft Grant Agreement for FY12/13.	15		4th Quarter
	Provide input on local and regional planning discussions with permission from RTO staff.	15	Quarterly Meeting Reports	
	Provide input on local transportation and development projects with permission from RTO staff.	10	Quarterly Meeting Reports	
Booster		510		
	Work with local businesses and property owners to develop promotional materials and recruitment tools for developers and potential businesses highlighting the transportation options available in Gresham.	100	Quarterly Reports / Deliverables	Quarterly
	RSO "Power-User" Program promoting RSO at events, through employee & community outreach and education. GRCTMA Staff will attend RSO Trainings and promote RSO with the goal of signing up 100 new users in Gresham.	410	Quarterly Reports / RSO Tracking	Quarterly
Total Hours		1040		
Total Hours with Booster		1550		



**2011/2012 Lloyd TMA Work Plan Proposal
RTO: 1 Year Performance Based Grant Funding**

I. BACKGROUND

The purpose of this work plan is to specify projects the LTMA will implement that further the Regional Travel Options (RTO) effort toward accomplishing Regional Transportation Plan modal target of 60% non-single occupant vehicle (non-SOV) trips by the year 2040 in the Portland Central City. The work plan elements outlined here are elements of a much larger Lloyd TMA work plan that are funded using requested METRO RTO grant dollars, totaling \$27,865 for FY 2011 – 2012.

Source of Local Match: The LTMA commits a local match of no less than \$27,865 from the LTMA general fund, which is assembled with private sector contributions to the LTMA, local parking meter revenue and other sources. The total LTMA General Fund budget approved for 2011-2012 budget totals \$364,696.

Primary goals the LTMA shares with the RTO's Strategic Plan Goals are:

- Decrease demand on the regional transportation system by facilitating non-drive-alone transportation options.
- Increase awareness of transportation options available to from and within the LTMA service area.
- Create options and strategies that improve non-SOV access for employees and businesses of the Lloyd District.

Other goals of this project that are supportive of RTO priorities and the LTMA mission are:

- Increase TMA area mobility and livability
- Strengthen the links between housing, employment, economic development and transportation, particularly in the Lloyd District
- Support job and housing growth targets for the Lloyd District
- Increase business and employee stability
- Decrease parking demand and thus future costs of such for new and on-going development

II. TMA PROJECT MANAGER AND CONTRACT LEAD

Rick Williams (Executive Director) will serve as the primary point of contact.

III. TMA AREA

Per the LTMA's by-laws, the service boundary of the LTMA is that area bounded by I84 (on the south), the south side of NE Broadway (on the north), the west side of NE 15th Avenue (on the east) and the Willamette River (on the west).

IV. TMA BUDGET AND HOURS FOR RTO IMPLEMENTATION:

FY 2011-2012

\$27,865 federal plus a local dollar for dollar match of \$27,865 will be spent for 1,040 hours over one year, which is equal to approximately 260 hours per quarter.¹ The work plan below is for FY 2011 – 2012 as approved by the LTMA Board of Directors.

The work plan submitted here has been reviewed and approved by the Lloyd TMA Board of Directors. The work plan proposes 1,040 hours of RTO grant funded work over one year using a combination of RTO funding and LTMA matching funds. This proposal will be for a total project budget of \$55,730

V. TRIP REDUCTION TARGET

The LTMA measures the trip activity of nearly 6,000 employees each year. The LTMA trip calculator tracks vehicle miles traveled as a sum of all TMA activities in the area of transit, bike, walk and rideshare trips. We will use this survey as a means to measure new trip reduction. The LTMA trip calculator also tracks reductions in pollutants, resulting in annual savings in such things as hydrocarbons, carbon dioxide and reduce gasoline consumptions; all factors that contribute to greenhouse gas emissions. The table below summarizes progress made in FY 2010/2011 in both VMT and emissions reductions.

Pollutant Problem	Annual VMT Reduced 2010	Pollution or Fuel Consumption @ 13,250 VMT	Annual Savings/Reduction
Hydrocarbons (HC) Urban Ozone (Smog) and Air Toxins	4,455,587 VMT	97 lbs. of HC	32,618 lbs. of HC reduced
Carbon Monoxide (CO) Poisonous Gas	4,455,587 VMT	750 lbs. of CO	252,203 lbs. of CO reduced
Nitrogen Oxides (NOx) Urban Ozone (Smog) and Acid Rain	4,455,587 VMT	50 lbs. of NOx	16,814 lbs. of NOx reduced
Carbon Dioxide (CO₂) Global Warming	4,455,587 VMT	13,400 lbs. of CO ₂	4,506,028 lbs. of CO ₂ reduced
Gasoline Imported Oil	4,455,587 VMT	734 gallons	246,823 gallons of gas saved
Cost of Gasoline Expense to employees	4,455,587 VMT	246,823 gallons of gas	\$826,857 saved @ \$3.35 per gallon of gas

¹ The Lloyd TMA's total 2011 operating budget is \$364,696. The LTMA uses this money to provide a wide range of targeted trip reduction activities and services to district employers and employees. All or a part of this budget should be considered as a match for the RTO grant.

Cost of Gasoline Expense to each employee/vehicle affected	4,455,587 VMT	\$826,857 cost of gas @ 1,157 vehicles removed	\$715 saved per affected employee/vehicle
--	---------------	--	---

The LTMA programs resulted in a reduction of 4,455,587 commuter vehicle miles traveled for trips to and from the TMA service area in 2010-2011. This is an improvement of 158,669 VMT reduced from the previous 12 month survey period (or 3.6 %). The LTMA's goal for 2011-2012 is to use Metro's RTO grant funds to maintain and/or exceed 4,455,587 VMT over the ensuing 12 months.²

Breakout of VMT reductions by mode option include:

MODE	VMT Reduced – 12 months
Transit	2,940,687
Rideshare	757,450
Bike	356,447
Walk	178,223
Other	
- Telecommute	133,667
- Compressed Week	89,113
TOTAL	4,455,587 (2011-2012 Minimum Target Goals)

VI. TARGET MEASUREMENT GOALS:

- Increase employee use of transit from 39.1% to 42% of all commute trips (Universal Pass members).
- Increase employee bicyclist trips to the Lloyd District from 5.9% to 6.1% of all commute trips (LTMA member businesses).
- Increase the number of pedestrian commuters to the Lloyd District from 2.5% to 2.9% of all commute trips (LTMA member businesses).
- Maintain existing level of employee use of car/vanpooling as a commute option (10% commute mode split).
- Continue efforts to fund pedestrian safety and amenity improvements throughout Lloyd District.
- Increase employee and employer awareness of Lloyd District transportation options through staff outreach, communications and events.
- Continue to develop an organization that effectively supports and advocates the long-term economic vitality and livability of the Lloyd District.

VII. STAFF ASSIGNED

Grant funds will be used to complement LTMA expenditures for the following LTMA staff assigned to provide services within the funding task areas (see VIII, below).

² This is consistent with use of RTO performance grant funds as outlined in the April 15, 2008 Metro memorandum to TMA Directors as regards performance based grant options.

- a. Owen Ronchelli (LTMA Program Director). Owen oversees and directs all LTMA efforts related to the LTMA Universal Pass program. This involves account sales, data management, contract support, negotiation of rates and mode split progress and reporting.
- b. Moira Green (LTMA Employer Outreach Manager and Marketing Director). Moira oversees volunteer coordination and committee work (which includes LTMA Marketing, Pedestrian Environment and Transportation Coordinator Committees). Implementation of tasks related to employer outreach/contacts and walk programs will be within Moira's purview).
- c. Jenny Taylor (LTMA Office Manager/*Commuter Connection* Manager). Jenny is responsible for day-to-day activities associated with the transit program (i.e., customer and user support, trip planning, customer service and financial accounting. Jenny also provides direct access to users of the *Commuter Connection* transportation store, directing, assisting and selling users into transit, bike and walk programs offered by the LTMA.
- d. Lindsay Walker (LTMA Employee Outreach Coordinator). Lindsay supports TMA programs that include Bikes, *Lloyd Links*, Commuter Rewards, employee trip planning assistance and research).
- e. Summer temporary workers. The LTMA employs college students during the summers to assist in data collection, data entry, survey distribution and research.

VIII. PROJECT TASKS USING RTO GRANT FUNDS

A detailed work sheet of tasks, hours and expected outcomes is attached to this summary of the work plan.

Task 1: Employer Outreach (437 hours per year funded through RTO grant)

Transportation Fairs

- Initiate contact with building owners to schedule, plan and host at least 7 transportation fairs.
- Set up and materials development for transportation fairs.

Annual Commute Survey

- Prepare mailings, develop survey instrument
- Administer survey to approximately 6,000 Lloyd employees
- Compile survey summary report and publish

Employer Contacts

- Outreach to 60 businesses as means to raise TMA awareness and increase participation in TMA programs and services.

Communications

- Newsletter distributed/mailed to 700 database contacts each quarter. Copies of newsletter submitted to RTO after each complete mailing/distribution.

Task 2: Walking (76 hours per year funded through RTO grant)

Walk Commute Related Events

- Coordinate and direct annual Walk to Work Week in Lloyd District (July 2011). Goal is to attract a minimum of 100 participants in Walk Week events.
- Augment incentives/materials to be provided during Walk Week (e.g., pedometers, maps, guided walks, trip planning services and other informational materials).

Task 3: Employee Outreach (408 hours per year funded through RTO grant)

Educational Events

- Host 3 TC educational and/or training events

Commuter Connection Transportation Store

- Sales of approximately 6,280 TriMet and CTRAN fare instruments (including UPASS)
- Provide approximately 900 UPASS photos to employees,
- Lease approximately 100 bike lockers stalls and provide transportation information
- Provide assistance to approximately 1,200 employees
- Quarterly summary of actual sales totals provided to RTO.

Task 4: Bike Commuting (119 hours per year funded through RTO grant)

Bike Related Events

- Plan for and host 3 district bike rides
- Plan for and host 3 Bike Breakfast or Bike Happy Hour Events
- Plan for and Host Bike Bash
- Plan for and Host Bike Commute Day event
- Market and administer loaner bike program for new bike commuters
- Plan and administer innovative bike incentive contest to support existing riders, attract new riders and market bike commuting options (could include bike photo contest, T-shirt design contest or raffle)
- Prepare new rider packets to be distributed to new bike commuters through bike mentors

IX. TASK AND HOURS BUDGETED

TASKS	Federal Funds	Local Match	Total Project	Hours Funded with Grant Monies
Task 1: Employer Outreach	\$11,252.63	\$11,252.63	\$22,505.27	420.00
Task 2: Walking	\$2,036.19	\$2,036.19	\$4,072.38	76.00
Task 3: Employee Outreach	\$11,386.59	\$11,386.59	\$22,773.19	425.00
Task 4: Bike Commuting	\$3,189.58	\$3,189.58	\$6,379.16	119.00
Totals	27,865.00	27,865.00	55,730.00	1,040.00



**2011/2012 Lloyd TMA Work Plan Proposal
RTO: 1 Year BOOSTER Grant Funding**

I. BACKGROUND

The purpose of this work plan is to specify projects the LTMA will implement that further the Regional Travel Options (RTO) effort toward accomplishing Regional Transportation Plan modal target of 60% non-single occupant vehicle (non-SOV) trips by the year 2040 in the Portland Central City. The work identified here will be funded using “booster grant” monies.

To this end, the LTMA is requesting \$25,000 in Booster Grant funds for new and augmented trip reduction efforts within the larger framework of LTMA programs and services.

Source of Local Match: If approved the LTMA will provide \$2,861 in matching funds from the LTMA general fund, which is assembled through private sector contributions, local parking meter revenues and other non-Metro sources. The total LTMA General Fund budget approved for 2011-2012 budget totals \$364,696.

Primary goals the LTMA shares with the RTO's Strategic Plan Goals are:

- Decrease demand on the regional transportation system by facilitating non-drive-alone transportation options.
- Increase awareness of transportation options available to from and within the LTMA service area.
- Create options and strategies that improve non-SOV access for employees and businesses of the Lloyd District.

Other goals of this project that are supportive of RTO priorities and the LTMA mission are:

- Increase TMA area mobility and livability
- Strengthen the links between housing, employment, economic development and transportation, particularly in the Lloyd District
- Support job and housing growth targets for the Lloyd District
- Increase business and employee stability
- Decrease parking demand and thus future costs of such for new and on-going development

II. TMA PROJECT MANAGER AND CONTRACT LEAD

Rick Williams (Executive Director) will serve as the primary point of contact for this Booster Grant request.

III. TMA AREA

Per the LTMA's by-laws, the service boundary of the LTMA is that area bounded by I84 (on the south), the south side of NE Broadway (on the north), the west side of NE 15th Avenue (on the east) and the Willamette River (on the west).

IV. TMA BUDGET AND HOURS FOR RTO IMPLEMENTATION:

FY 2011-2012

\$25,000 federal plus a local cash match of \$2,861 will be spent for 520 total hours over one year, which is equal to approximately 130 hours per quarter. The work plan below is for FY 2011 – 2012 as it will relate directly to the efforts associated with Booster Grant Funds.

This proposal will be for a total project budget of \$27,861

V. TRIP REDUCTION TARGET & MEASUREMENT

The LTMA measures the trip activity of nearly 6,000 employees each year. The LTMA trip calculator tracks vehicle miles traveled as a sum of all TMA activities in the area of transit, bike, walk and rideshare trips. We will use this survey as a means to measure new trip reduction. The LTMA trip calculator also tracks reductions in pollutants, resulting in annual savings in such things as hydrocarbons, carbon dioxide and reduce gasoline consumptions; all factors that contribute to greenhouse gas emissions. The table below summarizes progress made in FY 2010/2011 in both VMT and emissions reductions.

Pollutant Problem	Annual VMT Reduced 2010	Pollution or Fuel Consumption @ 13,250 VMT	Annual Savings/Reduction
Hydrocarbons (HC) Urban Ozone (Smog) and Air Toxins	4,455,587 VMT	97 lbs. of HC	32,618 lbs. of HC reduced
Carbon Monoxide (CO) Poisonous Gas	4,455,587 VMT	750 lbs. of CO	252,203 lbs. of CO reduced
Nitrogen Oxides (NOx) Urban Ozone (Smog) and Acid Rain	4,455,587 VMT	50 lbs. of NOx	16,814 lbs. of NOx reduced
Carbon Dioxide (CO₂) Global Warming	4,455,587 VMT	13,400 lbs. of CO ₂	4,506,028 lbs. of CO ₂ reduced
Gasoline Imported Oil	4,455,587 VMT	734 gallons	246,823 gallons of gas saved
Cost of Gasoline Expense to employees	4,455,587 VMT	246,823 gallons of gas	\$826,857 saved @ \$3.35 per gallon of gas
Cost of Gasoline Expense to each employee/vehicle affected	4,455,587 VMT	\$826,857 cost of gas @ 1,157 vehicles removed	\$715 saved per affected employee/vehicle

Requirements of a Booster Grant entail the reduction of 500,000 vehicle miles traveled. We are targeting VMT reductions to occur in the following manner.

Transit	330,000
Rideshare	85,000
Bike	40,000
Walk	20,000
Other	
-Telecommute	15,000
<u>-Compressed Week</u>	<u>10,000</u>

TOTAL **500,000 VMT** (2011-2012 Booster Grant Target Goals)

VI. TARGET MEASUREMENT GOALS:

- Increase employee use of transit from 39.1% to 42% of all commute trips (Universal Pass members).
- Increase employee bicyclist trips to the Lloyd District from 5.9% to 6.1% of all commute trips (LTMA member businesses).
- Increase the number of pedestrian commuters to the Lloyd District from 2.5% to 3.9% of all commute trips (LTMA member businesses).
- Maintain existing level of employee use of car/vanpooling as a commute option (10% commute mode split).
- Continue efforts to fund pedestrian safety and amenity improvements throughout Lloyd District.
- Increase employee and employer awareness of Lloyd District transportation options through staff outreach, communications and events.
- Continue to develop an organization that effectively supports and advocates the long-term economic vitality and livability of the Lloyd District.

VII. STAFF ASSIGNED

Grant funds will be used to complement LTMA expenditures for the following LTMA staff assigned to provide services within the funding task areas (see VIII, below).

- a. Owen Ronchelli (LTMA Program Director). Owen oversees and directs all LTMA efforts related to the LTMA Universal Pass program. This involves account sales, data management, contract support, negotiation of rates and mode split progress and reporting.
- b. Moira Green (LTMA Employer Outreach Manager and Marketing Director). Moira oversees volunteer coordination and committee work (which includes LTMA Marketing, Pedestrian Environment and Transportation Coordinator Committees). Implementation of tasks related to employer outreach/contacts and walk programs will be within Moira's purview).
- c. Jenny Taylor (LTMA Office Manager/*Commuter Connection* Manager). Jenny is responsible for day-to-day activities associated with the transit program (i.e., customer and user support, trip planning, customer service and financial accounting. Jenny also

provides direct access to users of the *Commuter Connection* transportation store, directing, assisting and selling users into transit, bike and walk programs offered by the LTMA.

- d. Lindsay Walker (LTMA Employee Outreach Manager). Lindsay supports TMA programs that include Bikes, *Lloyd Links*, Commuter Rewards, employee trip planning assistance and research).
- e. Summer temporary workers. The LTMA employs college students during the summers to assist in data collection, data entry, survey distribution and research.

VIII. PROJECT TASKS USING RTO GRANT FUNDS

A detailed work sheet of tasks, hours and expected outcomes is attached to this summary of the work plan.

Task 1: Employer Outreach

A. Implement Rideshare On-line program (179 hours per year funded with RTO grant)

- Receive advanced training for 4 LTMA Staff members (Employer outreach manager, Office Manager, Program Director, and Employee outreach coordinator).
- Incorporate Rideshare Online information in all LTMA events and targeted promotional materials.
- Rideshare Online table at TMA T-Fairs
- Identify new businesses and support for strategy to contact those businesses as regards Rideshare Online

B. Transportation Fairs

- New Rideshare Online materials for distribution at T-Fairs

Task 2: New Employer Outreach (215 hours per year funded with RTO grant)

Outreach

- Contact 60 new Lloyd businesses with materials, information, program packets and offer of transportation assistance (15 per quarter). Deliverables include materials samples and correspondence log. Additional emphasis put on Rideshare Online and ties to Drive Less Save More tie ins.

Task 3: New Employee Outreach (126 hours per year funded with RTO grant)

Commuter Connection Transportation Store

- Sales of transit passes, bike lockers and provision of informational materials to new customers accessing the Commuter Connection Store. Special emphasis on Rideshare Online information and tie ins.

IX. TASK AND HOURS BUDGETED

	Federal Funds	Local Match	Total Project	Hours Funded with Grant Monies	Hours Funded with Matching Monies	Total Hours Budgeted
Task 1: New business identification	\$8,606.59	\$984.94	\$9,591.53	160.62	18.38	179
Task 2: New employer outreach	\$10,337.53	\$1,183.03	\$11,520.55	192.92	22.08	215
Task 3: Employee Outreach	\$6,055.88	\$693.03	\$6,748.91	113.06	12.94	126
Totals	25,000.00	2,861.00	27,861.00	466.60	53.40	520

Lloyd TMA
2011-2011 RTO GRANT WORK PLAN AND TASK SUMMARY

July 1, 2011 - June 20, 2012

Task 1 - Employer Outreach	Goals, Targets, Intended Outcomes	Deliverables	Due date(s)	Estimated Total Hours (subtask hours necessary to complete task, within a reasonable range)	Estimated minimum hours (hours to be paid for, in part, by Metro TMA contract)	Percent of total hours completed	Percent of hours invoiced to RTO	Materials & Services (included in hourly rate; not invoiced to Metro)
BOOSTER: Sub-Task A: Implement Rideshare Online Program								
1. Receive training for 4 TMA Staff members (employer outreach manager, office manager, Program Director, employee outreach coordinator).	All staff up-to-date and trained on use and communication of RideshareOn -line tool	Completed training	6/30/2011	40	40	0%	0%	\$ -
2. Incorporate Rideshare Online information in all LTMA events and targeted promotional materials.	Completed updates of outreach materials, incorporation of Rideshare On-line logo and web contact info.	Provide samples of new materials and web link to TMA webpage.	6/30/2011	100	63	0%	0%	\$ -
3. Rideshare Online table at TMA TFairs (correlated to Sub-Task B, below)	Partner agreement with Rideshare Online to facilitate tabling at TMA T-Fairs	Provide data sign up sheets derived from Rideshare Online table	9/30/2011	40	25.2	0%	0%	\$ -
4. Identify new businesses and support for strategy to contact those businesses as regards Rideshare Online	Incorporate See Task 1, SubTask D.	Provide business contact list and supporting materials presented..	9/30/2011, 12/31/11, 3/31/12, 6/30/12	67	42.21	0%	0%	\$ -
Sub-Task B: Transportation Fairs								
1. Initiate contact with building owners to schedule and plan for at least 7 transportation fairs.	Successfully schedule at least 7 transportation fairs in the Lloyd District	Provide list of building owners or employers and dates	7/31/2011	20	10	0%	0%	\$ -
2. Set up and materials development for transportation fairs. New materials will include Drive Less/Save More and Rideshare Online handouts, references to links at TMA website and reference the campaign where appropriate.	Samples of materials prepared for transportation fairs	Provide copy of new material(s)	9/30/2011	40	20	0%	0%	\$ -
3. Staff and conduct transportation fairs	Successfully host at least 7 transportation fairs in the Lloyd District. Final deliverable: completed log of transportation Fairs and estimated attendance.	Provide list of participating companies, site location, dates, number of participants, and summary of fair (for example, brief description of which travel option was most popular among the employees Lloyd TMA talked to).	9/30/2011	76	38	0%	0%	\$ -
Sub-Task C: Annual Commute Survey								
1. Prepare mailings, develop survey instrument	Sample of outreach letter and survey template	Provide copy of survey instrument	7/31/2011	60	30	0%	0%	\$ -
2. Administer survey and enter data collected	95% participation by UPASS businesses and 75% return rate on all surveys distributed.	(none)	8/31/2011	150	10	0%	0%	\$ -
3. Compile survey summary report and publish	Final deliverable: Published report	Provide summary report; provide individual reports upon request	10/31/2011	40	20	0%	0%	\$ -

Lloyd TMA
2011-2011 RTO GRANT WORK PLAN AND TASK SUMMARY

July 1, 2011 - June 20, 2012

Sub-Task D: Employer Contacts								
1. Outreach to Lloyd businesses as means to raise TMA awareness and increase participation in TMA programs and services.	Contact 60 Lloyd businesses with materials, information, program packets and offer of transportation assistance (15 per quarter).	Provide packet sample and updated correspondence log for contact with 60 Lloyd businesses (a minimum of 10 businesses contacted each quarter).	9/30/2011, 12/31/11, 3/31/12, 6/30/12	360	120	0%	0%	\$ -
Sub-Task E: Communications								
1. Research, writing and article development for TMA newsletter.	Newsletter distributed/mailed to 700 database contacts each quarter.	Provide copy of newsletters.	9/30/2011, 12/31/11, 3/31/12, 6/30/12	120	120	0%	0%	\$ -
Task 2: Walking								
Sub-Task A: Walk Week Events								
1. Prepare materials, packets, outreach communications and activities related to annual Lloyd Walk Week. New materials will include Drive Less/Save More handouts, Rideshare Online links and materials and references to links at TMA website and reference the campaign where appropriate.	Samples of materials prepared for events and communications	Provide copy of packet(s).	9/30/2011	100	40	0%	0%	\$ -
2. Host and conduct annual walk week	Participation of at least 100 Lloyd employees in walk events.	Provide event schedule with date and location; provide estimated attendance.	9/30/2011	80	36	0%	0%	\$ -
3. BOOSTER TIE IN: Conduct additional walk week and Rideshare Online outreach by contacting new businesses identified in 2011 business census. At a minimum, 10 new businesses will be contacted each quarter, totaling 60 businesses by the end of the year.	Contact 60 new Lloyd businesses with materials, information, program packets and offer of transportation assistance (15 per quarter).	Provide correspondence log.	9/30/2011, 12/31/11, 3/31/12, 6/30/12	215	215	0%	0%	\$ -
Task 3: Employee Outreach								
Sub-Task A: Educational Events								
1. BOOSTER TIE IN: Transportation Coordinator training, outreach and assistance	Host three Transportation Coordinator educational and/or training events. At least one TC Forum on Rideshare Online .	Provide schedule of events and estimated attendance	12/31/11, 3/31/12, 6/30/12	45	15.895	0%	0%	\$ -
Sub-Task B: Commuter Connection Transportation Store								

Lloyd TMA
2011-2011 RTO GRANT WORK PLAN AND TASK SUMMARY

July 1, 2011 - June 30, 2012

1. Employee outreach and assistance through <i>Commuter Connection</i>	Sales of approximately 6,280 TriMet and CTRAN fare instruments (including UPASS), provide approximately 900 UPASS photos to employees, lease approximately 100 bike lockers stalls and provide transportation information and assistance to approximately 1,200 employees through <i>Commuter Connection Transportation Store</i> .	Provide sales report and count of repeat store customers.	9/30/2011, 12/31/11, 3/31/12, 6/30/12	1664	408.8	0%	0%	\$ -
2. Booster: Sales of transit passes, bike lockers, Rideshare Online materials and provision of informational materials to new customers accessing the Commuter Connection Store	Log sales of passes, bike lockers and distribution of <i>Rideshare Online</i> materials for new users to Commuter Connection	Provide count of new customers in sales report.	9/30/2011, 12/31/11, 3/31/12, 6/30/12	187	187	0%	0%	\$ -
Sub-Task A: Events								
1. District Bike Rides	Plan for and host 3 district bike rides to encourage new bike commuters.	Provide event log with estimated attendance.	7/31/2011, 10/30/2011, 4/30/2012	36	18	0%	0%	\$ -
2. Bike Breakfast/Bike Happy Hour Events	Plan for and host 3 Bike Breakfast or Happy Hour Events to encourage new riders.	Provide event log with estimated attendance.	9/30/2011, 12/31/2011, 3/31/2012	40	20	0%	0%	\$ -
3. Annual Bike Bash	Plan for and Host Bike Bash to promote Bike Commute Challenge and encourage winter bike commuters.	Provide event log with estimated attendance.	10/31/2011	32	16	0%	0%	\$ -
4. Annual Bike Commute Day	Plan for and Host Bike to Work Day event to support existing riders and encourage new riders.	Provide event log with estimated attendance.	5/31/2012	90	42	0%	0%	\$ -
5. Loaner Bike Program	Market and administer loaner bike program for new bike commuters.	Provide usage log.	9/30/2011, 12/31/11, 3/31/12, 6/30/12	20	10	0%	0%	\$ -
6. Innovative Bike Promotion/Contest (e.g., photo contest, T-Shirt design, raffle, etc.)	Plan and administer an innovative bike contest to support existing riders, attract new riders and market bike commuting options.	Provide event log with level of participation.	6/30/2012	20	8	0%	0%	\$ -
7. New Rider Kits (BOOSTER TIE IN). New materials will include Drive Less/Save More logo and reference the campaign where appropriate. New Rider Kits will also provide Rideshare Online materials.	Prepare new rider packets to be distributed to new bike commuters through bike mentors.	Provide sample packet and packet distribution log.	9/30/2011, 12/31/11, 3/31/12, 6/30/12	10	5	0%	0%	\$ -
Invoice totals								
Total minimum hours (hours over the minimum may be used as match)								
				3652	1560			

Sam
Adams
Mayor

Susan D.
Keil
Director

May 2, 2011

Dan Kaempff
Metro
600 NE Grand
Portland OR 97232

Re: Support for the Lloyd Transportation Management Association

Dear Mr. Kaempff:

Please accept this letter of support for the Lloyd Transportation Management Association (TMA). The Portland Bureau of Transportation (PBOT) is happy to have the Lloyd TMA as a partner in furthering our goals related of promoting the use of transportation options to the thousands of employees in Portland's Lloyd District.

In Fiscal Year 2011/12, PBOT is contributing \$94,000 of meter revenue generated in the Lloyd District to the TMA to support our shared mission of reducing drive alone trips. In addition, PBOT continues to serve on the Board of Directors for the TMA and it devotes staff time to implementing the meter revenue allocation plan which provides funding to the TMA, among other projects in the district.

The Lloyd TMA's 2011/12 workplan has several new items that the Bureau will happily assist in implementing, when needed. For example, the TMA will be working closely with the City and Metro to launch the new ridesharing website. Similarly, in 2012 the Eastside Streetcar will open for service; we welcome and value the role of the TMA during this process including the role they play with respect to parking management, proposed fare changes, and marketing of the new service.

Thank you for your consideration.

Sincerely,



Paul Smith
Planning Director
Portland Bureau of Transportation

GOING TO THE RIVER/GOING GREEN

Westside Transportation Alliance Work Plan 2011-2012
Background and Pay Schedule

BACKGROUND

The purpose this work plan is to specify projects the Westside Transportation Alliance (WTA) will implement that further the Regional Travel Options effort toward accomplishing Regional Transportation Plan modal target of 40% non-SOV trips or higher, by the year 2040.

Primary goals the WTA shares with RTO are:

- Decrease demand on the regional transportation system by facilitating greater use of non-drive-alone transportation options to, from and within the WTA service area.
- Increase awareness of transportation options available for all trips to, from and within the WTA service area.

Other goals of this project are:

- Increase TMA area mobility and livability
- Increase freight mobility
- Increase employee stability
- Decrease parking demand
- Increase awareness about the health benefits of active transportation
- Increase awareness about the active transportation corridors in Washington County
- Promote the urgency of reducing CO2 emissions and the power of personal choice

TMA Manager: Heather McCarey will serve as the primary point of contact.

TMA Area: Borders are Washington County, within the Metro boundary.

TMA Fiscal Year 2011-2012 Budget and Hours for RTO Implementation: \$52,865 federal plus \$30,726 local match will be spent for 1530 hours over one year – 382 hours per quarter. Total \$83,591.

Target Measurement Goals:

2011-2012 Work Plan goals:

- Reduce 500,000 vehicle miles of travel for trips to, from and within the TMA service area annually.
- Increase WTA membership by 5 companies
- Increase a least 10 new employment sites participant in transportation options programs

In the 2008-2009 evaluation, ECO surveys showed vehicle miles reduced in Washington County were 3.4 million.

WTA adheres to the Booster grant guidelines:

1. *As of July 1, 2011, TMA must have been in existence for a minimum of 3 years and past the*

Westside Transportation Alliance Work Plan 2011-2012
Background and Pay Schedule

start-up phase.

The WTA was founded in January 1997.

2. *TMA must be applying for performance-based funding level for FY 11/12.*

True

3. *TMA must be current on invoices for the current fiscal year for all Metro funded projects.*

True

4. *TMA must propose a work plan component that relies on booster grant funds. Examples of how to draw a distinction between the performance based work plan and the booster grant proposal are:*

a) Booster pays for a new program or project not currently offered to TMA members and/or businesses in the TMA service area.

b) Booster pays for reaching a list of new employment sites not currently members of the TMA and not working directly with another RTO partner in over 3 years.

c) Booster pays for a new program or project to reach a new audience (for example, residents, elderly, limited-English proficient, etc.)

WTA Booster will expand the WTA capacity by providing Program Manager hours dedicated to increasing the number of businesses utilizing RTO programs. WTA staff will identify areas in Washington County that have the combination of high employee density, frequent transit service, and bike and pedestrian facilities, and focus TMA outreach efforts to businesses that lie within these areas. Additional staff hours paid through the Booster grant will be essential in providing services to these new businesses that have not utilized TMA programs in the past but that have 100 or more employees who could utilize transportation option resources near their workplace.

5. *The component must meet RTO Strategic Plan goals and objectives and applicable CMAQ eligibility requirements.*

WTA work plan implements customary goals and objectives as in previous years.

6. *TMA must distinguish the organizational capacity (for example, additional staff) to complete the work.*

The Booster hours are outlined in the Budget and Timeline.

Westside Transportation Alliance Work Plan 2011-2012
Background and Pay Schedule

7. TMA must describe the source for local match funds at 10.27%.

Membership dues will cover match, a list is included. In addition, potential match hours will be applied from a prospective grant and from WTA additional hours.

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.

- a. ECO Surveys administered by the WTA and TriMet will be used for evaluation.
- b. WTA will conduct Business Satisfaction Surveys to current member businesses, past member businesses and businesses that fall within the service area defined by staff as having high employee density, frequent TriMet service, and adequate bike and pedestrian facilities. Surveys will identify WTA services that companies find useful in promoting transportation options, services that are not as useful, and potential services that could be offered in the future.

b) Measurements will show conclusive results by March 31, 2012, reported by April 10, 2012.

PAY SCHEDULE

	Each Quarter	Total Project
Eligible expenses	\$20,897.75	\$83,591.00
Match	\$7,61.50	\$30,726.00
Total Invoice Amt (Expenses-match)	\$13,216.25	\$52,865.00

Westside Transportation Alliance Work Plan 2010-2011

Tasks	Description	Deliverable(s)	Task-Specific Metric	VMT Measurement Tool	Due date(s)	Executive Director-TMA Grant	Program Manager-TMA Booster Grant	Total Hours-Grant	Estimated Overmatch Hours	
									Director	Manager
Task 1 - Employer Outreach										
Bike Commute Challenge	Promote BTA's Bike Commute Challenge through website and TC network.	List of employment sites assisted and summary of statistics from challenge. List of website updates, sample letter to TC's	Number of Washington County employees participating	BTA Logs	12/31/11	10	0	10		25
Rideshare Online (RSO) Training	Support Rideshare Online by attending training workshops	List of trainings WTA staff attended	N/A	N/A	6/30/11	15	15	30		
Rideshare Online (RSO)	Promote Rideshare Online resource through website, newsletters, and TC network.	List of employment sites assisted with setup. Quarterly report on sign ups	Number of Washington County employees participating	RSO logs	9/30/2011 12/31/2011 3/31/2011 6/30/2011	20	40	40		20
Transportation Coordinator Training/Encouragement	Provide training on transportation demand management programs to TC's.	Dates of individual meetings with TC's and list of provided information.	Number of participating TC's	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	60	20	50	15	
Transportation Coordinator Consultations	Provide personalized, in-depth support in one-on-one meetings with Transportation Coordinators (Booster provides 5 meetings)	List of Businesses served.	Number of Businesses served.	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	20	40	60		10
Personalize TC updates to member businesses	Send personalized e-mail updates to member business TC's regarding transportation related announcements (construction, delays, etc.) pertinent to their worksite (Booster provides 15 updates)	E-mails to TC's with pertinent updates	Number of updates sent to TC's	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	54	35	89		30
TC Newsletter	Write and distribute monthly newsletter for Washington County TC's that provides pertinent transportation options information-Monthly (Booster provides all newsletters-12)	Newsletters	Number of TC's receiving newsletter	ECO Survey		5	75	80	10	
Vanpool Information	Provide vanpool option information to employees.	Summary of employees/employers assisted with vanpool formation/information	Number of new vanpools	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	30	20	50		

Westside Transportation Alliance Work Plan 2010-2011

Tasks	Description	Deliverable(s)	Task-Specific Metric	VMT Measurement Tool	Due date(s)	Executive Director-TMA Grant	Program Manager-TMA Booster Grant	Total Hours-Grant	Estimated Overmatch Hours	
									Director	Manager
Business Satisfaction Surveys and interviews	Interview and survey business contacts to determine level of satisfaction with current TDM programs	Summary of survey findings. List of businesses that completed survey	Number of completed surveys	Satisfaction survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	240	0	240		
Task 2 - Employee Outreach										
New employee packets for member businesses	Develop personalized packet of transportation options (bike routes, bus routes, etc) for member businesses. <i>(Booster provides new employee packets for 5 businesses)</i>	sample employee packet, list of employers to receive packets	Number of packets created	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	90	40	130		10
Transportation Fairs	Provide transportation option information to employees at 8 T-fairs <i>(Booster provides 5 T-fairs)</i>	List of 8 employment sites, dates, and approximate attendance	Number of Transportation Fairs	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	16	70	86		
Transportation brown-bag lunches at member businesses	Develop speaker series for member business employees on transportation related issues	Flyer, attendance records	Number of attendees	ECO Survey	9/30/2011 12/31/2011 3/31/2011 6/30/2011	50	10	60		
Task 3 - Promotions/Communications										
Annual Meeting	Meeting for member businesses and guest to update on WTA progress	Annoucemnet, invitation, agenda, and attendance	Number of attendees	N/A	3/31/2011	50	8	58		
Material Updates	Update WTA flyer, newsletter, partner with Drive Less Save More campaign	Updated WTA flyer, updated Drive Less Save More resources	N/A	N/A	9/30/2011 12/31/2011 3/31/2012 6/30/2012	70	30	100		10
Update Transportation Fair Material	Update WTA display for transporation fairs	New flyers, promotional material	N/A	N/A	12/31/2011	50	20	70		
Website info updates	Update website as needed with pertinent info regarding transportation options	List of updates	N/A	N/A	9/30/2011 12/31/2011 3/31/2012 6/30/2012	45	75	120		20
After work bike ride	Organize and market 2 after work bike rides for member businesses	Attendance list, promotional flyers	Number o f attendess	ECO Survey	12/31/2012	35	18	53		

Westside Transportation Alliance Work Plan 2010-2011

Tasks	Description	Deliverable(s)	Task-Specific Metric	VMT Measurement Tool	Due date(s)	Executive Director-TMA Grant	Program Manager-TMA Booster Grant	Total Hours-Grant	Estimated Overmatch Hours	
									Director	Manager
Task 4 - Measurement										
Update web-based format for ECO-Survey	Update existing user interface or create new interface	Sampe of survey	N/A	N/A	9/30/2012	60	0	60		
ECO Surveys managed by WTA and Trimet		Summary of ECO Surveys and Mode splits	Mode split	N/A	9/30/2011 12/31/2011 3/31/2012 6/30/2012	70	0	70		
Task 4 - Administration										
RTO meetings, etc.	RTO Marketing Meetings , 6 meetings	List of attended meetings			9/30/2011 12/31/2011 3/31/2012 6/30/2012	30	0	30	30	56
Develop 1st quarter report		1st quarter report			9/30/2011	5	1	6		
Develop 2nd quarter report		2nd quarter report			12/31/2011	5	1	6		
Develop 3rd quarter report		3rd quarter report			3/31/2012	5	1	6		
Develop 4th quarter report		4th quarter report			6/30/2012	5	1	6		
Write annual report		Annual Report			6/30/2012	0	0	0	30	15
Create 2012-2013 Work Plan		Work plan and grant application			6/30/2012	0	0	0	15	0
Overview of hours										
Total minimum hours (hours above the minimum may be used as match)						1040	520	1560	100	196
Subtotal costs						\$27,865	\$25,000	\$52,865		



April 26, 2011

Mr. Caleb Winter
Regional Travel Options
Metro
600 NE Grand Avenue
Portland OR 97232

Dear Mr. Winter,

I represent the Aloha, Beaverton, Cooper Mountain areas of Washington County as its District County Commissioner. I strongly support Westside Transportation Alliance's (WTA's) 2011-2012 Work Plan. The WTA Work Plan supports the demand management goals of the Regional Transportation Plan (RTP) by helping reduce miles traveled and increasing our County's non-single occupant vehicle mode share.

WTA's Work Plan also supports the Washington County's 2020 Transportation Plan goals and actions, specifically to:

Action 13.1[D]evelop... travel demand management and reduction strategies, such as rideshare, preferential parking and flextime programs among others.

Action 13.2 Support and participate in Metro's, TriMet's and Transportation Management Associations' efforts to develop, monitor and fund regional TDM programs.

Action 13.3 Work with and support Transportation Management Associations, major employers and business groups to develop and implement demand management programs to work towards mode share targets adopted in this Plan.

Action 13.5[M]anage and reduce travel demand and to make more efficient use of capacity on the transportation system.

Action 13.6... [E]stablish...public education program to reduce trips by drivers of automobiles and trucks....[Promote] public education effort... that... reduce the average number of vehicular trips made daily, especially in the peak hours.

Board of County Commissioners

155 North First Avenue, Suite 300, MS 22, Hillsboro, OR 97124-3072
phone: (503) 846-8681 • fax: (503) 846-4545

Over the past 15 years, the WTA has made great strides to support active transportation in Washington County. These efforts continue. This spring, Karen Frost retired from the WTA after five years as its Executive Director, and the Board welcomed a new Director, Heather McCarey.

WTA's latest Work Plan includes conducting satisfaction surveys of both present and past member businesses, and as well businesses subject to State ECO Rule but not enjoying WTA membership. These surveys will further inform the WTA as to which RTO programs best decrease single occupancy vehicle trips and most effectively allocate WTA resources.

Washington County has long been a strong funding partner of the WTA. WTA's work greatly benefits our Region, this County, and the Cities and businesses located here. Washington County would greatly appreciate Metro's continued funding of WTA's useful work.

Sincerely,



Dick Schouten

Washington County Commissioner District 1 (Aloha, Beaverton and Cooper Mountain)

Cc:

Members of the County Board Commissioners

County Chief Administrative Officer, Robert Davis

County Land Use and Transportation Department Director, Andrew Singelakis



April 25, 2011

Mr. Caleb Winter
Regional Travel Options
Metro
600 NE Grand Avenue
Portland OR 97232

Dear Mr. Winter,

I am writing in support of the Westside Transportation Alliance's (WTA's) 2011-2012 Work Plan. The WTA Work Plan supports the demand management goals of the Regional Transportation Plan (RTP) including helping reduce miles traveled and increasing non-single occupant vehicle mode shares.

WTA's Work Plan also supports Washington County's transportation goals. As the Director of the Department of Land Use and Transportation of Washington County, I am highly supportive of WTA and its efforts to help achieve demand management goals and policies adopted in the Washington County 2020 Transportation Plan:

Action 13.1 *Support and participate in the development of travel demand management and reduction strategies, such as rideshare, preferential parking and flextime programs among others.*

Action 13.2 *Support and participate in Metro's, TriMet's and Transportation Management Associations' efforts to develop, monitor and fund regional TDM programs.*

Action 13.3 *Work with and support Transportation Management Associations, major employers and business groups to develop and implement demand management programs to work towards mode share targets adopted in this Plan.*

Action 13.5 *Explore the use of new strategies to manage and reduce travel demand and to make more efficient use of capacity on the transportation system.*

Action 13.6 *The County will examine the merit, feasibility and methodology involved in establishing a public education program to reduce trips by drivers of automobiles and*

trucks. The County may chose to engage its regional partners to pursue a region-wide effort that includes, but is not limited to, a substantial and sustained public education effort regarding strategies that will reduce the average number of vehicular trips made daily, especially in the peak hours.

Over the past 15 years, the WTA has made great strides to support active transportation in the Washington County region. This spring, Karen Frost retired from the WTA after five years of service and the Board welcomed a new Director to build upon WTA's successful relationships with Washington County businesses. With this in mind, the WTA Work Plan includes a satisfaction survey of both present and past member businesses, as well as businesses that fall under the ECO Rule but have not established a relationship with the WTA. This information will inform the WTA of the type of RTO programs that would help Washington County businesses decrease the number single occupancy vehicle trips taken and how the WTA should allocate its resources in order to be most effective.

Washington County is a strong funding partner of the WTA and supports the 2011-2012 TMA work plan. The County appreciates Metro's funding support of WTA to the benefit of Washington County, the cities in our County, and the Metro region.

Sincerely,



Andrew Singelakis

Director

Washington County Department of Land Use and Transportation

 **Metro** | *Memo*

Date: Wednesday, May 11, 2011
To: RTO Subcommittee of TPAC
From: RTO Staff
Subject: Quarterly Report for Progress January 1, 2011 to March 31, 2011

Accomplishments

- The RTO Travel and Awareness survey found that 1/3 of the region are aware of the Drive Less/Save More campaign, nearly 2/5 are aware of City of Portland SmartTrips, nearly 2/5 are aware of employer programs and nearly 1/6 are aware of Metro's Bike There! map.
- Burgerville and Drive Less/Save More reached an agreement about 2011 co-promotions.
- Completed assessment for staffing needs for RTO event outreach for summer 2011 and the Vámonos mapping project.
- Finalized sponsorship agreements with Sunday Parkways and other events for spring, summer 2011.
- Created the first round of joint collateral (co-branded) materials for RTO partners.

Program Administration

RTO subcommittee meetings and decisions:

1/12/11 – RTO Subcommittee meeting at Metro included final RTO Travel and Awareness statistics; updates on Drive Less/Save More and the Regional Flexible Funds presentation to TPAC.

3/9/11 – RTO Subcommittee meeting at Metro approved TMA grant agreement guidelines for FY 2012, discussed TMA policy study scope of work, received updates on Collaborative Marketing and Rideshare Online transition.

Collaborative Marketing

On March 31, RTO staff hosted the RTO Marketing and Outreach Working Group for a webinar titled "Instant Carpooling: Just add passengers and go, the phenomenon that is casual carpooling" presented by the Association for Commuter Transportation. The webinar described "slugging" or casual carpooling and how it works in the San Francisco/Oakland area, Houston and Washington DC. In surveys, time saved rated as the most important reason for casual carpooling, even more important than saving money. The two public components essential for casual carpooling are HOV lanes and a parallel transit service that acts as a back-up for casual carpoolers.

The RTO Marketing & Outreach working group met at Metro on January 18 and again on March 15. At the January meeting, the group reviewed the charter, discussed the RTO Travel and Awareness Survey, learned the Drive Less/Save More contract with KGW Going Green was renewed to produce up to six new commercial spots and discussed proposed DLSSM Commuter Dispatch topics and delivery dates. During the round table portion of the meeting the use of social media was discussed including the City of Portland transportation blog and TriMet's transition away from printed schedules. The group also worked on coordination for spring events including Pedal Nation in April, National Bike Month in May and Sunday Parkways.

At the March meeting, RTO staff discussed the progress in organizing Pedal Nation and the Pedal Passport Activities designed to educate and encourage bicycle transportation as well as volunteer staffing needs and schedules. RTO staff also went over plans for the two RTO Travel and Awareness

Survey focus groups and the topics that will include asking how they want to receive transportation information, values messaging and what is necessary to motivate change in travel modes. The group also discussed best practices around using incentives to promote the use of travel options. Finally, there was a discussion of joint collateral with some sample materials critiqued. In the coming quarter, the group will discuss joint materials for employer outreach.

On March 15, RTO also hosted a brown bag presentation for the Marketing Outreach and Working group to discuss and learn about best practices around using social media, such as Twitter and Facebook to promote travel options. The group will continue to discuss a set of best practices for using incentives and social media.

During the quarter, RTO and the Drive Less/Save More campaign consultant team attended partnership development meetings with Burgerville on January 19 and February 17. Drive Less/Save More and Burgerville are developing kids' activities for the kids' meals to promote travel options. These will be completed June 2011.

RTO staff participated in meetings on January 20 and 31 and March 5 and 31 with OMSI (Oregon Museum of Science and Industry) to support the development of a sustainability exhibit that will educate families about sustainable behavior choices, such as travel options. The exhibit is being co-developed in English and Spanish.

RTO staff continued to promote the Drive Less/Save More Commuter Dispatch to employers. The most recent dispatch on March 30 went out to 257 employee transportation coordinators and RTO partners throughout the region. Topics for the quarter were: Warm up your commute: Find a carpool partner at work and cut your driving costs in half (January 20), Transit saves riders almost \$7,500 annually (February 2), Be a hero: Learn how to promote sustainable transportation at your workplace (February 16), Take your brain for a walk (March 16), Get ready to ride at the Pedal Nation Bike Show (March 30). Partners continued to make use of the articles and information by taking excerpts to include in their own employment site and transportation coordinator informational e-mails.

Throughout January, February and March, Metro and Drive Less/Save More promoted the RTO program accomplishments, the use of travel options as gas prices rose and the Pedal Nation bike show through email blasts, public relations and the Metro newsfeed. For more information, visit:

<http://news.oregonmetro.gov/1/post.cfm/use-travel-options-save-money-as-gas-prices-rise>

<http://news.oregonmetro.gov/1/post.cfm/pedal-nation-bike-show-will-help-families-get-ready-to-bike-this-spring>

<http://news.oregonmetro.gov/1/post.cfm/metro-helped-save-3-400-000-gallons-of-gas-in-2010>

Bike There! (funded by several sources)

During this quarter, RTO updated the Hillsboro, Forest Grove and Cornelius [Bike There! Quick Guides](#) to add new infrastructure. RTO will translate these pieces into Spanish for event outreach. RTO is working with local government partners from these areas to ensure the guides are accurate for these areas before being translated. The Metro Bike There! program maintained retailer outreach and continued bike maps sales during this quarter.

Walk There!

The Walk There! guide book, supported by RTO and Kaiser Permanente (KP), continues to be sold at area retailers. While maintaining current retailers, RTO continually develops relationships with new Walk There! retailers. During this quarter, RTO met with KP on February 2 and 28 to scope and discuss the possibility of creating a Walk There! smartphone app featuring ten walks. KP and Metro will meet

again in April to discuss the project after exploring specific details with their respective information services departments.

Vámonos walking and biking project

Kaiser Permanente awarded Metro Regional Travel Options a \$75,000 grant in December 2010 to support a new project currently called “Vámonos! Let’s explore Cornelius, Forest Gove and Hillsboro by bike and foot.” The goal of the project is to increase awareness of great places to bike and walk among families in Cornelius, Forest Grove and Hillsboro. During this quarter, Metro met with key partners, such as Centro Cultural, Adelante Mujeres, Familias en Accion and City of Hillsboro to connect about the project. RTO conducted an RFP process during this quarter to hire a marketing agency to help RTO reach the Hispanic community with culturally relevant messages about travel options. Metro also promoted the grant to the public by conducting outreach through the Metro newsfeed and through distribution to a local media outlet:

<http://news.oregonmetro.gov/5/post.cfm/metro-awarded-grant-for-bike-walk-project-in-three-wa-county-cities>

<http://bikeportland.org/2011/01/12/metro-gets-funding-to-do-latino-focused-bikewalk-map-project-45834>

In the coming quarter, Metro will be finalizing the contract with the Hispanic marketing agency, hiring an outreach event assistant for the project and solidifying event sponsorships for summer 2011. Metro will also be administering a round of mini-grants in May and June for partners to apply for small grants from \$500 to \$2,500 to support the Vámonos project with conducting event outreach, translating materials and sitting on the steering committee.

Public/Private Partnerships: Transportation Management Associations (TMAs)

All TMAs continued to support employer outreach including coordination of ECO surveys, holding transportation fairs for employees and encouraging employers to subsidize transit and provide other incentives and information for employees. Noteworthy activities for the quarter are:

Clackamas Region Center TMA: On March 5 and 6, the TMA talked about commutes at the Clackamas Town Center Mall during the annual “Oregon Lifestyle EXPO.”

Gresham Regional Center TMA: Launched a simplified web survey to record employee mode splits.

Lloyd TMA: Published their annual report showing drive alone commuting among member employers falling from 60% in 1997 to 42% in 2010. Transit commute trips rose from 21% to 39% over that time period. The TMA now tracks 4.5 million vehicle miles reduced annually, resulting in cleaner air.

South Waterfront TMA: Continued to build foundation for TMA during the start-up phase by inviting more community participation in streetcar and light-rail project meetings (SW Moody Streetcar Project panel discussion Feb. 10; and, Portland-Milwaukie light rail project open house March 15, both held at Umpqua Bank) to build contacts. The TMA also worked through edits to their logo and a walking map for the district.

Swan Island TMA: Staff worked on “Going to the Island” individualized marketing with employees and received over 500 responses. To date, staff assisted with 159 personalized transit trip plans, 57 personalized bike plans, and added 146 respondents to a rideshare database.

Westside Transportation Alliance: Held their annual meeting March 23 at their offices and encouraged new attendees with a presentation “Future of Transportation and (Sub)Urban Design: How information technology, changing demographics, energy and the economy are leading to a vibrant future in Washington County.” Presenters were Steve Gutmann from the Portland Sustainability Institute and

Colin Cooper from City of Hillsboro Planning. WTA's Executive Director Karen Frost retired and Heather McCarey was hired.

The TMA Policy Study Metro Planning and Development managers weighed in and offered staff support at their Jan. 10 meeting. RTO staff received feedback on a draft RFP from Land Use and Transit Oriented Development staff. RTO staff identified that the TMA Policy Study fits with a needed update of the RTO Strategic Plan that delayed the RFP until spring 2011.

Commuter Services

As of December 31, 2010, TriMet reports transportation programs are in place at 1,349 worksites; 1,023 of those include an employer-provided transit subsidy offered to employees. Worksites providing a transit subsidy using TriMet's program increased 4% compared to the same quarter last year. (Information for January through March will be available after April 30, 2011 and included in the next report).

Employer Outreach Coordination

RTO staff met with Burgerville on January 19 and The Portland Clinic downtown office on January 28 with geo-coded employee scatter maps to assist company ETC's in the facilitation of employee transportation programs. Resource contacts and recommendations were included in the meetings. For Burgerville a detailed active transportation costs/savings sheet was also developed.

RTO staff assisted two ECO affected employers, Sears at Washington Square and PECO Manufacturing, with detailed travel options information including available transit opportunities, resources and contacts as well as carpool and bicycling options. PECO Manufacturing requested additional follow-up and a geo-coded scatter map.

Over a series of meetings RTO staff also worked with Metro Human Resources staff to look at ways to improve the employee commute program while reducing costs. Metro is now designated as one of the [BEST Workplaces for Commuters^{\(SM\)}](#) by the National Center for Transit Research at the University of South Florida for meeting the National Standard of Excellence for outstanding commuter benefits. These benefits promote energy conservation by reducing traffic congestion and related air pollution.

Regional Rideshare Program

Staff continued to administer the regional rideshare program, CarpoolMatchNW.org, including assisting callers with inquiries and updating the database. Upon request, staff integrated additional sites as destinations into the One Time Trip program.

RTO staff assisted twelve employment sites, one temporary employment service and one regional chamber of commerce to develop active commute, rideshare and transit programs and/or link their employees to rideshare services through the following activities:

- Completed and presented employee commute maps to Burgerville and The Portland Clinic downtown office.
- Provided ECO plan assistance to PECO Manufacturing and Sears Washington Square
- Assisted FEI, Farmers Insurance, Organically Grown, Blount, United Parcel Service and the Red Cross.
- Hosted one transportation fair at Pacific University reaching approximately 35 commuters (March 1). Provided Express Employment with alternative commute information and training. On January 4, RTO staff met with Express Employment at their St. Johns office, an employment agency servicing employers primarily in Rivergate and Swan Island. Transit, bicycling and carpooling information was delivered along with detailed information about upcoming bike/ped access improvements expected

to be completed in fall 2011 that will assist commuters getting to and from the Rivergate Industrial area.

- On March 24, RTO staff met with the Marquam Hill Transportation Partners on Marquam Hill. Access improvements and construction updates were shared. The meeting also included planning for the upcoming OHSU/VA Earth Day event.
- Developed a detailed alternative commute package for the West Columbia Gorge Consortium. The response included an extended memo describing transit, carpool and bicycling options, brochures and lists of additional resource contacts.

The regional vanpool fleet totaled 20 at the end of the reporting period. VMT reductions among vanpoolers for January, February and March 2011 averaged 135,057 miles per month.

RTO Grants

2011-2013 Grant Cycle

The Regional Travel Options grant program provides federal transportation funds to support projects that improve air quality, address community health issues, reduce auto traffic and create more opportunities for walking and biking. The 2011-2013 projects will begin July 2011 and continue through 2013. For more information, visit <http://www.oregonmetro.gov/rtogrants>.

Current grant update

City of Gresham completed their \$50,000 Pedestrian and Bicycle Way-finding signage project and submitted final report. The project resulted in the development and installation of 113 signs providing directions for bicyclists and pedestrians, and the design and printing of 10,000 copies of a new city bicycle map.

Individualized Marketing Grants

The City of Portland is gearing up to embark on its SmartTrips North/Northeast project, which will provide individualized marketing to residents living between N. Chatauqua Ave. and NE 72nd Ave. Details of the project are provided at the City of Portland's website:

<http://www.portlandonline.com/transportation/index.cfm?c=54616&>

The Gresham and Wilsonville individualized marketing projects are also underway. Events, outreach, and marketing services will take place this spring and summer. Learn more about the Gresham Smart Trips project here: <http://greshamoregon.gov/city/city-departments/environmental-services/transportation-streets/template.aspx?id=21964>

Evaluation, Measurement and Technical Assistance Program

The RTO Travel and Awareness survey provided Metro with useful data that will help guide RTO program strategies in the coming years. Results from the survey show:

- Satisfaction for using alternative modes was very high among respondents. 93% of respondents are satisfied with their overall bicycling experiences, 90% are satisfied with their overall walking experiences, and 94% are satisfied with using public transportation in the region.
- Awareness of RTO programs varied among survey respondents. One third were aware of the Drive Less/Save More campaign, nearly 2/5 were aware of City of Portland SmartTrips, nearly 2/5 were aware of employer programs and nearly 1/6 were aware of Metro's Bike There! map.
- 28% of residents would consider carpooling without an incentive and an additional 17% would for a \$50/month incentive. Added together, 45% of the region is ready to consider carpooling.

- 1/3rd of employees in the region said “yes,” they have seen information about different transportation options posted at their workplace.
- When drivers were asked how they would commute to work or school if they did not have access to their car, 1/3rd said they would take transit and another 1/3rd said they would carpool.
- Over one-half of drivers seek updated travel info from news, radio or TV and nearly half seek info from websites (not necessarily the other half; multiple answers were allowed).
- Over 1/4th of respondents use a cell phone/mobile device to get updated information for driving and for taking transit trips.
- Nearly 1/2 of bicyclists and over 1/3rd of walkers obtain information about taking biking and walking trips by word of mouth. Almost 2/3rds of transit users get their information from websites.

Phase two of the RTO Travel and Awareness Survey is currently underway and involves the recruitment of two focus groups by the firm Davis, Hibbitts and Midghall. The purpose of the focus groups is to better understand the ways in which Metro can help residents in the region make more sustainable travel choices. A final, comprehensive report will be available in the fall of 2011.

Major accomplishments for the next reporting period

- RTO anticipates reaching agreement with ODOT with regards to access to and management of RideshareOnline; the first phase of the project. Work will begin with partners to develop a marketing campaign around the new tool. This work continues from last quarter due to ODOT staff illness and family loss.
- RTO staff will attend focus group sessions in April. The two focus groups are the last research components of the RTO Travel and Awareness Survey that began in November 2010.
- RTO staff will develop policy briefs for the Climate Smart Communities Scenarios research to determine which policies are most effective for curbing greenhouse gas emissions.
- Wrapping up ongoing bike map data migration into Open Street Map in support of Open Trip Planner.
- Drive Less/Save More Commuter Dispatch topics and delivery schedule for second-half 2011 will be finalized.
- Complete Burgerville and Drive Less/Save More outreach materials for kids’ meals and outreach events.
- Hire marketing agency and event outreach assistant to support Vámonos project.
- Finalize event sponsorships related to Vámonos outreach project.
- Host and complete outreach at Pedal Nation Bicycle Show on April 9 and 10, 2011.
- Finalize next steps for developing Walk There! smartphone app with Kaiser Permanente.
- Finalize mini grants for Vámonos project and select candidates.
- Complete joint collateral (co-branded) materials for RTO partners.
- TMA Progress report for the current fiscal year (drafted this reporting period and will be final next reporting period).
- TMA Policy Study scope for consulting and facilitation services will be completed (drafted this reporting period and expanded to include RTO Strategic Plan update).
- TMA Grant Agreements will be considered by the RTO Subcommittee.