

 **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

**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
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## **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