

 **Metro** | *Agenda*

Meeting: **RTO SUBCOMMITTEE OF TPAC ****
Date: **Wednesday, July 13, 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 May 2011 Meeting
[APPROVAL REQUESTED]* – Dan Kaempff, Metro
- 3:05 p.m. Citizen Communications
- 3:10 p.m. RTO Focus Groups Presentation
[INFORMATIONAL]* – Rebecca Ball, Davis, Hibbitts & Midghall
- 3:50 p.m. Gresham/Clackamas TMA Work Plans
[ACTION REQUESTED]* – Caleb Winter, Metro & TMA Directors
- 4:30 p.m. RTO Strategic Plan Update – Next steps and process
[INFORMATIONAL]* – Dan Kaempff & Caleb Winter, 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, May 11, 2011

3:00 to 5:00 p.m.

Metro Regional Center, Room 270

Committee Members Present:

| | |
|--------------------------|---|
| Dan Kaempff - Chair | Metro |
| Dan Bower | Portland Bureau of Transportation |
| Adriana Britton | TriMet |
| Gail Curtis | Oregon Department of Transportation, Region One |
| Sandra Doubleday | City of Gresham |
| Susan Drake | Department of Environmental Quality |
| Adrian Esteban | Community Representative |
| Sarah Angell | TMA Representative |
| Derek Hofbauer | Community Representative |
| Jen Massa | City of Wilsonville SMART |
| Lori Mastrantonio-Meuser | Clackamas County |
| Aisha Willits | Washington County |

Committee Members Excused:

| | |
|-----------------|-------------------|
| Jennifer Campos | City of Vancouver |
| Alison Wiley | ODOT |

Metro Staff:

| | |
|-----------------------|-------|
| MaryAnn Aschenbrenner | Metro |
| Pamela Blackhorse | Metro |
| Ted Leybold | Metro |
| Caleb Winter | Metro |

Guests:

| | |
|------------------|----------------------------|
| Lenny Anderson | Swan Island TMA |
| Kelsey Bayless | VPSI, Inc. |
| Sandi Burns | Clackamas TMA |
| Pete Collins | South Waterfront TMA |
| Jeff Edinger | GRCTMA |
| Tasha McClarahen | Community Member |
| Owen Ronchelli | Lloyd TMA |
| Shivon Van Allen | Community Member |
| Mary Vogel | CNU Advocacy and Alliances |
| Pam Wells | Community Member |
| Sara Wright | GRCTMA |

I. CALL TO ORDER/DECLARATION OF QUORUM/INTRODUCTIONS

Chair Kaempff called the meeting to order at 3:01 pm and declared a quorum. He asked for introductions from the Subcommittee.

II. MEETING SUMMARY FROM MARCH 2011 MEETING

Chair Kaempff asked if there were there were any changes to the meeting summary from March 9, 2011. Ms. Willits stated that she was not present at the last meeting.

Action taken: Chair Kaempff asked for a motion to approve the meeting summary. Ms. Britton motioned to approve the summary. Mr. Hofbauer seconded the motion. The Subcommittee unanimously approved the March 9, 2011 meeting summary with the changes as stated.

III. CITIZEN COMMUNICATIONS

Chair Kaempff asked if there were any citizen communications from the audience. There being none, Chair Kaempff announced that there would be an RTO Marketing and Outreach meeting in July and encouraged RTO Subcommittee members to attend. Additionally Chair Kaempff encouraged Subcommittee and TMA members to attend Governor Blumenauer's new legislation seminar on May 18. Finally, he introduced Ms. Angell of the Swan Island TMA as the new TMA representative for the next two years. Heather McCarey of the Westside Transportation Alliance will be her alternate.

IV. TMA WORK PLAN PRESENTATIONS

Chair Kaempff advised the Subcommittee that five TMAs had submitted work plans for fiscal year 2012 funding. Additionally, Mr. Winter gave a brief overview of the grant process and thanked the TMA's for their efforts.

Ms. Burns of Clackamas TMA provided information for fiscal year 2010/2011, responding to Metro staff's recommendation of base level funding in the amount of \$16,391.

Ms. Burns pointed out that the TMA currently reached out to 30 businesses, but that due to the economy, they were having difficulty encouraging businesses to complete ECO surveys or engage in other TMA initiatives. She stated that Clackamas was working with TriMet and other partners to explore the viability of a shuttle service to and from the Green Line. She stated that by not receiving funding in the amount of \$52,865 Clackamas TMA would shut down. Ms. Burns asked the Subcommittee for their support in reaching their goals.

Mr. Winter stated that although staff sympathized with their efforts, they did not have the ability to address Clackamas infrastructure issues.

The Subcommittee thanked Ms. Burns for her commitment to the TMA and recognized that the TMA operated within a diverse rural area. They suggested that RTO staff meet with the TMA and Clackamas County and discuss alternative ways to support the TMA.

Chair Kaempff reiterated that RTO staff did not see the TMA's past results as meeting the requirements for performance-based and booster grant funding. He pointed out that the Clackamas business community was not participating in TMA programs at a level that showed vehicle miles reduced (VMR), which is what performance and booster grants policy call for.

The Subcommittee agreed that the business community needed to be more engaged and suggested that staff and the TMA find a different strategy for addressing the business issue. Ms. Mastrantonio-Meuser

noted that Ms. Burns had a strategy in place for addressing shift changes in the industrial area. She reiterated support for developing a shuttle service that catered to shift changes. She stated that this would help them find better ways to measure VMR. Finally, she explained that Clackamas County uses their own rideshare program that caters to the four-day work week to help measure VMR.

Action Taken: Chair Kaempff asked the Subcommittee if they would like to make a motion to approve the grant for Clackamas TMA in the amount of \$16,391, or table the grant decision until the July RTO Subcommittee meeting. Ms. Britton motioned to table the item. Ms. Angell seconded the motion. The Subcommittee unanimously approved the motion to table the grant decision for Clackamas TMA until the July RTO Subcommittee meeting.

Mr. Edinger, the Director for Gresham TMA discussed the successes and challenges of their plan. He said that their efforts would be better spent targeting employees and developing an individualized marketing (IM) pilot program. IM would focus on mid to large-size employers, which would allow them to be more successful in providing outreach to employees and encourage them to use non-SOV modes. Additionally, he stated that Gresham would provide all outreach materials as well as staff support for Commuter Challenge activities for employees and employers.

Mr. Edinger pointed out that the TMA had been successful in terms of supplying recognizable branding and would like to expand their outreach outside their existing boundaries. Additionally, they will work with TriMet, City of Gresham and the Department of Environmental Quality (DEQ) to develop outreach strategies to new employers. He stated that RSO would be a good way to measure the effectiveness of their efforts, as well as for employers to track their own progress. However, he felt that the TMA's plans would be disrupted if they did not receive full funding. He asked the Subcommittee to consider funding in the amount of \$52,865.

Mr. Winter stated that staff are recommending \$27,865. He pointed out the reason for the lower grant amount was because the TMA lacked trip reduction measurements and that the TMA's survey efforts showed low employee response rates.

The Subcommittee asked what percentage of people were being reached and stated that they did not understand the numbers in the TMA scope of work concerning their larger goal. Mr. Edinger stated that small businesses were not required to respond to the ECO survey and that there were only a limited number of larger employers within in their defined operational area. He again pointed out that this was the reason they wished to expand their boundaries.

Chair Kaempff reminded the Subcommittee that grant policy called for VMR, which is the primary basis for higher amounts of funding over the base level. He recognized that Gresham TMA was making necessary changes to meet their VMR goal and asked the Subcommittee for their input. The Subcommittee said RTO staff should consider the Gresham TMA's request for booster grant funding. Additionally, they felt that removal of booster grant funding had affected TMAs negatively and asked staff to flag this for future consideration.

Chair Kaempff suggested extending the same choice to Gresham that they gave to Clackamas; to either approve the Staff-recommended grant in the amount of \$27,865, or they can table the decision until the July RTO Subcommittee meeting.

Action Taken: Ms. Mastrantonio-Meuser asked to table the decision for funding Gresham TMA until the July RTO Subcommittee meeting. Ms. Britton motioned to approve the request. Mr. Esteban seconded the motion. The Subcommittee unanimously approved the motion to table the grant decision for Gresham TMA until the July RTO Subcommittee meeting.

Chair Kaempff introduced Mr. Ronchelli of Lloyd TMA. Mr. Ronchelli stated that during the past fiscal year they had increased employee outreach, transportation fairs and expanded employer contacts. He pointed out that working with businesses required a lot of time, energy and follow up, and is requesting grant funding in the amount of \$52,865.

Mr. Ronchelli stated that their communication news letter went out to 700 recipients and that they had expanded their walking program to 100 participants. Additionally, he pointed out that employee outreach had increased considerably and that they had acquired 60 new and existing businesses. Further, he stated that the performance grant would augment the work that allows them to engage more employers. The booster grant would go towards training for RideshareOnline (RSO) and provide live Internet access for tabling events. Mr. Ronchelli then thanked RTO staff and the Subcommittee for their consideration.

Action Taken: Chair Kaempff asked for a motion to approve grant funding in the amount of \$52,865 for Lloyd TMA. Mr. Hofbauer motioned to approve grant funding. Ms. Doubleday seconded the motion. The Subcommittee unanimously approved the grant for Lloyd TMA in the amount of \$52,865.

Mr. Anderson of Swan Island TMA gave a brief overview of their accomplishments. Mr. Anderson pointed out that the last two years had been difficult due to the economy but noted that transit ridership for Swan Island had not decreased.

Additionally, Mr. Anderson stated that the grant would be put towards active transportation, pointing out that some businesses had active transportation and sustainability committees that the TMA would have access to. Further, he stated that UPS had begun a transit pass program for their employees. Mr. Anderson also stated that the booster grant would help roll out Going to the Island and integration of the Waud Bluff Trail.

Finally, he stated that they would like to create a Swan Island rideshare database and will work with the new RSO system to develop a Swan Island brand within RSO.

The Subcommittee asked Mr. Anderson to clarify how he would be using the RSO database and asked how this was different than what Clackamas had suggested doing with their database. Chair Kaempff stated that each TMA could have their own database and added that it eliminated the need to develop their own database and helped track VMR.

Action Taken: Chair Kaempff asked if there were a motion to approve the staff recommendation of \$52,865 in RTO grant funds For Swan Island TMA. Ms. Curtis motioned to approve grant funding. Ms. Doubleday seconded the motion. The Subcommittee unanimously approved grant funding in the amount of \$52,865 for Swan Island TMA.

Ms. McCarey of the Westside Transportation Alliance (WTA) requested \$52,865.00 in grant funds. She stated that there are 726 square miles within their service area, pointing out that it amounted to 280,000 employees and over 200 businesses of over 100 employees or more. She expressed concern for the two TMA staff peoples' ability to cover the entire area. Additionally, she pointed out that they were reviewing

their service area and required data from Metro in order to look further into areas that had employee density. She announced that they would strive reduce vehicle miles by 500,000, increase WTA membership and access transportation options programs.

Additionally, Ms. McCarey gave an update on transit centers, stating that these areas needed specialized attention in terms of communication and new employee packets. In order to do this they would conduct a satisfaction survey and provide outreach to more businesses. Finally, she stated that they would have some overmatch hours through the support of businesses in their area.

The Subcommittee asked if WTA would incorporate RTO staff survey information into the survey and asked what their budget was. Ms. McCarey stated that they would incorporate RTO survey information into their survey and that their budget was \$120,000.

Action Taken: Chair Kaempff asked if there were a motion to approve grant funding in the amount of \$52,865.00 for WTA. Ms. Willits motioned to approve grant funding. Ms. Drake seconded the motion. The Subcommittee unanimously approved grant funding in the amount of \$52,865.00 for WTA.

V. RIDESHARE ONLINE IMPLEMENTATION UPDATE

Chair Kaempff provided information to the Subcommittee about RSO online implementation. He stated that it would be a great marketing tool for TMAs and businesses. He pointed out that RSO would help provide incentive and capture VMR. RSO launches on July 1, 2011. The site can be reached through DriveLessSaveMore.com. CarpoolMatchNW.org members will have to sign up.

Chair Kaempff stated that Metro would offer \$100 gift cards for incentives for registration and trip logging in the initial phase of the RSO rollout. He stated that ODOT had provided funding in the amount of \$80,000 for incentives to be used when the system is introduced to the general public in September. Metro's goal is to have 2,000 registered users by the end of August. He asked the Subcommittee to provide comments concerning the draft RSO Transition Marketing Proposal.

The Subcommittee suggested not scheduling Cash for Commuters in conjunction with RSO rollout. Finally, they asked when they would receive training for RSO. Chair Kaempff stated that ODOT would advise them as soon as possible.

VI. ADJOURN

Chair Kaempff announced the next Subcommittee meeting to be on July 13, 2011. There being no further business, Chair Kaempff adjourned the meeting at 5:00 p.m.

Meeting packet materials:

| Document Type | Date | Description | Document Nbr. |
|---------------|--------|--|---------------|
| Agenda | 051111 | Agenda, March 9, 2011 | 051111-rto01 |
| Summary | 051111 | Meeting Summary, March 9, 2011 | 051111-rto02 |
| Document | 051111 | Staff Recommendations for TMA Grants for FY 2012 | 051111-rto03 |
| Document | 051111 | TMA Work Plans | 051111-rto04 |
| Document | 051111 | RTO Quarterly Report, January to March 2011 | 051111-rto05 |
| Document | 051111 | RSO Transition – Marketing Proposal | 051111-rto06 |

Meeting summary respectfully submitted by,
Pamela Blackhorse

May 11, 2011

DRAFT



Date: Thursday, July 7, 2011
To: RTO Subcommittee of TPAC
From: Caleb Winter, TMA Program Manager
Subject: Staff Recommendation for TMA Grant to GRCTMA for Fiscal Year 2012

The purpose of this memo is to update the previous RTO staff recommendation (dated May 6, 2011) for the Gresham Regional Center Transportation Management Association (GRCTMA) grant application for Fiscal Year (FY) 2012.

The previous staff-recommended FY 2012 funding level for GRCTMA was for \$27,865. At their May 11 meeting, the RTO Subcommittee directed GRCTMA to meet with City of Gresham, DEQ, Metro and TriMet May 31 to discuss specific strategies to meet performance measures. Many GRCTMA board members attended as well.

At the meeting, GRCTMA asked for comments on specific employment sites large enough to be affected by the DEQ ECO Rules (likely required to conduct ECO surveys to measure results). GRCTMA had contacted several of the employment sites before the meeting and found they were interested in working with the TMA. In total, GRCTMA listed 17 work sites with more than 7,000 employees.

Based on GRCTMA's proposed grant agreement (attached), RTO staff recommend:

\$27,865 RTO performance-based grant funds
\$25,000 RTO booster grant funds
Matched by \$30,726 local funds
Total project grant = \$83,591

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

RTO staff are recommending performance-based and booster grant funds for GRCTMA based on their refined strategy and approach to meet performance measures and achieve measurable outcomes for RTO.

Please review the attached GRCTMA grant application materials.

Gresham Regional Center TMA, Exhibit A – Scope of Work, 6/26/2011

1) Project Description

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

Primary goals the TMA shares with RTO are:

- Decrease VMT in the regional transportation system by facilitating greater use of non-SOV 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 and select larger Gresham employers.

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: The Gresham Regional Center TMA Area includes the existing Gresham Regional Center, and also includes selected larger employers (more than 100 employees) located within the City of Gresham, in East Multnomah County, Oregon.

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 Grant Agreement deliverables and a minimum of 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: VMT reduction was estimated based on the number of employees at targeted employers, Portland regional average trip lengths, and percent change in mode choice. Based on our experience with employers in the area we estimate that a reasonable change in mode choice is 5% to 6%. The trips reduced include the sum of all TMA activities in the area of transit, bike, walk, carpool/vanpool, telecommute and compressed work trips.

VMT reductions are assumed to occur in the following categories:

| | | |
|--------------------------|------------------|---|
| <u>Employee Commutes</u> | <u>1,617,000</u> | <u>Assumes 5.5% change in mode choices.</u> |
| TOTAL | 1,617,000 VMT | (2011-2012 Target Goal) |

2) Project Tasks

The scope of work presented includes some of 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 residents, resulting in substantial reductions in drive-alone trips. In the 2010-2011 fiscal year the GRCTMA designed and

piloted a program for employees inside the Gresham Regional Center. The GRCTMA will continue this program in FY 2011-2012

Due to the success of the IM program in FY 2011-2012, the amount of time and resources needed to implement a successful IM program, and the desire to better measure the TMA's progress toward reducing vehicle miles, the GRCTMA has decided to focus the requested booster grant funds and time allocation to IM programs catered to the needs of strategically selected employers in Gresham. The majority of booster hours will be used toward individualized employer/employee outreach.

In addition, while the goal of the GRCTMA will be to promote the new Rideshare Online program via the work performed on general task items, we have dedicated 110 booster hours to be used specifically toward community and employee specific promotion of RSO as well as education for GRCTMA staff.

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 is explained in greater detail in the attached document (see attached GRCTMA FY2011_20112 Workplan Final.xls). Each task has been allocated a measurable amount of hours. All elements using booster grant funding have been identified in the "BOOSTER" category. Next to each task, please find the expected deliverables listed under the "Midpoint Deliverables" category.

| Tasks | Subtasks | Approx hours (subtasks) | Booster Hours | Midpoint deliverables | Completion date for final deliverable (including measurement) |
|---|--|-------------------------|---------------|---|---|
| Employer Outreach services to established client employers | | 520 | | | |
| A | Negotiate initiation, continuation of, or enrichment of transportation options programs with 17 targeted employment sites. | 300 | | Quarterly Reports | June 2012 (annual report) |
| B | Conduct or assist TriMet and DEQ with conducting 2 ECO surveys (we will assist with 3 additional employers using the booster) | 35 | 105 | Quarterly Reports | June 2012 (annual report) |
| C | Offer personalized support to 2,300 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. (Offer support to an additional 4,700 employees with the booster) | 75 | 150 | Quarterly Reports | June 2012 (annual report) |
| D | Request participation in Rideshare Online of 5 employers, recruiting 100 employees total (Receive Training and Recruit an additional 100 users with the Booster) | 70 | 110 | Quarterly Reports | June 2012 (annual report) |
| E | Table at 4 transportation fairs: Boeing Aug 2011, Downtown June 2012, Multnomah County Dec 2011, Gresham Station April 2012 | 40 | | List / Brief Report on Fairs | |
| Community events (not to exceed 20% of the budget): | | 208 | | | |
| F | Hold 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 |
| G | Hold 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 |
| H | Table at 3 community events: Farmer's Market, Third Thursday, Music Monday | 20 | | List / Brief Report on Events | Quarter 1 & Quarter 4 |
| I | 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 | | | |
| J | 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 |
| K | Participate in RTO Marketing Outreach Working Group meetings (up to 12 per year). | 20 | | Quarterly Meeting Lists | Quarterly |
| L | Update website with current events, informational content, logos and links (minimum of 12 page edits per year and 2 new pages per year). | 20 | | Webpage Printout | Quarterly |
| M | Develop and disseminate regular e-newsletters and paper newsletters | 30 | | Copies of Deliverables | Quarterly |
| N | Develop and disseminate material for other outlets (newspaper, newsletters, etc.) | 10 | | Copies of Deliverables | Quarterly |
| O | Launch and maintain social media presence (e.g., Facebook, Twitter). | 80 | | Webpage Printout | Quarterly |
| P | 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 |

| Tasks | Subtasks | Approx hours (subtasks) | Booster Hours | Midpoint deliverables | Completion date for final deliverable (including measurement) |
|--|--|-------------------------|---------------------------|---|---|
| Administration (not to exceed 10% of the budget): | | 104 | | | |
| Q | Submit complete invoice materials within 10 days after each quarter (up to 40 hours per year), e.g., October 10, etc.. | 40 | | | Quarterly |
| R | Attend RTO TMA Directors meeting(s) (up to 4 per year). | 24 | | Quarterly Reports | Quarterly |
| S | Draft Grant Agreement for FY12/13. | 15 | | | 4th Quarter |
| T | Provide input on local and regional planning discussions with permission from RTO staff. | 15 | | Quarterly Meeting Reports | |
| U | Provide input on local transportation and development projects with permission from RTO staff. | 10 | | Quarterly Meeting Reports | |
| Booster | | 410 | | | |
| V | Work with local employers to promote Individualized Marketing Plan tailored to the needs and issues of employees at each business. Through this Individualized Marketing Plan, and with input and support from TriMet and DEQ, we will use our local connection and presence to encourage employee participation in DEQ and TriMet required surveys as well as Rideshare Online. | 410 | | Quarterly Reports / Deliverables / Surveys / RSO Tracking | Quarterly |
| V-a | a. Individualized Employee Outreach to identify individual needs and provide information, education, and support of those needs | | 150 (See Task B Above) | Quarterly Reports / Deliverables / Surveys / RSO Tracking | Quarterly |
| V-b | b. Eco Survey Assistance for Employer based on Employer's Specific Needs | | 105 (See Task C Above) | Quarterly Reports / Deliverables / Surveys / RSO Tracking | Quarterly |
| V-c | c. Identify and prioritize employee needs to support the use of commute options and advocate on their behalf | | 155 | Quarterly Reports / Deliverables / Surveys / RSO Tracking | Quarterly |
| W | 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. | | 110 (See Task D Above) | Quarterly Reports / RSO Tracking | Quarterly |
| Total Hours | | 1040 | 520 | | |
| Total Hours with Booster | | 1560 | | | |

| | # | Average trip length (based on regional household survey) | Avg trips/year for the purpose | Total VMT | Expected % Reduction | Expected VMT Reduction |
|-------------------|--------------|--|--------------------------------|------------|----------------------|------------------------|
| Employees | #REF! | | | | | |
| Employee commutes | 7,000 | 17 | 250 | 29,400,000 | 5.50% | 1,617,000 |
| Totals | 7,000 | | | 29,400,000 | | 1,617,000 |