

 **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