

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE 2010-13 METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP) TO ADD THE CITY OF PORTLAND PEER-TO-PEER CARSHARING PROJECT)	RESOLUTION NO. 12-4323
)	Introduced by Chief Operating Officer Martha Bennett with the concurrence of Council President Tom Hughes

WHEREAS, the Metropolitan Transportation Improvement Program (MTIP) prioritizes projects from the Regional Transportation Plan to receive transportation related funding; and

WHEREAS, JPACT and the Metro Council must approve the MTIP and any subsequent amendments to add or remove projects to the MTIP per federal regulation 23 CFR 450.324; and

WHEREAS, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council approved the 2010-13 MTIP on September 16, 2010; and

WHEREAS, the City of Portland applied for and was awarded Value Pricing Pilot Program Federal Grant funding for the Peer-to-Peer Carsharing project.

WHEREAS, this project, as described in Exhibit A to this resolution, is not a surface transportation facility and therefore not required to be listed in the Regional Transportation Plan project list; and

WHEREAS, the Clean Air Act requires that federally funded transit and highway projects demonstrate conformity with the state's air quality goals; and

WHEREAS, this project will not affect the conformity status of the 2035 RTP and the 2010-13 MTIP because it will not have a significant impact on vehicle emissions in the region; and

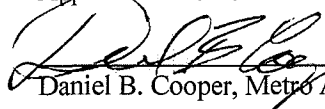
WHEREAS, funding is available for this project within existing revenues, consistent with the MTIP financial plan; and

WHEREAS, JPACT approved this resolution January 12, 2012; now therefore

BE IT RESOLVED that the Metro Council hereby adopts the recommendation of JPACT and hereby amends the 2010-13 MTIP to add the Peer to Peer Carsharing project.

ADOPTED by the Metro Council this 19 day of January 2012.

Approved as to Form:


Daniel B. Cooper, Metro Attorney

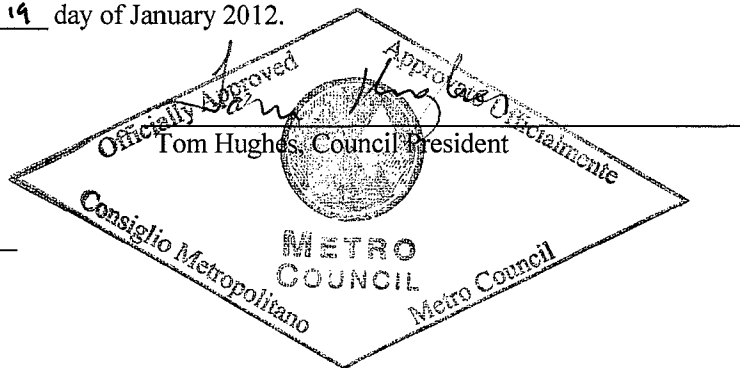


Exhibit A to Resolution No. 12-4323

2010-13 Metropolitan Transportation Improvement Plan Table 3.1.1 amendment

Action: Add a new project to the MTIP using a Value Pricing Pilot Program Federal Grant.

Existing programming: None

Amended programming:

Project Name	Project Description	ODOT Key #	Lead Agency	Project Phase	Fund Type	Program Year	Federal Funding	Minimum Local Match	Other Funding	Total Funding
Peer to Peer Carsharing	Design and deployment of car sharing program in Portland.	17955	City of Portland	Other	L88E	2012	\$1,725,000	\$431,250		\$2,156,250

STAFF REPORT

FOR THE PURPOSE OF AMENDING THE 2010-13 METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP) TO ADD THE CITY OF PORTLAND PEER-TO-PEER CARSHARING PROJECT

Date: January 12, 2012

Prepared by: Amy Rose, 503-797-1776

BACKGROUND

\$1,725,000 of federal funding was awarded to the City of Portland through the federal Value Pricing Pilot Program to implement and evaluate a peer-to-peer car sharing program. This is a competitive, discretionary funding program whose award decisions are made by the Federal Highway Administration. To be eligible to receive these funds the project award must be amended into the Metropolitan Transportation Improvement Program (MTIP).

Project description

This project will study the effectiveness of peer-to-peer car sharing in altering travel behavior of participating vehicle owners and renters. This project will be performed in Portland, Oregon and will focus on neighborhoods that are poorly served by fixed route transit and existing car sharing services.

In peer-to-peer car sharing, vehicle owners submit their cars to a “virtual” fleet, and set the desired hourly rental rate and times of availability. Participating vehicles are equipped with technology that allows seamless and controlled access for renters and an ability to monitor elapsed time and miles driven during a given rental period.

The City of Portland will act as the local lead for this project, and through an Intergovernmental Agreement with the Oregon Department of Transportation, the City will administer the funds, manage the contracts, and work directly with Getaround to market the new program to residents through its demand management program, SmartTrips Portland. The Oregon Transportation Research and Education Consortium (OTREC) will perform all research tasks as a contractor to the City of Portland.

Project components

1. *Program Design:* This project will focus initial marketing efforts in two neighborhoods west of I-205 and two east of I-205. This will allow for data collection in areas that have differing infrastructure and demographics.
2. *Recruiting/Marketing:* This element of the project entails the three phases of sign-up, activation, and retention. In general, sign-ups require the broadest and least predictable marketing effort, activation is the most direct and controllable, and retention is the least know at this point.
3. *Evaluation:* With a minimum enrollment target of roughly 330 vehicles (up to 670), the research scope will focus on equal shares of vehicles from two economically distinct neighborhoods. Travel behavior will be compared to a baseline, which will be established through surveys at point of enrollment. Variables will be tested to see how they influence behavior.

Regulatory considerations

As the project is not a surface transportation facility, it is not required to be listed in the Regional Transportation Plan project list.

A conformity consultation was held on January 9, 2012 with air quality agency staff to review findings regarding conformity with the State Implementation Plan for air quality. The air quality consultation group includes staff from Department of Environmental Quality (DEQ), Environmental Protection Agency (EPA), Federal Highway Administration (FHWA), Federal Transit Administration (FTA), TriMet, and Oregon Department of Transportation (ODOT).

TPAC as the standing committee designated for interagency consultation by state rule (OAR 340 Division 252) has also agreed with these findings.

As a unique pilot project, current air quality conformity rules do not specifically address this type of project. Findings demonstrated that the results of the pilot program would be studied and reported on by the Oregon Transportation Research Consortium and that the project is not expected to have any significant impact on vehicle emissions. These issues were discussed at the consultation meeting and the project was found to be consistent with conformity regulations.

The Joint Policy Advisory Committee on Transportation and the Metro Council must approve amendments to the MTIP. The amendment will add this project to the 2010-13 MTIP with programming as shown in Exhibit A to Resolution No.12-4323

ANALYSIS/INFORMATION

- 1. Known Opposition** None known at this time.
- 2. Legal Antecedents** Amends the 2010-13 Metropolitan Transportation Improvement Program adopted by Metro Council Resolution 10-4186 on September 16, 2010 (For the Purpose of Approving the 2010-13 Metropolitan Transportation Improvement Program for the Portland Metropolitan Area).
- 3. Anticipated Effects** Allows funding to become available to the City of Portland Peer-to-Peer Carsharing project.
- 4. Budget Impacts** None.

RECOMMENDED ACTION

Metro staff recommends the approval of Resolution No. 12-4323