600 NE Grand Ave.
Portland, OR 97232-2736

Metro | *Agenda*

Meeting: Metro Council Work Session
Date: Thursday, Feb. 9, 2012
Time: 1 p.m.
Place: Council Chambers

CALL TO ORDER AND ROLL CALL

1 PM	**1.**	**ADMINISTRATIVE/ CHIEF OPERATING OFFICER COMMUNICATIONS**	
1:10 PM	**2.**	**REGIONAL ACTIVE TRANSPORTATION PLAN – COUNCIL DIRECTION SETTING**	**McTighe**
1:55 PM	**3.**	**COUNCIL LIAISON UPDATES**	
2:15 PM	**4.**	**COUNCIL BRIEFINGS/COMMUNICATION**	

ADJOURN

Agenda Item No. 2.0

REGIONAL ACTIVE TRANSPORTATION PLAN

Metro Council Work Session
Thursday, Feb. 9, 2012
Metro, Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: Feb 9, 2012 Time: 1:10 p.m. Length: 45 minutes

Presentation Title: Regional Active Transportation Plan – Council Direction Setting

Service, Office, or Center:
Planning and Development

Presenters (include phone number/extension and alternative contact information):
Lake McTighe, x 1660

ISSUE & BACKGROUND

Issue

The need for a regional Active Transportation Plan (ATP) was identified as a follow up activity in the 2035 Regional Transportation Plan (RTP). The objective of the project is to identify priorities and strategies for completing the region's principal active transportation network. The project officially started on Jan. 4, 2012, will last 18 months and must be completed by June 30, 2013. Metro has received a $280,000 Transportation Growth Management grant from the Oregon Department of Transportation (ODOT) that will help fund the project.

The success of the project is dependent upon Metro staff and Councilors working with partners and facilitating a regional discussion that results in an agreement on how to strategically fund and prioritize bicycling and walking for the regional network. **The main topic for discussion for this worksession is the role of the Metro Council in the regional discussion on the ATP and the main messages that should be developed.**

The region is nationally recognized for its investments in biking and walking and the Metro Council has demonstrated leadership in improving the ease and safety with which people can ride a bike, walk and use public transportation for daily needs and recreation. In regional and plans and policies active transportation is recognized as an one of the elements needed to achieve the region's adopted Six Desired Outcomes.

Additionally, the region lacks an agreed upon implementation strategy and framework for prioritizing active transportation projects in the RTP and in local transportation system plans (TSPs). Historically, investment in bicycling and walking facilities has been piecemeal and opportunistic, and many local governments do not yet agree on the value and benefit of active transportation to the economy and community and environmental health. The piecemeal approach has resulted in the region missing out or passing up opportunities for additional federal and state funding, as well as building out a network that has enough gaps to make active transportation difficult in many areas. Developing priorities and strategies in the ATP will help achieve local aspirations and meet regional goals.

Background

Active transportation is transportation powered by human energy, such as riding a bike and walking. Public transportation is active travel because it usually involves walking

and it provides an essential connection to regional bicycling and walking facilities thus allowing for longer trips without a car.

A national emphasis on active transportation has emerged in recent years because of the benefits of non-motorized travel including: economic prosperity, vibrant neighborhoods and business districts, clean air and water, reduced household transportation costs and better physical health.

The Project Objectives are:

1. Identify the Principal Regional Active Transportation Network, the highest classification of bicycle and pedestrian facilities in the RTP. The Principal Network will integrate walking, bicycling and public transportation with a seamless, green network of on and off-street Regional Bicycle and Pedestrian Parkways connecting the region.

2. Develop guiding principles and criteria for evaluating the alternative Principal Network and for prioritizing funding and projects in the RTP and local Transportation System Plans. The guiding principles and criteria will include equity, health, safety, economic development and access and will be consistent with and help achieve the region's Six Desired Outcomes.

3. Develop active transportation policies, performance targets, performance measures and concepts that will update existing regional pedestrian, bicycle, trail and transit policies, performance targets and design concepts, and will synthesize policies and priorities from local pedestrian, bicycle and transit plans.

4. Prioritize projects and develop a phased implementation plan and funding strategy that clearly articulates state, regional and local roles and responsibilities.

The current 2035 RTP includes several adopted modal plans: the Regional High Capacity Transit System Plan, Regional Transportation System Management and Operations Plan, and Regional Freight Plan. However, there is no regional modal plan for active transportation. Whereas the Regional Bicycle and Pedestrian Network Visions and Concepts were amended as part of the current RTP to incorporate regional parkways, trails, and bike-transit facilities, there has been no comprehensive review of the regional bicycle and pedestrian network maps, no framework for prioritizing project development, and no guiding principles for developing the active transportation network.

Metro's Active Transportation Program was initiated in 2009 to begin implementing the Integrated Mobility Strategy recommended by the Blue Ribbon Committee for Trails in 2008. The Blue Ribbon Committee for Trails was part of Metro's Connecting Green Strategy which focused on leveraging 2006 Natural Area Bond Measure Funds and connecting and completing the region's system of parks, trails and natural areas.

The Active Transportation Program bridges Metro's Transportation Planning and Parks and Trails Planning Departments. Through the Active Transportation Program Metro has shaped a regional discussion on active transportation, worked with local jurisdictions to identify active transportation demonstration projects, many of which have received funding, developed a set of initial criteria to help prioritize regional projects, and established a leadership and business group, the Executive Council for Active

Transportation to promote development of the region's active transportation network. The Active Transportation Program is part of the Intertwine effort.

Project Committees and Process

The ATP was identified as a follow up activity in the 2035 RTP. When the project is completed it will be proposed for adoption as an element of the RTP. If adopted, the Active Transportation Plan will be amended to the RTP during the update of the RTP scheduled for 2014 – see Attachment 7 - ATP Transportation Planning Framework. The project will propose amendments to current RTP policies, requirements in the Regional Transportation Functional Plan, and potentially the Urban Growth Management Functional Plan.

The project will be guided by the Metro Council, Metro's Policy and Technical Advisory Committees, a Stakeholder Advisory Committee and the Executive Council for Active Transportation - see Attachment 3- Organizational and Decision Making Chart. The project team will provide updates to the Metro Council and Metro's policy and technical advisory committees. Metro Councilors Kathryn Harrington and Rex Burkholder are the proposed Council liaisons to the project. Project updates will be posted to the project webpage and emailed to interested parties monthly.

A Stakeholder Advisory Committee (SAC) will be the main working group for the project, providing technical expertise and stakeholder engagement. See Attachment 4- Stakeholder Advisory Committee members.

The SAC includes members from across the region. Several SAC members also serve on MPAC and TPAC. The SAC will meet at least every three months and as needed at the discretion of the SAC. Sub-groups will be created from the SAC and additional stakeholders to address specific policy and technical issues, such as development of the Bicycle Parkway Concept, Pedestrian Policies, Health, and Finance.

The Executive Council for Active Transportation (ECAT) was established by members of Metro's Blue Ribbon Committee for Trails to support development of the regional active transportation network. ECAT is a Council of The Intertwine. The Council will provide policy guidance and recommendations on the project and will develop business and health organization support. The Council will meet approximately four times over the course of the project. See Attachment 5- Executive Council for Active Transportation members.

The project will be developed in three main phases. See Attachment 9 - Project Timeline

- The first phase of the project will develop a report on existing conditions phase that will lay the groundwork for framing choices, understanding current investments, and understanding the impacts of active transportation to the achieving the region's Six Desired Outcomes and the 2040 vision.
- The second phase of the project will develop various concepts for developing the region's Principal Active Transportation Network. Once a conceptual approach has been decided upon, several alternative approaches to implementing the concept will be developed. The alternatives will be modeled, rough cost estimates will be developed and benefits and tradeoffs weighed, and the preferred alternative will be selected. Policy, concept and map updates will be recommended for the RTP and the RTFP.

- The third and final phase of the project will focus on developing a tiered list of priority projects for development, a phased implementation plan and a proposed funding strategy for implementing the project.

Summary of Upcoming Milestones and Discussions
(see Attachments 1 & 2 for additional details)

Feb. 3	Intertwine Alliance Summit
Feb. 9	Metro Council discussion
Feb. 15	MTAC presentation
Feb. 17	TPAC presentation
March 15	Stakeholder Advisory Committee project kick-off meeting
Mid March	Executive Council for Active Transportation project kick-off
Apr. 16-17	Oregon Active Transportation Summit in Salem
June	ATP Existing Conditions Report
Sept.	ATP Network Concepts Report
Jan.	ATP Alternative Networks Evaluated

Coordination with other Metro and Regional Projects
This project will coordinate with other recent and concurrent planning efforts at Metro. These efforts include:

- Climate Smart Communities Scenarios
- Southwest Corridor Plan
- East Metro Connections Plan (EMCP)
- Regional Trails Signage Plan
- Community Investment Strategy
- Metro Parking Management Study
- Metro guidance on TSP updates
- Regional Travel Options Strategic Plan update and work plan
- Transit Oriented Development Strategic Plan and work plan
- Transportation System and Management Operations Plan implementation
- Regional Parks, Greenways and Trails funding opportunities
- Metropolitan Transportation Improvement Program and Regional Flexible Funds

Additionally, the project will track ongoing regional planning efforts that identify priorities and investments in active transportation. These efforts include, but are not limited to, the following:

- Local TSPs and TSP updates (2011-2013)
- Local Trail Master Plans
- Tualatin Valley Highway Corridor Refinement Plan (2012)
- Aloha-Reedville Study and Community Livability Plan/Bicycle and Pedestrian Plan (2013)
- Washington County Bicycle and Pedestrian System of Countywide Interest (part of TSP update) (2012)
- Hwy 43 bike lane study (Oct 2011)
- Gresham TSP Active Transportation committee
- Lake Oswego to Portland Trail Study Central Section (2012)
- Sellwood Bridge Project

- Oregon Transportation Research and Education Consortium study: Improving the Representation of the Pedestrian Environment in Travel Demand Models (2013)
- Bicycle Transportation Alliance (BTA) Blueprint for Bicycling update (early 2012)
- East Portland Action Plan
- TriMet Pedestrian Network Analysis
- TriMet Strategic Plan
- 2030 Portland Bicycle Plan
- Getting Around on Foot Action Plan, Willamette Pedestrian Coalition
- The Blueprint for Better Bicycling , Bicycle Transportation Alliance
- Others as they are identified

OPTIONS AVAILABLE

No options are presented at this time. See "Questions Presented" below for discussion topics.

IMPLICATIONS AND SUGGESTIONS

Bicycling and walking are inherently local activities and active transportation projects are generally built by local jurisdictions. And, the regional impacts of increased active transportation can be significant for achieving regionally adopted desired outcomes. The ATP has the potential to coordinate and prioritize local aspirations for active transportation for regional impact. With a coordinated strategy and agreed upon priorities the region will be better positioned to increase funding for active transportation.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. **Is this the right level of Metro Council involvement to guide and shape the Active Transportation Plan? (see Attachment 1- Metro Council *proposed* Check-in Points)**
2. **Does the proposed process provide sufficient involvement in Council districts and across the region? (see Attachment 2 - Stakeholder Communication Plan matrix and Attachment 6 – List of Key Stakeholders)**
3. **Which stakeholders are missing? Which stakeholders are key?(see Attachment 6 – List of Key Stakeholders)**
4. **Is the need for the plan and the messages surrounding it clear? Will they resonate with local jurisdictions and other stakeholders? (see Attachment 9 – Project fact sheet)**
5. **This project aligns and overlaps with several projects at Metro and in the region (see project lists above). What ways can the Metro Council and staff guide coordination and collaboration on these projects?**

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION _X_Yes __No

Legislation will be required in June 2013, when the Metro Council is anticipated to consider adoption of the recommended Active Transportation Plan. As part of consideration of adoption of the plan, the Metro Council can direct staff to incorporate the Active Transportation Plan into the Regional Transportation Plan (RTP) as part of the regularly scheduled RTP update. The RTP is scheduled to be updated by the end of 2014.

DRAFT IS ATTACHED ___Yes __X_No

Attachments included with this worksheet

1. Metro Council *proposed* Check-in Points
2. Stakeholder Communication Plan matrix
3. Organizational and Decision Making Chart
4. Stakeholder Advisory Committee members
5. Executive Council for Active Transportation members
6. List of key stakeholders
7. ATP Transportation Planning Framework
8. Project Timeline
9. Project fact sheet

Attachment 1
Regional Active Transportation Plan (ATP)
Metro Council Check in Points
DRAFT for Councilor review and discussion

Below is the proposed timeline of check-in discussions with Councilors at worksessions to guide development of the Regional Active Transportation Plan. Staff will present on progress and challenges of the project.

In addition to the Council worksession discussions, Councilors Kathryn Harrington and Rex Burkholder are the proposed liaisons to the project. Councilor Harrington will give periodic updates on the overall project and Councilor Burkholder will connect the Council to the Executive Council for Active Transportation during Councilor Communications. Metro Councilors and Council staff will also receive the monthly emailed status updates on the project.

DATE	PROJECT PHASE AND CHECK-IN POINTS
	PHASE I Existing Conditions and Framing Choices
Feb 9	Project overview, workplan and project approach, stakeholders, and connection to other Metro projects *Objective: Metro Council provides direction on communication with partners and messaging and understands role in process*
June 12	Existing conditions findings and framing concepts for next phase *Objective: Metro Council provides direction on network concepts and draft initial proposed policy changes*
	PHASE II Network Concepts and Select Alternative
Sept 11	Network Concepts – what they are, tradeoffs and benefits *Objective: Metro Council provides direction on working with partners to reach agreement on a preferred alternative*
Dec 4	Outcomes from evaluation and modeling of alternative Principal Regional Networks, proposed policy changes to RTP and RTFP *Objective: metro Council provides direction on working with partners to reach agreement on a preferred alternative*
	PHASE III Identifying Priorities and Implementation Plan
April 9	Proposed priorities and phasing, proposed funding strategies *Objective: Metro Council provides direction on implementation strategy and financing plan and proposed policy changes*
May 7	Draft recommendations *Objective: Metro Council provides direction on draft recommendations*

Attachment 2
Regional Active Transportation Plan
Communication Plan Overview ~ *DRAFT*

Internal Stakeholders and project Team			
What	**Who**	**How**	**When**
Updates at Metro Council Worksessions and Meetings	Metro Councilors	Council liaisons give update during Councilor communications	Second Tuesday of the month and as needed (before status report goes out)
Metro Council Worksessions	Metro Councilors	Presentation	Feb 2 June 12 *proposed* Sept 11 *proposed* Dec 4 *proposed* April 9 *proposed* May 7 *proposed*
Project Team meetings	Core Project Team members and key staff	Report on tasks	Weekly, Monday
Project Management Team status meetings	Project Management Team – ODOT and Metro	Monthly progress report on tasks and budget	Second Friday of the month, prior to status report going out
Bi-monthly department meeting	RTP/RTO staff	Verbal updates, handouts	Second and fourth Tuesday mornings
Planning Department staff meetings	Planning Department staff	Brief presentation, highlight connections to other Metro projects	Quarterly
Greatest Place Managers Group	Managers of Metro projects – CSC, ATP, Southwest Corridor, EMCP etc.	Discussions on topics specific to all projects (e.g. equity) and project coordination	Monthly
Monthly status reports	Stakeholder and interested parties email list	Email with attached summary and link to project webpage	Last Friday of every month

Attachment 2
Regional Active Transportation Plan
Communication Plan Overview ~ *DRAFT*

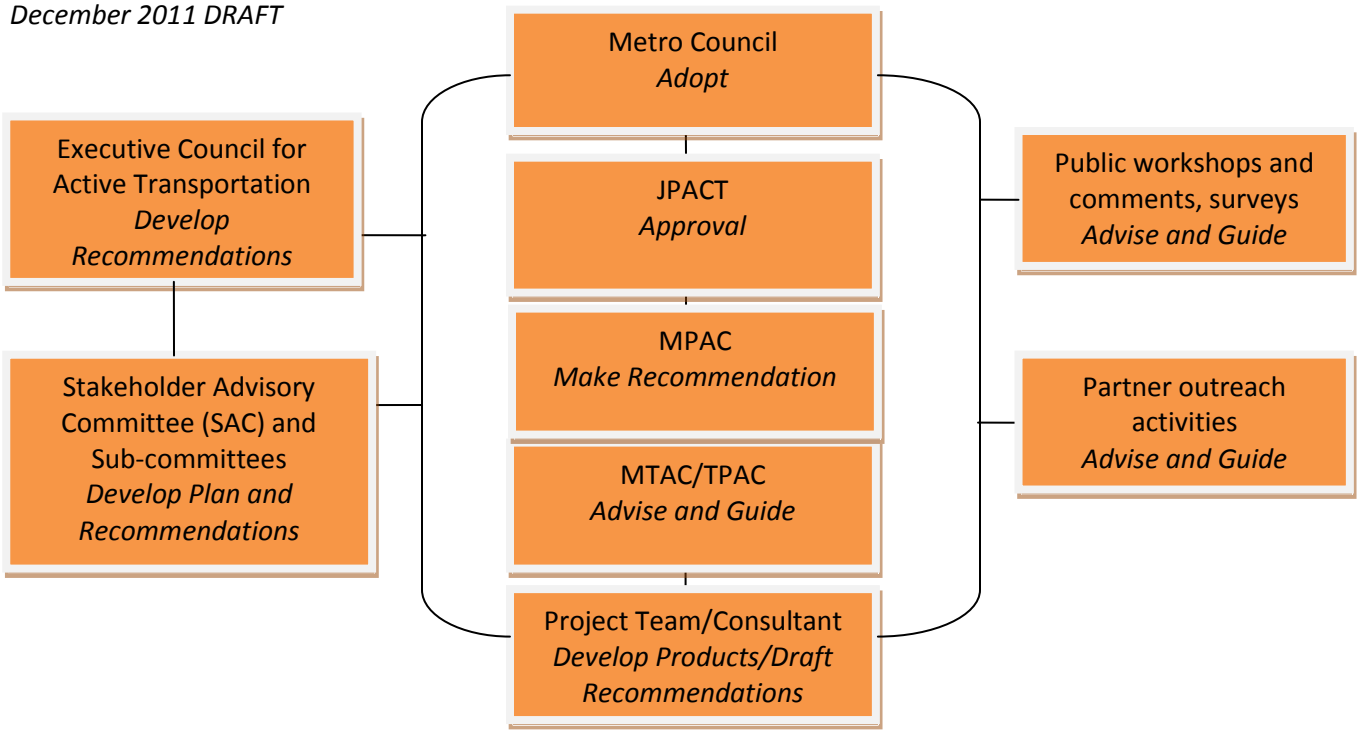
External Stakeholders			
What	**Who**	**How**	**When**
Monthly status reports	Stakeholder and interested parties list (including all stakeholders on this table)	Email with attached summary and link to project webpage	Last Friday of every month
SAC members outreach activities - TBD	SAC members and SAC sub-committee members	Presentations and updates to city and county councils, local bike, ped, and trail, committees and groups, business organizations, etc.	TBD – a separate list of activities will be developed by the SAC
SAC sub-committee meetings	SAC members and additional identified participants	SAC members will lead, focus on specific topics in the plan	Monthly or as needed
Intertwine Executive Council for Active Transportation quarterly meetings	Members of ECAT, interested parties, Project Team members	Presentations from staff, discussion	March June October Feb
TPAC/MTAC	Members of TPAC and interested parties	Updates from Chair, materials in packet and presentations	Feb June *proposed* Jan *proposed* April *proposed*
MPAC meetings	Members of MPAC and interested parties	Updates from Chair, materials in packet and presentations	Feb June *proposed* Jan *proposed* April *proposed*
JPACT meetings	Members of JPACT and interested parties	Updates from Chair, materials in packet and presentations	Feb June *proposed* Jan *proposed* April *proposed*
County Coordinating Committee meetings (WCCC, EMCTC, CCCC)	Members of coordinating committees	SAC members and Metro staff will present	Once or twice during project – check in points TBD

Attachment 2
Regional Active Transportation Plan
Communication Plan Overview ~ *DRAFT*

External Stakeholders			
What	**Who**	**How**	**When**
Public Forums	Key stakeholders, interested parties, the public	Workshops or townhalls with materials and discussion	June *proposed* Jan *proposed* April *proposed*
Project Webpage	Key stakeholders, interested parties, the public	Project information and updates added to the webpage	Last Friday of every month

Attachment 3
Regional Active Transportation Plan Organizational and Decision Making Chart

December 2011 DRAFT



Metro Council is the region's directly elected governing body, consisting of a Council President and six district representatives. The Metro Council will vote to adopt the ATP and amend it to the 2035 Regional Transportation Plan. Councilors Kathryn Harrington and Rex Burkholder will serve as liaisons to the project.

Joint Policy Advisory Committee on Transportation (JPACT) is a committee of elected officials and representatives of agencies involved in transportation related needs for the region. JPACT makes recommendations to the Metro Council related to transportation policy. JPACT is responsible for approving the ATP.

Metro Policy Advisory Committee (MPAC) is a charter mandated committee of local government representatives and citizens. A recommendation for approval of the ATP will be sought from MPAC.

Transportation Policy Alternatives Committee (TPAC) provides technical input to JPACT and transportation planning and funding priorities for the region. TPAC will advise and guide the development ATP.

Metro Technical Advisory Committee (MTAC) is composed of planners, citizens and business representatives and provides detailed technical support to MPAC. MTAC will advise and guide the development of the ATP.

Project Team and Consultant is composed of Metro staff and the selected consultant and will develop the work products and draft recommendations for the ATP.

Project Stakeholder Advisory Committee (SAC) and Sub-committees will provide technical and policy guidance for the project and develop recommendations. The SAC membership includes bicycle, pedestrian, trail and transit planners and advocates, and representatives of elders, youth, and health.

Executive Council for Active Transportation (ECAT) is prior existing group that was formed to support the development of a regional active transportation network. ECAT will serve as a leadership council for the project and provide policy guidance and recommendations for the ATP. ECAT will also lead development of business and health organization support of the project. ECAT shall approximately four times over the course of the project.

Attachment 4
Regional Active Transportation Plan
Stakeholder Advisory Committee - Members

Hal Bergsma
Director of Planning
Tualatin Hills Parks and Recreation Department

Allan Berry
Director of Public Works
City of Fairview

Todd Borkowitz
Citizen Representative

Aaron Brown
Youth Representative

Brad Choi
Transportation Planner
City of Hillsboro

Carla Danley
Representative
OPAL and ABE - Accessibility and the Built Environment

Jessica Englemann
Planner
TriMet

Roger Geller
Bicycle Coordinator
City of Portland

Heidi Guenin
Transportation Policy Coordinator
Upstream Public Health

Suzanne Hansche
Commissioner
Elders in Action

Katherine Kelly
Transportation Planning Manager
City of Gresham

Lori Mastrantonio-Meuser
Senior Planner
Clackamas County

Kate McQuillan
Transportation Planner
Multnomah County

Jeff Owen
Bicycle and Pedestrian Coordinator
City of Wilsonville/SMART Transit

Shelley Oylear
Bicycle and Pedestrian Coordinator
Washington County

Lidwien Rahman
Principal Planner
Oregon Dept. of Transportation, Region 1

Derek J. Robbins
Civic Engineer
City of Forest Grove

Stephanie Routh
Executive Director
Willamette Pedestrian Coalition

Rob Sadowsky
Executive Director
Bicycle Transportation Alliance

Allan Schmidt
Planner, Portland Parks and Recreation

Attachment 5
Regional Active Transportation Plan
Executive Council for Active Transportation - Members

Jonathan Nicholas
Chair
Vice President of Branding & Corporate Communications
ODS

Christopher Achterman, MD
Legacy Joint & Bone Clinic
Legacy Health System

Scott Bricker
Bricker Consulting

Rex Burkholder
Councilor
Metro Council

Bart Eberwein
Business Development & Public Affairs
The Hoffman Corporation

Nick Fish
Commissioner
City of Portland

Stephen Gomez
Chair of the Board
Bicycle Transportation Alliance

Jay Graves
CEO
The Bike Gallery

Steve Gutmann
Consultant

Alison Hill Graves
Executive Director
Community Cycling Center

Neil McFarlane
General Manager
Tri-Met

Randy Miller
President
Produce Row Property Management Co.

Lynn Peterson
Sustainable Communities and Transportation Policy Advisor to Governor Kitzhaber

Rick Potestio
Potestio Studio

Dick Schouten
Commissioner
Washington County Board of Commissioners

Philip Wu, MD
Clinical Pediatric Lead, CMI Weight
Department of Pediatrics
Kaiser Permanente Northwest

Dave Yaden, Former Chair, Blue Ribbon Committee for Trails

Attachment 6
Regional Active Transportation Plan (ATP) Key Stakeholders

ATP Stakeholder Committees

- Executive Council for Active Transportation
- Stakeholder Advisory Committee for the ATP

Business/Economic Development

- East Metro Economic Alliance
- Westside Economic Alliance
- Columbia Corridor Association
- Portland Business Alliance
- Oregon Business Plan
- Greater Portland Inc.
- Portland Development Commission
- Portland Regional Partners for Business
- Intel – Environmental Health and Safety Group
- Kaiser Permanente leadership
- ODS leadership
- Providence leadership

Government and agencies

- Metro advisory and technical committees: JPACT, TPAC, MPAC, MTAC
- City Mayors and Councils
- TriMet leadership
- ODOT leadership
- Oregon Transportation Commission
- Oregon Bike and Pedestrian Committee
- Congressional Delegates and staff

Washington County

- Washington County Coordinating Committee and TAC
- Washington County Board of Commissioners
- Tualatin Parks and Recreation District and Board
- Washington County Planning Commission
- Washington County Public Affairs Forum
- Beaverton Bicycle Advisory Committee
- Washington County Health and Human Services
- TV Highway Steering Committee

Multnomah County and Portland

- East Multnomah County Transportation Committee
- Multnomah County Commissioners
- Multnomah County Planning Commission
- Multnomah County Health Department
- City of Portland Bicycle and Pedestrian Advisory Committees
- Portland Parks Advisory Board

Clackamas County

- Clackamas County Coordinating Committee and TAC
- Clackamas County Board of Commissioners
- North Clackamas County Parks and Recreation District and Board
- Clackamas County Planning Commission
- Clackamas County Pedestrian and Bikeway Committee

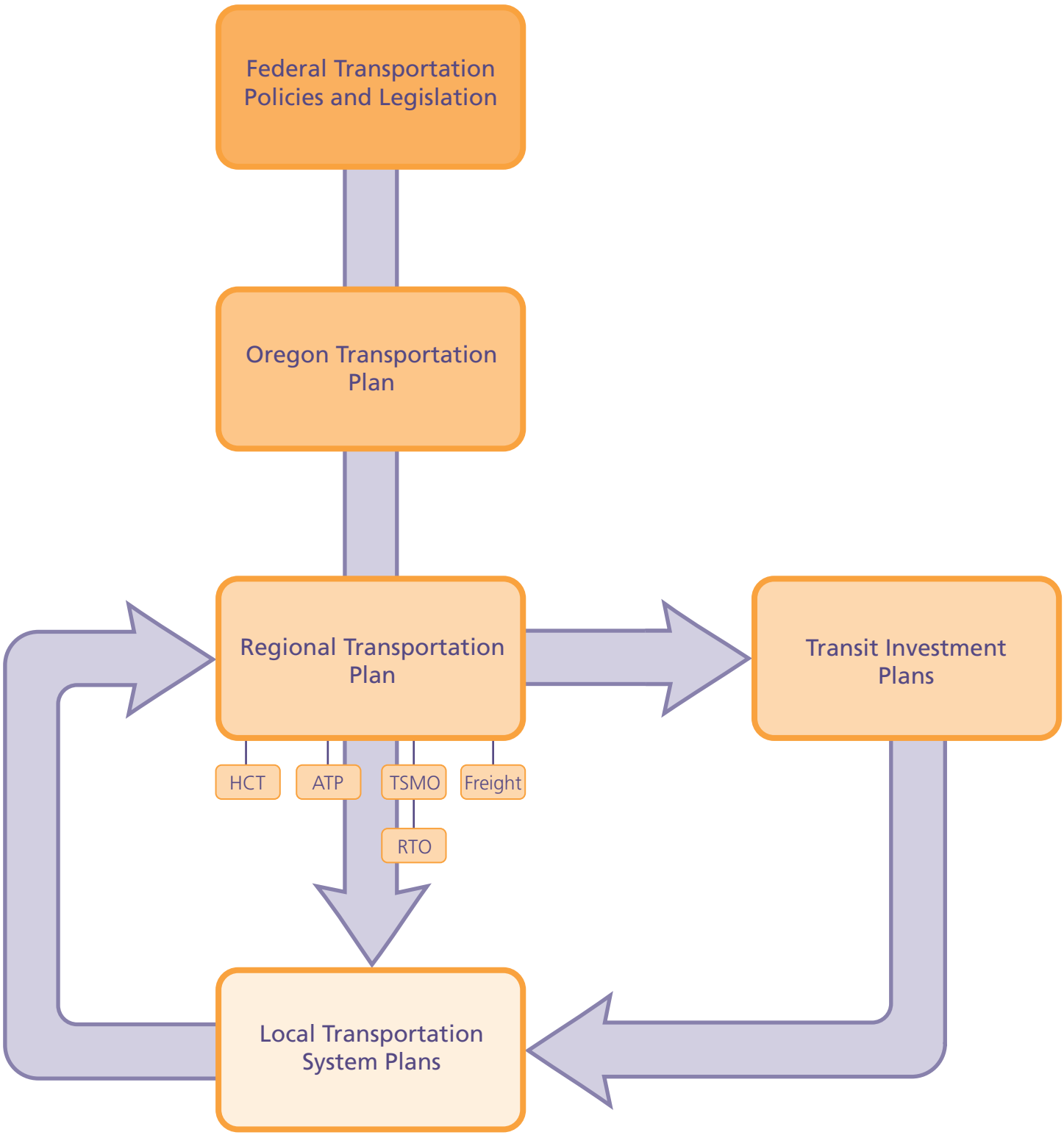
Attachment 6
Regional Active Transportation Plan (ATP) Key Stakeholders

Community and Advocate groups

- Willamette Pedestrian Coalition and Board
- Bicycle Transportation Alliance and Board
- OPAL
- Coalition for a Livable Future
- East Portland Action Plan Committee
- The Intertwine Alliance and Board
- Upstream Public Health
- African American Health Coalition
- Verde
- Latino Network
- Urban League
- Westside Transportation Alliance
- NAYA
- Latino Network
- Northwest Health Foundation
- Black United Fund
- APANO
- Community Cycling Center

Attachment 7

Transportation Planning Framework for Regional Active Transportation



December 2011

An active transportation plan for the region

www.oregonmetro.gov/activetransport

Draft Project Timeline ~ December 2011

The Active Transportation Plan (ATP) will identify the Principal Active Transportation Network for the region, integrating walking, bicycling and public transportation and creating a seamless, green network. The ATP will develop guiding principles and criteria that include equity, health, safety, economic development and access and are consistent with the region's six desired outcomes to provide a framework for evaluating policies and prioritizing funding and projects in the Regional Transportation Plan and local Transportation System Plans. It will develop active transportation policies that will update existing regional pedestrian, bicycle and transit policies, performance targets and design concepts, and synthesizes policies and priorities from other pedestrian, bicycling and transit plans. And, it will prioritize projects and develop a phased implementation plan and funding strategy that clearly articulates state, regional and local roles and responsibilities.

Regional Active Transportation Action Plan Timeline of Major Tasks

		2011						2012												2013					
							Month 1					Month 6						Month 12						Month 18	
Task		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Jun
0	Project Chartering and Scoping																								
1	Project Management, Stakeholder Involvement and Meeting Coord.																								
2	Document Format and Outline																								
3	Existing Conditions, Data Collection and Analysis																								
4	Guiding Principles, Criteria and Evaluation Framework																								
5	Network Concepts																								
6	Alternative Networks, Modeling and Evaluation																								
7	Select Principal Active Transportation Network and Focus Areas																								
8	RTP Network Visions & Maps, Policy Framework and Design Guidelines																								
9	Data Protocols																								
10	Prioritize projects, Phased Implementation Plan and Funding Strategy																								
11	Finalize Plan and Amendments																								
12	Plan and Amendments Prepared for Adoption																								

Attachment 8

Project Chartering and Scoping
Establish staff team and Stakeholder Advisory Committee, develop work scope and execute intergovernmental agreement with the Oregon Department of Transportation. The regional work group will include planning and engineering staff from transportation and parks departments of local governments and park providers, TriMet, ODOT, advocacy groups and representatives from health and environmental justice communities. The Executive Council for Active Transportation will serve as leadership group.

1. **Project Management, Stakeholder Involvement and Meeting Coordination**
   Implement a stakeholder involvement process that is inclusive and generates input from a cross-section of stakeholders involved with and impacted by active transportation. Provide jurisdictional partners with frequent opportunities for coordination and input into the planning process. Create an organizational, meeting and decision making structure that has clearly defined roles and responsibilities and enables efficient, clear communication.

2. **Document Format and Outline**

3. **Existing Conditions, Data Collection and Analysis**
   Provide a thorough and accurate set of baseline information, analysis and data for the development of alternatives.

4. **Guiding Principles, Criteria and Evaluation Framework**
   Develop a set of regionally agreed upon guiding principles and criteria that will be used to: 1) develop a set of network concepts, 2) evaluate those concepts, 3) identify the desired concept, 4) identify alternative networks, 5) evaluate the networks, 6) identify the preferred network, and 7) provide a framework to prioritize regional AT projects and funding.

5. **Network Concepts**
   Develop a set of network concepts that explore both a variety of network structures (e.g. hub and spoke, spiderweb, grid) and approaches (e.g. serve all centers equally, access to transit, filling gaps, etc.). Understand the benefits, challenges and trade-offs of the different concepts associated with each of the concepts.

6. **Alternative Networks, Modeling and Evaluation**
   From Network Concepts, identify alternative networks for evaluation and modeling. Evaluate the alternative networks using the AT Guiding Principles and Criteria, the regional bicycle model and pedestrian network analysis. Identify the recommended Regional Principal Active Transportation Network.

7. **Select Principal Active Transportation Network and Focus Areas**
   Based on the evaluation and modeling of the alternative networks and stakeholder input, select the preferred Regional Principal Active Transportation Network. Identify focus areas for project prioritization and implementation of the ATP.

8. **Regional Transportation Plan Network Visions and Maps Amendments, Policy Framework and Design Guidelines**
   Articulate the distinction between the regional active transportation network, the regional pedestrian, bicycle and transit systems in the 2035 RTP and the local pedestrian and bicycle systems. Provide design guidelines for the Regional Bicycle Parkway and pedestrian equivalent to guide implementation of recommended principal active transportation network and implementation of this network in local transportation system plans. Provide guidelines for project development through regional programs and allocation of funds. Develop a revised RTP policy framework including performance measures and targets, revised RTP Regional Bicycle and Pedestrian Network maps, and clarification of the distinction between the regional Active Transportation Network, the regional pedestrian and bicycle systems in the 2035 RTP, and local pedestrian and bicycle systems.

9. **Data Protocols**
   Develop plans and recommendations for creating and managing robust regional datasets for bicycling and walking use and facilities, in response to Metro's recently completed Multi-Modal Inventory.

10. **Prioritize Projects, Phased Implementation Plan and Funding Strategy**
    Prioritize projects, develop and implementable plan, develop a funding strategy for completing the regional network and describe regional and local roles and responsibilities for implementation.

11. **Finalize Plan and Amendments**
    Develop the final plan document and prepare final proposed policy recommendations and amendments to RTP, RFTP, and UGMFP.

12. **Plan and Amendments Prepared for Adoption**
    The Active Transportation Plan for the Region (ATP), with financing and implementation strategies, and policy recommendations and amendments to the RTP, RTFP, and UGMFP are finalized for adoption.

January 2012

An active transportation plan for the region

www.oregonmetro.gov/activetransport

A plan for the region

Communities across the country are recognizing that active transportation creates vibrant communities, contributes to economic prosperity, provides low-cost transportation options, keeps the air and water clean, and is fun and healthy!

Metro has started working with partners on the region's first Active Transportation Plan to identify strategies for completing a regional active transportation network. The project will be completed by June, 2013.

The workplan for the project has been finalized and a Stakeholder Advisory Committee has been formed. The Executive Council for Active Transportation will serve as a policy advisory committee.

What will the plan do?

Identify the strategies, priorities and projects to complete a regional seamless, green network of on and off-street pathways connecting the region and integrating walking, biking and public transit.

Develop the guiding principles and criteria including equity, health, safety, economic development and access, to guide priorities and investments.

Update and refine active transportation policies in the Regional Transportation Plan and Regional Transportation Functional Plan.

Prioritize projects and develop a phased implementation plan and funding strategy to complete the network.

What is *active transportation*?

Active transportation is travel powered by human energy, such as walking and riding a bike. Using public transportation is active travel because most trips involve walking or riding a bike.

Why is this important?

Active transportation supports economic development, reduces household costs and is part of safe and healthy communities, by making it easier to walk, ride a bike and take public transportation for daily trips. Active transportation:

- Promotes vibrant business districts
- Reduces transportation costs
- Supports tourism
- Attracts skilled workers
- Reduces healthcare costs and obesity
- Reduces green house gas emissions
- Reduces crashes
- Increases neighborhood safety
- Supports local businesses
- Provides connections to nature

How can I get involved?

To learn more or get on the project mailing list visit the project webpage or contact Lake McTighe at: lake.mctighe@oregonmetro.gov 503-797-1660

Metro

Agenda Item No. 3.0

COUNCIL LIAISON UPDATES

Metro Council Work Session
Thursday, Feb. 9, 2012
Metro, Council Chamber

Materials following this page were distributed at the meeting.

The Regional Active Transportation Plan ~ Project Overview

Metro Council Presentation
Feb. 9, 2012

Lake McTighe
Senior Transportation Planner
Regional Transportation Planning


And this is what active transportation looks like in many places


And this…

Our region has made a lot of progress towards providing the infrastructure and programming for getting around ACTIVELY.

Theme 1: Why the timing is right for a Regional Active Transportation Plan

We've built momentum


Communities want more
active transportation

Agreement on priorities & strategy

"We as a region need to be very clear about what we're doing... we need to think about what our strategies are"

Theme 2: When you think about a regional Active Transportation Plan…

Think about a regional HCT system, for bicycling and walking ~

The Principal Regional Active Transportation Network

Built on the Principles for Active Transportation

- ✓ Seamless
- ✓ Direct and accessible
- ✓ Safe
- ✓ Intuitive
- ✓ Easy to use
- ✓ Attractive
- ✓ Designed with nature
- ✓ Relieves road system

Bicycling and walking achieves local goals and regional outcomes.

Local implementation, regional impact.

When you think about the ATP, think about….

Vibrant Communities

Creates 20 minute neighborhoods and vibrant street life, fosters community interaction, keeps eyes on the street, supports local businesses, connects people, creates local identity, uniqueness of place

Equity

Provides transportation options and safe access to essential destinations, lowers household costs, reduces health care costs

Clean air and water

Reduces pollution and green house gas emissions, keeps water and air clean for future generations

Regional climate change leadership

Reduces drive alone trips, increases the number of people walking and biking, connects destinations to bicycle and walking paths

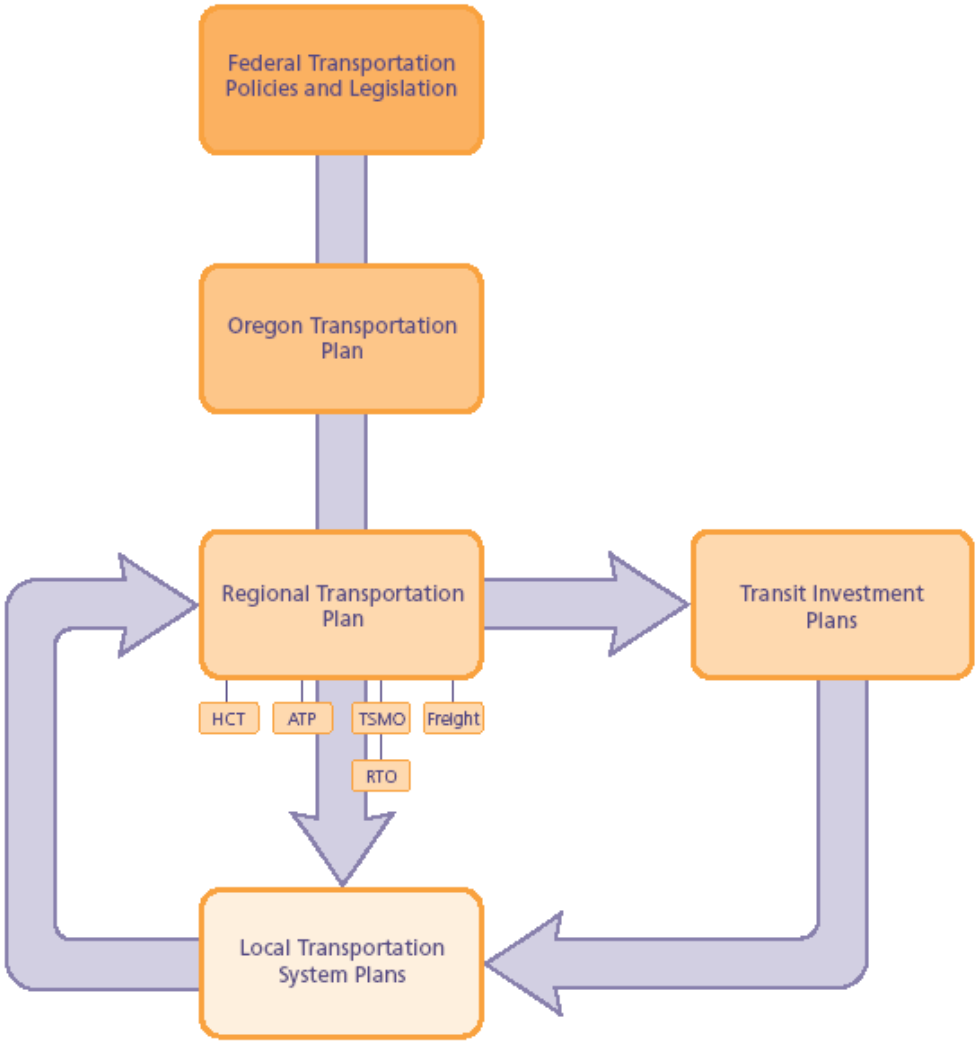
Transportation choices

Connects people to where they need to go, provides low cost transportation

Economic prosperity

Attracts workforce, supports tourism, supports local businesses, creates jobs, fosters new businesses, part of brand identity and marketing

Transportation Planning Framework for Regional Active Transportation



Active Transportation Plan: Objectives

January 2012 – June 2013

1. Identify tiered priority projects for the Principal Regional Network
2. Develop guiding principles and criteria to prioritize projects and funding
3. Recommended policies, performance targets & performance measures
4. Agreed upon implementation & funding strategies

Major milestones

PHASE I January - June 2012

Existing Conditions and Framing Choices

PHASE II August 2012-January 2013

Network Concepts and Select Alternative

PHASE III February - June 2013

Identify Priorities/Implementation Plan

Synergy with other Metro projects

- Climate Smart Communities scenarios
- SW Corridor
- East Metro Connections Plan
- Community Investment Strategy
- Metro guidance on TSP updates

Theme 3: The key to success is our partners

The key to success is our partners

- Stakeholder Advisory Committee
- Executive Council for Active Transportation
- Metro's Policy and Technical Advisory Committees
- Trail, Bicycle and Pedestrian Committees and Groups
- Health
- State and local government
- Businesses and business groups
- The public

This plan will be a success if…

This will not be a success if…..

The Metro Council's role

Guiding the project at key milestones

- Level of involvement
- Working with partners
- Key messages
- Coordination with other Metro projects

2012 cw - 02

Metro | *Making a great place*

The Regional Active Transportation Plan

We will be successful if....

- It is not just about transportation – it is also about healthy people and environment, healthy economy
- An inclusive process that grows a broad base of support
- Regional agreement on priorities, translating into more funding and policy changes
- Equity – everyone shares in the benefits and needs of underserved are addressed
- Is an exciting, living document that tells real stories – not a plan on the shelf
- Benefits both local and regional needs, there is local buy-in
- Clear implementation plan, with projects and implementers clearly defined
- Adopted by Metro Council and JPACT, amended to the Regional Transportation Plan
- Results in more and better data on bicycling and walking
- Support is developed for future action
- Includes bold policies to prioritize bicycling and walking projects
- Health indicators are included in performance measures

We will not have succeeded if....

- Plan sits on the shelf, does not do anything
- Priorities are not clear
- Lack of ownership, support – plan is unfunded
- Non-inclusive process limited to the usual suspects – does not grow the base of support
- Polarizes community (e.g. bikes vs. ...)
- Miss an opportunity to integrated with other projects in the region
- Project is not focused

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Trails & Active Transportation Selected Indicators of Success

as of 2008 Blue Ribbon Committee & Executive Council for Active Transportation

Year	Success	Regional $
2008	Blue Ribbon Committee for Trails Completes Case Statement	500,000
2008	Economic activity related to bicycling in Portland: $638 M annually & 600-800 jobs	
2008	THPRD Bond Measure, Trails	15,000,000
2009	Urban Trails Fund Established at ODOT	300,000
2009	Metro Active Transportation Program Established	320,000
2009	2010-13 Regional Flexible Funds for Bike & Ped	10,700,000
2009	Transportation Enhancement Grants for 2009-2014	4,230,000
2010	Portland Bicycle Plan for 2030 Adopted	
2010	Bi-State Regional Trails Plan	5,000
2010	An estimated 11.6 Million trips are made on Regional Trails	
2011	As of 2011, 237-miles of Regional Trails and over 600-miles of On-Street Bicycle Facilities Constructed in the Region	
2011	Trail users kept off an estimated 17-million pounds of fat and saved the Region an estimated $155 million in averted health care costs	
2011	New Bike/Ped Coordinator Position in Washington County	
2011	ODOT Flexible Funds Awarded	5,900,000
2011	Active Transportation Section Established at ODOT	
2011	Over 2,000 Volunteer Hours for Regional Trail Counts 2008-2011	
2011	2014-15 Regional Flexible Funds for AT/Complete Streets	16,500,000
2011	Regional Active Transportation Plan Funded	336,000
2011	Intertwine Regional Trails Signage Plan Developed	30,000
2011	3 Miles of Trail Easements for 40-Mile Loop - 2006 Bond Measure	1,600,000
2011	THPRD, SDCs for completion of a Fanno Creek Trail gap	2,000,000
2012	ODOT Flexible Funds – Proposed AT Projects	7,195,000
2012	Active Transportation Planner Position at TriMet	
2012	Intertwine Website	68,000
Total $		**$64,729,000**

THE INTER TWINE

Metro is a partner of The Intertwine, our connected network of parks, trails and natural areas in the Portland, Oregon and Vancouver, Washington region. To learn how you can help us plan, protect and promote The Intertwine, visit www.theintertwine.org

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Short List of Active Transportation Projects Recently Funded

Trail Master Plans (Total Project Costs)

- Westside Trail: $ $334,336
- Tonquin Trail: $ 229,517
- Mt.Scott/Scouter Mt. Trail Loop: $111,445
- Portland to Lake Oswego Trail: $111,445
- Sullivan's Gulch Trail Master Plan: $249,638
- NpGreenway Master Plan: $495,709
- Council Creek Trail: $243,446

Trail & Active Transportation Projects Recently Funded with MTIP-RFF, ODOT Flex Funds and TE (Total Project Cost)

- SE 17th Ave. Trail -Connecting Springwater to Trolley Trail in downtown Milwaukie-$3.4 Million
- Hillsboro Regional Center: Oak and Baseline - $557,227
- West Fork of the Tonquin Trail, Sherwood - $5.7 Million
- East Portland Active Transportation to Transit Portland Phase I- $4.7 Million
- Portland Bike Sharing Project Portland - $4 Million
- SE Foster Road Safety Enhancement and Streetscape Project (50th-84th) Portland - $3.3 Million
- Arata Road Improvements Multnomah Co - $1.9 Million
- Portland's Going to the River – bundling bicycle, pedestrian, transit and transportation demand management to improve access to Swan Island - $2.3 Million
- Waud Bluff Trail – a path that will enable commuters and other trail users to enjoy improved grading and a paved surface down to Swan Island - $3.2 Million
- Bike/Ped Trail Bridge connecting Pier Park to Chimney Park in North Portland - $1.6 Million

Proposed 2012 ODOT Flexible Fund projects (Total Project cost)

- Intertwine Signage and Trails Way finding Signs : fabricate and install 600 signs along three of The Intertwine's premier regional trails, the Trolley Trail in North Clackamas, the Fanno Creek Trail in Tigard, and the Rock Creek Trail in Hillsboro -$292,000
- Beaverton Crescent Connection Bicycle, Pedestrian, Transit and Pedestrian to Transit Corridor Improvement - $4.3 Million
- Portland East Portland Access to Transit Part II - $ 710,000
- Portland SmartTrips for Portland Streetcar - $ 481,080
- Gresham, Oregon Max Trail Completion and Enhancement - $2 Million
- Multnomah County Arata Road Pedestrian and Bicycle Enhancement Project - $2.6 Million
- TriMet Ride Connection Community Resource Center - $5.6 Million
- Wilsonville's SMART Transit Integration Project - $300,000

For more information contact:
Lake McTighe, Metro, 503-797-1660, lake.mctighe@oregonmetro.gov
Mel Huie, Metro, 503-797-1731, mel.huie@oregonmetro.gov

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optin
ONLINE PANEL

1. INTRODUCTION & METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted an online survey among Opt In members to assess their opinions about walking, biking, and public transit infrastructure in the region. Findings from this survey will inform Metro's regional plan for active transportation.

Opt In Member Methodology: DHM Research emailed all Opt In members and invited them to participate in the survey between October 14 and 31, 2011. One reminder email was sent.

A total of 3,865 members participated in the survey, approximately 53% of the panel. Participation varied by county, with 52% of Clackamas County members, 57% of Washington County members, and 53% from Multnomah County participating in the survey.

The surveys were hosted on an independent and secure DHM server and available to respondents 24 hours a day. In gathering responses, DHM employed quality control measures, including pre-testing and monitoring the online survey to identify potential browser issues.

Statement of Limitations: The membership in Opt In, in addition to the members who chose to take this survey, is not representative of the region's population. Due to this, results to the survey findings are reported by county, instead of the total. Subgroup differences by age, gender, and political affiliation are noted, when applicable. Online surveys with respondents are not scientifically valid sampling of the region's population. This type of online research is a form of public engagement and is not statistically reliable.

DHM Research: Davis, Hibbitts & Midghall, Inc. has been providing opinion research and consultation throughout the Pacific Northwest and other regions for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. www.dhmresearch.com

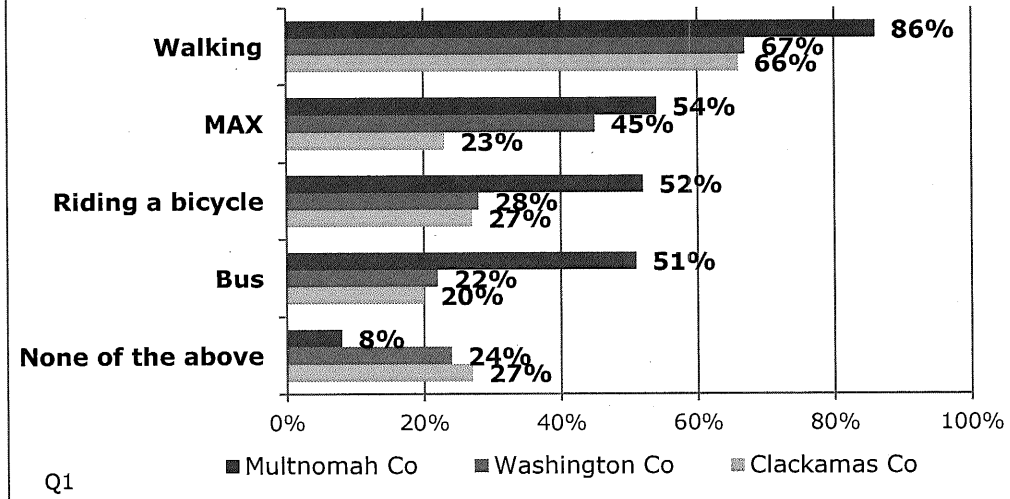
dhm RESEARCH
DAVIS, HIBBITTS & MIDGHALL, INC.

2. SUMMARY & OBSERVATIONS

2.1: A large number of survey respondents have used alternate forms of transportation instead of an automobile.

- Nine in 10 Multnomah County respondents have taken MAX or the bus, walked, or ridden a bike at least once in the past month as a form of transportation, with walking being most used. Three-quarters (74%) said at least some of their walking trips were to or from public transportation.
- Three-quarters of members living in Clackamas and Washington counties have also used MAX or bus, walked, or ridden a bike for transportation in the past month, with walking also being most popular in these counties. At least some of these walking trips were to or from public transportation (Washington: 49%; Clackamas: 36%). Clackamas County members were the least likely of members to use the MAX.
- Although questions were worded differently, for comparison purposes, in a 2010 scientific general population survey conducted by Metro (the Regional Transportation Options Travel and Awareness Survey), 11% of the region bicycled for transportation, 34% walked, and 12% used bus or MAX on at least a monthly basis.

CHART 1
ALTERNATE FORMS OF TRANSPORTATION USED IN THE PAST MONTH



Q1

Demographic Differences: Women were more likely to have walked in the past month than men, and men were more likely than women to have ridden a bicycle in the last month.

With the exception of walking, members ages 18 to 34 were more likely to use alternate modes of transportation – riding a bicycle and taking bus and MAX – than members 35 and older. The same was true for members with incomes under $75k than those with higher incomes.

2.2: A majority of respondents found it very important to have access to safe and convenient bicycle and walking paths in their neighborhood and city; Multnomah County members were the most passionate about this issue.

- Three-quarters or more members in each county said it is "very" or "somewhat" important for them to have safe walking and bicycling paths in their neighborhood and city.
- Approximately seven in 10 members in Multnomah County said this is "very" important, compared to approximately five in 10 members living in Clackamas and Washington counties.

CHART 2
IMPORTANCE OF CONVENIENT WALKING PATHS IN NEIGHBORHOOD

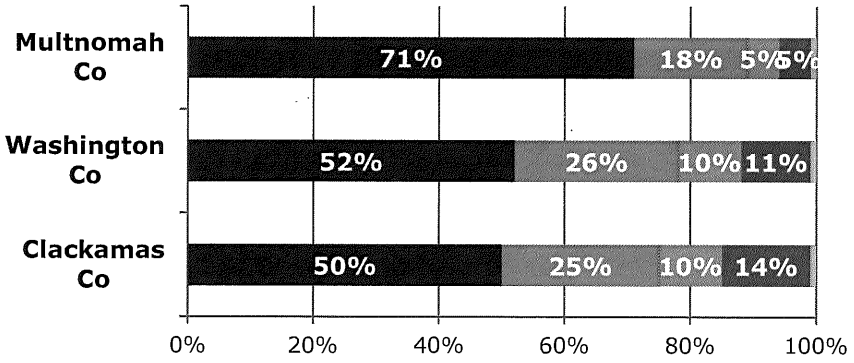
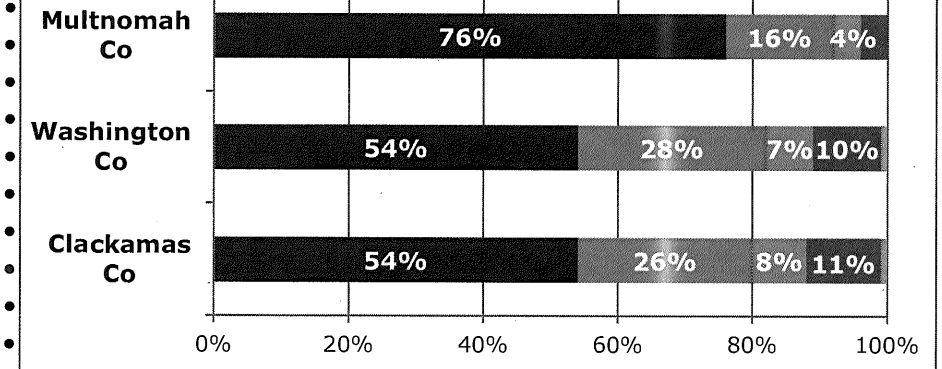
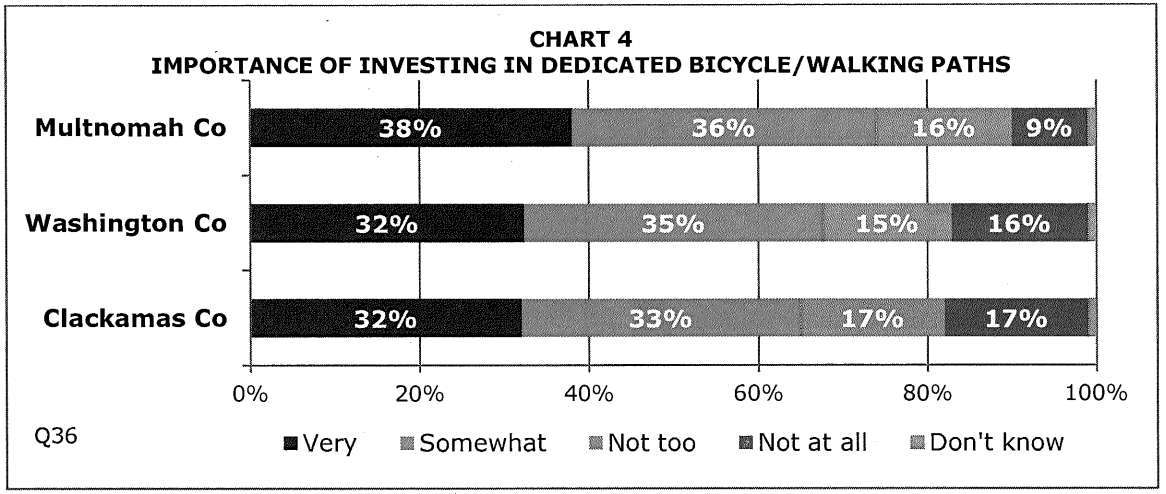


CHART 3
IMPORTANCE OF CONVENIENT WALKING PATHS IN CITY



Demographic Differences: A majority of all subgroups thought it was important to have safe and convenient walking paths in their neighborhood, however there were differences in passion level. Approximately nine in 10 Democrats and Independents found this important, compared to five in 10 Republicans. Most other demographic differences were not this extreme, however women and members under the age of 55 found this more important than their counterparts.

- More than six in 10 members in each county said it is important for the community to invest in dedicated bicycle and walking trails and pathways at this time, even though they are more expensive to build than regular sidewalks and bike paths. Respondents were split between this being "very" and "somewhat" important.

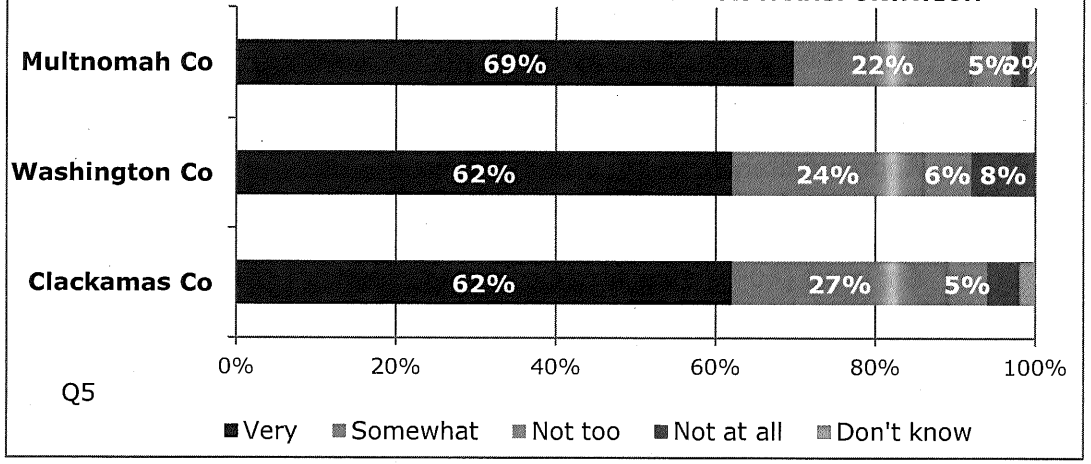


Demographic Differences: With the exception of Republicans, of which 35% said this is important, six in 10 in each subgroup said it is important for the community to invest in dedicated bicycle and walking paths and trails.

2.3: A majority of respondents in each county have ridden their bicycle for transportation purposes on a weekly basis, and were interested in riding more often.

- Using a bicycle as a form of transportation was a popular form of transportation for Opt In members, with 77% riding weekly in Multnomah County, 56% in Washington County, 55% in Clackamas County. The number of people who rode their bikes on a weekly basis in the 2010 scientific survey was less than one in 10.
- Five percent (5%) or less in each county never ride their bikes for transportation purposes.
- Opt In members said they ride their bicycles to a variety of destinations, with large majorities in each county who said they have ridden their bikes to the grocery store, work, visiting friends, shopping, on trails, and in parks and other natural spaces.
- More than six in 10 in each county were "very" interested in using a bicycle as a transportation mode more often.

CHART 5
LEVEL OF INTEREST IN BIKING MORE OFTEN FOR TRANSPORTATION



Demographic Differences: A high majority in each subgroup were interested in riding a bicycle for transportation purposes. Republicans (37%) were less likely to be "very" interested than any other subgroup; more than five in 10 in all other subgroups were "very" interested.

2.4: Adding more dedicated bike lanes would help encourage respondents to ride their bicycle for transportation on a more frequent basis.

- Just over six in 10 in each county said that automobile traffic and speed is a barrier to their riding a bicycle more often; this was the biggest barrier identified by members. Other barriers specifically related to bike paths, including bike lanes or paths ending, and bike routes not being well-connected. Safety was also a barrier, cited by 27%, with women more likely than men to have said this (32% vs. 23%).
- While approximately four in 10 members in Multnomah County noted that these are barriers, bike lanes ending or not being well-connected were rated as even more of a barrier in Washington and Clackamas counties.
- Approximately seven in 10 in each county said that having well-connected routes and having dedicated bike lanes on roads are both "very" important to feeling safe while riding; almost all members said these are "somewhat" or "very" important.
- Six in 10 (60%) members living in Clackamas County also said it is important to have paved pathways and trails separated from traffic, something that is more important to them than members in Washington (53%) and Multnomah (48%) counties.
- Members were more divided on other safety upgrades tested, with Multnomah County members more likely to have said each is more important than those in Washington and Clackamas counties, including bike prioritized crossings on busy streets, reduced speeds for cars, and pavement markings and signs.

TABLE 2

IMPORTANCE OF EACH TO MAKING RIDING A BIKE SAFE, COMFORTABLE, EASY

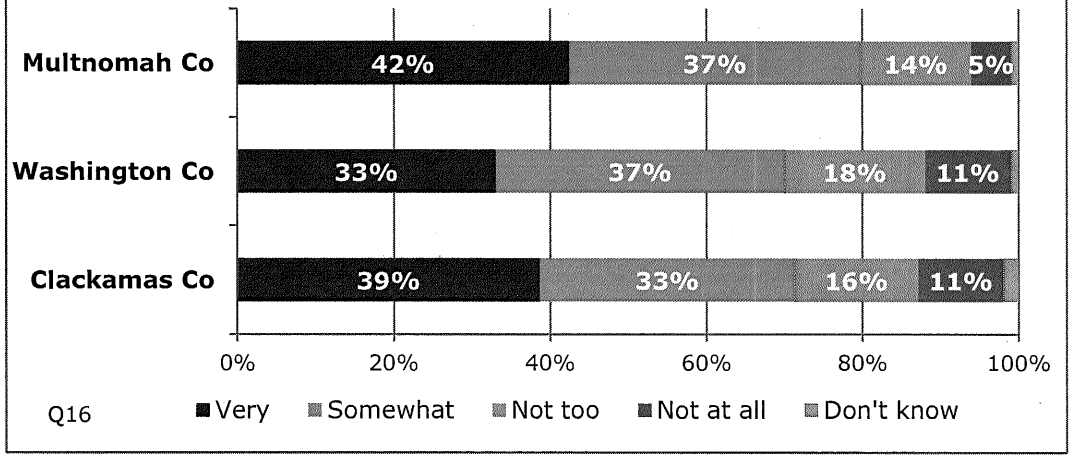
Infrastructure Improvements (Q7-Q13)	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
Well-connected routes					
Multnomah Co.	69%	26%	4%	1%	0%
Washington Co.	66%	26%	5%	3%	0%
Clackamas Co.	70%	24%	3%	3%	0%
Dedicated bike lanes on roads					
Multnomah Co.	62%	30%	5%	2%	0%
Washington Co.	64%	26%	6%	4%	0%
Clackamas Co.	67%	23%	5%	4%	0%
Bike prioritized crossings on busy streets					
Multnomah. Co.	53%	31%	11%	4%	1%
Washington Co.	38%	29%	20%	11%	2%
Clackamas Co.	30%	38%	18%	12%	2%
Reduced speeds for cars and other motorized vehicles					
Multnomah Co.	49%	33%	14%	3%	1%
Washington Co.	30%	35%	23%	11%	1%
Clackamas Co.	26%	36%	23%	11%	3%
Paved pathways and trails, separated from traffic					
Multnomah Co.	48%	32%	16%	4%	0%
Washington Co.	53%	25%	15%	6%	0%
Clackamas Co.	60%	30%	7%	3%	1%
Street maintenance, like filling potholes					
Multnomah Co.	46%	40%	12%	2%	0%
Washington Co.	42%	36%	17%	4%	0%
Clackamas Co.	48%	38%	10%	4%	0%
Pavement markings and signs					
Multnomah Co.	43%	40%	14%	2%	0%
Washington Co.	33%	45%	15%	5%	1%
Clackamas Co.	39%	37%	19%	5%	0%

Demographic Differences: Large majorities in each subgroup said it is important to have well-connected routes, dedicated bike lanes, pave pathways, street maintenance, and pavement markings. The only items that were not seen as important to a majority in each subgroup were bike prioritized crossings on busy streets and reduced speeds for cars, both of which were not important to a majority of Republicans. With the exception of paved pathways and trails separated from traffic, women rated each approximately 5 points higher in importance than men, and were more likely to rate them "very" important.

2.5: Walking was noted as a popular non-motorized transportation option for members, particularly to leisure activities, with majorities in each county who walk for transportation purposes on a weekly basis.

- A majority of members walk on a weekly basis, with 80% in Multnomah County, 54% in Washington County, and 51% in Clackamas County who use this as a transportation mode. This number was 23% in the region in the 2010 scientific survey.
- The most popular destination to walk to for Washington and Clackamas county members were parks, trails, and other natural areas, with seven in 10 who said they walk to these places. A majority also said they walk to restaurants, the grocery store, and shopping.
- Multnomah County members said they walk to a larger variety of leisure activities, including restaurants, the grocery store, shopping, visiting friends, and other entertainment than members in the other two counties.

CHART 6
INTEREST IN WALKING MORE AS A FORM OF TRANSPORTATION



- Multnomah and Washington county residents were more likely to walk to the bus or MAX than Clackamas County members (76% and 65% vs. 46%).
- Eight in 10 in Multnomah County and seven in 10 in Washington and Clackamas counties were interested in walking more often for transportation, however high ("very") interest is lower in each county for this option than it is for bicycling more often (more than six in 10 in each county were "very" interested in bicycling more often, compared to 33% to 42% who were "very" interested in walking more often).

Demographic Differences: A majority of all subgroups were interested in walking more as a form of transportation, especially those 35 years of age and older. Republicans (48%) were less interested in this than Democrats (81%) and Independents (75%).

2.6: Distance was the biggest barrier for respondents when it came to walking more often, followed by sidewalk and crosswalk infrastructure, which were important infrastructure improvements to respondents.

- The distance and time it takes to walk places was a barrier for many Opt In members in each county to choosing walking as their transportation option.
- Members in Washington and Clackamas counties were also more likely than members in Multnomah County to identify sidewalks ending or not being well-connected as a barrier.
- The most important infrastructure improvement to making walking safe, comfortable, and easy for members was safe crossings at busy streets, with more than seven in 10 in each county who identified this as "very" important. Other important improvements were paved pathways, sidewalks with no gaps, and reduced speeds for motorists, with combined "very" and "somewhat" important ratings being in the high majorities.

Demographic Differences: Majorities in each subgroup said it is important to have each of the infrastructure improvements tested, with the exception of reduced speeds for cars, both of which were not important to a majority of Republicans. It was also less important to members ages 17 to 24.

TABLE 3

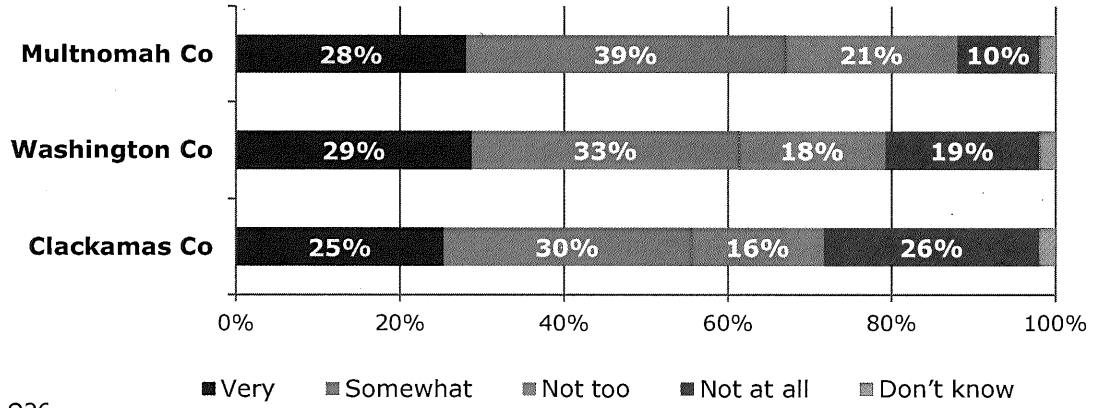
IMPORTANCE OF EACH TO MAKING WALKING SAFE, COMFORTABLE, EASY

Infrastructure Improvements (Q19-Q24)	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
Safe crossings at busy streets					
Multnomah Co.	79%	17%	2%	1%	0%
Washington Co.	74%	20%	2%	3%	1%
Clackamas Co.	71%	23%	3%	3%	0%
Sidewalks with no gaps					
Multnomah Co.	41%	35%	17%	5%	1%
Washington Co.	44%	35%	13%	6%	2%
Clackamas Co.	43%	32%	19%	6%	1%
Reduced speeds for cars and other motorized vehicles					
Multnomah Co.	33%	33%	24%	9%	1%
Washington Co.	19%	33%	27%	19%	2%
Clackamas Co.	20%	30%	32%	15%	2%
Paved pathways and trails for walking					
Multnomah Co.	32%	38%	22%	7%	1%
Washington Co.	44%	34%	14%	7%	2%
Clackamas Co.	50%	30%	15%	3%	1%
Having landscaping, lighting, and benches along walking paths and sidewalks					
Multnomah Co.	25%	38%	27%	9%	1%
Washington Co.	25%	36%	23%	15%	2%
Clackamas Co.	21%	35%	31%	12%	1%
Pavement markings and signs					
Multnomah Co.	22%	33%	32%	11%	2%
Washington Co.	22%	38%	26%	12%	2%
Clackamas Co.	24%	34%	28%	12%	2%

2.7: Members said they use bus or MAX less frequently than they walk or bicycle for transportation, however majorities said they use these services at least a few times a year and are interested in using them more often.

- A majority of members in each county said they use MAX or bus a few times a year or more, however their frequent usage of these modes is much less than their use of walking or bicycling.
- In Multnomah County, 46% said they use public transportation on a weekly basis, 27% said weekly in Washington County, and 18% said weekly in Clackamas County.
- A majority of members were "very" or "somewhat" interested in using bus or MAX more often, especially in Multnomah and Washington counties.
- Public transportation was used for a variety of purposes, particularly to get to places of entertainment and employment.
- Out of the updates tested, increased frequency and safe and comfortable walking and bicycling routes to get to and from transit stops were the most important to make using public transportation safer and easier.

CHART 7
INTEREST LEVEL FOR TAKING BUS/MAX MORE OFTEN



Q26

Demographic Differences: Six in 10 in each demographic group were interested in taking bus or MAX more often, with the exception of Republicans (30%).

TABLE 4

IMPORTANCE OF EACH TO MAKING PUBLIC TRANSPORTATION SAFE, EASY

Infrastructure Improvements (Q29-Q33)	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
Increase the frequency of bus and MAX					
Multnomah Co.	46%	31%	14%	6%	2%
Washington Co.	32%	30%	19%	14%	5%
Clackamas Co.	35%	26%	17%	17%	6%
Safe and comfortable walking and biking routes to get to and from transit stops					
Multnomah Co.	42%	35%	14%	8%	1%
Washington Co.	43%	30%	10%	15%	2%
Clackamas Co.	41%	29%	11%	15%	5%
Feeling safer at bus and MAX stops					
Multnomah Co.	30%	31%	27%	11%	2%
Washington Co.	40%	30%	17%	11%	3%
Clackamas Co.	42%	22%	19%	12%	4%
Increase the number of bus and MAX stops					
Multnomah Co.	15%	24%	37%	21%	3%
Washington Co.	17%	25%	28%	25%	5%
Clackamas Co.	15%	26%	30%	23%	7%
A place to store bikes at transit stops					
Multnomah Co.	15%	28%	26%	28%	3%
Washington Co.	13%	22%	23%	38%	4%
Clackamas Co.	13%	22%	20%	39%	6%

Demographic Differences: With the exception of feeling safer at the MAX stops, which was seen as important to majorities of respondents, Republicans were mostly divided about the importance of each of the other developments.

3. ANNOTATED QUESTIONNAIRE

Opt In
Active Transportation Survey
October 21-31, 2011; All Opt-In Members
DHM Research

Email
Next year, Metro and its partners will be developing a regional plan for active transportation, which is transportation such as walking riding a bike and taking the bus and MAX. The purpose of this plan is to develop a well-connected and efficient regional walking, bicycling and public transit network that makes getting around without a car easy for everyone.

Please take 7-8 minutes to take the survey, and help your regional government in its bicycling, walking and public transit planning.

Thanks,

The Opt In Team

Survey Introduction
Please take 7-8 minutes to tell us about how you get around on a daily basis, and your priorities for the regional active transportation plan.

1. In the past month, which of the following have you used as a form of transportation? This means getting to school, work, public transportation, running errands, or having fun. Check all that apply.

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Riding a bicycle	52%	28%	27%
Walking	86%	67%	66%
Bus	51%	22%	20%
MAX	54%	45%	23%
None of the above	8%	24%	27%

2. (If riding a bicycle to Q1) Did you ride your bicycle to or from public transportation, like bus or MAX?

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Yes	30%	34%	18%
No	69%	66%	82%
Don't know	0%	0%	0%

3. (If walk to Q1) Did you walk to or from public transportation, like bus or MAX?

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
Yes	74%	49%	36%
No	26%	50%	63%
Don't know	0%	0%	0%

Randomize question set Biking (Q4, 5, 6, 7-13, 14) with Walking (Q15, 16, 17, 18-23, 24) and Transit (Q25, 26, 27, 28-32, 33)

Riding a Bicycle

4. How often do you ride a bicycle for transportation purposes, such as getting to work or school or running errands? This does not include exercise or recreation.

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Daily	39%	14%	17%
A few times a week	27%	23%	25%
Once a week	12%	19%	13%
Once a month	10%	8%	13%
A few times a year	7%	16%	9%
Never	2%	3%	5%
I only ride a bike for exercise and/or recreation	4%	17%	18%
Don't know	0%	0%	0%

5. How interested are you in biking more often as a form of transportation?

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Not at all interested	2%	8%	4%
Not too interested	5%	6%	5%
Somewhat interested	22%	24%	27%
Very interested	69%	62%	62%
Don't know	1%	0%	2%

6. Thinking about your community, what are some barriers to riding a bicycle for transportation? Check all that you consider to be a barrier to you personally. (Randomize)

Response Category	Mult. Co. N=1301	Wash. Co. N=247	Clack. Co N=115
Automobile traffic and speeds	64%	60%	65%
Bike lanes or paths end	43%	55%	61%
The bike routes are not well connected	36%	49%	55%
I don't want to get wet or sweaty	35%	27%	24%
I don't feel safe	26%	33%	29%
Hills	25%	28%	29%
It takes too long	20%	26%	23%
I want to ride with my children, and it doesn't always feel safe for them	17%	21%	17%
There are no or few bicycle paths in my community	12%	33%	41%
It's too far to go to shops and other services	10%	19%	14%
I prefer to drive	3%	10%	10%
I don't know how to get to bike paths	5%	5%	3%
I don't like to do it	1%	3%	2%
I don't know how to ride a bike	0%	0%	1%
Other	25%	21%	17%
Don't know	2%	1%	1%

Are each of the following important or not important to making riding a bike safe, comfortable and easy for you? **(Randomize)**

Response Category	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
7. Bike prioritized crossings on busy streets					
Mult. Co. N=1301	53%	31%	11%	4%	1%
Wash. Co. N=247	38%	29%	20%	11%	2%
Clack. Co. N=115	30%	38%	18%	12%	2%
8. Paved pathways and trails, separated from traffic					
Mult. Co. N=1301	48%	32%	16%	4%	0%
Wash. Co. N=247	53%	25%	15%	6%	0%
Clack. Co. N=115	60%	30%	7%	3%	1%
9. Dedicated bike lanes on roads					
Mult. Co. N=1301	62%	30%	5%	2%	0%
Wash. Co. N=247	64%	26%	6%	4%	0%
Clack. Co. N=115	67%	23%	5%	4%	0%
10.Reduced speeds for cars and other motorized vehicles					
Mult. Co. N=1301	49%	33%	14%	3%	1%
Wash. Co. N=247	30%	35%	23%	11%	1%
Clack. Co. N=115	26%	36%	23%	11%	3%
11.Street maintenance, like filling potholes					
Mult. Co. N=1301	46%	40%	12%	2%	0%
Wash. Co. N=247	42%	36%	17%	4%	0%
Clack. Co. N=115	48%	38%	10%	4%	0%
12.Well connected routes					
Mult. Co. N=1301	69%	26%	4%	1%	0%
Wash. Co. N=247	66%	26%	5%	3%	0%
Clack. Co. N=115	70%	24%	3%	3%	0%
13.Pavement markings and signs					
Mult. Co. N=1301	43%	40%	14%	2%	0%
Wash. Co. N=247	33%	45%	15%	5%	1%
Clack. Co. N=115	39%	37%	19%	5%	0%

15. (If ride bike once a month or more to Q4) What types of places do you get to by riding a bike? Check all that apply. (Randomize)

Response Category	Mult. Co. N=1132	Wash. Co. N=158	Clack. Co N=78
Grocery store	78%	71%	64%
Work	77%	69%	67%
Visiting friends	77%	56%	55%
Shopping	73%	66%	59%
Parks, trails, and nature	68%	72%	76%
Entertainment	73%	49%	41%
Restaurant, eating out	73%	46%	44%
Bus or MAX	38%	53%	40%
Medical	41%	34%	15%
School	28%	15%	21%
Faith based places	9%	12%	13%
Other	11%	20%	13%

Walking

16. How often do you walk for transportation purposes, such as getting to work or school or running errands? This does not include exercise or recreation.

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
Daily	31%	17%	16%
A few times a week	36%	23%	24%
Once a week	13%	14%	11%
Once a month	8%	10%	10%
A few times a year	5%	13%	14%
Never	1%	8%	7%
I only walk for exercise and/or recreation	5%	15%	18%
Don't know	0%	0%	0%

17. How interested are you in walking more often as a form of transportation?

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
Not at all interested	5%	11%	11%
Not too interested	14%	18%	16%
Somewhat interested	37%	37%	33%
Very interested	42%	33%	39%
Don't know	1%	1%	2%

18. Thinking about your community, what are some barriers to walking for transportation? Check all that you consider to be a barrier to you personally. (Randomize)

Response Category	Mult. Co. N=2147	Wash. Co. N=584	Clack. Co N=282
It takes too long	46%	47%	36%
It's too far to go to shops and other services	39%	53%	49%
Sidewalks end/there are no sidewalks	27%	54%	55%
It is hard to cross busy streets	36%	33%	33%
Automobile traffic and speeds	32%	35%	30%
The sidewalks are not well connected	19%	40%	36%
I don't have access to safe places to walk, like paths and sidewalks	12%	27%	31%
I don't feel safe	12%	15%	19%
I prefer to drive	8%	18%	13%
Hills	8%	12%	21%
I don't like to do it	2%	3%	2%
Other	23%	15%	14%
Don't know	3%	1%	3%

Are each of the following important or not important to making walking safe, comfortable and easy for you? (Randomize)

Response Category	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
19.Safe crossings at busy streets					
Mult. Co. N=2147	79%	17%	2%	1%	0%
Wash. Co. N=584	74%	20%	2%	3%	1%
Clack. Co. N=282	71%	23%	3%	3%	0%
20.Paved pathways and trails for walking					
Mult. Co. N=2147	32%	38%	22%	7%	1%
Wash. Co. N=584	44%	34%	14%	7%	2%
Clack. Co. N=282	50%	30%	15%	3%	1%
21.Sidewalks with no gaps					
Mult. Co. N=2147	41%	35%	17%	5%	1%
Wash. Co. N=584	44%	35%	13%	6%	2%
Clack. Co. N=282	43%	32%	19%	6%	1%
22.Reduced speeds for cars and other motorized vehicles					
Mult. Co. N=2147	33%	33%	24%	9%	1%
Wash. Co. N=584	19%	33%	27%	19%	2%
Clack. Co. N=282	20%	30%	32%	15%	2%
23.Pavement markings and signs					
Mult. Co. N=2147	22%	33%	32%	11%	2%
Wash. Co. N=584	22%	38%	26%	12%	2%
Clack. Co. N=282	24%	34%	28%	12%	2%
24.Having landscaping, lighting, and benches along walking paths and sidewalks					
Mult. Co. N=2147	25%	38%	27%	9%	1%
Wash. Co. N=584	25%	36%	23%	15%	2%
Clack. Co. N=282	21%	35%	31%	12%	1%

25. (If take walk once a month or more to Q15) What types of places do you get to by walking? Check all that apply. (Randomize)

Response Category	Mult. Co. N=1884	Wash. Co. N=373	Clack. Co N=173
Restaurant, eating out	80%	56%	58%
Grocery store	76%	60%	57%
Bus or MAX	76%	65%	46%
Parks, trails, and nature	64%	72%	73%
Shopping	68%	58%	59%
Visiting friends	58%	43%	46%
Entertainment	59%	39%	31%
Work	28%	28%	26%
Medical	19%	16%	9%
School	13%	13%	16%
Faith based places	7%	8%	10%
Other	10%	10%	12%
Don't know	0%	1%	1%

Using Bus or MAX

26. How often do you take the bus or MAX for transportation purposes, such as getting to work or school or running errands?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Daily	15%	10%	7%
A few times a week	18%	11%	7%
Once a week	13%	6%	4%
Once a month	16%	11%	8%
A few times a year	26%	36%	33%
Never	11%	26%	40%
Don't know	0%	0%	0%

27. How interested are you in taking the bus or MAX more often?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all interested	10%	19%	26%
Not too interested	21%	18%	16%
Somewhat interested	39%	33%	30%
Very interested	28%	29%	25%
Don't know	2%	2%	2%

28. (If take transit once a month or more to Q23) What types of places do you get to by taking the bus or MAX? Check all that apply. (Randomize)

Response Category	Mult. Co. N=1547	Wash. Co. N=332	Clack. Co N=114
Entertainment	67%	66%	58%
Work	65%	59%	60%
Shopping	52%	49%	45%
Restaurant, eating out	48%	49%	43%
Visiting friends	39%	31%	30%
Medical	32%	26%	18%
Parks, trails, and nature	26%	27%	19%
Grocery store	25%	16%	16%
School	16%	12%	16%
Faith based places	6%	6%	8%
Other	17%	20%	21%
Don't know	0%	1%	0%

Are each of the following important or not important to make using public transportation safe and easy for you?

Response Category	Very Important	Smwt Important	Not too Important	Not at all Important	Don't know
29.Increase the number of bus and MAX stops					
Mult. Co. N=2486	15%	24%	37%	21%	3%
Wash. Co. N=874	17%	25%	28%	25%	5%
Clack. Co. N=430	15%	26%	30%	23%	7%
30.Increase the frequency of bus and MAX					
Mult. Co. N=2486	46%	31%	14%	6%	2%
Wash. Co. N=874	32%	30%	19%	14%	5%
Clack. Co. N=430	35%	26%	17%	17%	6%
31.Safe and comfortable walking and biking routes to get to and from transit stops					
Mult. Co. N=2486	42%	35%	14%	8%	1%
Wash. Co. N=874	43%	30%	10%	15%	2%
Clack. Co. N=430	41%	29%	11%	15%	5%
32.A place to store bikes at transit stops					
Mult. Co. N=2486	15%	28%	26%	28%	3%
Wash. Co. N=874	13%	22%	23%	38%	4%
Clack. Co. N=430	13%	22%	20%	39%	6%
33.Feeling safer at bus and MAX stops					
Mult. Co. N=2486	30%	31%	27%	11%	2%
Wash. Co. N=874	40%	30%	17%	11%	3%
Clack. Co. N=430	42%	22%	19%	12%	4%

Walking and Biking Paths

34. (ASK ALL) Is it important or not important to you to have access to safe and convenient bicycle and walking paths in your neighborhood?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all important	5%	11%	14%
Not too important	5%	10%	10%
Somewhat important	18%	26%	25%
Very important	71%	52%	50%
Don't know	1%	1%	1%

35. Is it important or not important to you to have access to safe and convenient bicycle and walking paths in your city?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all important	4%	10%	11%
Not too important	4%	7%	8%
Somewhat important	16%	28%	26%
Very important	76%	54%	54%
Don't know	0%	1%	1%

36. (If ride a bicycle or walk once a month or more to Q4 and/or Q15) Why do you walk and/or bicycle for transportation? Choose up to three. (Randomize)

Response Category	Mult. Co. N=2078	Wash. Co. N=457	Clack. Co N=222
It is good for my health	74%	82%	80%
It's good for the environment	53%	55%	46%
It's enjoyable	49%	51%	58%
To save money	32%	30%	24%
It reduces our dependence on foreign oil	19%	23%	23%
To see my community	17%	18%	18%
I do not like to drive	12%	5%	5%
It's the fastest way to get around	12%	4%	5%
I don't have access to a car	8%	5%	6%
My employer provides incentives	3%	3%	2%
My friends and family do it	3%	1%	3%
Other	6%	7%	5%
Don't know	0%	0%	1%

37. Paved trails, wide sidewalks and other dedicated places to ride a bicycle or walk that are separated from cars are more expensive to build than regular sidewalks and bike paths, but they can also make it safer for people to walk or bike places. Knowing this, how important or not important is it for your community to invest in dedicated bicycle and walking trails and pathways at this time?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Not at all important	9%	16%	17%
Not too important	16%	15%	17%
Somewhat important	36%	35%	33%
Very important	38%	32%	32%
Don't know	1%	1%	1%

38. Would you support a tax that was dedicated to projects to improve bicycling, walking and public transportation in your community using a scale from 1 to 5 where 1 means you would not support that at all, and 5 means you would highly support it.

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
1: No support at all	12%	24%	26%
2	5%	10%	11%
3	12%	11%	11%
4	23%	24%	21%
5: Highly support	45%	29%	29%
Top Box (4+5)	68%	53%	50%
Mean	3.8	3.2	3.1
Don't know	2%	2%	2%

39. Why did you give this rating? (Provide text box)
    See verbatim file

40. (If student) How far do you live from your school?

Response Category	Mult. Co. N=143	Wash. Co. N=24	Clack. Co N=12
Less than one mile	12%	8%	8%
1 to 3 miles	24%	4%	8%
3 to 5 miles	24%	0%	0%
5 to 10 miles	24%	42%	25%
More than 10 miles	6%	33%	33%
I'm not a student any longer	8%	13%	25%
Don't know	1%	0%	0%

41. (If employed) How far do you live from your workplace?

Response Category	Mult. Co. N=1780	Wash. Co. N=568	Clack. Co N=263
Less than one mile	11%	11%	9%
1 to 3 miles	18%	8%	8%
3 to 5 miles	24%	13%	6%
5 to 10 miles	26%	29%	21%
More than 10 miles	18%	33%	51%
I'm currently not employed	2%	5%	4%
Don't know	1%	1%	2%

42. In the past 7 days, have you exercised at least once for 30 minutes or more?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Yes	85%	85%	87%
No	14%	14%	13%
Don't know	1%	1%	0%

43. (If yes) Did you...(Check all that apply)

Response Category	Mult. Co. N=2122	Wash. Co. N=742	Clack. Co N=374
Walk	74%	74%	76%
Run	22%	17%	16%
Ride a bicycle	43%	24%	25%
Go to the gym	31%	34%	26%
Go to a park	29%	23%	25%
Use trails in the region or area	28%	31%	33%
Other	23%	27%	31%
Don't know	0%	0%	0%

44. Do you have any comments about walking, biking, and public transportation, or the region's transportation plan? (Provide comment box)

See verbatim file

Demographics

Age

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
13-17	0%	0%	1%
18-24	3%	2%	1%
25-34	24%	11%	7%
35-54	42%	37%	39%
55-64	20%	34%	30%
65+	11%	16%	22%

Gender

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
Male	47%	54%	51%
Female	53%	46%	49%

County

Response Category	N=3865
Multnomah	N=2486
Washington	N=874
Clackamas	N=430

When it comes to politics, do you consider yourself more of a Democrat, more of a Republican, or more of an Independent or a member of another party?

Response Category	Mult. Co. N=2486	Wash. Co. N=874	Clack. Co N=430
More of a Democrat	65%	42%	41%
More of a Republican	5%	23%	26%
More of an Independent/Other	26%	28%	29%
No answer	4%	7%	4%

What is the highest level of education you have had the opportunity to complete?

Response Category	Mult. Co. N=2411	Wash. Co. N=797	Clack. Co N=406
8th grade or less	0%	0%	0%
Some high school	0%	0%	1%
High school graduate	1%	2%	3%
Some college/community college/2-yr degree	14%	19%	25%
College degree/4-yr degree	38%	36%	32%
Post graduate	46%	43%	39%

Ethnicity

Response Category	Mult. Co. N=2479	Wash. Co. N=849	Clack. Co N=420
African	0%	0%	0%
American Indian/Native American	2%	1%	3%
Asian or Pacific Islander	2%	2%	1%
Black/African American	1%	0%	0%
Hispanic/Latino	2%	1%	1%
Slavic	1%	1%	1%
White/Caucasian	89%	88%	89%
Middle Eastern/North African	0%	0%	0%
Two or more races	1%	1%	1%
Other	1%	0%	0%
Refused	5%	7%	8%

Just your best guess, what is your household income before taxes?

Response Category	Mult. Co. N=2411	Wash. Co. N=797	Clack. Co N=406
Less than $10k	3%	2%	1%
$10k-$14,999	2%	1%	1%
$15k-$24,999	6%	3%	2%
$25k-$34,999	8%	5%	5%
$35k-$49,999	13%	8%	10%
$50k-$74,999	20%	17%	19%
$75k-$99,999	16%	14%	14%
$100k-$149,999	15%	19%	22%
$150k-$199,999	5%	14%	7%
$200k or more	3%	5%	4%
Refused	7%	12%	13%

4. DEMOGRAPHIC PROFILE

The following table reflects demographic characteristics of Opt In members who participated in the survey according to their region. The numbers in red italics reflect the total population. The numbers in black reflect the percentage who responded to the Opt In survey.

TABLE 1
Survey Participants Compared to Actual Population

Demographic Group	Mult. Co.	Wash. Co.	Clack. Co.
Age			
18-24	3%	2%	1%
	11%	*10%*	*11%*
25-34	24%	11%	7%
	20%	*21%*	*17%*
35-54	42%	37%	39%
	41%	*42%*	*38%*
55-64	20%	34%	30%
	15%	*15%*	*18%*
65+	11%	16%	22%
	13%	*12%*	*15%*
Gender			
Male	47%	54%	51%
	49%	*50%*	*50%*
Female	53%	46%	49%
	51%	*50%*	*50%*
Political Party Identification			
More of a Democrat	65%	42%	41%
	55%	*40%*	*39%*
More of a Republican	5%	23%	26%
	16%	*32%*	*35%*
More of an Independent	26%	28%	29%
	19%	*28%*	*26%*
No answer	4%	7%	4%

Demographic Group	Mult. Co.	Wash. Co.	Clack. Co.
Educational Attainment			
HS or less	1%	2%	3%
	35%	*31%*	*35%*
Some college/community college/2-yr degree	14%	19%	25%
	31%	*33%*	*35%*
College degree or more	84%	79%	71%
	34%	*35%*	*28%*
Income			
Less than $50k	33%	19%	19%
	51%	*39%*	*40%*
$50k-$74,999	20%	18%	19%
	19%	*20%*	*20%*
$75k-$99,999	16%	15%	15%
	12%	*15%*	*15%*
$100k or more	23%	38%	33%
	19%	*26%*	*25%*
Refused	7%	12%	13%

Source: DHM Research Opt In Survey & American Fact Finder

The case for an integrated mobility strategy

WALKING AND BIKING OFFER AN IMMEDIATE OPPORTUNITY TO TACKLE KEY CHALLENGES.

Congestion, climate change, burdensome fuel costs, lack of funding to even maintain roads, concern about making sure our transportation investments build, rather than destroy, communities—these challenges make it plain to each of us in our daily lives that the times are changing.

The good news is that we can take one relatively small step that will attack every one of these problems. It won't work overnight and it won't solve everything, but it will set us on a path towards a transportation network that is truly earth and community friendly. It is a policy that brings smiles to commuters, kids and communities (as well as taxpayers!)

Our region already has a good start, with Portland the most "bike friendly" city in America. But with smart investments in a network of routes and trails for biking and walking, in ten years we can more than double the number of people who choose to walk or bike. People like us in cities around the world with climates and hills as challenging as ours have done it. Their air and water are cleaner, their communities are stronger, and they are more active and healthy as a result.

It is time. It will work.

"We must recognize that we are on the cusp of a new wave of transportation policy. The infrastructure challenge of President Eisenhower's 1950s was to build out our nation and connect within. For Senator Moynihan and his colleagues in the 1980s and 1990s it was to modernize the program and better connect roads, transit, rail, air, and other modes. Today, the challenge is to take transportation out of its box in order to ensure the health, vitality, and sustainability of our metropolitan areas."

– *Robert Puentes, Brookings Institution, A Bridge to Somewhere: Rethinking American Transportation for the 21st Century*

Live in fragments no more... Only connect....

– *E.M. Forster, Howards End*

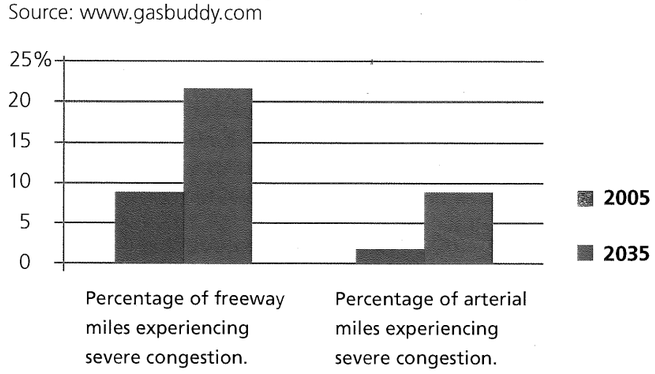
Why encourage bike and pedestrian travel now?

INVESTMENT PRODUCES ENVIRONMENTAL, LIVABILITY AND FINANCIAL RETURNS

Non-motorized travel reduces congestion

Thirty years from now, one million more people are expected to call the Portland region home. During this time, car traffic is expected to grow by nearly half, while truck traffic will more than double. The percentage of roadways experiencing severe congestion is expected to quintuple from 2% today to 10% by 2035. Increasing congestion has real economic costs. Dedicated facilities for pedestrians and cyclists frees roadways for other users.

Projected congestion growth in Portland region
Source: www.gasbuddy.com



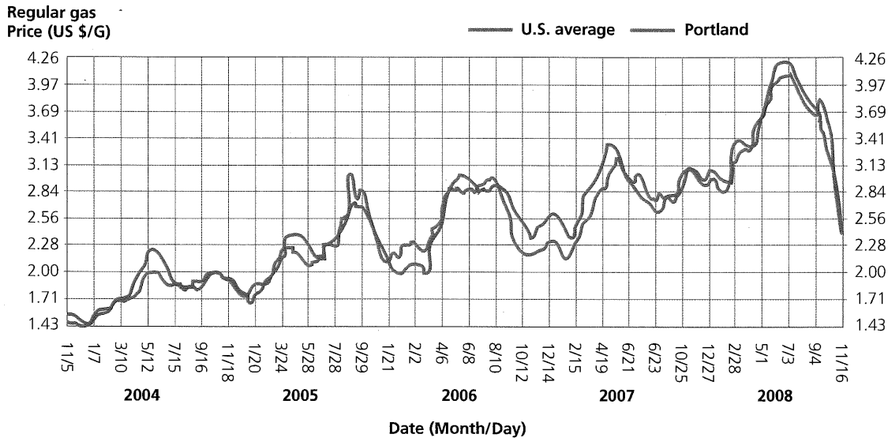
Bicycling and walking reduce congestion by replacing cars on short trips, increasing use of public transportation and by stimulating compact, mixed use development.

Non-motorized travel is inexpensive

Transportation is second to housing as a proportion of household budgets and fuel costs have risen from 3% of household expenditures in 2002 to 8.5% as of June 2008, putting an increasing strain on resident's budgets. Bicycle and pedestrian infrastructure saves public dollars as well. A lane of roadway will accommodate five to ten times more pedestrian and bicycle traffic than driving and the cost of bicycling and pedestrian infrastructure is just a small fraction of that of building highways. Trails and paths can also be efficient connections to transit, reducing the need for expensive and land-gobbling park-and-ride stations.

Those households that rely on walking and cycling as their primary means of travel save an average of $694 per month.
– www.gasbuddy.com

60 Month average U.S. and Oregon gas prices
Source: www.gasbuddy.com

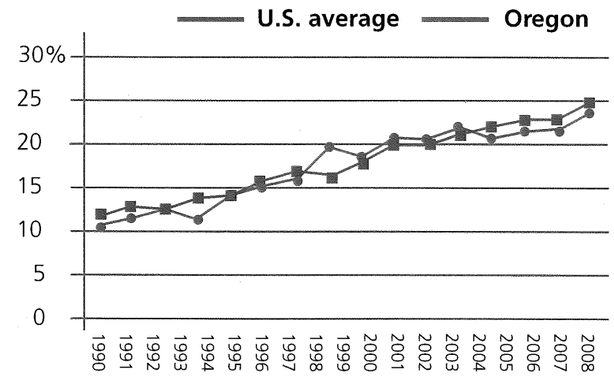


Those households living near a greenway are more likely to meet CDC health guidelines – CDC, Rails To Trails Conservancy

Non-motorized travel improves health and reduces health care costs

Americans' lack of physical activity is leading to an increase in a variety of health conditions including hypertension, cancer, heart disease, diabetes, and obesity, which will soon eclipse tobacco as the number one preventable cause of death in the United States. Studies have shown that people living in communities with walking and cycling facilities walk and cycle more. Bicycling and walking offer a way to integrate physical activity into busy schedules, and have been demonstrated to improve these conditions as well as to contribute to emotional well-being.

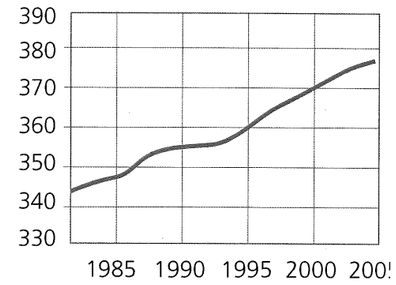
Percentage of adults who obese, Oregon and U.S. 1990-2008
Source: Oregon Department of Human Services



Non-motorized travel reduces greenhouse gas emissions

Greenhouse gas emissions are causing climate change, which leads to environmental and economic disruption and threatens our health and well being. The transportation sector is responsible for 38% of greenhouse gas emissions. Any strategy to address climate change requires reducing energy consumption in this sector. Bicycle and pedestrian transportation must be a key element in our region's strategy to increase the share of total trips made by bicycle and by foot. The Rails To Trails Conservancy estimates that bicycling and pedestrian travel can offset between 3 percent and 8 percent of greenhouse gas emissions of US cars and trucks.

Globally averaged CO2 1985 - 2005
Source: World Meteorological Organization

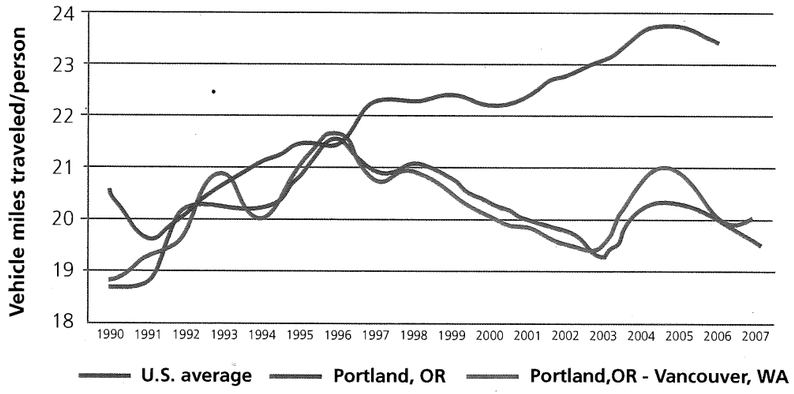


Every 1% increase in miles traveled by bicycle or on foot instead of by car reduces our region's greenhouse gas emissions by 0.4%

Non-motorized travel fosters dynamic, mixed-use communities

Non-motorized travel encourages a diverse mix of housing, shopping, restaurants, workplaces and recreation in convenient proximity. Residents that walk or ride tend to patronize small businesses, buying in smaller quantities but making more frequent purchases than motorists. This pattern of commerce supports small, community-based businesses and leads to a dynamic community environment. Motorists in such communities also benefit from shorter distances between services, which leads to fewer vehicle miles traveled per person.

Vehicle miles traveled per person 1990 - 2007
Source: FHWA, ODOT, WDOT



Motor vehicle miles traveled per person are increasing nationally. The Portland region has shown it is possible to counter this trend through compact growth and by providing transportation options.

The special case for greenways

GREENWAYS PROVIDE PREMIER ROUTES AND DISTINGUISH THE REGION

Some greenways connect population centers with a non-motorized, natural corridor that provides an unrivaled commute experience. Other Greenways connect the best natural gems our region has to offer and draw both residents and visitors for long recreational excursions. In either case, Greenways play a special role in the region's mobility strategy.

- Greenways are like parks. They are places for families and friends to be together and places to find solitude and connect with nature. But unlike parks, they facilitate travel through the urban area, from neighborhood to neighborhood, or from park to school, or from home to work.
- Greenways are like roads. They give us a way to get where we need to go. But unlike roads, they are built for nonmotorized travel and so they are safer, less stressful and truly enjoyable. They are places where you can experience the wind in your hair or the sun on your shoulders as you travel.
- Greenways are like public squares. They are places for community to gather and can be good locations for shops, restaurants, museums, benches, fountains or works of art. But unlike public squares they extend in either direction as gateways to additional urban and natural experiences.
- Greenways are like a local gym, except that the scenery is better and you can exercise while you get to work rather than before or after.

Greenways may pass through a park, natural area or stream corridor. The land may be newly developed, but usually it is redeveloped, having been formerly occupied by a railroad, highway, or other transportation route. Many greenways in urban centers or developed areas are linear parks. Greenways are the premier travel corridor for walking and riding because they are safe and fast, and because they offer a natural experience that is removed from the noise and frenzy of the urban environment.

Greenways are a significant element of Connecting Green, a broad-based movement in the Portland region to create a system of parks, trails and natural areas that is second to none.

Why the Portland region?

PORTLAND IS UNIQUELY QUALIFIED TO UNDERTAKE THIS STRATEGY

Residents are choosing non-motorized transportation with increased frequency

An active, outdoor-oriented culture, sustainability consciousness, and strong civic and elected leadership position the Portland Region to lead the nation in implementing a nonmotorized transportation strategy. In the city, bicycling to work increased 146% between 2000 and 2006 despite accounting for only 0.7% of the Portland Office of Transportation's capital budget. Travel by bike and foot now makes up as much as 9% of total commute trips in the city, and just under 5% in the metropolitan region as a whole. In 2008, Portland became the first major city to be designated by the League of American Bicyclists as a platinum level bicycle friendly community. The City of Beaverton has been awarded Bronze status. The region's strong transit system is a key asset that positions the Portland region to lead a bicycle and pedestrian strategy.

Finally, Metro, local governments and nonprofit groups have proposed an exemplary network of greenways that span the region and provide opportunities for connection with the region's rich natural heritage. These routes are in varying stages of development, with many in the advanced stages of planning and ready to proceed.

Solution requires a more integrated approach to mobility

A FOUR PRONGED STRATEGY IS NEEDED

Our nation's overwhelming emphasis on one mode of travel has created stark inefficiencies and negative side effects. A regionwide network of on-street and off-street bikeways and walkways integrated with transit and supported by educational programs would make travel by foot and bike safe, fast and enjoyable. Such a system would take walking and cycling well beyond the exclusive domain of avid cyclists and the courageous to become a practical and preferred option for average residents. This is well within reach if we achieve four things:

1 Organize leadership

The strategy requires public and private leadership with interagency staff support.

Form a Caucus of Elected Leaders. Caucus members will make a commitment to champion the strategy. Members of the caucus agree to support the strategy's themes and direction. There will also be opportunities to help support specific proposals at the local, regional, state and federal levels.

Establish a Leadership Council. The council will be made up of civic and business leaders that make a commitment to support the caucus of elected leaders and serve as third party validators when the caucus is presenting proposals, making presentations, or involved in campaigns for elements of the strategy.

Create an Interagency Staff Team. Staff from interested cities, counties, state agencies and Metro will form an interagency team to support the work of the Caucus of Elected Leaders and the Leadership Council.

Model Cross-Discipline Integration at Metro. Cycling and walking, and particularly off-street trails, have in the past been treated as minor transportation facilities, with a divide between park and transportation planning. This schism reduces the functionality of the region's transportation system, limits options and increases costs. The aesthetic, recreation, health and ecological objectives associated with cycling and walking, which have been the traditional responsibility of parks bureaus and associated policy-making bodies, need to be acknowledged and fully integrated with transportation and mobility objectives, which are the purview of transportation departments. Metro should model the organizational changes that are necessary to integrate bicycle and pedestrian facilities planning with planning for other modes, and encourage this integration within other jurisdictions in the region.

2 Demonstrate potential

There is excellent work going on across the region building trails, transit and bicycle/pedestrian facilities. Plans are in place, they are coordinated through the Regional Transportation Plan (RTP) and, as a region, our accomplishments are nationally significant. However, institutional traditions marginalize the planning, funding and development of trails and other bicycling and pedestrian infrastructure, resulting in weak coordination or even competition among these facilities.

The strategy's leadership must establish recognition among elected officials and influential organizations and committees that walking and cycling are serious transportation options. Such recognition stems from a realistic understanding of the return on investment such a system could have for our communities, our economy, and the environment. Nothing substitutes for results. Strategy leadership will showcase existing results as well as champion demonstration projects that take bike and pedestrian travel to new levels. Three pilot projects are envisioned:

Urban. Complete a well-designed and well-connected nonmotorized transportation project within a single urban "commute shed." Partner with area businesses to provide education and encourage use. For example, develop a trail that connects a regional center with the central city and provide associated on-street feeder routes and transit connections to substantially increase bicycle and pedestrian commuting within a targeted area.

Suburban. Partner with TriMet and area businesses to create an integrated bicycle/transit strategy for a geographically-defined area in the suburbs. For example, develop on and off-street bicycle and walking paths that feed a transit node. Provide safe, dry bicycle parking at the transit node. Make an agreement with area businesses to encourage their employees to use the facilities. A partnership with transit is critical in the suburbs, because distances between population and employment centers can be too long for bicycle travel (greater than 30 minutes by bike), but can be well served by transit.

Greenway. Identify a demonstration project that would link together key natural attractions to create a unique urban/natural experience. This would be a greenway of exceptional quality that can serve as a day or multi-day excursion for residents and visitors.

Actions required are as follows:

Select Demonstration Areas. A committee will be formed to select three demonstration areas: an urban, a suburban and a recreational greenway. The areas will be based on the extensive data and research that has been compiled through the Blue Ribbon Committee for Trails process, and will draw from existing transportation plans. The committee will meet three times to complete the selection by early 2009.

Secure Federal and State Funds. The Caucus of Elected Officials and Leadership Council will advocate for funding for the demonstration areas in upcoming legislative sessions at the state and federal levels.

Build Demonstration Projects. The goal is to begin moving demonstration areas forward in 2009.

3 Reduce costs

Federal and state standards set up for road construction complicate the construction of off-street bicycling and walking trails and add an estimated 30% to their cost. The barriers generally relate to procedures in place to support highway construction that don't adapt well for trails, such as cumbersome acquisition requirements that give the impression that a condemnation is about to take place; time consuming change order reviews because standards for roads aren't appropriate for trails; redundancy of effort to fulfill local, state and federal requirements; and excessively time consuming paperwork for intergovernmental agreements, accounting and project closeout.

A key element of the strategy is to bring these costs into line. Federal funding is administered through ODOT. Eliminating these barriers will involve working with ODOT staff, the Oregon Transportation Commission, state legislature and federal congressional staff.

Convene an "Oregon Solutions" style Cost Reduction Project. Strategy leadership would convene agencies involved in trail construction to identify opportunities to streamline, fastrack and reduce costs and implement solutions.

4 Develop system

Strategy leadership will work towards a regional mobility strategy that fully integrates walking and cycling into the region's transportation plans. The Regional Transportation Plan (RTP) is now being updated and so the timing for such an integration is excellent.

Refine Guiding Principles. A work group will refine the guiding principles that will guide the development of the region's bicycle and pedestrian system. A preliminary list, developed during the work of the Blue Ribbon Committee for Trails, is provided in a later section of this document.

Develop Mobility Strategy and Integrate with Regional Transportation Plan. Inclusion in the Regional Transportation Plan qualifies projects for federal funding.

Create Safe Crossings. Work with the Oregon Department of Transportation to create a "safe crossings" initiative that addresses bicycle and pedestrian crossings. Areas where trails cross arterials or highways are particularly challenging. Crossings are in the right-of-way and so are eligible for gas tax investments and are key to protecting the safety of those who travel by bike and by foot.

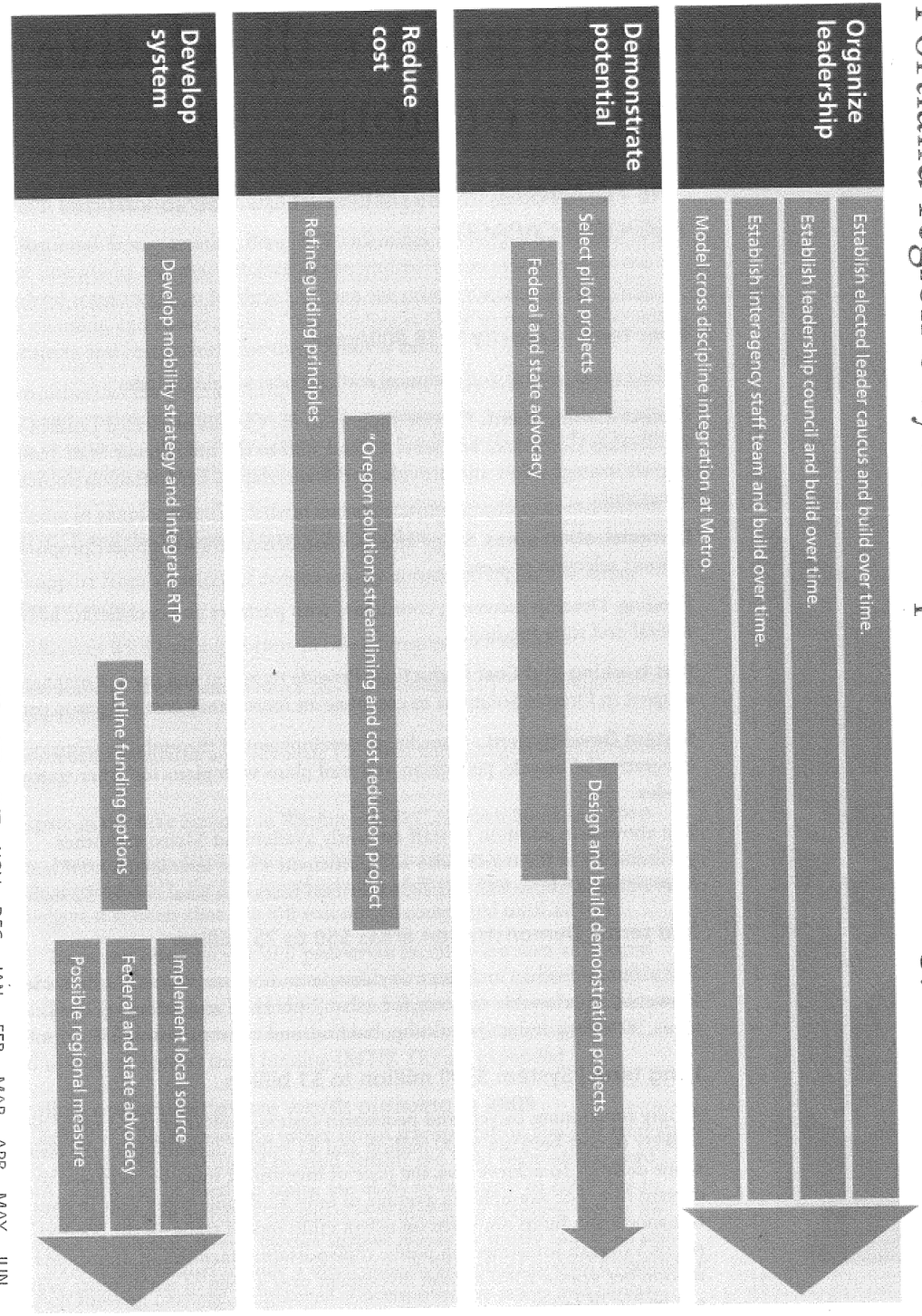
Design Funding Package. A staff team will outline a broad strategy for funding the mobility strategy identifying a target amount to be raised at the local, regional, state and federal levels and suggesting sources and a time frame for these amounts.

Implement Local Source. It is likely that the funding package will require a local match from system users. This source will need to be identified and implemented.

Secure State and Federal Funds. Strategy leadership will advocate at the state and federal level.

Implement a Regional Measure. A regional ballot measure or other source may need to be implemented.

Portland region bicycle and pedestrian strategy



Costs are small relative to other options

THE FINANCIAL INVESTMENT REQUIRED IS WITHIN THE REGION'S CAPACITY

Near term | Capacity $118,000/year

Project management and technical staff support would include:

Project management. Provide support to the Caucus of Elected Leaders and Leadership Committee and serve as lead staff to the Interagency Staff Team. Direct overall strategy effort and provide staff leadership to key initiatives outlined in this document.

Demonstration areas. Scope and Develop demonstration project proposals, support selection process.

Funding. Develop materials, coordinate with partners and orchestrate advocacy for federal and state funding.

Fast tracking and Cost Reduction. Provide technical and project management support to Oregon Solutions to complete an interagency cost reduction project.

System Development. Coordinate development of the mobility strategy, facilitate integration of bicycle, pedestrian and trail plans with plans for other transportation modes.

The above is in addition to staff currently available at Metro and other governments in the region who will participate in the interagency staff team. The roles outlined above will be needed for two years at a total cost of $236,000.

Mid term | Demonstration areas $50 to 75 million

The urban, suburban and greenway demonstration areas have not been identified. However, a reasonable estimate for urban, suburban and greenway demonstration areas, including design, permitting, bidding, and construction is $50-75 million.

Long term | System $300 million to $1 billion

A fully functioning bicycle and pedestrian system, built over the coming decades, is likely to cost between $300 million and $1 billion depending on the ultimate scope desired. To achieve this, the pace of investment must be increased over the current rate. For example, an average of only $2.8 million per year in regional transportation funds are spent on urban multi modal trails. In the context of the region's overall investment in public transportation facilities of approximately $630 million per year, a $300 million investment over a span of ten or more years should not be out of range.

Appendices

NOTES ON FUNDING

A near term opportunity with the Federal reauthorization

The 2035 Regional Transportation Plan (RTP) identifies a $7B gap for capital and $6B gap for operations and maintenance of the transportation system across the region. Federal transportation funding has been the primary source of trail, bike and transit planning and construction. This funding is likely to remain key to urban mobility projects and competition for these funds is keen.

Congress reauthorizes the federal transportation bill every six years. As the next scheduled reauthorization approaches in 2009, revenues are down and needs are up. Success in obtaining an increased level of trails funding will depend on building alliances and lobbying effectively. Specifically:

- Participate in shaping Metro's federal transportation agenda in coordination with JPACT and the Regional Transportation Plan.
- Build support from a variety of constituencies across the region for urban mobility projects
- Build alliances with trail supporters in other Oregon communities
- Build on Rails to Trails Conservancy (RTC) national "2010 Campaign for Active Transportation"
- Identify federal earmarks and advocate for them with Oregon's Congressional delegation
- Participate in the Bike Summit in Washington D.C., March 2009 and 2010

Timeframe: Now through 2010. (Note: while the transportation bill is scheduled to be reauthorized in 2009, the last reauthorization bill was late, and knowledgeable observers believe it is likely that this bill will not be completed until 2010.)

Outcomes: Trails and other bicycle and pedestrian facilities are seen as integral elements of a transportation system that responds to a range of current and future challenges. The City of Portland and the Portland region are successful in lobbying for $100M from the transportation reauthorization in coordination with RTC. Traditional sources of federal trails funding (MTIP, TE) are expanded.

State funding opportunities are worth pursuing in 2009

State funding has not been strong for either urban transportation trails or recreation trails. State gas tax revenues cannot be used outside the road right-of-way, and lottery funds, which can be used for trails, are likely to be scarce in 2009 due to the ailing economy as well as ballot measures that may have dramatic effects on the state budget. However, several factors suggest it may be timely to pursue state funding in 2009. These factors include a multi-stakeholder effort to pass a significant transportation funding package, heightened concern over gas prices and climate change, and potential reauthorization of Measure 66. There are several arenas to pursue.

Transportation-related

- The Governor's Vision Committee is considering a proposal to allocate up to $20M annually across the state for trails and bicycle facilities.
- The Legislature doesn't necessarily follow the Governor's budget and is important to get in front of Legislative committees.
- A proposed third round of funding for multimodal transportation investments, the so-called ConnectOregon program, provides a logical legislative vehicle and funding structure for trail investments.

Recreation-related

Measure 66 is up for reauthorization in 2014 and may be under discussion sooner, possibly in 2009. A strategic approach is needed to secure a portion of these funds for scenic greenways.

Outcomes: Active transportation and scenic greenways are recognized as legitimate elements of a complete transportation system and receive state funding accordingly. Pilot projects have been funded by the state and are successful in demonstrating the need for bicycle and pedestrian facilities coordinated with transit. Consistent funding sources, at appropriate levels, are dedicated to these projects.

New funding

- The level of public support needs to be tested for new funding opportunities:
- Voter-approved Funding. Review the field of upcoming ballot measures and evaluate the potential for a mobility focused measure.
- Potential for Bicycle Community Contribution. Pursue a contribution or registration fee for bicycles to engage cyclists and to address concern, however mistaken, that cyclists don't carry their weight. This may be an important equity effort, rather than a key funding source.
- Potential for Regional and Local Funding. There may be traditional funding sources that could contribute to the funding mix. All have many competing priorities and the associated institutional hurdles. However, the case should be made for non-motorized mobility with sources such as urban renewal, transportation and parks systems development charges, and local gas taxes.

Principles for development

Demonstration areas will test and refine a set of principles that can then guide the development of a region-wide system. Based on the work of the Blue Ribbon Committee for Trails and the German Marshall Fund study tour to Amsterdam and Copenhagen, the following principles are suggested as a point of departure:

- Focus on the users experience over their entire trip. Working with the "total trip" experience requires not just transportation engineering but landscape and recreational planning expertise.
- Connectivity is key. Coordinate on-street, off-street, and transit facilities within key transportation corridors. Determine a range of mobility options to serve the corridors.
- Factor health, the environment, personal and public costs, convenience, the travel experience and community health into investment decisions.
- Consider the pattern of development and respond with effective mobility strategies; urban solutions are likely to be different than suburban solutions.
- Emphasize bicycle trails and routes to connect population and employment centers that are accessed with a 30 minute ride.
- Set Priorities. Focus on completing or a few commute sheds at a time. Build regional equity into the sequence, so each part of the region gets a turn. This is similar to the way light rail was developed—first the east, then the west, then north, then airport, then south…
- Provide separated bicycle and pedestrian facilities in high-volume corridors.
- Set high standards for both the quality of the travel experience and a unified way finding system.
- Consider principles used in Europe that the system should be coherent, direct and easy, safe and secure, self-explanatory, comfortable and attractive.
- For greenways, the quality of the experience, the destinations, and the opportunities along the route to enjoy nature are all important. The process also has a focus on development of tree canopy and understory for wildlife habitat with special sensitivity to stream bank conditions. The balance between providing access to nature while preserving fragile habitat and ecosystems requires judgment that must be further developed. The Portland region will be positioned as a national model on achieving the right balance.

Blue Ribbon Committee for Trails

CONVENED BY THE METRO COUNCIL

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The Blue Ribbon Committee was supported by a team led by Metro and including staff from the City of Portland, Oregon State Parks, the City of Forest Grove, and Alta Planning and Design. The composition of the staff workgroups was diverse, with expertise in transportation, trail, bicycle and parks planning, data analysis, cartography and GIS, funding, legislative process, and design. Staff worked collaboratively to serve the needs of the committee as a whole and to foster shared understanding rather than to advocate any specific position.

Thank you to the following people for their work on the Blue Ribbon Committee for Trails:

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Steve Durrant
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Randy Tucker
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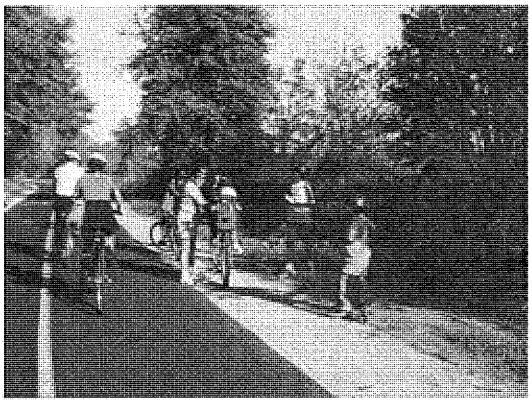
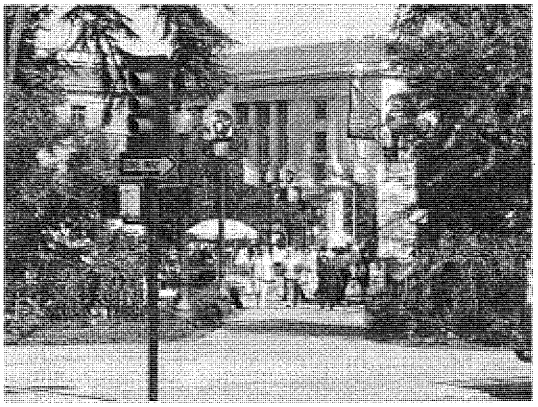
Lia Waiwaiole
Marlon Warren
Mike Wetter
Max Woodbury

Live in fragments no more... Only connect.... – *E.M. Forster, Howards End*

The Economic Value of Active Transportation





A Fact Sheet Compiled by Ryan Snyder

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THE ECONOMIC VALUE OF ACTIVE TRANSPORTATION

INTRODUCTION

A rapidly growing number of communities, public health professionals, urban planners, architects and others promote urban form and design that fosters walking and bicycling. The reasons are many. Soaring rates of obesity, air quality, traffic and a desire for an improved quality of life top the list.

The purpose of this fact sheet is to show that "new urbanism," "designing for active transportation," "smart growth," "livable communities," and other ways of describing this emerging community form makes good economic sense for developers, businesses, cities and residents. There is *economic value* to designing desirable communities and neighborhoods. In an era of scarce public funds, this economic value justifies the *investment* in livable communities. **Active transportation and livability should be funded because governments can recover their investment through enhanced tax revenues, and developers can recoup their investment in higher sales or rents.**

No original research was conducted for this fact sheet. A number of other similar fact sheets have been assembled. This one brings those together with some other research. The bullet pointed facts are organized in several categories:

- Economic Value of Livable Communities
- Economic Value of Walking and Bicycling
- Economic Value of Trails
- Costs of Not Designing Livable Communities.

ECONOMIC VALUE OF LIVABLE COMMUNITIES

- Homeowners are willing to pay an average of 11% more for homes as compared with similar houses in nearby neighborhoods in four new urbanist communities studied. They were willing to pay 13% more in Kentlands, Maryland; 25% more in Harbor Town, Tennessee; 4% more in Laguna West, California; and 9% more in Southern Village, North Carolina. ("Valuing The New Urbanism, The Impact of the New Urbanism on Prices of Single Family Homes," Mark Eppli and Charles Tu, Urban Land Institute, 1999, p 73.)

- Homebuyers ranked community design with low traffic and quiet streets 1st out of 39 attributes used to select a home, according to a 1994 study by American Lives. ("The Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities," National Bicycle and Pedestrian Clearinghouse, No. 2, Sept. 1995.)

Taken from "The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.

- One study showed that a 5 to 10 mph reduction in traffic speeds increased residential property values by about 20%. A second study found that traffic calming that reduced traffic by several hundred cars increased home values by an average of 18%. ("Evaluating Traffic Calming Benefits, Costs and Equity Impacts," Todd Litman, Victoria Transport Policy Institute, 1999.)

- A $4.5 million investment in streetscape and pedestrian improvements on School Street in Lodi, California, as well as some economic development incentives, are credited with attracting 60 new businesses, decreasing the vacancy rate from 18% to 6% and increasing downtown sales tax revenue by 30%. ("The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.)

- The City of Mountain View, California created a pedestrian-friendly district along previously run-down Castro Street. Since then, $150 million in nearby private investments have brought new commercial and residential development creating a regional retail attraction with restaurants, bookstores, pubs and lots of pedestrians. ("The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.)

- West Palm Beach, Florida turned a run-down downtown into a lively commercial area with a $10 million investment in traffic calming, a fountain, public event space and building restoration. In the five years between 1993 and 1998 property values went from $10-$40/sq.ft. to $50-$100/sq.ft., and commercial rents went from $6/sq.ft. to $30/sq.ft. This brought occupancy up to 80% and attracted $350 million in private investment to the area. ("The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.)

ECONOMIC VALUE OF WALKING AND BICYCLING

- Homebuyers ranked walking and biking paths 3rd out of 39 attributes used to select a home, according to a 1994 study by American Lives. ("The Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities," National Bicycle and Pedestrian Clearinghouse, No. 2, Sept. 1995.)

- After investing $191,893 in Maryland's Northern Central Rail-Trail, state revenues increased by $303,750 that same year as a direct result to the economy's growing sales, property and income taxes. (Analysis of Economic Impacts of the Northern Central Rail-Trail, Maryland Department of Transportation, 1994.)

- The total economic benefit of active transportation amounts to $3.6 billion (Canadian) per year in Canada. This is from a combined walking (6.6%) and bicycling (1.2%) mode share of 7.8%. If the mode share of walking and bicycling rose to that of Victoria (the highest in Canada - 15.2%) the value would increase to $7 billion per year. Economic benefits of active transportation occur from:
    - Reduction in road construction, repair and maintenance costs
    - Reduction in costs due to greenhouse gas emissions
    - Reduction in health care costs due to increased physical activity and reduced respiratory and cardiac disease
    - Reduction in fuel, repair and maintenance costs to users
    - Reduction of costs due to increased road safety
    - Reduction in external costs of traffic congestion
    - Reduction in parking subsidies
    - Reduction of costs of air pollution
    - Reduction of costs of water pollution
    - Positive impact of bicycle tourism
    - Positive impact of bicycle sales and manufacturing
    - Increased property value along trails
    - Increased productivity and a reduction of sick days and injuries at the workplace

  ("The Business Case for Active Transportation: The Economic Benefits of Walking and Cycling," Richard Campbell and Margaret Wittgens for Better Environmentally Sound Transportation, 2004, p. 42-43.)

- The economic health benefits of active transportation alone in Canada amount to $92 million (Canadian) per year. At Victoria's mode share of 15.2% this would be $179 million. ("The Business Case for Active Transportation: The Economic Benefits of Walking and Cycling," Richard Campbell and Margaret Wittgens for Better Environmentally Sound Transportation, 2004, p. 42-43.)

ECONOMIC VALUE OF TRAILS

Taken from the Economic Benefit of Trails and Greenways by the Rails-to-Trails Conservancy

- The Great Allegheny Passage brought in $14 million per year in direct economic benefit (rentals, meals, lodging, trinket purchases, etc.) even as it was only half completed. (Stephen Farber, University of Pittsburgh and Pennsylvania Economic League, Inc. *An Economic Impact Study for the Allegheny Trail Alliance*, January 1999)

- Leadville, Colorado received an increase of 19% in sales tax revenue in the months following the opening of the Mineral Belt Trail. People visiting to ride the trail eat at local restaurants and stay in local lodging. (*Enhancing America's Communities: A Guide to Transportation Enhancements*, National Transportation Enhancements Clearinghouse, November 2002, p. 11.)

- The Mineral Wells-to-Weatherford Rail-Trail near Dallas, Texas generates $2 million in local revenue from the 300,000 annual users. (*Enhancing America's Communities: A Guide to Transportation Enhancements*, National Transportation Enhancements Clearinghouse, November 2002, p. 11.)

- The 150,000 annual visitors to the Little Miami Scenic Trail in Ohio spend an average of $13.54 per visit on food, beverage and transportation to the trail. They also spend an estimated $277 each year on clothing, equipment and accessories during these trips. (Ohio-Kentucky-Indiana Regional Council of Governments, *Trail Users Study, Little Miami Scenic Trail*, 1999, p. 15-32.)

- Lots adjacent to the Mountain Bay Trail in Brown County, Wisconsin sold faster and for an average of 9% more than comparable lots not next to the trail. (*Recreational Trails, Crime and Property Values: Brown County's Mountain-Bay Trail and the Proposed Fox River Trail*, Brown County Planning Commission, Green Bay, July 6, 1998.)

- Trails ranked 2nd among 18 community amenities in a 2002 survey of home buyers conducted for the National Association of Realtors and the National Association of Home Builders. (*Consumer's Survey on Smart Choices for Home Buyers*, National Association of Realtors and the National Association of Home Builders, April 2002.)

- Developers of the Shepherd's Vineyard housing development in Apex, North Carolina added $5,000 to the price of 40 homes located adjacent to regional greenways. These homes were the first to sell. (Don Hopey, "Prime Location on the Trail," Rails-to-Trails, Fall/Winter 1999, p. 18.)

Taken from North Carolina Department of Transportation Division of Bicycle Transportation

- A $6.7 million capital investment in off-road paths and wide paved shoulders for bicyclists in the northern Outer Banks of North Carolina (coastal region) brings in $60 million annually from tourists spending on accommodations, meals, recreation, shopping, etc. ("Pathways to Prosperity: Economic Impact of Investing in Bicycle Facilities: A Case Study," North Carolina Department of Transportation Division of Bicycle Transportation, 2004, p. 39.)

COSTS OF NOT DESIGNING LIVABLE COMMUNITIES

- Physical inactivity costs California $13.3 billion per year in medical care, workers' compensation and lost productivity. Employers shoulder most of the burden. If California's residents improved their physical activity and lose weight by 5 percent over the next 5 years, it will save more than $1.3 billion per year. ("The Economic Costs of Physical Activity, Obesity and Overweight in California Adults During the Year 2000: A Technical Analysis," David Chenworth for the Cancer Section and Nutrition Section of the California Department of Health Services, 2005, p. 27-29.)

Taken from "The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.

- The federal Office of Technology Assessment estimates that a single house built on the urban fringe requires $10,000 more in public services than one in the urban core. ("The Ahwahnee Principles for Smart Economic Growth," Local Government Commission, 1998.)

- Agribusiness in the San Joaquin Valley of California estimates that smog from vehicles reduces their multi-billion-crop yield by 20-25%. ("The Ahwahnee Principles for Smart Economic Growth," Local Government Commission, 1998.)

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Date:	January 17, 2012
To:	Metro Council
From:	Rex Burkholder
Cc:	Andy Shaw
Re:	Air Toxics Council Project Proposal

In 2009, DEQ created the Portland Air Toxics Solutions (PATS) project[1], completing its work in fall 2011. Its draft report documented that there are significant levels of a range of substances toxic to human health found in the air in the greater Portland region. DEQ has the authority to regulate emissions of certain pollutants but not all pollutants of concern. Metro has responsibility to take actions to limit a short list of pollutants, mostly arising from car and truck use. In recognition of these facts, DEQ is seeking partners to investigate strategies to address the pollutants considered to be present in the air at levels deleterious to human health.

There are two reasons that I believe Metro should convene a short term task force to assist DEQ on this effort: First is the broad regional nature of this problem. The maps referenced here show that for most of the pollutants of concern there are few areas in the Metro district that aren't affected: this is not a urban problem, it is a regional issue. Second is that some Metro policies encourage people to live or businesses to locate in areas with levels of pollution high enough to impact human health. Our goals of compact development with easy access to jobs and transportation have had the inadvertent effect of putting people in harms' way.

The attached Council Project Proposal envisions Metro convening a broad group of government, business and community interests that would utilize Metro's Regional Leadership Initiative collaborative problem solving methodology to propose strategies to mitigate the impact of air toxics with the goal of ensuring that all residents of the Metro district can live and work in healthy environments. The group would be tasked with delineating potential roles of various agencies, gaps in regulatory authorities and potential strategies to reduce emissions of these compounds. This could include recommendations for state and federal statutory and/or regulatory action, more investigation into sources and possible reduction strategies, or recommendations to the Metro Council on land use and transportation strategies.

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[1] "DEQ created the Portland Air Toxics Solutions project to work with local communities to develop an air toxics reduction plan for the Portland region. Air toxics are pollutants known or suspected to cause cancer or other serious health effects including birth defects, organ damage and respiratory irritation. Young children, older adults and people with asthma, lung or heart disease may be more sensitive to the effects of air toxics.

Because many of the same sources produce air toxics, particulates, greenhouse gases and smog, Portland Air Toxics Solutions will link with other ongoing and future regional air pollution reduction efforts." (Portland Air Toxics Solutions Fact Sheet, DEQ, 2009)

1) Council Liaisons
Rex Burkholder

2) Project Begin Date
January 2012

3) Estimated Date of Completion
June 2012

4) Policy Issue (What issue/problem will be addressed?)
How can the region reduce the harmful impacts of toxic compounds in the air on our residents and natural environment?

Metro has responsibility for ensuring that emissions of some pollutants are within federal standards. In addition, the Department of Environmental Quality has authority to monitor and manage emissions of other compounds. There remain a number of chemicals that are known health hazards for which there is no statutory framework for managing emissions, as documented in DEQ's recent Portland Air Toxics Study. As the region's population grows in more compact pattern, more residents live closer to sources of these toxics, including highways and industry.

5) Policy *Questions* (What major policy questions must be answered?)
What are the gaps in the management of air toxics? What steps would help the region address this problem?

To answer these questions, it is proposed that a workgroup be convened to better understand the gaps in the management of air toxics. The result of this workgroup will be to recommend what steps would help the region address this problem, which could include possible policy changes and additional engagement with regional policy making bodies, using the Regional Leadership Initiative model of collaborative decision making would be utilized for this process. Members of the workgroup would include representatives from DEQ, Metro, neighborhood air quality groups, environmental justice representatives and other interested parties.

6) Resources Required / Budget Implications
Costs associated with this proposal include convening 6 meetings, a small portion of administrative (to plan) and program level staff (for content) to provide support to the workgroup. DEQ has also offered to provide some support for this effort.

7) Roles and expectations

- Council Liaison
    - Keep council colleagues updated on project's progress and involve council in answering the policy questions.
    - Attend workgroup meetings on behalf of the Council.
    - When asked whether to endorse a position, check in with council colleagues to get direction on whether Metro should endorse this Compact effort.
    - In cases where the council has voted on or clearly indicated a policy direction, represent that position in council liaison meetings. In cases where the council has not voted, communicate with council colleagues to get a sense of the council as a whole, and represent this (in addition to personal views) in council liaison meetings.
    - When speaking to outside groups on behalf of the council as a whole, represent the council's position (to degree that it has taken one). When presenting a personal opinion, clearly indicate it as such.
    - Be a conduit for the council as a whole in providing policy guidance to staff.
    - Request work session and council sessions as needed.
- Council Policy Coordinator
    - Serve as liaison between councilor and project staff to ensure everyone's needs are being met.
    - Ensure council liaison is communicating with council colleagues and clearly understands the liaison role for specific project/issue.
- Project Staff
    - Provide briefings and updates to the council liaison.
    - Solicit feedback and policy direction from council liaison about when and how to update the rest of the council.
    - When political sensitivities are identified or when Metro is being asked to take a position, staff will forward these issues and requests to the council liaison.

Fact Sheet

Portland Air Toxics 2017 Modeling Study

DEQ recently conducted a study which projects air toxics concentrations for Portland in the year 2017. The study model used the most current and detailed emissions information from businesses and industry, cars and trucks and residential activities.

This information came from both measured and estimated emissions. The model also factored in economic conditions, population growth, topography, weather and new regulations to reduce pollution.

The study is part of DEQ's ongoing effort to understand the sources, concentrations and locations of air toxics in the Portland area. DEQ and the Portland Air Toxics Solutions Committee will use study results to craft an effective air toxics reduction plan.

DEQ expects the plan to include a range of strategies including regulations, local ordinances, incentives and educational programs. DEQ plans to make the draft plan available and seek public comments in summer 2011.

Study results

The study shows there are 15 pollutants that are above health benchmarks. DEQ established air toxics benchmarks as planning goals to protect our health.

The model showed that eight of the 15 pollutants cause the most risk. These pollutants are:

- 1,3 butadiene
- Benzene
- Diesel particulate
- 15 PAH
- Naphthalene
- Cadmium
- Acrolein
- Formaldehyde

Air toxics sources

Important sources of these pollutants include exhaust from cars and trucks, wood burning and industry. Acrolein and formaldehyde form through chemical reactions in the atmosphere.

The largest source of air toxics is gasoline and diesel engines that produce 1,3 butadiene, benzene, ethylbenzene, diesel particulate, arsenic and chromium 6. Another large source of air toxics is residential wood burning that produces 15 PAH (polycyclic aromatic hydrocarbons which are tar-like by-products from auto exhaust and other sources) and naphthalene.

The model shows emissions of metals including manganese, nickel and cadmium are concentrated in or near industrial areas.

Where do highest concentrations of air toxics occur?

The study shows most air toxics are found throughout the study area. Higher concentrations are found in densely populated neighborhoods, near busy roads and highways and in areas with business and industrial activity.

Pollutant	Top source	Impact area
More than 10 times over benchmark		
1,3 butadiene	Cars and trucks	Region wide/Local
Benzene	Cars and trucks	Region wide/Local
Diesel particulate	Cars and trucks	Region wide/Local
15 PAH	Residential wood combustion	Region wide
Naphthalene	Residential wood combustion	Region wide/Local
Cadmium	Industry	Local
Formaldehyde	Secondary formation	Region wide
Acrolein	Secondary formation	Region wide/Local
Between 1 and 10 times over benchmark		
Ethylbenzene	Cars and trucks	Region wide/Local
Arsenic	Cars and trucks	Region wide/Local
Manganese	Industry	Local
Nickel	Industry	Local
Chromium VI	Cars and trucks	Region wide/Local
Dichlorobenzene	Solvents	Region wide/Local
Acetaldehyde	Secondary formation	Region wide

Table shows air toxics over benchmarks in Portland

State of Oregon
Department of Environmental Quality

Air Toxics Program
811 SW 6th Avenue
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Phone: (503) 229-5186
(800) 452-4011
Fax: (503) 229-5850
Contact: Sarah Armitage
http://www.oregon.gov/DEQ/

DEQ is a leader in restoring, maintaining and enhancing the quality of Oregon's air, land and water.

-more/over-

Last Updated: 2/9/2011
By: Marcia Danab
11-AQ-007

Why did DEQ do a modeling study instead of a monitoring study?
DEQ has done both. In 2005, DEQ received EPA funding to monitor air toxics at five sites in the Portland region. DEQ currently has funding for only one air toxics monitor in Portland. The monitor is located in North Portland. Modeling is a cost-effective tool for DEQ to estimate air toxics concentrations at over 1000 sites throughout the region.

What are some of the potential emission reduction strategies?
DEQ hired a contractor to help develop potential emission reduction strategies. The Portland Air Toxics Solutions Committee is reviewing these strategies and will recommend additional measures. Strategies being considered will address all the sources of air toxics and may include:

- More stringent/expanded vehicle inspection and maintenance
- Vehicle idling reduction
- Education program about health effects of wood smoke
- Requiring less toxic industrial solvents

Pollutant summary sheets and maps for air toxics in the Portland region
Developing Emission Reduction Strategies presentation

Comparison of modeling studies used to estimate air toxics health risk

For more information please contact:
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Alternative Formats
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