

MEETING REPORT

DATE OF MEETING: October 14, 1982

GROUP/SUBJECT: Joint Policy Advisory Committee on Transportation (JPACT)

PERSONS CONTACTED: Members: Ed Ferguson, Larry Cole, Corky Kirkpatrick, Robin Lindquist, John Frewing, Robert Schumacher, Bill Young, Bob Bothman, Marge Kafoury, and Charlie Williamson

Guests: Ted Spence and Ed Hardt, ODOT; Byron York, Bob Prowda, and Paul Bay, Tri-Met; Gil Mallery, Regional Planning Council of Clark County; Bebe Rucker, Multnomah County; Sarah Salazar, Port of Portland; John Price, FHWA; and Winston Kurth, Clackamas County

Staff: Andy Cotugno, Peg Henwood, Keith Lawton, Bill Pettis, Karen Thackston, and Lois Kaplan, Secretary

MEDIA: None

SUMMARY:

1. AUTHORIZING FY 82 PROJECT PRIORITIES USING SUPPLEMENTAL INTER-STATE TRANSFER FUNDS

During discussion of the staff report, Andy noted changes to be made to the staff report as follows:

In the listing of projects, first page of Staff Report, Westside Arterials should be substituted for "Murray Boulevard".

On the second page of Staff Report, Westside Arterials should correctly be listed at \$100,000 and Murray Boulevard should be added for PE at a cost of \$150,000.

In addition, suggested rewording of language in Resolve 3a. of the Resolution should be made as follows:

"to fulfill previously adopted FY 82 ~~project~~ Interstate Transfer funding commitments";

Attachment "A" to the Resolution will show the same funding switch between the Westside arterial and Murray Boulevard.

Action Taken: It was moved and seconded to recommend approval of the Resolution authorizing FY 82 project priorities using supplemental Interstate Transfer funds with suggested changes incorporated. Motion CARRIED unanimously.

2. AMENDING THE FY 1983 UNIFIED WORK PROGRAM

This work task will use air quality carryover funds, initially intended for a Demand Management Program, for a Diesel Exhaust Study. In addition, Portland would undertake an Employer Parking Subsidy Program and a downtown Carpool Parking Management Program with carryover funds from their land use/air quality study.

Inasmuch as "automobiles" are not the only source of emissions, it was suggested that clause #2 of Exhibit "A" be reworded to read: "Conduct a diesel particulate exhaust study to determine impacts of increased ~~use-of~~ diesel ~~automobiles~~ emissions in the Portland metropolitan area."

Action Taken: It was moved and seconded to recommend approval of the Resolution amending the FY 1983 Unified Work Program with recommended changes. Motion CARRIED unanimously.

3. ANNOUNCEMENT

It was announced that, due to the next regularly scheduled monthly meeting falling on Veteran's Day, the JPACT meeting would be held on Wednesday, November 10, at 7:30 a.m. at Metro.

4. AMENDING THE TRANSPORTATION POLICY ALTERNATIVES COMMITTEE (TPAC) BYLAWS

Andy reported that nominations for citizen appointments to TPAC were solicited and were considered at the October 7 Council meeting. The Council would like to extend the citizen membership on TPAC from five to six members and delete reference to the Council Transportation Committee, now defunct. The bylaw changes are recommended by the Council Development Committee.

Chairman Williamson asked that this proposal be considered information only. No action was taken.

5. UPDATE ON REGIONAL, I-5, AND MCLOUGHLIN CORRIDOR RIDESHARE PROGRAMS

Byron York reviewed the status and direction of the carpool program that Tri-Met is pursuing. He introduced Bob Prowda, Director of Marketing, who related that the focus of ride-sharing, as part of the Regional Transportation Plan, has employed a three-part ridesharing strategy: 1) marketing on a regional basis (promotions, advertising efforts with employers, matching service, highway signing); 2) working with

employers (incentives, matching information); and 3) working in specific travel corridors (with specific working groups from each corridor). He emphasized that, by devising attractive programs with appropriate incentives offered, people will switch from drive-alone to another mode.

Byron York spoke of the matching service being the keystone of the Rideshare Program. A classified-ad approach has been developed in monthly tabloid form for this matching service which is circulated throughout the retail community. Ad sponsorship in the circular has helped offset costs of the program. He noted that they are presently working with 46 major employers.

Mr. York cited the use of highway signing, radio, TV, carpool matching service, billboards, and additional newspaper coverage as means of attracting new participants. Another approach in the offing is the proposed formation of a non-profit organization that would offer, through its membership fee, discounts at major retailers, preferential loans, a group insurance policy, emergency road service and other benefits extended by the retailers.

It was reported that \$320,000 is proposed for next year's rideshare program allocation.

Andy pointed out that, following action on the Appropriations Bill, the Rideshare Program will be a candidate for funding.

6. ADJOURNMENT

There being no further business, the meeting was adjourned.

REPORT WRITTEN BY: Lois Kaplan

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Rick Gustafson  
Don Carlson