

 **Metro** | *Agenda*

Meeting: **RTO SUBCOMMITTEE OF TPAC ****
Date: **Wednesday, April 18, 2012**
Time: **3:00 p.m. – 5:00 p.m.**
Place: **Room 270, Metro Regional Center, 600 NE Grand Avenue, Portland**

Subcommittee members: To join the meeting by phone, please contact Pamela Blackhorse in advance of the meeting at Pamela.Blackhorse@oregonmetro.gov or 503-797-1757. Pamela will call you from the meeting room to link you to the phone conference. Conference calls are limited to three people.

- 3:00 p.m. Call to order/declaration of a quorum/introductions
- 3:05 p.m. Meeting summary from February 2012 Meeting
[APPROVAL REQUESTED]* – Dan Kaempff, Metro
- 3:05 p.m. Citizen Communications
- 3:10 p.m. RTO Strategic Plan Adoption Process
[INFORMATIONAL]* – Dan Kaempff, Metro
- 3:30 p.m. TPAC Work Group next steps
[INFORMATIONAL]* – Dan Kaempff, Metro
- 3:45 p.m. Vanpool program changes
[INFORMATIONAL]* – Dan Kaempff, Metro
- 4:00 p.m. ODOT TDM planning update
[INFORMATIONAL]* – Dan Kaempff, Metro
- 4:15 p.m. Adjourn

* Meeting materials will be available electronically prior to the meeting.

** Inclement weather reminder: in case of inclement weather, the Metro Regional Center may have a late opening or building closure. For information about meeting cancellations due to building closure or late opening, please access www.pdxinfo.net.

 **Metro** | *Meeting Summary*

***RTO Subcommittee of TPAC
Wednesday, February 8, 2012
3 to 5 p.m.
Metro Regional Center, Room 501***

Committee Members Present:

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

Committee Members Excused:

Jennifer Campos	City of Vancouver
Adrian Esteban	Community Representative

Metro Staff:

Mary Ann Aschenbrenner	Metro
Pamela Blackhorse	Metro
Ted Leybold	Metro
Pam Peck	Metro
Caleb Winter	Metro

Guests:

Lenny Anderson	Swan Island TMA
Kelsey Bayless	VPSI
Deb Crawford	Portland Community College
Jeff Edinger	Gresham Downtown Development Association
Heather McCarey	Westside Transportation Alliance
Ross Peterson	Nelson\Nygaard
Cora Potter	Ride Connection
Owen Ronchelli	Lloyd TMA
Pam Wilson	TriMet

I. CALL TO ORDER/DECLARATION OF A QUORUM/INTRODUCTIONS

Chair Dan Kaempff called the meeting to order and declared a quorum at 3:05 p.m.

II. MEETING SUMMARY FROM JANUARY 2012 MEETING

Chair Kaempff asked if there were any changes to the meeting summary from January 11, 2012. There being no changes, he asked if there were a motion to approve the meeting summary.

Action taken: Ms. Britton motioned to approve the meeting summary. Ms. Drake seconded the motion. The January 11, 2012 meeting summary was unanimously approved by the Subcommittee. There were no abstentions.

III. CITIZEN COMMUNICATIONS

There were none.

IV. RTO STRATEGIC PLAN DRAFT RECOMMENDATIONS & DISCUSSION

Chair Kaempff introduced Mr. Peterson of Nelson Nygaard and pointed out that the purpose of the agenda item was to resolve any outstanding issues surrounding the draft 2012-2017 RTO Strategic Plan. He stated that finalized Subcommittee recommendations would be forwarded to the Transportation Policy Advisory Committee (TPAC) for consideration and a recommendation to JPACT.

Chair Kaempff provided an updated matrix of remaining issues along with the draft plan goals and objectives. The Subcommittee engaged in a robust discussion and made numerous detail changes to the draft goals and objectives.

(The changes are reflected in the goals and strategies attached at the end of the meeting summary and have been incorporated *in toto* into the Strategic Plan presented to TPAC.)

Chair Kaempff clarified the role of the TPAC group that would work with the RTO marketing group. He stated that that TPAC Working Group was viewed as a collaborative, higher-level working group that would take recommendations to TPAC. He stated that the new Working Group would use the goals and objectives from the RTO Strategic Plan to develop grant criteria, and would lead the grant selection process.

The Subcommittee asked what would make this an improved process from the RTO Subcommittee. Mr. Peterson pointed out that the current composition of the Subcommittee made it difficult for them to make hard decisions collaboratively, particularly when it affected other partners' funding. Chair Kaempff added that Metro would continue to convene regional partners to coordinate marketing efforts and work collaboratively.

Chair Kaempff presented a draft RTO budget covering fiscal years 2013-2017 and stated that they would cover the RTO budget in detail during the March 14 meeting. The purpose of presenting a draft budget in today's meeting was to give the Subcommittee a better understanding of how percentages of funding broke down between Metro, the base employer program (TriMet and SMART), and the balance available for grants. He pointed out that there was over \$2 million for grants. The subcommittee asked staff to show the changes in dollar amounts under fiscal year 2011/2012 in the upcoming budget discussion.

Action taken: Chair Kaempff asked for a motion to approve the DRAFT 2012-2017 RTO Strategic Plan, with the edits as discussed. Ms. Doubleday motioned to approve the Strategic Plan. Ms. Britton seconded the motion. The motion passed unanimously with no opposition or abstentions.

V. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 5:08 p.m.

Meeting packet materials:

Document Type	Date	Description	Document Nbr.
Agenda	020812	Agenda, February 8, 2012	020812-rto01
Summary	020812	Meeting Summary, January 11, 2012	020812-rto02
Document	020812	Staff Report, January 11 Meeting Follow Up	020812-rto03
Document	020812	Recommended Goals and Objectives	020812-rto04
Document	020812	RTO Strategic Plan Matrix - Updated	020812-rto05
Document	028012	Draft Strategic Plan Budget	020812-rto06

Meeting summary respectfully submitted by,

*Pamela Blackhorse
February 8, 2012*

Recommended Goals & Objectives

The following goals and objectives are recommended to establish a policy framework for RTO program over the next five-year planning period. These goals and objectives were developed in response to the issues and opportunities identified in Chapter 2.

Goal 1: Align the RTO program with regional economic development, growth management and livability objectives

- Objective 1.1 – Link RTO efforts to goals outlined in the Metro Regional Transportation System Plan (RTP).
- Objective 1.2 – Support projects that provide information and services to geographically and socio-economically diverse populations.
- Objective 1.3 – Work with other Metro programs and regional partners to make travel options an integral element of every transportation project.
- Objective 1.4 – Measure and evaluate the RTO program to report progress aid policy decision-making, and to maintain or improve performance.
- Objective 1.5 – Address transportation needs in areas underserved by transit, bicycle or pedestrian investments.

Goal 2: Be a leader in developing local, regional, state and national policies that promote walking, biking, transit and high-occupancy vehicle travel

- Objective 2.1 – Support local jurisdictions in developing and implementing policies that support the RTO mission.
- Objective 2.2 – Support multi-modal programs that meet the business and residential needs in urban centers, corridors and suburban areas.
- Objective 2.3 – Work with local jurisdictions, businesses and partners to build local political and staff support for transportation demand management.

Goal 3: Support local partners to engage with employers and commuters to increase the use of travel options for commute trips

- Objective 3.1 – Support local partners to market and provide multi-modal travel options services to employers and commuters.

- Objective 3.2 – Provide information and technical services to local and regional partners to make the business case for employers to support travel options.
- Objective 3.3 – Support partners who have established working relationships with employers in promoting economic development with travel options tools and programs.

Goal 4: Develop tools to support the use of travel options to reduce drive-alone trips

- Objective 4.1 – Continue a regional collaborative marketing campaign to increase awareness of travel options and assure meaningful integration with local marketing outreach campaigns and efforts.
- Objective 4.2 – Develop and deliver enhanced and accessible traveler information tools.
- Objective 4.3 – Provide technical services to local partners to help implement and support the RTO mission.



Date: April 20, 2012
To: Transportation Policy Alternatives Committee and Interested Parties
Cc:
From: Dan Kaempff, Principal Transportation Planner
Re: **DRAFT 2013-2015 RTO Grant Criteria Recommendations**

Background

The Draft 2012-2017 RTO Strategic Plan lays out a framework for building on past successes through a realignment of the program with regional desired outcomes and Regional Transportation Plan triple-bottom line objectives (Equity, Economy and Environment). Specific recommendations include a refined set of goals and objectives, clarification and consolidation of roles and responsibilities, broadened measurement and evaluation criteria, and consolidation of three separate grant programs into one.

The consolidation of the grant programs has been the primary topic of discussion throughout the Strategic Plan adoption process. The primary point of concern has been regarding the recommended elimination of the dedicated grant program for Transportation Management Associations (TMA). The consultant's recommendation to eliminate this dedicated grant program was based on improving program performance. Program evaluation findings showed that TMAs performed no better or worse than other RTO program investments, despite the TMAs having a dedicated source of funding.

Concerns were raised at TPAC and JPACT that removing dedicated funds for TMAs would potentially damage those organizations' ability to deliver results, or in some cases, threaten their existence. Metro staff has expressed concern that continuing to provide dedicated funding for a particular type of organization, as opposed to directing funding to projects that consistently perform well, would hamper the ability of the RTO program as a whole to achieve desired regional outcomes.

To address these concerns, Metro staff gathered input from regional stakeholders and has developed the following recommendations.

Establish sub-regional funding targets

To ensure that balance is achieved between regional equity and performance goals, staff is recommending that a portion of the grant funding total be targeted for prioritized projects, and be divided into amounts by sub-region. Identified sub-regions are:

- City of Portland
- Clackamas County
- East Multnomah County (balance of the county not including Portland)

- **Washington County**

This would enable each sub-region to have a degree of base level program funding to ensure that current successful programs can continue (provided other grant criteria and performance standards are met), but still allow for a robust open competitive grant process and the ability to fund region-wide and other highly-rated projects.

Further work to fully develop this concept remains to be done, particularly in how the program can ensure sub-regional priorities will address program performance objectives. Staff will develop recommendations to inform the work of the TPAC work group that will be charged with developing the RTO grant program criteria.

Local project prioritization

Among these four sub-regions, there is a diversity of existing programs, local needs and decision-making processes between partners. The need to allow flexibility in how local project priorities are established is critical.

Recognizing that, Metro staff is recommending that the grant selection process contain the provision for each of the four sub-regions to indicate up to two top prioritized projects from the list of projects submitted from their area. This prioritization would be included as a component of the criteria, thus giving these prioritized projects additional weight and helping to ensure their funding, provided they are coordinated with RTO program goals and objectives, and meaningfully address other aspects of grant criteria. Prioritized projects would be accepted from county coordinating committees, cities or other RTO partners.

In order to carry out the goals and objectives of the 2012-2017 Strategic Plan, projects that are a continuation of existing successful initiatives, such as TMAs or local jurisdiction's outreach programs, and show a high degree of in-kind or fiscal support from local partners would be ranked higher than new projects or projects with lower levels of local support.

Local prioritization of projects would enable each sub-region to support local TMAs or other RTO activities that best address the needs and opportunities in their particular area. It helps to ensure that funding is distributed in a manner that carries out the RTO program mission by addressing regional equity and a balanced service delivery model.

Increase flexibility in valuing program investments

Feedback received through the Strategic Plan process indicated that the current program did not provide partners with enough flexibility in the types of project outcomes they could achieve, measure, and assign value to. Grant recipients, TMAs in particular, were generally required to meet a "one size fits all" standard of showing how their project resulted in VMT reductions.

The consultant recommendation is that evaluation criteria be broadened to recognize the varying degree of local conditions (i.e. level of transit service, paid parking, bicycle and pedestrian infrastructure, etc.) may make it more difficult for some areas of the region to achieve similar levels of VMT reduction as others. This in turn will enable projects which focus primarily on raising awareness to receive funding, along with those that have the ability to measure and report reductions in VMT.

Improve local support

All of the above recommendations should serve to support TMAs' work in the region. To further improve regional program performance, staff is recommending that local jurisdiction partners contribute a portion of local funds or provide meaningful in-kind contributions to their TMAs or other prioritized projects.

Local investments will help improve TMAs or other projects in the following ways:

- Provide a higher level of stable funding for TMAs
- Provide stability through local coordination
- More closely align TMA work with TSP goals and other planning initiatives
- Build credibility with businesses for the work of the TMAs
- Grow business partnerships, focusing additional resources on local priorities
- Leverage regional investments to achieve locally desired outcomes
- Development or amendment of local codes to encourage business participation in TMAs (e.g. City of Beaverton permitting reduced parking requirements for businesses with TMA membership)

Conclusion and next steps

These recommendations provide a means of stable support for TMAs or other local RTO program priorities. At the same time, they achieve desired improvements in program performance, better alignment with local priorities, and maintain regional program coordination to achieve strategic plan goals and objectives.

Assuming regional consensus on these recommendations, staff will continue to work with stakeholders to further develop these concepts into grant criteria and funding targets.



Date: March 14, 2012
To: Regional Travel Options Subcommittee and Interested Parties
Cc:
From: Dan Kaempff, Principal Transportation Planner
Re: **Recommended changes to Vanpool Program**

Based on consultation with vanpool providers and other partners, Metro staff is recommending changes to the regional vanpool funding program for the upcoming fiscal year 2012-2013.

Background

The existing vanpool program was created in 2006. It pays half of an eligible vanpool lease cost per month provided ridership and other performance measures continue to be achieved.

An October 2009 report to the Subcommittee found that while the vanpool program was performing reasonably well from a cost per VMR perspective, it was falling short of projected growth in the number of vans operating. In particular, the economic downturn combined with the initiation of C-Tran's vanpool program meant the loss of about half the number of vans. In addition, the loss of anticipated revenue from ODOT and CTran meant that Metro MTIP dollars were the sole source of funds in the program. Since most vanpool passengers live outside the region, this created a situation where MTIP funds were primarily benefitting non-residents of the region.

After considering several options, the RTO Subcommittee agreed in early 2010 to reduce the size and scope of the vanpool program as a result of decreased revenues and lack of growth in the program. Funding was reduced to \$100,000 per year for vanpool incentives. Since then, the vanpool program has grown to its current number of 19 vans, which is the maximum number that can be funded under the current budget allocation and funding strategy geared towards continued partial funding of vanpool groups.

Of the existing vans, performance has remained consistent, but flat. Monthly ridership has consistently stayed at 5.7 passengers per van, so there have been no gains in efficiency. Several vans have struggled with keeping the minimum of five passengers enrolled, and average daily utilization of a few has dipped below 4.0 passengers per day. While overall the program is reducing an average of 115,000 to 120,000 VMT per month, it is not showing any improvement in performance.

Vanpooling in the region, however, continues to grow outside Metro's program. Both vanpool providers report success in creating new vanpools without financial support from Metro. But they also have indicated that the demand for new vanpools is strong and more could be created if financial incentives were available.

Recommendation

The draft RTO Strategic Plan lays out a framework for improving program performance across the RTO Program in its entirety. Its focus is on achieving a higher level of outcomes with a constrained amount of program funding.

To better align the vanpool program with Strategic Plan goals, Metro is proposing to end the existing program of continual support of vanpool groups, and replace it with an incentive program to spur creation of new vanpool groups.

The following is a draft outline of how the new incentive program would work:

- Vanpool groups must have a signed lease agreement with one of Metro's approved vanpool leasing companies (Enterprise or VPSI)
- Vanpool groups must be "new", meaning not having received funding from the previous Metro vanpool program
- One-way distance must be a minimum of 20 miles, measured by actual distance traveled, not radius
- The destination of a van must be within the Metro service area boundary
- The minimum number of participants in a van group is five (5). The average number of daily participants reported must not be lower than four (4) in any of the three month incentive period. If the number for any month drops below four, the incentive for that month and subsequent months will be discontinued
- Providers agree to continue to report on ridership and mileage of vans created under this program as long as the vans are in existence
- Vans must not duplicate existing transit service
- A vanpool group that changes from one leasing company to the other does not qualify as a "new" vanpool for the purposes of this incentive

For new vanpool groups that meet the eligibility criteria, Metro will pay \$350 per month for three months. Failure to meet reporting requirements or other criteria will result in forfeiture of current and future incentive payments.

Total budget for this new program is estimated to be \$50,000 per year, which would provide funding to start approximately 48 new vans annually.

ODOT has indicated that they are considering how to support vanpooling within the state. While specific program recommendations have not yet been considered or developed, it is anticipated that ODOT's actions could result in further refinement of Metro's vanpool program.