

Metro | Agenda

Meeting: **RTO SUBCOMMITTEE OF TPAC ****
Date: **Wednesday, May 9, 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 April 2012 Meeting
[APPROVAL REQUESTED]* – Dan Kaempff, Metro

3:05 p.m. Citizen Communications

3:10 p.m. FY 12-13 RTO work plan & budget
[ACTION REQUESTED]* – Dan Kaempff, Metro

3:30 p.m. TMA Proposed Grant Agreements
[ACTION REQUESTED]* – Caleb Winter, Metro

4:15 p.m. SMART work plan
[ACTION REQUESTED]* – Jen Massa, Wilsonville SMART

4:35 p.m. TriMet work plan
[ACTION REQUESTED]* – Adriana Britton, TriMet

5:00 p.m. Adjourn

[All are invited to attend happy hour immediately following the meeting at Spirit of '77, corner of MLK and Lloyd Blvds.]

* 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.



***RTO Subcommittee of TPAC
Wednesday, April 18, 2012
3 to 4:15 p.m.
Metro Regional Center, Room 270***

Committee Members Present:

| | |
|-----------------------------|---|
| Dan Kaempff - Chair | Metro |
| Sarah Angell | TMA Representative |
| Dan Bower | Portland Bureau of Transportation |
| Adriana Britton | TriMet |
| Gail Curtis (alternate) | Oregon Department of Transportation, Region 1 |
| Sandra Doubleday | City of Gresham |
| Adrian Esteban | Community Representative |
| Derek Hofbauer | Community Representative |
| Jen Massa | City of Wilsonville SMART |
| Lori Mastrantonio-Meuser | Clackamas County |
| Heather McCarey (alternate) | Westside Transportation Alliance |
| Alison Wiley | Oregon Department of Transportation |

Committee Members Excused:

| | |
|-----------------|-------------------------------------|
| Jennifer Campos | City of Vancouver |
| Susan Drake | Department of Environmental Quality |
| Aisha Willits | Washington County |

Metro Staff:

| | |
|------------------------|-------|
| Mary Ann Aschenbrenner | Metro |
| Pamela Blackhorse | Metro |
| Ted Leybold | Metro |
| Caleb Winter | Metro |

Guests:

| | |
|----------------|----------------------|
| Kelsey Bayless | VPSI |
| Leslee Moore | Enterprise Rideshare |

I. CALL TO ORDER/DECLARATION OF QUORUM/INTRODUCTIONS

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

II. MEETING SUMMARY FROM FEBRUARY 2012 MEETING

Chair Kaempff asked if there were any changes to the February 8, meeting summary. There being none, he asked for a motion to approve the meeting summary.

Action taken: Ms. Doubleday moved to approve the meeting summary. Ms. Angell seconded the motion. The February 8 meeting summary was unanimously approved by the Subcommittee. There were no abstentions.

III. CITIZEN COMMUNICATIONS

There were none.

IV. RTO STRATEGIC PLAN ADOPTION PROCESS

Chair Kaempff provided a memo and discussed the adoption process of the RTO Strategic Plan. He stated that staff had presented the Plan to the Transportation Policy Advisory Committee (TPAC) and the Joint Policy Advisory Committee on Transportation (JPACT). He pointed out that both committees appreciated the direction RTO staff had taken with the plan. However, they expressed concern for TMAs and how they would continue to receive support through the competitive grant process. Conversely, RTO staff expressed concern that continuing to provide dedicated funding to a specific group would not help the RTO Program achieve its desired regional outcomes.

Chair Kaempff reported on conversations that had taken place between Metro staff and stakeholders to explore options for resolving these concerns. What has emerged as a solution agreeable to all is that a portion of grant funding be targeted for four sub-regions: City of Portland, Clackamas County, East Multnomah County and Washington County. Each sub-region would have the ability to identify their highest priority projects through a local collaborative process, and submit them to the RTO Grant program for consideration.

The Subcommittee asked how grants would be apportioned and if Metro would help guide local groups in defining projects. Additionally, they questioned how the point system would work in terms of new projects that were not through TMA's, or already an existing project.

Chair Kaempff responded that a working group comprised of TPAC members and interested parties would develop grant criteria and targets, for which sub-region would receive a percentage or targeted amount of funds. Additionally, he reminded the Subcommittee that top-priority projects can be any project that is determined to be a high priority by a sub-region.

The Subcommittee acknowledged that this approach was a broader solution that allowed more partners to participate. Chair Kaempff pointed out that it placed resources in partner's hands which would help them develop programs and projects specific to their areas. Further, Mr. Leybold stated that although the memo focused more on TMAs, it was meant to include all partners. He stressed the need to work on language to help clarify this and pointed out that it would be up to communities to decide what tools worked best for their area needs.

V. TPAC WORK GROUP NEXT STEPS

Chair Kaempff stated that staff would get the RTO Strategic Plan out to Subcommittee this week and turned their attention to the TPAC working group. He pointed out that the working group's purpose would be to provide input that would be useful to the process. Initially, they would work to provide recommendations for grant criteria, dollar amounts and percentages per region. He stated that the working group would be led by a Metro senior staff member and would include members of TPAC, the TRANSPORT Committee and members of the RTO Subcommittee. He stressed that the Group would not be a voting body, but would be participation driven and not membership driven.

The Subcommittee asked what the value of TRANSPORT would be and how soon they would develop a time line for criteria development. Chair Kaempff responded that transportation demand and transportation systems would need to work closely together. He stated that they had not set a hard time line yet, but that they anticipated a start date sometime in May.

He reminded the Subcommittee that the working group would not make official recommendations. However, TPAC would make official recommendations based on input from the Working Group. The Subcommittee suggested that the working group would need to be strongly facilitated to keep recommendations moving.

Chair Kaempff stated that once the RTO Subcommittee dissolved, the RTO Marketing and Outreach Group will take over and be expanded using RTO members, TMAs and vanpool providers. Finally, he stated that the final RTO Subcommittee meeting would be on May 9, in which they would discuss the TMA funding program for next year and review the RTO budget.

VI. VANPOOL PROGRAM CHANGES

Chair Kaempff stated that he did not receive feedback on changes to the Vanpool Program and would therefore assume the changes are acceptable to the Subcommittee. He pointed out that Vanpool performance has been consistent, but that there had been no gains. Ridership averaged out to 5.7 passengers per van and VMT remained around 120,000 per month.

Chair Kaempff stated vanpool providers, VPSI and Enterprise reported success in creating new vanpools without funding from Metro. As such, they indicated that the demand for vanpools had increased and that financial incentive should be made available. RTO staff is recommending a draft vanpool incentive program in which:

- 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; and
- 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.

Based on the above, 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. The program budget is to be \$50,000 per year, which would provide funding to start approximately 48 new vans annually.

Chair Kaempff stated that these changes that would go into effect on July 1. He commented that this would be a temporary or transitional program while the Oregon Department of Transportation (ODOT) began the process of developing a vanpool program.

VII. ODOT TDM PLANNING UPDATE

Chair Kaempff announced that he would be filling a part-time role with State of Oregon to help develop a Transportation Demand Management (TDM) policy and strategic plan that would guide funding and investment state wide. Chair Kaempff pointed out that they would need to show what the current needs were in the region and around the state in an effort to help creating a vision and solution for each area.

Ms. Wiley announced that Michael Ward with ODOT will be retiring on May 24. The interim Administrator will be Hal Gard, which is whom Chair Kaempff would report to. Further, Ms. Wiley stated that her current position would be dissolved. Sharon Coleman will be the Regional Transit Coordinator for ODOT Region 1 and will engage RTO and its partners concerning grants and TDM. Sponsorships programs will continue for Transportation Demand Options (TDO) and TDM events

Mr. Bower announced that the City of Portland Transportation Options would be dissolved to create an active transportation program with bike and pedestrian coordinators. Mr. Bower will be heading up this new group starting July 1.

VIII. ADJOURN

There being no further business, Chair Kaempff adjourned the meeting at 4:12 p.m.

Meeting packet materials:

| Document Type | Date | Description | Document Nbr. |
|---------------|--------|--|---------------|
| Agenda | 041812 | Agenda, April 18, 2012 | 041812-rto01 |
| Summary | 041812 | Meeting Summary, February 8, 2012 | 041812-rto02 |
| Document | 041812 | Memorandum: 2013-15 RTO Grant Criteria Recommendations | 041812-rto03 |
| Document | 041812 | Memorandum: Recommended Changes to Vanpool Program | 041812-rto04 |

Meeting summary respectfully submitted by,



*Pamela Blackhorse
April 18, 2012*



Metro | Memo

Date: Wednesday, May 2, 2012
To: RTO Subcommittee; TMA Directors
From: Caleb Winter, TMA Program Manager
Subject: FY12/13 Proposed TMA Grant Agreements

RTO staff reviewed four proposed TMA Grant Agreements for FY12/13 from WTA, Swan Island TMA, Lloyd TMA and Gresham Regional Center TMA (South Waterfront TMA is entering their third start-up year). RTO staff recommend performance based and booster grant funding for all of the four TMAs.

FY12/13 will be a transition year for TMAs as RTO implements the 2012-2017 RTO Strategic Plan, including a competitive grant process. Grant application materials will likely be available mid-fall 2012.

The following are notes on the work proposed by each TMA. Please reference the attached proposed Grant Agreements from each TMA. Please let me know if you have any comments (caleb.winter@oregonmetro.gov or 503-797-1758; or, comment May 9, 2012 at the RTO Subcommittee meeting.

Westside Transportation Alliance (WTA)

The WTA's primary goals identified in the 2012-2013 proposed Grant Agreement are similar to those in past years:

- Decrease demand on the regional transportation system by facilitating greater use of non-drive-alone transportation options to, from and within the WTA service area.
- Increase awareness of transportation options available for all trips to, from and within the WTA service area.

Specific Grant Agreement goals are identified below. The WTA will continue to use ECO Surveys to evaluate the effectiveness of their employer outreach and also develop a strategic plan to prepare for the competitive RTO grant cycle.

- WTA showed 3.4 million VMR annually in the 2008-2009 evaluation and will maintain and build on those reductions which will be evaluated based on ECO Survey results.
- WTA will use the 2012-2013 grant cycle to create a strategic plan that will inform the 2013-2016 RTO grant cycle application by prioritizing TDM strategies for the WTA's service area.

The WTA identified specific tasks in their proposed Grant Agreement. They propose to promote events such as the Bike Commute Challenge, the 2012 Carefree Commuter Challenge and May 2013 Bike to Work Month, continue to host and promote Transportation Fairs, after work bike rides and networking events. The WTA also proposes to update their website and distribute a

monthly newsletter, promote Rideshare Online resources, research corridor TDM plans, attend RTO, stakeholder, partnership, and annual meetings and consult with Transportation Coordinators. The WTA expects to reach over 25 employer sites with the potential to reach over 30,000 employees.

The WTA intends to use the booster grant to increase its online presence through an online newsletter and Twitter and Facebook updates, support active transportation and bike events, promote the Cash for Commuters program and increase support of the organization through outreach efforts to local stakeholders.

Swan Island TMA

The Swan Island TMA 2012-2013 proposed Grant Agreement identifies tasks common with past Grant Agreements. The TMA intends to strengthen the Transportation Coordinator Network through themed quarterly meetings, promote vanpooling with C-TRAN, participate in employee wellness events, conduct employer satisfaction surveys and provide transportation options information. The Swan Island TMA proposes to promote Drive Less Connect, locally promote a regional pilot incentive program, continue with trip planning services and encourage participation in bike-related events such as the Bike Commute Challenge (fall and winter), bike breakfasts and workshops, Bike to Work Month, and support the Daimler Trucks (DTNA) bike committee. The TMA also intends to create print and web-based materials and resources, provide employer outreach to non TMA members, work with employers to encourage ECO survey completion and attend RTO meetings.

The Swan Island TMA will use the booster grant to develop and implement strategy to institute subsidy programs at Daimler and adidas, partner with DEQ to generate survey data, launch “Going to the Island” with adidas, and promote benefits of active transportation, parking strategies, and employer economic benefits of travel options programs.

Lloyd TMA

The Lloyd TMA continues to build on previous years’ grant agreements by adhering to the following primary program goals:

- Decrease demand on the regional transportation system by facilitating non-drive-alone transportation options.
- Increase awareness of transportation options available to, from and within the Lloyd TMA service area.
- Create options and strategies that improve non-SOV access for employees and businesses of the Lloyd District.

The Lloyd TMA will continue to measure the trip activity of nearly 6,000 employees using a trip calculator. The 2012-2013 goal is to achieve over 4.4 million VMR. Lloyd TMA will host at least seven Transportation Fairs, administer an annual commute survey, conduct outreach to 60 businesses, develop and distribute an online newsletter, create new rider kits, host biking, walking and transportation coordinator events, manage the Commuter Connections Transportation store and co-publish “Bike Parking for Your Business”. The Lloyd TMA also proposes to host the annual Walk Week, Bike Commute Day, District Bike Rides, brown bag lunches, and support efforts related to bicycle support services and the bike loaner and new infrastructure programs.

The Lloyd TMA will utilize the booster grant to implement a business climate survey and conduct outreach to an additional 60 businesses. The booster will also focus on sales of transit passes, bike lockers and provision of informational materials to new customers accessing the Commuter Connection Store. Both tasks will include special emphasis on Drive Less Connect information and tie-ins.

Gresham Regional Center TMA

The Gresham TMA's goals identified in the 2012-2013 proposed Grant Agreement build on tasks from last year. The TMA will continue to work with previous and new employment sites to build on and enhance current TDM activities, promote Drive Less Connect and encourage participation in May 2013 Bike Month, the September 2012 Bike Commute Challenge and other community and workplace events such as Bike to Work Breakfasts and brown bag lunches. The Gresham TMA also proposes to produce and disseminate regular e-newsletters, upgrade print and online materials, and create outreach materials. The Gresham TMA anticipates achieving over 1.5 million VMR during the 2012-2013 grant cycle.

The Gresham TMA intends to use the booster grant to provide outreach to Mount Hood Community College, to further develop online communications, table at 10 or more community events, create outreach materials, promote the development and use of transportation options in East County, and plan regional bike tourism activities.

Please note that the Gresham TMA will be housed at the Gresham Area Chamber of Commerce and Visitors Center starting next fiscal year.

Westside Transportation Alliance Work Plan 2012-2013
Background and Pay Schedule

BACKGROUND

The purpose this work plan is to specify projects the Westside Transportation Alliance (WTA) will implement that further the Regional Travel Options effort toward accomplishing Regional Transportation Plan modal target of 40% non-SOV trips or higher, by the year 2040.

Primary goals the WTA shares with RTO are:

- Decrease demand on the regional transportation system by facilitating greater use of non-drive-alone transportation options to, from and within the WTA service area.
- Increase awareness of transportation options available for all trips to, from and within the WTA service area.

Other goals of this project are:

- Increase TMA area mobility and livability
- Increase freight mobility
- Increase employee stability
- Decrease parking demand
- Increase awareness about the health benefits of active transportation
- Increase awareness about the active transportation corridors in Washington County
- Promote the urgency of reducing CO2 emissions and the power of personal choice

TMA Manager: Heather McCarey will serve as the primary point of contact.

TMA Area: Borders are Washington County, within the Metro boundary.

TMA Fiscal Year 2012-2013 Budget and Hours for RTO Implementation: \$53,700 federal plus \$31,561 local match will be spent for the tasks and deliverables below and a minimum of 1560 hours over one year – 390 hours per quarter. Total \$85,261.

Target Measurement Goals:

2012-2013 Work Plan goals:

- WTA showed 3.4 million VMR annually in the 2008-2009 evaluation and will maintain and build on those reductions which will be evaluated based on member business ECO Survey results
- WTA will use 2012-2013 grant cycle to create a strategic plan that will inform the 2013-2016 RTO grant cycle application by prioritizing TDM strategies for the WTA's service area

Westside Transportation Alliance Work Plan 2012-2013
Background and Pay Schedule

WTA adheres to the Booster grant guidelines:

The WTA Booster will expand the WTA capacity to reach a larger audience by providing hours dedicated to several specific tasks. The Booster will allow the WTA to increase its on-line presence through an on-line newsletter and Facebook and Twitter updates. In addition, there are several events that will be made possible through the support of the Booster including networking events for active transportation practitioners and supporters, and a bike to work month event and TC support. The Booster also provides the ability for the WTA to promote the Cash for Commuter program, which will target several specific companies. Finally, the Booster allows the WTA to increase support of the organization through outreach efforts to local stakeholders.

Membership dues will cover match, a list is included. In addition, potential match hours will be applied from a prospective grant and from WTA additional hours.

Measurement of the Booster grant will be local partner satisfaction with the final strategic plan. Partners will be asked to provide feedback on draft plans throughout the planning process and will be asked to provide final recommendations and satisfaction levels with the finished product.

PAY SCHEDULE

| | Each Quarter | Total Project |
|-------------------|--------------|---------------|
| | | |
| Eligible expenses | \$20,897.75 | \$83,591.00 |
| | | |
| Match | \$7,61.50 | \$30,726.00 |
| | | |
| Total Invoice Amt | \$13,216.25 | \$52,865.00 |
| (Expenses-match) | | |

Westside Transportation Alliance Work Plan 2010-2011

| Tasks | Description | Deliverable(s) | Due date(s) | Total Hours-Grant |
|--|--|--|---|-------------------|
| Employer Outreach: to reach over 25 employment sites (TC's) with potential to reach over 30,000 employees | | | | |
| Bike Commute Challenge | Promote BTA's Bike Commute Challenge through website and TC network and potential events | List of employment sites assisted and summary of statistics from challenge. List of website updates, sample letter to TC's | 9/30/12 | 45 |
| Carefree Commuter Challenge | Promote regional incentive program | List of on-line updates and promotions, meetings with TC's | 6/30/13 | 40 |
| Rideshare Online (RSO) | Promote Rideshare Online resource through website, newsletters, and TC network. | List of meetings, and promotional materials used | 9/30/12 12/31/12 3/31/13 6/30/13 | 40 |
| Transportation Coordinator Consultations | Provide personalized, in-depth support in one-on-one meetings with Transportation Coordinators with the goal of meeting with over 15 TCs | List of Businesses served. | 9/30/12 12/31/12 3/31/13 6/30/13 | 120 |
| *Cash for Commuters | Help promote cash for commuters program | List of meetings, web updates, promotional materials | 6/30/13 | 50 |
| *Bike to work month/ May 2013 - TC Support | support member businesses in implementing a bike to work month event/program. | List of TC's supported and description of support activity | 6/30/13 | 40 |
| *Bike to work month / May 2013 - WTA event | host a WTA Bike to Work Day event , potentially in partnership with BTA | List of participants, marketing materials | 6/30/13 | 40 |
| *Outreach to non-TMA member businesses | Provide support (meetings, informational material, etc.) to non-member businesses in hopes of creating membership | List of meetings, and promotional materials used | 9/30/12 12/31/12 3/31/13 6/30/13 | 50 |
| | | | | |
| Employee Outreach | | | | |

Westside Transportation Alliance Work Plan 2010-2011

| Tasks | Description | Deliverable(s) | Due date(s) | Total Hours-Grant |
|----------------------------------|---|---|---|-------------------|
| Transportation Fairs | Provide transportation option information to employees at T-fairs for member businesses and potential member businesses | List of employment sites, dates, and approximate attendance | 9/30/12 12/31/12 3/31/13 6/30/13 | 90 |
| After work bike ride | Host at least one afterwork bike ride | Flyer, attendance records | 9/30/12 12/31/12 3/31/13 6/30/13 | 40 |
| *Networking events | Host at least one networking event each quarter | Flyer, attendance records | 9/30/12 12/31/12 3/31/13 6/30/13 | 100 |
| Promotions/Communications | | | | |
| Annual Meeting | Meeting for member businesses and guest to update on WTA progress | Annoucemnet, invitation, agenda, and attendance | 6/30/2013 | 60 |
| Website info updates | Update website as needed (with the goal of at least 6 times a quarter) with pertinent info regarding transportation options | List of updates | 9/30/12 12/31/12 3/31/13 6/30/13 | 180 |
| *TC Newsletter | Write and distribute monthly newsletter for Washington County TC's that provides pertinent transportation options information-Monthly | Newsletters | 9/30/12 12/31/12 3/31/13 6/30/13 | 130 |
| *Social Media outreach | Update Facebook and Twitter feeds based on social media outreach plan | list of updates and number of people reached | 9/30/12 12/31/12 3/31/13 6/30/13 | 110 |
| Measurement | | | | |
| ECO Surveys managed by WTA | | Summary of ECO Surveys and Mode splits | 9/30/12 12/31/12 3/31/13 6/30/13 | 50 |
| Strategic Plan Foundation | | | | |

Westside Transportation Alliance Work Plan 2010-2011

| Tasks | Description | Deliverable(s) | Due date(s) | Total Hours-Grant |
|--|--|---|---|-------------------|
| Community Engagement | Attend and serve on committees working to promote active transportaiton in Wash Co (ie SW Corridor plan) to get a greater sense of existing conditions and share information with member businneses and partners | List of meetings | 9/30/12 12/31/12 3/31/13 6/30/13 | 40 |
| Research Corridor TDM Plans and innovative TDM options, set up meetings to learn more | Use best practices, existing corirdor TDM plans to create report | Report on potentialTDM strategies for corridor, list of any meetings regarding research. Reasearch could involve gathering information about employer shifts, and business travel orgin/destination info. List of meetings. | 12/31/2013 | 80 |
| Research potential WTA focus corridors | Research elements such as TriMet interest/service, stakeholder support, existing infrastructure, employee numbers etc. for corridors of interest | Determine two corridors of interest (E/W and N/S) | 12/31/2013 | 40 |
| Stakeholder meetings with appropriate chambers, city staff, TriMet and coordinating committees | Present draft plan to stakeholders for feedback | lmaterials and list of meetings | 9/30/12 12/31/12 3/31/13 6/30/13 | 85 |
| Create draft plan | | Draft plans and then finalized | | 50 |
| Administration | | | | |
| RTO meetings, etc. | RTO Marketing Meetings | List of attended meetings | 9/30/12 12/31/12 3/31/13 6/30/13 | 40 |
| Develop 1st quarter report | | 1st quarter report | 9/30/2012 | 6 |
| Develop 2nd quarter report | | 2nd quarter report | 12/31/2012 | 6 |
| Develop 3rd quarter report | | 3rd quarter report | 3/31/2013 | 6 |
| Develop 4th quarter report | | 4th quarter report | 6/30/2013 | 6 |
| Write annual report | | Annual Report | 6/30/2013 | 16 |
| Create 2013-2014 grant application | | Work plan and grant application | 12/31/2012 | 0 |
| of hours | | | | 1560 |
| | | | | 520 |
| imum hours (hours above the minimum may be used as match) | | | | 1560 |

Swan Island Transportation Management Association Work Plan and Budget to Implement RTO Strategies 2012-13

1. Project Description

The purpose this work plan is to specify projects the TMA will implement that further the Regional Travel Options effort toward accomplishing Regional Transportation Plan modal target of 45% non-SOV trips by the year 2040.

Primary goals the TMA shares with RTO are:

- Decrease demand on the regional transportation system by facilitating greater use of non-drive-alone transportation options to, from and within the TMA service area.
- Increase awareness of transportation options available for all trips to, from and within the TMA service area.

The primary goal of the Swan Island TMA is:

- Increase freight mobility by reducing drive alone commute trips to/from Swan Island industrial/employment area

Other goals for the Swan Island TMA:

- Support economic recovery and development
- Improve bike/ped transit access to TMA area
- Reduce employee commute costs
- Decrease parking demand

TMA Project Director: Sarah Angell

TMA Marketing Outreach Director: to be determined

The Swan Island TMA is a project of the Swan Island Business Association, Executive Director: Lenny Anderson

TMA Area: Borders are Willamette River, N. Willamette Blvd., N. Greeley Avenue N. Going Street (south edge of right-of-way) and UPRR property line.

Target Measurement Goals:

- Reduce 1,500,000 VMT (vehicle miles of travel) for trips to, from and within the Swan Island TMA service area annually (work with 357 drive-alone commuters to change to a non-drive alone mode year-round x 16.8 miles round-trip x 250 workdays per year)
- Restore transit ridership on TriMet 85 Swan Island to 450 trips per day. Increase Swan Island Evening Shuttle to 100 rides per day.
- Implement transportation options program at two additional major employment sites.
- Increase non-SOV mode split from 20% to 25% among participating employment sites.
- Add 100 additional year round bike commuters and 200 van or carpool riders

Vehicle Miles Reduced Goal

- The TMA expects to increase vehicle miles of travel reductions at 10 employment sites that have subsidy programs. Previous ECO survey results show approximately 665,000 VMR annually.
- The TMA expects to expand transit ridership at employers with new transit subsidy programs in 2012-2013, resulting in 100 new transit riders with 500,000 VMT reduced.
- Expect increase in bike commutes: 100 individuals reducing 500,000 VMT.
- Swan Island Rideshare Marketing Campaign (Booster grant) partnering with Metro's Rideshare Online expects to shift an additional 200 commutes to carpool and/or vanpool, reducing 500,000 VMT

Grand total vehicle miles reduced goal for all tasks is 1,500,000 VMR annually.

| Tasks | Task Description (s) + Measurables | Deliverable(s) | Due date(s) |
|---|---|---|---|
| Task 1 - Employer Outreach | | | |
| 1A. Strengthen TC Network thru "themed" quarterly TC/TMA Meetings. | Encourage management to support/incent TC participation, # TCs, Attendance #s, # New TCs. | Meetings, meeting notes +/- agendas | 9/30/2012 12/31/2012 3/31/2013 6/30/2013 |
| 1B. Partner w/C-TRAN to promote vanpool registration | # C-TRAN vanpool riders | New vanpools | Ongoing |
| 1C. Coordinate, promote, participate in employee wellness events when possible | | List of fairs attended | Ongoing |
| 1D. Employer support/TC consultations to TMA member businesses with TO programs (I.e. provide transportation options information including New Employee Brochure & Emergency Ride Home program via schedule racks, tabling, events.) | | List of meetings, dates of materials distribution | 9/30/2012 12/31/2012 3/31/2013 6/30/2013 |
| 1E. Satisfaction Survey | | | |
| 1E1. Create and administer Employer Satisfaction Survey. Utilize feedback/information from July TMA/TC meeting to generate survey questions | Meet with TCs to generate survey. (Develop data report indicating # of the following: employees, menu/surveys, trip plans, packets, returned follow up surveys and mode change when possible) | Sample survey + results | Summer, Fall 2012 |
| 1E2. Follow up one-on-one meetings with businesses to engage employers in potential transportation options solutions by providing comprehensive results including survey results and Going to the Island data. | Meet with businesses to present composite results + Going to River results | Meetings and final report on employer feedback. | 12/31/2012 3/31/2013 6/30/2013 |
| 1F. Create content including print and web-based resources and materials | | Print and web-based materials and resources | 9/30/2012 12/31/2012 3/31/2013 6/30/2013 |
| 1G. Provide employer outreach to non TMA members using existing transportation options support. Determine DEQ survey status at businesses, work with employer to encourage DEQ surveying (Employ GTI menu/survey at Coho Distributing if possible). Encourage TC participation in quarterly TC meetings and other events. | # of meetings, materials provided | Meetings, list of materials provided, | 9/30/2012 12/31/2012 3/31/2013 6/30/2013 |
| 1H. Maintain schedule racks at member businesses | # Businesses | Delivery dates and locations | Ongoing |
| 1I. Maintain schedule racks at non member businesses | # Businesses | Delivery dates and locations | Ongoing |
| 1J. Promote ERH at participating businesses (TMA members/business with TO programs) | Usage | Dates, business inventory | Ongoing |
| 1K. Distribute New Employee Kits to all new and relocating employees. | # NEKs | NEK | Ongoing |



**2012/2013 Lloyd TMA Work Plan Proposal
RTO: 1 Year Performance Based Grant Funding**

I. BACKGROUND

The Lloyd District TMA represents 90 Lloyd District businesses and nearly 9,000 employees. The LTMA has been providing services to these businesses and to the entire Lloyd District since 1994.

The purpose of this work plan is to specify projects the LTMA will implement that further the Regional Travel Options (RTO) effort toward accomplishing Regional Transportation Plan modal target of 60% non-single occupant vehicle (non-SOV) trips by the year 2040 in the Portland Central City. The work plan elements outlined here are elements of a much larger Lloyd TMA work plan that are funded using requested METRO RTO grant dollars, totaling \$28,700 for FY 2012 – 2013

Source of Local Match: The LTMA commits a local match of no less than \$28,700 from the LTMA general fund, which is assembled with private sector contributions to the LTMA, local parking meter revenue and other sources. The total LTMA General Fund budget approved for 2012-2013 budget totals \$379,686

Primary goals the LTMA shares with the RTO's Strategic Plan Goals are:

- Decrease demand on the regional transportation system by facilitating non-drive-alone transportation options.
- Increase awareness of transportation options available to from and within the LTMA service area.
- Create options and strategies that improve non-SOV access for employees and businesses of the Lloyd District.

Other goals of this project that are supportive of RTO priorities and the LTMA mission are:

- Increase TMA area mobility and livability
- Strengthen the links between housing, employment, economic development and transportation, particularly in the Lloyd District
- Support job and housing growth targets for the Lloyd District
- Increase business and employee stability
- Decrease parking demand and thus future costs of such for new and on-going development

II. TMA PROJECT MANAGER AND CONTRACT LEAD

Rick Williams (Executive Director) will serve as the primary point of contact.

III. TMA AREA

Per the LTMA's by-laws, the service boundary of the LTMA is that area bounded by I84 (on the south), the south side of NE Broadway (on the north), the west side of NE 15th Avenue (on the east) and the Willamette River (on the west).

IV. TMA BUDGET AND HOURS FOR RTO IMPLEMENTATION:

FY 2012-2013

\$28,700 federal plus a local dollar for dollar match of \$28,700 will be spent for 1,040 hours over one year, which is equal to approximately 260 hours per quarter.¹ The work plan below is for FY 2012 – 2013 as approved by the LTMA Board of Directors.

The work plan submitted here has been reviewed and approved by the Lloyd TMA Board of Directors. The work plan proposes 1,040 hours of RTO grant funded work over one year using a combination of RTO funding and LTMA matching funds. This proposal will be for a total project budget of \$57,400.

V. TRIP REDUCTION TARGET

The LTMA measures the trip activity of nearly 6,000 employees each year. The LTMA trip calculator tracks vehicle miles traveled as a sum of all TMA activities in the area of transit, bike, walk and rideshare trips. We will use this survey as a means to measure new trip reduction. The LTMA trip calculator also tracks reductions in pollutants, resulting in annual savings in such things as hydrocarbons, carbon dioxide and reduce gasoline consumptions; all factors that contribute to greenhouse gas emissions. The table below summarizes progress made in FY 2011/2012 in both VMT and emissions reductions.

| Pollutant Problem | Annual VMT Reduced 2011 | Annual Savings/Reduction |
|--|----------------------------|---|
| Hydrocarbons (HC) Urban Ozone (Smog) and Air Toxins | 4,418,870 VMT | 32,349 lbs. of HC reduced |
| Carbon Monoxide (CO) Poisonous Gas | 4,418,870 VMT | 250,125 lbs. of CO reduced |
| Nitrogen Oxides (NOx) Urban Ozone (Smog) and Acid Rain | 4,418,870 VMT | 16,675 lbs. of NOx reduced |
| Carbon Dioxide (CO₂) Global Warming | 4,418,870 VMT | 4,468,895 lbs. of CO ₂ reduced |
| Gasoline Imported Oil | 4,418,870 VMT | 244,789 gallons of gas saved |
| Cost of Gasoline Expense to employees | 4,418,870 VMT | \$878,793 saved @ \$3.59 per gallon of gas |
| Cost of Gasoline Expense per employee/vehicle affected | 4,418,870 VMT | \$835 saved per affected employee/vehicle |

¹ The Lloyd TMA's total 2012 operating budget is \$379,686. The LTMA uses this money to provide a wide range of targeted trip reduction activities and services to district employers and employees. All or a part of this budget should be considered as a match for the RTO grant.

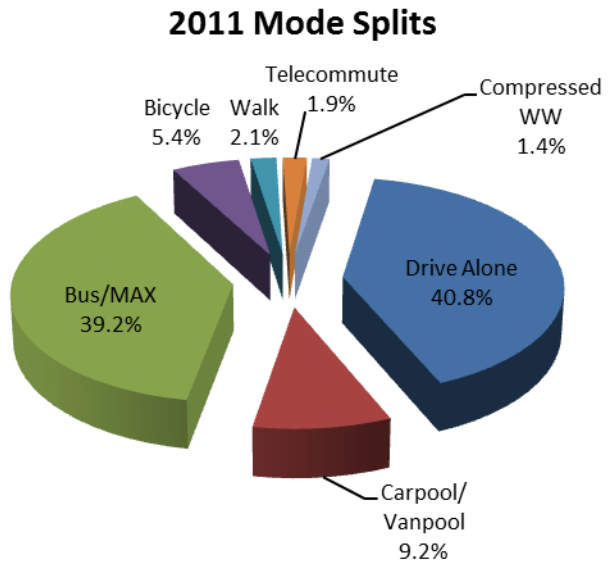
The LTMA programs resulted in a reduction of 4,418,870 commuter vehicle miles traveled for trips to and from the TMA service area in 2011-2012. This is very consistent with the previous 12 month survey period (@ 4,455,587 VMT reduced). The LTMA's goal for 2012-2013 is to use Metro's RTO grant funds to maintain and/or exceed 4,418,870 VMT over the ensuing 12 months.²

Breakout of VMT reductions by mode option include:

| MODE | VMT Reduced – 12 months |
|-------------------|---|
| Transit | 2,916,454 |
| Rideshare | 751,208 |
| Bike | 353,510 |
| Walk | 176,755 |
| Other | |
| - Telecommute | 132,566 |
| - Compressed Week | 88,566 |
| TOTAL | 4,418,870 (2012-2013 Minimum Target Goals) |

VI. TARGET MEASUREMENT GOALS:

- Increase employee use of transit from 39.2% to 42% of all commute trips (Universal Pass members).
- Increase employee bicyclist trips to the Lloyd District from 5.4% to 6.1% of all commute trips (LTMA member businesses).
- Increase the number of pedestrian commuters to the Lloyd District from 2.1% to 2.9% of all commute trips (LTMA member businesses).
- Maintain existing level of employee use of car/vanpooling as a commute option (10% commute mode split).
- Continue efforts to fund pedestrian safety and amenity improvements throughout Lloyd District.
- Increase employee and employer awareness of Lloyd District transportation options through staff outreach, communications and events.



² This is consistent with use of RTO performance grant funds as outlined in the April 15, 2008 Metro memorandum to TMA Directors as regards performance based grant options.

- Continue to develop an organization that effectively supports and advocates the long-term economic vitality and livability of the Lloyd District.

VII. STAFF ASSIGNED

Grant funds will be used to complement LTMA expenditures for the following LTMA staff assigned to provide services within the funding task areas (see VIII, below).

- Owen Ronchelli (LTMA Program Director). Owen oversees and directs all LTMA efforts related to the LTMA Universal Pass program. This involves account sales, data management, contract support, negotiation of rates and mode split progress and reporting.
- Moir Green (LTMA Employer Outreach Manager and Marketing Director). Moira oversees volunteer coordination and committee work (which includes LTMA Marketing, Pedestrian Environment and Transportation Coordinator Committees). Implementation of tasks related to employer outreach/contacts and walk programs will be within Moira's purview).
- Jenny Taylor (LTMA Office Manager/*Commuter Connection* Manager). Jenny is responsible for day-to-day activities associated with the transit program (i.e., customer and user support, trip planning, customer service and financial accounting. Jenny also provides direct access to users of the *Commuter Connection* transportation store, directing, assisting and selling users into transit, bike and walk programs offered by the LTMA.
- Lindsay Walker (LTMA Employee Outreach Coordinator). Lindsay supports TMA programs that include Bikes, *Lloyd Links*, Commuter Rewards, employee trip planning assistance and research).
- Summer temporary workers. The LTMA employs college students during the summers to assist in data collection, data entry, survey distribution and research.

VIII. PROJECT TASKS USING RTO GRANT FUNDS

A detailed work sheet of tasks, hours and expected outcomes is attached to this summary of the work plan.

Task 1: Employer Outreach (420 hours per year funded through RTO grant)

A. Transportation Fairs

1. Initiate contact with building owners to schedule, plan and host at least 7 transportation fairs.
2. Set up and materials development for transportation fairs.
3. Staff and facilitate fairs.

B. Annual Commute Survey

1. Prepare mailings, develop survey instrument
2. Administer survey to approximately 6,000 Lloyd employees

3. Compile survey summary report and publish

C. Employer Contacts

1. Outreach to 60 businesses (15 per quarter) as means to raise TMA awareness and increase participation in TMA programs and services.

D. Communications

1. Newsletter distributed/mailed to 700 database contacts each quarter. Copies of newsletter submitted to RTO after each complete mailing/distribution.

Task 2: Walking (76 hours per year funded through RTO grant)

A. Walk Commute Related Events

1. Coordinate and direct annual Walk to Work Week in Lloyd District (July 2012). Goal is to attract a minimum of 100 participants in Walk Week events.
2. Augment incentives/materials to be provided during Walk Week (e.g., pedometers, maps, guided walks, trip planning services and other informational materials).

Task 3: Employee Outreach (408 hours per year funded through RTO grant)

B. Educational Events

1. Host 3 TC educational and/or training events

C. Commuter Connection Transportation Store

- Sales of approximately 6,280 TriMet and CTRAN fare instruments (including UPASS)
- Provide approximately 900 UPASS photos to employees,
- Lease approximately 100 bike lockers stalls and provide transportation information
- Provide assistance to approximately 1,200 employees
- Quarterly summary of actual sales totals provided to RTO.

Task 4: Bike Commuting (119 hours per year funded through RTO grant)

A. Bike Related Events

1. Plan for and host 3 district bike rides.
2. Plan for and host 3 Bike Breakfast or Bike Happy Hour Events.
3. Plan for and Host Bike Commute Day event.
4. Host at least 2 Bicycle Brownbag Educational workshops in the Lloyd Districts for employers and employees.
5. Market and administer loaner bike program for new bike commuters
6. Identify locations for temporary bike service stations that would provide repairs intermittently throughout the year.
7. Identify locations and work with property owners to place new racks, bike boxes, bike cages and/or other bike supportive amenities on their sites (funds for new infrastructure provided by the Lloyd TMA).

8. Prepare new rider packets to be distributed to new bike commuters.
9. Coordinate with Commute Seattle in Washington to co-produce and publish “Bike Parking For Your Business” a new guide for property owners to install bike parking.

IX. TASK AND HOURS BUDGETED

| TASKS | Federal Funds | Local Match | Total Project | Hours Funded with Grant Monies |
|---------------------------|----------------------|--------------------|----------------------|---------------------------------------|
| Task 1: Employer Outreach | \$11,589.06 | \$11,589.06 | \$23,178.12 | 420.00 |
| Task 2: Walking | \$2,095.10 | \$2,095.10 | \$4,190.20 | 76.00 |
| Task 3: Employee Outreach | \$11,726.82 | \$11,726.82 | \$23,453.64 | 425.00 |
| Task 4: Bike Commuting | \$3,289.02 | \$3,289.02 | \$6,578.04 | 119.00 |
| Totals | \$28,700.00 | 28,700.00 | 57,400.00 | 1,040.00 |



**2012/2013 Lloyd TMA Work Plan Proposal
RTO: 1 Year BOOSTER Grant Funding**

I. BACKGROUND

The purpose of this work plan is to specify projects the LTMA will implement that further the Regional Travel Options (RTO) effort toward accomplishing Regional Transportation Plan modal target of 60% non-single occupant vehicle (non-SOV) trips by the year 2040 in the Portland Central City. The work identified here will be funded using “booster grant” monies.

To this end, the LTMA is requesting \$25,000 in Booster Grant funds for new and augmented trip reduction efforts within the larger framework of LTMA programs and services.

Source of Local Match: If approved the LTMA will provide \$2,861 in matching funds from the LTMA general fund, which is assembled through private sector contributions, local parking meter revenues and other non-Metro sources. The total LTMA General Fund budget approved for 2012-2013 budget totals \$379,686.

Primary goals the LTMA shares with the RTO's Strategic Plan Goals are:

- Decrease demand on the regional transportation system by facilitating non-drive-alone transportation options.
- Increase awareness of transportation options available to from and within the LTMA service area.
- Create options and strategies that improve non-SOV access for employees and businesses of the Lloyd District.

Other goals of this project that are supportive of RTO priorities and the LTMA mission are:

- Increase TMA area mobility and livability
- Strengthen the links between housing, employment, economic development and transportation, particularly in the Lloyd District
- Support job and housing growth targets for the Lloyd District
- Increase business and employee stability
- Decrease parking demand and thus future costs of such for new and on-going development

II. TMA PROJECT MANAGER AND CONTRACT LEAD

Rick Williams (Executive Director) will serve as the primary point of contact for this Booster Grant request.

III. TMA AREA

Per the LTMA's by-laws, the service boundary of the LTMA is that area bounded by I84 (on the south), the south side of NE Broadway (on the north), the west side of NE 15th Avenue (on the east) and the Willamette River (on the west).

IV. TMA BUDGET AND HOURS FOR RTO IMPLEMENTATION:

FY 2012-2013

\$25,000 federal plus a local cash match of \$2,861 will be spent for 520 total hours over one year, which is equal to approximately 130 hours per quarter. The work plan below is for FY 2012 – 2013 as it will relate directly to the efforts associated with Booster Grant Funds.

This proposal will be for a total project budget of \$27,861

V. TRIP REDUCTION TARGET & MEASUREMENT

The LTMA measures the trip activity of nearly 6,000 employees each year. The LTMA trip calculator tracks vehicle miles traveled as a sum of all TMA activities in the area of transit, bike, walk and rideshare trips. We will use this survey as a means to measure new trip reduction. The LTMA trip calculator also tracks reductions in pollutants, resulting in annual savings in such things as hydrocarbons, carbon dioxide and reduce gasoline consumptions; all factors that contribute to greenhouse gas emissions. The table below summarizes progress made in FY 2011/2012 in both VMT and emissions reductions.

| Pollutant Problem | Annual VMT Reduced 2011 | Annual Savings/Reduction |
|--|------------------------------------|--|
| Hydrocarbons (HC) Urban Ozone (Smog) and Air Toxins | 4,418,870 VMT | 32,349 lbs. of HC reduced |
| Carbon Monoxide (CO) Poisonous Gas | 4,418,870 VMT | 250,125 lbs. of CO reduced |
| Nitrogen Oxides (NOx) Urban Ozone (Smog) and Acid Rain | 4,418,870 VMT | 16,675 lbs. of NOx reduced |
| Carbon Dioxide (CO₂) Global Warming | 4,418,870 VMT | 4,468,895 lbs. of CO ₂ reduced |
| Gasoline Imported Oil | 4,418,870 VMT | 244,789 gallons of gas saved |
| Cost of Gasoline Expense to employees | 4,418,870 VMT | \$878,793 saved @ \$3.59 per gallon of gas |
| Cost of Gasoline Expense per employee/vehicle affected | 4,418,870 VMT | \$835 saved per affected employee/vehicle |

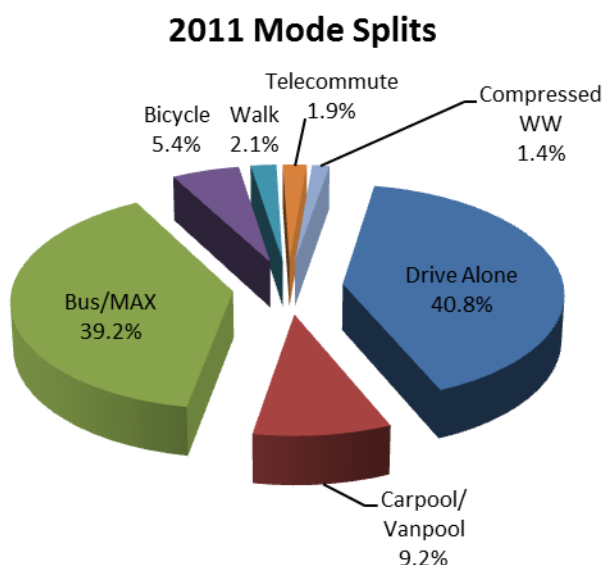
Requirements of a Booster Grant entail the reduction of 500,000 vehicle miles traveled. We are targeting VMT reductions to occur in the following manner.

| | |
|------------------|---------|
| Transit | 330,000 |
| Rideshare | 85,000 |
| Bike | 40,000 |
| Walk | 20,000 |
| Other | |
| -Telecommute | 15,000 |
| -Compressed Week | 10,000 |

TOTAL **500,000 VMT** (2012-2013 Booster Grant Target Goals)

VI. TARGET MEASUREMENT GOALS:

- Increase employee use of transit from 39.2% to 42% of all commute trips (Universal Pass members).
- Increase employee bicyclist trips to the Lloyd District from 5.4% to 6.1% of all commute trips (LTMA member businesses).
- Increase the number of pedestrian commuters to the Lloyd District from 2.1% to 2.9% of all commute trips (LTMA member businesses).
- Maintain existing level of employee use of car/vanpooling as a commute option (10% commute mode split).
- Continue efforts to fund pedestrian safety and amenity improvements throughout Lloyd District.
- Increase employee and employer awareness of Lloyd District transportation options through staff outreach, communications and events.
- Continue to develop an organization that effectively supports and advocates the long-term economic vitality and livability of the Lloyd District.



VII. STAFF ASSIGNED

Grant funds will be used to complement LTMA expenditures for the following LTMA staff assigned to provide services within the funding task areas (see VIII, below).

- Owen Ronchelli (LTMA Program Director). Owen oversees and directs all LTMA efforts related to the LTMA Universal Pass program. This involves account sales, data management, contract support, negotiation of rates and mode split progress and reporting.

- b. Moira Green (LTMA Employer Outreach Manager and Marketing Director). Moira oversees volunteer coordination and committee work (which includes LTMA Marketing, Pedestrian Environment and Transportation Coordinator Committees). Implementation of tasks related to employer outreach/contacts and walk programs will be within Moira's purview).
- c. Jenny Taylor (LTMA Office Manager/*Commuter Connection* Manager). Jenny is responsible for day-to-day activities associated with the transit program (i.e., customer and user support, trip planning, customer service and financial accounting. Jenny also provides direct access to users of the *Commuter Connection* transportation store, directing, assisting and selling users into transit, bike and walk programs offered by the LTMA.
- d. Lindsay Walker (LTMA Employee Outreach Manager). Lindsay supports TMA programs that include Bikes, *Lloyd Links*, Commuter Rewards, employee trip planning assistance and research).
- e. Summer temporary workers. The LTMA employs college students during the summers to assist in data collection, data entry, survey distribution and research.

VIII. PROJECT TASKS USING RTO GRANT FUNDS

A detailed work sheet of tasks, hours and expected outcomes is attached to this summary of the work plan.

Task 1: Survey and Raising Awareness

A. Implement A Lloyd District Business Climate Survey (179 hours per year funded with RTO grant)

- Target the survey to all businesses in the Lloyd District (derived from 2011 Lloyd Business Census)
- Survey focused on identifying a range of transportation and business related issues impacting the vitality and livability of the district, which would focus and target future program planning and service delivery. The survey would also test awareness and measure satisfaction with TMA programs.
- Identify new businesses through survey responses and facilitate strategy to contact those businesses as regards LTMA services and potential RTO partnerships (e.g., Rideshare Online, Drive Less Connect, etc.).

B. Transportation Fairs – Event Tabling

- Additional support for Drive Less Connect at TFairs and new effort at “tabling” at district events (e.g., Farmers Market, Summer Concert Series, National Night Out, Streetcar grand opening, Lloyd Mall, etc.)
- The LTMA proposes to initiate a more aggressive awareness effort through tabling that (a) exceeds our annual TFair program (7 events) and places the TMA brand in new venues throughout the year.

Task 2: New Employer Outreach (215 hours per year funded with RTO grant)

Outreach

- Continue effort to contact and additional 60 new Lloyd businesses (above performance grant effort) with materials, information, program packets and offer of transportation assistance (15 per quarter). Deliverables include materials samples and correspondence log. Additional emphasis put on Rideshare Online and ties to Drive Less Connect tie ins. This would raise total new business contacts to 30 per quarter or a minimum of 120 new businesses each year that would receive direct, personal contacts.

Task 3: New Employee Outreach (126 hours per year funded with RTO grant)

Commuter Connection Transportation Store

- Sales of transit passes, bike lockers and provision of informational materials to new customers accessing the Commuter Connection Store. Special emphasis on Rideshare Online information and tie ins.

IX. TASK AND HOURS BUDGETED

| | Federal Funds | Local Match | Total Project | Hours Funded with Grant Monies | Hours Funded with Matching Monies | Total Hours Budgeted |
|--------------------------------------|----------------------|--------------------|----------------------|---------------------------------------|--|-----------------------------|
| Task 1: Survey and raising awareness | \$8,606.59 | \$984.94 | \$9,591.53 | 160.62 | 18.38 | 179 |
| Task 2: New employer outreach | \$10,337.53 | \$1,183.03 | \$11,520.55 | 192.92 | 22.08 | 215 |
| Task 3: Employee Outreach | \$6,055.88 | \$693.03 | \$6,748.91 | 113.06 | 12.94 | 126 |
| Totals | 25,000.00 | 2,861.00 | 27,861.00 | 466.60 | 53.40 | 520 |

Lloyd TMA
2013-2013 RTO GRANT WORK PLAN AND TASK SUMMARY

July 1, 2012 - June 20, 2013

| | | | | Estimated Total Hours (subtask hours necessary to complete task, within a reasonable range) | Estimated minimum hours (hours to be paid for, in part, by Metro TMA contract) |
|---|---|--|--|--|---|
| Task 1 - Employer Outreach | Goals, Targets, Intended Outcomes | Deliverables | Due date(s) | | |
| Sub-Task A: Transportation Fairs | | | | | |
| 1. Initiate contact with building owners to schedule and plan for at least 7 transportation fairs. | Successfully schedule at least 7 transportation fairs in the Lloyd District | Provide list of building owners or employers and dates | 7/31/2012 | 20 | 10 |
| 2. Set up and materials development for transportation fairs. New materials will include Drive Less/Save More and Rideshare Online handouts, references to links at TMA website and reference the campaign where appropriate. | Samples of materials prepared for transportation fairs | Provide copy of new material(s) | 9/30/2012 | 40 | 20 |
| 3. Staff and conduct transportation fairs | Successfully host at least 7 transportation fairs in the Lloyd District. Final deliverable: completed log of transportation Fairs and estimated attendance. | Provide list of participating companies, site location, dates, number of participants, and summary of event (for example, brief description of which travel option was most popular among the employees Lloyd TMA talked to). | 9/30/2012 | 76 | 38 |
| BOOSTER: Event Tabling (Task 1 B: Survey & Raising Awareness) | More aggressive awareness effort through tabling that exceeds annual Fairs. | Provide list of participating companies or venues, site location, dates, number of participants, and summary of fair (for example, brief description of which travel option was most popular among the employees Lloyd TMA talked to). | 9/30/2012 6/30/13 | 208 | 104 |
| Sub-Task B: Annual Commute Survey | | | | | |
| 1. Prepare mailings, develop survey instrument | Sample of outreach letter and survey template | Provide copy of survey instrument | 7/31/2012 | 60 | 30 |
| 2. Administer survey and enter data collected | 95% participation by UPASS businesses and 75% return rate on all surveys distributed. | (none) | 8/31/2012 | 150 | 62 |
| 3. Compile survey summary report and publish | Final deliverable: Published report | Provide summary report; provide individual reports upon request | 10/31/2012 | 40 | 20 |
| BOOSTER: LLOYD BUSINESS CLIMATE SURVEY Task 1A: Survey & Raising Awareness) | Survey to all Lloyd Businesses (approx 500) on issues relating vitality and livability. Survey tests awareness and measures satisfaction w/ TMA. | Copy of Survey and Survey Results | 12/31/12, 6/30/13 | 150 | 75 |
| Sub-Task C: Employer Contacts | | | | | |
| 1. Outreach to Lloyd businesses as means to raise TMA awareness and increase participation in TMA programs and services. | Contact 60 Lloyd businesses with materials, information, program packets and offer of transportation assistance (15 per quarter). | Provide packet sample and updated correspondence log for contact with 60 Lloyd businesses (a minimum of 15 businesses contacted each quarter). | 9/30/2012, 12/31/12, 3/31/13, 6/30/13 | 360 | 120 |
| BOOSTER: LLOYD BUSINESS CLIMATE SURVEY Task 2A: New Employer Outreach) | Conduct an additional 60 new employer contacts per year (15 per quarter) with material, information, program packets and offer of transportation assistance. | Materials samples and correspondence log. Additional emphasis on Rideshare Online and ties to Drive Less Connect tie ins. | 9/30/2012, 12/31/12, 3/31/13, 6/30/13 | 430 | 215 |
| Sub-Task D: Communications | | | | | |
| 1. Research, writing and article development for TMA newsletter. | Newsletter distributed/mailed to 700 database contacts each quarter. | Provide copy of newsletters. | 9/30/2012, 12/31/12, 3/31/13, 6/30/13 | 120 | 120 |
| Task 2: Walking | | | | | |
| Sub-Task A: Walk Week Events | | | | | |
| 1. Prepare materials, packets, outreach communications and activities related to annual Lloyd Walk Week. Materials will include Drive Less/Save More, Drive Less Connect handouts, Rideshare Online links and materials and references to links at TMA website and reference the campaign where appropriate. | Samples of materials prepared for events and communications | Provide copy of packet(s). | 9/30/2012 | 100 | 40 |
| 2. Host and conduct annual walk week | Participation of at least 100 Lloyd employees in walk events. | Provide event schedule with date and location; provide estimated attendance. | 9/30/2012 | 80 | 36 |
| Task 3: Employee Outreach | | | | | |
| Sub-Task A: Educational Events | | | | | |
| 1. Transportation Coordinator training, outreach and assistance | Host three Transportation Coordinator educational and/or training events. At least one TC Forum on Drive Less Connect and other RTO program tie in opportunities. | Provide schedule of events and estimated attendance | 12/31/12, 3/31/13, 6/30/13 | 45 | 17 |
| Sub-Task B: Commuter Connection Transportation Store | | | | | |
| 1. Employee outreach and assistance through <i>Commuter Connection</i> | Sales of approximately 6,280 TriMet and CTRAN fare instruments (including UPASS), provide approximately 900 UPASS photos to employees, lease approximately 100 bike lockers stalls and provide transportation information and assistance to approximately 1,200 employees through <i>Commuter Connection Transportation Store</i> . | Provide sales report and count of repeat store customers. | 9/30/2012, 12/31/12, 3/31/13, 6/30/13 | 1664 | 408 |
| BOOSTER: Sales of transit passes, bike lockers, Rideshare Online materials and provision of informational materials to new customers accessing the Commuter Connection Store (Task 3 - New Employee Outreach) | Log sales of passes, bike lockers and distribution of Rideshare Online/Drive Less Connect materials for new users to Commuter Connection | Provide count of new customers in sales report. | 9/30/2011, 12/31/11, 3/31/12, 6/30/12 | 252 | 126 |

Lloyd TMA
2013-2013 RTO GRANT WORK PLAN AND TASK SUMMARY

July 1, 2012 - June 20, 2013

| | | | | | |
|--|---|---|---------------------------------------|-------------|-------------|
| Task 4: Bike Commuting | | | | | |
| Sub-Task A: Events | | | | | |
| 1. District Bike Rides | Plan for and host 3 district bike rides to encourage new bike commuters. | Provide event log with estimated attendance. | 7/31/2012, 10/30/2012, 4/30/2013 | 36 | 18 |
| 2. Bike Breakfast/Bike Happy Hour Events | Plan for and host 3 Bike Breakfast or Happy Hour Events to encourage new riders. | Provide event log with estimated attendance. | 9/30/2012, 12/31/2012, 3/31/2013 | 20 | 10 |
| 3. Annual Bike Commute Day | Plan for and Host Bike to Work Day event to support existing riders and encourage new riders. | Provide event log with estimated attendance. | 5/31/2012 | 90 | 42 |
| 4. Educational Brown Bags | Host at least 2 Bicycle Brownbag educational workshops in the Lloyd District for employers and employees | Provide event log with estimated attendance. | 12/31/12, 6/30/12 | 20 | 10 |
| 5. Bike Loaner Program | Market and administer loaner bike program for new bike commuters in the Lloyd District. | Provide use log and informational material associated with the program | 9/30/2012, 12/31/2012, 3/31/2013 | 32 | 16 |
| 6. Bicycle support services | Identify locations for temporary bike service stations throughout the year that would provide repairs to Lloyd riders. | Provide event log, date and locations, with estimated attendance. | 9/30/2011, 12/31/11, 3/31/12, 6/30/12 | 20 | 10 |
| 7. New infrastructure program | Identify locations and work with property owners to place new racks, boxes, cages and other bike supportive amenities on their sites (funds for new infrastructure provided by the Lloyd TMA) | Placement log provided for properties that upgrade bike amenities through TMA program with description of nature and type of upgrade. | 9/30/2011, 12/31/11, 3/31/12, 6/30/12 | 20 | 8 |
| 8. New Rider Kits. | Prepare new rider packets to be distributed to new bike commuters through bike mentors. | Provide sample packet and packet distribution log. | 9/30/2011, 12/31/11, 3/31/12, 6/30/12 | 10 | 2.5 |
| 9. Educational Guide for Property Owners | Coordinate/partner with Commute Seattle in Washington to co-produce and publish "Bike Parking for Your Business" an new guide for property owners to install bike parking. | Provide copies of published guide. | 6/30/12 | 10 | 2.5 |
| Invoice totals | | | | | |
| Total minimum hours (hours over the minimum may be used as match) | | | | 4053 | 1560 |

| Tasks | Estimated hours of labor | Estimated Materials | Estimated Services | Completion dates | Deliverables |
|---|-----------------------------|---------------------|--------------------|-----------------------|--|
| Employer Services to 8 sites, 4,000 employees | 573 | | | | |
| Continue to work with employment sites to build on and enhance their current TDM activities. Activities may include support for ECO surveys, personalized support for employees communications with management, communication directly with employees, providing training, or more. Work at each site will be tailored to the workplace's specific needs and preferences. | 150 | \$250.00 | \$250.00 | Quarterly | Report communication and activities with all employers, including ECO survey results and a list of all new TO programs initiated |
| Encourage and support employers and employees to use Drive Less Connect to promote non-SOV commuting | 80 | \$500.00 | | Quarterly | Report DLC-related activities (including # registrations and trips created) |
| Provide significant staff and other support for workplace-specific events, such as Bike-to-Work Breakfast, brownbag lunch workshops, etc. | 75 | \$500.00 | | Quarterly | Report workplace-specific events (including attendance numbers) |
| Recruit new employment sites. | 80 | | | Quarterly | Report contacts and attempted contacts with employment sites |
| Encourage participation by employers and general public in Bike Month activities | 110 | | | Quarter 4 | Report activities and communications with employers about Bike Month (include number of participants) |
| Encourage and support participation in the Bike Commute Challenge. | 50 | \$150.00 | | Quarter 2 | Report communications and activities with employers about the BCC (include number of participants) |
| Table at 4 or more employer events. | 28 | \$100.00 | | Quarterly | Quarterly reports of events (include estimated # attendees, # contacts, and follow-up actions) |
| Community events (not to exceed 20% of the budget or 208 hrs): | 135 | | | | |
| Host 2 or more community events promoting transportation options, with at least 80 participants total. | 126 | \$50.00 | \$200.00 | Quarter 1 & Quarter 4 | Quarterly reports of events as they occur (include estimated # attendees, # contacts) |
| Represent RTO collaborative marketing effort at RTO partner events (at least 8 hours per year). | 9 | | | | |
| Communications & Marketing (not to exceed 20% of the budget or 208 hrs): | 48 | | | | |
| Participate in RTO Marketing Outreach Working Group meetings (up to 12 per year). | 24 | | | Quarterly | |
| Develop and disseminate regular e-newsletters | 24 | \$50.00 | | Quarterly | Newsletters |
| Administration (not to exceed 10% of the budget or 104 hrs): | 104 | | | | |
| Submit complete invoice materials within 10 days after each quarter (up to 40 hours per year). | 40 | \$25.00 | | Quarterly | Invoices |
| Staff management and coordination | 30 | | | | |
| Produce reports on activities for Chamber staff and BoD and general public | 18 | \$50.00 | | Quarter 3 | Reports |
| Attend RTO TMA Directors meeting(s) (up to 4 per year). | 16 | | | Quarterly | |
| Planning for the future | 180 | | | | |
| Participate in meetings of the East County RTO subgroup | 45 | | | Quarterly | Meeting log, report summarizing state of discussion |
| Promote development and use of transportation options in East County as part of economic development efforts, in collaboration with other organizations and agencies | 20 | \$200.00 | | Quarterly | Meeting log, report summarizing state of discussion |
| Participate in planning and development of regional bike tourism activities | 50 | | | Quarterly | Meeting log, report summarizing state of discussion |
| Review and comment on local and regional transportation planning and projects such as EMCP, act as liaison between agency staff and employers, residents, employees, and visitors | 65 | | | Quarterly | Meeting log |
| Booster Part B - Mt Hood Community College | 376 | | | | |
| Work with MHCC staff and student contacts to improve institutional support for transportation options for students | 110 | | \$500.00 | Quarterly | Report communication and activities with MHCC including records of infrastructure and program investments. |
| Encourage and support MHCC students to use Drive Less Connect | 130 | \$200.00 | | Quarterly | Report DLC-related activities (including # registrations and trips created) |
| Provide significant staff and other support for campus events supporting students' use of transportation options, such as Bike Basics workshops, brownbag lunch seminars, carpool mixers, etc. | 130 | \$500.00 | | Quarterly | Report on events (include estimated # attendees, # contacts, and follow-up actions) |
| Booster Part A - Use Chamber's marketing and outreach systems and expertise to improve TMA brand | 150 | | | | |
| Upgrade print and online communications | 50 | | | Quarter 1 & Quarter 4 | Report on upgrades, provide samples |
| Maintain and build on social media presence | 32 | | | Quarterly | Report on activities, provide samples |
| Maintain website | 18 | | | Quarterly | The website itself |
| Table at 10 or more community events | 25 | \$75.00 | | Quarter 1 & Quarter 4 | Quarterly reports of events (include estimated # attendees, # contacts, and follow-up actions) |
| Create outreach materials for distribution that fill gaps to existing materials. Coordinate all new or re-printed materials with RTO and Drive Less/Save More. | 25 | \$100.00 | | Quarterly | Report on activities, provide samples |
| Total Hours Base Grant | 1040 | \$2,750.00 | \$950.00 | | |
| Total Hours with Booster | 1560 | | | | |



April 25, 2012

Metro Regional Travel Options
600 NE Grand Ave.
Portland, OR 97232-2736

Re: Gresham Transportation Management Association Work Plan 2012-2013

To Whom It May Concern:

The Board of Directors of the Gresham Area Chamber of Commerce and Visitors Center has voted to take on the management of the Transportation Management Association (TMA). The Chamber will become the host organization for the TMA in July 2012, and will contribute in-kind support to the TMA, through over \$7,000 of staff time and \$4,000 of overhead expenses. The TMA will reside in the Chamber office beginning May 15, 2012.

Additionally, Chamber leadership is in support of the TMA's 2012-2013 work plan. We have worked closely with the TMA to develop the plan, and will both facilitate and support the plan's successful implementation for 2012-2013.

Sincerely,

A handwritten signature in cursive script that reads "Alison Hart".

Alison Hart
CEO



CITY OF GRESHAM

Department of Environmental Services
1333 N.W. Eastman Parkway
Gresham, OR 97030-3813
(503) 618-2525
FAX (503) 661-5927
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Steve Fancher
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Transportation &
Development Services
John Dorst
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Watershed Division
Jennifer Belknap-
Williamson
Manager

Wastewater Services
Division
Paul Eckley
Manager

Water Division
Brian Stahl
Manager

Recycling & Solid Waste
Program
Dan Blue
Manager

April 25, 2012

Metro Regional Travel Options
600 NE Grand Ave.
Portland, OR 97232-2736

Re: Gresham TMA Workplan 2012-2013

To Whom it May Concern:

The City of Gresham strongly supports the Gresham Transportation Management Association's 2012-2013 workplan. Over the next year, the City will dedicate at least 302 hours of staff time (at a billable rate of \$84.14/hr) to transportation options and transportation demand management, an effort we could not do without the support of the TMA. We have worked closely with the TMA on development of the workplan, and look forward to providing in-kind staff time to support its implementation.

Sincerely,

Katherine Kelley, AICP
Transportation Planning Manager

Documents following this page were added during the meeting.

Sam
Adams
Mayor

Tom
Miller
Director

May 9, 2012

Dan Kaempff
Metro
600 NE Grand Avenue
Portland, OR 97232

Re: Support for the Swan Island Transportation Management Association

Dear Mr. Kaempff:

Please accept this letter of support for the Swan Island Transportation Association work plan. The Portland Bureau of Transportation (PBOT) is happy to have the TMA as a partner in furthering our goals to promote the use of transportation options to employers in the city and providing access for both freight and workers to large employment centers like Swan Island.

We have worked closely with SITMA to further the growth of sustainable transportation at this key industrial center. SITMA played the role of visionary, and now implementer, for the TDM work on Swan Island for our PBOT's *Going to the River project*. This project enhances pedestrian and bicycle access between NE Portland and the 10,000 jobs on Swan Island. As a SITMA board member, PBOT's Steve Hoyt-McBeth has seen first hand SITMA's success (from the 11-12 work plan) in implementing the region's first individualized marketing program targeted at the industrial sector, *Going to the Island*.

Having reviewed the TMA's 12-13 work plan, it is clear to us that SITMA will provide services consistent with RTO's new strategic plan. We strongly support SITMA's plan to leverage their success with *Going to the Island* by following up with participating employers to encourage better transportation policies and commute incentives.

During one of the state's deepest recessions in decades, it is worth noting that SITMA played a key role in persuading one of Swan Island's major employers, United Parcel Services, to initiate a robust transit benefit. Successes like this reflect the relationships and respect that SITMA has cultivated. SITMA provides a model example on how to engage one of the state's most important economic sectors.

Thank you for your consideration.

Sincerely,



Paul Smith
Transportation Planning
Division Manager

1120 S.W. 5th Avenue, Suite 800 • Portland, Oregon, 97204-1914 • 503-823-5185
FAX 503-823-7576 or 503-823-7371 • TTY 503-823-6868 • www.portlandoregon.gov



TriMet Employer Outreach Program

Description:

The Tri-County Metropolitan Transportation District of Oregon (TriMet) has worked with employers and colleges in the Portland, Oregon metro area since the early 1980's to establish transportation programs for employees and students. TriMet's Employer Outreach program is funded by the Congestion Mitigation for Air Quality (CMAQ) grant administered by the Metro regional government and a match from TriMet.

The TriMet Outreach program serves organizations of all sizes throughout the region with transportation program assistance, transit pass programs and surveying for DEQ compliance. The TriMet program is designed to reduce vehicle miles traveled and the resulting emissions through transportation program assistance, outreach and marketing campaigns to employers. TriMet enhanced the program in 1996 when the Oregon DEQ Employee Commute Options (or ECO) rule went into effect to include more outreach and technical assistance for employers and partners. While the ECO rule was revised in 2007 to include only employers with more than 100 employees, instead of 50 employees, TriMet's outreach efforts continue to target employers of all sizes.

TriMet uses a custom database to document the program activities and to collect results from the ECO surveys. These programs and activities include education programs, individual consultations, presentations, transportation fairs, and individual training to transportation coordinators. TriMet also offers transportation surveys, an emergency ride home incentive program, materials, comprehensive website content and formalized fare programs, and carpool maps (geocoding). TriMet staff promotes all non-SOV commute options including transit, carpooling, vanpooling, biking, walking, compressed workweeks, telecommuting and incentives.

Goals and objectives:

The following goals and objectives for fiscal 2013 may be adjusted based on the final Metro RTO 5-year Strategic Plan that will be completed in the first quarter of 2012:

- Increase the use of travel options among employer worksites and colleges
- Increase the number of worksites offering transportation programs by three percent.
- Promote active transportation options through marketing efforts to employers and colleges in the region
- Engage employers and employees in using all modes of transportation to reduce -SOV trips
- Communicate the benefits of non-SOV trips — economical, social and environmental

Key strategies:

The services and communications for 2013 may be adjusted based on the final Metro RTO 5-year Strategic Plan that will be completed in the first quarter of 2012. For fiscal 2013, the proposed key strategies include the following:

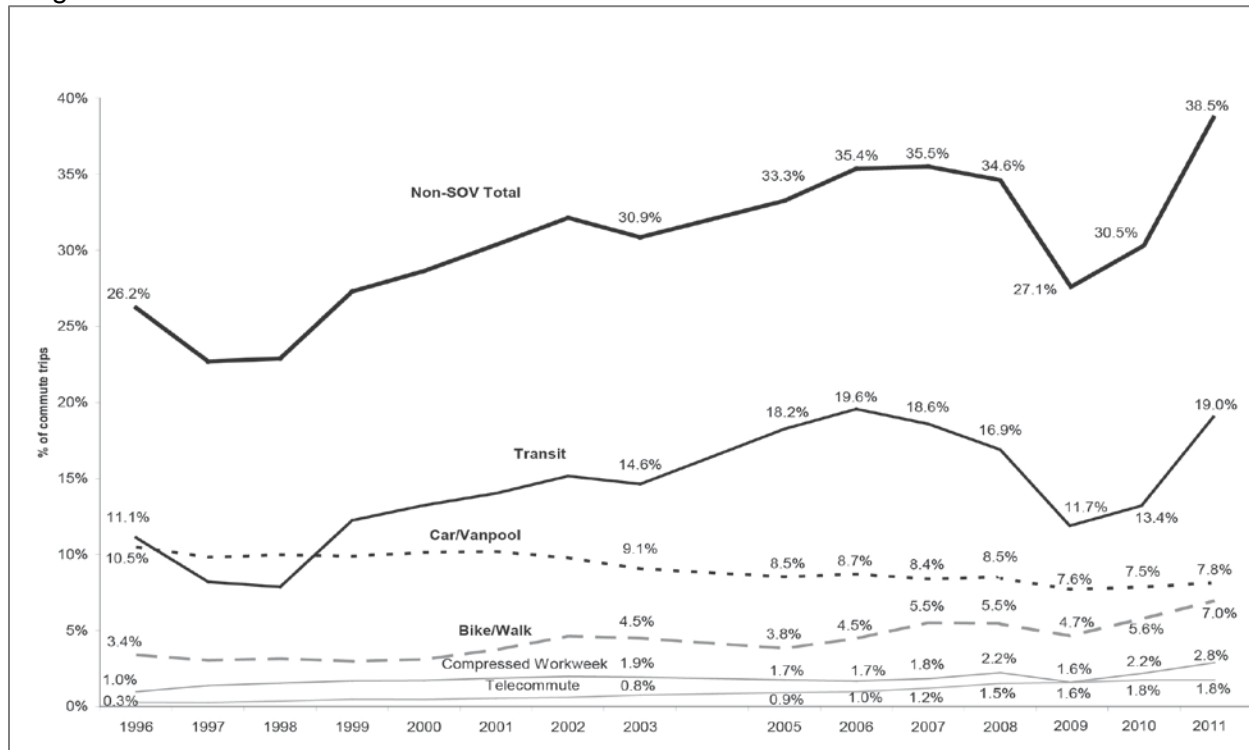
- Continue to build and leverage relationships with employers and colleges



- Continue coordinating efforts with regional and local RTO partners to optimally engage and serve employers and commuters; and generate desired results
- Demonstrate the new Drive Less Connect online rideshare system
- Promote the multi-modal capabilities in TriMet's Regional Trip Planner to encourage active transportation options; shift users from the existing Trip Planner
- Continue working with partners to promote commuter safety applicable to transit riders, walkers and cyclists with education, materials and an annual safety event
- Promote the new Bike & Ride facilities plus expanded bike parking across system
- Conduct more than 75 transportation fairs, presentations or events
- Develop effective promotional materials for employers: email templates, payroll inserts, customized online service posters, presentations; plus articles for partners and TMAs
- Build awareness for upcoming service including the Portland-Milwaukie light rail line and multi-modal bridge plus the Portland Streetcar Loop
- Address employers' needs in transit-underserved areas

Previous work:

1996-2011 Non-SOV Commute Trips at worksites participating in TriMet Employer Outreach Program.



Metro RTO Biennial Evaluation, January 2009 to June 2011.

Source: 1996-2008 figures are from TriMet and were included previous RTO Evaluation Reports; 2009-2011 figures calculated using original employer survey data from TriMet.

As of the [Regional Travel Options 2007-08 Program Evaluation](#), published July 1, 2010, the estimated annual VMT reduction from 642 worksites in TriMet's employer database is estimated between 34,917,000 and 36,308,000. The evaluation was prepared for Metro by Portland State University.



During fiscal 2011, key strategies included continuing to build relationships with employers, colleges and coordinating outreach efforts with RTO partners.

- Promoted the following new and improved traveler information and amenities at transportation fairs, emails to employers, and articles in the toWork newsletter:
 - Internet and phone tools: enhancements to the Trip Planner on TriMet's website, multi-modal trip planner (Regional Trip Planner), Transit Tracker by text, an expanded suite of mobile trip applications for smartphones, text messaging and social media
 - Opened and promoted new Bike & Ride facilities plus expanded bike parking across the transit system
 - Promoted the new Bike and Ride facility at the Sunset Transit Center and bike parking improvements across the system. Began building awareness for two Bike and Ride facilities being built in Beaverton and Gresham.
- Continued building ridership for WES Commuter Rail and MAX Green Line Light Rail
 - Leveraged ongoing WES ridership campaign. TriMet hosted two meetings with transit partners Cherriots and SMART to coordinate WES marketing plus outreach activities. TriMet conducted a suite of marketing efforts to build ridership. Marketing efforts focused on direct mail, television ads and a summer family promotion in August 2010. Ad campaigns highlighted the benefits of riding WES over driving. A partner kit with posters and payroll inserts was created and sent to partners – Washington County, WTA, Beaverton, Tigard, Tualatin, SMART and Cherriots.
 - Promoted the improved reliability of WES service with the addition of two spare WES cars in an article in the toWork newsletter and at transportation fairs plus meetings with business chambers held in the West district.
 - As of June 13, 2011, TriMet reported weekday/rush hour trips of 1,640, up 30.2 percent and weekly WES trips were 8,200, up 30.2 percent compared to a year ago in May 2010.
 - Outreach for building ridership along the MAX Green Line Light Rail included calls to 250 employers within a mile of the alignment to build awareness for connections to the alignment plus provide materials.
 - As of June 13, 2011, TriMet reported weekday trips averaged 23,300, up 18.3 percent and weekend trips averaged 26,400, up 4.8 percent compared to a year ago in May 2010.
- Supplied information about upcoming transportation infrastructure including the progress with the Portland-Milwaukie light rail transit project and multi-modal bridge that will open in 2015.
- Promoted commuter safety with messaging, materials and a public event held with the seasonal ending of daylight savings time. Safety information emphasized improving one's visibility to drivers to encourage people to walk, bike or use transit through the fall and winter season. In addition, staff met in person with 65 employers plus attended three community events to provide safety education and materials.

TriMet staff also conducted a variety of outreach activities throughout the year to ensure reaching all interested employers. The team advised employers about how to start transportation benefit programs to facilitate employees using alternative transportation modes. The team also assisted employers already offering transportation benefits with transportation information and materials.



Accomplishments:

Following is a summary of the transportation programs based on the TriMet employer database for the period of July 1, 2010 through June 30, 2011:

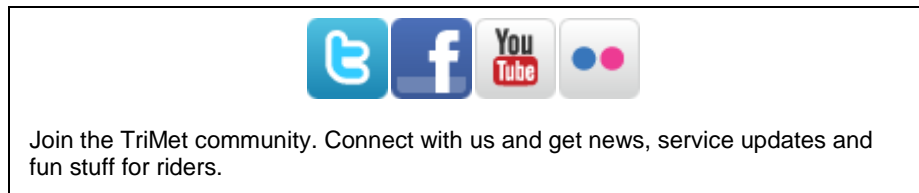
- The non-SOV mode split for employers working with the TriMet Employer Outreach program increased from 34.6% in 2008 to 38.5% in 2011.
- The 2011 RTO awareness survey and focus groups reported 59% of residents have heard of the TriMet Trip Planner, and 43% have used it.
- TriMet employer programs increased from 903 employer worksites in the previous fiscal year to 983 worksites, an increase of eight percent.
- Promoted multi-modal transportation options and regional Drive Less/Save More messaging at 63 transportation fairs representing 3,760 attendees.
- TriMet staff made a total of 5,465 contacts with 1,659 employers and colleges, of which 154 were first-time contacts. The nature of the contacts included face-to-face meetings with employers, phone calls and conversations by email.
- Processed 347 transportation surveys – an increase of 24 percent over last year. Staff provided employers with a transportation report and tailored recommendations for adjustments for their transportation programs.
- Participated in 303 meetings and events and with employers, organizations, and partners, an increase of 38.6 percent over last year.
- Renewed annual pass programs for 248 employers on annual contracts, a 1.2 percent increase from the previous year. The number of employees represented is 72,344, an increase of 4.5 percent over the previous year.
- Staff worked with employers to add monthly transit pass programs for employees. The number of employers offering a monthly transit pass program increased 6.2 percent over the previous year to 302 employers.
- Maintained ten colleges offering a student term pass program. The colleges participating in the program represent 22,765 student passes, an increase of 12.8 percent over the previous year. The number of student participants estimated for the program year is 6,249.
- Provided 836 New Employee Kits (NEK) to 24 employers to use for promoting travel options to new employees. The kits are customized with information for the East, West and Central Business districts.
- Provided 119 Emergency Rides Home (ERH) for employees with a total value of over \$4,000, paid from TriMet's general fund and above the grant match. TriMet offers the ERH program to incentivize employers to offer a transportation subsidy to employees and to encourage employees to use alternative transportation. To participate in ERH, employers must offer a minimum transit pass subsidy of \$10 per month per employee. Increased the total number of enrolled employers from 795 in the previous year to 810.
- TriMet surveyed employers offering transit pass programs to collect updates on their transportation programs plus determine employers' perceived benefits of TriMet pass programs and satisfaction with the programs. The survey was distributed to 632 organizations and the response was 30 percent or 190 completed surveys. The primary mentions from employers focused on the following benefits: employee satisfaction; values related to sustainability and the environment; saving money; ease of use/administration; reliable transportation choice; encourages transit use/green transportation; employee benefit; and reduced parking concerns/issues. Based on the report, the employer program web pages were modified to emphasize the convenience and cost effectiveness benefits prioritized by employers. Revisions to the employer programs brochure will be completed in the first quarter of calendar 2012.



- Published five online issues of the toWork newsletter to more than 900 subscribers. Redesigned the toWork newsletter mid-year to be easier to read with a more graphical look and briefer articles, plus increased the frequency from last year with an extra edition.
- TriMet operates a set of three vanpool shuttles. The shuttles provided 26,963 rides; the minimum goal is 10,800 rides for the three vans.
- Continued granting TriMet transit passes to five active TMAs to assist TriMet with outreach to employers. Currently four TMAs participate in the transit pass grant and each receives one monthly pass.

Project-related outreach:

Engaging Riders



TriMet continued efforts to reach riders through multiple channels by building its online presence on Twitter, Facebook, Flickr plus a new rider community blog, howweroll.trimet.org. The icons for Twitter and Facebook were also added to the toWork employer newsletter. TriMet Employer Outreach staff encouraged employers and employees to use the online channels to receive information from TriMet plus communicate feedback. Twitter followers increased to 7,365 to date from 1,100 last year. Facebook connections grew to 3,962 likes to date. TriMet's How We Roll blog was created as a community place highlighting rider stories, TriMet employees and other news separate from the transit service news typically hosted on the main trimet.org website. Staff promoted the new TransitTracker by Text among the Trip Tools options.

| Electronic customer information | As of August 2011 |
|--|--------------------------|
| TransitTracker | |
| TT by phone | 1,390,486 |
| TransitTracker online visits | 165,773 |
| Mobile arrivals (TransitTracker) | 121,819 |
| Text to 27299 | 348,224 |
| trimet.org website | |
| Visits to website | 983,322 |
| Trip Planner – trips planned | 507,680 |
| Portland-Milwaukie LR – main page | 3,540 |
| TriMet TV views (website + YouTube) | 3,510 |
| Email subscribers | 31,753 |
| Facebook “likes” | 3,384 |
| Twitter followers | 6,124 |



Celebrating Riders



Opening ceremony for eastside light rail.

This summer, TriMet invited regional partners and employers to its celebrations of the 10th anniversary of the MAX Red Line to the airport and the 25-year anniversary of the MAX Blue Line to Gresham. Staff participated in the events, promoted the campaign in the toWork newsletter and distributed materials about the campaign at employer transportation fairs.

Promoted New Bike and Ride Facilities



TriMet's first Bike and Ride facility opened July 2010 at the Sunset Transit Center. Staff conducted outreach to over 25 employers within a half-mile of the facility and participated in the grand opening events. Staff also promoted the upcoming Bike and Ride facilities to open the following July in the cities of Beaverton and Gresham. Media coverage about the facilities included seven blogs and online newspapers. The expanded bike facilities were also featured in the toWork newsletter.

Evaluation and measurement methodology:

The following methodology for tracking results may change based on the final Metro RTO Five-year Strategic Plan expected to be approved in the first quarter of the 2012 calendar year:

- Contribute transportation survey data and employer programs data for the bi-annual evaluation of RTO outreach programs prepared by Metro and Portland State University.
- Mode split changes from transportation surveys
- Conduct bi-annual satisfaction survey of employers using TriMet pass programs; next survey to be conducted fall 2012.
- Number of employers on programs
- Number of employees participating in programs
- Number of worksites on transportation programs
- Number of worksites on TriMet transit pass programs
- Number of colleges participating in programs
- Number of college student passes
- Inquiries managed per week
- Inquiry turnaround time (24 hours or less)
- Number of transportation fairs attended and number of employees reached at the fairs



- Assistance to the partners of the Regional Transportation Outreach subcommittee and transportation management associations including materials
- Coordination with RTO regional and local partners; list outreach events in the RTO Google calendar for partner coordination
- New contacts per week
- Number of transportation surveys processed



DRAFT schedule for completing activities:

| <i>Project Element</i> | <i>Timeline – projects in effect from July 2012 through June 2013</i> |
|---|--|
| RTO reporting – Complete 4 quarterly reports plus 1 work plan with annual progress to RTO for program funding. | Quarterly reports: July, October 2012; January, April 2013. Work plan and annual report - December 2012 |
| Collateral – The toWork online newsletter is sent by email to approximately 900+ employer representatives. Increase frequency by one issue to six times per year. | August, October, December 2012; February, April, June 2013 |
| Promote Drive Less Connect rideshare system – Recruit 60 people for the upcoming Drive Less Connect incentive campaign. Promote Drive Less Connect in two issues of the toWork newsletter for employers; add the Drive Less Connect logo to future issues of the toWork newsletter. Distribute information kits about Drive Less Connect to 100 employers from November 2011 through December 2012. | April – October 2012 |
| Collateral – Produce customized multi-modal information for major employer sites as needed. Information will be provided as email templates and flyers for employers to distribute. A set of presentation slides to help employers with their transportation programs will be developed in fiscal 2012 and will be used in fiscal 2013. | July 2012 – June 2013 |
| Employer outreach and promotion – Increase employer worksites offering pass programs by three percent from 1,012 employer worksites. The specific outreach activities are listed in the following list of tangible products expected in FY 2013, (July 2012-June 2013). | July 2012 – June 2013 |
| Conduct transportation surveys for the Oregon DEQ Employee Commute Options program, for employers' transportation program plans and TriMet transit-pass programs. Complete a minimum of 250 total surveys. | July 2012 – June 2013 |
| Employee outreach and promotion – Participate in a minimum of 75 events including transportation fairs, presentations, workshops and public events. | July 2012 – June 2013 |
| Employer outreach – Conduct bi-annual satisfaction survey of employers using TriMet pass programs. | October – December 2012 |
| Employee outreach – Distribute a minimum of 600 New Employee Kits. Note that TriMet is shifting to providing information online | July 2012 – June 2013 |



| | |
|---|-----------------------|
| through the TriMet website. However, the NEKs are made available for employers who require hardcopy materials. Staff promotes TriMet's expanded internet and phone tools to employees and college students using TriMet's Trip Tools brochure and online demonstrations at events. | |
| Emergency Ride Home Program (TriMet General fund) – Manage the program for the 810 employers enrolled to date. | July 2012 – June 2013 |
| Vanpool shuttles (TriMet General fund) – TriMet operates 3 employer vanpool shuttles. Provide a minimum of 10,800 rides. | July 2012 – June 2013 |
| Collateral – Promote pre-tax transportation benefits to employers. Revise pre-tax flyer designed for employees, August 2012. Distribute a minimum of 300 pre-tax flyers, either in hardcopy or online, to employers. Distribute an instructional brochure and presentation slides, designed to help employers arrange a pre-tax transportation benefit to a minimum of 30 employers that are not currently offering a transportation program. A set of presentation slides to help employers start a pretax benefit program is being developed in fiscal 2012; the slides will use a graphic theme based on the IPAD and will be used in 1:1 meetings plus presentations. | July 2012 - June 2013 |

Tangible Products Expected in FY 2013 (July 2012-June 2013):

In addition to providing transportation program assistance and conducting outreach to promote active transportation and alternative commute options, staff will support ridership across the entire transit system including buses, commuter rail, light rail, streetcar and connections to transit systems adjoining the Portland metro area. Staff will also promote bike travel to and from transit centers with the expansion of bike facilities built in 2010 and 2011 with ARRA funds. Plus outreach staff will promote bike and walking options using the new TriMet Regional Trip Planner.

| <i>Tangible Projects and Deliverables</i> | <i>Timeline – projects in effect from July 2012 through June 2013</i> |
|---|---|
| Employer/College outreach and promotion, Central Business District – Continue promoting transportation programs by proactively contacting 50 employers in the Central Business District that currently do not offer transportation programs. Retain employers on transportation programs - meet with a minimum of 75 employers, provide information about transportation resources and new tools. Participate in a minimum of 15 transportation fairs and outreach events. Follow up with colleges to create Drive Less Connect networks for students. (Meetings were held in 2012 with five colleges for | July 2012 – June 2013 |

| | |
|---|--|
| an introduction to Drive Less Connect.) | |
| <p>Employer outreach, West District – Promote transportation programs and new tools to 75 employers located in the West District. Staff will provide materials for combining travel modes with the transit system, plus promote Drive Less Connect and train employees to use the Regional Trip Planner.</p> <p>Participate in 35 transportation fairs and outreach events in the West District.</p> <p>Publish 2 articles in the toWork newsletter about transportation options for the West District, including bike-to-transit trips with WES Commuter Rail and MAX Light Rail.</p> <p>Distribute promotional materials to employers including email templates, payroll inserts, and customized posters.</p> <p>New Employee Kits will be customized with for West District employers.</p> | July 2012 – June 2013 |
| <p>Employer outreach, East and Central Business Districts – Build ridership by employees and students on the MAX Green Line light rail service. Contact 100 employers to promote Drive Less Connect, the Regional Trip Planner, and bike/walk/transit connections to Eastside light rail and bus service.</p> <p>Participate in 25 transportation fairs and outreach events, produce 3 user testimonials in the toWork newsletter.</p> <p>Use the existing, Green Line how-to-ride plus bicycle amenities brochure and the multi-modal Regional Trip Planner.</p> | June 2012 – July 2013 |
| <p>Employer outreach and promotion, East District - Promote active transportation options to 30 employers located in the Clackamas County area that is not served well by transit.</p> <p>Promote the new Drive Less Connect rideshare system and Regional Trip Planner.</p> | July 2012 – June 2013 |
| <p>College student outreach – Reach new students and build awareness for using active transportation.</p> <p>Supply college orientation packets and travel options materials for new students; minimum of 800 students to be reached.</p> <p>Participate in a minimum of 5 transportation fairs and outreach events at the University of Portland, Pacific University (2), Clackamas Community College, and Portland Community College. Provide materials and information to the 10 colleges offering student transit pass programs.</p> | September 2012— January, April 2013 |
| <p>Employer outreach – Promote the bike-parking facilities across the system. Produce a minimum of 2 toWork newsletter articles featuring bike facilities and trips combining bike and transit using the Regional Trip Planner.</p> <p>Provide bike facility materials in all New Employee Kits.</p> | June 2012 – October 2013 |



| | |
|---|---------------------|
| Employer collateral – Promote pre-tax transportation benefits to employers offering the program with existing flyer plus develop information on TriMet website to encourage employers to offer pre-tax. Revise the pretax promotional flyer for employees when the transit fare is changed. | August 2012 |
| Promote the BTA Bike Commute Challenge to employers - feature 1 article in toWork newsletter; promote challenge at 8 transportation fairs not attended by BTA. | July-September 2012 |
| Employer outreach – Complete updates to the employer database with information collected from employers offering monthly transit pass programs. The outreach to 359 employers will be conducted in the 2012 fiscal year (January – March 2012). | April 2012 |

Entity Responsible for Activity:

TriMet is responsible for the activity in this plan. The TriMet Outreach program is staffed by 5.25 people within TriMet's marketing department.

Cost and Funding Sources:

The projected budget for 2012-2013 is \$408,680 federal funds \$455,455 total project cost with TriMet's match. In addition to the CMAQ funds that are the core subsidy for the employer outreach program, TriMet also dedicates general funds for services including processing employer surveys, an Emergency Ride Home program incentive, three employer vanpools and carpool map service for employers. In addition, TriMet provides advertising tools plus the design and production of marketing campaigns, promotions and materials to promote existing and new service to employers and employees. The outreach program also uses resources from TriMet's creative services, IT and service planning staff funded by TriMet's general fund.

Funding History:

The RTO subcommittee of Metro TPAC reviewed TriMet's results and workplans for the 2010, 2011 and 2012 fiscal years. The subcommittee approved the workplans plus a three-percent increase to compensate for rising program costs.

| | | | | | | | |
|---------|--------------------------------------|----|---------|--|-------------------|----|-----|
| 2010-11 | Requirements: | | | | Resources: | | |
| | CMAQ | \$ | 396,777 | | PL | \$ | N/A |
| | TriMet General Fund Match | \$ | 45,413 | | STP | \$ | N/A |
| | TOTAL | \$ | 442,190 | | Metro | | N/A |
| | | | | | TOTAL | \$ | N/A |
| | | | | | | | |
| | Full-Time Equivalent Staffing | | | | | | |
| | Regular Full-Time FTE | | 5.25 | | | | |



| | | | | | | |
|----------------|--------------------------------------|----|----------------|--|-------------------|--------|
| | TOTAL | | 5.25 | | | |
| 2011-12 | Requirements: | | | | Resources: | |
| | CMAQ | \$ | 408,680 | | STP | \$ N/A |
| | TriMet General Fund Match | \$ | 46,775 | | Metro | \$ N/A |
| | TOTAL | \$ | 455,455 | | | |
| | | | | | TOTAL | \$ N/A |
| | | | | | | |
| | Full-Time Equivalent Staffing | | | | | |
| | Regular Full-Time FTE | | 5.25 | | | |
| | TOTAL | | 5.25 | | | |

FY 2013 Costs and Funding Sources:

| | | | | | | |
|----------------|--------------------------------------|----|----------------|--|-------------------|--------|
| 2012-13 | Requirements: | | | | Resources: | |
| | CMAQ | \$ | 420,940 | | STP | \$ N/A |
| | TriMet General Fund Match | \$ | 48,179 | | Metro | \$ N/A |
| | TOTAL | \$ | 469,119 | | | |
| | | | | | TOTAL | \$ N/A |
| | | | | | | |
| | Full-Time Equivalent Staffing | | | | | |
| | Regular Full-Time FTE | | 5.25 | | | |
| | TOTAL | | 5.25 | | | |

| April | May | June | July | August | September | October |
|---|---|---|---|---|---|--|
| 4/2 Bat Exhibit OP | 5/2 Pacific Natural Foods tfair, 1 TriMet staff | 6/4 City of Lake Oswego Benefits Fair, 1 TriMet staff | 7/21 Celebrate Hillsboro booth | 8/5 Timbers Safety Night | 9/16 Komen Race for the cure OP | October t-fairs to be scheduled |
| 4/3 Tualatin Chamber Fit City Keen, Bike/ped/transit/DLC/S MART, 1 TriMet staff | 5/5 Safe Kids Day Zoo booth (Sat) | 6/6 Gresham Information Fair - 1 Trimet staff | Regional Trip Planner, promotion | 8/5 Van's Warped Tour at RQ booth, safety | Bike Commute Challenge, promote with RTP | |
| 4/6 Portland Clinic of Holistic Health t-fair, bike/ped/transit/DLC, 1 TriMet staff | 5/5-5/6 Cinco de Mayo downtown Portland booth | 6/8 Transportation Station at Mt. Scott Community Center | 7/27 NW Evaluation Association fair, Bike/ped/transit/DLC 1 TriMet staff | 8/13 Gresham Heart Start Health & Safety Fair booth | 9/15 El Grito booth | |
| 4/5 ODS Milwaukie employee fair, Bike/ped/transit/DLC, 1 TriMet staff | 5/8 Options brownbag at BLM, Bike/ped/transit/DLC, 1 TriMet staff | 6/12 Oregon State Bar: DriveLess Connect Presentation | 3 tfairs for LDTMA, TBD | Providence Employee Benefits Fairs, 8 TBD | Direct mail to employers in Clackamas County | |
| 4/6 Walk to Work Day/CBD - Promoted to Employers and Riders | 5/9 Swan Island TMA - Going to the Island Fair, 1 Trimet staff | 6/13 United Parcel Service Wellness Fair - 1 Trimet staff | Commute Challenge Outreach | 8/25 Road/Safety Day at Clackamas Town Center booth | FYI: City of Portland Eastside Streetcar Event 9-22, Service 9-24 | |
| 4/10 Hillsboro Chamber April Business Forum | 5/9 WEA Transportation committee, Bike/ped/transit/DLC 2 TriMet staff | 6/13 Oracle America - Hillsboro Safety Event - 1 Trimet staff | Promotion for Regional Trip Planner | Lents Founders Day booth, TBD | | |
| 4/11 AIU employer Health Fair Bike/ped/transit/DLC, 1 TriMet staff | 5/12 OAME Trade Show & Luncheon table | 6/16 Pride Festival OP | | Wilsonville Sunday Streets, 8/19 | | |
| 4/12 ODS Downtown employee fair, Bike/ped/transit/DLC, 1 TriMet staff | 5/17 PMLR CAC Meeting | 6/21 PMLR CAC Meeting | | | | |
| 4/12 Columbia River Correctional Institute, Brownbag and t-fair, Bike/ped/transit/DLC, 2 TriMet staff | 5/17 Latino Health Equity Conf. Booth, Kaiser Interstate | 6/23 Good in the Neighborhood booth Sat | | | | |
| 4/16 Legacy Merician Park T-fair, Bike/ped/transit/DLC, 1 TriMet staff | 5/18 Bike to Work Day at LDTMA, 2 TriMet staff, bus and operator | 6/31 NAYA Home Buying Fair OP | | | | |
| 4/19 Earth Day at OHSU, Bike/ped/transit/DLC 1 TriMet staff | 5/19 Safety Day, Washington Square booth | | | | | |
| 4/19 PMLR CAC Meeting | 5/21 Portland Mall Management Monday on the Mall Bike/transportation fair, 1 TriMet staff | | | | | |
| 4/20 Montgomery Park Tenant Fair, Bike/ped/transit/DLC, 1 TriMet staff | 5/23 American Red Cross Wellness Fair - 1 Trimet staff | | | | | |
| 4/22 Friends of Trees/Earth Day OP | 5/23 OPB Benefits fair, 1 TriMet staff | | | | | |
| 4/23 Earth Day fair, Terwilliger Plaza, Bike/ped/transit/DLC, 1 TriMet staff | 5/31 Pacific Seafood t-fair - 1 Trimet staff | | | | | |
| 4/25 Clackamas College fair, 1 TriMet staff | | | | | | |
| 4/25 Clackamas County fair, 1 TriMet staff | | | | | | |
| 4/26 Neil speaking at WEA. 9 TriMet Staff | WES Promotion | WES ads mini-campaign | | | | |
| 4/29 Wash. County Latino Festival Hills. Civic Ctr booth | | Be Alert ads | Fares & Service Change Campaign | Fares & Service Change Campaign | | |
| Employer Survey Season 4/30-8/31 | Employer Survey Season 4/30-8/32 | Employer Survey Season 4/30-8/33 | Employer Survey Season 4/30-8/34 | Employer Survey Season 4/30-8/35 | | |
| | toWork Bike Issue, 5/1-6/15 + TriMet alert to Portland bike events, DLC | toWork 6/15-7/15 Commuter Challenge, DLC; WES | toWork 7/15-8/15 Fares/Service Change, Regional Trip Planner & Commute Challenge, New Buses, PMLR | toWork 8/15-9/15 Fares/Service Change, Bike Commute Challenge | | toWork 10/1-11/30 Fall/Winter visibility, BeSeenBeSafe event |

[illegible]



WASHINGTON COUNTY OREGON

May 9, 2012

Mr. Caleb Winter
Metro, Regional Travel Options
600 NE Grand Avenue
Portland OR 97232

Dear Mr. Winter,

I am writing in support of the Westside Transportation Alliance's (WTA's) 2012-2013 Work Plan. The WTA Work Plan supports the demand management goals of the Regional Transportation Plan (RTP) including helping reduce miles traveled and increasing non-single occupant vehicle mode shares.

WTA's Work Plan also supports Washington County's transportation goals. As the Director of the Department of Land Use and Transportation of Washington County, I am highly supportive of WTA and its efforts to help achieve demand management goals and policies adopted in the Washington County 2020 Transportation Plan:

Action 13.1 *Support and participate in the development of travel demand management and reduction strategies, such as rideshare, preferential parking and flextime programs among others.*

Action 13.2 *Support and participate in Metro's, TriMet's and Transportation Management Associations' efforts to develop, monitor and fund regional TDM programs.*

Action 13.3 *Work with and support Transportation Management Associations, major employers and business groups to develop and implement demand management programs to work towards mode share targets adopted in this Plan.*

Action 13.5 *Explore the use of new strategies to manage and reduce travel demand and to make more efficient use of capacity on the transportation system.*

Action 13.6 *The County will examine the merit, feasibility and methodology involved in establishing a public education program to reduce trips by drivers of automobiles and trucks. The County may chose to engage its regional partners to pursue a region-wide effort that includes, but is not limited to, a substantial and sustained public education effort regarding strategies that will reduce the average number of vehicular trips made daily, especially in the peak hours.*

Washington County is a strong funding partner of the WTA and supports the 2012-2013 TMA work plan. The County appreciates Metro's funding support of WTA to the benefit of Washington County, the cities in our County, and the Metro region.

Sincerely,

Andrew Singelakis, AICP
Director of Land Use and Transportation

Department of Land Use & Transportation · Office of the Director

155 N First Avenue, Ste. 350 MS 16 · Hillsboro, OR 97124-3072
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CITY OF
PORTLAND
BUREAU OF
TRANSPORTATION



Sam
Adams
Mayor

Tom
Miller
Director

May 9, 2012

Dan Kaempff
Metro
600 NE Grand
Portland OR 97232

Re: Support for the Lloyd Transportation Management Association

Dear Mr. Kaempff:

Please accept this letter of support for the Lloyd Transportation Management Association (TMA). The Portland Bureau of Transportation (PBOT) is happy to have the Lloyd TMA as a partner in furthering our goals related of promoting the use of transportation options to the thousands of employees in Portland's Lloyd District.

In Fiscal Year 2012-13, PBOT is contributing \$116,000 of meter revenue generated in the Lloyd District to the TMA to support our shared mission of reducing drive alone trips. In addition, PBOT continues to serve on the Board of Directors for the TMA and it devotes staff time to implementing the meter revenue allocation plan which provides funding to the TMA, among other projects in the district.

The Lloyd TMA's 2012/13 workplan has several new items that the Bureau will happily assist in implementing, when needed. For example, the TMA will be working closely with the City and on a road diet for NE Multnomah Street. Similarly, in the Lloyd District Parking Study will of off-street parking spaces which will beneficial to our planning efforts.

Thank you for your consideration.

Sincerely,

Paul Smith
Planning Director
Portland Bureau of Transportation

1120 S.W. 5th Avenue, Suite 800 • Portland, Oregon, 97204-1914 • 503-823-5185
FAX 503-823-7576 or 503-823-7371 • TTY 503-823-6868 • www.portlandoregon.gov

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To ensure equal access, the Portland Bureau of Transportation will make accommodations in full compliance with Title VI of the Civil Rights Act of 1964, the ADA Title II, and related statutes and regulations in all programs and activities. For accommodations and additional information, and complaints, contact the Title II and Title VI Coordinator at Room 1204, 1120 SW 5th Ave, Portland, OR 97204, or by telephone 503-823-5185, City TTY 503-823-6868, or use Oregon Relay Service: 711.

Regional Travel Options Program
FY 2012-2013 work plan



Background

The Regional Travel Options (RTO) Program implements regional policy to reduce reliance on the automobile and promote alternatives to driving for all trips. The program emphasizes all alternative modes of travel and all trip purposes, reflecting policies in the Regional Transportation Plan.

This scope of work identifies the activities and tasks that will be carried out by Metro RTO staff to implement the Regional Travel Options 2012-2017 Strategic Plan in fiscal year 2012-2013. The strategic plan was developed by the RTO subcommittee of the Transportation Policy Alternatives Committee (TPAC) in 2011 and adopted by the Metro Council in May 2012. The strategic plan established the following program goals:

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

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

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

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

Key program objectives for fiscal year 2012-2013

- Coordinate the regional collaborative marketing program and support implementation of ODOT Drive Less/Save More marketing campaign, as well as local and regional travel options communications initiatives, in the Portland metropolitan area.
- Administer RTO travel options and Transportation Management Association (TMA) grants.
- Provide technical assistance to grant recipients and partners.
- Lead collaborative effort to develop criteria and project solicitation process for the 2013-2015 RTO Grant Program.
- Work with TriMet and SMART to coordinate multi-agency employer and commuter outreach activities and support partner collaboration.
- Support partner organizations' work to market and implement Drive Less. Connect, an on-line rideshare matching multi-modal trip tracker system.
- Develop new and expanded measures for RTO investments based on updated Strategic Plan.
- Collect, analyze and report data for each RTO program to ensure that funds are invested in the most cost effective ways.
- Work with ODOT on development of Statewide TDM strategic plan to coordinate more robust and effective participation in the region's TDM activities.
- Contribute to maintenance and development efforts for datasets used by various RTO program initiatives and that support traveler information tools.
- Update and coordinate distribution of regional bicycle map (Bike There!).
- Collaborate with efforts to develop the Regional Safety Action Plan and the Regional Active Transportation Plan.
- Collaborate with Transportation System Management (TSM) activities to support development and utilization of system data that could be provided to travelers in a manner to affect their trip choice of time, route or mode.

Collaborative marketing

The RTO Collaborative Marketing Program works to increase awareness and use of travel options to reduce drive-alone trips. Metro's scope of work will focus on coordination of marketing activities carried out by RTO partners to maximize the program's effectiveness and reach target audiences identified in the 2012-2017 RTO Strategic Plan. Many partners share the same key initiatives, such as promoting safety and the use of travel options. Metro will continue to convene a regional Marketing and Outreach Working group to support collaboration and leverage communication opportunities and initiatives.

Metro will administer a vanpool start-up incentive program, aimed at encouraging new vanpool formation and leveraging private vanpool provider investments and outreach efforts.

Metro staff will support ongoing implementation of the Drive Less/Save More statewide marketing campaign in the Portland metropolitan area in coordination with ODOT and Pac/West Communications, the campaign consultant team. Metro staff will act as the liaison to the Drive Less/Save More statewide efforts to disseminate campaign tools and information to RTO partners in the Portland metropolitan region.

RTO staff will support dissemination of safety messages around biking, walking and riding transit. RTO will work with partners, such as TriMet, Wilsonville SMART, Bicycle Transportation Alliance and Willamette Pedestrian Coalition to collaborate around safety to maximize impact, leverage funding and outreach opportunities.

Metro staff will complete the final outreach phase of the Vámonos! project that aims to increase biking and walking among Latino families in western Washington County, particularly Hillsboro, Forest Grove and Cornelius. Last fiscal year staff worked with local governments, Latino community organizations and other project partners to develop bi-lingual Spanish-English maps of walking and biking routes in each community. The project is partially supported with a grant from Kaiser Permanente. In FY 2012-13 staff will support distribution of the free maps at community events and through project partners. Metro has hired Latino interns and organizations from the project area to assist with outreach. Another goal of the project is to create community ownership and engagement.

RTO staff will market Traveler Information tools, including Bike There!, Walk There!, Drive Less. Connect., the Regional Trip Planner and other initiatives. Outreach methods will include earned media, various Internet strategies, and through support of partners' efforts. Work will continue to measure the public awareness of each of these efforts.

RTO staff will continue to partner with Metro's sustainable living marketing programs to coordinate outreach activities and explore opportunities to reach common audiences. In addition, staff will work in partnership with Metro's Long-Range Transportation Planning and Trails Planning work groups and The Intertwine Alliance to promote active transportation and the regional trail system.

Metro RTO program staff, augmented by contracted professional services, will carry out the following tasks:

- Support Marketing and Outreach Working Group for effective coordination, integration and partner communication.

- Administer vanpool incentive program.
- Assist with implementation of ODOT's Drive Less/Save More campaign in the Portland metropolitan area, assist with development of earned media opportunities, and disseminate campaign information to RTO partners and leverage outreach events and sponsorships for Metro and Drive Less/Save More.
- Complete the final phase of the Vámonos! project. Conduct outreach and distribute bi-lingual walk-bike maps and resources to Latino families in western Washington County.
- Coordinate collaborative marketing activities with other Metro departments to leverage resources and further disseminate program messages.

Key milestones for FY 12-13

- October 12 – Community outreach and map distribution for Vamonos! Project completed.
- December 12 – Collaborative marketing and outreach plan for 2013 completed.
- May 13 – Bike There! map update completed, begin marketing and distribution strategy implementation.

Deliverables

- RTO collateral materials
- RTO earned media
- General RTO program promotion activities of grants, traveler information tools and program outcomes
- Update the regional Bike There! map and oversee distribution activities. Consider long-term needs and options for Bike There!
- Bi-monthly Marketing and Outreach Working Group meetings
- Quarterly progress reports

Traveler information tools

This program activity supports the development and maintenance of various means of providing information and services supporting increased use of travel options for all trips. The effectiveness of these tools relies heavily on the existence of robust and up-to-date data. This data supports several regional initiatives, including the Regional Trip Planner, Bike There! and Walk There!, the Regional Active Transportation Plan, Drive Less. Connect., and Transportation System Management and Operations.

In FY 12-13, RTO staff will provide regional support for partners' use of Drive Less. Connect. This will include providing first point of contact customer service, and training and technical support for jurisdictions, TMAs, universities, employers and other network administrators. Coordination, governance and system development work with partner organizations led by WSDOT and ODOT will continue.

Metro's Bike There! program will be a key vehicle to promote safety messages and active transportation in the region. Metro RTO staff will perform a minor update and reprint the regional Bike There! map to assist cyclists with finding the safest routes for commute and recreational trips. Staff will work with third parties to distribute and sell the map at area retail outlets. Free copies of the map will be distributed to youth, low income and other underserved audiences, and poster versions of the map will be distributed to employers and program partners for workplace-based cycling encouragement programs. RTO staff will evaluate long-term options for Bike There!, considering how to balance changing needs with associated costs and staffing needs for both printed and electronic versions of the map.

RTO staff will continue to disseminate information about walking for transportation and walking safety through distribution of the Walk There! program, which includes distribution of the Walk There! guidebook and promotion of information on Metro's website, as well as smart phone apps and additional online and mobile resources. Free copies of the guidebook will be distributed to senior, low income and other underserved audiences, and to program partners for workplace-based walking encouragement programs.

A newly identified need is the continued maintenance of data layers in both the Regional Land Information System (RLIS) and in Open Street Map (OSM). RLIS data is used as the foundation for system evaluation and policy development and for Bike There! and Walk There! OSM is the base map that enables TriMet's Regional Trip Planner (RTP) to function. Much work has been done to date to develop a multi-modal, routable network in OSM that lets people plan trips by transit, cycling, walking, or a combination of the three modes. This enables the RTP to better serve the public by providing a tool that is responsive to their travel needs. TriMet is developing a partnership of regional agencies that use this data and are willing to contribute to its ongoing maintenance to ensure its accuracy. RTO will be a partner and provide a portion of the funding needed to sustain these data maintenance efforts.

Metro RTO staff will carry out the following tasks in FY 12-13:

- Work with ODOT staff to develop and implement marketing and operation of Drive Less Connect in the Portland region.
- Work with WSDOT on ongoing implementation and development issues related to Drive Less Connect.
- Work with local partners to refine DLC sub-networks, as needed.
- Coordinate ongoing rideshare system development with other regional traveler information projects, such as TriMet's Regional Trip Planner.
- Review progress reports for travel options grants related to traveler information tools, compile comprehensive progress reports, and work with the RTO financial analyst to recommend payment of grant invoices.
- Provide initial response to phone or web-generated contacts; assess level of interest and coordinate hand-off to appropriate external partner.
- Develop pilot incentive program in conjunction with regional and state partners including ODOT. Purpose is to test efficacy of small financial incentives to change people's travel mode choice.
- Update the regional Bike There! map and oversee distribution activities. Consider long-term needs and options for Bike There!
- Distribute Walk There! Guidebooks.

Key milestones for FY 12-13

- September 12 – Quarterly report completed; OSM, RLIS data updated
- December 12– Quarterly report completed; OSM, RLIS data updated
- March 13 – Quarterly report completed; OSM, RLIS data updated; Bike There! reprint completed; incentive program implemented
- June 13 – Quarterly report completed; OSM, RLIS data updated

Deliverables

- Administration and customer service of Drive Less. Connect
- Support of sub-networks
- Marketing strategy (with ODOT)

- System development (with ODOT)
- Bike There! update and reprint
- Quarterly progress reports

Measurement and Evaluation

This program collects, analyzes and reports data for each RTO program to ensure that funds are invested in the most cost effective ways. RTO stakeholders use evaluation reports to refine program development, marketing and implementation. RTO program staff is responsible for carrying out measurement, called for in the TSMO Action Plan, and the RTO Strategic Plan program goals and objectives.

The RTO Evaluation Framework will be updated with stakeholder input based on the 2012-2017 Strategic Plan. The Evaluation Framework guides the level of analysis for each type of RTO project or activity. It also clarifies that both RTO staff and RTO-funded partners have roles in data collection. RTO will continue to use independent researchers to evaluate the program. Metro Research Center staff will be called upon to consult on the development of new research methods and tools. A region-wide survey will be conducted to update and compare results with the 2010 RTO Travel and Awareness survey. The survey tracks public awareness of RTO-related efforts and helps define strategies for marketing travel options.

Metro RTO staff will carry out the following tasks related to measurement and evaluation in FY 12-13:

- Conduct on-going data collection and tracking for RTO-funded programs.
- Update Evaluation Framework based on 2012-2017 RTO Strategic Plan and coordinate with RTO grant program.
- Provide technical assistance to all RTO-funded partners.
- Explore new methods and tools for storing data, analyzing data and reporting.
- Conduct the RTO Travel and Awareness region-wide survey to track changes in awareness since 2010 and help define strategies for marketing travel options.

Key milestones for FY 12-13

- Work with stakeholders through Winter 2013 to update the evaluation framework, coordinate with RTO grant program.
- Work with research firm to field RTO Travel and Awareness Survey Fall 2012.
- Quarterly progress reports.

Deliverables

- Updated evaluation framework.
- Technical services provided to RTO partners.
- Findings and conclusions from the RTO Travel and Awareness region-wide survey.

Policy, funding and program administration

This scope of work supports the program structure called for by the strategic plan including administration and management of RTO program functions by Metro.

The RTO program staff will:

- Provide staff support for TPAC working group for development of funding targets and criteria for FY 14-15 RTO grant program

- Administer FY 14-15 RTO grant program. Develop communication strategy and outreach tools to reach a wide variety of audiences.
- Create presentations about RTO program for Metro committees and regional partners.
- Administer contracts and agreements for RTO programs. Review and approve invoices and project deliverables.
- Develop and submit FTA application for grant funds and administer grants for RTO programs.
- Identify local matching funds sources for future years.
- Develop the RTO work plan and program budget for fiscal year 13-14.
- Provide local transportation system plan support on achieving 2040 non-SOV targets.
- Collaborate with TSMO staff on developing an integrated and coordinated strategy for project development and delivery, similar to Active Traffic and Demand Management (ATDM).
- Represent RTO program at Metro committees and jurisdictions and agency meetings.
- Provide technical assistance to TMAs, cities, counties and other local partners to develop programs and projects that meet RTO program and regional goals and desired outcomes.

Key milestones for FY 12-13

- November 12 – Complete work on RTO grant program development (task begins in May 2012)
- January 13 – Announce grant project recipients
- April, May 13 – FY 13-14 work program and budget reviewed and adopted by TPAC, JPACT and the Metro Council
- July 13 – Develop and sign Grant Agreements with grant recipients

Deliverables

- FY 13-14 budget
- FY 14-15 RTO Grant project process and awards