

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF SUPPORTING THE *IT'S*) RESOLUTION NO. 04-3413
COOL TO CARPOOL CAMPAIGN.)
) Introduced by Councilor Park

WHEREAS, Metro adopted the 2000 Regional Transportation Plan on August 10, 2000; and

WHEREAS, Policy 19.0. Regional Transportation Demand Management (TDM) calls for enhances mobility and supports the use of alternative transportation modes by improving regional accessibility to public transportation, carpooling, telecommuting, bicycling and walking options; and

WHEREAS, the TDM Subcommittee of the Transportation Policy Alternatives Committee (TPAC) that provides oversight for the development and evaluation of TDM strategies has gone through a strategic planning process and has developed a Regional Travel Options (RTO) 5-year Strategic Plan; and,

WHEREAS, the Regional Travel Options program will be investing \$270,000 of program funding in the carpoolmatchNW.org program over the next two fiscal years.

BE IT RESOLVED by the Metro Council

1. Support the *It's Cool to Carpool* campaign, February 23 – March 5, 2004, by signing a letter to business leaders throughout the region asking them to encourage their employees to participate in the campaign (Attachment A).

ADOPTED by the Metro Council this 15th day of January, 2004

Withdrawn

David Bragdon, Council President

Approved as to Form:

Daniel B. Cooper, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 04 - 3413, FOR THE PURPOSE OF SUPPORTING THE *IT'S COOL TO CARPOOL* CAMPAIGN.

Date: January 9, 2004

Prepared by: Bill Barber

Staff recommends support of the *It's Cool to Carpool Campaign* from February 23 – March 5, 2004. Resolution No.04-3413.

BACKGROUND

The purpose of the Regional Travel Options Program includes guiding implementation of regional transportation demand management (TDM) policies in the Regional Transportation Plan (RTP). These policies, in turn, are the RTP strategy for leveraging the development of compact centers with transportation investments. The program provides for analysis and recommendation of TDM techniques and strategies within the Portland region. Metro chairs the TDM Subcommittee of TPAC and works with TriMet, ODOT, Oregon Department of Environmental Quality (DEQ) and other state agencies; local jurisdictions and private employers to plan fund and implement TDM strategies. Target groups served or affected include local cities and counties, state and regional agencies and the public at-large. The program relates to Metro's mission and value statement by ensuring that people have the ability to get around the region using a variety of transportation options.

Companies around the region are realizing that convenient, stress-free options for commuting to work can provide tremendous employee benefits and help improve the economy and the environment. By reducing the number of people driving alone carpooling reduces traffic congestion, improves air quality and freight movement, encourages employees to be on time, and is a more relaxing way to get to work.

ANALYSIS/INFORMATION

1. Known Opposition

No known opposition.

2. Legal Antecedents

Legislation related to the proposed legislation, including federal, state, or local law and Metro resolution numbers, include the following:

1991 Federal Clean Air Act Amendments. The need for a comprehensive regional TDM program was addressed in Metro Resolution No. 91-1474, amending the FY1992 Unified Work Program to include air quality planning activities, in response to the Oregon Transportation Planning Rule and the Federal Clean Air Act Amendments of 1990.

TDM Subcommittee. The TPAC TDM Subcommittee was established by Metro Resolution 92-1610, establishing the TPAC Transportation Demand Management Subcommittee. Oversight for the development and evaluation of TDM strategies, and formation of final recommendations to TPAC, the Joint Policy Advisory Committee on Transportation (JPACT) and Metro Council concerning TDM planning, programming and implementation activities were assigned to the Subcommittee.

TDM Relationship to DEQ's Ozone Maintenance Plan (Governor's Task Force on Motor Vehicle Emissions Reduction (HB 2214). The task force recommended a base plan focused on specific strategies to maximize air quality benefits. The air quality strategies selected by the region formed the base for a 10-year air quality maintenance plan for the Portland area. The primary TDM transportation control measures (TCMs) in the maintenance plan are the employee commute options program (ECO) and the regional parking ratio program.

Transportation Management Association (TMA) Policy. The policy basis and funding strategy for TMAs was adopted through Metro Resolution No. 98-2676, establishing a policy basis and funding strategy for Transportation Management Associations (TMAs) through the MTIP/STIP development process. Metro Resolution No. 99-2864, selection and funding allocation of \$1 million to Transportation Management Associations for FY 2000 to FY 2003, allocated \$1 million in regional funding to existing and new TMAs for FY 2000 to 2003. Metro Resolution No. 02-3183, revising regional Transportation Management Association (TMA) policy to provide additional regional funding options for TMAs, revised TMA policy by calling for balanced support of existing TMAs with the start-up of new TMAs, and for funding new and innovative TMA programs.

2000 Regional Transportation Plan. The RTP establishes regional TDM policy and objectives to help reduce vehicle trips and vehicle miles traveled. Chapter 1 (Ordinance 00-869A and Resolution 00-2969B), adopting the 2000 Regional Transportation Plan, provides TDM policies and objectives that direct the region's planning and investment in the regional TDM program.

3. Anticipated Effects

The campaign will result in an increase in the number of people carpooling throughout the region. The effectiveness of the campaign will be measured with the carpoolmathcNW.org online database.

4. Budget Impacts

None.

RECOMMENDED ACTION

Approve Resolution No. 04-3413.

ATTACHMENT A

600 NORTHEAST GRAND AVENUE PORTLAND, OREGON 97232 2736
TEL 503 797 1700 FAX 503 797 1794



METRO

Dear Business Leader,

Metro is asking for your support for CarpoolMatchNW, an innovative online tool for reducing drive alone trips throughout our region. You are cordially invited to join us at one of the kick-off events for the Portland/Vancouver Metropolitan Region's *It's Cool to Carpool* Campaign (dates and locations listed in the attached invitation).

Companies around the region are realizing that convenient, stress-free options for commuting to work can provide tremendous employee benefits and help improve the economy and the environment. By reducing the number of people driving alone carpooling reduces traffic congestion, improves air quality and freight movement, encourages employees to be on time, and is a more relaxing way to get to work.

It's Cool to Carpool is a two week promotion sponsored by Metro, TriMet, C-TRAN, SMART, and the City of Portland. The campaign goal is to encourage commuters to take advantage of the successful online carpool matching tool, www.CarpoolMatchNW.org, and focus attention on sharing the ride to work and other trips made throughout the day from work. You can support www.CarpoolMatchNW.org and our region's air quality by endorsing the frosty fun promotions during the two week *It's Cool to Carpool* campaign.

During the *It's Cool to Carpool* campaign employees who carpool for at least one day will be eligible for fabulous prizes. Your company's Transportation Coordinator will soon receive their invitation to the kick-off event where they can pick up a complete set of *It's Cool to Carpool* promotional materials. We hope you will encourage your employees to carpool during this two week period and support your Transportation Coordinator in their efforts.

Sincerely,

David Bragdon

Rex Burkholder

Rod Park

Brian Newman

Susan McClain

Rod Monroe

Carl Hostika