



TRANSPORTATION POLICY ALTERNATIVES COMMITTEE (TPAC)

Nov. 21, 2014

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Karen Buehrig
Chris Deffebach
Adrian Esteban
Nick Forte
Carol Gossett
Eric Hesse
Katherine Kelly
Nancy Kraushaar
Dave Nordberg
Karen Schilling

AFFILIATION

Clackamas County
Washington County
Community Representative
Federal Highway Administration
Community Representative
TriMet
City of Gresham, representing cities of Multnomah County
City of Wilsonville, representing cities of Clackamas County
Oregon Department of Environmental Quality
Multnomah County

MEMBERS EXCUSED

Mike Clark
Lynda David
Judith Gray
Susie Lahsene
Heather McCarey
Cora Potter
Satvinder Sandhu
Mychal Tetteh
Steve White
Rain Windsheimer

AFFILIATION

Washington State Department of Transportation
Southwest Washington Regional Transportation Council
City of Portland
Port of Portland
Community Representative
Community Representative
Federal highway Administration
Community Representative
Community Representative
Oregon Department of Transportation

ALTERNATES PRESENT

Kelly Brooks, Lainie Smith
Phil Healy
Peter Hurley
Don Odermott

AFFILIATION

Oregon Department of Transportation
Port of Portland
City of Portland
City of Hillsboro, representing cities of Washington County

STAFF: Roger Alfred, Grace Cho, Kim Ellis, Dan Kaempff, Tom Kloster, Ted Leybold, John Mermin, Jim Middaugh, Peggy Morell, Jill Schmidt, and John Williams.

1. CALL TO ORDER, DECLARATION OF A QUORUM & INTRODUCTIONS

Chair John Williams declared a quorum and called the meeting to order at 9:36 a.m.

2. COMMENTS FROM THE CHAIR AND COMMITTEE MEMBERS

Chair Williams reminded committee members that Nov. 21 is the last day to apply for TPAC citizen representative positions.

3. CITIZEN COMMUNICATIONS ON TPAC AGENDA ITEMS

There were none.

4. CONSIDERATION OF THE MINUTES FOR OCTOBER 31, 2014

MOTION: Approval of the minutes as amended.

ACTION: With all in favor the motion passed.

Ms. Karen Schilling was not in attendance at the October meeting, but her alternate Joanna Valencia was.

5. Climate Smart Communities Scenarios Project: Ordinance No. 14-1346B

Ms. Kim Ellis of Metro updated members that the Transportation Policy Alternatives Committee (TPAC) had returned their amendments to the Joint Policy Advisory Committee on Transportation (JPACT) The Toolbox and framework were areas that the Metro Technical Advisory Committee (MTAC) and JPACT wanted TPAC to focus their discussion on. MTAC did not make their final recommendation to MPAC on Wednesday and deferred their recommendations to the Metro Policy Advisory Committee meeting on Dec. 3. Ms. Ellis directed members to changes made to Ordinance 14-1346B since the TPAC meeting on Oct. 31 on pages 3 and 4 where the Toolbox was refined and will be subject to further review. Also on page five there is additional similar language as in the "whereas causes".

Member comments included:

Ms. Karen Schilling of Multnomah County asked for a clarification between the source of red and blue refinements. Ms. Ellis responded that the blue refinements were brought forth to MPAC and JPACT on Nov. 7 and the red refinements came out of the JPACT discussion on Nov. 13.

Ms. Ellis added that in Exhibit A, the Public Review Draft had small changes. It was added that the goal is greenhouse gas mitigation, but there are other issues regarding climate change to be addressed. These changes are identified in Exhibit E.

Ms. Ellis noted that changes to Exhibit A can be found in Exhibit E.

MOTION: Mr. Eric Hesse moved and Ms. Nancy Kraushaar seconded to approve the amendments to Ordinance No. 14-1346B: Clarifying the Star Ratings system by taking out the bullets in the framework plan and clarifying which RTP is being identified

ACTION: With all in favor the motion passed.

6. 2015-2017 Regional Travel Options Grants: Guidance on sub-regional prioritization

Mr. Dan Kaempff of Metro gave a presentation on Regional Travel Options (RTO) Grants to provide information to County Coordinating Committees for selecting the grant proposals they wish to receive sub-regional targeted funds. There is \$2.1 million available in grants for projects that carry out RTO goals and objectives between 2015-2017. These funds will become available July 1, 2015. The minimum award for the general grants is \$50,000 and there are two new subcategories for 2015. The 2 new subcategories are enhancements, receiving \$50,000, and planning, receiving \$75,000. \$1,975,000 is available as general funding with sub-regional targets of Portland, Washington County, East Multnomah County and Clackamas County receiving \$677, 420 of the funds, leaving a remainder of \$1,297,580. To qualify for the RTO Grants, recipients must be eligible to receive federal funds such as private-not for profit agencies, government agencies, and educational institutions. Examples of eligible projects would be outreach and marketing, public engagement, wayfinding, traveler information, end-of-trip facilities, and promotion of healthy and active living. The applications for these grants are due Dec. 19, 2014.

7. Opt in and Online Engagement Update

Pivot Group consultants Dave Nieuwstraten, Chelsea Radich, and Steve Boespflug provided an overview of the Pivot Group and improvements they are making to Opt In and online engagement tools:

Mr. Nieuwstraten explained that the Pivot Group is an agency specializing in market research, marketing consulting, creative services, web development, and training.

Mr. Boespflug provided a definition on Opt In, an online research tool used to engage the public in Metro's research needs assessment. Under Title Six, there are obligations to reach out to underserved communities. The membership for the 24,000 members who have signed up does not accurately represent the demographics of the region.

Consultants representing Pivot indicated that they are open to mathematical weighting for better population representation and that their next steps regarding best practices included shared visibility, shorter surveys, and expanding mobile solutions.

Ms. Radich added that Pivot will put together a final report of their findings and recommendations to make surveys more accessible to a wider range of people, decrease reliance on mathematical weighting, increase scientific options, and create a user friendly summary of the results of the research available to the public.

8. ADJOURN

Chair Williams adjourned the meeting at 11:59 a.m.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Botond Kovacs". The signature is written in black ink and is positioned above the typed name of the Recording Secretary.

Botond Kovacs, Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF NOV. 21, 2014

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT NO.
2.0	Handout	11/21/14	Measuring What we Value-transportation performance meeting notice	112114T -01
5.0	Letter	11/13/14	Columbia Corridor Association letter of support for the Climate Smart Communities Strategy	112114T -02
5.0	Memo	11/17/14	Climate Smart Communities Scenarios Project: TPAC Recommendation to JPACT Requested	112114T -03
6.0	Memo	11/21/14	2015-2017 RTO Grants Selection Process & Sub-Regional Prioritization	112114T -04