

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE FY ) ORDINANCE NO. 05-1072  
2004-05 BUDGET AND APPROPRIATIONS )  
SCHEDULE ACCEPTING \$850,000 OF ) Introduced by Mike Jordan, Chief Operating  
FEDERAL FUNDS FROM THE OREGON ) Officer, with the concurrence of the Council  
DEPARTMENT OF TRANSPORTATION ) President Bragdon  
(ODOT) FOR A REGIONAL TRAVEL OPTIONS )  
MARKETING CAMPAIGN; RECOGNIZING )  
\$150,000 OF THE NEW GRANT FUNDS TO )  
INCREASE THE MATERIALS AND SERVICES )  
BUDGET OF THE PLANNING DEPARTMENT )  
TO HIRE CONSULTANTS TO DEVELOP AND )  
IMPLEMENT THE MARKETING CAMPAIGN; )  
TRANSFERRING \$54,655 OF TRIMET GRANT )  
FUNDS FROM CONTRACTED SERVICES TO )  
PERSONAL SERVICES TO ADD 1.00 FTE )  
REGIONAL TRAVEL OPTIONS PROGRAM )  
MANAGER (MANAGER I); AND DECLARING )  
AN EMERGENCY )

WHEREAS, the Metro Council has reviewed and considered the need to transfer appropriations within the FY 2004-05 Budget; and

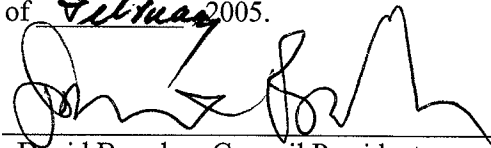
WHEREAS, the need for the transfer of appropriation has been justified; and

WHEREAS, adequate funds exist for other identified needs; now, therefore,

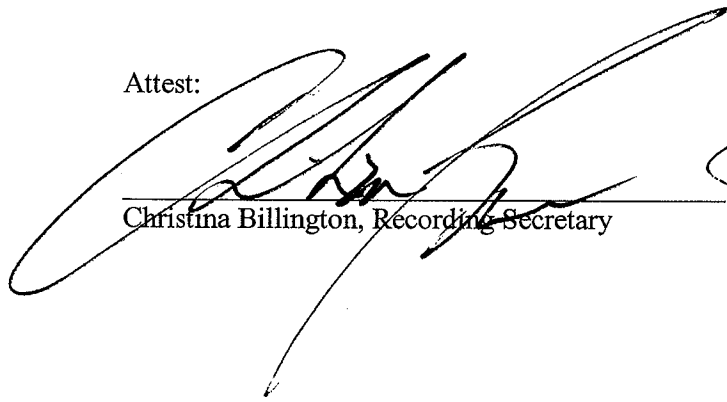
THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That the FY 2004-05 Budget and Schedule of Appropriations are hereby amended as shown in the column entitled "Revision" of Exhibits A and B to this Ordinance for the purpose of accepting \$850,000 of federal fund from the Oregon Department of Transportation for a Regional Travel Options marketing campaign; recognizing \$150,000 of the new grant funds to increase the materials & services budget of the Planning Department to hire consultants to develop and implement the marketing campaign; transferring \$54,655 of TriMet grant funds from contracted services to personal services to add 1.00 FTE Regional Travel Options Program Manager (Manager 1).
2. This Ordinance being necessary for the immediate preservation of the public health, safety or welfare of the Metro area in order to meet obligations and comply with Oregon Budget Law, an emergency is declared to exist, and this Ordinance takes effect upon passage.

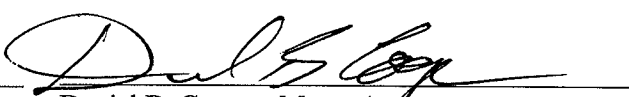
ADOPTED by the Metro Council this 17<sup>th</sup> day of February 2005.

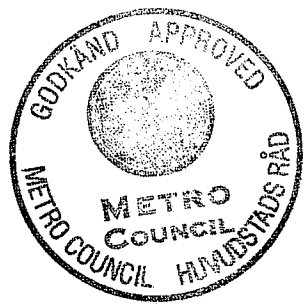
  
\_\_\_\_\_  
David Bragdon, Council President

Attest:

  
\_\_\_\_\_  
Christina Billington, Recording Secretary

Approved as to Form:

  
\_\_\_\_\_  
Daniel B. Cooper, Metro Attorney



**Exhibit A  
Ordinance No. 05-1072**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>Planning Fund</b>							
<b><u>Resources</u></b>							
<i>BEGBAL Beginning Fund Balance</i>							
	* Prior year ending balance		477,552		0		477,552
	* Prior year PERS Reserve		150,000		0		150,000
<i>GRANTS Grants</i>							
4100	Federal Grants - Direct		1,338,873		0		1,338,873
4105	Federal Grants - Indirect		5,991,188		0		5,991,188
4110	State Grants - Direct		273,034		150,000		423,034
4120	Local Grants - Direct		672,627		0		672,627
4125	Local Grants - Indirect		57,923		0		57,923
<i>CHGSVC Charges for Service</i>							
4180	Contract & Professional Service		5,079,088		0		5,079,088
4200	UGB Fees		50,000		0		50,000
<i>INCGRV Internal Charges for Service</i>							
4670	Charges for Service		55,000		0		55,000
<i>MISCRV Miscellaneous Revenue</i>							
4890	Miscellaneous Revenue		31,000		0		31,000
<i>INTSRV Internal Service Transfers</i>							
4980	Transfer for Direct Costs						
	* from Regional Parks		87,000		0		87,000
	* from Open Spaces		31,796		0		31,796
	* from SW Revenue Fund		339,349		0		339,349
<i>EQTREV Fund Equity Transfers</i>							
4970	Transfer of Resources						
	* from General Fund (general allocation)		4,066,611		0		4,066,611
	* from General Fund (project allocation)		75,234		0		75,234
<b>TOTAL RESOURCES</b>			<b>\$18,776,275</b>		<b>\$150,000</b>		<b>\$18,926,275</b>

**Personal Services**

*SALWGE Salaries & Wages*

5010 Reg Employees-Full Time-Exempt

Director II	1.00	113,234	-	0	1.00	113,234
Manager I	3.00	220,868	1.00	39,292	4.00	260,160
Manager II	8.00	667,213	-	0	8.00	667,213
Program Director II	2.00	182,023	-	0	2.00	182,023
Program Supervisor II	6.00	460,771	-	0	6.00	460,771
Administrative Assistant	2.00	72,434	-	0	2.00	72,434
Assoc. Management Analyst	1.00	56,197	-	0	1.00	56,197
Assoc. Regional Planner	7.00	386,112	-	0	7.00	386,112
Assoc. Trans. Planner	5.00	276,099	-	0	5.00	276,099

**Exhibit A  
Ordinance No. 05-1072**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>Planning Fund</b>							
	Asst. Regional Planner	4.00	187,671	-	0	4.00	187,671
	Asst. Trans. Planner	2.00	90,275	-	0	2.00	90,275
	Asst. Management Analyst	1.00	46,255	-	0	1.00	46,255
	Principal Regional Planner	5.00	365,926	-	0	5.00	365,926
	Principal Transportation Planner	3.00	230,928	-	0	3.00	230,928
	Program Analyst IV	1.00	65,056	-	0	1.00	65,056
	Program Analyst V	2.00	144,456	-	0	2.00	144,456
	Senior Management Analyst	1.00	61,958	-	0	1.00	61,958
	Senior Regional Planner	3.00	195,620	-	0	3.00	195,620
	Senior Trans. Planner	11.00	717,349	-	0	11.00	717,349
	Senior Public Affairs Specialist	2.00	110,498	-	0	2.00	110,498
5015	Reg Empl-Full Time-Non-Exempt						
	Administrative Secretary	3.00	107,281	-	0	3.00	107,281
	Program Assistant 2	1.00	39,964	-	0	1.00	39,964
5020	Reg Employees-Part Time-Exempt						
	Associate Regional Planner	1.50	84,423	-	0	1.50	84,423
	Assistant Management Analyst	0.75	33,014	-	0	0.75	33,014
	Asst. Regional Planner	0.90	41,630	-	0	0.90	41,630
5080	Overtime		5,000		0		5,000
	Salary Adjustments						
	Adjustment Pool (Non-Rep/AFSCME)		241,204		0		241,204
<i>FRINGE</i>	<i>Fringe Benefits</i>						
5100	Fringe Benefits						
	Base Fringe		1,761,372		15,363		1,776,735
<b>Total Personal Services</b>		<b>77.15</b>	<b>\$6,964,831</b>	<b>1.00</b>	<b>\$54,655</b>	<b>78.15</b>	<b>\$7,019,486</b>

**Materials & Services**

<i>GOODS</i>	<i>Goods</i>						
5201	Office Supplies		208,350		0		208,350
5205	Operating Supplies		39,850		0		39,850
5210	Subscriptions and Dues		33,275		0		33,275
<i>SVCS</i>	<i>Services</i>						
5240	Contracted Professional Svcs		2,929,245		95,345		3,024,590
5251	Utility Services		6,700		0		6,700
5260	Maintenance & Repair Services		70,900		0		70,900
5265	Rentals		6,600		0		6,600
5280	Other Purchased Services		318,955		0		318,955
<i>IGEXP</i>	<i>Intergov't Expenditures</i>						
5300	Payments to Other Agencies		677,800		0		677,800

**Exhibit A**  
**Ordinance No. 05-1072**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>Planning Fund</b>							
<i>INCGEX</i>	<i>Internal Charges for Service</i>						
5400	Charges for Service		50,000		0		50,000
<i>OTHEXP</i>	<i>Other Expenditures</i>						
5440	Program Purchases		4,362,950		0		4,362,950
5450	Travel		66,130		0		66,130
5455	Staff Development		24,760		0		24,760
<b>Total Materials &amp; Services</b>			<b>\$8,795,515</b>		<b>\$95,345</b>		<b>\$8,890,860</b>
<b>Total Capital Outlay</b>			<b>\$47,000</b>		<b>\$0</b>		<b>\$47,000</b>
<b>Total Interfund Transfers</b>			<b>\$2,189,991</b>		<b>\$0</b>		<b>\$2,189,991</b>
<b>Total Contingency and Ending Balance</b>			<b>\$778,938</b>		<b>\$0</b>		<b>\$778,938</b>
<b>TOTAL REQUIREMENTS</b>		<b>77.15</b>	<b>\$18,776,275</b>	<b>1.00</b>	<b>\$150,000</b>	<b>78.15</b>	<b>\$18,926,275</b>

**Exhibit B**  
**Ordinance No. 05-1072**  
**FY 2004-05 SCHEDULE OF APPROPRIATIONS**

	<u>Current</u> <u>Appropriation</u>	<u>Revision</u>	<u>Amended</u> <u>Appropriation</u>
<b>PLANNING FUND</b>			
Operating Expenses (PS & M&S)	\$15,760,346	\$150,000	\$15,910,346
Capital Outlay	47,000	0	47,000
Interfund Transfers	2,189,991	0	2,189,991
Contingency	688,938	0	688,938
Unappropriated Balance	90,000	0	90,000
<b>Total Fund Requirements</b>	<b>\$18,776,275</b>	<b>\$150,000</b>	<b>\$18,926,275</b>

*All Other Appropriations Remain as Previously Adopted*

## STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 05-1072, FOR THE PURPOSE OF AMENDING THE FY 2004-05 BUDGET AND APPROPRIATIONS SCHEDULE ACCEPTING \$850,000 OF FEDERAL FUNDS FROM THE OREGON DEPARTMENT OF TRANSPORTATION (ODOT) FOR A REGIONAL TRAVEL OPTIONS MARKETING CAMPAIGN; RECOGNIZING \$150,000 OF THE NEW GRANT FUNDS TO INCREASE THE MATERIALS AND SERVICES BUDGET OF THE PLANNING DEPARTMENT TO HIRE CONSULTANTS TO DEVELOP AND IMPLEMENT THE MARKETING CAMPAIGN; TRANSFERRING \$54,655 OF TRIMET GRANT FUNDS FROM CONTRACTED SERVICES TO PERSONAL SERVICES TO ADD 1.00 FTE REGIONAL TRAVEL OPTIONS PROGRAM MANAGER (MANAGER I); AND DECLARING AN EMERGENCY

---

Date: January 20, 2005

Prepared by: Andy Cotugno

### BACKGROUND

The Metro Council approved a new strategic plan for the Regional Travel Options program in 2004, shifting the lead role for managing the program from TriMet to Metro. The program has been funded through the Metropolitan Transportation Improvement Program (MTIP) for nearly 20 years, and has grown to include a variety of regional partners and outreach programs. This changes Metro's role from planning, policy direction and funding, to implementation. The strategic plan identifies the development of a marketing, message and communications plan that supports program implementation as a top priority for the program over the next three years.

The Oregon Legislature appropriated \$1.5 million in federal funds to ODOT to support transportation demand management marketing programs. Legislators saw a need for a marketing campaign in the Portland metropolitan area that encourages people to think before they drive, to drive wisely when they do drive, through behaviors like trip chaining, and to increase their use of transportation alternatives, including carpooling, vanpooling, riding transit, bicycling, walking and telework.

ODOT appointed a steering committee to recommend how to allocate the funds. Washington County Commission Chair Tom Brian chairs the committee and Metro Councilor Rex Burkholder is a member. The steering committee recommended that \$850,000 of the funds support development of a statewide marketing campaign that is implemented in the Portland metropolitan region over the next two years and then expanded to other markets in Oregon. A consultant team will be selected by the steering committee, through a competitive request for proposals process, to develop and implement the campaign.

The ODOT steering committee also recommended that Metro manage the consultant selection process and consultant contract in coordination with Regional Travel Options Program activities. This budget amendment makes \$150,000 of the funds available for the marketing campaign this fiscal year. The remaining funds will be used to support the consultant contract in FY 2005-06 and FY 2006-07.

Management of the Regional Travel Options Program shifted from TriMet to Metro through an intergovernmental agreement after the Metro Council adopted the program's strategic plan. Metro is now responsible for managing implementation of all travel options programs funded through the MTIP. Key activities include the development of a collaborative marketing campaign to support program implementation; development of performance measures and annual program evaluation; management of a

competitive grants program that funds transportation management associations and 2040 initiatives; and the administration and management of consultant contracts related to program implementation as well as contracts with partner agencies and Transportation Management Associations for service delivery, such as vanpools and outreach to employers.

The overall program management position is needed to ensure the efficient management and operation of the Regional Travel Options Program. The program manager will be responsible for developing a detailed work program and budget. Inclusion of this key management position will ensure work programs are consistent with the Metro Council goals and objectives included in Council's Strategic Planning Process and reflected in the annually adopted budget.

The agreement between Metro and TriMet transferred federal funds originally allocated to TriMet in the MTIP to Metro to support Regional Travel Options program activities. This request is for the transfer of \$54,655 of these funds from contracted services to personal services to support the addition of 1.0 FTE and the funding of a Manager I, reporting to the Transportation Director.

### **ANALYSIS/INFORMATION**

1. **Known Opposition:** None known.
2. **Legal Antecedents:** ORS 294.450 provides for transfers of appropriations within a fund, including transfers from contingency, if such transfers are authorized by official resolution or ordinance of the governing body for the local jurisdiction.
3. **Anticipated Effects:** If approved, \$850,000 in federal funds from ODOT (no Metro match is required) will be accepted to support the development and implementation of a travel options marketing campaign by private consultants under Metro's management. Approval of this budget amendment authorizes the Planning Department to accept the funds and use \$150,000 this year to support the consultant contract. The remaining funds will support the contract in FY 2005-06 and FY 2006-07. The program manager is a critical program management position in the Planning Department. Filling this position will add 1.00 FTE, ensure program effectiveness, and provide oversight and accountability for this new regional program.
4. **Budget Impacts** This action accepts \$850,000 in federal funds from ODOT and adds \$150,000 of these funds to the materials and services fund in the Planning Department to support a consultant contract. This action also adds 1.00 FTE of a Manager I in Planning Department and transfers \$54,655 from contracted services for the salary and fringe benefits for the position for six months, through the end of the current fiscal year. This is a permanent position, and would add \$109,310.34 in salary and fringe to the Planning Department budget in FY 2005-06. Currently local match for MTIP funds to support this program is provided through local sources and Business Energy Tax Credits (BETC). In the future, it may be necessary to re-evaluate local match responsibilities between Metro, TriMet, ODOT, and local governments.

### **RECOMMENDED ACTION**

The Chief Operating Officer recommends adoption of this ordinance.