

# Metro | Agenda

Meeting: Joint Policy Advisory Committee on Transportation (JPACT)  
Date: Thursday, October 9, 2014  
Time: 7:30 to 9 a.m.  
Place: Metro Regional Center, Council Chamber

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- |                |            |   |  |
|----------------|------------|---|--|
| <b>7:30 AM</b> | <b>1.</b>  | <b>CALL TO ORDER, DECLARATION OF A QUORUM &amp; INTRODUCTIONS</b>   | <b>Craig Dirksen, Chair</b>                    |
| <b>7:32 AM</b> | <b>2.</b>  | <b>CITIZEN COMMUNICATIONS ON JPACT ITEMS</b>  |  |
| <b>7:35 AM</b> | <b>3.</b>  | <b>UPDATES FROM THE CHAIR &amp; COMMITTEE MEMBERS</b> <ul style="list-style-type: none"><li>• JPACT Finance Subcommittee Update</li><li>• November 7<sup>th</sup> Joint MPAC/JPACT</li><li>• November Transportation for America conference on transportation funding in Denver</li><li>• ACT task force update</li><li>• Powell-Division Transit &amp; Development Project</li><li>• Rail~Volution recap</li></ul> | <b>Craig Dirksen, Chair</b>                    |
| <b>7:50 AM</b> | <b>4.</b>  | <b>* Consideration of the Minutes for Sept. 11, 2014</b>  |  |
|                | <b>5.</b>  | <b>ACTION ITEMS</b>   |  |
| <b>7:55 AM</b> | <b>5.1</b> | <b>* 2013-15 Unified Planning Work Program: Accepting a grant to fund improvements to the Behavior-Based Freight Model</b>  | <b>Chris Myers, Metro<br/>Bud Reiff, Metro</b> |
|                | <b>6.</b>  | <b>INFORMATION / DISCUSSION ITEMS</b>   |  |
| <b>8:10 AM</b> | <b>6.1</b> | <b>Recap of September 29<sup>th</sup> RTP Implementation Workshop</b>   | <b>John Mermin, Metro</b>                      |
| <b>8:20 AM</b> | <b>6.2</b> | <b>* Climate Smart Communities Scenarios Project: Update on public review materials and next steps for prioritizing toolbox actions and options to demonstrate region's commitment to implementation – <u>Discussion leading to joint meeting on Nov. 7<sup>th</sup> and recommendation to Metro Council on Dec. 11<sup>th</sup></u></b>  | <b>Kim Ellis, Metro</b>                        |
| <b>9:00 AM</b> | <b>7.</b>  | <b>ADJOURN</b>  | <b>Craig Dirksen, Chair</b>                    |

**Upcoming JPACT meetings:**

- **November 7, 2014** – Joint MPAC/JPACT Meeting 8 a.m. to 12 p.m. Noon, World Forestry Center, Cheatham Hall
- **November 13, 2014** – Regular JPACT Meeting
- **December 11, 2014** – Regular JPACT Meeting

\* Material included in the packet.

\*\* Material will be distributed in advance of the meeting.

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ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានក្បួនលក្ខណ៍រើសអើងសម្រាប់សេវាកម្មរបស់យើង [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។  
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## 2014 JPACT Work Program

*As of 9/30/14*

*Items in italics are tentative; **bold** denotes required items*

<p><b><u>October 9, 2014</u></b></p> <ul style="list-style-type: none"> <li>• UPWP Amendment: Accepting grant to fund improvements to Behavior-Based Freight Model – <u>Recommendation</u> (Bud Reiff, Chris Myers; 10 min)</li> <li>• Recap of 9/29 RTP Implementation Workshop (John Mermin; 5-10 min)</li> <li>• Climate Smart Communities Scenarios Project: Update on public review materials and next steps – <u>Discussion leading to joint meeting on Nov. 7<sup>th</sup> and Council recommendation on Dec. 11<sup>th</sup></u> (Kim Ellis; 35 min)</li> </ul> <p>FYI: A comment period is planned from Sept. 15 to Oct. 30, 2014 on the Climate Smart Communities draft approach and draft implementation recommendations.</p>	<p><b><u>November 7, 2014: Joint MPAC/JPACT Meeting</u></b> 8am – Noon World Forestry Center, Cheatham Hall</p> <ul style="list-style-type: none"> <li>• Climate Smart Communities Scenarios Project: Discuss public comments and potential refinements to draft approach and implementation recommendations - <u>discussion and begin framing December 11 recommendation to Council</u> (Kim Ellis; 45 min)</li> </ul>
<p><b><u>November 13, 2014</u></b></p> <ul style="list-style-type: none"> <li>• Climate Smart Communities Scenarios Project: Continue discussion on public comments, potential refinements and recommendation to Metro Council (Kim Ellis)</li> <li>• ODOT Demand Management Strategy (Ted Leybold, ODOT staff TBD)</li> <li>• <i>Oregon Transportation Forum update (Andy Cotugno)</i></li> <li>• Update on JPACT Finance Subcommittee</li> </ul> <p>FYI: T4 America Summit FYI: National League of Cities Congress of Cities and Exposition, Austin, TX (Nov. 18-22)</p>	<p><b><u>December 11, 2014</u></b></p> <ul style="list-style-type: none"> <li>• Climate Smart Communities Scenarios Project: Recommendation to Metro Council on Council adoption of the preferred approach and implementation recommendations – <u>Recommendation to Metro Council requested</u> (Kim Ellis)</li> <li>• Oregon Transportation Forum Discussion on 2015 legislation (Randy Tucker, Andy Cotugno)</li> <li>• Kaiser Permanente Healthcare Advocacy Kick-Off / Walking, Biking &amp; Active Transportation</li> <li>• Update on JPACT Finance Subcommittee</li> </ul>

**Parking Lot:**

- Regional Indicators briefing
- Presentation by the Oregon Trucking Association
- Oregon Resiliency Plan
- Oregon Transportation Forum follow-up discussion (January)



JOINT POLICY ADVISORY COMMITTEE ON TRANSPORTATION  
Sept. 11, 2014  
Metro Regional Center, Council Chamber

MEMBERS PRESENT

Jack Burkman  
Carlotta Collette  
Shirley Craddick  
Craig Dirksen, Chair  
Donna Jordan  
Neil McFarlane  
Diane McKeel  
Roy Rogers  
Paul Savas  
Don Wagner  
Bill Wyatt

AFFILIATION

City of Vancouver  
Metro Council  
Metro Council  
Metro Council  
City of Lake Oswego, representing Cities of Clackamas Co.  
TriMet  
Multnomah County  
Washington County  
Clackamas County  
Washington Department of Transportation  
Port of Portland

MEMBERS EXCUSED

Ed Barnes  
Shane Bemis  
Nina DeConcini  
Denny Doyle  
Steve Novick

AFFILIATION

Clark County  
City of Gresham, representing Cities of Multnomah Co.  
Oregon Department of Environmental Quality  
City of Beaverton, representing Cities of Washington County  
City of Portland

ALTERNATES PRESENT

Josh Alpert; Chris Warner  
Lisa Barton-Mullins  
David Collier  
Jef Dalin  
Susie Lahsene  
Jeff Swanson  
Rian Windsheimer

AFFILIATION

City of Portland  
City of Fairview, representing Cities of Multnomah Co.  
Oregon Department of Transportation  
City of Cornelius, representing Cities of Washington County  
Port of Portland  
Clark County  
Oregon Department of Transportation

**STAFF:** Grace Cho, Beth Cohen, Alexandra Eldridge, Kim Ellis, Elissa Gertler, Dan Kaempff, Ted Leybold, John Mermin, Peggy Morell, Chris Myers, Jill Schmidt, Jamie Snook, and Randy Tucker.

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

Chair Craig Dirksen declared a quorum and called the meeting to order at 7:34 a.m.

**2. CITIZEN COMMUNICATIONS ON JPACT ITEMS**

There were none.

### **3. UPDATES FROM THE CHAIR & COMMITTEE MEMBERS**

Chair Dirksen updated members on the following items:

- The JPACT Finance Subcommittee, focusing on the potential 2015 legislative transportation package, held its first meeting on Aug. 21. The conversation focused on the scope of the committee, how to be successful in engaging with the legislature on transportation funding issues and a straw man document that the Oregon Transportation Forum (OTF) drafted. The next subcommittee meeting will be Thursday, Sept. 18 from 7:30 to 9 a.m. at the Metro Regional Center.
- The Rail~volution 2014 Conference will be Sept. 20-24 in Minneapolis, Minn.
- Mr. Rian Windsheimer shared that Washington County and the Oregon Department of Transportation (ODOT) would be receiving \$10.1 million in federal transportation funding from the Transportation Investment Generating Economic Recovery (TIGER) grant program.

### **4. CONSENT AGENDA**

#### **4.1 Consideration of the Minutes for Aug. 14, 2014**

MOTION: Ms. Diane McKeel moved and Ms. Lisa Barton-Mullins seconded to approve the Consent Agenda.

ACTION: With all in favor, the motion passed.

### **5. INFORMATION / DISCUSSION ITEMS**

#### **5.1 Climate Smart Communities Scenarios Project**

Chair Dirksen introduced Ms. Kim Ellis of Metro to begin discussion of the Climate Smart Communities Scenarios Project leading to a joint meeting with Joint Policy Advisory Committee on Transportation (JPACT) and Metro Policy Advisory Committee (MPAC) on Nov. 7 at the World Forestry Center.

The Climate Smart Communities Scenarios Project was initiated in response to a mandate from the 2009 Oregon Legislature to reduce per capita greenhouse gas emissions from cars and small trucks by 20 percent below 2005 levels by 2035. In June, the Metro Council directed staff to test the draft approach as unanimously recommended on May 30 by MPAC and JPACT. Staff completed the evaluation in August and prepared materials that will be subject to a 45-day public comment period from Sept. 15 to Oct. 30, 2014.

Chair Dirksen reminded members that the draft approach tested reflects the plans and visions that have already been adopted by communities and the region, including the 2014 Regional Transportation Plan that was approved in July.

Ms. Ellis summarized the results tested in the draft preferred approach recommended by MPAC and JPACT on May 30. The analyses showed that the draft approach would achieve a 29 percent reduction in per capita greenhouse gas emissions. Ms. Ellis stated that the project is in its third phase: shaping a preferred approach for adoption in December. The 10 land use and transportation policies included in the draft approach tested were shown to produce measurable emissions

reductions. She discussed key elements of the draft approach, including growth and development, transportation, funding, and leadership.

Ms. Ellis provided an overview of the return on investment anticipated from implementation of the draft approach, including economic benefits from improved public health, more physical activity, and less air pollution and delay, decreased vehicle-related travel costs and decreases due to lower ownership costs. She provided a breakdown of investments needed by 2035 and investments on an annual basis beyond the fiscally constrained Regional Transportation Plan.

Ms. Ellis introduced draft implementation recommendations to be released for public review from Sept. 15 to Oct. 30. These recommendations included:

1. Draft regional framework plan amendments
2. Draft toolbox of possible actions
3. Draft performance monitoring and reporting approach

Ms. Ellis presented an overview of the project's final steps in 2014 leading to final action by Metro Council on Dec. 18 and two topics the Metro Policy Advisory Committee recommended for further discussion at the Nov. 7 joint MPAC/JPACT meeting: identify a short list of toolbox actions that the region will immediately work on together in 2015 and 2016 and options for demonstrating the region's commitment to implementation. Ms. Ellis reported that she would work with the two technical committees to develop straw proposals for MPAC and JPACT to discuss at the joint meeting.

Member comments included:

- Members discussed the usefulness of the toolbox and identified key actions with regional consensus to use in monitoring. Mr. Paul Savas inquired whether any of the measurements under performance monitoring were state benchmarks. Ms. Ellis stated she would report back.
- Members discussed funding and acknowledged that the region would need to have robust discussions on funding needed to implement adopted plans. Mr. Windsheimer reminded members that the adopted RTP would meet the greenhouse gas emissions goal if funding were obtained. Councilor Carlotta Collette reminded members that Oregon Transportation Forum is working on a straw proposal for transportation funding, which is anticipated to be more clear by November.
- Mr. Jef Dalin, recommended consideration of incentives to motivate jurisdictions or businesses to invest.
- Mr. Chris Warner stated that Portland recommends convening a financial assumptions work group as part of the next update to the Regional Transportation Plan in 2018.
- Mr. Savas inquired as to what percentage of the RTP the region was on track to funding and implementing. Ms. Ellis explained that there are not good estimates region-wide of transportation spending to calculate percentages of what is being spent. She stated that the cost to implement the draft approach is \$600 million more a year than what is currently being invested. Mr. Savas stated that the public will want to see tangible returns on investments.

## 5.2 Streetcar Evaluation Model

Ms. Elissa Gertler, Metro's Director of Planning and Development, Jamie Snook of Metro, and Mr. Eric Engstrom from City of Portland provided an overview of the streetcar predictive development model. The Streetcar Evaluations Methods project was funded by a grant to Metro from the Federal Transit Administration (FTA). The objective of the project was to develop a predicative computer-based model that projects the potential new economic development within a proposed streetcar transit corridor. Ms. Gertler described the process undertaken by Metro and partners to inform and build the Model.

Ms. Snook provided an overview of how the predictive model works, comparing streetcar investments to the absence of investments to calculate development feasibility. She stated that peer review feedback supported the direction of the model, but did not endorse it.

Ms. Gertler discussed results of test runs of the Model on four corridor types in the region. She stated three key takeaways the model can share:

1. Magnitude of new development stimulated by public investment
2. How local regulations affect development feasibility
3. Estimated fiscal and economic benefits of development

Mr. Eric Engstrom commented that the model can be translated to model development outcomes by any improvement in transit and movement. He stated that City of Portland is using the model to analyze several corridors identified as potential streetcar routes in the 2009 Streetcar System Concept Plan. These results will feed into the project evaluation process underway as part of the Transportation System Plan update.

## 5.3 Oregon Department of Transportation (ODOT) Region 1 Area Commission on Transportation (ACT) Review and Input Options

Chair Dirksen and Mr. Andy Cotugno of Metro provided background on the ODOT Task Force considering options for a Region 1 ACT to be considered at the Sept. 22 meeting.

Mr. Cotugno stated that the first two meetings of the Task Force sought to identify what problems the group was setting out to solve. He shared the problem statement which emphasizes the need to enhance communications and understanding of needs throughout ODOT Region 1 in order to lead to support for increased funding.

Mr. Cotugno provided an overview of the ACT formation choices under consideration by the Task Force, including two options and two variations for one ACT in Region 1, two options for two ACTs, and the status quo. Maps of the choices' boundaries are available in the meeting packet attachments. There were two variations within the two choices for formation of one ACT.

Mr. Cotugno discussed the challenges of single and two ACT options given population differences and the need to balance fair input with decision making processes. He provided an overview of the region's range in populations by County and identified other allocation factors that could be employed besides population, including: lane-miles, vehicle miles traveled (VMT), and truck ton-miles.

Member comments included:

- Mr. Savas requested Metro staff discuss availability of employment lands and highway access routes as related to an ACT.
- Mr. Josh Alpert, representing Portland Mayor Charlie Hales, read a letter from Mayor Hales stating his support for the creation of two ACTs. [The letter is available in the meeting packet attachments.]
- Ms. Donna Jordan stated her support for formation of one ACT shaped to include agriculture, tourism, freight, and the high-tech industry all as important aspects to consider.
- Mr. Jules Bailey, representing Ms. Diane McKeel of Multnomah County, emphasized how well the Statewide Transportation Improvement Program (STIP) allocation has gone and addressed shortcomings in the one ACT option.
- Mr. Jack Burkman stated his interest in the ACT as it relates to Vancouver and Clark County, which cannot be included in the ACT, but is a part of the STIP funding allocation. He supported a more urban-structured ACT formation and asked that Clark County continue to be involved to keep a holistic view of the Portland metropolitan area.
- Councilor Shirley Craddick stated her support for two ACTs to bring rural and urban priorities to a larger group for a more holistic view and identified shortcomings of the one ACT options. Chair Dirksen stated that Metro Council supports the two ACT model because a single ACT would provide rural areas more adequate representation.
- Mr. Dalin recommended that the Task Force evaluate other regions' ACTs with similar situations, such as central Oregon.
- Mr. Windsheimer shared with members that the Task Force would continue to hold more discussions of the structure and function of the agreed upon ACT formation after the Task Force has chosen to create a single ACT or two separate ACTs.

Chair Dirksen stated that he did not hear consensus among JPACT members and acknowledged that more discussion would be necessary to bring JPACT's consensus to the ODOT Task Force.

## 5 **ADJOURN**

Chair Dirksen adjourned the meeting at 9:19 a.m.

Respectfully Submitted,



Jill Schmidt, Council Policy Assistant



**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF SEPT. 11, 2014**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT NO.</b>
5.1	Handout	N/A	Climate Smart Communities Joint JPACT/MPAC Meeting Save the Date	91114j-01
5.1	Handout	Sept. 2014	Climate Smart Communities Scenarios Project Key Results	91114j -02
5.1	Presentation	9/11/14	Climate Smart Communities Draft Climate Smart Approach	91114j -03
5.2	Presentation	9/11/14	Streetcar Corridor Economic Impact Predictive Model	91114j-04
5.3	Handout	9/22/14	Oregon Depart of Transportation Coordination Task Force Agenda for Sept. 22, 2014	91114j-05
5.3	Handout	9/9/14	Area Commission on Transportation Alternatives Feedback	91114j-06
5.3	Handout	9/10/14	Letter from Oregon Department of Environmental Quality	91114j-07
5.3	Handout	9/11/14	Letter from Mayor Charlie Hales, Portland	91114j-08
5.3	Presentation	9/11/14	1 ACT? 2 ACT?	91114j-09
N/A	Minutes	8/21/14	JPACT Finance Subcommittee for Aug. 21, 2014	91114j-10

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE	)	RESOLUTION NO. XX-XXXX
FISCAL YEAR 2013-15 UNIFIED PLANNING	)	
WORK PROGRAM (UPWP) TO ADD THE	)	Introduced by Chief Operating Officer Martha
BEHAVIOR-BASED FREIGHT MODEL	)	Bennett with the concurrence of Council
PROJECT AND CORRESPONDING GRANT	)	President Tom Hughes
FUNDING		

WHEREAS, the Unified Planning Work Program (UPWP) describes all Federally-funded transportation planning activities for the Portland-Vancouver metropolitan area to be conducted in FY 2013-15; and

WHEREAS, the FY 2013-15 UPWP indicates Federal funding sources for transportation planning activities carried out by Metro, Southwest Washington Regional Transportation Council, Clackamas County and its cities, Multnomah County and its cities, Washington County and its cities, TriMet, and the Oregon Department of Transportation; and

WHEREAS, approval of the FY 2013-15 UPWP is required to receive Federal transportation planning funds; and

WHEREAS, the Joint Policy Advisory Committee on Transportation (JPACT) and Metro Council approved the 2013-15 UPWP update in May of 2014 as a two year work plan; and

WHEREAS, this resolution amends the FY 2013-15 UPWP to include one the Behavior Based Freight Model; and

WHEREAS, a SHRP-2 grant was recently awarded for this project and therefore the Behavior-Based Freight Model was not included in the adopted FY 2013-15 UPWP; and

WHEREAS, all Federally-funded transportation planning projects for the Portland-Vancouver metropolitan area must be included in the FY 2013-15 UPWP; now therefore

BE IT RESOLVED that the Metro Council hereby amends the FY 2013-15 UPWP to add the Behavior Based Freight Model project as shown in the attached Exhibit A.

ADOPTED by the Metro Council this \_\_\_\_ day of 2014.

\_\_\_\_\_  
Tom Hughes, Council President

Approved as to Form:

\_\_\_\_\_  
Alison R. Kean, Metro Attorney

## **Behavior-Based Freight Model**

### **Project Description for Unified Planning Work Program**

#### **Description:**

This project will replace Metro's current trip-based truck model that utilizes fixed commodity flows with a truck tour model designed to reflect decisions made by shippers, receivers, truck operators, terminal managers, and others. The model will simulate movement of individual shipments throughout the supply chain, including transshipment facilities. Shipments are allocated to truck of various classes, and the movements of all freight vehicles are simulated over the course of a typical weekday. Metro's freight model will also be coordinated with the economic and commercial transport modules of the Statewide Integrated Model (SWIM2).

Metro was selected to receive one of four Freight Model Implementation Assistance grants under the federal SHRP2 C20 Freight Demand Modeling and Data Improvement Project. These funds will be used for model development. Model development and implementation will require collection of behavioral data from shippers and receivers representing a wide range of industries, common and contract freight carriers, business that operate non-freight commercial vehicles, warehouse managers, and logistics agents. The establishment surveys will gather data about industry type and size, commodities shipped and received, shipment size and frequency, and truck fleet data. Truck operators will be asked to complete diaries that provide details on all truck movements, including type and quantity of goods delivered and picked up at each stop, over a 24-hr period. Additional freight data, such as GPS truck tracking data and truck counts may also be collected. Freight data collection will be funded with Surface Transportation Program (STP) as part of the MTIP Regional Freight Analysis and Project Development program, in an amount to be determined at a later time.

#### **Objectives:**

Develop tools to enable a more comprehensive analysis of infrastructure needs and policy choices pertaining to the movements of goods. The following are examples:

- Infrastructure needs to support the region's export sectors
- Effects of vehicle length or weight restrictions on roads and bridges
- Local market potential for electric-powered freight vehicles
- Policies that affect location of warehouse and distribution facilities

Develop more detailed network assignments by truck type, which support regional environmental analysis, as well as local traffic operations and engineering analysis.

Develop freight forecasts that are responsive to changes in economic forecasts, changing growth rates among industrial sectors, and changing rates of economic exchange and commodity flows between sectors.

Replace trip-based truck model with more realistic tour-based model.

**Previous Work:**

The current truck model was initially implemented in 2002, based on commodity flow forecasts prepared for the Port of Portland and derived from the federal Freight Analysis Framework (FAF). A major model enhancement occurred in 2007, using data obtained in the Portland Freight Data Collection Project, including extensive vehicle classification counts, origin-destination surveys, and estimates of activity at transshipment facilities. The truck model was most recently updated in December, 2013 using new commodity flow forecasts prepared for the Port of Portland, Metro, and other partner agencies. They include commodity flow estimates for the 2010 base year, and forecasts for 2020, 2030, and 2040 based on FAF3 and TransSearch databases.

**Methodology:**

Metro will implement a metropolitan truck tour model using the framework developed for Federal Highway Administration (FHWA), and previously implemented as a metropolitan demonstration project for the Chicago Metropolitan Agency for Planning (CMAP) and implemented in a statewide application for the Florida Department of Transportation. The model specification will be customized for our region and model parameters will be re-estimated using data to be collected in a locally-funded establishment survey. The model will exchange data with Oregon's Statewide Integrated Model (SWIM2), utilizing simulated commodity flows between industrial sectors as regional control totals and allocating external flows into and out of the region to local producer and consumer entities, consistent with state and regional economic forecasts.

The SHRP2 C20 funds will be used to hire qualified consultants to 1) develop Model Implementation and Data Plans, 2) transfer the current FHWA truck tour model framework to our region, 3) update the model specification and re-estimate parameters using local surveys, and 4) add model components to simulate movement of heavier classes of non-goods commercial vehicles (e.g., utility, construction), for which data will also be obtained in the local surveys.

The STP funds will be used to implement the Data Plan. Qualified consultants will be hired to 1) design, test, and conduct business establishment surveys and truck diary surveys and utilize other instruments to obtain behavioral data for model specification and parameter estimation, 2) collect truck counts, vehicle tracking data and other data for model calibration, and 3) prepare a report summarizing data methodology and results. STP and local matching funds will be used to develop land use, economic, demographic, and freight network infrastructure data for use in model development.

The consultants will be required to:

1. Prepare an Implementation Plan, detailing initial demonstration model transfer, software requirements, integration into the current Metro travel models, SWIM2 data exchange, and desired enhancement/customization of the demonstration model;
2. Prepare a Data Plan outlining all data needs including currently available land use, economic, demographic, and transport infrastructure data, desired behavioral data to be obtained in the establishment surveys and truck diaries, contingency data resources to be used if the local survey data are not available within the project time frame, or to fill in gaps for shipment types not adequately captured in the local survey, and both existing and desired data to be obtained for model calibration and validation, such as truck counts, GPS vehicle tracking data (e.g., ATRI), and a portion of the local survey data set. A range of data options will be prepared, from

funding levels \$250,000 to \$450,000. The funding amount will be determined by Metro following completion of this task.

3. Implement the enhanced demonstration model, to include SWIM data integration and non-freight commercial vehicles;
4. Implement the Data Plan
5. Prepare a memorandum describing key findings from the local surveys, with a plan for updating the model specification and re-estimating model parameters to reflect local behavior;
6. Implement, calibrate and validate the updated model. Both truck flows by vehicle type and shipments by commodity type will be validated;
7. Provide monthly progress reports;
8. Provide a final report.

**Tangible Products Expected in FY 2014-15:**

1. Model Implementation Plan
2. Model Data Plan
3. Survey Instruments
4. Land Use, Economic, Demographic, and Infrastructure Data

**Tangible Products Expected in FY 2015-16:**

1. Initial Implementation of FHWA Demonstration Model
2. Survey Report / Model Update Memorandum
3. Calibrated and Validated Behavior-Based Freight Model
4. Final Report

**Entity Responsible for Activity:**

Metro Research Center	Project management, data
Port of Portland	Technical advisor, data, private sector outreach
Oregon DOT	Contract administration, technical advisor, data
Southwest Washington Regional Transportation Council	Technical advisor, data
Port of Vancouver	Technical advisor, data
Washington State DOT	Technical advisor, data

**Schedule for Completing Activities:**

Please refer to schedule information provided in the *Tangible Products* section of this planning activity description.

**FY 2014-15 Costs and Funding Sources:**

<b>Requirements:</b>		<b>Resources:</b>	
Personal Services	\$	SHRP2 C20 IAP	\$ 350,000
Interfund Transfers	\$	STP	\$ TBD
Materials & Services	\$ 350,000		\$
			\$
		<i>Local Matching Funds</i>	\$ TBD

Exhibit A

<i>TOTAL</i>	\$			<i>TOTAL</i>	\$		
<b>Full-Time Equivalent Staffing</b>							
Regular Full-Time FTE							
<i>TOTAL</i>							

## STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. XX-XXXX, FOR THE PURPOSE OF AMENDING THE FY 2013-15 UNIFIED PLANNING WORK PROGRAM (UPWP) TO ADD THE BEHAVIOR-BASED FREIGHT MODEL PROJECT.

---

Date: September 5, 2014

Prepared by: Chris Myers  
(503) 813-7554

### BACKGROUND

On May 1, 2014, the Metro Council adopted the FY 2013-15 Unified Planning Work Program (UPWP) Update via Resolution No. 14-4514 (“FOR THE PURPOSE OF ADOPTING THE FISCAL YEAR 2013-15 UNIFIED PLANNING WORK PROGRAM AND CERTIFYING THAT THE PORTLAND METROPOLITAN AREA IS IN COMPLIANCE WITH THE FEDERAL TRANSPORTATION PLANNING REQUIREMENTS”).

This resolution is an amendment to the FY 2013-15 UPWP Update to add the Behavior Based Freight Model Project. This project was awarded funds by the Federal Highway Administration (FHWA) after adoption of the FY 2013-15 UPWP. Per federal requirements, all transportation planning projects that are federally funded are required to be included in the UPWP. The proposed UPWP narrative for the Behavior Based Freight Model Project is included in Exhibit A.

### ANALYSIS/INFORMATION

1. **Known Opposition** – No known opposition
2. **Legal Antecedents** – Metro Council Resolution No. 14-4514: FOR THE PURPOSE OF ADOPTING THE FISCAL YEAR 2013-15 UNIFIED PLANNING WORK PROGRAM AND CERTIFYING THAT THE PORTLAND METROPOLITAN AREA IS IN COMPLIANCE WITH THE FEDERAL TRANSPORTATION PLANNING REQUIREMENTS, adopted by the Metro Council on May 1, 2014.
3. **Anticipated Effects** – Approval will mean that grants can be submitted and contracts executed so work can commence on this project between now and June 30, 2015, in accordance with established Metro priorities.
4. **Budget Impacts** – None anticipated.

### RECOMMENDED ACTION

Approve Resolution No. XX-XXXX and amend the FY 2013-15 UPWP.

# CLIMATE SMART COMMUNITIES SCENARIOS PROJECT



Whether you moved to Oregon last week or trace your roots generations deep, you have your own reason for loving this place – and Metro wants to keep it that way. Help shape the future of the greater Portland region and discover tools, services and places that make life better today.

Stay in touch with news, stories and things to do.

[www.oregonmetro.gov/connect](http://www.oregonmetro.gov/connect)

#### Metro Council President

Tom Hughes

#### Metro Councilors

Shirley Craddick, District 1  
Carlotta Collette, District 2  
Craig Dirksen, District 3  
Kathryn Harrington, District 4  
Sam Chase, District 5  
Bob Stacey, District 6

#### Auditor

Suzanne Flynn

## Public comment period

**Monday, Sept. 15 to Thursday, Oct. 30, 2014**

**Your input today on the Climate Smart Communities Scenarios Project will determine the future of the region for generations to come.**

The Oregon Legislature has required the Portland metropolitan region to reduce per capita greenhouse gas emissions from cars and small trucks by 2035. Weigh in on a draft approach and proposed actions for reducing greenhouse gas emissions and building great communities. Your input today will help inform the Metro Council's decision in December.

### Your voice is important

You are invited to provide feedback during the **public comment period from Sept. 15 through Oct. 30, 2014.**

- Take a short survey online at [makeagreatplace.org](http://makeagreatplace.org) on transportation and land use policies and actions that can shape our communities.

To provide more in depth feedback, visit [oregonmetro.gov/draftapproach](http://oregonmetro.gov/draftapproach) to download and review the draft approach and implementation recommendations (Regional Framework Plan amendments, toolbox of possible actions and performance monitoring approach) and provide comments in one of the following ways:

- Mail comments to Metro Planning, 600 NE Grand Ave., Portland, OR 97232
- Email comments to [climatescenarios@oregonmetro.gov](mailto:climatescenarios@oregonmetro.gov)
- Phone in comments to 503-797-1750 or TDD 503-797-1804
- Testify at a Metro Council hearing on Oct. 30, 2014, at 600 NE Grand Ave., Portland, OR 97232 in the Council chamber

To learn more about the Climate Smart Communities Scenarios Project, visit [oregonmetro.gov/climatescenarios](http://oregonmetro.gov/climatescenarios)





DATE: October 1, 2014  
TO: JPACT members and alternates, and interested parties  
FROM: Kim Ellis, Principal Transportation Planner  
SUBJECT: Climate Smart Communities Scenarios Project: Release of draft approach and implementation recommendations for public review

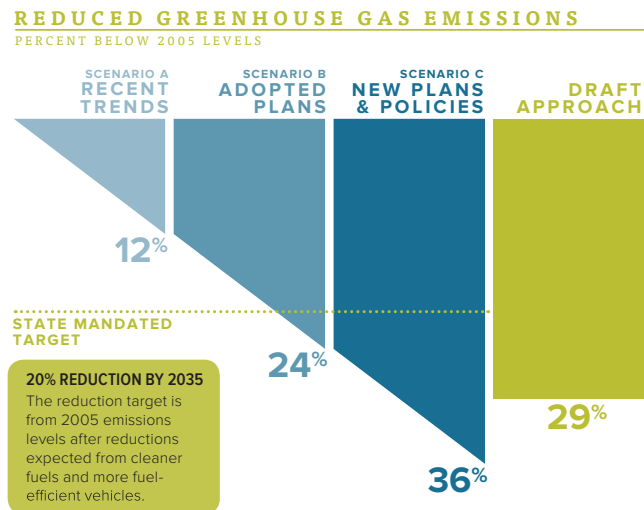
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### ACTION REQUESTED

No action is requested at this time.

### BACKGROUND

The Climate Smart Communities Scenarios Project responds to a mandate from the 2009 Oregon Legislature to reduce per capita greenhouse gas emissions from cars and small trucks by 20 percent below 2005 levels by 2035. The reduction is in addition to significantly greater reductions anticipated to occur from advancements in cleaner, low carbon fuels and more fuel-efficient vehicle technologies.



After four years of research, analysis, community engagement and discussion the region has identified a draft approach that achieves a 29 percent reduction in per capita greenhouse gas emissions and other significant community, public health and economic benefits. The draft Climate Smart Strategy and draft implementation recommendations are ready for review.

### PURPOSE

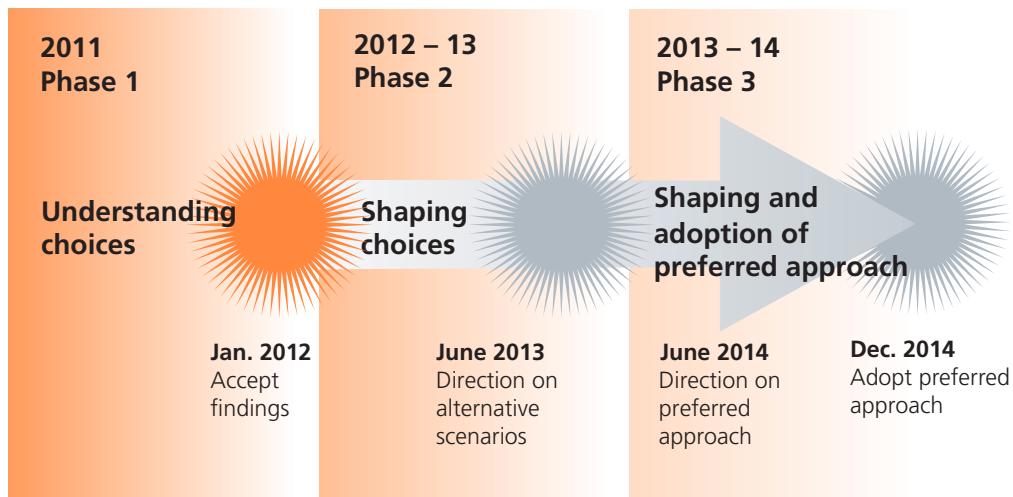
The purpose of this memo is to transmit the materials released on Sept. 15 for public review and comment. The materials are posted on the project website at [oregonmetro.gov/draftapproach](http://oregonmetro.gov/draftapproach) and include:

- **Key Results** (an overview of the analysis of the draft approach, expected benefits and estimated costs)
- **Draft Climate Smart Strategy** (an overview of the draft approach)
- **Draft Implementation Recommendations** (policy, actions and monitoring recommendations organized in three parts)
  1. Draft Regional Framework Plan Amendments
  2. Draft Toolbox of Possible Actions (2015-20)
  3. Draft Performance Monitoring Approach

## WHAT'S NEXT?

Comments will be accepted through Oct. 30, and summarized to identify potential refinements for consideration by the technical and policy advisory committees and the Metro Council in November and December. A schedule of upcoming discussions is provided in Attachment 1 for reference.

## Climate Smart Communities Scenarios Project timeline



The Metro Technical Advisory Committee (MTAC) and the Transportation Policy Alternatives Committee (TPAC) will be requested to make a recommendation to the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) on November 19 and 21, respectively. MPAC and JPACT will be requested to make a recommendation to the Metro Council on December 10 and 11, respectively. The Metro Council will consider the recommendations on December 18.

### Attachment:

Attachment 1. 2014 Decision Milestones (*Sept. 17, 2014*)



## 2014 DECISION MILESTONES

1. Receive Council direction on Draft Approach	June 19, 2014
2. Release Draft Approach for 45-day public comment period	September 15, 2014
3. Seek Council adoption of recommended preferred approach	December 18, 2014

### EVENTS AND PRODUCTS TO ACTUALIZE DECISION MILESTONES

<b>Milestone 1</b>	<b>Council direction on draft approach to test</b>
Jan. - Feb.	Metro Council, MPAC and JPACT confirm process & policy areas to discuss in 2014 Conduct interviews with community and business leaders and elected officials
Feb. – March	MPAC and JPACT discuss background information on policy areas Launch public opinion research (telephone survey) and on-line public comment tool Convene discussion groups to gather input on strategies to include in draft approach MTAC and TPAC help frame policy choices for MPAC and JPACT discussion
April 11	Joint MPAC/JPACT meeting to discuss policy choices
April	Public engagement report prepared for policy advisory committees and Metro Council MTAC and TPAC provide input on elements of draft approach and make recommendation to MPAC and JPACT
May 30	Joint MPAC/JPACT meeting to recommend draft approach to test
June 19	Council direction on draft approach to test
<b>Milestone 2</b>	<b>Release draft approach and implementation recommendations for 45-day public comment period</b>
June – Sept.	Staff evaluates draft preferred approach and develops implementation recommendations MTAC and TPAC provide input on draft approach evaluation results, estimated costs and implementation recommendations Brief local officials on draft approach and upcoming adoption process through quarterly updates and other means
Week of Aug. 25	Public notice published on upcoming public comment period
<b>Sept. 15, 2014</b>	<b>Release draft approach and implementation recommendations for 45-day public comment period</b>

Milestone 3	Seek Council adoption of recommended preferred approach
Sept. – Nov.	Brief local officials, TriMet, the Port of Portland and ODOT on the draft approach and upcoming adoption process through county-level coordinating committee meetings, quarterly updates, and other means
Sept. 10 and 11	MPAC and JPACT discussion on draft approach results, implementation recommendations and topics for future policy discussion
Sept. 17	MTAC update on update on public review materials and next steps for defining priority toolbox actions and options to demonstrate region’s commitment to implementation
Sept. 25	Land Conservation and Development Commission briefing
Sept. 26	TPAC update on public review materials and begin discussion to prioritize toolbox actions and define options to demonstrate region’s commitment to implementation
Week of Oct. 6	Climate Smart Communities technical work group discussion to prioritize toolbox actions and define options to demonstrate region’s commitment to implementation
Oct. 7	Council discussion on draft approach and implementation recommendations, including actions Metro can take to implement draft approach
Oct. 8	MPAC update on public review materials and next steps for prioritizing toolbox actions and options to demonstrate region’s commitment to implementation ( <i>as part of Councilor communications</i> )
Oct. 9	JPACT update on public review materials and next steps for prioritizing toolbox actions and options to demonstrate region’s commitment to implementation
Oct. 15	MTAC discussion on prioritizing toolbox actions and options to demonstrate region’s commitment to implementation
Oct. 22	MPAC discussion on prioritizing toolbox actions and options to demonstrate region’s commitment to implementation
Oct. 30	Public hearing (also first reading and initial evidentiary hearing)
Oct. 31	TPAC begins discussion of public comments and recommendation to JPACT
Nov. 6	Council discussion of public comments and prep for 11/7 MPAC/JPACT meeting
Nov. 7	MPAC/JPACT joint meeting to discuss potential refinements & recommendation to the Metro Council ( <i>8am to noon, World Forestry Center, Cheatham Hall</i> )
Nov. 12	MPAC discussion on public comments, potential refinements & recommendation to the Metro Council
Nov. 13	JPACT discussion on public comments, potential refinements & recommendation to the Metro Council
Nov. 19	MTAC makes recommendation to MPAC on adoption of the preferred approach
Nov. 21	TPAC makes recommendation to JPACT on adoption of the preferred approach
Dec. 9	Council discussion of potential refinements being considered by MPAC & JPACT
Dec. 10	MPAC recommendation to the Metro Council on adoption of the preferred approach
Dec. 11	JPACT recommendation to the Metro Council on adoption of the preferred approach
<b>Dec. 18, 2014</b>	<b>Seek Metro Council adoption of recommended preferred approach</b>



DATE: October 1, 2014  
TO: JPACT members and alternates, and interested parties  
FROM: Kim Ellis, Principal Transportation Planner  
SUBJECT: Climate Smart Communities Scenarios Project: Next steps for addressing policy topics prioritized by MPAC and JPACT for further discussion

\*\*\*\*\*

### **ACTION REQUESTED**

This memo provides an update. No action is requested at this time.

### **BACKGROUND**

The Climate Smart Communities Scenarios Project responds to a mandate from the 2009 Oregon Legislature to reduce per capita greenhouse gas emissions from cars and small trucks by 20 percent below 2005 levels by 2035. The reduction is in addition to significantly greater reductions anticipated to occur from advancements in cleaner, low carbon fuels and more fuel-efficient vehicle technologies.

Working together through a four-year collaborative process, community, business and elected leaders have shaped a draft approach that meets the goal while creating healthy and equitable communities and a strong economy. The draft Climate Smart Strategy and implementation recommendations were released for public review from Sept. 15 to Oct. 30, 2014 at [oregonmetro.gov/draftapproach](http://oregonmetro.gov/draftapproach).

MPAC and JPACT will make recommendations to the Metro Council on adoption of the draft Climate Smart Strategy and implementation recommendations on Dec. 10 and 11, respectively. The Metro Council will consider those recommendations on Dec. 18, 2014.

### **PURPOSE**

On September 10 and 11, the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) requested that the Metro Technical Advisory Committee (MTAC) and the Transportation Policy Alternatives Committee (TPAC) work together to develop proposals for further discussion at a joint MPAC and JPACT meeting to be held on November 7, 2014. The topics identified by MPAC and JPACT are:

- **Topic #1:** Create a straw proposal that identifies a **short list of toolbox actions** that the region will immediately work on together (in 2015 and 2016); and
- **Topic #2:** Create a straw proposal that identifies **options for demonstrating the region's commitment to implementation** of the Climate Smart Strategy the Metro Council considers for adoption in Dec. 2014.

## **Topic #1: Create a straw proposal of immediate toolbox actions that the region will work on together in 2015 and 2016**

**Additional background:** Local government partners and other stakeholders have raised questions around what priority actions the region is willing to work on together starting in 2015 given the voluntary nature of the toolbox and the significant number of actions identified to date. While many actions are already being implemented to varying degrees across the region and at the state level, the toolbox identifies new actions the state, Metro, local governments and special districts can take to help implement the draft approach. Immediate (2015-16) and near-term (2017-20) identified in the public review draft toolbox include:

- Advocating for **state legislative changes** related to the Oregon Clean Fuels program, brownfield redevelopment, local housing policies and programs and transportation funding;
- Adopting **policy and program changes** at the state, regional and local levels to align policies and investments with community visions, focus growth in designated areas, improve safety for all modes and all users of the transportation system, and incorporate greenhouse gas emissions reduction in planning and funding decisions;
- **Building a diverse transportation funding coalition** that includes elected officials and community and business leaders at local, regional and state levels working together to secure adequate transportation funding for all modes and all users of the transportation system;
- **Considering expanded or new state and local funding mechanisms** to stabilize funding and meet current and future transportation needs;
- **Expanding funding available to low carbon travel options and programs**, including transit, intelligent transportation systems (ITS), travel information and incentives and Safe Routes to Schools (including high schools) and Safe Routes to Transit programs; and
- **Expanding technical assistance and best practices** provided to local governments and other business and community partners to support implementation of the strategy;
- Increasing the **public and private alternative fuel vehicle (AFV) fleet and charging/fueling infrastructure**; and
- Further developing **appropriate tools and methods to support greenhouse gas emissions reduction planning and monitoring**.

### **QUESTIONS FOR CONSIDERATION**

1. Are there immediate or near-term actions that should be added to or removed from the list of possible actions included in the toolbox?
2. Which actions under consideration are the highest priority for the region to pursue together in the immediate term (2015-16)?

## **Topic #2: Create a straw proposal of options for demonstrating region's commitment to implementation**

**Additional background:** Local government partners and other stakeholders have raised questions around how the region can best demonstrate to the Land Conservation and Development Commission a shared commitment to implement the draft approach and priority actions given that the toolbox reflects a menu of actions that can be locally tailored to best support local, regional and state plans and visions. Ideas raised to date have included:

- A signed **regional compact** that outlines, at a broad level, what the region agrees to work on together starting in 2015 and how to monitor progress;
- Adoption of the **Metro Council Ordinance** that outlines, at a broad level, what the region agrees to work on together starting in 2015 and how to monitor progress;
- Adoption of **local resolutions or other means** to signal a commitment to work together and implement priority actions; and
- Submittal of **letters of support** from responsible agencies, coordinating committees, city councils, county boards and other decision-making bodies indicating a shared commitment to implement their priority actions.

### **QUESTIONS FOR CONSIDERATION**

1. What other options should be considered?
2. What are the pros and cons of each option?

### **NEXT STEPS**

MTAC members were requested to send initial ideas to Metro staff by Sept. 24. TPAC began discussion of the topics on Sept. 26 and identified draft principles to guide development of a straw proposal for key actions the region agrees to work on together in 2015 and 2016 (**Attachment 1**). The Climate Smart Communities technical work group will be convened on Oct. 9 to further discuss both topics and prepare straw proposals for consideration by MTAC on Oct. 15 and TPAC on Oct. 31. MPAC will be provided an update on Oct. 22.

MPAC and JPACT will jointly discuss the straw proposals at a joint meeting on Nov. 7 and be asked to provide preliminary recommendations on the proposals or further direction on refinements for MTAC and TPAC to address as part each committee's recommendation to the policy committees on Nov. 19 and 21, respectively.

/Attachment

- DRAFT Guiding Principles to identify key actions the region agrees to work on in 2015 & 2016



**DRAFT**

**KEY ACTIONS THE REGION AGREES TO WORK ON IN 2015 & 2016**

**Background**

Building on existing local, regional and statewide priorities, the *Toolbox of Possible Actions* is a comprehensive menu of more than 200 policy, program and funding actions that can be tailored to best support local, regional and state plans and visions. Local government partners and other stakeholders have raised questions around what priority actions the region is willing to work on together starting in 2015 given the voluntary nature of the toolbox and the significant number of actions identified to date.

**Guiding Principles**

Those actions which:

- Produce a high return on investment, e.g., significant reduction in greenhouse gas emissions
- Provide multiple community benefits beyond greenhouse gas reduction (e.g., improves safety, public health, equity and the economy)
- Are achievable, but may require political lift
- Require collaboration among multiple partners

**Straw Proposal of Key Actions for 2015 and 2016**

<b>Action #1</b>	<i>TBD</i>
<b>Action #2</b>	<i>TBD</i>
<b>Action #3</b>	<i>TBD</i>
<b>Action #4</b>	<i>TBD</i>
<b>Action #5</b>	<i>TBD</i>

While the short list of key actions is not legally binding and does not mandate adoption of any particular policies or actions, it expresses the need for many diverse partners to work together to begin implementing the Climate Smart Strategy in 2015, recognizing that opportunities for successful implementation cannot be achieved unless we work together.



Materials following this page were distributed at the meeting.

# Capital Ideas: Raising Money for Transportation Through Innovative State Legislation

November 13-14, 2014  
Oxford Hotel 1637 Wazee St,  
Denver, Colorado

Register today at: <http://bit.ly/t4-capital-ideas>

*As Congress has repeatedly postponed tough decisions on federal transportation funding, a handful of states have stepped up and passed new transportation funding legislation. In early 2015, a host of new state legislative sessions will begin again and transportation will be on the front burner in many state capitols and for many new governors who will be sworn in. Whether you are just beginning a funding campaign, working to overcome a legislative impasse, or defending a key legislative win, Capital Ideas will offer a detailed, interactive curriculum of best practices, campaign tactics, innovative policies, and peer-to-peer collaboration to help your initiative succeed. Join us in Denver November 13-14 to find out more.*

Goal for the meeting: to educate and empower local civic, business and elected leaders to win legislative initiatives to fund and finance multimodal projects that are critical for a 21<sup>st</sup>-century economy.

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## Thursday November 13 – The ‘Where & What’ - Success Stories & Policy Innovations

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9:00-9:15am      **Meeting Overview & Welcome**

9:15-10:30am      **The Big Picture: The Future of Transportation Funding & Finance in the U.S.:**

- *Major trends in transportation funding & finance: Rising gas taxes, or a move away from them?*
- *The growing role of state and local funding for transportation*
- *Can innovative financing like PPPs and infrastructure banks make up the gap?*
- *Using strategic decision-making to make the most of limited dollars*

*Moderator:* Beth Osborne, Senior Policy Advisor, Transportation for America; former Acting Assistant Secretary for Transportation Policy, U.S. Department of Transportation (*confirmed*)

*Panel Experts:*

- Stephanie Pollack, Associate Director of Research, Northeastern University Dukakis Center for Urban and Regional Policy (*confirmed*)

- James Whitty, Manager, Office of Innovative Partnerships and Alternative Funding Manager, Oregon Department of Transportation (*confirmed*)
- Joung Lee, Deputy Director of Management and Program Finance, AASHTO (*confirmed*)
- Will Kempton, Executive Director, Transportation California (*confirmed*)

10:30am-12:00pm

**Success in the State Capitols: Lessons Learned from the 2013-14 Legislative Sessions**

- *Successes (and a few failures) from efforts to increase transportation funding in states over the last two years*
- *Speakers and stories from IN, MA, VA, PA, MD and others*

*Moderator:* Doug Shinkle, Program Principal, National Conference of State Legislatures (*confirmed*)

*Panel Experts:*

- The Honorable Thomas McGee, State Senator, Commonwealth of Massachusetts and Chair, Joint Committee on Transportation (*confirmed*)
- Mark Fisher, Vice President, Government Relations and Policy Development, Indy Chamber (*confirmed*)

12:00 - 12:30PM

**Lunch**

12:30 – 1:30PM

**Local Welcome: The Denver Story**

- *Lessons learned from the Denver region's success in raising local funding for transportation and transit expansion*
- *The latest on the build out of the region's FasTraks program*
- *Large group questions and discussion*

*Moderator:* The Honorable Jim Gunning, Mayor, City of Lone Tree, CO (*confirmed*)

*Panel Experts:*

- The Honorable Max Tyler, State Representative, State of Colorado and Chair, Transportation & Energy Committee (*confirmed*)
- Kelly Brough, President and CEO, Denver Chamber of Commerce (*confirmed*)
- Dace West, Director, Mile High Connects (*confirmed*)
- Phil Washington, Executive Director, Denver RTD (*invited*)

1:30-2:00pm

**Looking Ahead to 2015: A Menu of Innovative State Policies**

- *An overview of innovative mechanisms to raise transportation funding and empower local governments and local leaders*
- *Set up for break out groups on state policies from 2pm-5pm*

*T4A Presenters: James Corless, Director (confirmed) and Sarah Kline, Policy Director (confirmed)*

2:00-5:00pm

**Breakout Sessions: Getting Smart on State Policy & Legislation**

*A round robin of three, hour-long break-out sessions that will allow participants a deep dive on innovative policies:*

- Increasing and/or indexing state gasoline taxes
- Local option transportation tax measures for cities and counties
- Innovative financing mechanisms – PPPs, etc.
- Competitive infrastructure funds and state infrastructure banks
- Value capture to finance public transportation
- Performance measures & project selection criteria to increase transparency
- Mileage-based user fee or vehicle miles traveled (VMT) fee pilot programs
  - Resident Expert: James Whitty, Manager, Office of Innovative Partnerships and Alternative Funding Manager, Oregon Department of Transportation (*confirmed*)

5:00-6:00pm

**Concluding Remarks**

*Geoff Anderson, President and CEO, Smart Growth America (confirmed)*

6:30pm

**Local Host Reception – Location TBD**

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**Friday November 14 – The ‘How’ – Campaign Strategies, Tactics & Coalition Building**

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9:00-10:30am

**Developing a Winning Message**

- *Which messages resonate when trying to raise new transportation funding? Is the public always opposed to new tax increases?*
- *Latest polling and public opinion research on winning support for increased transportation funding*
- *Communications success stories from state legislative campaigns*

*Moderator: David Goldberg, Communications Director, Transportation for America (confirmed)*

*Panel Experts:*

- Lori Weigel, Partner, Public Opinion Strategies (*confirmed*)
- Maria Garcia Berry, CEO, CRL Associates (*confirmed*)
- Steven Higashide, Program Analyst, Transit Center (*confirmed*)

10:30am-12:00pm

**Campaign Strategies - Breakout Sessions:**

*A round robin of two 45-minute break-out sessions that will allow participants a deep dive on effective campaign tactics:*

- Finding and cultivating state legislators as champions
- Overcoming opposition – the tea party and beyond
- Building effective coalitions
- Effective communications strategies
- Campaign fundraising

12:00-12:45pm

**Networking Lunch: A new national network of state transportation campaigns**

*How Transportation for America can aid your work on state legislation in 2015-16*

12:45-2:00pm

**Building a Winning Coalition: Panel Discussion**

- *Lessons learned from building big tents to pass transportation legislation – how can business, labor, elected, equity and environmental interests work together?*

*Moderator:* Dave Williams, Vice President of Infrastructure and Government Affairs, Metro Atlanta Chamber (*confirmed*)

*Panel Experts:*

- Janet Kavinoky, U.S. Chamber of Commerce (*confirmed*)
- Rose Windmiller, Assistant Vice Chancellor for Government & Community Relations, Washington University in St. Louis (*confirmed*)
- Dave Freiboth, M. L. King County [WA] Labor Council (*confirmed*)

2:00-2:30pm

**Closing remarks**

James Corless, Director, Transportation for America (*confirmed*)

2:30 pm

**Meeting concludes**



JOINT POLICY ADVISORY COMMITTEE ON TRANSPORTATION  
FINANCE SUBCOMMITTEE  
September 18, 2014  
Metro Regional Center, Room 270

IPACT MEMBERS PRESENT

Craig Dirksen, Chair  
Denny Doyle  
Neil McFarlane  
Roy Rogers  
Paul Savas  
Diane McKeel  
Susie Lahsene  
Shirley Craddick

AFFILIATION

Metro Council  
City of Beaverton, representing Cities of Washington County  
TriMet  
Washington County  
Clackamas County  
Multnomah County  
Port of Portland  
Metro Council

STAFF: Beth Cohen, Andy Cotugno, Elissa Gertler, Noah Siegel, Randy Tucker

WELCOME AND INTRODUCTIONS

Chair Craig Dirksen called the meeting to order at 7:35 a.m. Chair Dirksen provided an overview of the conversation from the subcommittee meeting on Aug. 21 and re-stated the goals and scope of the subcommittee—to advocate for new and increased transportation funding for the region. Commissioner Paul Savas asked for clarification about whether the focus of the subcommittee is on identifying funding for a one-time package of projects or identifying an ongoing funding source for transportation, commenting that a one-time package might be more successful in garnering support.

DISCUSSION ABOUT OREGON TRANSPORTATION FORUM (OTF) PROPOSALS WITH OTF CHAIR, CRAIG CAMPBELL

Mr. Craig Campbell, Chair of the Oregon Transportation Forum (OTF), summarized the conversation from the September 10 Oregon Transportation Forum meeting where OTF member organizations provided input on the draft straw man list of options. He noted that results from this discussion haven't been tallied. Moving forward, the OTF board will work on putting together a funding package to present to the OTF general membership for approval.

Subcommittee members asked about recent conversations with the Oregon State Legislature and legislators' interest in a 2015 package. Mr. Campbell reported that there appears to be a general willingness to move forward on some package, but that legislators have not yet been faced with a specific proposal to respond to. Mr. Randy Tucker shared that some legislators engaged in the OTF process have encouraged the group to formulate a more ambitious request around a 2015 package. Chair Dirksen described a recent presentation to the House and Senate transportation committees

on the investments necessary for implementing the Climate Smart Communities recommendation, which elicited a generally positive reaction from committee members.

Mr. Campbell mentioned two pieces of work planned for fall 2014 that could be helpful in building support around a 2015 funding package: polling on messaging around transportation funding and a transportation symposium for legislators.

The group discussed and provided input on the principles of the OTF straw man document. Members commented on the need to highlight the dual importance of both maintaining current assets and investing in new capital assets and the importance of addressing freight needs. Members also discussed the recent issues that have arisen with the Connect Oregon V allocation that might threaten the future of the program. Mr. Campbell reminded the group that while the OTF straw man includes separate proposals to raise funding for maintenance and new projects, it doesn't specify which projects the increased funding will support, and that there still needs to be a robust conversation about the priorities for that funding.

Mr. Campbell described the conversation at the Sept. 10 OTF meeting about each of the items included in the OTF straw man document and whether the response was generally supportive or not. Mr. Campbell mentioned that some of the items that received general support at the meeting included the proposals around gas tax indexing for inflation and fuel efficiency, increased funding for maintenance of state, county, and city highways and roads, providing funding for AMTRAK Cascades service and providing funding to cover transit services for elderly and disabled. Mr. Campbell described that some of the other items included in the OTF straw man such as the proposal around orphan highways, the 10-year multi-modal needs assessment, incentivizing co-location of ODOT and other facilities and funding greenhouse gas reduction efforts by MPOs were discussed at the meeting, but not in much detail.

Members asked questions around the specific positions of organizations on these items including the Association of Oregon Counties and the League of Oregon Cities. In addition, Commissioner Diane McKeel asked whether the OTF conversation has included anything about making bridges more resilient. Representative Chris Gorsek acknowledged that there have been some conversations about earthquake readiness among the House Transportation Committee and Mr. Tucker responded that the issue of making bridges more resilient could potentially be addressed under the fix-it section of the straw man proposal.

### **WRAP UP AND NEXT STEPS**

Commissioner Roy Rogers asked Chair Dirksen to clarify the goals for the subcommittee and specifically, whether the focus is more on what's happening at the state level or opportunities for identifying solutions at the regional level. Chair Dirksen clarified he convened the committee to review proposals for a state package and make a recommendation for JPACT to endorse an agenda at some point, but that he is also open to have a regional conversation.

The group discussed the opportunities and challenges of focusing on regional solutions around transportation versus a state transportation package. Members emphasized the importance of ensuring that any state package serves regional interests and highlighted the difference in return on investment between local/regional funding sources and statewide funding sources. Members discussed the challenges of limited options for funding at the state, regional and local levels, which can cause competition for voter approval. Members also mentioned the potential to cultivate allies

from other parts of the state for certain key regional priorities, particularly if the region can demonstrate the benefits to a successful statewide transportation system.

Members commented on both the importance of identifying facilities of regional significance in conversations about transportation funding and the challenge of doing so. Commissioner Rogers and Chair Dirksen pointed to Washington County's Major Streets Transportation Improvement Program (MSTIP) as an example of successful identification of facilities of significance within a specific geography. Members noted that there are many ways to identify facilities of regional significance including the Regional Transportation Plan and focusing on areas of key economic activity.

The subcommittee agreed that there is a real interest in discussing regional solutions for transportation funding, but that the first step needs to be determining the right time for beginning this conversation.

**ADJOURN**

Chair Dirksen adjourned the meeting at 9:02 a.m.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Beth Cohen', with a long horizontal flourish extending to the right.

Beth Cohen, Council Policy Coordinator



 **Metro** | *Memo*

Date: October 9, 2014  
To: JPACT & TPAC  
From: John Mermin, 2014 RTP Project manager  
Re: Recap of 2014 Regional Transportation Plan (RTP) Implementation workshop

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### **Purpose**

The purpose of this memo is to provide a recap of the 2014 RTP implementation workshop held at Metro on September 29, 2014

### **Background**

The RTP was adopted by JPACT and Metro Council in July 2014. State law requires that local Transportation System Plans are consistent with the RTP. To help guide updates to local TSPs Metro hosted a workshop that provided a recap of what's new in the 2014 RTP. Workshop attendees included primarily local government and consultants, plus a few representatives from non-profits and utilities. *For a complete list of workshop attendees see page 2 of this memo.*

The agenda for the meeting included:

- Recap of 2014 RTP Foundational information (demographic/economic/travel trends and updated model/land use forecast)
- Recap of Regional Safety plan updates to RTP policies
- Recap of Regional Active Transportation plan updates to RTP policies
- Description of next steps for RTP – TSP consistency

The materials presented at the workshop are listed below and are available at: [www.oregonmetro.gov/tsp](http://www.oregonmetro.gov/tsp)

- RTP Fact sheets summarizing RTP policies for biking, walking, transit, freight, system management, demand management, street connectivity/design
- Table with examples of policies from recently adopted local TSPs that are consistent with the 2014 RTP
- Schedule for compliance with the Regional Transportation Functional Plan (RTFP)

### **Next Steps**

Metro staff offered to meet individually with local staff this Fall to discuss their TSP and if/how it would need to be updated to be consistent with the 2014 RTP.

Please contact John Mermin, [john.mermin@oregonmetro.gov](mailto:john.mermin@oregonmetro.gov) 503-797-1747 if you have questions about the workshop.

**List of attendees at 2014 Regional Transportation Plan Implementation workshop  
September 29, 2014**

<b>Organization</b>	<b>Name</b>
Alta Planning and Design	Katie Mangle
Alta Planning and Design	Matthew Berkow
Angelo Planning Group	Sarah Breakstone
Angelo Planning Group	Darci Rudzinski
CH2M Hill	Ryan Farncomb
City of Beaverton	Todd Juhasz
City of Fairview	Ericka Palmer
City of Forest Grove	James Reitz
City of Forest Grove	Dan Riordan
City of Gresham	Kelly Clarke
City of Hillsboro	Brad Choi
City of Milwaukie	Brett Kelter
City of Oregon City	Erik Wahngren
City of Portland	Peter Hurley
City of Sherwood	Jason Waters
City of Tualatin	Zoe Monahan
City of Wilsonville	Dan Pauly
Clackamas County	Larry Conrad
David Evans and Associates	Scott Harmon
DKS Associates	Reah Flisakowski
DKS Associates	Matt Dolata
Kittelson and Associates	Susan Wright
Kittelson and Associates	Marc Butorac
Kittelson and Associates	Matthew Bell
Multnomah County	Joanna Valencia
Multnomah County	Kate McQuillan
NW Natural	Shanna Brownstein
ODOT	Lainie Smith
Portland General Electric	Troy Gagliano
SCJ Alliance	Anne Sylvester
TriMet	Eric Hesse
Upstream Public Health	Heidi Guenin
Washington County	Karen Savage
Washington County	Steve Kelley
Washington County	Steve Szigethy
West Linn	Lance Calvert
Unaffiliated	Kelly Rogers