MEETING: JOINT POLICY ADVISORY COMMITTEE ON TRANSPORTATION

DATE: April 11, 2002
DAY: Thursday
TIME: 7:30 a.m.
PLACE: Metro Conference Room 370A and B

1. Call to Order and Declaration of a Quorum.
2. Citizen communications to JPACT on non-agenda items

*3. Minutes of March 14, 2002 meeting – APPROVAL REQUESTED

5. Resolution 02-3183 For the Purpose of Revising the Regional TMA Policy – APPROVAL REQUESTED – Andy Cotugno
6. Transit Investment Plan – INFORMATIONAL – Fred Hansen
7. MTIP Refinement Issues – INFORMATIONAL – Andy Cotugno
8. Hybrid Bus Preview – Tri-Met
9. Adjourn

* Material available electronically. Please call 503-797-1916 for a paper copy.
** Not all material on this agenda item is available electronically.

All material will be available at the meeting.
MEMBERS PRESENT

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<thead>
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<th>Name</th>
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<tr>
<td>Rod Monroe</td>
<td>Metro</td>
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<td>Rex Burkholder</td>
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<td>Rod Park</td>
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<td>Bill Kennemer</td>
<td>Clackamas County</td>
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<td>Maria Rojo de Steffey</td>
<td>Multnomah County</td>
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<td>Charlie Hales</td>
<td>City of Portland</td>
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<tr>
<td>Karl Rohde</td>
<td>City of Lake Oswego, representing Cities of Clackamas County</td>
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<td>Larry Haverkamp</td>
<td>City of Gresham, representing Cities of Multnomah County</td>
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<td>Robert Drake</td>
<td>City of Beaverton, representing Cities of Washington County</td>
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<td>Fred Hansen</td>
<td>Tri-Met</td>
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<td>Kay Van Sickel</td>
<td>Oregon Department of Transportation (ODOT – Region 1)</td>
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<td>Stephanie Hallock</td>
<td>Oregon Department of Environmental Quality (DEQ)</td>
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<td>Bill Wyatt</td>
<td>Port of Portland</td>
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<td>Dean Lookingbill, alternate</td>
<td>SW Washington RTC</td>
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<td>Peter Capell, alternate</td>
<td>Clark County</td>
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GUESTS PRESENT

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<tr>
<td>Ron Papsdorf</td>
<td>Cities of Multnomah County</td>
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<td>Dave Williams</td>
<td>Oregon Department of Transportation (ODOT – Region 1)</td>
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<td>Ian Cannon</td>
<td>Multnomah County</td>
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<td>Josh Alpert</td>
<td>City of Portland</td>
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<td>Beth Wemple</td>
<td>Kittelson and Associates</td>
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<td>Gary Katsion</td>
<td>TPAC Citizen Member</td>
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<td>Robin Katz</td>
<td>Port of Portland</td>
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<td>Susie Lahsene</td>
<td>Port of Portland</td>
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<td>Louis A. Ornelas</td>
<td>OHSU</td>
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<td>Sharon Nassit</td>
<td>NPBA</td>
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<td>Steve L. Kelley</td>
<td>Washington County</td>
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<td>John Rist</td>
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<td>Lynn Peterson</td>
<td>Tri-Met</td>
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<td>Shelli Romero</td>
<td>Multnomah County</td>
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STAFF

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<tr>
<th>Name</th>
<th>Renée Castilla</th>
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<td>Andy Cotugno</td>
<td>Richard Brandman</td>
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I. **CALL TO ORDER**

The meeting was called to order by Chair Rod Monroe and a quorum declared at 7:35 a.m.

II. **CITIZEN COMMUNICATIONS**

Sharon Nassit, North Portland Business Association, stated that Steve Gerber with Portland Department of Transportation completed a study about a year ago on the Columbia Corridor and the amount of traffic. After the study, the citizens made a recommendation to Metro which in turn Metro named as a high priority, a new bridge on Highway 30 across rather than using the 1931 St. Johns Bridge for the viability and economics of the region. She is wondering if JPACT has already voted on that, what decision has been made and if JPACT would be allocating funding towards studying a new bridge in that area.

Andy Cotugno stated that although the adopted RTP does call for consideration of a new bridge from Columbia Boulevard west to Highway 30 at that Columbia Corridor area, north of the St. Johns Bridge there are no active studies going on right now. The RTP clearly identifies the benefits for freight access and benefits for neighborhood relief for the St. Johns area, but its called for in the long term because of the lack of financing for this project.

Sharon Nassit asked if Metro would be looking at how much a new bridge would cost or what would be needed to finance. Andy Cotugno replied that nothing is programmed right now; environmental or engineering type work.

Sharon Nassit asked what she can do to start that process since Metro considered that a high priority project. Andy Cotugno replied that there is a MTIP funding allocation process every two years. This spring they will be evaluating criteria and next fall there will be an announcement made for the solicitation of proposals from local jurisdictions so the City of Portland and/or Oregon Department of Transportation would need to submit a proposal for engineering funds.

Sharon Nassit asked if Metro would welcome money from the private sector for this project. Andy Cotugno said additional funding always helps.

**WASHINGTON D.C. TRIP**

Karl Rohde stated that he attend the National League of Cities conference and met with Oregon’s delegation Tuesday and that Senator Gordon Smith per the request from this region added his name to a list of co-sponsors for the backfill bill on the Revenue Adjusted Budget Amendment (RABA) decrease.

Charlie Hales asked if there was any encouraging news regarding the percentage issue with FTA funding. Was there any positive feedback?

Andy Cotugno replied that there is currently a tug of war going on between different factions. The House Appropriations Committee is trying to move the match percentage down. The House Authorizing Committee is determined to leave it where it is and they are the ones who will
actually write the bill for the new TEA authorization. At this point they are very strong on keeping it at 80 percent in order to ensure that it is at parity with highway projects. They recognize, however, and encourage signing contracts at a higher local match ratio so although they are willing to keep the eligibility at 80 percent they want to encourage local areas to overmatch but do not want to make it statutory requirement.

Charlie Hales asked if it was any movement either in a positive or negative direction.

Fred Hansen stated that what they have heard from a number of appropriators (the house side of the appropriation process) was that although they were looking at possibly requiring a split 50/50 percent, it was not spoken to directly. It was thought that 60% was still very reasonable to be able to proceed with securing federal funding. The 60/40 option is also very real. When the discussion begins on appropriations, he feels it will be tough but is confident that FTA will be funding at a 60/40 split.

Andy Cotugno stated that this fiscal year is based upon an appropriations bill adopted last fall. Although it is authorized at 80% in TEA 21, this appropriation bill prohibits any contract being signed at a higher federal share than 60 percent. That is a legislative action that ratchets down for at least that one year to the 60% level. That is good news and bad news. It’s bad news because it is actually a legal action. It’s binding and it affects this year and it is lower than the 80% authorizing level. The good news is it could’ve been 50.

Fred Hansen asked the committee not to forget that the Administration introduced legislation when they initiated budgeting that would’ve put it at 50 percent.

Karl Rohde stated he had an interesting inquiry from Senator Smith’s staff regarding whether JPACT has a mechanism by which it prioritizes projects for the earmarking process.

Chair Monroe stated that the priorities are clear within the JPACT region. However, all three counties within Metro’s boundary do extend beyond that jurisdiction as well as other counties in the state. There is not anything JPACT can do to direct them through the earmarking process.

Kay Van Sickel stated that within the Oregon Department of Transportation they do prioritize their projects, especially those they feel could obtain funding. However, ODOT cannot keep cities and counties from approaching their delegation.

Rob Drake stated that everyone has been guilty of soliciting for their own projects, which are lower priorities (8, 9, and 10) than JPACT has listed. Therefore the process either needs to be a “free for all” with no priorities decided on or there must be a consensus among the cities and counties that the order in which JPACT has prioritized the projects is the order by which they lobby their delegation.

Fred Hansen stated that there has been some progress in one category and that is the cost allocation. The Oregon Transportation Association has tried to pull together, statewide, individual entities that are seeking bus money and trying to get an allocation. It is not an earmark. It is a specific request for funding under the appropriations for buses.
Rod Monroe said that having the Chair of the Oregon Transportation Commission with them, as they visited each office of their delegation, sent a positive message regarding JPACT and its priorities.

Andy Cotugno stated that what Rob Drake said is very important to have further discussion on. JPACT does adopt priorities but the set of priorities is a bit of a mixed message. However, it is not a good idea to say projects 1-50 are the priorities in this order, but JPACT could be clearer about which projects have a “special” status and which things are listed because they are worth having on a “wish” list. There are three categories of projects on the JPACT priority list with different degrees of priority amongst those categories. The first category is high capacity transit corridor projects, which includes commuter rail, south corridor, and Interstate Max. The second includes ITS, Jobs Access, Borders and Corridors. The third includes the road projects and the TCSP projects. The third category is not prioritized in any way, but that might be something that’s needs to be looked at further.

Andy Cotugno stated that the next activity that JPACT will see is developing recommendations for the reauthorization of TEA 21. He stated that during this trip to Washington D.C., they met with staff from the House Authorizing Committee (HAC). Staff from the HAC was very positive and wants to hear JPACT’s recommendations. Metro staff will be developing recommendations and will try to get them finalized through JPACT by June 2002. He asked the JPACT members if they would be interested in setting up an evening work session within the next couple of months to discuss TEA 21. Rob Drake and Charlie Hales responded that they would like an evening session to address dialogue from different individuals.

III. MINUTES OF FEBRUARY 14, 2002 JPACT MEETING

ACTION TAKEN: Rob Drake moved and Rex Burkholder seconded the motion to approve the Minutes of February 14, 2002. The motion to approve the minutes of February 14, 2002 with corrections, passed unanimously.

IV. RESOLUTION NO. 02-3167 FOR THE PURPOSE OF APPROVING THE FY 2003 UNIFIED WORK PROGRAM

ACTION TAKEN: Charlie Hales moved and Bill Kennemer seconded the motion to approve Resolution No. 02-3167 For the Purpose of Approving the FY 2003 Unified Work Program. The motion passed unanimously.

V. RESOLUTION NO. 02-3168 FOR THE PURPOSE OF CERTIFYING THAT THE PORTLAND METROPOLITAN AREA IS IN COMPLIANCE WITH FEDERAL TRANSPORTATION PLANNING REQUIREMENTS

ACTION TAKEN: Karl Rohde moved and Larry Haverkamp seconded the motion to approve Resolution No. 02-3168 For the Purpose of Certifying that the Portland Metropolitan Area is in Compliance with Federal Transportation Planning requirements. The motion passed unanimously.
VI. RESOLUTION NO. 02-XXXX FOR THE PURPOSE OF APPROVING THE FY 02-05 METRO TRANSPORTATION IMPROVEMENT PROGRAM

Andy Cotugno presented the materials for this resolution. Discussion followed regarding the conformity determination and a question was asked regarding how the motor vehicle emissions projected in Metro’s current conformity determination compare to the amounts budgeted in the Portland area’s air quality plans. Stephanie Hallock stated that she would communicate an answer to JPACT as soon as possible.

ACTION TAKEN: Charlie Hales moved and Rob Drake seconded the motion to approve Resolution No. 02-XXXX For the Purpose of Approving the FY 02-05 Metro Transportation Improvement Program. The motion passed unanimously.

VII. COLUMBIA CHANNEL DEEPENING PROJECT UPDATE

Bill Wyatt presented three memos written in response to several Oregonian articles regarding the Columbia Channel Deepening project. (Included as part of this meeting record).

He quoted from a letter written to him from Mr. John T. Gray, Vice President and General Manager for Union Pacific Railroad. “An important aspect of the lower Columbia geographic position is the availability of efficient inland transportation routes that handle the bulk volumes that support America’s international trade. The commodities that move through these ports all come from inland locations. Along the West Coast the only place where it is possible to move through the mountains with high capacity low-grade bulk lines is along the Columbia River. Because of this, both railroads that service the region have made major investments in their own capacity to support the movement to ports. Union Pacific has recently completed a project of over $50 million to insure that inland capacity is available to match the needs of the Pacific Northwest ports and producers. We remain committed to investing in the capacity necessary to keep our customers competitive for movements to the ports we serve.”

He further emphasized the importance of the channel project because as this letter indicates the port does not sit out there by itself. They are connected to a much greater and broader structure, which supports the economy. He stated that the Port would be updating the Benefit and Cost Analysis and it will be available soon. He is estimating that it will go down some but also expect that the project will continue to show a national benefit of significant magnitude to warrant a congressional appropriation. He noted the Oregonian based its cost/benefit on the lowest price of grain over the past decade. Grain prices typically fluctuate from year to year.

Rob Drake asked if the Port of Portland was aware of the Oregonian’s intention to run these articles, the intensity and perceived lack of objectivity in their analysis of the issues.

Bill Wyatt stated that he was aware of it almost one year ago when he was still acting as the Governor’s Chief of Staff. The Washington Post ran an article on the navigation process in the Baltimore channel regarding the problems with the work involved, the EIS having the channel moving in two directions at once, and additional problems. Because of the investigative network
involved with newspapers, he knew an article was coming. The Port was contacted by the Oregonian and spent over $40,000 reproducing public records (which they did not charge the Oregonian for). However, the content of the articles was not expected.

Karl Rohde stated his opinion that the Oregonian did a horrible disserve to the public by commenting on the issues without going into depth in terms of researching the issues and then not presenting both sides. He is also concerned about the level of impact these articles have had to the public.

Bill Wyatt stated that he found it interesting that the Oregonian was the only newspaper to run these stories and that there was only one follow-up TV story, which was the Port of Portland criticizing the story.

VIII. SAUVIE ISLAND BRIDGE REQUEST

Ian Cannon, Multnomah County staff, provided a presentation on the history of the Sauvie Island Bridge. (included as part of this meeting record).

Maria Rojo de Steffey stated that this letter from the OTIC regarding OTIA funding disturbed her because when they were asked to submit their application originally for OTIA funding, they were told that Multnomah County should apply for “a” bridge; one piece of funding for Multnomah County. This letter indicates that the commission during the first round did not consider the Sauvie Island Bridge. She stated that when Multnomah county went through the funding process, the OTC were willing to look at transferring money Multnomah County had received for the Broadway Bridge to the Sauvie Island Bridge. Unfortunately, Multnomah County was not ready at that time, so they did not accept that option. However, she feels that the OTC did to a certain degree consider the Sauvie Island Bridge. She asked for continued support from JPACT.

Kay Van Sickel stated that this letter was written to respond to a letter from JPACT concerning future OTIA money and in response to questions she had raised and pleas she took from JPACT to the OTC. She has spoken with others within the Oregon Department of Transportation and has been told that they have to make hard-fast rules. The legislation said if a project was not originally considered by application process then it could not be considered for any additional funds. However, she has been encouraged to consider the next funding package that ODOT is looking toward where they will seek specific bridge funding and she feels the Sauvie Island Bridge stands a good chance at that funding.

Rex Burkholder asked Maria Rojo de Steffey if Multnomah County has looked at other ways of funding the replacement of the Sauvie Island Bridge perhaps by bonding, tolls, etc.

Maria Rojo de Steffey answered that Multnomah County would certainly be exploring every funding option but does not want to close this one either.

Chair Monroe stated that JPACT does not want to close any options that are viable. This is a critical need and must be done. He then asked Maria Rojo de Steffey if there had been any
discussion as to keep the current Sauvie Island Bridge open after replacement. Perhaps, to lightweight vehicles and/or foot traffic.

Maria Rojo de Steffey answered that they are exploring all options.

Karl Rohde commented that he also concerned with this letter and its contents of “these are the rules and are have to adhere to them regardless of the change in context or circumstance.” However, this is a circumstance that requires some flexibility and as a region feel it is important. His second comment concerns the life span of the bridge and the timeline of new construction how the two and one half years needed for environmental work. He asked if that timeline was correct.

Ian Cannon stated that that timeline assumes a worst case scenario for environmental work.

Karl Rohde asked about the likely hood of a worst case scenario?

Maria Rojo de Steffey answered that if Multnomah County were to locate the bridge in any other place except where it is now they would probably be challenged.

Ian Cannon stated that if they were to build it right next door to the current bridge, parallel, it would probably not require any environmental work. Anywhere else would require a significant environmental process.

Karl Rohde stated that to avoid a lot of the design and environmental time just pull a bridge design out of the ASHTO book and build it. He stated that he would try to focus on the most expedited process and getting safe transport on and off of the island, rather than going through a rather prolonged design and environmental phase.

Maria Rojo de Steffey stated that they are looking for that expedited process, however stated that it is important to explore all sights for the placement of the new bridge. She further stated that Multnomah County would be making a decision as to placement within the next month or two.

Ian Cannon stated that it is important to take some time to think about design and placement because this bridge will have to serve for the next 50 to 100 years and whenever $30 to $70 million is involved, there needs to be some thought up front.

Charlie Hales asked Kay Van Sickel for her assessment of the staff response from Salem. Did she feel it was the OTC’s thinking on this issue or their staff because it is the OTC who has the capability of saying whether this project was considered earlier?

Kay Van Sickel stated that she has not had any conversations with the OTC about this matter. She feels that it is an issue that needs to be raised and discussed, however the OTC is also struggling with a lot of statewide projects that have come in where the money has been fully committed. The OTC is trying to safeguard the commitments they have in place. They don’t know whether the estimates on their projects are correct and don’t want to further money when
they just know a full schedule of all of the OTIA projects yet. She feels it is a difficult time for the OTC right now but assured JPACT that they are concerned.

IX. TRANSIT INVESTMENT PLAN

This item was postponed until the April 11, 2002.

X. ADJOURN

There being no further business, Chair Monroe adjourned the meeting at 9:06 a.m.

Respectfully submitted,

Renée Castilla
Tri-Met’s Transit Investment Plan
How we grow the system

The purpose of the Transit Investment Plan (TIP) is to focus Tri-Met, jurisdictional, regional,
state, and federal money into specific transit corridors and geographic areas over a 5-year
planning period. The TIP will be updated annually. The plan does not revisit regional long-term
goals established through the METRO planning process, but rather adopts the goals and strategies
of the 2040 Functional Plan and 2000 Regional Transportation Plan.

It is the intent of Transit Investment Plan to reflect back to the community how Tri-Met will help
carry out regional and local plans for expanding transit service over the next 5 years. The TIP sets
forth Tri-Met’s operating and capital strategies to meet regional goals through annual investments
in service improvements, capital projects and marketing/customer service programs.

The TIP provides the framework for how regional partnerships will be formed between Tri-Met
and local jurisdictions. The opportunity for partnership with the local jurisdictions is greater than
ever.

The Transit Investment Plan outlines the priorities and opportunities for the local jurisdictions,
the region and the state to coordinate capital improvements along transit corridors along with Tri-
Met. Sidewalks, bus stop landing pads, safe pedestrian crossings, and signal priority for buses are
all things that a city or county could implement to help make transit user-friendly. Attracting new
riders and encouraging people to take more trips on transit requires improving customers’ total
transit experience: accessing and waiting for transit, the on-time performance of service, the
professionalism of the staff, the quality of the vehicles, and the travel time from origin to
destination.

Investment Priorities

The basis to establish priorities for focused transit investments is to develop the key elements of
the RTP transit network. In order to reach the level of service called for in the RTP, additional
financial resources will be needed. This plan assumes existing sources of revenue at their existing
levels of funding.

The RTP transit network is the framework for a partnership to coordinate transit service
investments with mobility-supportive land use and right-of-way improvements. Investments to improve service quality, increase frequency of buses and trains, and making transit
easier to use can be packaged into three types of improvements. Each one has service, capital and
marketing components tailored to land uses in the 2040 Growth Concept and Regional
Transportation Plan. The categories are:

- Maintain the quality of the existing system.
- High Capacity Transit Lines, both bus and rail
- Frequent Bus Corridor Network, 15-minute frequency, seven days a week with capital
  improvements
- Local Service, tailored to meet community needs
High Capacity Transit

The Regional Transportation Plan has identified the rail system at build out. Tri-Met is a regional partner on the South Corridor, Washington County Commuter Rail and I-5 Trade Corridor studies. Our top priority for the next five years is the opening of light rail service on Interstate Avenue by September 2004 including restructuring bus service. We are also beginning to study options for higher capacity bus service.

Frequent Bus Corridors

Due to our success in focused investments (service and capital expenditures) with McLoughlin (Line 33) and Barbur (Line 12), we have made the Frequent Bus Corridors a top priority. There are 14 existing routes with 15-minute service; the plan identifies 11 new segments to complete the regional frequent bus grid system.

We intend to begin work late spring/early summer 2002 with local governments in each of these areas to establish priorities where frequent bus will be expanded.

Local Service Focus Areas

Tri-Met would like to go create a planning process with jurisdictions to meet specific needs. We are proposing to work with local jurisdictions in five areas and begin discussions on how to improve local transit access: Gresham, Tigard/ Lake Oswego, Hillsboro, North Macadam, and Interstate Avenue. The purpose of the in-depth planning process is to create a coordinated plan that implements local jurisdictional projects such as sidewalk improvements or safe pedestrian crossings along with changes or increases to service. New Focus Areas will be added as future years are rolled out of the TIP.

JPACT presentation April 11, 2002
Tri-Met Ridership Results for Recent Bus Service Changes

Over the past three years, Tri-Met made some major investments in bus service. The nature of these service changes is a fundamental shift in the way that we grow the bus system with two important themes:

1. Make substantial improvements in a concentrated area – not just service, but better customer information and a nicer environment at coach stops. The changes would then be a noticeable and tangible improvement in the quality of a customer's overall transit experience.
2. Provide frequent service on lines with high ridership potential – buses should run at least every 15 minutes, 7 days a week.

This bus service investment is yielding a good return in terms of increased ridership especially on weekends. Because the service expansion was primarily on non-rush hours, we can add service without buying more buses and garage space. This improves our use of existing capital resources and frees up resources for passenger facility improvements, such as bus stops and customer information.

Providing frequent service throughout the day, each day of the week, makes transit more relevant to a wider spectrum of customers. Transit is no longer just a viable option for rush hour commuters to downtown Portland, as it was a couple of decades ago. It can be a lifestyle choice in areas throughout the region. This is an attractive travel option for trips to a variety of locations any time of the day or any day of the week. A key component to achieving the Region 2040 plan to maintain our livability is just this type of transit ridership pattern. While MAX is the most visible example of this pattern, we see the same trends on bus lines that have service levels comparable to MAX.

Weekend Bus Ridership

There has been a pronounced increase in weekend ridership for bus. *Sunday's ridership growth rate is seven times that of weekdays.*

Weekdays increased from 200,000 to 213,000 (+13,000); Saturday from 90,000 to 114,000 (+24,000), and Sunday from 52,000 to 77,000 (+25,000). Bus service level increases were 5% on weekdays, 18% on Saturdays and 36% on Sundays.
Why are these people riding the bus? Transit has attracted a variety of trip purposes for home-based trips:

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<th>Weekdays</th>
<th>Saturday</th>
<th>Sunday</th>
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<tr>
<td>Work</td>
<td>59%</td>
<td>37%</td>
<td>35%</td>
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<tr>
<td>Shopping, personal business, recreation, visiting (social)</td>
<td>22%</td>
<td>59%</td>
<td>63%</td>
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<tr>
<td>School/Medical</td>
<td>19%</td>
<td>4%</td>
<td>2%</td>
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<td>Total</td>
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Pacific Highway/Barbur (September 2001)

Bus service was improved in September 2001 on Barbur Blvd. and Pacific Highway. Line 12 is a trunk line that connects Portland, Tigard, King City, and Sherwood. This line now runs every 15 minutes, seven days a week.

McLoughlin (September 1999)

Line 33 is the trunkline that connects Oregon City, Milwaukie and Portland. Feeder lines connect at transit centers in Oregon City and Milwaukie
  - Buses every 15 minutes, all-day, 7 days a week
  - Significant improvements to stops (shelters, sidewalks, customer information)
  - Promotional campaign to residents and businesses along the line

As shown on the chart, ridership has increased on all days, with huge increases on weekends. Line 33 is now one of the top ten bus lines in the system in terms of ridership.

This line is effective serving intra-Clackamas County trips. We see that there is strong ridership between Oregon City, and Milwaukie, with trips to Clackamas Town Center as well as to Portland. The ridership increases on McLoughlin builds a good basis for further South Corridor investments.
Other Key Lines

Another category of weekend service improvements involves several key lines with high ridership on weekdays. Weekend service was increased so that buses come every 15 minutes. These include Division, Martin Luther King Jr. Blvd., Powell and Belmont. Ridership responded well to the increased service, in particular is MLK Jr. Blvd., with Saturday and Sunday ridership increases of approximately 60%.

Fourteen lines now have 15-minute daytime service, seven days a week representing almost half (43%) of weekday bus ridership (approximately 91,000K out of 213,000 weekday bus boarding rides).

In the next several years, we look forward to further reinforcing these lines by considering items such as nighttime service improvements; route adjustments to improve connections; improved bus stops; transit priority treatments; and, perhaps, a distinctive marketing identity.
Transportation Demand Management in the Portland Metropolitan Region
Progress Report Through December 2001
Prepared for JPACT
April 2002

TDM

- TDM is a set of strategies that encourage the use of alternative modes to driving alone to:
  - Maximize infrastructure investments
  - Create public-private partnerships for trip reduction
  - Provide cost-efficient alternative to building new facilities

Regional TDM Program

- TDM subcommittee:
  - Metro, Counties, TMA, Cities of Portland, Gresham, SMART, Wilsonville, ODOT, Tri-Met, Citizen, Business, Bike Ped, Port, Clark County, DEQ, OOE

- Programs at Tri-Met, DEQ, OOE, SMART, local jurisdictions, TMA, Marquam Hill Partnership

Programs and Services

Employer Outreach
- TDM Options
- Marketing Materials
- ECO Compliance
- BETC Tax Credits

Support Services
- Emergency Ride Home
- Transit Fare Incentives
- Carpool Matching
- Vanpool Subsidies
- Telework Assistance
- ECO Clearinghouse

Program Evaluation
- TDM Report
- ECO Surveys

Area Specific Assistance
- Developing TMA

Research & Development
- Shared-Ride Taxi
- Vanpool Shuttles
- Carpool Incentives
- Development Review

2040 Programs
- Shuttles
- Bike Racks & Lockers
Program Objective #1
Maximize Infrastructure Investments

December 2001
Travel Commute Survey Report

- Data for 175,000 employees at 717 employment sites
- 7% reduction in weekday auto trips
Overall Mode Split
(320,000 One-Way Weekday Commute Trips)

Drive Alone 71%
Other Modes 29%

Mode Split Breakdown
(93,000 One-Way Weekday Commute Trips)

Telecommute 3%
Bicycle/Walk 11%
BRT/rapid 24%
Carpool/Vanpool 36%
Commuter Vanpool 36%

Mode Shifts Since 1994

• 36,208 weekday auto trip reduction
• 267,939 daily VMT reduction
• Equivalent capacity of 14.5 highway lane miles

Program Objective #2
Create Public-Private Partnerships for Trip Reduction

2,500 autos per lane mile

36,208 ÷ 2,500 = 14.5 lane miles
• 686 Employers with over 200,000 employees have a transportation program.

• 104 employers representing 47,000 employees are involved with a TMA to address local transportation concerns.

• For every $1 spent by the region, $5-6 dollars are spent on trip reduction programs by employers.

Program Objective #3
Provide cost-efficient alternative to building new facilities

Employer Shuttle Programs
• WTA Nimbus Shuttle
• Tualatin Shuttle

• Employer Vanpool Shuttles
Employer Shuttle Programs
• Provide connections from employment sites to the regional transit system.
• Build ridership in areas not designed for traditional fixed-route.
• Estimated $700,000 annual savings to the region.

SUMMARY
• TDM Programs
• SOV & VMT Reduction
• Services
• Partnerships

Next Steps
• Continue focus on implementing 2040 Plan through RTP
• Leverage partnerships
  - Vanpool Shuttles
  - Jobs Access
  - Local Jurisdictions
• Technology

Silver bullet vs Silver buckshot
TRANSPORTATION DEMAND MANAGEMENT IN THE PORTLAND METROPOLITAN REGION

(PROGRESS REPORT THROUGH AUGUST 2001)

Prepared by Tri-Met Marketing Information
February 2002
Section 1
Transportation Demand Management in the Portland Metropolitan Region
(Progress Report through August 2001)

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<td>Glossary and Detail Tables</td>
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</table>
Executive Summary

The Portland, Oregon metropolitan region's transportation demand management (TDM) program is a set of strategies that encourage the use of alternative modes to driving alone to:

- Maximize infrastructure investments
- Create public/private partnerships for auto trip reduction
- Provide cost-efficient alternatives to building new facilities

TDM was introduced in the Portland metropolitan region in the 1970s with a regional carpool-matching program and introductory marketing efforts. Throughout the 1990s federal, state and local governments passed legislation and provided funding to make TDM a significant part of the region’s transportation strategy.¹

There are many ways to measure the success of TDM strategies in the region. Tri-Met has been tracking changes in transportation mode choices primarily since 1996. In 1996, the State of Oregon Department of Environmental Quality initiated the Employee Commute Option (ECO) Rules.² Data used in this analysis are from employers administering surveys as they maintain or work towards compliance with ECO Rules or voluntarily administer surveys to participate in the Regional TDM Program. Since the ECO Rules apply to employers with 51 or more employees, this analysis does not include smaller employers that surveyed voluntarily.

Highlights

For employment sites within the Metro boundary with 51 or more employees:

- TDM participants eliminated 18,104 weekday auto trips, to and from work, over their baseline commute pattern.
- The number of trips made by people driving alone to work decreased by 7 percent.

TDM programs reduce drive alone auto commute trips among program participants. There are indications that continuing program participation will further reduce drive alone trips.

¹ TDM strategies are incorporated into the 2000 Metro Regional Transportation Plan (Chapter 1.3.6), which can be found at www.metro-region.org.
² DEQ ECO Rules (OAR 340-20-0010 to 0290) can be found at www.deq.state.or.us/nwr/ECO/ECO_Rules.pdf

1-4
TDM in the Portland Metropolitan Region February 2002
Transportation Demand Management in the Portland Metropolitan Region
Updated through August, 2001

* Note for Metro's 2040 Design Type shapes:
This map is intended for analysis purposes. Metro Code 3.07.130 (Growth Concepts) requires cities and counties to determine the boundaries of each 2040 Growth Concept design type consistent with the general locations shown on the 2040 Growth Concept map. At the time this map was printed not all cities and counties have completed this mapping, therefore not all the boundaries shown have been confirmed through a public process.

LEGEND
TDM participating employment sites with 51 or more employees, and within the Metro Boundary

2040 Design Types
- *Note No. 1*
- Industrial & Employment Areas
- Regional Centers
- Town Centers
- Central City
- Major Arterial Streets
- Freeways
- Major Streets
- Existing & funded TMA areas
- Portland Street Car
- MAX Light Rail
- Blue Line
- Red Line
- Yellow Line (opens 2006)

Prepared by Tri-Met Marketing Information 1/2002
Regional Analysis

Introduction

The Portland, Oregon, metropolitan region's Transportation Demand Management (TDM) Program is a set of strategies that encourage the use of alternative modes to driving alone to:

- Maximize infrastructure investments
- Create public/private partnerships for auto trip reduction
- Provide cost-efficient alternatives to building new facilities

TDM helps reduce vehicle miles traveled (VMT), reduce traffic congestion, improve air quality, enhance mobility and make the existing transportation system more efficient. TDM is a significant part of the region's transportation strategy.  

There are many ways to measure the success of TDM strategies in the region. Tri-Met has been tracking changes in transportation mode choices primarily since 1996. In 1996, the State of Oregon Department of Environmental Quality initiated the Employee Commute Option (ECO) Rules. Data used in this analysis are from employers administering surveys as they maintain or work towards compliance with ECO Rules or voluntarily administer surveys to participate in the Regional TDM Program. Since the ECO Rules apply to employers with 51 or more employees, this analysis does not include smaller employers that surveyed voluntarily.

TDM Effectiveness Among Work Sites that Survey

Employee Commute Option surveys ask employees how they commuted to work over the course of one week: driving alone, using transit, carpooling or vanpooling, telecommuting, biking, walking, or working a compressed work week schedule. The work sites included in this analysis have 51 or more employees, have surveyed at least once, and are located within the Metro boundary (see map, page 5).

If work sites had sustained the commute patterns recorded by their baseline surveys, they would drive alone for 245,463 trips (to and from work) each weekday (Table 1). Instead, their employees have reduced trips driving alone to 227,198; a decrease of 18,265 trips or 7%. The greatest number of trips, for these combined employment sites, shifted from driving alone to taking bus or MAX. Use of all other commute modes increased, including 959 trips avoided by telecommuting and 2,458 trips avoided by compressed work week scheduling.

---

3 TDM strategies are incorporated into the 2000 Metro Regional Transportation Plan (Chapter 1.3.6), which can be found at www.metro-region.org.
4 DEQ ECO Rules (OAR 340-20-0010 to 0290) can be found at www.deq.state.or.us/nwr/ECO/ECO_Rules.pdf

TDM in the Portland Metropolitan Region February 2002
Another way of looking at the data is by the percent of all trips made on each mode (Table 2). The commute patterns for these employment sites have together reduced trips made driving alone from 76.5% down to 70.8%. All other commute modes increased their share of trips.

**Table 1 - Average Trips, To and From Work, per Weekday, Among Work Sites that Have Completed at Least Two Surveys.**

<table>
<thead>
<tr>
<th>Commute Mode</th>
<th>Baseline (N=717)</th>
<th>Latest (N=717)</th>
<th>Difference in Trips (Latest – Baseline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>245,463</td>
<td>227,198</td>
<td>-18,265</td>
</tr>
<tr>
<td>Bus/MAX</td>
<td>27,325</td>
<td>41,040</td>
<td>13,715</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>32,604</td>
<td>33,562</td>
<td>958</td>
</tr>
<tr>
<td>Bicycle/Walk</td>
<td>10,708</td>
<td>10,883</td>
<td>175</td>
</tr>
<tr>
<td>Telecommute</td>
<td>821</td>
<td>1,780</td>
<td>959</td>
</tr>
<tr>
<td>Compressed Work week</td>
<td>3,836</td>
<td>6,294</td>
<td>2458</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>320,757</strong></td>
<td><strong>320,757</strong></td>
<td><strong>0</strong></td>
</tr>
</tbody>
</table>

*Data represent the commute patterns for nearly 175,000 employees. The average length of time between baseline and latest surveys was 2.9 years.

**Trips for earlier surveys have been made relative to trips from latest surveys.

**Table 2 - Average Mode Split Among Work Sites that Have Completed at Least Two Surveys.**

<table>
<thead>
<tr>
<th>Commute Mode</th>
<th>Baseline</th>
<th>Latest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>76.5%</td>
<td>70.8%</td>
</tr>
<tr>
<td>Bus/MAX</td>
<td>8.5%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>10.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Bicycle/Walk</td>
<td>3.3%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Telecommute</td>
<td>0.3%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Compressed Work week</td>
<td>1.2%</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

*Data represent the commute patterns for nearly 175,000 employees. The average length of time between baseline and latest surveys was 2.9 years.

**Percentage point difference between baseline and latest survey.
Study Findings

The TDM program employee commute data has shown reductions in the trips made driving alone. Data indicates that continuing program participation will further reduce drive alone trips.

TDM participants eliminated 18,104 weekday auto trips, to and from work, over their baseline commute pattern.
Glossary for Regional TDM Program

"Auto Trip" means a commute trip taken by vehicle to a work site.

"Baseline Survey" means the employee survey administered at the beginning of the ECO program or generally the Regional TDM program.

"Car/Vanpool" means a motor vehicle occupied by two or more people traveling together for their commute trip that results in the reduction of a minimum of one auto trip.

"Compressed Work Week" means a schedule in which employees work their regularly-scheduled number of hours in fewer days per week or over a number of weeks (for example, a 40-hour, eight hours per day, Monday through Friday work week is compressed into a 40-hour, ten hours a day, Monday through Thursday work week.).

Department of Environmental Quality (DEQ) refers to the State of Oregon agency with an Air Quality Division that is responsible for protecting air quality and ensuring the state meets and maintains national air quality health standards.

"ECO Program" or "ECO Rules" means Oregon Administrative Rules 340-242-0010 through 340-242-0290 that require larger employers to provide commute options to encourage employees to reduce auto trips to the work site as one strategy of the Ozone Maintenance Plan for the Portland Air Quality Maintenance Area.

"Employee" means any person on the employer's payroll, full or part-time (part-time is 80 or more hours per 28-day period), for at least six consecutive months at the same work site, including business owners, associates, partners, and partners classified as professional corporations.

"Employer" means any person, business, educational institution, non-profit agency or corporation, government department or agency, or other entity that employs more than 50 employees at a single work site.

"Metro" means the regional government agency, Metropolitan Planning Organization. (See map, page 5)

"Portland Metropolitan Region" is considered to be within the Metro boundary in this analysis (see map, page 5).

"Regional Transportation Demand Management Program" is a set of strategies that encourage the use of alternative modes to driving alone in order to maximize infrastructure investments, create public/private partnerships for auto trip reduction, and provide a cost-efficient alternative to building new facilities.

"Telecommuting" means the employees perform regular work duties at home, or at a work center closer to home than to work, rather than commuting to work. The employees may telecommute full-time, or commute to work on some days and telecommute on others.
"Transportation Demand Management (TDM)" means actions, such as ridesharing and vanpool programs, the use of alternative modes, and trip-reduction ordinances, which are designed to change travel behavior in order to improve performance of transportation facilities and to reduce need for additional road capacity.

"Transportation Management Associations (TMA)" refers to non-profit coalitions of local businesses and/or public agencies dedicated to reducing traffic congestion and pollution and improving commuting options for employees.

"Vehicle" or "Auto" means a highway vehicle powered by a gasoline or diesel internal combustion engine with fewer than 16 adult passenger seating positions.

"Work site" means a property that is owned or leased by an employer or employers under common control, including a temporary or permanent building, or grouping of buildings that are in actual physical contact or separated only by a private or public roadway or other right-of-way.

Detail Tables

In total, 1094 work sites (with 51 or more employees) in the Regional TDM Database represent the commute patterns of over 234,000 employees working in the Metro region. The majority of work sites (Table 3.1) are almost evenly split between the 51-99 employee range (44%) and the 100-249 employee range (38%).

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Count of Work Sites</th>
<th>Percent of Work Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>51-99</td>
<td>478</td>
<td>44%</td>
</tr>
<tr>
<td>100-249</td>
<td>421</td>
<td>38%</td>
</tr>
<tr>
<td>250-499</td>
<td>127</td>
<td>12%</td>
</tr>
<tr>
<td>500-999</td>
<td>41</td>
<td>4%</td>
</tr>
<tr>
<td>1,000-1,999</td>
<td>19</td>
<td>2%</td>
</tr>
<tr>
<td>2,000-2,999</td>
<td>5</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>3,000-3,999</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4,000-9,999</td>
<td>3</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>&gt;10,000</td>
<td>1</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Total</td>
<td>1094</td>
<td>100%</td>
</tr>
</tbody>
</table>
Most (total of 71%) work sites administered a baseline survey in 1997 or earlier (Table 3.2). The latest surveys, for the same sites, were held by over half the work sites in 2000 or later (total of 55%). Two thirds (66%) have surveyed more than once.

<table>
<thead>
<tr>
<th>Year of Baseline Survey</th>
<th>Work Sites</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>1996 or earlier</td>
<td>267</td>
<td>81,753</td>
</tr>
<tr>
<td>1997</td>
<td>505</td>
<td>92,358</td>
</tr>
<tr>
<td>1998</td>
<td>118</td>
<td>22,231</td>
</tr>
<tr>
<td>1999</td>
<td>79</td>
<td>15,277</td>
</tr>
<tr>
<td>2000</td>
<td>61</td>
<td>10,295</td>
</tr>
<tr>
<td>2001 through Aug.</td>
<td>64</td>
<td>9,664</td>
</tr>
<tr>
<td>Total</td>
<td>1094</td>
<td>234,511</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year of Latest Survey</th>
<th>Work Sites</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>1996 or earlier</td>
<td>63</td>
<td>11,977</td>
</tr>
<tr>
<td>1997</td>
<td>149</td>
<td>22,390</td>
</tr>
<tr>
<td>1998</td>
<td>114</td>
<td>16,461</td>
</tr>
<tr>
<td>1999</td>
<td>169</td>
<td>56,753</td>
</tr>
<tr>
<td>2000</td>
<td>255</td>
<td>48,994</td>
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<tr>
<td>2001 through Aug.</td>
<td>344</td>
<td>77,936</td>
</tr>
<tr>
<td>Total</td>
<td>1094</td>
<td>234,511</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Surveys</th>
<th>Work Sites</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
</tr>
<tr>
<td>1</td>
<td>377</td>
<td>57,860</td>
</tr>
<tr>
<td>2</td>
<td>309</td>
<td>65,085</td>
</tr>
<tr>
<td>3</td>
<td>229</td>
<td>57,199</td>
</tr>
<tr>
<td>4</td>
<td>104</td>
<td>32,079</td>
</tr>
<tr>
<td>5</td>
<td>65</td>
<td>18,531</td>
</tr>
<tr>
<td>6</td>
<td>10</td>
<td>3,757</td>
</tr>
<tr>
<td>Total</td>
<td>1094</td>
<td>234,511</td>
</tr>
</tbody>
</table>

Table 3.2

Work Site Baseline Surveys by Year

Work Site Recent Surveys by Year

Work Site Survey Counts
REGIONAL TDM PROGRAM
ACTIVITY AND PROGRESS

ANNUAL REPORTS BY
TRI-MET AND TRANSPORTATION MANAGEMENT ASSOCIATIONS
FOR 2001
Section 2

Regional TDM Program Activity and Progress

For 2001

Section 2 has included, in their totality, reports to the Regional TDM Program by the Region's six transportation management associations (TMA) and Tri-Met. This section does not include reports for DEQ, Oregon Office of Energy (OOE), or Wilsonville SMART activities with employers. The publication of the documents does not constitute endorsement for the accuracy of the contents presented.

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<td>Lloyd District TMA Annual Report</td>
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<td>Swan Island TMA</td>
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<td>Tri-Met Employer Activities for 2001</td>
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<tr>
<td>Tualatin TMA</td>
<td>2-57</td>
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<tr>
<td>Westside Transportation Alliance</td>
<td>2-61</td>
</tr>
<tr>
<td></td>
<td>2-73</td>
</tr>
</tbody>
</table>
Annual Report
(Draft)*
January – December 2001

Contents

Introduction
Goals and Achievements
Business Outreach Survey
Future Activities
Local Match
SOV/VMT Reduction
Appendix A: Outreach Form
Appendix B: Outreach Recipients

*To request a final annual report for 2001, please contact:

Columbia Corridor Association
Transit Management Alliance
PO Box 55651 Portland, OR 97238
(503) 287-8686  FAX (503) 287-0223
info@columbiacorridor.org

2-5
Tri-Met and TMA Activity and Progress Reports for 2001
INTRODUCTION

The Columbia Corridor Association's (CCA) Transit Management Alliance (TMA) serves a diverse employment area bounded by the Columbia River to the north, Columbia and Sandy Boulevards to the south, 33rd Avenue to the west and 181st Avenue to the east. Known primarily as an industrial area, it hosts a diversity of business types: heavy and light industrial, warehouse and distribution, office business campuses, hotels, and large retail. This diversity creates unique transportation challenges for the estimated 36,500 local employees, the movement of goods and services and the constant flow of visitors.

The activities of the CCA TMA from January through December 2001 built upon the CCA’s ongoing effort to coordinate the interests and efforts of the business community and local government agencies. Its goals: (1) increase the accessibility of area work sites, (2) successfully comply with the federal Clean Air Act, (3) maximize the efficiency of existing transportation infrastructure for freight and people, (4) educate and inform businesses about programs and services geared to successful transit demand management and (5) to enhance the economic viability and livability of both the Corridor and the region.

TMA Advisory Committee members in late 2000 had indicated that the following items should form the basis of a TMA program mission:

- Addressing the negative effects of congestion as it relates to business viability (for employees, customers and the shipment of goods).
- Promoting transit system connectivity.
• Acting as an employee transportation information clearinghouse for the business community.
• Serving as a collective voice related to transit/access priorities.

During year one, the work of the CCA TMA reflected those priorities. Significant outreach and information gathering and dissemination efforts positively affected new transit service plans in 2001 and raised the level of awareness among local employers. At a full-day retreat of the TMA’s governing committee in early 2001, grant year two, the implementation of new Airport MAX light rail and related bus services, and focused efforts on pedestrian and cyclist safety on the Columbia East End Connector, were noted as key elements of the 2001 plan. Further, the governing committee determined that TMA forums would be expanded and more broadly marketed and that aggressive efforts to gain increased local match funding for the TMA would be a 2001 priority.
GOALS AND ACHIEVEMENTS

TMA staff, with input from the Governing Committee and its Advisory Committee, developed a draft workplan in early 2001. TMA activities from in 2001 are organized according to these workplan goals and presented below.

I. Regional Coordination
   1. Actively participate in regular meetings/calls with TDM staff.
The TMA engaged in periodic meetings and calls with Tri-Met's TDM representative, updating on current activities and forecasting future activities.

   2. Participate in regional TDM Subcommittee meetings as appropriate.
The TMA attended several meetings of the regional TDM subcommittee, participated in numerous email exchanges and offered feedback as appropriate.

   3. Participate in web-based carpool coordination program.
The TMA engaged in numerous email exchanges and several meetings, reviewing the templates and submitting extensive edits and suggestions to improve the user-friendliness of the site. The TMA also promoted the carpool program at forums, and featured its sticker promotions on two large mailings that went out.

II. TMA Administrative Functions

   1. Work Plan Development
The TMA incorporated input from its governing and advisory committees to formulate the TMA's work plan for 2001. See Appendix for copy of work plan.

   2. Outreach and membership recruitment/match funding interviews
The TMA Advisory and Governing Committees identified the distinct need to perform a TMA business outreach program developed around a peer interview process with Corridor business executives. Executives were selected based on their location within the TMA boundary and the assumption that the continuing work and services of the TMA would be directed at their businesses and employees, and would thus engender local match support for those activities. See Appendix for copy of this outreach report.

III. TMA Employer Programs

   1. Car free/Carefree program
The TMA participated in the promotion of the Car free Carefree program in 2001. Activities included outbound phone interviews with TMA businesses to inform them of the program, elicit prizes, and invite them to participate in it. Ultimately, eight companies in this TMA boundary participated.

   2. Clean Air Action Days Promotion
The TMA distributed Clean Air Action Days brochures at four monthly forums to heighten awareness and engaged in phone conversations with all businesses encountered for other business purposes.

   3. Airport Transit Pass Sales and Services
The TMA participated with Tri-Met's area sales representative in identifying target businesses and participated in several such sales interviews.
4. Employer Transportation Fairs
The TMA gave extensive assistance to a TMA boundary business wishing to conduct an employee transportation fair. The program recommended included carpool, vanpool shuttles, Passport program promotion, telecommuting, flex-scheduling, Red Line promotion, and Business Energy Tax Credit Program promotion.

5. ECO Assistance
The TMA formulated a baseline compliance program for an organization at risk of fines due to non-compliance with DEQ's ECO program. The TMA coordinated with Tri-Met to provide the survey in PDF format, thereby increasing survey participation, and drafted "marketing" letters to enhance comprehension and maximize response. This organization is now in compliance with DEQ's ECO program and expressed great pleasure with the services they received from the TMA on this program.

6. TMA Forums
- The TMA participated in the promotion Outreach and The TMA held four informational forums focusing on TMA-targeted issues of interest to businesses in this geography:
  - In January, Planning for MAX brought 23 local businesses together.
  - In August, the Airport MAX VIP Sneak Preview event put nearly 80 business representatives on the Red Line train for an inaugural ride, replete with Red Line facts and figures, and a transit demand management discussion by Tri-Met's Fred Hansen. This highly rated successful event informed business representatives about the purposes and resources of the CCA TMA and the Red Line simultaneously.
  - In October, DEQ: Under New Leadership addressed the myriad programs administered by Oregon's DEQ, specific among them the Employee Commute Option program. This program resulted in an important ECO compliance consulting project the TMA had supported being honored.
  - Then, in December, the newly improved Business Energy Tax Credit program passed by the legislature went into effect and the final forum of the year focusing on TMA initiatives and opportunities was slated.

Forum announcements were distributed to over 1,400 business and public sector contacts. Also, the TMA hosted tables at the CCA Networking Fair in May and at the Coffey Labs Rainy Day Monday Business Fair in October.

7. CC RiderShuttle

8. Pedestrian/Cyclist Safety Advocacy on Grand-Scale Transportation Project

9. MTIP Funding Support for Transit Programs

10. Shuttle Central Project Wrap-Up
- The TMA managed the Shuttle Central Project, conducted by Parsons Brinckerhoff Quade & Douglas, Inc., which assessed the types and magnitude of both public and private transportation services in the airport area and explored new service concepts to better coordinate these services. TMA staff activities included participation in a project management committee, assisting the consultant with data gathering interviews, organizing project stakeholder meetings in June, August and September,
and distributing a shuttle service proposal to interested participants. The project’s final report is pending.
During the initial grant year of February 2000 – January 2001, local matching funds largely consisted of in-kind contributions of staff time by area businesses for participation on TMA committees. Additional sources of in-kind contributions include CCA Board of Directors time spent on TMA management, a portion of the CCA’s office expenses, TMA advisory committee meeting space, and CC Rider Shuttle promotional printing costs. The total match of $12,568 exceeds the minimum 10% match of $7500 by 68%.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Rate</th>
<th>Attendance</th>
<th>Hours</th>
<th>Match $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TMA Advisory Committee</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-Apr</td>
<td>Meeting</td>
<td>35</td>
<td>12</td>
<td>1.5</td>
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</tr>
<tr>
<td>18-May</td>
<td>Meeting</td>
<td>35</td>
<td>9</td>
<td>1.5</td>
<td>472.50</td>
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<tr>
<td>15-Jun</td>
<td>Meeting</td>
<td>35</td>
<td>12</td>
<td>1.5</td>
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<tr>
<td>20-Jul</td>
<td>Meeting</td>
<td>35</td>
<td>9</td>
<td>1.5</td>
<td>472.50</td>
</tr>
<tr>
<td>16-Aug</td>
<td>Forum</td>
<td>35</td>
<td>4</td>
<td>1.5</td>
<td>210.00</td>
</tr>
<tr>
<td>21-Sep</td>
<td>Retreat</td>
<td>35</td>
<td>16</td>
<td>4.5</td>
<td>2520.00</td>
</tr>
<tr>
<td>19-Oct</td>
<td>Forum</td>
<td>35</td>
<td>9</td>
<td>1.5</td>
<td>472.50</td>
</tr>
<tr>
<td>16-Nov</td>
<td>Meeting</td>
<td>35</td>
<td>6</td>
<td>1.5</td>
<td>315.00</td>
</tr>
<tr>
<td>18-Jan</td>
<td>Meeting</td>
<td>35</td>
<td>15</td>
<td>1.5</td>
<td>787.50</td>
</tr>
<tr>
<td></td>
<td>CC Rider Action Group (subcommittee)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23-Feb</td>
<td>Meeting</td>
<td>35</td>
<td>3</td>
<td>1</td>
<td>105.00</td>
</tr>
<tr>
<td>3-Aug</td>
<td>Meeting</td>
<td>35</td>
<td>2</td>
<td>1</td>
<td>70.00</td>
</tr>
<tr>
<td>13-Dec</td>
<td>Meeting</td>
<td>35</td>
<td>4</td>
<td>1</td>
<td>140.00</td>
</tr>
<tr>
<td></td>
<td>PDX Action Group (airport subcommittee)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-Oct</td>
<td>Meeting</td>
<td>35</td>
<td>7</td>
<td>1.5</td>
<td>367.50</td>
</tr>
<tr>
<td>6-Nov</td>
<td>Meeting</td>
<td>35</td>
<td>13</td>
<td>1.5</td>
<td>682.50</td>
</tr>
<tr>
<td></td>
<td>CCA Board</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb-Jan</td>
<td>Meetings</td>
<td>50</td>
<td>Varies</td>
<td>30</td>
<td>1500.00</td>
</tr>
<tr>
<td></td>
<td>Portland Air National Guard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29-Nov</td>
<td>Printing CC Rider Shuttle flyers (600)</td>
<td></td>
<td></td>
<td></td>
<td>490.00</td>
</tr>
<tr>
<td></td>
<td>ITT Tech classroom</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar-Jan</td>
<td>9 1.5-hour meetings at $50 each</td>
<td></td>
<td></td>
<td></td>
<td>450.00</td>
</tr>
<tr>
<td></td>
<td>CCA Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb-Jan</td>
<td>Rent</td>
<td></td>
<td></td>
<td></td>
<td>1288.00</td>
</tr>
<tr>
<td>Feb-Jan</td>
<td>Janitorial</td>
<td></td>
<td></td>
<td></td>
<td>540.00</td>
</tr>
<tr>
<td>Feb-Jan</td>
<td>Utilities</td>
<td></td>
<td></td>
<td></td>
<td>425.00</td>
</tr>
</tbody>
</table>

Total Match 12568.00

Tri-Met and TMA Activity and Progress Reports for 2001
SOV AND VMT REDUCTION

The commute mode split of the TMA program area reveals current travel behavior. These splits are based on travel information for 44 companies in the Tri-Met TDM database representing 8,055 employees and 25,748 weekly trips. Travel surveys were conducted from 1996 – 2000, with most surveys dated 1999 or 2000. This sample represents large work sites with employee transportation programs that encourage alternative commute methods; therefore, the drive alone rate represented here is likely lower than the actual rate for all work sites in the TMA area.

Drive Alone 81.3%  Combined Auto* 85.8%
Carpool 9.5%
Transit 5.0%
Bike/Walk 1.4%
Telecommute 0.2%
Compressed Work Week 2.5%

*Combined Auto represents the percentage of auto commute trips. Since the carpool rate is based on the number of vehicle trips rather than the number of individual travelers, Combined Auto does not equal the sum of Drive Alone and Carpool.

In 2000 the TMA worked with ten businesses to develop employee transportation programs in satisfaction of Oregon’s Employee Commute Option (ECO) Rules. The effectiveness of these programs will be evaluated in subsequent years when follow-up travel surveys are available. The following auto trip rate information, in addition to the larger data set above, forms a baseline with which to evaluate their progress.

<table>
<thead>
<tr>
<th>Company</th>
<th>Auto Trip Rate</th>
<th>Date of Latest Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leatherman Tool Group</td>
<td>.92</td>
<td>8/2000</td>
</tr>
<tr>
<td>Johnstone Supply</td>
<td>.96</td>
<td>10/2000</td>
</tr>
<tr>
<td>Yoshida’s</td>
<td>.91</td>
<td>2/2000</td>
</tr>
<tr>
<td>ITT Tech</td>
<td>.97</td>
<td>2/2000</td>
</tr>
<tr>
<td>Apria Healthcare</td>
<td>.93</td>
<td>6/2000</td>
</tr>
<tr>
<td>Jet Delivery</td>
<td>.99</td>
<td>2/2000</td>
</tr>
<tr>
<td>Southwest Airlines</td>
<td>.90</td>
<td>2/2000</td>
</tr>
<tr>
<td>Alaska Airlines</td>
<td>.93</td>
<td>3/2000</td>
</tr>
<tr>
<td>Syntecis Solutions</td>
<td>They relocated here in January 2001, and have not yet surveyed.</td>
<td></td>
</tr>
<tr>
<td>Waste Management</td>
<td>.98</td>
<td>1/1996</td>
</tr>
<tr>
<td>Average</td>
<td>.94</td>
<td></td>
</tr>
</tbody>
</table>

Tri-Met and TMA Activity and Progress Reports for 2001
2001 VMT and SOV Reduction

The following table details how TMA program activities are expected to impact SOV (single occupant vehicle) trips to area businesses. It shows how TMA programs are estimated to reduce SOV commute trips by 2.5%. Reductions are to be based upon the above baseline mode splits and other information, such as transit trip information supplied through Tri-Met, as deemed appropriate.

<table>
<thead>
<tr>
<th>Task</th>
<th>Explanation</th>
<th>Year 2000 Impact</th>
<th>Future Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Grant Management</td>
<td>The task is the administrative foundation for all TMA program activities. It is projected that this task will reduce SOV trips by providing Tri-Met, and others, with information to boost the effectiveness of area TDM activities.</td>
<td>Multi-year analysis of annual TDM travel surveys, transit ridership figures, and carpool participation rates will be required to assess VMT reduction.</td>
<td>½% reduction in SOV commute trips</td>
</tr>
<tr>
<td>TMA Program</td>
<td>Committee and outreach meetings will increase awareness of commute alternatives and reduce SOV commute trips to the service area by ½%. Note: This task includes Airport MAX transit service planning and promotion.</td>
<td>Multi-year analysis of annual TDM travel surveys, transit ridership figures, and carpool participation rates will be required to assess VMT reduction.</td>
<td>½% reduction in SOV commute trips</td>
</tr>
<tr>
<td>CC Rider Shuttle</td>
<td>The targeted ridership of 100 rides by September 2000 will potentially reduce 50 SOV commute trips per day.</td>
<td>The CC Rider provided 15,459 rides between February 1, 2000 and January 5, 2001. It averaged 65 rides per day over a period of 237 service days. The 7,729 round trips potentially reduced VMT by 114,396 miles, or 481 miles per service day assuming a regional average of 14.8 miles per commute round trip.</td>
<td>Continued operation of the CC Rider from Feb. through Aug. 2001 (approx. 150 service days) would generate 4875-5250 trips (avg. 65-70 rides/day), equivalent to 72,150–77,700 miles.</td>
</tr>
<tr>
<td>Task</td>
<td>Explanation</td>
<td>Year 2000 Impact</td>
<td>Future Impact</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Shuttle Central Project</td>
<td>Successful implementation of a &quot;preferred option&quot; affecting both employees and customers of Airport area businesses could provide a ½% reduction in SOV commute trips to the area.</td>
<td>The details of the two potential local services, Airport Way East and Airport Way West, will be determined during 2001.</td>
<td>½% reduction in SOV commute trips</td>
</tr>
<tr>
<td>Point-of-Origin Commuter Programs</td>
<td>Point of origin programs such as carpool and vanpool programs will directly reduce SOV commute trips to the area by ½%.</td>
<td>No stand-alone programs were developed, though all transportation programs developed in concert with the TMA contained a carpool program element. A lack of demand for stand-alone point-of-origin programs caused a shift in TMA focus to time-sensitive transit priorities.</td>
<td>The development of point of origin commuter programs in subsequent grant years has the potential to reduce SOV commute trips by ½%.</td>
</tr>
<tr>
<td>ECO Rules Compliance Assistance</td>
<td>The ECO Rules require employers to create and implement trip reduction programs that have the potential to reduce auto trips to the work site by ten percent within three years. These efforts will reduce SOV commute trips to the area by ½%.</td>
<td>Multi-year analysis of annual TDM travel surveys, transit ridership figures, and carpool participation rates will be required to assess VMT reduction.</td>
<td>½% reduction in SOV commute trips</td>
</tr>
</tbody>
</table>
For a final report contact:

Gresham Regional Center TMA
P.O. Box 2043
Gresham, OR 97030
(503) 665-3827

Gresham Regional Center TMA Mission Statement

"To bring together a coalition of local businesses, public agencies and citizens dedicated to improving access options for employees and customers of the Gresham Regional Center (GRC) and enhancing the GRC as the economic engine of East Multnomah County."

The Gresham Regional Center TMA received its three-year grant in August of 2001. It is managed by the Gresham Downtown Development Association (GDDA) who has committed to a $7,500 match and partners with the City of Gresham and Tri-Met. The Oversight Group arrived at a "go" decision from its stakeholders following a one-year feasibility phase.

The Action Committee was formed from the Oversight Group and consists of approximately 20 members representing local business, property owners, developers, citizens and local government. Its purpose is to initiate programs and strategies that are outlined in their Action Work Plan. The Action Work Plan has identified four (4) specific tasks and the following programs have been initiated:

Task 1 – Parking Management

Existing parking management is ineffective and should be improved to stimulate on-street turnover and to better maximize existing supply.

Education/awareness programs are being developed for businesses. TMA information and an introduction of the “Customer First” program has been presented to the Historic Downtown Boosters.

The “Customer First” agreement has been drafted. The agreement is a partnership with businesses in the Gresham Regional Center to prioritize customer access as a fundamental objective in their business practice. (Draft copy attached)
Drafts for “Customer First” logo have been started by the TMA Action Committee. The TMA working with a graphic designer to finalize a logo for use in March.

Task 2 – New Supplies of Parking/Future Supply

There will be a need for more parking now and in the future (particularly customer parking).

Shared use agreements with landowners of existing lots have been drafted and presented to two landowners. An agreement with The Salvation Army has been signed. The PGE employees who currently use 20 – 25 on-street parking spots will be directed to the designated parking lot at The Salvation Army. The relocation of these 20 – 25 vehicles off the street is equivalent to potentially 125 parking opportunities for Downtown customers. Establishing employee lot(s) has been the first priority for the committee. (Draft copy attached.)

The Action Committee has identified improvements for lot appearance, lighting and signage after a tour of lots.

Task 3 – Improve Transit Use/Service

Strategies need to be developed that result in better service and higher ridership.

Developing education/awareness programs for Downtown employers.

Discussion ongoing with Downtown employers in educating employees of current transit options.

Discussions are ongoing with regards to shuttle/trolley system for the Regional Center. Strategy is being developed for potential 2002 Holiday Shuttle.

Task 4 – Improve Pedestrian Connections

Develop programs and strategies to enhance pedestrian movement between Historic Downtown and the Civic Neighborhood.

Gateway and directional sign treatments are being designed for Downtown intersections at Powell & Main, Miller and 3rd, and Main & Division. The purpose is to direct vehicles and pedestrians into the Downtown area from the major entry points and from the Gresham Central Max Station.
Working with City of Gresham staff on development of Division Boulevard corridor plans.

Working with GDDA to establish a way-finding system and directory in the Downtown area.

The Regional Committee will continue in 2002 and will be comprised of a broad range of stakeholders. Members will meet monthly to define, test, and implement a program of funding for on-going TMA support.

Presentation materials have been developed with the help of our Consultants, Mayor Charles Becker, Councilor Larry Havercamp, the GDDA Board and the TMA Program Coordinator. Additional Regional Committee participants have been identified and will be invited to participate starting in March 2002. (Copy of presentation attached.)

 Administrative

Ongoing updates are made to the Gresham City Council – the last formal presentation was on November 4, 2001. Their ongoing support continues to be unanimous.

Ongoing updates are made monthly to the GDDA Board.

Participation in the TMA Quarterly meetings.

Ongoing meetings with Tri-Met staff members that include administration, marketing and outreach.

Ongoing meetings, coordination and updates with City of Gresham staff.

 Conclusion

The GRCTMA is proud of their accomplishments in their early stage of their programs. These accomplishments have been possible and will continue to be successful through the cooperative efforts of Gresham Downtown Development Association, the City of Gresham, Tri-Met and Metro.

We look forward to the continued implementation of the work plan by our Action Committee and the formation of our Regional Committee.
Gresham Regional Center
Transportation Management Association

Legend

MAX Light Rail Line
Buslines
TMA Regional Center
Street
MAX Station

Tri-Met and TMA Activity and Progress Reports for 2001
GRESHAM REGIONAL CENTER SHARED USE PARKING PARTNERSHIP

As businesses located in the Gresham Regional Center, we recognize that attracting and maintaining a strong customer base is the key to our economic vitality. The importance of convenient parking access to our customers, clients and vendors is a key element in their decision to visit the Gresham Regional Center. We also recognize that convenient parking for our employees is important for our ability to attract and retain quality employees. Our ability to direct customers and employees to specific parking areas will improve the convenience of our business district.

To this end, our business supports the creation of a number of shared-use parking locations throughout the Gresham Regional Center specifically targeted for customer and/or employee use.

Through this Partnership Agreement, [COMPANY] agrees to partner with the Gresham Regional Center TMA (GRCTMA) and the Gresham Downtown Development Assoc. (GDDA) to allow [EMPLOYEES/CUSTOMERS] of the area to use available space in [COMPANY’S] parking area(s) under the following guidelines:

1. Location

[COMPANY] has a parking facility located at [ADDRESS, CITY, STATE].

2. Use of the Facilities

[COMPANY] will make available XX parking stalls for use by [EMPLOYEES/CUSTOMERS] only between the hours of XX and XX, on [DAYS OF WEEK]. GRCTMA and GDDA will cooperate to the best of their abilities to use the facilities without disrupting the necessary activities of [COMPANY]. The parties agree to meet as needed to work out any problems that may arise.

3. Signage and Communications

The GRCTMA and GDDA will provide specific signage for the facility with approval of [COMPANY]. Signage will be uniform with GRCTMA and GDDA’s “Customer First” parking program. In the case of fixed signage, GRCTMA and GDDA will assume cost of installation, maintenance and repair. In the case of mobile signage (i.e., A-Boards), GRCTMA and GDDA will assume cost of production and work mutually with [COMPANY] to coordinate display of such signage as appropriate to time of day and/or day of week. GRCTMA and GDDA will be responsible for creation of any marketing and communications materials associated with shared use Parking locations.
Attracting and maintaining a strong customer base is the key to the success of businesses in the Gresham Regional Center. Our success begins with our customers. A decision to visit the Gresham Regional Center can be influenced by the ability of our customers, clients, and vendors to safely and conveniently access the regional center. Access is a key component that will assure a customer's experience is enjoyable and rewarding.

Our business supports and implements the Gresham Regional Center Transportation Management Association's (TMA) Customer First Access Policy. In partnership with other businesses in the Gresham Regional Center, we prioritize customer access as a fundamental objective in our business practices. Through the Customer First Access Policy our business partners with other businesses to achieve the following objectives:

- Support and implement programs to assure that on-street parking spaces and convenient off-street lots are prioritized and managed for customer use, particularly in those areas of the Gresham Regional Center that are retail oriented.

- Support and implement programs that designate and provide for clean and safe off-street employee parking facilities, conveniently located to work sites.

- Train and educate existing and new employees on the importance of the Customer First Access Policy and encourage their use of designated employee parking facilities.

- Support and participate with the Gresham Regional Center TMA in programs designed to educate and inform employees about alternative access options (i.e., transit, bike and walk) to facilitate maximization of the parking supply for customer use.

- Support enforcement efforts to facilitate the efficiency of the parking system and to minimize abuse.

Our business is proud to participate in the Gresham Regional Center Customer First Access Policy. We will strive to make every effort possible to make your visit to our business district one that is pleasant, rewarding and encourages a return trip.

Owner/Manager ___________________________ Date ___________________________

Business

2-20
Tri-Met and TMA Activity and Progress Reports for 2001
Gresham Regional Center TMA Presentation

Formation of Regional Center TMA Committee

by

Gresham Downtown Development Association (GDDA)

City of Gresham
Purpose/Invitation:

- Initiate transportation programs and strategies to improve the economic vitality of the Gresham Regional Center
- To involve a broad base of business and public stakeholders in the GRCTMA effort
"Creating livable, friendly and accessible communities is what will distinguish Gresham as a leading regional growth center. We support the Gresham Regional Center TMA as one important catalyst in the City’s overall effort to improve access and mobility by increasing transportation options for our employees, visitors and residents."

Chuck Becker, Mayor, City of Gresham

"The Gresham Regional Center is evolving into the economic engine for east Multnomah County. Convenient and reliable access to this important urban center is essential for continued economic vitality. The Gresham Regional Center TMA will serve as the unifying voice for creating a range of transportation programs and strategies that work best for our businesses and customers."

Cliff Kohler, Chairman, GDDA
Project Charge:

(1) “To bring together a coalition of local businesses, public agencies and citizens dedicated to improving access options for employees and customers of the Gresham Regional Center (GRC) and enhancing the GRC as the economic engine of East County.”

(2) “To evaluate partnerships and funding options to support on-going operation of a Transportation Management Association (TMA).”
What are TMAs?

- Established to promote the long-term economic vitality of a business district where transportation access and mobility issues have been identified.

- TMAs serve as a common forum for facilitating effective access and development solutions.

- TMAs are the most cost effective means to implement and fund transportation solutions (access and mobility).
Benefits of a TMA for business

- Forum for ideas and action
- Economy of scale for collective vs. individual action
- Unified voice and common vision

TMA's now in:

- Lloyd District
- Washington County (WTA)
- Columbia Corridor (CCA-TMA)
- Swan Island
- Tualatin

TMA Forming in:

- Gresham

Feasibility being explored in:

- Clackamas
- Downtown Portland
Types of Programs Offered:

• Transit programs
  - Employee Subsidies
  - Scheduling/Trip Planning

• Ridesharing
  - Carpool Matching
  - Vanpool programs

• Parking Management
  - Validation programs
  - Facility operations

• Shuttle programs/services
• Bicycle programs
  - Rack installations
  - Education/awareness
  - End of trip facilities/bike lanes

• Administrative Services
  - Policy Development
  - Advocacy
  - Outreach

• Marketing/Communications
• Urban Design Consulting
• Events
Current Status:

- Established Oversight Group to examine feasibility for TMA and developed action plan
- Received endorsement to form TMA from Oversight Group, Gresham City Council, GDDA Board of Directors, Tri-Met and Metro
- Received 3-year regional grant from Metro of $67,500 (Year 1), $50,250 (Year 2) and $24,750 (Year 3) to form the TMA.
Action Plan Work Elements

Task 1. Parking Management

Existing parking management is ineffective and should be improved to stimulate on-street turnover and to better maximize existing supply.

- Education/awareness program
- Shuttle program
- Directional signage system
- Customer first contract among employers
- Timed parking on-street, customer/employee
- Enforcement of existing timed spaces
Action Plan Work Elements

**Task 2. New Supplies of Parking - Future Supply**

There will be a need for more parking now and in the future (particularly customer parking).

- Pursue shared use agreements with land owners of existing lots where capacity is available
- Improve lot appearance and identity
- Identify future locations for structured facility
- Establish employee lot(s)
- Develop a garage/parking structure
- Develop security strategy for lots/garage(s)
Action Plan Work Elements

Task 3. Improve Transit Use/Service

Employees and customers do not typically use transit. Strategies need to be developed that result in better service and higher ridership.

- Improve frequency of transit service (existing and new)
- Develop education/awareness program to communicate transit options
- Create a “Fareless Square” for the downtown
- Develop a shuttle/trolley system for regional center
- Develop and implement incentive program(s) to increase transit use
- Assure easily accessible transit stops & improve lighting/shelters/safety
Task 4. Improve pedestrian connections

Develop programs and strategies to enhance pedestrian movement between Downtown and the Civic Neighborhood.

- Trolley/shuttle connecting major activity areas within the GRC
- Improvements at Eastman Pkwy and Division
- Transit stop at Main Street
- Pedestrian way(s) through Town Fair
- Gateway treatments and major downtown portals (Division at Main)
- Pedestrian way finding system and directories at transit stations and along Main Street and other specified locations
Next Steps:

- **Initiate Year 1 of Regional Grant funding**
  - $67,500 from region/Gresham Downtown Development Association (GDDA) committed to $7,500 match

- **Establish “Regional Center TMA” Committee**
  - Comprised of broad range of stakeholders
  - Evaluate/implement organizational and funding strategy
  - Meet monthly
  - 18 month charge to define/test/implement a program of funding for on-going TMA support
18-Month TMA Planning Effort

Providing support services, coordination, and initial funding

Gresham Regional Center (GRC) Committee
- Structure
- Organization
- Funding

Action Committee
- Implement workplan
- Test products
- Provide services
- Expand membership

TMA Partnerships/GRC TMA
WHAT'S IN IT FOR YOUR BUSINESS?

- Expanded access options
- Increased sales to your business
- A vibrant regional center
- Broader customer base
- Economic vitality

Fill in the rest yourself...
What We Need From You

• **Participation with your peers**
  - 1.5 hours/month on the Gresham Regional Center Committee to explore options for long-term support of a Transportation Management Association

• **Your input - ideas, concerns, creativity**
  - Assist in developing a workable plan for maintaining an action-oriented business forum that effectively provides transportation solutions that will promote business growth and vitality
ABOUT THE LLOYD DISTRICT TRANSPORTATION MANAGEMENT ASSOCIATION

The Lloyd District Transportation Management Association (TMA) promotes the economic vitality of the Lloyd District by providing transportation programs and services to improve access to the Lloyd District. Since 1995, the TMA's programs have increased commute options for employees in the Lloyd District. Working with our member businesses, the City of Portland, Tri-Met and C-Tran, the Lloyd District TMA manages several unique programs for transit, bicycling and ridesharing. The TMA also offers an extensive outreach and informational program to assist both employers and employees with their transportation needs.

Ultimately, the work of the Lloyd District TMA results in improved air quality, increased capacity for customer and visitor trips and reductions in future development costs for the provision of parking.

TMA BOUNDARIES

Portland's Lloyd District is comprised of approximately 650 businesses and 10,000 employees. The Lloyd District TMA boundaries encompass the business district bounded by NE Broadway Boulevard on the north, NE 15th Avenue on the east, I-84 on the south and I-5 on the west.

TMA MEMBERS

The Lloyd District TMA represents 57 businesses located in the Lloyd District. These businesses employ approximately 8,000 employees. Member organizations of the Lloyd District TMA include:

- All Women's Health Services
- American Express Travel
- Ashforth Pacific, Inc.
- Barry Bolewicz, DDS
- Bonneville Power Administration
- Bureau of Labor & Industry
- Bureau of Indian Affairs
- Café Today
- Calaroga Terrace
- Campbell Galt Newland
- CH2M Hill
- Cajun Grill
- Chrome Data
- Doubletree Hotel – Lloyd Center
Fiducial
Hawthorn Inn
Holiday Inn-Convention Center
Irvington Community Association
Joyful Noise Daycare
Kaiser Permanente
Kaiser Permanente National Payroll
Kaiser Permanente Info Technology
Kindercare, Inc.
Liberty Northwest Insurance
Lloyd Center Management
Lloyd District Community Association
Marquis Healthcare
Metro
NACCO
National Marine Fisheries
Nationwide Insurance
Network Behavioral Healthcare
Oregon Arena Corporation
Oregon Convention Center
ODOT Motor Carrier
OR Dept. of Administrative Services
Oregon Dept. of Geology
Oregon Dept. of Revenue
Oregon DLCD
Oregon State Health Division
Oregon Workers Compensation
Oregon Video and On-line Services
PaciﬁCorp
Parametrix
PDOT
Pharmacia Corporation
Portland Conference Center
Port of Portland
Radisson Hotel
RMLS
Shoe Mill
Supertracks
Temple Baptist Church
Tri-Met
Unisys
University Medical Group - OHSU
US Fish and Wildlife
ACTIVITIES IN 2001

In the year 2001, the Lloyd District TMA engaged in the following activities.

General Outreach

- Conduct six Transportation Fairs in district (Kaiser, BPA, State of Oregon, Oregon Square, Port of Portland and Metro)
- TMA staff participation in TDM sub-committee process
- Develop and publish 2000 Lloyd District Survey of Employee Commute Trips.
- Distribute 300 copies of 2000 Lloyd District Survey of Employee Commute Trips to local and regional transportation stakeholders.
- Developed Rideshare Outreach Plan in conjunction with PDOT.
- Began redesign and development of LDTMA web page.
- Hosted and presented Premier Partnership Awards for eight TMA charter PASSport businesses. Held event and press conference.
- Initiated process with Tri-Met and Market Decisions Corporation to implement a baseline mode split survey for non-PASSport Lloyd District businesses.

Marketing/Communication

- Initiated Proceed With Motion Fall Quarter marketing theme campaign.
  + Theme for Quarter is new transit service improvements including Airport MAX, Fareless Square and the 77-route change.
  + Created informational posters for placement in Proceed With Motion Kiosks
  + Distributed mini-posters and informational materials based on campaign theme to all district Transportation Coordinators
  + Hosted TC Forum luncheon to roll out campaign.
  + Feature presenter at the TC Forum luncheon was Tri-Met

Newsletters

- Finalize summer TMA newsletter and distribute to 700 employees and businesses
- Developed and mailed Fall Newsletter to 750 businesses as well as publishing on-line.
- Published Spring quarterly newsletter and distributed to 700 employees/businesses
- Published Fall quarterly newsletter and distributed to 700 employees/businesses

PASSport

- Develop new PASSport marketing brochure (w/ Tri-Met)
- Initiate mailing of 350 PASSport brochures to district businesses
- Took 1,864 PASSport photographs
- Initiated targeted mailings of PASSport marketing and informational materials to 530 Lloyd District businesses.
- Conducted 110 direct cold calls and meetings with prospective PASSport businesses.
- Conducted numerous follow-up meetings with prospective PASSport businesses to sell program.
Process 5,933 Year 2000/2001 PASSport surveys and prepare summary reports for 47 client businesses.

Provide on-going account support to 47 PASSport businesses (i.e., sticker distribution, photos, information distribution, etc.)

Procure renewal commitments from 97% of existing PASSport businesses for 2000-2001 (as of August 31, 2001)

Sold 2,126 new PASSports since 6/1/00 (6,017 total PASSports sold)

Develop draft 2001 PASSport annual employee survey

Carsharing/FlexCar

Negotiate Carshare/FlexCar agreement for service in Lloyd District

Develop (w/ FlexCar Portland) a Lloyd District specific FlexCar marketing brochure

Procure dedicated parking space for Lloyd District based FlexCar vehicle

Sign up 32 employees into TMA/Carsharing/FlexCar Portland program.

Hosted 32 Carsharing/FlexCar employee orientation sessions

Transportation Committee

Twelve meetings of Transportation Committee on efforts to:

1. Negotiate transit goals and planning with Tri-Met.
4. Work with CTRAN to create/initiate 156/157 route to replace loss of 155 direct route service to Lloyd District. New service configuration results in six morning inbound trips and six evening outbound trips. This totals four new departure times above current levels. Full implementation is expected January 2002.
5. Complete district geo-code project (data sent to Tri-Met for processing)
6. Partnered with City of Portland PDOT and PDC on Pedestrian Crossing Improvement project. Developed proposal for pedestrian safety improvements at 6th & Multnomah, 7th & Multnomah and 9th and Pacific. Proposal to be included in Transportation Committee work plan.

Bicycle Committee

Twelve meetings of the Bicycle Committee to:

1. Host two Know Your Legal Rights Clinic for bicyclists (100+ participants attended)
2. Conduct Bicycle Raffle as build up event for annual Bike Commute Day (700 tickets sold)
3. Bike Committee developed draft Bike Outreach Plan
4. Install 33 new bicycle parking racks in district through Bike Fund project
5. Hosted a facilitated bicycle planning retreat with TMA Bicycle Committee. Retreat developed detailed outreach work plan.
6. Successfully produce 2 Lloyd District Bike Commute Day events
7. Initiate Bikes-on-Tri-Met pass sales program out of TMA office (48 sold)
8. Launched TMA Bike Raffle.
9. Installed six Art Racks in District at Lloyd Center Tower, 700 Building, Liberty Centre Plaza and the Oregon Convention Center and at the Lloyd Center Mall.
10. Conducted three bicycle helmet fitting workshops (Lloyd Center Tower, Metro and Kaiser)

ADMINISTRATIVE FUNCTIONS

Board of Directors

➢ Held 12 TMA Board of Directors meetings to conduct business of the TMA.
➢ Finalized agreement for Lloyd District Business Improvement District (BID) funding of TMA activities.
➢ Hired additional office staff (Office Manager) to coordinate and expand TMA member services
➢ Conducted TMA Annual Meeting.
➢ Recognized district employee with 2001 Steve Rogers Citizens Award.
➢ Began process with PDC to develop TMA Board prioritization of 5-year Lloyd District Urban Renewal Strategic Plan Transportation projects.

Membership

➢ Worked with five TMA member businesses to commit to EPA Commuter Choice Leadership Initiative and coordinate with ACT conference to recognize Lloyd District Businesses. Member businesses include Kaiser, Lloyd Center Management, Ashforth Pacific, Doubletree Hotel and Metro.
➢ Recognized 44 businesses with TMA Environmental Stewardship Awards.

PARTICIPATION IN REGIONAL RIDESHARE ACTIVITIES

➢ Partnered with City of Portland Transportation Options division to create Lloyd District TMA participation in, and web link to, regional CarpoolMatchNW project
➢ Attempted to work with Tri-Met on redesign of Lloyd District vanpool program within context of PASSport program. Initiation of new program resulted in loss of four district vanpools.

CHANGES IN MODE SPLIT

In 1997, 76% of all employee commute trips to the Lloyd District were made in an automobile. At that time, 60% of those trips were drive alone trips and 16% were made by carpool. This year’s (2001) survey results indicate auto trips dropped to 55% of all commuter trips, a 28% decrease in total auto trips. The greatest single factor affecting this change is the increased number of transit trips, which has raised from 21% of all commute trips in 1997 to 36% in 2001. This represents a 71% increase in the transit mode split over the last five years. Table 1, below, summarizes trip changes in the district.
Table 1
2001 Employee Mode Choice

<table>
<thead>
<tr>
<th>Commute Method</th>
<th>Reported Trips (1)</th>
<th>Total Trips (2)</th>
<th>Total Auto Trips</th>
<th>% of Trips (3)</th>
<th>Baseline (4)</th>
<th>2000 (4)</th>
<th>2001</th>
<th>% of Trips</th>
<th>% of Trips</th>
<th>Change 00-01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>7931</td>
<td>12568</td>
<td>12568</td>
<td>60%</td>
<td>45%</td>
<td>45%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-person carpool</td>
<td>1491</td>
<td>2363</td>
<td>1181</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
<td>-1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-person carpool</td>
<td>174</td>
<td>276</td>
<td>92</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-person carpool</td>
<td>62</td>
<td>98</td>
<td>25</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-person carpool</td>
<td>26</td>
<td>41</td>
<td>8</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6+person carpool</td>
<td>70</td>
<td>111</td>
<td>18</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus/MAX</td>
<td>6284</td>
<td>9958</td>
<td>0</td>
<td>21%</td>
<td>36%</td>
<td>36%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bicycle</td>
<td>638</td>
<td>1011</td>
<td>0</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walk</td>
<td>429</td>
<td>680</td>
<td>0</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telecommute</td>
<td>125</td>
<td>198</td>
<td>0</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compressed Work Week</td>
<td>217</td>
<td>344</td>
<td>0</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Weekly Trips: 17447 27648 13893 100% 100% 100%

(1) Reported in 2001 Survey
(2) Estimate based on employee population of 5933
(3) Column from initial ECO/PASSport survey (if applicable) = 1997 baseline
(4) Column from 2000 ECO/PASSport survey, if applicable.

Trends by mode choice have resulted in the following:

- **Drive alone** – trips have decreased from 60% in 1997 to 45% in 2001, a 25% decrease over five years.

- **Carpool/Vanpool** – trips by this mode have dropped sharply since 1997. In 1997, 16% of all employee commute trips were made by this travel mode. In 2001, only 10% of employees chose car/vanpooling as a commute option, a 38% reduction. It is likely that this trend has been perpetuated by the success of the PASSport transit program.

- **Bus/MAX** – trips on transit have increased from 21% of all commute trips in 1997 to 36% of employee commute trips today. Both in 2000 and 2001, the Bus/MAX mode split remained constant at 36%. Though the percentages are the same, over the past year an additional 1,048 transit trips are made each week, which is equivalent to 210 more persons riding a Lloyd District bus or MAX each workday.

- **Bicycle** – some of the most substantial improvements in alternative mode choice in the Lloyd District have been made on bicycles. Bicycles have increased 1 full percent in transportation mode share, from 3% in 2000 to 4% in 2001, a 33% increase in bicycle mode split.

- **Walk, Telecommute, Compressed workweek** – These modes have all remained flat both as measured by total trips and mode split.
**AIR QUALITY AND VMT IMPACT**

Data on VMT and commute hour vehicle reductions provided in the TMA annual survey have been analyzed relative to the impact of such reductions on air quality.

TMA transit and bicycle programs, in particular, have had a significant impact on overall vehicle miles traveled to the district since their implementation in 1997. In 1997, the TMA’s initial survey of district employers representing over 5,000 employees established a baseline annual VMT measurement to serve as a means to evaluate successes and failures of TMA programs. Since the baseline was established TMA programs have been responsible for the reduction of 5.5 million vehicle miles traveled; in 2001, an additional 708,000 miles were reduced over the previous year’s figures.

Using standards available from the US Environmental Protection Agency’s National Vehicle and Fuel Emissions Laboratory, annual reductions in pollutants and gas consumption was calculated for the Lloyd District TMA’s program results. Significant reductions in hydrocarbons (HC) and nitrogen oxides (NOx) have occurred. Both these pollutants are factors in creating urban ozone or smog. In 2001, over 40,000 pounds of HC and 20,800 pounds of NOx were removed from the air. Carbon monoxide (CO), a poisonous gas, was reduced by 156 tons (312,000 pounds) and carbon dioxide, which contributes to global warming, was reduced by over 5.5 million pounds (or 2,750 tons).

Similarly, over 305,000 gallons of gas were saved as a result of the transportation programs measured by the TMA. That resulted in overall economic savings of over $518,000, or $362 saved per vehicle removed from the peak hour commute. **Table 2, below,** summarizes these impacts.
Table 2
Emissions and Fuel Consumption Savings Related to TMA Programs

<table>
<thead>
<tr>
<th>POLLUTANT PROBLEM</th>
<th>Annual VMT Reduced 2001</th>
<th>Pollution or Fuel Consumption @ 13,250 VMT</th>
<th>Annual Savings/Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hydrocarbons (HC)</td>
<td>5,516,600 VMT</td>
<td>97 lbs. of HC</td>
<td>40,386 lbs. of HC reduced</td>
</tr>
<tr>
<td>Urban Ozone (smog)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air Toxics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbon Monoxide (CO)</td>
<td>5,516,600 VMT</td>
<td>750 lbs. of CO</td>
<td>312,260 lbs. of CO reduced</td>
</tr>
<tr>
<td>Poisonous Gas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nitrogen Oxides (NOx)</td>
<td>5,516,600 VMT</td>
<td>50 lbs. of NOx</td>
<td>20,817 lbs. of NOx reduced</td>
</tr>
<tr>
<td>Urban Ozone (smog)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acid Rain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbon Dioxide (CO2)</td>
<td>5,516,600 VMT</td>
<td>13,400 lbs. of CO2</td>
<td>5,579,052 lbs. of CO2 reduced</td>
</tr>
<tr>
<td>Global Warming</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gasoline</td>
<td>5,516,600 VMT</td>
<td>733 Gallons</td>
<td>305,182 gallons of gas saved</td>
</tr>
<tr>
<td>Imported Oil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Gasoline</td>
<td>5,516,600 VMT</td>
<td>305,182 gallons of gas</td>
<td>$518,809 saved @ $1.70 per gallon of gas</td>
</tr>
<tr>
<td>Expense to employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of Gasoline</td>
<td>5,516,600 VMT</td>
<td>$518,809 cost of gas @ 1433 vehicles removed</td>
<td>$362 saved per affected employee/vehicle</td>
</tr>
<tr>
<td>Expense to each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>employee/vehicle</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*[NOTE: Factors for determining emissions and fuel consumption savings/reduction were derived as averages from the U.S. Environmental Protection Agency’s National Vehicle and Fuel Emissions Laboratory Standards for Passenger Cars and Light Trucks (i.e., standard passenger vehicles, pickups, vans, minivans and sports utility vehicles. Fuel costs were used assuming an average cost of $1.70 per gallon and the removal of 1,433 peak hour vehicles as established in the TMA’s 2001 District Survey.]*

The impact of vehicle miles traveled reductions contribute to a number of regional goals and objectives, such as (but not limited to):

- Metro’s Region 2040 goals for compact and efficient urban form;
- Tri-Met’s goals for increased transit ridership;
- The State of Oregon’s goals for commute trip reduction;
- DEQ’s goals for improved air quality;
- The City of Portland Plan and Policy goals for the Central City Transportation Management Plan (CCTMP), and
- ODOT’s goals for improving overall regional road capacity.

**OPPORTUNITIES/CHALLENGES FOR THE UPCOMING YEAR**

Opportunities for the upcoming year rest in the continued efforts and commitment of the member businesses of the Lloyd District TMA to invest in employee commute trip reduction programs. The 57 businesses currently represented by the TMA annually contribute over $1 million to commute trip reduction in the district. The foundation piece of the TMA’s success has been the PASSport annual transit pass program, which has contributed to the greatest shift away from drive alone trips.
The greatest challenge will be the TMA's work with Tri-Met and the public sector to continue programs that facilitate sustained attainment of mode splits already achieved as well as fostering growth toward the district's target objective of 42% commuter transit mode split for the entire district. Programs will need to be designed in close consultation and partnership with the business community to assure continued investment by them in the overall district effort to reduce single occupant vehicle trips while fostering and promoting economic growth.
Introduction

2001 has brought the challenge of a slowing economy and reduced employment to the businesses on Swan Island and to the Swan Island Transportation Management Association. Beginning in October 2000, layoffs at Freightliner LLC have reduced their active workforce by almost half. Cascade General has likewise seen its staffing levels drastically reduced from historic levels. Despite these difficulties, transit ridership has remained strong with over 550 trips per day on and off the Island, and Swan Islanders continue to carpool with the number of registered carpools topping 170. In addition, investment in Swan Island's transportation options continues with the area slated to receive over $1 million for improvements to the area's bike/pedestrian network, making it possible for employees to just walk or bike to work from their homes in North & Northeast Portland! Finally, progress continues to be made in providing new bus shelters, safer access to transit stops and more information on transit service.
Executive Summary

The Swan Island TMA is a collaborative effort by area employers and regional agencies to expand the transportation options for Swan Island employees. The TMA’s work is guided by the Mission Statement adopted in January, 1998 by the Swan Island Business Association Transportation Committee:

In order to facilitate the continuing growth and success of Swan Island and Mock’s Landing businesses, this Transportation Committee works to improve the movement of people, products, services and freight in the most effective way by increasing the area’s transportation options.

Despite the challenge of a slowing economy and reduced employment during 2001, transit ridership has remained strong, many Swan Island employees continue to carpool and funding has been secured to further expand the area’s transportation options.

In 2002 adidasVillage opens, BES pump station construction begins, Interstate MAX construction continues and planning for Swan Island MAX Shuttle gets underway.

Key accomplishments of 2001:

- I-5 Taskforce calls for expansion of MAX light rail to Clark county.
- $1 million in BES (Bureau of Environmental Services) Community Benefit Opportunity (CBO) funds targeted for Swan Island projects.
- CarFree & CareFree 2001 participation expanded to over 80% of area employees.
- C-Tran 191 Swan Island Express ridership grows for third straight year.
- Going Street rail over-crossing listed as City’s #1 seismic upgrade priority.

Key challenges for 2002:

- Secure funding to keep C-Tran 191 in operation!
- Move BES CBO projects from concept to design and construction.
- Introduce new adidasVillage employees to Swan Island’s transportation options.
- Create TMA website, expand TMA participation and broaden TMA membership.
- Partner with Portland State University on Swan Island MAX Shuttle study.
Swan Island TMA

TMA Mission

The Swan Island Transportation Management Association began its work in February 2000, building on the volunteer efforts of the Swan Island Business Association Transportation Committee. The Swan Island TMA is a collaborative effort by area employers and regional agencies to expand the transportation options for Swan Island employees.

The TMA’s work is guided by the Mission Statement adopted in January, 1998 by the SIBA Transportation Committee:

In order to facilitate the continuing growth and success of Swan Island and Mock’s Landing businesses, this Transportation Committee works to improve the movement of people, products, services and freight in the most effective way by increasing the area’s transportation options.

TMA boundaries

The Swan Island TMA includes all of the Swan Island industrial area as well as the adjacent adidas Village on North Greeley Avenue. Portions of the TMA are included in the Interstate Corridor Urban Renewal Area. The Swan Island industrial area may be divided into four sections...the East End (inside the ICURA), the Peninsula (former Swan Island proper including the Shipyards), Basin Avenue corridor (north of Swan Island Lagoon), and Mock’s Landing (across the UP mainline tracks!). Access issues, transit service and other concerns vary considerably from one section to another.

TMA membership

Membership in the Swan Island TMA is open to all area businesses. Dues are $5 per year per employee (based on prior year employment levels). The membership year runs from February 15. Charter members are Freightliner LLC, Cascade General, United Parcel Service and adidasAmerica. Membership dues constituted over 30% of the TMA’s 2001 budget.
TMA grant year

The Swan Island TMA receives the public portion of its funding from federal CMAQ (Congestion Mitigation/Air Quality) funds appropriated by the Metro government acting as the MPO (Metropolitan Planning Organization) for the three county Portland metro area. These funds are administered by Tri-Met as part of the region’s Transportation Demand Management (TDM) program, designed to increase transit ridership, rideshare and other non-drive along travel options. A three year grant was awarded in 1999 for the startup and ongoing operation of the Swan Island TMA beginning in February, 2000.

Activities in 2001

Regional Coordination

I-5 Taskforce: as the representative of both Swan Island and north Portland neighborhoods, the TMA has sought to secure agreement on the Taskforce for expanded Transportation Demand Management (TDM) in the I-5 Corridor, including the extension of MAX light-rail across the Columbia River.

Interstate MAX and Urban Renewal Area: as a member of both Citizen Advisory Committees, the TMA has worked to improve the design of the Interstate MAX line---more on street parking while retaining the full multi-modal character of the Avenue---and to insure that transportation investments in the URA work for the benefit of area residents and businesses.

TDM Subcommittee: The Swan Island TMA has actively worked with Metro’s TDM Subcommittee, Tri-Met and the region’s 5 other TMA’s to secure ongoing regional commitment to TMAs and to improve the measurement tools for assessing the success or failure of TDM efforts.

Administrative Functions

The Swan Island TMA’s 2000 Annual Report was distributed to over 30 organizations participating in the TMA’s work. The 2001 report will go to these

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2-50

Tri-Met and TMA Activity and Progress Reports for 2001
organizations as well with Executive summaries going to every Swan Island business during the 1st quarter of 2002.

A brochure describing the Swan Island TMA and its work was produced in time for the Airport MAX preview ride event (below); every attendee received information packets on transportation options as well. The TMA brochure will continue to be a key piece of promotional material (copy enclosed).

30 individuals from a dozen Swan Island organizations took a preview ride on Airport MAX in July, 2001; the new service played to solid reviews. Freightliner’s travel department is an enthusiastic proponent of Airport MAX and has arranged additional introductory rides to PDX via Airport MAX for their clients and partners.

Creation of a Swan Island TMA Website is a priority for 2002; discussions have begun with site designers, site partners and knowledgeable folks who have sites.

Swan Island TMA on behalf of the Swan Island Business Association submitted five projects for consideration by the Bureau of Environmental Services CBO program. Swan Island was nominated by the Citizen Advisory Committee for grants potentially totaling over $1M for completing the bike/pedestrian network on Swan Island and improving access to adjacent neighborhoods. Final City Council action is expected in January, 2002.

Employer Programs

- Expanded transit information displays: transit schedule racks have been placed and are maintained in over 20 area businesses.
- Expanded TC network: the TMA partnered with Tri-Met to provide TC training for 12 additional Transportation Coordinators on Swan Island.
- T-Fairs: Transportation Fairs were held on a quarterly basis for all shifts at all major employers on Swan Island, including Freighliner, UPS, Cascade General.
- CarFree & CareFree 2001: 20 Swan Island organizations representing 80% of area employees participated in 2001’s two week CarFree & CareFree promotion.
• Construction update service: weekly construction updates for Interstate MAX and I-5 Restoration projects are provided to over 40 contacts at Swan Island businesses and organizations.

• ‘adidas Options’ brochure: developed and produced a transportation options brochure for adidasAmerica employees relocating to new adidasVillage on Greeley Avenue.

• Freightliner pass subsidy program: continue to work with Freightliner for transition from direct transit pass subsidy program to a pre-tax payment program.

Work with Transit Agencies - Tri-Met/C-Tran

85s Swan Island schedule revisions and service expansion: developed and implemented revised AM schedule on 85s to improve connections and coordinate arrival times with shift start times at major employers. Advocated for additional AM and PM runs to better serve short shift parcel service employees.

Shelters and Combined Schedule/Map: partnered with Tri-Met in the placement of four new bus shelters (three paid for with TMA funds) equipped with map boxes. Developed, produced and installed a full color poster version of the Swan Island Combined Schedule/Map showing all transit service on Swan Island with connections to the regional MAX system. A folding version is in production.

Access to Work/ Swan Island Evening Shuttle: managed and promoted evening transit service (operated by Gray Line of Portland) for access to swing and graveyard employment, particularly at parcel delivery hubs. Ridership has dipped to an average of 85 rides per week due to swing and graveyards layoffs at Freightliner and Cascade General.

C-Tran 191 Swan Island Express: in partnership with C-Tran, Tri-Met, Freightliner and the US Coast Guard, this service has seen steadily increasing rideship though 2001, hitting an all time high of 2100 during October, 2001. Unfortunately with the suspension of Freightliner’s transit pass subsidy program, funding for 2002 is very uncertain. The TMA is working to assemble a BETC partnership with an area business

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as well as actively selling C-Tran passes directly to Freightliner employees. Combined these two funding sources may be enough to keep the service operating.

Participation in Regional Rideshare Activities

CarpoolMatchNW.com: The Swan Island TMA is an active member of the regional committee overseeing the development, launch and promotion of the new regional rideshare website, CarpoolMatchNW.org.

Share the Ride, Reap the Rewards Carpool Incentive program: The TMA continues to operate this incentive program for employees whose shift start and/or end times are NOT served by transit or who travel from outside the range of existing transit service. 19 carpools are currently registered; primarily these are employees of parcel delivery hub which have irregular shift times and numerous entry level opportunities.

Estimated Mode Split 2001

Reduced employment levels have had an impact on the absolute numbers of transit trips and other non-drive alone commute options. Here are estimates based on transit ridership, carpool registration and observed bike parking.

Transit: Tri-Met 85s 240 Boarding Rides/day
            Tri-Met 72 223 BR/day (on/off Swan Island only)
            C-Tran 191 70 BR/day
            Evening Shuttle 17 BR/day

Total transit ridership 550 Boarding Rides/day*

*Typically more trips are made via transit TO Swan Island than FROM. Often informal carpools help employees get from their workplaces at shift’s end to home or transit connections elsewhere. Hence an estimated 350 people per day use transit or 5% of the current 7000 employees on Swan Island.

Rideshare: Carpools registered since April 2000 171

Individuals registered 387*
*Due to layoffs and other factors many carpools have disbanded; on the other hand, numerous others never registered with the TMA carpool incentive program. A reasonable estimate of the number of area employees carpooling would be 350 or 5% of the current 7000 employees on Swan Island.

**Bike/walk:** Based on anecdotal and observed evidence, an estimated 35 individuals bike or walk to work sites on Swan Island, or 0.5%

**Mode split for non drive alone commutes is in the 10% range, plus or minus 1%.

**Opportunities/Challenges for 2002**

- **MAX Shuttle partnership with PSU:** the TMA has initiated discussions with PSU for a Winter/Spring, 2002 project to explore the most effective transit link between Swan Island and the new Interstate MAX line due to open in 2004. This will prepare the area for the Interstate Corridor transit planning in 2003.
- **BES CBO Projects:** once approved by City Council, Swan Island will receive up to $1M for bike/pedestrian network improvements on Swan Island and between the Island and the adjacent community. The Waud Bluff Trail, River to Lagoon Trail, and Going Street and Basin Avenue sidewalk improvements will both complete a recreational loop, but will also allow better access to Swan Island for work and play. Moving quickly from concept to design and construction will be a key task of 2002.
- **adidas Village:** 2002 will see the transfer of up to 700 adidasAmerica employees to the new adidasAmerica HQ at adidasVillage. Using a custom designed “adidas Options” brochure, T-Fairs and working closely with adidas’ staff, the TMA hopes to achieve a significant improvement in mode split at the new facility.
- **Broadening TMA membership:** despite the economic downturn, the charter members of the Swan Island TMA have stayed firm in their support. More active participation is expected as adidasAmerica moves into adidas Village on Greeley Avenue, and broadening TMA membership to the many smaller Swan Island businesses is a key goal for 2002.
• Saving C-Tran 191 service! With the loss of Freightliner’s support, this successful, three year old project is at great risk of failure. The TMA is committed to keep it running through February, 2002 with regular TMA funds, while it seeks a BETC partner and works to boost full price pass sales to current riders to adequate levels (proceeds are used to pay monthly lease of $6,000).

Conclusion

In 2002 look for adidasAmerica’s new headquarters at adidasVillage to open, for construction to begin on the giant BES Pump Station, for continued progress on the Interstate MAX line, and a joint Swan Island TMA/PSU planning effort for a Swan Island/MAX Shuttle. As 2002 brings recovery from the current economic slowdown, we can anticipate renewed growth in the volume of freight moving to and from Swan Island. The Swan Island TMA is committed to seeing that roadway capacity exists for that growth by expanding and improving the transportation options for the thousands of Swan Island employees.
### 2001-2002 Budget Summary (February 15, 2001-February 15, 2002)

**Expenses:**  
- Management service contract: $60,000  
- Graphics & Misc.: $5,000  
- C-Tran #191: $0  
- Office (rent, equip., phone, etc): $6,000  
**Total:** $71,000

**Income:**  
- Carry over from 2001: $25,000  
- Regional CMAQ Grant: $50,250  
- Access to Work (carpool & shuttle): $5,000  
- Membership Dues: $25,000  
**Total:** $105,250


**Expenses:**  
- Management service contract: $60,000  
- Graphics & Misc.: $2,000  
- C-Tran #191: $5,000  
- Office (rent, equip., phone, etc): $7,000 ($6,000 inkind)  
**Total:** $74,000

**Income:**  
- Carry over from 2001: $33,000  
- Regional CMAQ Grant: $25,250  
- Access to Work (shuttle): $4,500  
- Membership Dues: $25,000 ($6,000 in kind)  
**Total:** $87,750

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Swan Island Transportation Management Association  
A project of the Swan Island Business Association  
4567 N. Channel Avenue, Portland, OR 97217  
PHONE 503-745-6563  FAX: 503-745-6717  EMAIL: sitma@teleport.com

Tri-Met and TMA Activity and Progress Reports for 2001
The following is a summary of Tri-Met's efforts working with employers and employees of the region on commute options. Tri-Met receives grant dollars for this through Congestion Mitigation Air Quality (CMAQ). Tri-Met also made contributions to these funds.

This summary does not include general Tri-Met major capital improvements, planning efforts, policy changes and future activities. Unless otherwise noted, statistics in the following list of efforts are year-end totals.

TRANSPORTATION PROGRAMS

A transportation program is considered to be any program supported by an employer to address the transportation needs of its employees. At the end of 2001, 686 employment sites had transportation programs in place.

TRANSIT SUBSIDIES

Transit subsidies are offered by employers to help pay for part or all of the cost of an employee's transit fare. Currently, 478 work sites provide a transit subsidy program for their employees, 97 of which were new this year. In some cases, employers create their own programs to offer a subsidy, but many utilize Tri-Met's transit programs. Over 60,000 employees accessed transit through Tri-Met transit programs.

TRANSIT PROGRAMS

Following are numbers of employers that utilized Tri-Met's transit programs in 2001:

- 181 employers used PASSport at the end of the contract year (August 31, 2001 was the end date for 2000/2001 PASSport contract year). PASSport offers an employer a way to buy annual passes based on the entire employment sites transit ridership (collected by survey). An employer can give or sell these passes to employees.
- Three employers began offering new Snap Passes. A Snap Pass is an annual, all-zone pass on a photo identification card.
- 241 employers are participating in the InHouse Sales program.
- 27 employers signed up to provide monthly passes through ePass. This program allows the employers to easily provide a monthly transit pass (e.g., 2-zone, all-zone, LIFT, Youth, etc.) to their employees, while providing them with the benefit of pre-tax payroll deduction.

RIDESHARE

- 230 requests for matching information were received.
- 1,568 commuters are registered with the matching database.
2,445 commuters are in registered in the City of Portland parking program (operated in part by Tri-Met). The average carpool size is 2.7 for this program.

**EMERGENCY RIDE HOME**

The Emergency Ride Home program, offered by 190 employers, offers employees peace of mind if they become ill at work or if a sick family member needs them. They can use the program to take a taxi ride or rental car home.

**CONTACTS**

In 2001, Tri-Met communicated with 907 work sites regarding transportation programs. Of those, 251 of those were first-time contacts and 26 of them started a new transportation program.

**TRANSPORTATION COORDINATORS**

- 13 Transportation Coordinator Classes were held: nine by Tri-Met alone and four in conjunction with TMAs (Tualatin TMA, Lloyd District TMA, Swan Island TMA, and the Westside Transportation Alliance).
- 133 Transportation Coordinator Incentive Program (TCIP) members

**EVENTS**

- 148 Transportation Fairs

**TECHNICAL ASSISTANCE**

- Processed and analyzed 294 Employee Commute Options (ECO) reports representing 48,891 employee commute patterns.
- Produced two "TDM in the Metro Region" progress reports.
- Maintained Regional TDM Database that stores ECO survey information for 1,448 employment sites.
- Had ECO surveys translated into Spanish, Russian, and Vietnamese.

**PROMOTIONAL MATERIALS**

Tri-Met developed a variety of materials and delivered them to employers and employees. These include:
- “The Network” newsletters, sent out quarterly to 1,300 transportation coordinators
- “Creating Choices” employer kits with inserts, hand bills and contact brochure
- 10,216 New Employee Kits created for distribution
- 10,000 CarpoolMatchNW.org promotional kits created for distribution
- Vanpool and Vanpool Shuttle posters, program handbills, forms and start-up kits
- PASSport information card
- TCIP materials including Transportation Coordinator training manuals
- Partner information (distributed when applicable for organizations like OOE, TMAs and City of Portland)
Tualatin Transportation Management Association
Annual Report
December 2001

Prepared by Victoria Brown
TMA Transportation Program Manager.
Tualatin TMA Mission Statement

"The Tualatin Transportation Management Association is a non-profit member organization dedicated to creating and implementing transportation programs that increase Tualatin's accessibility to the Portland area employee base, reduce traffic congestion, and improve air quality, and benefit the city's livability and economic vitality."

Executive Summary

The Tualatin TMA was created in 1996 by a group of business leaders who worked together in a task force to identify the transportation issues that Tualatin is affected by. Today 12 businesses are members of the Tualatin TMA. A variety of businesses are represented, from Legacy Meridian Park Hospital, an employer of over 1000 people, to Graphic Expressions, a small printing business of 10 employees. The Tualatin TMA provides services to employers of the Tualatin Sherwood Area.

The Tualatin TMA provides a number of essential services for the community. The most successful service being the TMA shuttle which links employees to employment sites and Tri-Met buses. One of Tualatin's most difficult transportation issues is the limited east west transit service within the city boundary. So with the help of the TMA shuttle, employees are able to get to work sites often more than one-mile from the nearest bus stop.

The Tualatin TMA provides other services typical of a TMA. The TMA has a carpool incentive program and matching database, provides ECO assistance to member employers, works closely with the City of Tualatin and Tri-Met to understand community transportation needs, provides capital and service projects through the Job Access Program and holds transportation fairs to promote alternative modes of transportation to area businesses.

TMA Members

- AKA Direct
- Applaus Counter Tops
- The City of Tualatin
- Durametal Corporation
- Graphic Expressions
- JAE Oregon, Inc
- Kaiser Permanente
- Key Knife, Inc.
- Legacy Meridian Park Hospital
- Novellus Systems
- Portland General Electric
## TMA income and Grant Match - 2001

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
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<tbody>
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<td>Dues</td>
<td>$23,985</td>
</tr>
<tr>
<td>In Kind -</td>
<td></td>
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<tr>
<td>Reduction in shuttle lease</td>
<td>$1200</td>
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<tr>
<td>Office Space</td>
<td>$3000</td>
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<tr>
<td>Staff Assistance</td>
<td>$2000</td>
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<tr>
<td>Car Free and Care Free sponsorships</td>
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<td>Shuttle van signs</td>
<td>$100</td>
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<td><strong>Subtotal (Grant Match)</strong></td>
<td>$31,285</td>
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<td>CMAQ TMA Funding</td>
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<td>CMAQ 2040 Initiatives Funding</td>
<td>$40,000</td>
</tr>
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<td><strong>Subtotal</strong></td>
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<tr>
<td><strong>Total Income for 2001</strong></td>
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Tualatin TMA Summary of Work 2001

The Tualatin TMA has had a great year! The TMA has seen increased employer participation and has become increasingly involved in regional decision making regarding TMA funding, participating in the TDM Sub Committee on a regular occasion. The TMA Manager was also selected in June of 2001 to become a Citizen member of the Transportation Policy Alternatives Committee (TPAC).

The TMA has worked very closely with Tri-Met this year on service planning issues, employer programs and on issues concerning the regional TDM program. One of the TMA’s accomplishments has been to foster a great working relationship with Tri-Met staff over the last year.

Tri-Met – The TMA has worked with Marketing staff to hold a number of transportation fairs this year at TMA member companies. The TMA has worked with marketing staff and member companies to implement employer programs such as the PassPort Program. The TMA’s largest member Legacy Meridian Park hospital has purchased 400 transit passes due to the work of both Tri-Met and the TMA. The City of Tualatin has also decided to buy the PassPort program this year. The TMA manager and Tri-Met marketing staff have met with three companies regarding passport membership in Tualatin this year and the TMA Manager has promoted Passport to all TMA members and many Tualatin businesses in 2001.

ECO – The TMA has written three ECO plans this year and had completed survey work for five member companies in 2001. All TMA members are in ECO compliance as of December 2001. All have been surveyed in either 2000 or 2001. One member company, Durametal Corporation, was surveyed in 2000 and reported a 93% drive alone rate. With implementation of TMA programs over the year the same company reported a 77% drive alone rate in 2001.

TMA shuttle – TMA shuttle ridership has been maintained at over 30 daily boarding rides in 2001 totaling 8241 for 2001. The average daily ridership for November was 33 and in February the shuttle had 40 boarding rides average. The TMA has maintained a greater or equal average daily ridership as the Tri-Met bus lines that come to Tualatin.

Job Access – The TMA has worked with Tri-Met and the Job Access Program this year to implement a number of programs in Tualatin. In March the TMA was awarded a $9000 grant to place bike lockers and racks around the city. Legacy Meridian Park Hospital received four lockers, the City of Tualatin received two bike racks and Durametal Corporation received two bike lockers. All are being fully used by bicycle commuters.

The TMA also received funding to implement a carpool incentive program. The TMA has registered over 130 carpoolers in its database this year, many of
these have been matched with other carpoolers or those interested in carpooling. The TMA will be starting a Bike Incentive program in 2002.

Business Advocacy – The TMA has worked closely with the business community to represent their needs regarding transportation issues.

At the beginning of 2001 the TMA held a business group meeting to discuss transit needs in Tualatin. The City of Tualatin staff, Mayor and members of the Council participated, as well as Tri-Met representatives and management staff of seven local businesses.

The TMA has also organized letter writing campaigns regarding the Nyberg/I-5 interchange project and TMA representatives have testified in front of Metro Council regarding TMA funding and the State House of Representatives, Transportation Committee regarding the Portland area commuter rail project.

The TMA Manager also attended the Oregon Chamber day at the Capital and discussed Commuter Rail with Representative Bruce Starr.

TMA Goals for 2001 – 2002

1. Expand ECO assistance efforts to all member businesses, to get a better picture of the commuting habits in Tualatin.

2. Expand shuttle service and find continued funding for the shuttle.

3. Work with Job Access program to expand accessibility in Tualatin through the provision of a variety of access to work projects such as bike lockers, shelters etc.

4. Work closely with the City of Tualatin, Tualatin employers and Tri-Met to identify future and ongoing transit needs in Tualatin.

5. Work to promote the TMA with the business community and expand TMA membership.

6. Work with regional and local jurisdictions to find long term funding strategies for regional TMA’s.
Tualatin TMA Activities for 2001

Regional Coordination –

- The TMA Manager of the Tualatin TMA is the Alternate for the Regional TDM Sub Committee and has attended all but one TDM Sub Com. meetings in 2001. The TMA Manager is also a citizen member of TPAC and although not selected to specifically do so, represents the TMA’s at this committee. The TMA has also participated in Tri-Met quarterly TDM meetings.

- The TMA has been actively involved in the Regional Rideshare Web program with the City of Portland options division. The TMA Manager is a member of the Marketing Committee and has attended most meetings. The TMA has also committed some staff time to promoting the program. The TMA has written news articles for the TMA News and the Tualatin Chamber newsletter. The Website has been promoted at T Fairs and at chamber luncheons and marketing materials have been given to all member businesses. A link to Carpool Match NW has been created from the TMA website. In November the TMA held an employer breakfast. City of Portland staff presented the Carpool Match program to this group.

- The TMA has worked with City staff and other regional agencies on a number of issues this year. In September the TMA met with City planning staff and Tri-Met service planning to discuss level of service in Tualatin. The City of Tualatin has participated in the TMA steering committee and has attended various task force meetings over the year. The TMA manager has communicated transportation issues to City staff and the Mayor of Tualatin regularly in 2001. In November the TMA worked with Metro staff to present a Metro chamber luncheon. Over 50 members attended and discussed issues facing Metro in 2002.

Employer Programs –

- Bike Around Tualatin Brochure – The TMA started work on a brochure directed towards the Bicycle community this year. The brochure displays information about bike paths and trails in Tualatin, information about bikes on Tri-Met and useful contacts from the bicycle community. The brochure has been created to compliment the placement of six bike lockers and two bike racks around the city of Tualatin this year. The TMA received grant money from the Tri-Met job access program to provide lockers and racks where needed. The TMA hopes to start a bicycle incentive program in 2002 to compliment both the capital investments of lockers and the bike around Tualatin brochure.

- Membership Recruitment – The TMA has increased employer contact significantly this year, sending out TMA membership to many Tualatin
businesses as well as working with DEQ to determine those companies with ECO compliance issues. The TMA has met with 15 companies regarding ECO compliance and TMA membership. Two companies have joined the TMA this year totaling 170 employees. One company in particular has just moved to the Tualatin area and plans to have more than 1000 employees by 2003. The TMA is currently working very closely with a company of 240 employees regarding membership. The business in question is considering expanding parking verses joining the TMA and promoting alternatives. A company of 160 employees seriously considered membership this year but economic conditions affected the decision to invest in the TMA. TMA Membership recruitment will continue to be a top priority for the TMA in 2002. Membership is currently at 10% of the cities employee population. The TMA has five other businesses interested in TMA membership.

- Outreach and promotions – The TMA has held ten Transportation fairs this year. Tri-Met marketing staff has attended many of these. The TMA has also written articles for every edition of the Chamber of Commerce newsletter (Since April). This is sent to all businesses in Tualatin in May and November (1800 copies sent out) and to 500 businesses in all other months. The TMA has also produced a quarterly newsletter that goes to all employees of member companies. This totals approx. 2500 employees.

- TMA Website – The TMA has a link from the Tualatin Chamber of Commerce Website. TMA services and member companies are listed on the site. The website was updated in December of 2001. The Website also links to member sites and CarpoolMatchNW.com

- Carpool database – The carpool incentive program has been aggressively marketed to area businesses in 2001. The TMA currently has just over 130 carpoolers in the database. We hoped to have 200 by December 2001. The TMA has sent out faxes to all Tualatin businesses and a news article has been featured in both the Chamber Newsletter and TMA Newsletter. Carpool brochures have been given to all TMA member employees and many non member businesses. In total approx. 5000 brochures have been distributed regarding the program to area employees.

- Tri-Met Employer Programs – The TMA has worked closely with Tri-Met marketing staff this year to promote employer programs to area businesses. Tualatin's largest employees has signed on to the PassPort program this year as a direct result of the efforts of Tri-Met staff and the TMA. Legacy Meridian Park Hospital purchased 400 passes in November of this year. The City of Tualatin has also agreed to sign on to the PassPort program and will be purchasing 50 passes. The TMA and Tri-Met held an employer programs informational luncheon this year. The luncheon was attended by TMA members. The TMA Manager has also promoted programs to potential TMA members and current TMA members.
TMA Advocacy – The TMA provided all its members with information regarding Transportation issues on a monthly basis. The TMA manager sends out copies of the West Side Economic Alliance newsletter every month as well as any other related information. The TMA has organized a number of task force groups to address issues such as transit need in Tualatin. The TMA has also held a steering Committee meeting every other month this year to discuss issues with members and brainstorm new project ideas etc. TMA members and Chamber businesses have been given information and updates regarding the MTIP process throughout the year and commuter rail updates have been announced at TMA meetings.

The TMA has been an active participant in Car Free and Care Free weeks since it’s inception. The TMA raised $1000 in sponsorships and prizes for the event and attended every work group and or meeting. The TMA will continue to be an active participant in this event. This year many of the TMA’s membership participated, three members had more than 10% of their employee population participate in the event.

TMA Shuttle –

Tualatin TMA Shuttle
Average Daily Ridership - 2001

Tri-Met and TMA Activity and Progress Reports for 2001
The TMA has maintained an average of above 30 rides per day in 2001. The total number of boarding rides for 2001 was 8241 which is an increase since last year. The TMA is happy to report this increase as many riders are temporary employees. With the decline of the economy the number of temporary positions in Tualatin has decreased.

### TMA Shuttle Ridership

<table>
<thead>
<tr>
<th>Year</th>
<th>Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>2322</td>
</tr>
<tr>
<td>2000</td>
<td>7406</td>
</tr>
<tr>
<td>2001</td>
<td>8241</td>
</tr>
</tbody>
</table>

The TMA has faxed out shuttle flyers to all businesses in the city and has sent shuttle flyers to all employees of member companies. All Temporary agencies have copies of the shuttle flyer and the shuttle has been highlighted in recent chamber and TMA newsletters.

### Work with Government Agencies

The Tualatin TMA has fostered a great working relationship with many agencies this year.

**Tri-Met** – The TMA works with many staff members of Tri-Met. The TMA manager and the Tri-Met marketing representatives for Tualatin have worked on a number of projects this year, including a membership luncheon and Passport sales to the City of Tualatin and Legacy Meridian Park. The TMA and Tri-Met have worked together to present both TMA and Tri-Met employer programs when meeting with potential TMA members/Tri-Met customers. The TMA has also worked very closely with Tri-Met TDM staff regarding TDM Sub Committee issues, TDM program issues and TMA programs. The TMA has also worked with business representatives and Tri-Met service planning staff to discuss service issues and transit needs in Tualatin.

**DEQ** – The TMA has worked with DEQ over the last year to assist area employers with ECO compliance issues. The TMA has contacted DEQ regarding non compliant companies and has assisted both non members and TMA members in ECO compliance. The TMA has written three ECO plans for businesses this year and has worked with DEQ and local businesses to ensure the ECO rule is enforced. All TMA member companies have surveyed, submitted plan or sufficiently reduced auto trips in the last year. The TMA markets itself as a one stop center for ECO assistance, and provides all services for ECO compliance to member businesses. DEQ has referred businesses to the TMA and the TMA has referred businesses to DEQ. The TMA and DEQ have assisted each other significantly this year.
Metro – The TMA participates in a number of Metro activities including the TDM Sub Committee and TPAC. The TMA has worked closely with Metro staff to resolve TMA funding issues and TDM funding in 2001. The TMA will continue to work closely with Metro on TMA issues. Metro staff have been very helpful and supportive of the Tualatin TMA in 2001.

Opportunities and Challenges for 2002

Opportunities-

• The TMA has had a number of businesses show interest in TMA membership in 2001. The TMA has also worked closely with Non TMA members in 2001 regarding the promotion of alternative modes and ECO compliance. These experiences are opportunities to increase knowledge of the TMA in the community and increase membership. An opportunity for 2002 is the continued contact with these businesses and the possibility of signing them as TMA members.

• The TMA has worked very closely with area TMA’s, Tri-Met and Metro in 2001 to resolve TMA funding shortfall issues. An opportunity for 2002 is to continue to work with these organizations to find a long term funding strategy for new and existing TMA’s. The TMA hopes to work with this group to find a long term strategy and not a short term funding solution that will need revisiting every MTIP cycle.

• The TMA has seem significant increase in awareness of its programs and services in 2001. DEQ and the TMA have worked together to connect companies to TMA services and the Chamber of Commerce has worked very hard to get the word out about the TMA to Chamber Members. Since the inception of the new Chamber Executive Director in July a TMA article has appeared in every Chamber Newsletter. The Chamber Board has seen increased information regarding TMA programs at each board meeting. The TMA hopes to see this opportunity for support and awareness to increase in 2002.

Challenges –

• Ongoing TMA funding has been a controversial issue in 2001. A challenge for 2002 will be to educate regional decision makers regarding the benefits of TDM efforts and TMA’s in the region. With funding shortfalls in transportation the challenge will be to advocate for increased TDM funding.

• Economic conditions will be a challenge for 2002. Although the TMA has seen increased interest in TMA membership there is still concern that
potential new and existing TMA members will not be able to continue financial support of the TMA in 2002.

- The TMA shuttle has seen significant increases in ridership in 2002. A challenge in 2002 will be to manage the demand with limited resources, the TMA hopes to continue providing service to meet demand in 2002 but there is concern that the one TMA shuttle will not be able to provide enough service.

Conclusion

The TMA has many things to be proud of for 2001. The TMA shuttle has continued to see an increase in ridership, the carpool incentive program has registered over 130 participants, three local organizations have received bicycle equipment (lockers and racks) through a grant the TMA received in 2001, PassPort (Tri-Met) has been implemented in the city's biggest Organization and TMA membership has increased.

All of these accomplishments have been achieved through a cooperative effort between the Tualatin Chamber of Commerce, Tri-Met, DEQ, Metro, The City of Tualatin and the Tualatin TMA.

The TMA will continue to work with these organizations to provide responsive transportation services for the Tualatin business community and the region.
2001 Annual Report
EXECUTIVE SUMMARY

Westside Transportation Alliance (WTA) is a non-profit member organization serving the transportation needs of employers located on the westside. Membership dues from its 30 employers in Hillsboro, Beaverton, Tigard, and Wilsonville are the major source of funds for the organization. WTA also receives CMAQ funding for programs, including the WTA Nimbus Shuttle.

The focus for 2001 continued to be partnering with employers and public agencies to maximize each other’s investments and efforts and creating employer programs that reduce auto trips to worksites. The WTA Executive Director meets regularly with employers and representatives from Tri-Met, Metro, Oregon Department of Environmental Quality, Oregon Office of Energy, cities, and the county.

Regional activities included:
- participation in efforts to establish and promote a region-wide Internet carpool match program
- membership on the TDM Sub-Committee, Citizens Advisory Committee for updating the Washington County Transportation Plan, and Jobs Access-to-Work regional committee
- facilitation of TMA joint efforts

TMA administrative functions included:
- annual action plan (combining the CMAQ approved work plan and additional activities funded privately)

Employer programs included:
- one-on-one assistance to nineteen new Employee Transportation Coordinators (ETCs) and over thirty additional ETCs on an ongoing basis
- seminars on strategies to encourage trying alternate commute modes, titled Changing Behaviors and What Advertising Professionals Know...and we want to learn
- Car Free & Carefree 2001, a two-week program offered to employers throughout the region, this year reaching out to approximately 87,000 employees
- creation of an Internet Survey of commute behavior
- Getting to Work – A Handbook for Employee Transportation Coordinators, a new and compelling training manual on how to set up various auto trip reduction programs, resources to assist the ETC, and thematic promotional programs with new illustrations
- FAX-on-Demand Service, flyers on various topics that provide quick, executive summaries
- member-only updates on transportation related issues
- WTA News, a bi-monthly newsletter distributed electronically to over 700 individuals and organizations

Shuttle and Transit Agency Efforts included:
- WTA Nimbus Shuttle, a partnership of Nimbus area employers, WTA, Equity Office and Tri-Met, traveling between the Beaverton Transit Center and the Nimbus business area
- Establishment of Jobs Access Shuttle in the City of Tigard
INTRODUCTION

The WTA is a non-profit member organization whose mission is to serve the transportation needs of westside employers through public/private partnerships that reduce traffic congestion, improve air quality, foster economic vitality, and improve quality of life.

Encouraging people to use alternate forms of transportation, even just one day a week, is a challenge. So, our organization, working with our members and partners, creates programs that provide resources, information, incentives, and unique ways to motivate employees to try alternatives to driving alone.

DESCRIPTION OF WESTSIDE TRANSPORTATION ALLIANCE

WTA involves its members in the transportation community by forming partnerships of employers, public agencies and other organizations in order to work in a concerted effort. By working together we maximize each other’s efforts and investments. Although the WTA seeks employer members in the Hillsboro, Beaverton, and Tigard areas, we also approve membership of employers located in areas where there are no established TMAs.

2001 Members:

Charter Members
Intel Corporation
Nike Inc.
Portland Community College

Supporting Members
adidas America
Cascade Microtech
City of Beaverton
City of Hillsboro
City of Tigard
Dania Home & Office Interiors
Equity Office
Norris, Beggs, & Simpson, Realtors/Cornell
Oaks Corporate Center
Portland General Electric
SMART Transit
Sun Microsystems Inc.
Timberline Software

Basic Members
Avant!
Certifax/Walgreens Pharmacy
First Consumers National Bank
Flextronics Photonics
Fred Meyer
Medscape
Mentor Graphics
nCube
Nettest
NW Natural
Planar Systems
Vernier Software
Washington County
Wausau Insurance
Welch Allyn Protocol

2001 ACTIVITIES

The WTA Action Plan for 2001 included a wide range of activities that were funded from a variety of sources, such as Federal CMAQ funds, dues, grants, inkind donations and fees. The paragraphs identified below with an asterisk describe activities that were funded with CMAQ dollars, from either the TMA or 2040 Initiative categories and with matching funds from private sources. All other paragraphs describe activities that were funded strictly with private resources.

Regional Coordination

* The WTA Executive Director (ED) met monthly with Tri-Met staff from the Service Planning and/or Marketing departments to share employer information and discuss service issues. The ED is a member of the regional Internet carpool match committees that developed the needs list, reviewed vendor proposals and selection of vendor, and now serves on the implementation and promotion committee.

2-75
Tri-Met and TMA Activity and progress Reports for 2001
* Both the ED and WTA Board member, Linda Bainbridge, serve on the TDM Sub-Committee, which reports to the Transportation Policy Alternatives Committee (TPAC). Fostering communication and informal meetings amongst the TMA directors is another task that the ED has taken on during her two+ year tenure as TMA representative on the TDM Sub-Committee. These were in addition to the quarterly TMA meetings with Tri-Met representatives. The ED also has participated in numerous meetings on evaluating TMAs and work groups to establish criteria and process for evaluating TDM strategies.

Additional activities of the ED on regional issues included: member of the Citizens Advisory Committee for the Washington County Transportation Plan update, participated in the Tri-Met Board briefing on the report of the Park and Ride Advisory Committee on which she served, westside Transit Choices for Livability meetings, Business Alliance on Transportation and its communications sub-group, Jobs Access regional committee, attended Washington County Coordinating Committee meetings and the Community Oregon Forum which focused on transportation, and spoke at both the Association for Commuter Transportation (ACT) International Conference and the NW Environmental Conference.

TMA Administrative Functions
* WTA’s ED developed an approved CMAQ Funds Work Plan for the grant year of February 2001-March 2002, invoiced with itemized activities, and reported progress on the Work Plan to Tri-Met.

Other administrative functions included: bringing all bookkeeping functions in house, working with outside accounting office on payroll and its reporting and required year end and IRS tax returns, updating equipment, and general office overhead.

Employer Programs
* WTA assisted in planning and helped employers provide six transportation fairs, assisted nineteen new Employee Transportation Coordinators (ETC), worked with eight new employers, wrote four new ECO approved transportation plans for employers, held an ETC Training Session in partnership with Tri-Met, held numerous ETC Network Sessions with outside speakers, produced the seminar Changing Behaviors with PSU professor Dr. John Cloussen and management consultant Ira Allen as speakers, updated and improved the organization and content of the WTA website (www.wta-tma.org) and purchased new software for future updates.

Getting to Work: An Alternative Commute Guide for Washington County

* WTA wrote and published a four-panel single-source brochure on alternate transportation resources in Washington County with customized employer inserts on the specific programs of each member employer.

seminar: WTA presented What Advertising Professionals Know and we want to learn with Jennifer Patterson of Weiden+Kennedy who spoke about changing trends in our society and how to capitalize on them to motivate commuters to try alternate modes and how to formulate your message.

Car Free & Carefree 2001 was a fun two-week region-wide celebration and competition that motivated employees to use an alternative form of transportation such as carpooling, vanpooling, transit, walking or bicycling. Nearly $30,000 in cash, prizes, and inkind services were donated to the region-wide event. SUPER Commuters (using alternative transportation seven or more days between July 16-27) were eligible to win from a list of prizes valued up to $615 and GOOD GOING Commuters (using alternative transportation three to six days) were eligible to win from a prize pool valued up to $300. Results included: 168 employers representing nearly 112,000 employees signed up to participate; 111 employers, representing 87,000 employees, sent in “I DID
IT" employee confirmation forms; Super Commuters: 3,328; Good Going Commuters: 646; total Car Free & Carefree Participants: 3,954; auto trips saved: approximately 62,390; approximate vehicle miles saved: 461,686; commuters who hadn't used alternative transportation in six months: 287 representing approximately 1,076 new auto trips saved and 7,962 new vehicle miles saved; and $11,000 in prizes were awarded to 250 employees. This was the third year of the program that was founded by the WTA; the organization continued to take the lead on the program. Other TMAs participating included the Tualatin TMA, Swan Island TMA, Columbia Corridor, and Marquam Hill Partnership.

Internet survey: Aided with a grant from Intel, WTA developed a dynamic Internet Commute Survey using the highest-end database technology, Sequel Server software. The program provides the WTA with an administrative tool that allows the organization to create individualized surveys that report for single worksites as well as an aggregated summary. Anyone may try it out by going to www.wta-tma.org and clicking on the survey link located on the home page. The advantages of this Internet survey are that it:

- conducts employee surveys efficiently and accurately;
- provides customization capabilities for employer’s discrete questions and answers;
- identifies key factors and strategies that reduce auto trips to the workplace;
- captures current data on vehicle miles traveled by commuters;
- eliminates the tedious and costly task of distributing and hand counting; and
- tabulates responses and response rates immediately.

handbook for ETCs: Using private funding exclusively, the WTA spent over one and a half years creating and publishing a compelling and unique training manual, Getting to Work – A Handbook for Employee Transportation Coordinators. It is available in a CD version and a printed copy may be purchased if the CD is purchased. A brochure describing the manual, a four-page sampler from the book, and order forms may be downloaded at www.wta-tma.org. Written in an easy-to-read style, this colorful and innovative training manual is specifically for busy people who administer auto trip reduction programs. It saves time and money by providing proven, best practice information in a convenient package. The three sections include: training manual, resource materials, and promotional programs.

FAX-on-Demand Service: This member-only service provides one-to-three page flyers on various topics such as the Business Energy Tax Credit FAQs and example of how to save dollars, tax reduction for transportation related benefits, guaranteed ride home, setting up a teleworking program, parking management, testing your SOV IQ, and an order form for Tri-Met display cases and brochures.

member-only updates: The WTA sent out periodic updates on key transportation related issues and announcements.

WTA NEWS: The WTA sends its electronic four-page newsletter to over 700 individuals and organizations and posts it on our website. It is produced six times a year and includes an article in every issue on why it makes good business sense to promote alternate commuting, Tri-Met information and updates, calendar of events, a list of Charter and Supporting Members and the Board of Directors.

Shuttle and Transit Agency Efforts

* The WTA Nimbus Shuttle is the result of a partnership between Nimbus area employers, WTA, Equity Office and Tri-Met. The express shuttle service travels between the Beaverton Transit Center and the Nimbus business park during peak commute times, running from 5:30 am to 9 am and resuming between 1 pm and 7 pm. The shuttle service reached its highest number of boarding rides in January 2001 with 3388 rides for the month, averaging 19.4 boarding rides per vehicle hour at a cost of $2.35 per ride. Since that time
time, the number of riders has reduced because of significant layoffs in the Nimbus area manufacturing and high tech employers combined with the fact that three major employers have relocated outside the area. However, the area’s property managers are working on leasing the spaces and so all of the partners are confident that as the employee base returns to its normal numbers, so will the ridership. The actual operations of the vehicle, driver, and maintenance is provided by GrayLine of Portland and funded through CMAQ 2040 Initiative dollars and one employer’s contribution of $4500. All promotion and administration is paid for by WTA dues. The WTA is researching a permanent solution for funding the WTA Nimbus Shuttle. Two new bus shelters were installed in the Nimbus areas because of effort and teamwork by WTA, Nimbus employers, Equity Office, and Tri-Met.

* WTA assisted in securing funds and coordinating with the City of Tigard, Tri-Met, and Ride Connections to start a new shuttle service between the Tigard Transit Center and residences of Tigard citizens at or below the 150% of federal poverty level. The actual service is provided by Ride Connections and funded with federal Jobs Access dollars. WTA continues to monitor and promote the service. WTA has also assisted the City of Tigard with mapping out their transit needs. In addition to a long-term plan that the City is developing, it is hoped that the current shuttle service serving low-income people will be expanded to include the general population.

* WTA organized meetings between the City of Hillsboro and Tri-Met, and meetings between Hillsboro employers located on low-performing routes and Tri-Met to promote the services and research ways to change their schedules and/or routes to encourage more ridership.

* WTA attended Tri-Met Open Houses and helped publicize service changes to employers in the Hillsboro, Beaverton, and Tigard areas.

WTA sponsored a trial run of the Airport MAX for employers in our area. We also gathered westside employers together, who were currently, previously, or were considering participating in the Tri-Met PASSport program, to survey their perceptions of the program’s strengths and weaknesses. Representatives of the group then met with Fred Hansen, Tri-Met General Manager, to present him with a compilation and assessment of the employers’ perceptions.

CHANGES IN MODE SPLIT

WTA recently awarded employers for the results of their efforts to reduce auto trips and vehicle miles traveled. The Oregon Department of Environmental Quality found that WTA’s 30 members were reducing 11 million of the 35 million miles reduced each year throughout the Portland metropolitan region.

The honored employers have partnered with the WTA and used our resources to help them achieve reductions. They have put a lot of effort into reducing single occupancy commuting and they have benefited from the many WTA resources and assistance.

WTA titled its program, the ECO Awards, E for Effort, C for Champion, and O for Outstanding. Employers receiving the E for Effort award were: City of Beaverton and Washington County for their extraordinary efforts to educate, encourage, and persuade their employees to use commute options that reduce single occupancy trips to their worksites. WTA recognized Patty Fink of Tri-Met and Susan Drake of DEQ for extraordinary efforts to provide commuting options that reduce single occupancy trips to worksites and for supporting and encouraging the region’s transportation management associations.

Honored for most improvement in reducing auto trip mode splits to their worksites:

<table>
<thead>
<tr>
<th>Employer</th>
<th>Baseline</th>
<th>Reduced to</th>
<th>Employee Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Microsystems</td>
<td>92%</td>
<td>76%</td>
<td>325</td>
</tr>
<tr>
<td>Welch Allyn Protocol</td>
<td>95%</td>
<td>84%</td>
<td>250</td>
</tr>
<tr>
<td>Nike</td>
<td>98%</td>
<td>79%</td>
<td>4500</td>
</tr>
</tbody>
</table>

Honored for Significant Reduction in Vehicle Miles Traveled (vmt):
Nike, for reducing annual vmt by 3,009,600 miles.

2-78
Tri-Met and TMA Activity and progress Reports for 2001
Portland Community College (PCC), PCC’s shuttle alone reduces vmt by 2 million miles annually; plus they reduce additional vmt by the other elements of their transportation program, which includes charging for parking and transit subsidies for students, faculty, and employees. 

Intel, for reducing annual vmt by nearly 3.5 million miles. 

The Car Free & Carefree 2001 program reduced approximately 62,390 auto trips and 461,686 vehicle miles. The WTA Nimbus Shuttle reduced auto trips by 29,824 and 220,698 vehicle miles during the year.

OPPORTUNITIES/CHALLENGES

WTA’s 30 employer members represented about 33,000 employees during 2001. The 2002 year starts with a reduction to 28 members representing about 29,000. If the economy continues to be sluggish, it will have a continuing impact on the WTA’s financial health. Even with these factors, WTA hopes to increase its membership during the year.

The success and growth of Car Free & Carefree may cause it to not be continued in 2002. WTA’s commitment to the success of the program is strong, but the organization can no longer sustain the amount of time it takes to raise funds, promote, and administer the program. Regional money will be necessary to pay for a part time program manager in the future.

Other challenges for 2002 will be finding new ways to assist ETCs to help them maintain their transportation programs despite having their budgets reduced because of the economy; recruiting and retaining members; and balancing the WTA 2002 budget.

Opportunities include: Making a few changes to our Internet commute survey to smooth any logistical problems discovered during the first round of surveying will give us another opportunity to publicize the service to non-members. We will continue to promote sales of the CD and printed copy of the ETC handbook, hoping to recover investment costs. We also plan to create two new thematic promotional programs with illustrations, for those who’ve purchased the handbook. Our 2002 Action Plan will focus on continuing to strengthen the WTA website as a resource, sponsoring seminars on TDM, revising the Wash. Co. brochure, developing a communications plan, securing permanent funding for the WTA Nimbus Shuttle, expanding the City of Tigard service, and continuing to meet with Tri-Met service planning and marketing staff.

CONCLUSION

WTA is grateful for the support of its members and agency partners, particularly Tri-Met and the Oregon Department of Environmental Quality. As we continue to work on creating and promoting TDM strategies and programs, we see how much more could be done if only there were more human and financial resources.