

# Memo



**Metro**

600 NE Grand Ave.  
Portland, OR 97232-2736

Date: Wednesday, June 12, 2019  
To: JPACT and interested parties  
From: Dan Kaempff, Principal Transportation Planner  
Subject: 2019-22 Regional Travel Options Grant Outcomes

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## **Purpose**

Provide JPACT with an update on the results of the 2019-2022 Regional Travel Options (RTO) grant-making process.

## **Background**

RTO works to increase people's awareness of non-single occupant automobile options and to make it easier to use those options. The RTO program maximizes the return on the region's investments in transit service, sidewalks and bicycle facilities by encouraging travel using these modes through education of their personal and economic benefits. It also helps to reduce demand on the region's streets and roads, thus mitigating auto congestion and reducing greenhouse gas emissions.

RTO is the region's transportation demand management (TDM) program and is a component of the Congestion Management Process. The RTO program supports the regional land use and transportation policy framework envisioned in the 2040 Growth Concept, and further defined through the Regional Transportation Plan (RTP). The program also supports the direction given through Oregon Highway Plan Policy 1G.1 which identifies demand management as an initial step in protecting the functionality of the existing highway system.

The RTO program is funded through the Regional Flexible Funds. In 2017, JPACT and Metro Council increased funding to the RTO program as part of the 2019-21 Regional Flexible Funds Allocation (RFFA). \$250,000 was added to respond to recommended actions identified in the Climate Smart Strategy, and \$1.5 million was added to create a regional Safe Routes to School program to fund education and outreach efforts in schools. Total amount of Regional Flexible Funds allocated to the RTO program for fiscal years 2020, 2021 and 2022 is \$9.29 million.

Since 2003, the RTO program has been guided by a strategy document that builds upon RTP policy to specify the program's purpose, goals and objectives. It also defines Metro's role to coordinate and support the work of cities, counties, transit agencies, non-profit community organizations and other partners. In addition to administrative, technical and collaboration support, the program allocates grant funds to projects that support the region's RTO policy, goals and objectives. This policy direction was updated in the 2018 Regional Travel Options Strategy, adopted by Metro Council on May 24, 2018 (Resolution 18-4886).

## **Program performance**

The RTO program conducts an evaluation of what the program's investments are achieving in terms of progress towards regional and programmatic goals. The most recent program evaluation covered work done during the 2013-2016 timeframe. The complete report is available at [oregonmetro.gov/travel-options-research](http://oregonmetro.gov/travel-options-research). A few highlights are as follows:

- 58 million VMT of commuter trips eliminated annually; 6 million fewer auto trips
- 250,000 employees engaged in commute trip reduction programs
- 28,000 metric tons of GHG reduced annually
- Of people participating in RTO-funded commuter programs, 6.6% walk and bike to work; 13.3% take transit to work regionwide (compared to 5.5% walk/bike, 6.3% transit regionwide<sup>1</sup>)
- 119,000 Sunday Parkways participants (2015)
- Individualized Marketing projects:
  - Cedar Hills: drive alone trips went from 63.8% to 62.6%; transit use increased from 7.6% to 9.5%
  - PCC Southeast Campus: drive-alone trips decreased from 29.3% to 27.9% among participants; bicycling trips increased from 13.4% to 21.3%
  - Milwaukie: drive-alone trips decreased from 65.6% to 60.5%; MAX usage increased from 0.7% to 4.4%; walking increased from 6.6% to 10.1%
- Wayfinding projects make it easier, more attractive and safer to walk and bicycle. Surveys and observed data indicate increases in these modes following installation of these signs and other directional devices. (Tigard, THPRD, Clackamas Regional Center)

### **Grant categories**

The 2018 RTO Strategy identified refinements and updates to the program's grant categories. These new and updated categories are aimed at improving the program's overall performance and expanding its reach, particularly to communities of color and other underserved communities. A description of each category is as follows:

*Core Partner* – Three-year grants, for long-standing partners with fully developed RTO programs. This funding is intended to create and sustain ongoing, successful programs. Funding is awarded on a non-competitive basis, but grantees are committed to a long-term programmatic effort and must meet advanced performance standards.

*Emerging Partner* – This grant category focuses on expanding the reach of the RTO program. It funds activities that help partners in creating a plan for doing RTO work, and expanding their capacity to develop and deliver programs that align with the RTO program mission and goals. The overall intent is to create more partners that meet the qualifications of the Core Partner level.

Note: A total of five organizations submitted proposals in this category. The original intent was to award funding on a competitive basis. After evaluation of the proposals, it was determined that taking a more flexible approach to supporting partners in this category was in the best interests of the program. In pursuit of helping to expand the program and build partner capacity, Metro is awarding a direct grant to Oregon City to support their continued development and implementation of their downtown TDM strategic plan. The other four applicants in this category have been offered consultant support (via an on-call contract with Metro) to do further planning to prepare their organizations for expanding their RTO-related work.

*Infrastructure/Innovation* – This category is aimed at supporting partners' outreach work, installing supportive infrastructure<sup>2</sup> needed to help people use active transportation modes, and to test new technology and other new methods of innovative public engagement focused on reducing auto use.

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<sup>1</sup> 2016 American Community Survey data

<sup>2</sup> Infrastructure projects are limited to investments which a.) assist people with finding their way along walking or cycling routes, and b.) provide end-of-trip facilities such as bicycle parking or repair stations.

Funding is awarded on a competitive basis. \$350,000 is available for each of the three fiscal years (2019, 20, 21).

Safe Routes to School – (Please refer to the staff memo provided separately in the meeting materials for details about this category.)

Marketing – Metro manages projects on behalf of RTO partners for creative work and production of materials needed to support their work. Awards are in the form of payments to Metro's contracted vendors in exchange for services provided for the grantee. Metro will handle payment of vendors on the grantee's behalf. A new round of applications opens each January through 2021.

Sponsorships – These are small grants (under \$3,500) intended to help with partners' event production expenses or for small items to support outreach efforts. Funding is awarded on semi-annual basis; as such applications or awards have not yet been completed. The application process will be open in July and January of the three upcoming fiscal years).

### Grant awards

Applicant	Project	Amount
<b>Core Partner</b>		
City of Portland	Smart Trips, Connected Communities	\$945,000
City of Wilsonville (SMART)	SMART Options Program	\$300,000
Clackamas Comm. College	CCC Core Partner Grant	\$150,000
Community Cycling Center	CCC Core Partner Grant	\$150,000
Explore Washington Park	Diversity, Equity, and Inclusion Program	\$150,000
Go Lloyd	Communications and Outreach Plan	\$150,000
Oregon Walks	Building Capacity Through Open Streets	\$150,000
Portland Community College	Expanding Commuting Options (ECO)	\$150,000
Ride Connection, Inc.	RideWise Travel Training Program	\$300,000
The Street Trust	Bike More Challenge	\$150,000
TriMet	TriMet Employer Outreach Program	\$1,200,000
Westside Transp. Alliance	Promoting Travel Options in Wash. Co	\$300,000
	<b>Total Core Partner:</b>	<b>\$4,095,000</b>
<b>Emerging Partner</b>		
Oregon City	Downtown TDM Plan Implementation	\$150,000
Planning support to four additional applicants		\$300,000
	<b>Total Emerging Partner:</b>	<b>\$450,000</b>
<b>Innovation &amp; Infrastructure</b>		
City of Gresham	Gresham Rockwood Bike Route	\$59,887
City of Gresham	Wy'East/Gresham-Fairview Trail Wayfinding	\$29,053
Clackamas County	Oak Grove Bicycle Parking	\$9,041
p:ear	p:ear Bike Works	\$180,000
Ride Connection, Inc.	Mobility Management Services	\$78,390
	<b>Total Innovation &amp; Infrastructure:</b>	<b>\$356,371</b>

<b>Applicant</b>	<b>Project</b>	<b>Amount</b>
<b>Safe Routes to School</b>		
Beaverton School District	Beaverton School District SRTS Program	\$150,000
City of Hillsboro	City of Hillsboro SRTS Program	\$80,000
City of Portland	Parkrose SD SRTS/Vision Zero for Youth	\$80,000
City of Tigard	Tigard-Tualatin Schools SRTS	\$150,000
Clackamas County	Clack Co SRTS Program Coordinator	\$120,000
Community Cycling Center	Community Based SRTS	\$80,000
Multnomah County	East Mult. Co SRTS Program	\$240,000
	<b>Total Safe Routes to School:</b>	<b>\$900,000</b>
<b>Marketing</b>		
City of Portland	Metrowide Safety Marketing Campaign	\$50,000
Lake Oswego Sust. Network	Carpooling Campaign	\$35,000
Portland State University	Stages of Change Communication Plan	\$30,000
Ride Connection	Travel Options Marketing Materials	\$25,000
The Street Trust	Marketing Outreach	\$50,000
	<b>Total Marketing:</b>	<b>\$190,000</b>
	<b>Total 19-22 RTO Grants:</b>	<b>\$ 5,691,371</b>