

Memorandum Date: July 12, 2010
Meeting Date: July 28, 2010

W. b. a.

TO: Board of County Commissioners
DEPARTMENT: Public Works
PRESENTED BY: Celia Barry, Transportation Planning
AGENDA ITEM TITLE: WORK SESSION ON REGIONAL TRANSPORTATION DEMAND MANAGEMENT IMPLEMENTATION AND DEVELOPMENT OF A REGIONAL TRANSPORTATION OPTIONS PLAN

I. MOTION

No motion is necessary.

II. AGENDA ITEM SUMMARY

Point2point Solutions, Lane County, and other local jurisdictions and agencies in the Central Lane Metropolitan Planning Organization area (MPO) have developed a work plan to create a Regional Transportation Options Plan (RTOP). The RTOP's purpose is to examine the definition and application of the Transportation Demand Management (TDM) elements of local and regional transportation plans and the region's respective programs' implementation.

Petra Schuetz, Lane Council of Governments, and Chris Watchie, on behalf of point2point Solutions, are planning to be on hand to present this item. This memo provides a project overview. During June and July 2010 project staff will be meeting with area planning commissions and related organizations to introduce the project and note feedback prior to beginning the formal planning process.

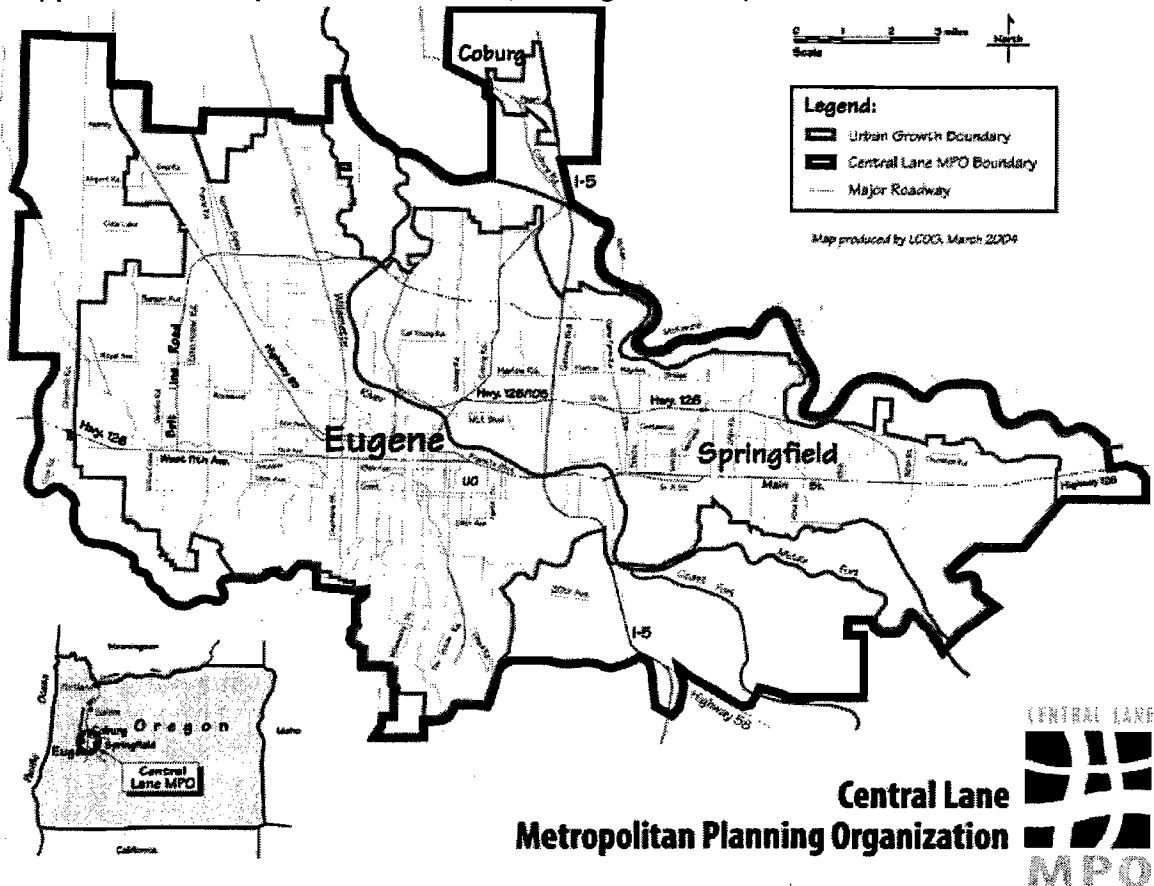
III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

At the March 2010 meeting, the Metropolitan Policy Committee (MPC) approved \$20,000 of STP-U funding to begin the RTOP planning process. A description of the RTOP funding request was included in the March MPC packet as Attachment 1 to Item 5c (see Attachment A). A significant part of the process is to identify additional funding for the project. On March 30, 2010 the Board of County Commissioners (Board) provided a letter of support for a Transportation and Growth Management (TGM) grant application submitted by the Lane Council of Governments (LCOG). The TGM grant was not awarded; however, it is anticipated that STP-U will provide the funding necessary to develop the RTOP. The RTOP can provide the basis for local and regional Transportation Options (TO) guidance for our immediate and long-range planning needs and will inform local and regional transportation plans currently being developed.

The MPO and point2point Solutions

Since the late 1960s, the Lane Council of Governments (LCOG) has participated in the planning and coordination of regional transportation. Communities over 50,000 population require federal regional coordination of transportation under a Metropolitan Planning Organization (MPO) structure. As the designated MPO for the Eugene-Springfield metropolitan area, LCOG is responsible for preparation of the Regional Transportation Plan (RTP), the federal long-range regional transportation plan. The MPO is also responsible for providing technical modeling of the transportation system to local governments; facilitating the interaction of federal, state, and local agencies dealing with transportation issues; managing the analysis and process for maintaining conformity with federal air quality standards; preparation of financial analysis and project programming; and providing opportunities for public involvement, among other responsibilities.



Partners in the MPO are: the cities of Eugene, Springfield, and Coburg, Lane County, Lane Transit District and the Oregon Department of Transportation. As part of being the designated MPO for the region, LCOG coordinates and staffs the MPO. Point2point Solutions (formerly Commuter Solutions, housed at LTD) coordinates and staffs the Transportation Demand Management program area of work within the MPO. The presentation accompanying this memo will provide more information about the existing Transportation Options programs in the region.

Transportation Demand Management or Transportation Options

Transportation Demand Management (TDM) or Transportation Options (TO) programs have long played a significant role in the region's transportation system planning and implementation. In 1996, the MPO helped establish a regional TDM program called Commuter Solutions. Commuter Solutions developed as the region's primary source for information about non-single occupancy travel options over the last 15 years. In 2003, the regional TDM

Refinement Plan bolstered policy-level support for growth in TDM planning. In 2004, this Plan evolved into a chapter of the RTP.

A well established sustainability movement aims to affect travel demand for investment in safer, more livable cities with a better range of transportation choices. The need to manage travel demand has become increasingly urgent for a number of converging reasons including:

- Peak oil;
- Efforts to reduce greenhouse gas emissions;
- Vehicle travel's link to poor air quality, road accidents, and reduced physical activity; and,
- Emerging Federal and State regulations to create more balanced and efficient transportation systems.

Over the years, Commuter Solutions - which became point2point Solutions (p2p) in 2009 - has grown in sophistication. At the same time, local TO efforts have been evolving in the area. Operational growth and burgeoning political support make revisiting the regional TO vision and application an important priority.

Regional Transportation Planning

The region's transportation planning partners have embarked on an unprecedented long-range transportation coordination effort. It includes creating or updating the following plans (through 2012):

- Coburg Transportation System Plan (local);
- Eugene Transportation System Plan (local);
- Springfield Transportation System Plan (local);
- Lane Transit District Long Range Transit Plan (regional);
- Regional Transportation System Plan (state); and,
- Regional Transportation Plan (federal).

Transportation demand management (TDM) has a growing role in creating a more efficient and balanced transportation system. TDM is the application of strategies and policies to reduce travel demand (specifically that of single-occupancy vehicles), or to redistribute this demand in space or in time. Some examples of demand management include rideshare, biking and walking, telework, and marketing/education of travel choices. In Oregon, TDM is commonly called Transportation Options (TO). The Central Lane Metropolitan Planning Organization (MPO) through point2point Solutions is responsible for the region's TO programs. The partners have acquired partial funding to take advantage of the current transportation planning efforts to develop an RTOP.

The RTOP project aims to update the TDM portion of the Regional Transportation Plan RTP and provide a best practices document to assist both regional and local governments in strategically expanding the reach of their TDM programs.

B. Policy Issues

The Lane County Transportation System Plan, and the Metropolitan area *TransPlan*, contain policies that promote and support TO in Lane County including bicycle, pedestrian and transit travel.

C. Board Goals

The following Strategic Plan Goal statements relate to this Board item:

- *Contribute to appropriate community development in the areas of transportation and telecommunications infrastructure, housing, growth management, and land development.*

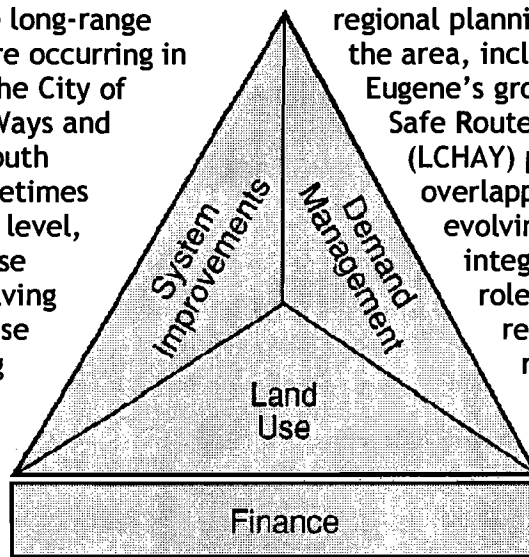
D. Financial and/or Resource Considerations

There is no County financial obligation related to this item.

E. Analysis

Development of the RTOP will assist agencies in the region in identifying and assessing the most appropriate transportation strategies to reduce the occurrence of, and reliance on, single-occupancy automobile travel. Central objectives include identifying TO best practices, conducting cost/benefit analysis on TO strategies, developing potential performance measures for these strategies, and reviewing regional TO policies.

In addition to the long-range related to TDM are occurring in Transportation, the City of program, Smart Ways and Healthy Active Youth valuable and sometimes federal and state level, house gas, land use relate to the evolving is to leverage these project now, long integrate the planning efforts



RTP Balanced & Integrated Transportation Planning Framework

regional planning efforts, other efforts directly the area, including the Case Statement for Active Eugene's growing bicycle and pedestrian Safe Routes to School, and Lane Coalition for (LCHAY) programs. These examples provide overlapping services related to TO. At the evolving requirements to address green integration, and least-cost planning all role of TO. A goal of the RTOP project relationships. By developing this range TO planning will be able to many current transportation in the region.

In addition to project, there planning effort late 1990s. federal and need to integrate a number of planning efforts and redefine the role of TO in the region. More discussion regarding the variables affecting the RTOP will be discussed at the meeting.

the timeliness of the RTOP has been no major long-range TO - at the regional level - since the Coupled with the evolving state requirements, there is a

Early in 2010, a draft RTOP work plan was developed in coordination with staff from all the MPO transportation planning partners. In March 2010, the work plan was incorporated into a Transportation Growth Management Program grant application. In April, the Metropolitan Planning Committee (MPC) provided \$20,000 to kick-start the RTOP project. Since the project is not being funded through a TGM grant, it is likely that additional federal funding will be pursued through the MPO.

The Work Plan

The RTOP work plan continues to be refined, pending the result of the TGM grant application, but will include the following general tasks:

- **Background** - includes refinement of the work plan, formation of a project management team, a technical advisory committee, and a website, and development of stakeholder lists;
- **Existing Conditions** - includes review of TDM best practices, regional TDM-related program development since 2002, development of a gap analysis, and identifying the TO role in emerging related trends/requirements such as climate change/green house gas, universal access and mobility, congestion management process, statewide performance measurement;
- **Opportunities** - includes a cost/benefit analysis and stakeholder 'brainstorm' to identify improvements to existing and/or new TO-related strategies;
- **Policy Framework** - includes review of existing RTP policies related to TO and development of revised policies;
- **Performance Measurement and Evaluation** - identify performance measures and evaluation methods that are part of regional TO strategies, programs, or projects;
- **Preferred Alternatives** - By applying the performance measurements and cost/benefit analysis to the opportunities, preferred alternatives are identified and created as a matrix to illustrate relationships;
- **Draft Regional Transportation Options Plan** - draft RTP element and best practices document; and,
- **Plan Adoption and Production** - adoption by the Metropolitan Policy Committee and incorporation into the next update of the RTP.

Public Involvement

The public involvement efforts for the RTOP are crucial to the project's success. Staff is coordinating the public involvement closely with the public involvement processes for the other regional planning efforts described above, in particular the RTSP process. The RTSP public involvement strategies continue to be developed and aim to accomplish the following:

- Facilitating efficient identification, notification, and engagement of a range of stakeholders and stakeholder groups;
- Maximizing the value of public participation by developing tools to share input among jurisdictions, and that allow information to be sorted according to specific travel modes (rail, transit, bike/ped, auto), geography, or other factors;
- Identifying specific geographic areas (corridors, neighborhoods, communities);
- Understanding issues (greenhouse gas emissions, economic development, safety);
- Involving agencies (MPO, Cities, County, ODOT, LTD, point2point Solutions); and,
- Coordinating key messages and maintaining a common language in communications to the public and decision-makers.

IV. Alternatives/Options

There is no County action required for this item.

V. TIMING/IMPLEMENTATION

The RTOP is targeted for completion within the next year and a half.

VI. RECOMMENDATION

None is necessary at this time.

VII. FOLLOW-UP

No follow-up is necessary at this time.

VIII. ATTACHMENTS

- A. March MPC Meeting Attachment 1 to Item 5c
- B. Transportation Planning Document Flowchart
- C. Regional Transportation Plan Transportation Demand Management Policies
- D. Transportation Planning/Public Involvement Programs Chart

MPC 5.c - Attachment 1: Regional Transportation Options Plan

Description of Request

Background

This agenda item is to consider programming funds to initiate work on a Regional Transportation Options Plan (RTOP). This request supplements the FY09-10 funding for transportation demand management—now known as Transportation Options—managed by point-2-point Solutions.

Transportation Options programs and initiatives have long played a significant role in the region's transportation system planning and implementation. In 1996, the MPO helped establish a regional TDM program, Commuter Solutions, which has developed as the region's primary source for information and programs regarding non-single occupancy travel options over the last 15 years. In 1997, the regional TDM Refinement Plan was completed, bolstering policy-level support in this area. In 2004, this Plan evolved into a chapter of the Regional Transportation Plan (RTP). Since this time, p2p Solutions has grown in sophistication and importance to the region while limited State funding for this program leveled off and, recently, decreased. During the same time period, MPC has consistently supported the growth of TO programs by providing at least 10 percent of the annual STP-U funds.

More recently, a number of local efforts have coalesced with regional TO programming such as: the Case Statement for Active Transportation, the growing regional bike and pedestrian program, the Regional Transportation System Plan (RTSP) process, Smart Ways to School, and Lane Coalition for Healthy Active Youth (LCHAY) programs. These examples provide valuable, yet potentially overlapping services related to TO activities at p2p Solutions. Further, evolving requirements to address greenhouse gasses, land use integration, and least-cost planning all interact with the role of TO. Because there is a broadening role of TO-related programs, increasing local, state, and federal requirements, and because it has been over 10 years since fundamental TO project/program delivery has been reviewed it is time to develop a new regional plan.

Regional Transportation Options Plan

The development of the RTOP will assist the member agencies of the Central Lane MPO in identifying and assessing the most appropriate transportation strategies to reduce the occurrence of, and reliance on, single-occupancy automobile travel. Development of the RTOP is targeted to replace the 1997 TDM Refinement Plan and the existing TDM chapter during the next RTP update. Central objectives include; leveraging the many TO-related programs and services in the region to increase efficiency of program delivery across disciplines, identifying TO best practices, conducting cost/benefit analysis on TO strategies, and developing potential performance measures for these strategies. Finally, the regional TO policies will be reviewed.

The FY10-11 Unified Planning Work Program (UPWP) identifies development of a plan to address transportation demand management and transportation options in support of the RTP.

Approval of the proposed funding request will enable the region to initiate the RTOP process – specifically it will allow for completion of: the scoping; work plan development; creation of stakeholder groups; literature review for best practice; stakeholder interviews and focus groups; and draft Existing Conditions technical memorandum. Staff intends to submit a Transportation Growth Management (TGM) Program application for the remaining Plan development process in March 2010.

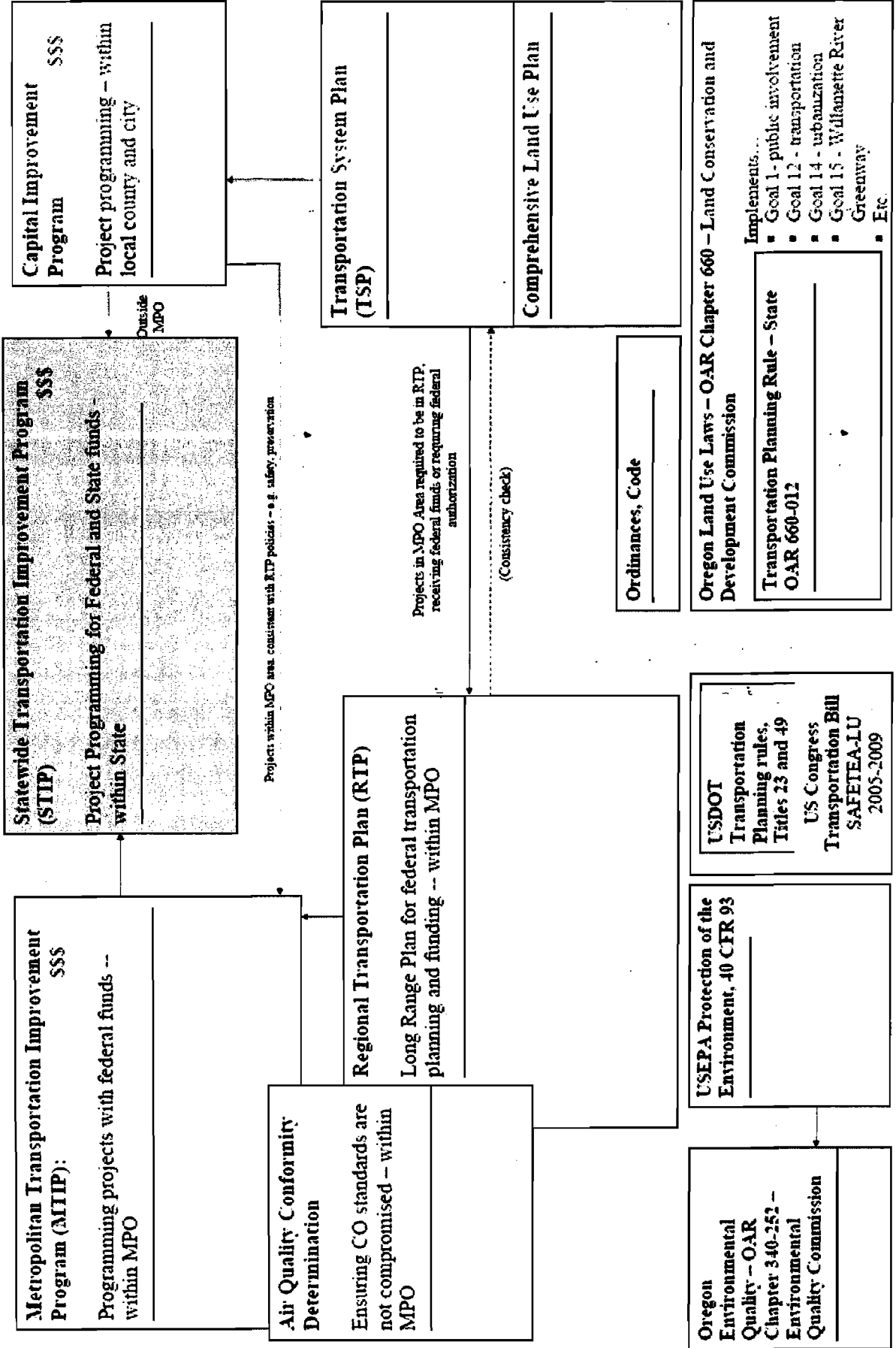
Public Input

The Central lane MPO Public Participation Plan recommends a 30-day public comment period prior to the approval of STP-U funding, as well as an MPC public hearing, notice to interested parties, and a web notice.

In compliance with this direction, notice has been distributed to the MPOs Interested Parties List, which contains over 600 transportation stakeholders, and posted to the MPO website www.themppo.org. A public comment period on the proposed funding began on Friday, February 5th and will end Monday, March 8th at 5:00 pm. A public hearing was held at the February 11th MPC meeting. No public comments have been received on this proposal.

Recommendation

The Transportation Planning Committee (TPC) reviewed the request for STP-U funding at their December 17, 2009 and January 28, 2010 meetings. TPC unanimously recommends that \$20,000 in STP-U funds be programmed to initiate development of the RTOP, pending the results of the public comment and MPC review. TPC also strongly supports p2p Solution's intended application for TGM funding for development of the RTOP, as well as inclusion of the plan's development and implementation in the pending p2p Solution's budget for FY10-11 and beyond.



REGIONAL TRANSPORTATION PLAN (RTP) TRANSPORTATION DEMAND MANAGEMENT POLICIES

Transportation demand management (TDM) policies direct the development and implementation of actions that encourage the use of modes other than single-occupant vehicles to meet daily travel needs. The TDM policies support changes in travel behavior to reduce traffic congestion and the need for additional road capacity and parking and to support desired patterns of development.

TDM Policy #1: TDM Program Development

Expand existing TDM programs and develop new TDM programs. Establish TDM benchmarks and if the benchmarks are not achieved, mandatory programs may be established.

Policy Definition/Intent: This policy supports expansion and development of a broad spectrum of local and regional TDM programs at varying levels of implementation. TDM programs will focus on reducing trips for nonwork purposes, as well as for work commutes. Voluntary participation in TDM programs will be encouraged through marketing and incentives to target audiences, including the general public, developers, employers, employees, school administrators, and students. An adequate funding program must be developed to support implementation of TDM programs. This policy also supports the exploration of opportunities to establish a market-based, user-oriented approach to TDM through the use of transportation pricing measures.

TDM Policy #2: Parking Management

Increase the use of motor vehicle parking management strategies in selected areas throughout the Eugene-Springfield metropolitan area.

Policy Definition/Intent: Parking management strategies address both the supply and demand for vehicle parking. They contribute to balancing travel demand within the region among the various modes of transportation available. To promote parking equity in the region, consideration should be given to applying parking management strategies at a region-wide level, in addition to downtown centers.

TDM Policy #3: Congestion Management

Implement TDM strategies to manage demand at congested locations.

Policy Definition/Intent: Encouraging the use of alternative modes will become more important as the region grows and traffic congestion levels increase. A variety of strategies can be employed to help maintain mobility in congested locations as the area develops. TDM strategies implemented to manage demand at congested locations will be coordinated with other types of congestion management strategies, such as access management. This policy supports selective application of mandatory TDM strategies to manage demand at congested locations. For example, local jurisdictions could be allowed to require employers to designate an employee transportation coordinator and to implement programs that encourage employees to use alternative modes.

TRANSPORTATION PLANNING/PUBLIC INVOLVEMENT PROGRAMS

