

## Regional Travel Options:

Metro's Regional Travel Options (RTO) program supports Metro's mission of making a great place by increasing the awareness of non-single occupancy vehicle (SOV) travel options such as biking, walking, taking transit, and ridesharing, and telecommuting/compressed work weeks. To accomplish this, the RTO program provides strategic investments that contribute to economic, environmental, and socio-economic health and prosperity for the region.

## Regional Travel Options Grants

For more information visit:

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



Metro, the regional government, crosses city limits and county lines to build a resilient economy, keep nature close by and respond to a changing climate. Representing a diverse population of 1.5 million people in 25 cities and three counties, Metro's directly elected council gives voters a voice in decisions about how the region grows and communities prosper.

## Description

Training or hiring staff or volunteers to promote transportation options to residents and employees.

## Purpose/Outcomes

- Increase walking, biking, transit, and ridesharing trips
- Increase neighborhood mobility and livability
- Work closely with groups that support the transportation and health needs of seniors and minorities
- Implement priorities set forth in current bicycle, pedestrian, and transit master plans
- Promote healthy, active lifestyle choices for transportation
- Organize commute workshops, community walks, and bicycle rides
- Develop website content and social media marketing campaigns
- Work with local businesses to develop employer TDM programs

## Examples/Best Practices Include

- Westside Transportation Alliance (WTA) and Pacific Community College workforce training for Transportation Coordinators
- Wilsonville Bike and Pedestrian Coordinator
- Best practices include: SMART Wilsonville<sup>1</sup>, and WTA TC Training Program<sup>2</sup>

1. <http://www.ridesmart.com/>

2. <http://www.wta-tma.org/?s=TC+training+program&op.x=0&op.y=0>

## Marketing Methods

- Using administrative features of Drive Less Connect to send outreach emails and track user participation
- Attend Metro Marketing Group meetings and collaborate with partners and local jurisdictions
- Leverage resources by engaging with local businesses

## Measurement

- Project tasks accomplished during tenure
- Participation in travel options meetings, transportation fairs, conferences, and events
- Updates to website and social media

## Grant Qualifications

- **Does the proposed investment contribute to increasing use of non-SOV modes?**  
This is established through a project proposal that provides a logical explanation demonstrating how the funded efforts will contribute to the increased use of non-SOV modes, identifying specific performance targets for each investment.
- **Does the applicant demonstrate interest and willingness?**  
Have strategic partners been identified and indicated their commitment to the project? This is established through a project proposal that identifies the specific opportunity or problem to which the applicant is responding.
- **Does the applicant have local financial support?**  
Minimum match requirements are used as base-level eligibility criteria. The minimum level is set at CMAQ thresholds, the federal source for RTO grants. Higher local match levels are needed when proposing higher-risk efforts and are rewarded through extra points in the scoring process.
- **Does the applicant have the capacity to implement?**  
This is determined based on the applicant's demonstration of a viable long-term business model and funding commitments.

### RTO Grant Timeline:

- Dec. 20, 2012 – Application packets available
- Jan. 9, 2013 – RTO Workshop
- Feb/Mar – Grant applications due
- Mar/Apr – Grant awards announced
- April to June – Grant agreements negotiated/signed
- July 1, 2013 – RTO Grant projects begin
- June 30, 2015 – RTO Grant projects completed

