

Executive Council for Active Transportation
A Council of the Intertwine, Quarterly Meeting
Thursday, March 29, 2012 | 8:00-9:30 a.m.
Metro, Council Chambers, 600 NE Grand Ave. Portland, ORE, 97232
AGENDA

Purpose: Identify the common ground for business and active transportation in the Portland metropolitan region. Discuss the current messages and activities associated with the benefits of active transportation – do they resonate with business? Discuss what the overarching priorities and topics of concern for business in the region – where is there common ground with active transportation?

Outcome: Identify common ground, where active transportation supports economic prosperity and business. Identify opportunities and strategies for building bridges in the development of the regional Active Transportation Plan.

7:30 **Coffee and pastries, networking**

8:00 **Welcome, introductions and overview** **Jonathan Nicholas, Chair**

8:15 **Regional Active Transportation Update** **Lake McTighe, Metro**
The Executive Council for Active Transportation is providing policy guidance and developing business and health community involvement in the plan.

8:25 **Benefits of Active Transportation** **Lake McTighe, Metro**
Making it easier, safer and more comfortable for people to get around actively is associated with a whole host of outcomes that benefit the economy, the environment and society. Lake will cover some of the current messages on the benefits of active transportation. Do these messages resonate?

8:40 **The Oregon Business Plan** **Jeremy Rodgers, Oregon Business Council**
What do businesses in Oregon and the region care about? What are the top priorities for the next five years? Jeremy will talk about what the business community is focused on.

9:00 **Discussion**
What resonates with businesses on active transportation? What doesn't? Where is there common ground? What are the friction points? How can we develop a common language?

9:30 **Adjourn**



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EXECUTIVE COUNCIL FOR ACTIVE TRANSPORTATION

March 2012

MISSION AND STRUCTURE

Mission: The Executive Council for Active Transportation was formed by members of Metro's Blue Ribbon Committee for Trails in March 2009 to provide leadership and support for the completion of the regional network of on and off-street bikeways and walkways that is integrated with transit and supported by education and marketing. The Executive Council recognizes that such a system would make travel by foot and bike safe, fast and enjoyable and achieve the region's six desired outcomes.

Role: Serve as champions, spokespeople and strategists. The Executive Council will serve as a policy advisory committee for the development of the Regional Active Transportation Plan from January 2012-June 2013.

Membership: Members of the Blue Ribbon Committee for Trails are the founding members of the Executive Council. Additional members are added at the behest of members of the Executive Council.

The Executive Council will serve as the core group to advance the strategy for active transportation, and may choose to create a coalition of businesses, non-profit organizations, community and neighborhood organizations, and elected officials who will "sign on" as supporters for the active transportation strategy.

Meetings and communication. The Executive Council meets quarterly. The members may decide to form workgroups to address specific topics or work elements.



EXECUTIVE COUNCIL WORK ELEMENTS 2012-2013

Policy Advisory Committee for the Regional Active Transportation Plan. The Executive Council will provide policy guidance and recommendations on the project, and will develop business and health organization support. The Blue Ribbon Committee on Trails recommended that leadership work towards a regional mobility strategy that fully integrates walking and cycling into the region's transportation plans. The Regional Active Transportation Plan will identify the prioritized Principal Regional Active Transportation Network, develop funding and implementation strategies, will amend the Regional Transportation Plan and update the Regional Transportation Functional Plan.

Build Partnerships and Leadership Support. Fostering business, elected, civic and health leadership support of active transportation is a primary role of the Executive Council. Members are invited to present and meet with to county commissions, city councils, planning commissions, and citizens groups to further the active transportation strategy.



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 **Metro** | *Memo*

Date: March 15, 2012
To: Executive Council for Active Transportation
From: Lake McTighe, Active Transportation Program
Subject: Regional Active Transportation Plan

Purpose

Provide an overview of the purpose, need and process of the Regional Active Transportation Plan project. Orient the Executive Council for Active Transportation to the project and their role.

Background

The need for a regional Active Transportation Plan (ATP) was identified as a follow up activity in the 2035 Regional Transportation Plan (RTP). The objective of the project is to identify priorities and strategies for completing an agreed upon principal active transportation network for the region. The principal network will be the highest classification in the regional bicycle and pedestrian system. The project officially started on Jan. 4, 2012, will last 18 months and must be completed by June 30, 2013. Metro has received a \$280,000 Transportation Growth Management grant from the Oregon Department of Transportation (ODOT) that will help fund the project.

The project objectives and tasks are outlined in the *Project Statement of Work and Timeline*, available on the project webpage. The project area covers the Portland metropolitan region, including the urban portions of Multnomah, Clackamas and Washington Counties. See attached *project area map*.

The ATP will be proposed for adoption in June 2013 and will be considered for amendment into the RTP either in 2013 or during the update of the RTP scheduled for 2014. The ATP will also propose amendments to current RTP, the Regional Transportation Functional Plan (RTFP), and potentially the Urban Growth Management Functional Plan (UGMFP).

The RTP establishes an outcomes based framework that is performance driven and includes policies, objectives and actions that direct future planning and investment decisions for transportation. The ATP will provide direction and recommendations on policies and strategies that will increase the number of people walking and biking and increase access to public transit. The RTP is available on Metro's website at www.oregonmetro.gov/RTP

The Regional Transportation Functional Plan (RTFP) implements the goals, objectives and policies of the RTP which the cities and counties carry out in their comprehensive plans, transportation system plans (TSPs) and other land use regulations and transportation project development. The RTFP includes guidance and requirements. The RTFP can be found on Metro's website by searching for "regional transportation functional plan".

The Urban Growth Management Functional Plan (UGMFP) implements the 2040 Growth Concept and Regional Framework, and includes regional policies that require changes to city and county comprehensive plans and implementing ordinances. The UGMFP can be found on Metro's website.

The adopted Active Transportation Plan will ultimately be implemented through city and county TSPs and comprehensive plans. Refer to the *Project Scope of Work* at www.oregonmetro.gov/activetransport

Project Committees and Process

The project will be guided by the Metro Council, Metro's Policy and Technical Advisory Committees, the Stakeholder Advisory Committee (SAC) and the Executive Council for Active Transportation (ECAT). The attached *Stakeholder Communication Strategy* further outlines the proposed roles and actions of the stakeholders engaged in the process.

The project staff team will provide updates to MTAC, TPAC, MPAC and JPACT during the course of the project at key milestones; the updates will reflect the guidance and advice from the SAC and ECAT. Metro Councilors Kathryn Harrington and Rex Burkholder are the proposed Council liaisons to the project.

The SAC will be the main working group for the project, providing technical expertise and stakeholder engagement. ECAT will provide policy guidance and recommendations on the project and will develop business and health organization support.

The project will be developed in three main phases.

- Phase 1 – January –June 2012: The first phase of the project will develop a report on existing conditions phase that will lay the groundwork for framing choices, understanding current investments, and understanding the impacts of active transportation to the achieving the region's Six Desired Outcomes and the 2040 vision.
- Phase 2 – July –December 2012: The second phase of the project will develop various concepts for developing the region's Principal Active Transportation Network. Once a conceptual approach has been decided upon, several alternative approaches to implementing the concept will be developed. The alternatives will be modeled, rough cost estimates will be developed and benefits and tradeoffs weighed, and the preferred alternative will be selected. Policy, concept and map updates will be recommended for the RTP and the RTFP.
- Phase 3 – January – June 2013: The third and final phase of the project will focus on developing a tiered list of priority projects for development, a phased implementation plan and a proposed funding strategy for implementing the project.

Recent and Upcoming Meetings

A summary of recent and upcoming scheduled meetings:

Feb. 9	Metro Council discussion on project outcomes and stakeholder engagement
Feb. 15	MTAC presentation
Feb. 17	TPAC presentation
Feb. 22	MPAC presentation
March 15	Stakeholder Advisory Committee first meeting
March 29	Executive Council for Active Transportation
June-July	Second SAC and ECAT meetings for Existing Conditions/Network Concepts
Oct – Nov	Third SAC and ECAT meetings for Identify Alternative Network
Jan-Feb	Fourth SAC and ECAT meetings for Priorities and Strategies
April-May	Fifth SAC and ECAT meetings for Final Recommendations

ACTIVE TRANSPORTATION INDEX

Percent of daily trips made in the US that are under than 3 miles: 49ⁱ

Percent of trips less than three miles in US that are made by car: 90ⁱⁱ

Number of minutes it takes to travel 3 miles by bicycle at a comfortable pace: 18

Percent of Portlanders that would bike more if they felt safe doing so: 60ⁱⁱⁱ

Number of months it took for the \$3.4 million EcoFlats complex in Northeast Portland with a 30-unit bicycle rack in the lobby but no dedicated vehicle parking, to be fully leased: 1^{iv}

Number of NY Times articles on bicycling and tourism in Portland between 1980 and 2012: 120^v

Percent Portland visitors that said that the city's bike-friendliness was a factor in their decision to visit: 78^{vi}

Dollars per day a person can save with a 10-mile round trip bike commute: \$10^{vii}

Total economic activity related to bicycling in the region: \$90 million^{viii}

Amount circulating in the local economy because people in the region spend less time driving than other areas of similar size: \$800 million^{ix}

Rank of proximity to trails requested amenity for new home buyers: 2^x

Premium homebuyers are willing to pay to live within 1 mile of the Little Miami Scenic Trail: \$9,000^{xi}

Percent of businesses involved in Portland's SmartTrips Business program that said promoting biking and walking helped them market their business: 68^{xii}

Percent of all morning personal vehicle trips made for school travel: 10-14^{xiii}

Percent of children that walked or biked to school in 1969: 48^{xiv}

Percent of children that walk or bike to school today: 13^{xv}

Year by which nearly half of all American adults will be obese if current trends continue: 2020^{xvi}

Rank of bicycling and walking as a strategy to reduce weight related health problems: 1^{xvii}

Amount spent on obesity related illnesses every year in the US: \$147 billion^{xviii}

Amount per capita spent each year in the US. on pedestrian and bicycle infrastructure: \$4^{xix}

Years it will take to build out the regional trail network at current levels of funding: 166^{xx}

Number of trips made on the region's trails in 2010: 11 million^{xxi}

Amount in averted health care costs in the region due to activity on regional trails: \$155 million^{xxii}

Cost, in today's dollars, of building Portland's existing 300+ mile bikeway network: \$60 million^{xxiii}

Average cost to construct a single mile of a four-lane urban highway: \$20-80 million^{xxiv}

ACTIVE TRANSPORTATION INDEX

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- ⁱ US Trip distances by frequency, source: USDOT, 1992
- ⁱⁱ Federal Highway Administration, National Household Travel Survey, 2001
- ⁱⁱⁱ Four Types of Cyclists, Roger Geller, Portland Bureau of Transportation
- ^{iv} NY Times, Developers Cater to Two-Wheeled Traffic in Portland, Ore., Sept. 20, 2011
- ^v Count and review of articles using Google search
- ^{vi} City of Portland Bureau of Transportation, 2009, Portland Bicycle Maps and Information Survey, Transportation Options Division, reported via BikePortland.org
- ^{vii} Bikes Belong www.bikesbelong.org and Commute Solutions <http://commutesolutions.org/external/calc.html>
- ^{viii} Alta Planning and Design, 2008 Portland Bicycle Related Economy Report
- ^{ix} Joe Cortright, Portland's Green Dividend
- ^x 2002 Consumer Survey, National Association of Realtors and National Association of Home Builders
- ^{xi} vom Hofe, R., and Parent, O., in University of Cincinnati, 2011 "New Research Finds that Homeowners and City Planners Should 'Hit the Trail' When Considering Property Values"
- ^{xii} City of Portland 2009 SmartTrips Business Program Report
- ^{xiii} [How Children get to School: School Travel Patterns form 1969-2009, prepared by the National Center for Safe Routes to School](#). The U.S. Department of Transportation. (2007). NHTS Brief: Congestion: Who is Traveling in the Peak? Washington, DC: U.S. DOT. Estimates 7-11% of trips, but this figure does not include trips during which parents drop their children off on the way to work, so the actual proportion of school-related traffic is likely much higher.
- ^{xiv} National statistics. How Children get to School: School Travel Patterns form 1969-2009, prepared by the National Center for Safe Routes to School
- ^{xv} National statistics. How Children get to School: School Travel Patterns form 1969-2009, prepared by the National Center for Safe Routes to School
- ^{xvi} Stewart, S., et al., 2009, Forecasting the effects of obesity and smoking on U.S. life expectancy, The New England Journal of Medicine, 361, 23
- ^{xvii} Center for Disease Control, Morbidity and Mortality Weekly Report, CDC, July 24, 2009
- ^{xviii} HHS Secretary Kathleen Sebelius, July, 2009
- ^{xix} NYT July 4, 2011, The Bicycle Dividend, By NANCY FOLBRE, economics professor at the University of Massachusetts Amherst. The amount was \$2 per citizen in 2006.
- ^{xx} Metro. The total cost of bike, pedestrian and trail projects in the 2035 RTP is \$1.3 billion, or just over 6% of the total plan which is over \$20 billion. This does not include all of the acquisition costs for trails in many cases. Build out rate calculated based on an annual investment of \$12 million/year.
- ^{xxi} Metro Trail Counts and Beil, K., 2011, Physical Activity and the Intertwine: A Public Health Method of Reducing Obesity and Healthcare Costs
- ^{xxii} Beil, K., 2011, Physical Activity and the Intertwine: A Public Health Method of Reducing Obesity and Healthcare Costs
- ^{xxiii} Portland of Bureau of Transportation, Bicycling in Portland
- ^{xxiv} Rails to Trails Conservancy and Bikes Belong: Active Transportation for America: The Case for Increased Federal Investment in Bicycling and Walking, p.18.

Trails & Active Transportation Selected Indicators of Success

as of 2008 Blue Ribbon Committee & Executive Council for Active Transportation

Year	Success	Regional \$
2008	Blue Ribbon Committee for Trails Completes Case Statement	500,000
2008	Economic activity related to bicycling in Portland: \$638 M annually & 600-800 jobs	
2008	THPRD Bond Measure, Trails	15,000,000
2009	\$1 Million Urban Trails Fund Established at ODOT	460,000
2009	Metro Active Transportation Program Established	320,000
2009	2010-13 Regional Flexible Funds for Bike & Ped	10,700,000
2009	Transportation Enhancement Grants for 2009-2014	4,230,000
2010	Portland Bicycle Plan for 2030 Adopted	
2010	Bi-State Regional Trails Plan	5,000
2010	An estimated 11.6 Million trips are made on Regional Trails	
2011	As of 2011, 237-miles of Regional Trails and over 600-miles of On-Street Bicycle Facilities Constructed in the Region	
2011	Trail users kept off an estimated 17-million pounds of fat and saved the Region an estimated \$155 million in averted health care costs	
2011	New Bike/Ped Coordinator Position in Washington County	
2011	ODOT Flexible Funds Awarded	5,900,000
2011	Active Transportation Section Established at ODOT	
2011	Over 2,000 Volunteer Hours for Regional Trail Counts 2008-2011	
2011	2014-15 Regional Flexible Funds for AT/Complete Streets	16,500,000
2011	Regional Active Transportation Plan Funded	336,000
2011	Intertwine Regional Trails Signage Plan Developed	30,000
2011	3 Miles of Trail Easements for 40-Mile Loop - 2006 Bond Measure	1,600,000
2011	THPRD, SDCs for completion of a Fanno Creek Trail gap	2,000,000
2012	ODOT Flexible Funds – Proposed AT Projects	7,195,000
2012	Active Transportation Planner Position at TriMet	
2012	Intertwine Website	68,000
Total \$		\$64,889,000



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Short List of Active Transportation Projects Recently Funded

Trail Master Plans (Total Project Costs)

- Westside Trail: \$ \$334,336
- Tonquin Trail: \$ 229,517
- Mt.Scott/Scouter Mt. Trail Loop: \$111,445
- Portland to Lake Oswego Trail: \$111,445
- Sullivan's Gulch Trail Master Plan: \$249,638
- NpGreenway Master Plan: \$495,709
- Council Creek Trail: \$243,446

Trail & Active Transportation Projects Recently Funded with MTIP-RFF, ODOT Flex Funds and TE (Total Project Cost)

- SE 17th Ave. Trail -Connecting Springwater to Trolley Trail in downtown Milwaukie-\$3.4 Million
- Hillsboro Regional Center: Oak and Baseline - \$557,227
- West Fork of the Tonquin Trail, Sherwood - \$5.7 Million
- East Portland Active Transportation to Transit Portland Phase I- \$4.7 Million
- Portland Bike Sharing Project Portland - \$4 Million
- SE Foster Road Safety Enhancement and Streetscape Project (50th-84th) Portland - \$3.3 Million
- Arata Road Improvements Multnomah Co - \$1.9 Million
- Portland's Going to the River – bundling bicycle, pedestrian, transit and transportation demand management to improve access to Swan Island - \$2.3 Million
- Waud Bluff Trail – a path that will enable commuters and other trail users to enjoy improved grading and a paved surface down to Swan Island - \$3.2 Million
- Bike/Ped Trail Bridge connecting Pier Park to Chimney Park in North Portland - \$1.6 Million

Proposed 2012 ODOT Flexible Fund projects (Total Project cost)

- Intertwine Signage and Trails Way finding Signs : fabricate and install 600 signs along three of The Intertwine's premier regional trails, the Trolley Trail in North Clackamas, the Fanno Creek Trail in Tigard, and the Rock Creek Trail in Hillsboro -\$292,000
- Beaverton Crescent Connection Bicycle, Pedestrian, Transit and Pedestrian to Transit Corridor Improvement - \$4.3 Million
- Portland East Portland Access to Transit Part II - \$ 710,000
- Portland SmartTrips for Portland Streetcar - \$ 481,080
- Gresham, Oregon Max Trail Completion and Enhancement - \$2 Million
- Multnomah County Arata Road Pedestrian and Bicycle Enhancement Project - \$2.6 Million
- TriMet Ride Connection Community Resource Center - \$5.6 Million
- Wilsonville's SMART Transit Integration Project - \$300,000

For more information contact:

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The New York Times
Economix
Explaining the Science of Everyday Life

JULY 4, 2011, 6:00 AM

The Bicycle Dividend

By NANCY FOLBRE

Nancy Folbre is an economics professor at the University of Massachusetts Amherst.

More Americans are biking or walking to work these days, in part because public-sector investment is improving the infrastructure they need to get there safely. Further public investments in bike paths and bike lanes are likely to offer a big social payoff.

Federal spending on bicycle and pedestrian infrastructure has more than doubled since 2006 but amounted to less than \$4 a person in 2010.

This chart, a snippet of a larger infographic by Kory Northrop, a graduate student at the University of Oregon, that illustrates differences across states and highlights the top 10 major American cities for bike commuting, draws on data from the American Community Survey for 2009.

Kory Northrop; data from the Federal Highway Administration.

Portland, Ore., tops the list, with 5.8 percent of workers riding to their jobs on a regular basis. Snowy Minneapolis comes in second, at 3.9 percent, and Seattle third, at 3 percent. San Francisco, despite its hills, is nearly tied with Seattle. Smaller cities are not included in this ranking, but some, like Boulder, Colo., and Eugene, Ore., have higher bike-commuting rates than Portland.

At last count, New York City was still below 1 percent, but that may be changing, with the recent large expansion of bike paths there.

According to *Bicycling* magazine, all the above-mentioned cities rank among the top 10 in terms of bike infrastructure.

Some people regard bike paths as invasions of sacred car space. In March, John Cassidy of *The New Yorker* ranted online against their expansion in Manhattan. He was immediately reproved by scores of his readers, as well as by a commentary in *The Economist*, "The World Is His Parking Spot," that applied basic social cost-benefit analysis.

Here is the economic logic behind increased efforts to promote bicycle use:

Cars enjoy huge direct subsidies in the form of road construction and public parking spaces, as well as indirect subsidies to the oil industry that provides their fuel. These subsidies far exceed the tax revenue generated by car use (as this excellent discussion of the technical

issues at stake in these calculations makes clear.)

Yet cars impose major social costs: their use contributes to global warming, traffic congestion, accident fatalities and sedentary lifestyles.

Bicycle use is good for both people and the planet. In a country afflicted by obesity and inactivity, people who get moving become healthier. Riding a bike to work or to do errands is far cheaper than joining a gym. Cutting back on gas consumption improves air quality, reduces dependence on imported oil and saves money.

Increased bicycle use is practical and feasible, especially if it can be combined with effective public transportation for long-distance needs. As John Pucher of Rutgers University (dubbed Professor Bicycle by some of his fans) explains, about 40 percent of all automobile trips in metropolitan areas are less than two miles – a distance easily biked.

International comparisons in use rates, as well as differences among cities in the United States, demonstrate the impact of public policy. Professor Pucher points out that the bike share of local trips ranges from 1 percent in the United States to 18 percent in Denmark to 27 percent in the Netherlands.

As a recent New York Times article explains, many European cities explicitly aim to discourage automobile use. Good public transportation systems help people get into downtown areas that would be less congested and thus more inviting. Bike-sharing programs are expanding in cities all over the world, including Latin America.

For bicyclists, increased numbers often lead to increased safety. As bike paths on roads attract larger numbers of cyclists, the chance of car-related accidents declines, promoting further use. Safety appears to be a major factor for women in particular.

As more people ride to work, cultural norms shift — bike commuting begins to seem less quirky. Businesses begin to recognize the benefits of providing facilities for showering and changing clothes (cheaper per person than car-parking spots).

These changes, in turn, can promote more biking. Build it and they will come: increased supply can increase demand.

Major improvements in bike infrastructure wouldn't just make it easier to get to work. They would also create work, a high priority in our high-unemployment economy.

Construction of bike paths offers more job creation per infrastructure dollar than investment in roads. (For more details, see this recent study by my University of Massachusetts colleague Heidi Garrett-Peltier, who analyzed 58 projects in 11 cities, using an input-output model to measure employment impact).

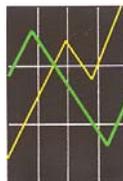
Hats (and helmets) off to the bicycle activists and policy makers who work to promote bicycle paths and lanes. They are spinning us all in a good direction.

The Economic Value of Active Transportation



A Fact Sheet Compiled by Ryan Snyder

RYAN SNYDER ASSOCIATES, LLC
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THE ECONOMIC VALUE OF ACTIVE TRANSPORTATION

INTRODUCTION

A rapidly growing number of communities, public health professionals, urban planners, architects and others promote urban form and design that fosters walking and bicycling. The reasons are many. Soaring rates of obesity, air quality, traffic and a desire for an improved quality of life top the list.

The purpose of this fact sheet is to show that "new urbanism," "designing for active transportation," "smart growth," "livable communities," and other ways of describing this emerging community form makes good economic sense for developers, businesses, cities and residents. There is *economic value* to designing desirable communities and neighborhoods. In an era of scarce public funds, this economic value justifies the *investment* in livable communities. **Active transportation and livability should be funded because governments can recover their investment through enhanced tax revenues, and developers can recoup their investment in higher sales or rents.**

No original research was conducted for this fact sheet. A number of other similar fact sheets have been assembled. This one brings those together with some other research. The bullet pointed facts are organized in several categories:

- Economic Value of Livable Communities
- Economic Value of Walking and Bicycling
- Economic Value of Trails
- Costs of Not Designing Livable Communities.

ECONOMIC VALUE OF LIVABLE COMMUNITIES

- Homeowners are willing to pay an average of 11% more for homes as compared with similar houses in nearby neighborhoods in four new urbanist communities studied. They were willing to pay 13% more in Kentlands, Maryland; 25% more in Harbor Town, Tennessee; 4% more in Laguna West, California; and 9% more in Southern Village, North Carolina. ("Valuing The New Urbanism, The Impact of the New Urbanism on Prices of Single Family Homes," Mark Eppli and Charles Tu, Urban Land Institute, 1999, p 73.)
- Homebuyers ranked community design with low traffic and quiet streets 1st out of 39 attributes used to select a home, according to a 1994 study by American Lives. ("The Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities," National Bicycle and Pedestrian Clearinghouse, No. 2, Sept. 1995.)

Taken from "The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.

- One study showed that a 5 to 10 mph reduction in traffic speeds increased residential property values by about 20%. A second study found that traffic calming that reduced traffic by several hundred cars increased home values by an average of 18%. ("Evaluating Traffic Calming Benefits, Costs and Equity Impacts," Todd Litman, Victoria Transport Policy Institute, 1999.)
- A \$4.5 million investment in streetscape and pedestrian improvements on School Street in Lodi, California, as well as some economic development incentives, are credited with attracting 60 new businesses, decreasing the vacancy rate from 18% to 6% and increasing downtown sales tax revenue by 30%. ("The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.)
- The City of Mountain View, California created a pedestrian-friendly district along previously run-down Castro Street. Since then, \$150 million in nearby private investments have brought new commercial and residential development creating a regional retail attraction with restaurants, bookstores, pubs and lots of pedestrians. ("The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.)
- West Palm Beach, Florida turned a run-down downtown into a lively commercial area with a \$10 million investment in traffic calming, a fountain, public event space and building restoration. In the five years between 1993 and 1998 property values went from \$10-\$40/sq.ft. to \$50-\$100/sq.ft., and commercial rents went from \$6/sq.ft. to \$30/sq.ft. This brought occupancy up to 80% and attracted \$350 million in private investment to the area. ("The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.)

ECONOMIC VALUE OF WALKING AND BICYCLING

- Homebuyers ranked walking and biking paths 3rd out of 39 attributes used to select a home, according to a 1994 study by American Lives. ("The Economic and Social Benefits of Off-Road Bicycle and Pedestrian Facilities," National Bicycle and Pedestrian Clearinghouse, No. 2, Sept. 1995.)
- After investing \$191,893 in Maryland's Northern Central Rail-Trail, state revenues increased by \$303,750 that same year as a direct result to the economy's growing sales, property and income taxes. (Analysis of Economic Impacts of the Northern Central Rail-Trail, Maryland Department of Transportation, 1994.)

- The total economic benefit of active transportation amounts to \$3.6 billion (Canadian) per year in Canada. This is from a combined walking (6.6%) and bicycling (1.2%) mode share of 7.8%. If the mode share of walking and bicycling rose to that of Victoria (the highest in Canada - 15.2%) the value would increase to \$7 billion per year. Economic benefits of active transportation occur from:
 - Reduction in road construction, repair and maintenance costs
 - Reduction in costs due to greenhouse gas emissions
 - Reduction in health care costs due to increased physical activity and reduced respiratory and cardiac disease
 - Reduction in fuel, repair and maintenance costs to users
 - Reduction of costs due to increased road safety
 - Reduction in external costs of traffic congestion
 - Reduction in parking subsidies
 - Reduction of costs of air pollution
 - Reduction of costs of water pollution
 - Positive impact of bicycle tourism
 - Positive impact of bicycle sales and manufacturing
 - Increased property value along trails
 - Increased productivity and a reduction of sick days and injuries at the workplace

(“The Business Case for Active Transportation: The Economic Benefits of Walking and Cycling,” Richard Campbell and Margaret Wittgens for Better Environmentally Sound Transportation, 2004, p. 42-43.)

- The economic health benefits of active transportation alone in Canada amount to \$92 million (Canadian) per year. At Victoria’s mode share of 15.2% this would be \$179 million. (“The Business Case for Active Transportation: The Economic Benefits of Walking and Cycling,” Richard Campbell and Margaret Wittgens for Better Environmentally Sound Transportation, 2004, p. 42-43.)

ECONOMIC VALUE OF TRAILS

Taken from the Economic Benefit of Trails and Greenways by the Rails-to-Trails Conservancy

- The Great Allegheny Passage brought in \$14 million per year in direct economic benefit (rentals, meals, lodging, trinket purchases, etc.) even as it was only half completed. (Stephen Farber, University of Pittsburgh and Pennsylvania Economic League, Inc. *An Economic Impact Study for the Allegheny Trail Alliance*, January 1999)

- Leadville, Colorado received an increase of 19% in sales tax revenue in the months following the opening of the Mineral Belt Trail. People visiting to ride the trail eat at local restaurants and stay in local lodging. (*Enhancing America's Communities: A Guide to Transportation Enhancements*, National Transportation Enhancements Clearinghouse, November 2002, p. 11.)
- The Mineral Wells-to-Weatherford Rail-Trail near Dallas, Texas generates \$2 million in local revenue from the 300,000 annual users. (*Enhancing America's Communities: A Guide to Transportation Enhancements*, National Transportation Enhancements Clearinghouse, November 2002, p. 11.)
- The 150,000 annual visitors to the Little Miami Scenic Trail in Ohio spend an average of \$13.54 per visit on food, beverage and transportation to the trail. They also spend an estimated \$277 each year on clothing, equipment and accessories during these trips. (Ohio-Kentucky-Indiana Regional Council of Governments, *Trail Users Study, Little Miami Scenic Trail*, 1999, p. 15-32.)
- Lots adjacent to the Mountain Bay Trail in Brown County, Wisconsin sold faster and for an average of 9% more than comparable lots not next to the trail. (*Recreational Trails, Crime and Property Values: Brown County's Mountain-Bay Trail and the Proposed Fox River Trail*, Brown County Planning Commission, Green Bay, July 6, 1998.)
- Trails ranked 2nd among 18 community amenities in a 2002 survey of home buyers conducted for the National Association of Realtors and the National Association of Home Builders. (*Consumer's Survey on Smart Choices for Home Buyers*, National Association of Realtors and the National Association of Home Builders, April 2002.)
- Developers of the Shepherd's Vineyard housing development in Apex, North Carolina added \$5,000 to the price of 40 homes located adjacent to regional greenways. These homes were the first to sell. (Don Hopey, "Prime Location on the Trail," *Rails-to-Trails*, Fall/Winter 1999, p. 18.)

Taken from North Carolina Department of Transportation Division of Bicycle Transportation

- A \$6.7 million capital investment in off-road paths and wide paved shoulders for bicyclists in the northern Outer Banks of North Carolina (coastal region) brings in \$60 million annually from tourists spending on accommodations, meals, recreation, shopping, etc. ("Pathways to Prosperity: Economic Impact of Investing in Bicycle Facilities: A Case Study," North Carolina Department of Transportation Division of Bicycle Transportation, 2004, p. 39.)

COSTS OF NOT DESIGNING LIVABLE COMMUNITIES

- Physical inactivity costs California \$13.3 billion per year in medical care, workers' compensation and lost productivity. Employers shoulder most of the burden. If California's residents improved their physical activity and lose weight by 5 percent over the next 5 years, it will save more than \$1.3 billion per year. ("The Economic Costs of Physical Activity, Obesity and Overweight in California Adults During the Year 2000: A Technical Analysis," David Chenworth for the Cancer Section and Nutrition Section of the California Department of Health Services, 2005, p. 27-29.)

Taken from "The Economic Benefits of Walkable Communities," by the Local Government Commission for the California Department of Health Services.

- The federal Office of Technology Assessment estimates that a single house built on the urban fringe requires \$10,000 more in public services than one in the urban core. ("The Ahwahnee Principles for Smart Economic Growth," Local Government Commission, 1998.)
- Agribusiness in the San Joaquin Valley of California estimates that smog from vehicles reduces their multi-billion-crop yield by 20-25%. ("The Ahwahnee Principles for Smart Economic Growth," Local Government Commission, 1998.)

An active transportation plan for the region

www.oregonmetro.gov/activetransport



Metro Council President
Tom Hughes

Metro Councilors
Shirley Craddick, District 1
Carlotta Collette, District 2
Carl Hosticka, District 3
Kathryn Harrington, District 4
Rex Burkholder, District 5
Barbara Roberts, District 6

Auditor
Suzanne Flynn



A plan for the region

Communities across the country are recognizing that active transportation creates vibrant communities, contributes to economic prosperity, provides low-cost transportation options, keeps the air and water clean, and is fun and healthy!

Metro has started working with partners on the region's first Active Transportation Plan to identify strategies for completing a regional active transportation network. The project will be completed by June, 2013.

The workplan for the project has been finalized and a Stakeholder Advisory Committee has been formed. The Executive Council for Active Transportation will serve as a policy advisory committee.

What will the plan do?

Identify the strategies, priorities and projects to complete a regional seamless, green network of on and off-street pathways connecting the region and integrating walking, biking and public transit.

Develop the guiding principles and criteria including equity, health, safety, economic development and access, to guide priorities and investments.

Update and refine active transportation policies in the Regional Transportation Plan and Regional Transportation Functional Plan.

Prioritize projects and develop a phased implementation plan and funding strategy to complete the network.



What is active transportation?

Active transportation is travel powered by human energy, such as walking and riding a bike. Using public transportation is active travel because most trips involve walking or riding a bike.

Why is this important?

Active transportation supports economic development, reduces household costs and is part of safe and healthy communities, by making it easier to walk, ride a bike and take public transportation for daily trips. Active transportation:

- Promotes vibrant business districts
- Reduces transportation costs
- Supports tourism
- Attracts skilled workers
- Reduces healthcare costs and obesity
- Reduces green house gas emissions
- Reduces crashes
- Increases neighborhood safety
- Supports local businesses
- Provides connections to nature

How can I get involved?

To learn more or get on the project mailing list visit the project webpage or contact Lake McTighe at: lake.mctighe@oregonmetro.gov 503-797-1660

An active transportation plan for the region

Draft Project Timeline ~ December 2011

The Active Transportation Plan (ATP) will identify the Principal Active Transportation Network for the region, integrating walking, bicycling and public transportation and creating a seamless, green network. The ATP will develop guiding principles and criteria that include equity, health, safety, economic development and access and are consistent with the region's six desired outcomes to provide a framework for evaluating policies and prioritizing funding and projects in the Regional Transportation Plan and local Transportation System Plans. It will develop active transportation policies that will update existing regional pedestrian, bicycle and transit policies, performance targets and design concepts, and synthesizes policies and priorities from other pedestrian, bicycling and transit plans. And, it will prioritize projects and develop a phased implementation plan and funding strategy that clearly articulates state, regional and local roles and responsibilities.

Regional Active Transportation Action Plan Timeline of Major Tasks																									
		2011					2012												2013						
							Month 1						Month 6						Month 12			Month 18			
Task		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	Jun
0	Project Chartering and Scoping	█	█	█	█	█																			
1	Project Management, Stakeholder Involvement and Meeting Coord.						█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
2	Document Format and Outline						█	█																	
3	Existing Conditions, Data Collection and Analysis						█	█	█	█	█	█	█												
4	Guiding Principles, Criteria and Evaluation Framework									█	█	█													
5	Network Concepts											█	█	█	█	█	█								
6	Alternative Networks, Modeling and Evaluation														█	█	█	█	█	█					
7	Select Principal Active Transportation Network and Focus Areas																		█	█	█	█			
8	RTP Network Visions & Maps, Policy Framework and Design Guidelines														█	█	█	█	█	█	█	█	█	█	
9	Data Protocols									█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
10	Prioritize projects, Phased Implementation Plan and Funding Strategy														█	█	█	█	█	█	█	█	█	█	█
11	Finalize Plan and Amendments																					█	█	█	█
12	Plan and Amendments Prepared for Adoption																						█	█	█

Project Chartering and Scoping

Establish staff team and Stakeholder Advisory Committee, develop work scope and execute intergovernmental agreement with the Oregon Department of Transportation. The regional work group will include planning and engineering staff from transportation and parks departments of local governments and park providers, TriMet, ODOT, advocacy groups and representatives from health and environmental justice communities. The Executive Council for Active Transportation will serve as leadership group.

1. Project Management, Stakeholder Involvement and Meeting Coordination

Implement a stakeholder involvement process that is inclusive and generates input from a cross-section of stakeholders involved with and impacted by active transportation. Provide jurisdictional partners with frequent opportunities for coordination and input into the planning process. Create an organizational, meeting and decision making structure that has clearly defined roles and responsibilities and enables efficient, clear communication.

2. Document Format and Outline

3. Existing Conditions, Data Collection and Analysis

Provide a thorough and accurate set of baseline information, analysis and data for the development of alternatives.

4. Guiding Principles, Criteria and Evaluation Framework

Develop a set of regionally agreed upon guiding principles and criteria that will be used to: 1) develop a set of network concepts, 2) evaluate those concepts, 3) identify the desired concept, 4) identify alternative networks, 5) evaluate the networks, 6) identify the preferred network, and 7) provide a framework to prioritize regional AT projects and funding.

5. Network Concepts

Develop a set of network concepts that explore both a variety of network structures (e.g. hub and spoke, spiderweb, grid) and approaches (e.g. serve all centers equally, access to transit, filling gaps, etc.). Understand the benefits, challenges and trade-offs of the different concepts associated with each of the concepts.

6. Alternative Networks, Modeling and Evaluation

From Network Concepts, identify alternative networks for evaluation and modeling. Evaluate the alternative networks using the AT Guiding Principles and Criteria, the regional bicycle model and pedestrian network analysis. Identify the recommended Regional Principal Active Transportation Network.

7. Select Principal Active Transportation Network and Focus Areas

Based on the evaluation and modeling of the alternative networks and stakeholder input, select the preferred Regional Principal Active Transportation Network. Identify focus areas for project prioritization and implementation of the ATP.

8. Regional Transportation Plan Network Visions and Maps Amendments, Policy Framework and Design Guidelines

Articulate the distinction between the regional active transportation network, the regional pedestrian, bicycle and transit systems in the 2035 RTP and the local pedestrian and bicycle systems. Provide design guidelines for the Regional Bicycle Parkway and pedestrian equivalent to guide implementation of recommended principal active transportation network and implementation of this network in local transportation system plans. Provide guidelines for project development through regional programs and allocation of funds. Develop a revised RTP policy framework including performance measures and targets, revised RTP Regional Bicycle and Pedestrian Network maps, and clarification of the distinction between the regional Active Transportation Network, the regional pedestrian and bicycle systems in the 2035 RTP, and local pedestrian and bicycle systems.

9. Data Protocols

Develop plans and recommendations for creating and managing robust regional datasets for bicycling and walking use and facilities, in response to Metro's recently completed Multi-Modal Inventory.

10. Prioritize Projects, Phased Implementation Plan and Funding Strategy

Prioritize projects, develop and implementable plan, develop a funding strategy for completing the regional network and describe regional and local roles and responsibilities for implementation.

11. Finalize Plan and Amendments

Develop the final plan document and prepare final proposed policy recommendations and amendments to RTP, RFTP, and UGMFP.

12. Plan and Amendments Prepared for Adoption

The Active Transportation Plan for the Region (ATP), with financing and implementation strategies, and policy recommendations and amendments to the RTP, RFTP, and UGMFP are finalized for adoption.

The Regional Active Transportation Plan

We will be successful if...

- It is not just about transportation – it is also about healthy people and environment, healthy economy
- An inclusive process that grows a broad base of support
- Regional agreement on priorities, translating into more funding and policy changes
- Leads to projects on the ground
- Equity – everyone shares in the benefits and needs of underserved are addressed
- Is an exciting, living document that tells real stories – not a plan on the shelf
- Benefits both local and regional needs, there is local buy-in
- Clear implementation plan, with projects and implementers clearly defined
- Adopted by Metro Council and JPACT, amended to the Regional Transportation Plan
- Results in more and better data on bicycling and walking
- Support is developed for future action
- Includes bold policies to prioritize bicycling and walking projects
- Health indicators are included in performance measures

We will not have succeeded if...

- Plan sits on the shelf, does not do anything
- Priorities are not clear
- Lack of ownership, support – plan is unfunded
- Non-inclusive process limited to the usual suspects – does not grow the base of support
- Polarizes community (e.g. bikes vs. ...)
- Miss an opportunity to integrated with other projects in the region
- Project is not focused

The Regional Active Transportation Plan

List of all of the responses from Executive Council for Active Transportation

We will be successful if...

- Unanimous adoption by JPACT
- Impact greenhouse gas emissions
- Brings public health into the discussion
- Understanding of positive economic benefit of AT
- Argues/makes the case why this matters
- It's also a health/economic/environmental plan
- Environmental/ health/growth/business case
- That we learn from other places
- We have identified the outline of a network
- All cities and communities can see a regional facility (line) in their area
- Supported by community for equity
- Process for input is inclusive (lessons of N. Williams)
- Higher standards for bikeways – e.g. min width bigger
- Will include stories from real people
- “workshed”
- CLF, equity, access
- Support for funding increases
- Vision clear, visual document
- Clear priorities
- Bite size implementation pieces
- We've developed it in the field, not at metro/MRC or Portland only
- Planning as an educational effort
- Uses photos, videos and bring it to life
- Attracting highly educated cohort
- Attracting business investment
- Keeping Portland distinctive
- Multi-modal, multi-media
- If championed by Beaverton and Gresham
- Big projects are “phased” for HCT Plan
- Local plans are synched
- Regional buy in and acceptance from both private and public sectors
- Local advocates are created
- Projects are ID with priorities
- Funding sources are established
- Responsibilities and accountability for implementation clear
- If “rebrands” active transportation
- Establishing patterns young which could remain through life
- Fun, visionary, inspiring

The Regional Active Transportation Plan

- Stimulates endorphins!
- If endorsed by PBA
- Broad based coalitions built
- Great “start-up” projects identified
- Communicates “excitement” over our opportunities

We will fail if...

- On the shelf
- It does not have regional support
- Becomes bikes vs. business
- Local cities and local community grass roots groups can't see themselves in the plan
- Does not outline a long range picture
- Only looks at big projects (ignores local)
- It's a static document – text only
- Ignores safety
- A process limited to advocates
- Usual suspects
- Lacks local ownership
- Lack of focus
- Unfunded
- No funding plan
- If plan is 200 pages of transit speak gobbly gook
- Lack of measureable outcomes
- Value (in AT) isn't seen
- Little money for AT
- Lack of specific project identified
- Opponents are louder
- Lackluster participation from participants
- Polarizes community, bikes vs...
- Lack of clear priorities
- Failure to act on clear priorities
- Too white, too old, too boring
- Peanut butter priorities (spread thin)
- Non inclusive of diverse audiences
- Too many 20th century solutions to 21st century problems

List of all of the responses from the MetroCouncil

We will be successful if...

- We have a plan
- The regional elected support funding to build the infrastructure

The Regional Active Transportation Plan

- More elected support/advocate for active transportation
- More people are bicycling in 5 years by ___%
- People use active transportation to meet daily needs
- There will be a sidewalk at every bus stop
- I can ride my bike directly home without having to detour to feel safe
- Local TIPs (and TSPS) prioritize sidewalks and bike lanes in next 5 years
- Developing funding strategies is more about getting (targeting) new money and not solely focused (only) on redirecting existing sources of \$\$
- We will succeed if people of all ages see themselves as players
- Everyone who wants to bike or walk to work will find a way to do that
- More people feel safe walking or bicycling because of separate sidewalks and paths
- People understand the value of active transportation for the health and economy
- We have some fun along the way...
- The planning program has engagement/meetings out in the field. Let it be done “out there” versus Metro building

We will fail if...

- The language of the plan is not inclusive
- Plan elements are not implemented
- The measurement is more about costs and less about people
- The public sees it as bikes vs. cars
- The % of regional transportation \$\$ has not increased for active transportation
- Number of bike and pedestrian fatalities continues to increase every year
- The planning effort is completed with just Portland stakeholders
- We get a great plan but no money to build it
- People (especially) local elected think that this is about re-programming their local money – putting it under Metro control

List of all of the responses from Metro Staff Project Team

We will be successful if...

- We learn from other places
- Simple, imageable diagram that is easy to “get”
- Lays out clear strategy for implementation
- Collective buy-in that the plan is appropriate
- Leads to projects on the ground
- Products that are incorporated back into the RTP
- Builds on momentum that more and more people value having several transportation choices
- Results in a uniformly high quality experience
- No loose ends
- Regional acceptance of holistic AT approach

The Regional Active Transportation Plan

- Addresses needs of underserved
- Local buy-in
- Dedicated funding source
- Data plan that is very useful
- Defined, funded, maintained trail/bike/ped count program
- AT becomes a funded plan
- Bold policies
- On-street gaps in major regional trails are prioritized as regional bike parkways
- Funding for bike and ped network maintenance and standard products
- Future grant funding is allocated according to this final recommended list of priority corridors
- World class bike network and model outputs/products
- General prioritization of implementation as funding becomes available
- Priorities defined
- Adoption of plan by JPACT and Metro Council
- ATP adopted by JPACT and Council and endorsed by MPAC
- Updated bike/ped data and protocols for maintenance defined
- Support developed for further action
- Health measures are included

We will fail if...

- Continuation of fragmented modal approaches
- Fails to be implemented locally
- Too much on-street
- No clear priorities
- Regional communication breaks down
- Staff are frustrated by process
- Lack of focus
- No plan for ongoing funding
- The public does not support
- Unclear next steps/implementation approach and sits on shelf
- Failure to make difficult decisions, e.g network definition, policy or funding priorities
- Missed opportunity for integrating data/tools with other projects

List of all responses from ATP Stakeholder Advisor Committee:

We will be successful if...

- Active transportation facilities identified in the plan are well-connected and, on some level, equitably distributed in terms of geography and socio-economic status.
- Implementable plan that is equitable in terms of helping communities with infrastructure deficiencies succeed in constructing infrastructure gaps.
- All jurisdictions feel represented.

The Regional Active Transportation Plan

- Quick transition from Plan completion to implementation with relatively steady implementation.
- Neighboring jurisdictions produce well laid-out bicycle and pedestrian visions.
- We have a clear list of priorities and regional buy-in.
- Leads to funds to build and own.
- Safe routes are defined for all constituencies.
- Residents from jurisdictions all over the region come out to volunteer to collect bicycle and pedestrian datasets.
- This strategy can acknowledge the influx and impacts of urban users on our rural transportation systems. The linkages and connections to these rural areas ought to be considered as part of the regional network.
- The recommendations are broadly supported by “the public”.
- The plan recognizes that needs and values differ throughout the region. We’re not all inner-city Portland.
- Identify shovel-ready projects.
- Identify existing successes of concepts.
- Equitable active transportation network region-wide.
- Identified, sustainable funding source.
- Network active transportation gaps minimized.
- Outcomes achieve regional consensus within our group and beyond.
- Local jurisdictional support for plan.
- Commitments to include local plans.
- We (the region) inspire AT planning elsewhere in the United States.
- Understand what needs to be achieved at each step.
- We can gather energy for corridors like we have for rail corridors.
- Clearly identified network that reflects clear criteria that are based on world best practices.
- Guiding principles produce clear differences in ranking and evaluating alternatives.
- Our work incorporates what we’re learning in Climate Smart Communities and what our peer learned in King County (a priority tool): bay area monetizing active transportation impacts.
- Produce a plan that can be adopted into local transportation system plans.
- Network for prioritization and accurately reflect local, already identified priorities.
- Clear framework of regional funding for active transportation.
- We secure a large amount of money from the federal government for a regional active transportation project that crosses jurisdictional lines and includes bicycle and pedestrian components.
- Ability to clearly articulate project findings and results by all involved.
- Jurisdictions and communities feel their efforts and priorities have been respected and Metro has added value to active transportation efforts.
- Develop a plan that becomes a model for other regions around the country.

The Regional Active Transportation Plan

- Our process includes open dialogue, consensus, active communication, and clear messages.
- Tie prioritized projects to projections of aging populations.
- We have a prioritized and agreed upon list of bicycle and pedestrian improvements on or parallel to state highways.
- Develop regional policy for safe routes to school.
- Projects match what may be feasibly funded.
- We include access to and from parks and schools.
- We have a clear understanding of regional and local roles and responsibilities for building and maintaining the AT networks.
- Follow in footsteps or direction of Executive Council.
- We don't over-process.

We will fail if...

- We over-process.
- If Climate Smart Communities initiative and new Regional Transportation Plan doesn't reflect the work and priorities of this project.
- The AT network does not get us all the way to the places we would need to get to, when we want or need to .
- We do not address equity and jobs.
- We don't address values that speak to auto drivers.
- Produce a plan that sits on the shelf that no one wants to read.
- If this doesn't result in a high level policy discussion with our elected where we consider how to raise more money regionally for active transportation and make sure it's a stable source.
- We don't have clear funding sources identified.
- We continue to lose out on federal competitive grants and get chastised for lack of vision.
- We don't consider displacement impacts and include strategies to make sure regional amenities are accessible to all.
- We don't have input from a variety of system users as well as those who are not currently using (or often using) AT facilities.
- Projects do not match TSP project lists.
- Have not developed unified definition of walkable communities, and how integrated transportation and land use planning improve walking.
- Superficial recommendation not well supported by available data and information.
- Metrics/measurements of success aren't outlines, must discuss/strategize ways to quantify plan's benefits.
- Local jurisdictions think of plan as not of use or pertaining to them. Perception of making every area like Portland and not responding to differences in the region and citizen preferences.

The Regional Active Transportation Plan

- New funding not identified.
- Plan does not explicitly account for changes in age demographics (i.e. older and younger) relative to active transportation needs.
- The policy and elected levels cannot get behind the recommended investment strategy.
- Equity is not a central theme and criteria in our project priorities and policy development.
- Slow or lagging implementation.
- Just another plan not implemented.
- Lack of public input/support for the ATP, concept, and vision.
- My neighbors have no idea what ATP is, or why it's important.
- Equity is not front and center.
- Barriers remain unidentified.
- This plan just sits on the shelf.
- Some communities are not represented.
- Community concerns re: urban cyclists who heavily use our rural roads in a manner that is very impactful are not addressed.
- Any components of system fail to be adequately maintained.
- If there isn't a high likelihood of feasibility- implementability.

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Stakeholder Communication Strategy

Regional Active Transportation Plan

February 2012

DRAFT



Metro | *Making a great place*

About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

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

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INTRODUCTION

Active transportation is travel powered by human energy, such as riding a bike and walking. Public transportation is active travel because it usually involves walking or bicycling. A national emphasis on active transportation has emerged in recent years, focusing on the fiscal, environmental and public health benefits of non-motorized travel.

The need for a Regional Active Transportation Plan (ATP) was identified as a follow up activity in the 2035 Regional Transportation Plan (RTP), adopted 2010. The RTP does not have a prioritized regional active transportation network or an agreed upon framework for prioritizing and implementing projects. The current, on-the ground network *and planned network* has many gaps. In many areas of the region people do not have the option to safely walk or bike, thereby limiting the benefits associated with active travel.

The ATP will identify the Principal Regional Active Transportation Network of Bicycle and Pedestrian Parkways and Districts. One way to think of this network is as a “High Capacity Transit System for bicycling and walking”. The network, integrated with public transportation, will provide the regional spine that the denser local bicycle and pedestrian networks connect to. To support implementation, the ATP will establish priority projects, refine and recommend new policies, performance targets and measures for bicycling and walking, and develop an implementation and funding strategy.

Implementing the regional Active Transportation Plan would help the region achieve all of the Six Desired Outcomes. Active transportation:

1. Is a key building block of **vibrant communities**.
2. It achieves **equity** by providing low cost transportation choices, reducing vehicle emissions.
3. Gives people transportation choices to driving, reducing emissions and keeping the region’s **air and water clean**.
4. Is a tool in the **region’s leadership for climate change** toolkit.
5. *Is transportation choice*.
6. Is a vital part of the region’s **economic prosperity**, attracting workers and businesses, supporting tourism and local business, a niche industry, creates jobs and is part of the region’s identity and brand marketing.

The ATP project area covers the Portland metropolitan region, including the urban portions of Multnomah, Washington and Clackamas Counties and twenty-five cities. Bicycle and pedestrian connections to neighboring cities outside Metro’s jurisdictional boundary and to the City of Vancouver are included in the project area.

PROJECT GOAL

The goal of the ATP project is to develop a priority active transportation network and an implementation and funding strategy that are endorsed by the region through the project committees, the Joint Policy Advisory Committee, the Metro Policy Advisory Committee and the Metro Council. The ATP will provide a road map for completing the Principal Regional Active Transportation Network. The goal of regional agreement requires a collaborative process that recognizes local aspirations and desired regional outcomes.

SITUATION ANALYSIS

This situation analysis highlights recent and current topics that could influence the development of the project. First, Active transportation itself is **a relatively new term**, synthesizing three transportation modes, making an additional challenge for effective communication.

Recent efforts, such as ARRA funding and Metro's TIGER proposal for a regional active transportation project, has highlighted that the **necessary coordination to build out a regional active transportation network has been difficult to achieve** due to several factors, including: lack of a pipeline of "ready to go" bicycle and walking projects due to a lack of dedicated funding, the lack of a prioritized regional network that the region supports, and incomplete policies for increasing bicycling and walking.

The current economic climate makes it challenging to pursue new funding and raises concerns over competing needs. As with any transportation plan that focuses on a single topic, audiences can sometimes perceive a focus on one mode as placing it in competition with other modes or other community priorities.

Leaders of the U.S. Department of Transportation, including Secretary Ray LaHood, are **supportive of active transportation** and have provided recommendations and guidelines for how to implement projects. However, the current **stalemate on federal transportation authorization and the potential for less funding** for active transportation highlights the need for regional cooperation, regional priorities and local funding. **Regional cooperation and priorities will help local jurisdictions effectively leverage federal and state funding.** Regional priorities will make allocation easier for federal funding sources, such as CMAQ, that may no longer be dedicated to active transportation. New local and regional funding sources may be needed to achieve regional outcomes if federal funding is limited; currently, 40% of funding for bicycle and pedestrian projects in the region is from federal sources.

The Metro Council and leaders across the region have demonstrated an ongoing commitment to active transportation which will be key to the success of the project. Briefly:

- Growing investment in active transportation with Regional Flexible Funds.

- The ATP project is the result of ongoing investment in active transportation by Metro and partners across the region.
- The ATP project is the result of a robust partnership between Metro and partners across the region that has been developing over many years around regional trails and active transportation.
- In 2008, the Metro Council established the Blue Ribbon Committee for Trails. The BRC developed a set of recommendations for increasing investment in the regional trails network and integrating the network with the on-street system and public transportation.
- To begin implementing the BRC recommendations, the Metro Council funded an Active Transportation staff position at Metro from 2009-2011 as part of an Active Transportation Program. The Program shaped regional discussion on active transportation, worked with local jurisdictions to identify active transportation demonstration projects, developed a set of initial criteria to help prioritize regional projects, and established a leadership and business group, the Executive Council for Active Transportation.

The ATP will build on and coordinate with several related efforts:

2040 Growth Concept - ATP will utilize and implement the 2040 plan

Regional Transportation Plan – the ATP will be proposed for amendment to the RTP, and will update policies, performance measures and targets in the RTP, Regional Transportation Framework Plan and the potentially the Urban Growth Management Functional Plan

Transportation System Plan updates – the ATP project will provide findings and guidance as local jurisdictions update their TSPs

Climate Smart Communities – the ATP Principal AT Network Concepts will be part of the CSC scenarios; the ATP and CSC projects will coordinate stakeholder engagement activities and messaging

Local TSPs and stand-alone bicycle and pedestrian and trail plans – the ATP will build on these plans and will propose new policies, performance measures and targets to be implemented in local TSPs

Regional Corridor Plans: SW Corridor and East Metro Connections Project – the ATP will reflect the criteria, goals and priorities identified in these projects

Trail Master Plans – including the Westside Trail, Council Creek Trail, Tonquin Trail, Sullivan’s Gulch and NP Greenway

Greater Portland Pulse – the ATP will identify how active transportation will move the region forward on many of the regional indicators

Regional System Funding- the ATP project will coordinate with development of funding proposals that impact regional trail development

Community Investment Strategy – the ATP project will coordinate on identified transportation infrastructure priorities

Regional Trails Signage Plan – the ATP project will utilize the adopted guidelines for signage in the final plan and recommend use of the guidelines for regional projects

Metro Parking Management Study – the ATP project will coordinate with this project as it moves forward

Regional Travel Options Strategic Plan update and work plan – the ATP project will incorporate elements of the plan into the final ATP

Transit Oriented Development Strategic Plan and work plan – the ATP project will incorporate elements of the plan into the final ATP

Transportation System and Management Operations Plan implementation -- the ATP project will incorporate elements of the plan into the final ATP

Metropolitan Transportation Improvement Program and Regional Flexible Funds – the ATP will coordinate proposed funding strategies with the development of the next RFF allocation process

COMMUNICATION OBJECTIVES

The following communication objectives were developed in part using the *Metro Community Engagement Strategy Assessment* tool, specifically the “Purpose of the Process” starting on page 5, attached.

- **Consensus Building.** The success of the project will rely on coming to regional agreement on process, priorities, strategies and roles and responsibilities.
- **Inclusive participation.** Involve a wide variety of stakeholders, reaching out to groups that have been historically disenfranchised.
- **Information readily available.** Project information is accessible on the project webpage, www.oregonmetro.gov/activetransport
- **Sharing between stakeholders.** Stakeholders hear and understand each others’ concerns, issues, needs and ideas. Especially important for stakeholders such as environmental justice and youth.
- **Develop partnerships and build relationships** by providing an informative, participatory and collaborative process for target audiences.
- **The ATP project is integrated with other Metro efforts.**

KEY MESSAGES FOR ELECTED OFFICIALS

- **The ATP will help local communities provide transportation choices.** The region has already made substantial investments in bicycling and walking, building over 300 miles of trails and nearly 700 miles of on-street bicycling facilities. Communities want more active transportation; this is reflected in public opinion surveys. Business, civic and elected leadership in support of active transportation is growing.
- **The time is right for a regional plan.** Communities across the region have made investments that help people walk, bike and take transit. But scarce resources and a lack of regional coordination have limited the impact of these efforts. By working together, we can make the most of our investments and make it easier than ever for large numbers of people to see walking and bicycling as attractive options.
- **The key to success is partnership.** To be successful, the ATP will reflect local priorities and aspirations for how to create vibrant, healthy communities. But to achieve a regional scale, partnership among jurisdictions and stakeholders will be crucial.
- **Bicycling and walking are inherently local activities with tremendous impacts.** The ATP is a unique regional plan because it is focused on local activities, implemented by local governments. Increased bicycling and walking can impact everything from the amount of money spent on health care to the numbers of cars on the road, with tremendous benefits for the social, environmental and fiscal health of the region. Benefits also include shopping and spending money in your local communities.
- **Regional cooperation and priorities** will help cities and counties effectively leverage federal and state funding to help make local investments that were previously out of reach.
- **Implementing the ATP would help achieve all of** the region's Six Desired Outcomes: Vibrant communities, Economic prosperity, Safe and reliable transportation, Leadership on climate change, Clean air and water, Equity in distributing the benefits of growth.

KEY MESSAGES FOR STAKEHOLDERS/ GENERAL PUBLIC

- Active Transportation helps **preserve clean air.**
- Active Transportation can make us more **energy independent.**
- Active transportation gives people **transportation choices.**
- Active transportation is about **building neighborhoods** where people can **walk, bike or take public transit** to meet many of their daily needs.
- Active Transportation **saves money, time, and keeps people healthy.**

STAKEHOLDERS AND ROLES

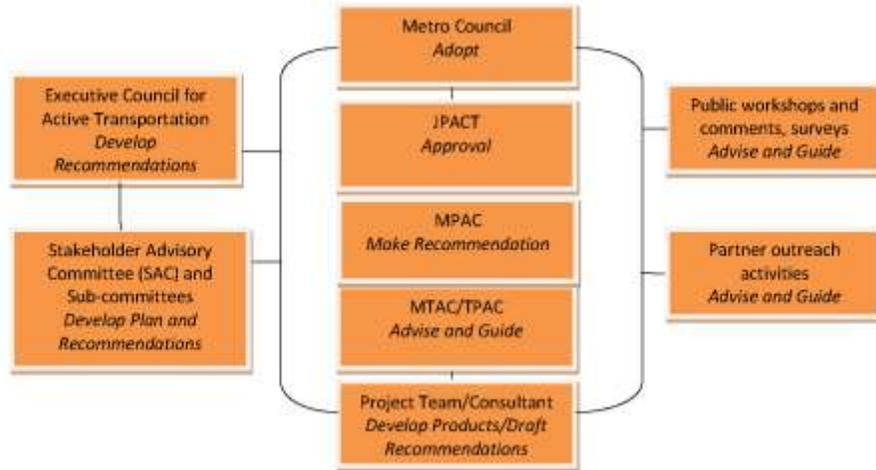
Stakeholder	Role in Process
Metro Council	Vote to adopt the ATP and amend it to the 2035 Regional Transportation Plan. Guide the ATP project. Provide targeted feedback at key milestones.
Metro Council liaisons Kathryn Harrington and Rex Burkholder	Meet with project manager to guide messages and coordinate check-ins with Council, at least one month before presentations to Council and as needed. Provide regular updates during Councilor Communications Council. Help develop messages to other stakeholder groups. Meet with key partners.
Joint Policy Advisory Committee on Transportation (JPACT)	Vote to adopt the ATP and amend to the RTP. Read project information and provide feedback at milestone check-ins. Report back to jurisdiction and stakeholder groups. Some members take a leadership role in policy discussions and at key decision points to develop a regional agreement.
Metro Policy Advisory Committee (MPAC)	Vote to recommend the ATP for adoption. Read project information and provide feedback at milestone check-ins. Report back to jurisdiction and stakeholder groups. Some members take a leadership role in policy discussions and at key decision points to develop a regional agreement.
Transportation Policy Advisory Committee (TPAC)	Advise and guide JPACT regarding development and adoption of the ATP. Provide feedback at key milestones. Report back to represented groups.
Metro Technical Advisory Committee (MTAC)	Advise and guide MPAC regarding development and adoption of the ATP. Provide feedback at key milestones. Report back to represented groups.
Stakeholder Advisory Committee (SAC) and Work Groups for the ATP	Review meeting materials, draft recommendations and work products ahead of meetings. Provide feedback and recommendations to project staff. Coordinate with other staff and partners as needed. Inform respective communities and stakeholders of project updates and bring forward topics and/or issues to the SAC. Identify stakeholder groups and opportunities to present on the ATP.
Executive Council for Active Transportation (ECAT)	Review meeting materials, draft recommendations and work products ahead of meetings. Help develop regional business and civic support of active transportation. Meet with and

Stakeholder	Role in Process
	engage regional leaders, targeting the business community to highlight the role that active transportation plays in economic prosperity.
Project Staff Team	Develop the work products and draft recommendations for the ATP.
Local elected officials not serving on MPAC or JPACT	Receive project updates via monthly status updates, from JPACT, MPAC, TPAC and MTAC members, from ECAT members. Request presentations or briefing on the project. Host or participate in field tours.
Leaders of business, community organizations and advocacy groups concerned with AT (trails, bike, ped, health, equity, etc)	Meet with members of ECAT, Metro Council, Project Staff Team, SAC and others to learn about the project and develop relationships. Follow project via monthly status updates, presentations, etc. Participate in SAC work group(s). Provide feedback at provided opportunities.
Local jurisdiction and agency staff involved in transportation and trails, health and safety	Coordinate with SAC members as needed. Follow project via monthly status updates, presentations, etc. Participate in SAC work group if needed. Provide feedback at provided opportunities.
Environmental justice communities and advocates	Participate on committees. Participate in engagement activities. EJ communities include low-income, minority, youth, seniors, non-native English speakers and other populations underserved by public infrastructure
Youth commissions and schools	Presentation to Multnomah Youth Commission, input on criteria and guiding principles, potential meeting with school representatives, including the Oregon School Board Association and the Confederation of Oregon School Administrators.
General public – The 1.5 million residents of the three-county region	Information will be available on Metro’s website and through various media (see Tools, Tactics and Timeline below).

DECISION MAKING STRUCTURE

The ATP was identified as a follow up activity in the 2035 RTP. The plan will be finalized by June 30, 2013, per the ODOT TGM grant requirements. Adoption and any proposed

amendments to current RTP policies, requirements in the Regional Transportation Functional Plan, and potentially the Urban Growth Management Functional Plan will be considered during the update of the RTP scheduled for 2014.



The **Project Team** will develop work products and draft recommendations. A list of staff members involved in the project is provided in Attachment 2.

The **Stakeholder Advisory Committee (SAC)** will review and provide feedback on work products and recommendations. The SAC will be ground zero for developing the regional agreement needed to make the plan a success. The SAC will develop sub-committees to address specific topics. Additional participants may be invited to participate in the sub-committee. A list of committee members is provided in Attachment 2.

The **Executive Council for Active Transportation (ECAT)** will provide policy guidance and will develop business and health community involvement in the plan. The Council will meet approximately four times over the course of the project. See Attachment 1 for a list of members.

Metro’s technical advisory committees, **Metro Technical Advisory Committee (MTAC)** and **Transportation Policy Advisory Committee (TPAC)**, will receive project updates at key milestones and provide guidance on the project. The technical committees will recommend adoption of the ATP to MPAC and JFACT respectively. MTAC and TPAC are composed of planners, citizens and business representatives and provide detailed technical support to MPAC and JFACT.

Metro’s **Metro Policy Advisory Committee (MPAC)** will receive project updates at key milestones and provide guidance on the project. MPAC will vote to adopt the plan and forward a recommendation to JFACT and the Metro Council. MPAC is a charter mandated committee of local government representatives and citizens.

Metro’s **Joint Policy Advisory Committee** (JPACT) will vote on adoption and amendments of the ATP. JPACT is a committee of elected officials and representatives of agencies involved in transportation related needs for the region. JPACT makes recommendations to the Metro Council related to transportation policy.

The **Metro Council** will make the final vote for adoption of the plan and amendments. The Metro Council is the region’s directly elected governing body, consisting of a Council President and six district representatives.

TOOLS, TACTICS AND TIMELINE

	2012												2013								
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Stakeholder Committee Meetings*			▲				▲				▲				▲						
Public Engagement Opportunities							●					●				●					
Metro Committees		■					■				■				■			■			
Phase 1: Existing Conditions/Frame Choices	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Phase 2: Network Concepts/Select Alternative																					
Phase 3: Priorities, Implementation Strategy																					
Adoption Process																					

*Stakeholder Advisory Committee and Executive Council for Active Transportation

The ATP Project is divided into three broad phases. Each of the phases has distinct stakeholder communication needs that are listed under that specific phase. General tools for engagement that will be utilized throughout the project are listed below. Wherever possible the project will look for opportunities to “piggy-back” with other events.

Tools used throughout the project

1. **Stakeholder Engagement Strategy** – This SCS provides the road map for engaging stakeholders.
2. **Media Plan** –develop list of interested media (e.g. BikePortland, Streetsblog, Washington County Planning Newsletter) and local media (Oregonian, Hillsboro Argus) and ideal role of media (e.g. generate interest, track project, report on key milestones) and attach to SCS.
3. **SAC members stakeholder outreach** – SAC members will identify individuals and stakeholder groups that they will be responsible to keep updated on the ATP.
4. **Interested party email list** – the project will use the existing Active Transportation/Trails list that exists in McList for broad communication and project updates. The list has 488 members and will be maintained by the PM and Susan Patterson-Sale.
5. **Project webpage** – the project will have a dedicated webpage housed under RTP and linked from the AT Program page. The page will be primarily maintained by the PM and will include project materials and project updates. Emailed project updates will include a link to the project webpage. www.oregonmetro.gov/active-transport

6. **Project fact sheet** – a project fact sheet has been produced. The fact sheet will be used for the status report updates and will be updated approximately every month by the PM.
7. **Project status reports** - 1-2 page format utilizing the project fact sheet. Produced by the PM and emailed (by PM) to interested party list, committees, and newsletter distribution list approximately every month. Posted on project webpage.. Metro will hold open houses and/or have information at area events or farmer’s markets to make information accessible.
8. **Newsletter distribution list**- develop a distribution list of planning newsletters and similar distribution networks (e.g. Wash Co Planning quarterly newsletter, WTA web) and distribution dates. Status reports will be sent to distribution list for inclusion in these local updates.
9. **Public opinion research** – Metro has conducted an Opt-In poll on active transportation that will be used in the existing conditions research. The project may utilize a Survey Monkey survey to receive input on alternatives.
10. **Metro blogs and news stories** – Metro has published two articles on the upcoming plan. Additional blogs and/or stories may be needed at project milestones (see Timeline below).
11. **Metro Council/JPACT/MPAC/MTAC and TPAC briefings**– Scheduled presentations and discussions at project milestones provide input and guidance on the project – see Communication Table below.
12. **SAC and ECAT meetings** –meetings will be held approximately quarterly, see Communication Table below.
13. **Utilize existing committees and groups**– PM and project staff and/or SAC and ECAT members will present or give updates at existing committees and groups (e.g WCCC, Hillsboro AT Citizens Advisory Committee).
14. **Metro Council quarterly briefings** – information will be provided for the next round of quarterly briefings. These will be coordinated with other projects

Phase 1 – Existing Conditions and Framing Choices

January – June 2012

This phase develops an existing conditions report and develops a set of Active Transportation Network Concepts to evaluate and choose the concept that will guide regional investment in the Principal Regional Active Transportation Network. Criteria and Guiding Principles will be developed. The key milestone at the end of June/July is an existing conditions report and draft criteria and guiding principles.

1. First SAC meeting.

2. ECAT convened to focus on developing business support and understanding of active transportation.
3. Convene a “process group” of local partners to review and provide input on the stakeholder communication strategy (proposed group: Elissa Gertler (Metro), Andrew Singelakis (Wash Co), Mara Gross (CLF), Alison Hill Graves (Community Cycling Center), Jon Ostar (OPAL), Nancy Kraushaar (Oregon City), Katherine Kelley (Gresham).
4. Oregon Active Transportation Summit, April 16-17, panel on active transportation and economic benefits
5. Statewide Trails Coordination meeting, April 16
6. Present to the Multnomah Youth Commission, April 22 and discuss criteria and principles
7. Second Stakeholder Advisory Committee and Executive Council for Active Transportation meetings
8. Presentations to Metro Council and Metro Advisory Committees on existing conditions, criteria and guiding principles and framing choices

Phase 2 – Network Concepts and Select Alternative

July – Dec. 2012

This phase will focus on evaluation of network concepts, benefits and costs associated with the concepts and selecting an alternative. Key stakeholders from the target audiences will be asked to come to regional agreement on the preferred alternative. The communication tools outlined below will provide information and help guide the regional discussion.

1. Poll or web based tool for understanding costs and benefits.
2. Environmental Justice working group, coordinated with Climate Smart Communities project, July-August.
3. Public engagement opportunity 1 – format to be determined. Focus on existing conditions, network concepts criteria and principles. Format could involve targeted stakeholder groups with facilitated discussion.
4. Joint JPACT/MPAC meeting – coordinate with CSC to include active transportation.
5. December Oregon Business Plan Summit– Potential presentation of economic impact of AT at the summit.
6. Third Stakeholder Advisory Committee and Executive Council for Active Transportation meetings.

- Presentations to Metro Council and Metro Advisory Committees on Network Concepts and receive guidance on preferred alternative.

Phase 3 – Priorities and Implementation Strategy

January – June 2013

This phase will prioritize projects, develop a feasible and implementable plan, develop a funding strategy for completing the regional network and describe regional and local roles and responsibilities for implementation. Key stakeholders from the target audiences will be asked to come to regional agreement on the final ATP. The communication tools outlined below will provide information and help guide the regional discussion.

- Public engagement opportunities 2 and 3– format to be determined. Focus selected concept and strategies and priorities. Two workshops may be needed.
- Fourth and fifth Stakeholder Advisory Committee and Executive Council for Active Transportation meetings.
- Presentations and discussion with Metro Council and Metro Advisory Committees on implementation strategy and financing strategy.

The tables below provide information on when and who target audiences and project staff will receive information over the course of the project.

Internal Stakeholders at Metro and Project Team			
What	Who	How	When
Updates at Metro Council Worksessions and Meetings	Metro Councilors	Council liaisons give update during Councilor communications	Second Tuesday of the month and as needed (before status report goes out)
Metro Council Worksessions	Metro Councilors	Presentations (see attached Metro Council check in points)	Feb 2 June 12 <i>proposed</i> Sept 11 <i>proposed</i> Dec 4 <i>proposed</i> April 9 <i>proposed</i> May 7 <i>proposed</i>
Project Team meetings	Core Project Team members and key staff	Report on tasks	Weekly, Monday
Project Management Team status meetings	Project Management Team – ODOT and Metro	Monthly progress report on tasks and budget	Second Friday of the month, prior to status report going

Internal Stakeholders at Metro and Project Team			
What	Who	How	When
			out
Bi-monthly department meeting	RTP/RTO staff	Verbal updates, handouts	Second and fourth Tuesday mornings
Planning Department staff meetings	Planning Department staff	Brief presentation, highlight connections to other Metro projects	Quarterly
Greatest Place Managers Group	Managers of Metro projects – CSC, ATP, Southwest Corridor, EMCP etc.	Discussions on topics specific to all projects (e.g. equity) and project coordination	Monthly
Monthly status reports	Stakeholder and interested parties email list	Email with attached summary and link to project webpage	Last Friday of every month

External Stakeholders			
What	Who	How	When (dates subject to change)
Monthly status reports	Stakeholder and interested parties list (including all stakeholders on this table)	Email with attached summary and link to project webpage	Last Friday of every month
SAC meetings			March June-July Oct-Nov Jan- Feb 2013 April –May 2013
SAC members outreach activities - TBD	SAC members and SAC work group members	Updates to stakeholders city and county councils, bike, ped, and trail, committees and groups, etc.	TBD

External Stakeholders			
What	Who	How	When (dates subject to change)
SAC Work Group meetings	SAC members and additional identified participants	SAC members will lead, focus on specific topics in the plan	TBD by Work Groups
Intertwine Executive Council for Active Transportation quarterly meetings	Members of ECAT, interested parties, Project Team members	Presentations from staff, discussion	March <i>July proposed</i> <i>October proposed</i> <i>Feb proposed</i>
TPAC/MTAC	Members of TPAC and interested parties	Updates from Chair, materials in packet and presentations	Feb <i>June proposed</i> <i>Jan proposed</i> <i>April proposed</i>
MPAC meetings	Members of MPAC and interested parties	Updates from Chair, materials in packet and presentations	Feb <i>Aug proposed</i> <i>Jan proposed</i> <i>April proposed</i>
JPACT meetings	Members of JPACT and interested parties	Updates from Chair, materials in packet and presentations	<i>May proposed</i> <i>Aug proposed</i> <i>Jan proposed</i> <i>April proposed</i>
County Coordinating Committee meetings (WCCC, EMCTC, CCCC)	Members of coordinating committees	SAC members and Metro staff will present	Once or twice during project – dates TBD
Public Engagement Opportunity	Key stakeholders, interested parties, the public	TBD - workshops or townhalls with materials and discussion	<i>July-Aug proposed</i> <i>Jan proposed</i> <i>April proposed</i>
Project Webpage	Key stakeholders, interested parties, the public	Project information and updates added to the webpage	Update monthly

COMMITTEE TEAM MEMBERS

The **Stakeholder Advisory Committee (SAC)** will provide technical and policy guidance for the project and develop recommendations. The SAC includes members from across the region. Several SAC members also serve on MPAC and TPAC. The SAC will meet at least

every three months and as needed at the discretion of the SAC. Sub-groups will be created from the SAC and additional stakeholders to address specific policy and technical issues, such as development of the Bicycle Parkway Concept, Pedestrian Policies, Health, and Finance.

Stakeholder advisory committee members

Hal Bergsma	Director of Planning, Tualatin Hills Park and Recreation District and MTAC member
Allan Berry	Director of Public Works, City of Fairview
Todd Borkowitz	Citizen Representative
Aaron Brown	Youth Representative
Brad Choi	Transportation Planner, City of Hillsboro
Carla Danley	OPAL and ABE Representative and TPAC member
Jessica Engelmann	Senior Planner, TriMet and MTAC member
Roger Geller	Bicycle Coordinator, City of Portland
Heidi Guenin	Transportation Policy Coordinator, Upstream Public Health and TPAC member
Suzanne Hansche	Commissioner, Elders in Action
Katherine Kelly	Transportation Planning Manager, City of Gresham and TPAC member
Lori Mastrantonio-Meuser	Senior Planner, Clackamas County
Kate McQuillan	Transportation Planner, Multnomah County
Jose Orozco	City Councilor, Cornelius
Jeff Owen	Bicycle & Pedestrian Coordinator, Wilsonville/SMART Transit
Shelley Oylear	Bicycle and Pedestrian Coordinator, Washington County
Lidwien Rahman	Principal Planner, ODOT, MTAC member
Derek J. Robbins	Civic Engineer, City of Forest Grove
Stephanie Routh	Executive Director, Willamette Pedestrian Coalition
Rob Sadowsky	Executive Director, Bicycle Transportation Alliance
Allan Schmidt	Planner, Portland Parks and Recreation

The Executive Council for Active Transportation (ECAT) was established by members of Metro’s Blue Ribbon Committee for Trails in 2009 to support development of the regional active transportation network. ECAT is a Council of The Intertwine. The Council will provide policy guidance and recommendations on the project and will develop business and health organization support.

Executive Council for Active Transportation members

Jonathan Nicholas, Chair	VP of Branding & Corporate Communications at ODS
Christopher Achterman, MD	Legacy Health System
Scott Bricker	Bricker Consulting
Councilor Rex Burkholder	Metro Council
Bart Eberwein	Business Development & Public Affairs, Hoffman Corporation
Commissioner Nick Fish	Portland City Council
Stephen Gomez	Chair of the Bicycle Transportation Alliance Board
Jay Graves	CEO, The Bike Gallery
Steve Gutmann	Consultant
Alison Hill Graves	Executive Director, Community Cycling Center
Neil McFarlane	General Manager, Tri-Met

Randy Miller	President, Produce Row Property Management Co.
Lynn Peterson	Sustainable Communities and Transportation Policy Advisor to Governor Kitzhaber
Rick Potestio	Potestio Studio
Comm. Dick Schouten	Washington County Board of Commissioners
Philip Wu, MD	Clinical Pediatric Lead, Kaiser Permanente Northwest
Dave Yaden	Former Chair, Blue Ribbon Committee for Trails

KEY STAKEHOLDERS

Business/Economic Development

- East Metro Economic Alliance
- Westside Economic Alliance
- Columbia Corridor Association
- Portland Business Alliance
- Oregon Business Plan
- Greater Portland Inc.
- Portland Development Commission
- Portland Regional Partners for Business

Government and agencies

- Metro advisory and technical committees: JPACT, TPAC, MPAC, MTAC
- City Mayors and Councils
- TriMet leadership
- Trimet Committee on Accessible Transit
- ODOT leadership
- Oregon Transportation Commission
- Oregon Bike and Pedestrian Committee
- Congressional Delegates and staff

Washington County

- Washington County Coordinating Committee and TAC
- Washington County Board of Commissioners
- Tualatin Parks and Recreation District and Board
- Washington County Planning Commission
- Washington County Public Affairs Forum
- Beaverton Bicycle Advisory Committee
- Washington County Health and Human Services
- TV Highway Steering Committee

Multnomah County and Portland

- East Multnomah County Transportation Committee
- Multnomah County Commissioners
- Multnomah County Planning Commission
- Multnomah County Health Department
- City of Portland Bicycle and Pedestrian Advisory Committees
- Portland Parks Advisory Board
- Multnomah County Bike & Ped Committee
- City of Gresham Transportation Sub-committee
- Multnomah Youth Commission (serves City of Portland)

Clackamas County

- Clackamas County Coordinating Committee and TAC
- Clackamas County Board of Commissioners
- North Clackamas County Parks and Recreation District and Board
- Clackamas County Planning Commission
- Clackamas County Pedestrian and Bikeway Committee

Community and Advocate groups

- Accessibility and the Built Environment
- Willamette Pedestrian Coalition and Board
- Bicycle Transportation Alliance and Board
- Organizing People, Activating Leaders - OPAL
- Elder Groups
- Elders in Action
- AARP
- Coalition for a Livable Future
- East Portland Action Plan Committee
- The Intertwine Alliance and Board
- Upstream Public Health
- African American Health Coalition
- Verde
- Latino Network
- Urban League
- Westside Transportation Alliance
- Native American Youth Family Center - NAYA
- Latino Network
- Northwest Health Foundation
- Black United Fund
- Asian Pacific American Network of Oregon - APANO
- Community Cycling Center
- Oregon Public Health Institute
- Regional health care providers

Youth and Schools

- Oregon School Board Association,
- Susan Castillo, Superintendant of Public Instruction
- Confederation of Oregon School Administrators

MEASUREMENT AND EVALUATION

Successful communication will be evidenced by a clear understanding of the project and desired outcomes on the part of project stakeholders. Regional agreement on priorities and strategies at the end of the process will indicate successful communication. Incorporating new perspective into the ATP will indicate that Metro has listened stakeholders. The project will achieve its goal when a regional Active Transportation Plan, with priorities, strategies and policies are adopted by the region that can realistically be expected to increase active transportation in the region.

The following potential measures of success were generated in part from input from the Metro Council, the Project Staff Team and the Executive Council for Active Transportation:

- Stakeholder Advisory Committee and Executive Council for Active Transportation members actively engage with other audiences on the ATP.
- A broad range of stakeholders are engaged, especially from the environmental justice communities, resulting in a broader base of support for active transportation.
- There is regional agreement on priorities, translating into more funding and policy changes
- The plan is an exciting, living document that tells real stories – not a plan on the shelf
- There is local buy-in

ACRONYMS

ATP	Active Transportation Plan for the Region
BTA	Bicycle Transportation Alliance
EMCP	East Metro Connections Plan
ECAT	Executive Council for Active Transportation
JPACT	Joint Policy Advisory Committee on Transportation
MPAC	Metro Policy Advisory Committee
MTAC	Metro Technical Advisory Committee
ODOT	Oregon Department of Transportation
PM	Project Manager
PMT	Project Management Team
RTFP	Regional Transportation Functional Plan
RTP	Regional Transportation Plan
UGMFP	Urban Growth Management Functional Plan
SAC	Stakeholder Advisory Committee
TPAC	Transportation Policy Alternatives Committee
TSP	Transportation System Plan