

Regional Travel Options

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

Regional Travel Options Grants

For more information visit:
www.oregonmetro.gov/traveloptions



Metro | *Making a great place*

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

Description

Wayfinding is the process of using spatial and environmental information to find our way in the built environment. Signage and typically, an accompanying map, are used to help residents find amenities such as trails, shops, and downtown centers.

Purpose/Outcomes

- Promote walking safety, convenience and general appeal
- Promote more efficient use of parking (park once)
- Support the vitality of downtown businesses and services
- Promote stronger connections among downtown businesses, services, civic buildings, and residential neighborhoods

Examples/Best Practices Include

- Tualatin Hills Park and Recreation District (THPRD) Trail Signage¹
- Tigard Wayfinding²
- Milwaukie Bicycle Wayfinding Signage Plan³
- Intertwine Alliance - All signage should be consistent with guidelines developed by the Alliance.⁴
- Maps in conjunction with marketing campaign (Metro's Walk There!)
- Targeted presentations to community groups and potential users
- Outreach and communication strategies that function collaboratively with regional partners



1. <http://www.thprd.org/about/planning/home.cfm>
2. http://www.tigard-or.gov/downtown_tigard/going_green/docs/walking_survey_results.pdf
3. <http://www.ci.milwaukie.or.us/planning/bicycling-milwaukie>
4. http://theintertwine.org/sites/default/files/file_attachments/Intertwine%20Regional%20Trail%20Signage%20Guidelines.pdf

Measurement

- Evaluation of signage
- Electronic and in-person trail counts
- User surveys
- Pedestrian and bicyclists counts on trails connected to signage

Grant Qualifications

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

RTO Grant Timeline:

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

