

Metro Regional Travel Options Sponsorships

Purpose

Metro's Regional Travel Options (RTO) sponsorship program supports community and regional travel options partners through one-time sponsorships to support events and activities that encourage the use walking, biking, taking transit and ridesharing. The maximum sponsorship is \$5,000. *Please note; awards over \$3,000 must meet Federal purchasing requirements.* Eligible organizations include jurisdictions, educational institutions and non-profits within the Metro area boundary.

The purpose of the RTO program is to:

- support RTO and partners in their goals;
- collaborate with partners to provide public education that focuses on assisting residents in utilizing walking, biking, transit and/or carpool/vanpool; and
- provide RTO and partners with strategic marketing and media opportunities to promote RTO; and
- support efforts to build public support of larger regional measures necessary to reduce congestion and meet Clean Air Act requirements

The RTO sponsorship program provides federal transportation funds to support initiatives that improve air quality, address community health issues and reduce auto congestion.

RTO sponsorships are designed to provide ancillary support to events and initiatives, and provide RTO and partners with strategic marketing, outreach and media opportunities.

Applicants must apply no less than 60 days prior to the event or funding need. Funding is limited, with new funding cycles beginning July 1 of every year. As applications may be denied if funding is no longer available, we encourage you to apply as soon as possible.

Criteria for sponsorship

Event and outreach activities are eligible for sponsorships, including:

- activities that increase awareness of travel options, through education, messaging or marketing.
- activities that result in positive exposure for RTO and partners travel options programs and services;
- activities that provide outreach opportunities for RTO and partners, such as on-site marketing, media, speaking opportunities, and inclusion in promotional materials and advertising;
- activities that provide travel tools to residents, making it easier, safer or more convenient for residents to walk, bike, take transit or rideshare
- materials that assist organizations to provide TO programs to residents

RTO gives special consideration to events and initiatives that reach underserved audiences identified by Metro and the RTO marketing group, including women, communities of color and low-income communities.

Examples of funded activities include (but are not limited to):

- printing of maps or educational materials
- transportation safety tools, such as lights, helmets or bike locks
- light infrastructure, such as shelters, bike fix-it stations or bike parking
- TDM program incentives or challenge prizes
- Events that promote or educate residents about travel options (\$2,500 limit)

Examples of funded activities not eligible (but are not limited to):

- Public transit passes
- Vehicles, including bikes and trailers

Requirements of approved events or initiatives

Recipients are required to provide the following to Metro:

- Mention as sponsor in press releases and public announcements
- Logo inclusion on signs, materials, marketing and advertising
- Opportunity for on-site marketing at events
- Completed RTO sponsorship follow-up form

Application

Organization:	Contact name:
Email:	Physical address:
Phone:	Amount requested:

1) Describe the activity and how it fulfills the criteria for sponsorship listed above.

2) Describe how many people it will reach, when and where the activity will be held and how it will promote the use of travel options.

3) Please describe the audience you will be reaching.

4) Please describe how your organization will measure how many people were reached or the outcomes of the activity.

5) Please describe how you will promote Metro in your outreach, and opportunities for Metro to participate in event or initiative.

Please submit the letter to Marne.Duke@oregonmetro.gov no less than 60 days before the event or funding need, via email or mail. The sponsorship amount will be determined by a team of RTO staff rating the proposals based on the application criteria.

For questions, contact Marne Duke at 503-797-1551 or Marne.Duke@oregonmetro.gov.

RTO sponsorship follow-up form

Per your organization’s RTO sponsorship agreement, please provide Metro with a synopsis of your funded activity for our records. Included in this sponsorship, organizers agreed to provide Metro with:

- Logo, link and text on promotional materials, including website and email communication
- Name and logo on day-of promotional materials
- Mention as sponsor in press releases and written communication
- Availability for Metro staff and/or partner to participate in event through ‘tabling’ and/or speaker opportunities.

1. Please attach or send copies of promotional materials, press releases, photographs and advertisements for your event or activity.

2. Please provide a synopsis of your activity, including successes and goals achieved.

3. Who and how many people were reached through your activity?

4. What was the final expenditures for your activity? How were Metro funds spent?