

Metro Regional Commute Program: Current State Report



[Category]

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Contents

1 Introduction.....5

2 Project Purpose.....7

3 Partner Profiles9

4 Coverage.....14

5 Programs16

6 Equity27

7 Reporting.....31

Appendices

A Glossary of Terms

B Additional Documents

1 Introduction

Metro is the regional government of the Portland metropolitan area, serving more than 1.5 million residents in 24 cities and three counties in Oregon. Metro guides investments in the region's communities and transportation system, while working to protect farms, forests, and clean air and water for future generations.

Metro's Regional Travel Options program (RTO, or the RTO program) supports transportation demand management (TDM) services in the region. Through the RTO program, approximately \$6.6 million in Federal Transit Administration (FTA) funds are awarded triennially to programs, organizations, and initiatives that help achieve RTO goals of reducing vehicle miles traveled and increasing access to mobility.

Metro's RTO program and its partners support a growing region by engaging employers and higher education providers in supporting non-drive alone commutes. These TDM efforts aim to change travel behavior through programs and outreach that complement capital infrastructure improvements. Programs aim to provide tangible incentives to use travel options, including transit passes, vanpools or prizes, and give commuters the information and tools they need to make decisions about how they get around.

TDM programs in the Metro region leverage the Oregon Department of Environmental Quality (DEQ) Employee Commute Options (ECO) rules that mandates participation from regional employers with more than 100 employees at a worksite to provide commute options plans that reduce the number of cars driven to work. Metro's RTO program and other TDM programs assist employers in meeting the ECO program requirements.

The region is currently at a pivotal point in providing TDM programs and services for employers and commuters. Since March 2020, remote work has impacted the current work landscape significantly. While rates of remote work are likely to decline as offices reopen, it will continue to be a viable sustainable option that reduces single-occupancy vehicle commutes. This could create long-term changes in travel patterns and will likely impact the way that the RTO program and its partners approach their programming. This is an opportune time for Metro and its partners to evaluate current strengths and weaknesses and develop a plan for the future of commute programming in the region.

This report is a summary of the existing conditions for commute programming in the region, based on the work conducted by the RTO program and its partners. The following information is organized into the following sections:

- **Partner Profiles:** A brief description of the RTO program's support for commute services and an introduction to the agencies and organizations it works with most closely.
- **Coverage:** A geographic overview of the coverage area for RTO and each partner.
- **Programs:** A high-level look at the services provided by each partner, and a review of collaborative efforts between them.

- **Equity:** Acknowledging equity as a major focus of Metro and the RTO program as a whole, an overview of how equity is viewed and addressed by partners.
- **Reporting:** A description of the types of commute data collected by RTO and its partners.

2 Project Purpose

Metro has contracted Steer to prepare this Current State Report to outline the existing state of commute-related outreach in the region. This report provides an in-depth review of the state of the commute programming in the region, describing its operations and current assets, resources, and structure for achieving the program's goals under changing conditions. Programs from both Metro and its partners, including transit providers, local jurisdictions, and transportation management agencies (TMAs) have been reviewed and organized to present a snapshot of current work in the region. This work includes programs directly funded through RTO's grants, as well as programs that work in collaboration or close partnership with Metro and RTO grantees.

The project team, consisting of RTO staff and three partners, collected reports and materials provided by Metro and its partners to create this Current State Report, which summarizes the partner roles, coverage area, programs, equity definitions, and data reporting.

Following this effort, the team will conduct a series of workshops and focus groups with both RTO partners and employers to discuss and gather feedback about vision, challenges and opportunities, and mutual goals for commute programming in the region.

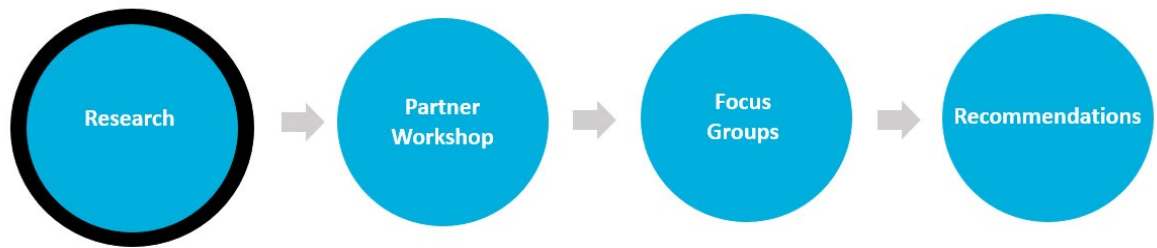
The team will then work with Steer to create a Commute Program Recommendations report, that will provide guidance related to:

- Goals and vision
- Leadership and roles amongst Metro and its partners, including the relationship between TDM programming and the ECO Rules
- Opportunities for leveraging TDM expansion
- Geographic coverage of program services, with a particular focus on equitable coverage
- Data collection, sharing and analysis
- Staff capacity across the region

Metro's RTO program aims to ensure that employers, property managers, and educational institutions are aware of the benefits they can offer and that these travel options and benefits are made known to their employees, residents, and students, respectively. The focus of this analysis is to ensure these programs and benefits are effective, equitable, and meet the needs of commuters.

While currently in the research phase, Figure 1 shows the project process and its various phases.

Figure 1 Project Process



Note: The Commute Program Analysis focuses specifically on the agencies or organizations that receive funding from the RTO program or maintain an official working partnership with RTO. While they are acknowledged briefly, the additional TDM efforts from supportive program providers, large employers with robust internal commute support programs, community-oriented job placement or service organizations, or local jurisdictions without designated commute support programs are not explored in detail in this report. These partnerships, or lack thereof, will be explored in more detail in the Commute Program Recommendations report.

3 Partner Profiles

Metro and its partners contribute to a wide range of TDM efforts that impact commute trips throughout the region. This section briefly describes how each of them delivers commute options programming and how they are connected to the RTO program.

Metro and Partner Overview

Metro

As the federally designated Metropolitan Planning Organization (MPO) for Clackamas, Multnomah, and Washington counties, Metro is tasked with coordinating, planning, and ensuring efficient use of the transportation system for the area. Metro manages the Regional Travel Options (RTO) program and leads facilitation of partner collaboration which includes funding acquisition and creating unified messaging campaigns and projects. While not the only source of funding, RTO is the largest sole source of dedicated funding to the region to support TDM programming, and the program provides over \$2.5 million in commute-related grants each three-year cycle.

Oregon Department of Transportation (ODOT)

The Oregon Department of Transportation provides statewide coordination through the Oregon Transportation Options Plan (OTOP), which provides policy guidance for state and local partners. The Plan works to enhance and expand transportation access for all Oregonians while ensuring that transportation investments are efficient and support broader community goals like growing the economy and improving personal and environmental health.

To support efforts to implement the OTOP in Region 1 (Portland Metro), ODOT provides funding to Metro in the form of a biennial grant, and through occasional competitive grants available directly to Metro's partners. The biennial grant funds the implementation of projects under ODOT's Get There brand (the statewide brand promoting travel options for commuters and employers), and other projects that support commute program initiatives and partner work, including Metro's regional coordination.

Oregon Department of Environmental Quality (DEQ)

DEQ's mission is to be a leader in restoring, maintaining, and enhancing the quality of Oregon's air, land, and water. In order to protect air quality, they have established the Employee Commute Options (ECO) rules, establishing a mandatory program for large employers. Under DEQ's ECO rules, employers with more than 100 employees at a worksite must provide commute options to employees designed to reduce the number of cars driven to work in Portland and the surrounding area.

In 2020, DEQ and state agency partners were mandated by Governor Brown's Executive Order directing State of Oregon agencies to take action to reduce and regulate greenhouse gas

emissions that meet GHG goals. The ECO program has been identified as an area of focus for improvement and statewide expansion and is currently being updated through a Rulemaking Advisory Committee, populated by state travel options program providers; and business, government, non-profit and community representatives.

TriMet

TriMet is the regional transit agency serving the three-county Portland-Metro region. In coordination with the Metro Regional Travel Options program, TriMet's commuter outreach program markets and delivers transportation demand management (TDM) programs and services to employers and colleges of all sizes throughout the Portland Metro region. TriMet's outreach program has developed relationships with employers and enrolled over 2,000 worksites across the region in a transportation program, of which 70% of the worksites have less than 100 employees. The employer transportation programs offer commuting information and incentives to employees including transit pass programs, pretax transportation benefit programs, and monetary incentives for non-SOV travel modes.

GoLloyd

Go Lloyd, a nonprofit Transportation Management Association (TMA), helps employers, employees, residents, community partners, and government entities work together to improve transportation in Portland's Lloyd neighborhood. Go Lloyd serves over 500 businesses, nearly 20,000 employees, and a growing number of residents in the neighborhood. Its primary purpose is to ensure that access to and from Lloyd is safe and convenient for all users.

Portland Bureau of Transportation (PBOT)

PBOT plans, builds, manages, and maintains an effective and safe transportation system that provides people and businesses access and mobility within the City of Portland. They do not currently have programming dedicated to addressing commute trips to work or college, rather they have a variety of efforts within their Active Transportation Division that address all trips, including their successful SmartTrips individualized marketing program, Transportation Wallet, Sunday Parkways and other active transportation campaigns, programs and policies. PBOT is looking into more commute and employer-based engagement programs per recommendations from [The Way to Go Plan](#) and [Pricing Options for Equitable Mobility Task Force recommendations](#).

Westside Transportation Alliance (WTA)

WTA is a member-supported nonprofit TMA that provides employers with customized commute programs and employee incentives to reduce single occupancy driving and encourage transit use, carpooling, bicycling, teleworking and walking for commute trips in Washington County. WTA provides education and incentive programs to encourage travel options use for people living or working in Washington County.

Wilsonville South Metro Area Regional Transit (SMART)

Operated by the City of Wilsonville, SMART hosts programs that encourage employees to commute by transit through their employer outreach and assistance in commute benefit programs. In addition to fixed bus routes and Dial-a-Ride, SMART manages the SMART Options Program which promotes alternatives to driving alone, such as riding, taking transit, walking,

bicycling and ridesharing. SMART also provides buses for special City events and pre-scheduled senior lunches, shopping, and other trips.

Clackamas Community College (CCC)

Clackamas Community College helps their faculty, staff, and students use travel options by providing educational materials and offering a variety of free or discounted options to get to their three campuses. They provide a free shuttle service between their three campuses, discounted TriMet passes, and a bike rental program.

Portland Community College (PCC)

PCC's Expanding Commute Options program works to increase awareness and access to alternatives to driving alone to their four campuses. Through outreach, education, events, a shuttle system that serves all four campuses as well as PSU, individualized support and access to reduced fare transit, PCC staff have helped thousands of students to safely access campuses via various modes of travel. These travel modes include biking, taking transit, walking, carpooling, or some combination of those modes of transportation.

Ride Connection

Ride Connection is a private, non-profit organization, dedicated to coordinating and providing transportation services to people with limited options in Clackamas, Multnomah and Washington counties. Ride Connection has been providing services and programming for 30 years including door-to-door and door-through-door transportation, travel training on public transit, community connector shuttles, and information and referral services.

Get Around Slabtown

Get Around Slabtown serves the Slabtown business, entertainment and residential district in NW Portland and is supported by district property owners. They coordinate educational programs and events to promote transportation options to employees, residents, and visitors. Their contracted staff help employers provide multimodal benefits to eligible employees, assist with ECO rules compliance, and serve as a resource for employers to meet trip reduction goals.

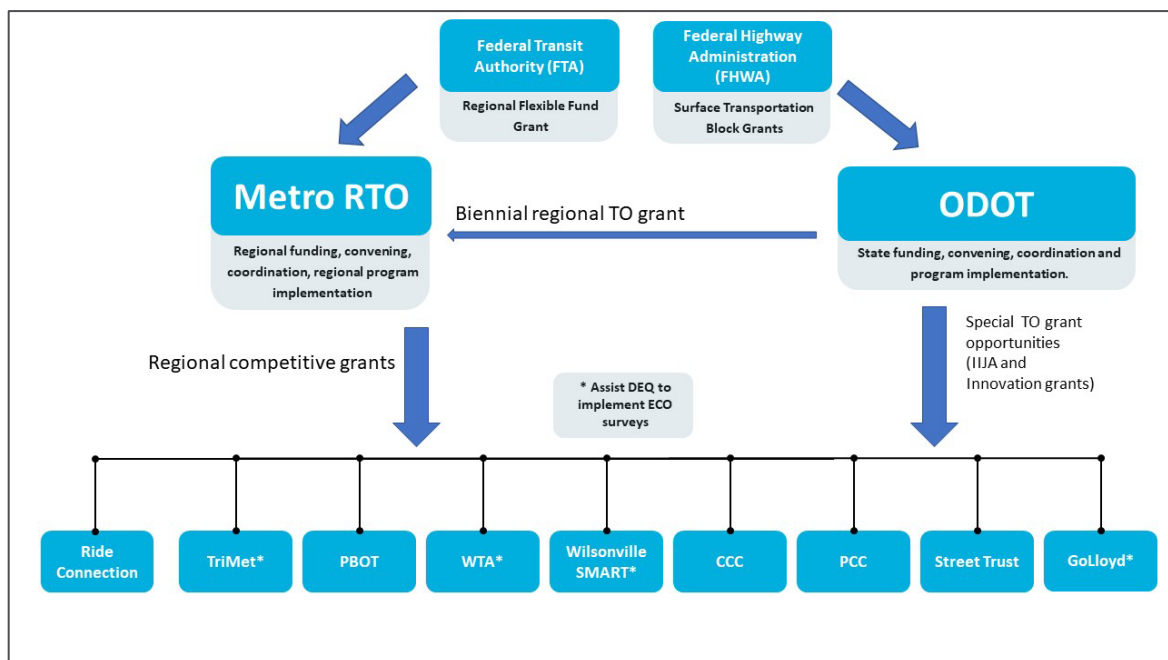
Portland State University (PSU)

PSU Transportation Services coordinate a suite of commute benefits for students and staff. Benefit programs include subsidized transit passes, bike and e-scooter memberships, free streetcar access, Bike Hub access, bicycle parking garages, and a variety of parking permit options including carpool parking.

Funding

Through commuter support programming, communities fund the efforts that assist employers and colleges in promoting, incentivizing and rewarding non-drive-alone trips. In the Metro region, this is done through two federal channels that are delivered to state and regional agencies, and are in-turn awarded through grant programs to local governments, non-profit organizations, colleges and universities, and community organizations for implementation. The following chart illustrates current partners' connection to these funding resources.

Figure 2 Metro RTO Federal Funding Chart



Source: Oregon Metro

Supportive Program Providers

This section is intended to describe agencies, organizations, and businesses that provide additional support to TDM strategies and efforts. Each of these organizations has contributed to the promotion of commuter campaigns, resources, and programs, even though they may not formally partner with the RTO program or provide comprehensive commute programming.

The Street Trust

The Street Trust operates the Move More Challenge, a regional campaign open to everyone in Oregon. The challenge takes place annually with the goal of completing as many trips as possible including bike, walk, electric or kick scooter, skate, and transit trips. The goal is to encourage a multimodal transportation system that contributes to equity in access, opportunity, health, and prosperity for people and communities across the Portland Metro Region.

Central Eastside Industrial Council (CEIC)

The CEIC is a non-profit organization representing businesses and property owners in the Central Eastside Industrial District (CEID) in Portland, Oregon. The CEIC TDM program is designed to provide amenities to encourage smarter travel options so people working, living and visiting the district can get around more easily without a car.

City of Gresham

The City provides resources on transportation alternatives for employers on their website.

Oregon City

Through an RTO grant, the City recently completed a TDM plan to examine opportunities and challenges in parking, access, and transportation related to the redevelopment of the Willamette Falls Legacy Project, which is directly adjacent to existing downtown Oregon City. The plan outlines and prioritizes TDM strategies for Oregon City, leveraging existing conditions and providing the flexibility to respond to opportunities for action as they arise.

Large employers (Nike, OHSU, Providence, Washington County):

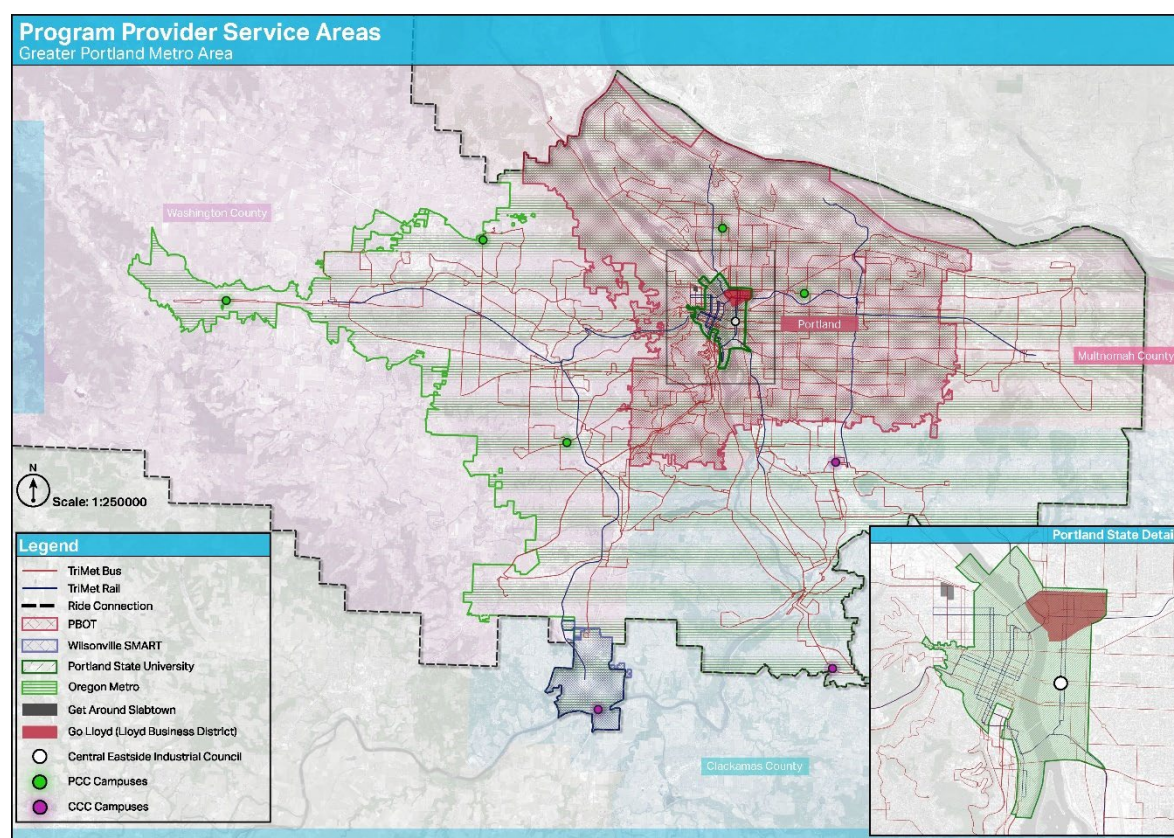
Some of the region's largest employers host transportation services within their organizations, providing commute benefit programs and transportation assistance directly to their staff. Often supported by regional partners, employers such as Nike, OHSU, Providence Medical Center and Washington County have Employee Transportation Coordinators (ETCs) that manage the acquisition and distribution of transit passes, operate bike share programs, facilitate parking pass purchasing, shuttles and vanpools, fulfill ECO requirements, and provide other supportive services.

4 Coverage

Metro and the RTO partners operate in portions of Oregon and Washington, with most organizations serving the Portland metropolitan area. This section discusses the geographic service coverage for each partner's program.

Figure 3 illustrates the service areas for each partner; Table 1 describes this in greater detail.

Figure 3 Program Provider Service Coverage Areas



Source: Steer, 2022

Table 1 Description of Program Coverage Areas

Program	Description of Geographic Service Coverage
Metro	Serves individuals in the Portland metropolitan area including 24 cities and portions of Clackamas, Multnomah, and Washington Counties.
TriMet	Serves the Portland metropolitan region including portions of Clackamas, Multnomah, and Washington Counties.
GoLloyd	Serves the Lloyd District, a neighborhood in the north sections of Portland. The Lloyd District comprises 575 businesses, 21,000 employees and residents.
The Portland Bureau of Transportation (PBOT)	Serves the City of Portland.
Westside Transportation Alliance (WTA)	Serves approximately 25 member businesses in Washington County. Additionally, anyone who lives or works in Washington County is eligible for the Commuter Kickbacks incentive program.
Wilsonville SMART	SMART serves the Wilsonville area, including bus connections to Portland, Salem, Canby, and Tualatin.
Clackamas Community College (CCC)	Serves the Clackamas Community College District in Clackamas County. They have three campuses, the main campus is located in Oregon City.
Portland Community College (PCC)	Serves students and staff traveling to and from PCC campuses and adjacent areas; this includes PCC's four campuses located within the following neighborhoods of Portland: Cascade, Rock Creek, Southeast Portland, and Sylvania.
Ride Connection	Serves Multnomah, Clackamas and Washington Counties.
Get Around Slabtown	Covers the Slabtown neighborhood in Portland, west of the I-405, where the I-405 U.S. Route 30 and I-405 merge.
Portland State University (PSU)	Serves students and staff traveling to and from their downtown Portland campus and adjacent areas.
Central Eastside Industrial Council (CEIC)	Serves the area bounded by the Willamette River to the west, Interstate 84 highway to the north, Northeast 12 th Street to the east, and U.S. Route 26 to the south.

Source: Steer, 2022

5 Programs

TDM programming offered by Metro and its partners primarily consists of the promotion of available incentives, most notably TriMet pass programs, complemented by location and audience specific projects and programs. TDM efforts consist of various forms of marketing and messaging, including print and digital newsletters; kits for new employees, residents, and students; and event tabling.

This section highlights the various programs delivered by Metro and its partners, including those funded by Metro, and those that are not. Snapshots of each partner's programs are described below. A program comparison matrix, shown in Table 2, demonstrates the more specific components of TDM programming undertaken by each partner. Additionally, this section describes how partners have maximized resources and worked collaboratively.

Incentives

Incentive programs aim to instigate behavior change by offering a monetary or non-monetary reward before or after a modal shift. The theory suggests that people are motivated by a drive for incentives and reinforcement. Examples include: free or reduced transit passes, program sign-up "gifts," subsidized vanpools, and participation in prize drawings.

Metro and Partner Overview

Metro

Metro manages and leads the facilitation of the RTO program and partner collaborations. As described in earlier sections, the RTO program acts as a coordinating body for transportation options funding and program implementation throughout the region. In partnership with regional jurisdictions, non-profits, and public-private partnerships, RTO invests staff time and funding in the following program areas that support commute trip reduction:

- **Planning and collaboration:** Working with partners and regional stakeholders to create a vision for reaching collective goals, and supporting regional and state plans, such as Metro's Climate Smart Communities, the Oregon State Transportation Options Plan, and the RTO Program Strategy.
- **Collaborative work groups:** Leading projects that support regional and partner work, including regional resources such as Get There, Get There Challenge and supporting materials.
- **Research and evaluation:** Planning and managing regionally relevant research and overall grant program evaluation.
- **Policy advancement:** Supporting policy to put in place transportation initiatives that encourage transportation options.

- **Travel Options Grant Program:** Facilitating the RTO biennial competitive grant program that distributes funds to government, non-profit, and community organizations throughout the region.

The RTO Program has approximately 2 FTE to support commute programming with the following roles:

- Commute Program coordinator (1 FTE)
- Evaluation and Grant Program coordinator (.50 FTE)
- Management and Program supervision support (.25 FTE)
- RTO program and Get There administration (.25 FTE)

Oregon Department of Transportation (ODOT)

Get There Oregon, launched by the Oregon Department of Transportation (ODOT) and local partners across the state, helps commuters and employers shift commute habits and work practices one trip at a time. A couple of key components of this campaign are Get There Connect and the Get There Challenge.

Get There Connect is an easy-to-use trip planning tool available for users to compare commute options, find a carpool, participate in challenges for the chance to win prizes, and track stats like reduced carbon emissions, calories burned, and more.

The Get There Challenge is an annual regional campaign hosted by ODOT and its partners across the state that encourages people who live or work in Oregon to drive alone less and use transportation options more during 14 days in October. Participants are rewarded for logging any trip for any purpose using one of the following transportation options: bike, walk, transit, carpool, vanpool, train, skate, electric or kick scooter, or telecommuting.

ODOT currently has 1 FTE for travel options programming and TO grant management.

Oregon Department of Environmental Quality (DEQ)

The Oregon Department of Environmental Quality (DEQ) serves as the regulatory body and lead agency to enforce and facilitate the ECO rules in the Portland metro region. DEQ staff work with local employers and partners (see partnership graph) to ensure eligible employment sites have a TDM plan, and complete a biennial employee travel survey to measure success in reaching their trip reduction goals.

ECO Rule:

The Employee Commute Options (ECO) program applies to employers in Portland and surrounding areas with more than 100 employees reporting to a work site. These employers must provide programs that incentivize employee use of non-single-occupancy vehicle commute options. The incentives must have the potential to reduce commute trips to the work site by 10 percent from an established baseline. Employers are also required to survey employees on their commute habits biennially, and report to DEQ. The ECO program is part of a federally required plan to reduce smog levels.

First adopted in 1996, the ECO program rules are among several strategies included in the Ozone Maintenance Plan for the Portland Air Quality Maintenance Area that aims to keep the

area in compliance with the federal ozone standard. DEQ is the lead administration and regulatory agency for the rules but acts in partnership with several partners to support employers in compliance.

DEQ has one staffer (1 FTE) to facilitate this program.

TriMet

TriMet's commute outreach program engages employers and colleges in urban and suburban areas across the Metro region. Education and outreach activities include promotional campaigns, direct outreach to employers and their employees, and provision of online content that employers can use to educate their employees on travel options. The program also offers transit pass programs as a TDM tool.

TriMet's commute outreach program reduces vehicle miles traveled by educating employers about transportation programs available to their workforce, offering TDM campaigns, producing online communications, supplying educational materials about multi-modal transportation resources and meeting with employees.

TriMet's Transportation Options team works with employers and colleges of all sizes throughout the region to increase awareness of transportation options and commute benefit programs. In coordination with Metro, TriMet promotes regional commuting campaigns, the Get There commuting tool and transportation options resources. TriMet offers a set of transit pass programs designed for employers, and for colleges to offer students, to increase transit use and as an inroad to provide information about transportation resources available to employers.

The program collects commute survey data from employer worksites for its universal access transit program and offers survey support to employers who must survey for Oregon DEQ's Employee Commute Options rules. Staff measure mode changes with commute surveys using a proprietary survey application and a customized database to collect and analyze the results. Staff also collect quantitative data about transportation incentives and amenities at employer work sites. The commute survey data is made available in aggregate to the Metro RTO program.

Staff track qualitative information on outreach activities with employers and colleges using a customized CRM database. Activities are reported quarterly to Metro.

TriMet staff also provide support to RTO commute program delivery partners with transit operations information, opportunities to participate in campaigns, and pass programs.

TriMet's program is staffed by 5.25 FTE including the following:

- Fare Programs Manager (team management and program supervision support, program budgeting, agency campaign coordination) (.25 FTE)
- Transportation Options Coordinator (Central Business District outreach, grant and partner coordination, campaigns coordination, materials development) (1 FTE)
- Transportation Options Representative (East district outreach, New Resident Kit programming) (1 FTE)
- Transportation Options Representative (West district outreach) (1 FTE/temporarily 50-75%)
- Transportation Options Specialist (outreach, team support, survey processing and reports, Emergency Ride Home programming, transit pass programs support) (1 FTE)

- Transportation Options Specialist (grant reporting, program and survey database management, outreach lists, survey data reporting, transit pass programs support) (1 FTE)

GoLloyd

Go Lloyd serves the Lloyd neighborhood's residents, employees, and employers by providing transportation options information, resources, and assistance. Go Lloyd offers *Lloyd Links*, a custom-designed commute plan for employees and residents of the Lloyd neighborhood. The organization also administers monthly prizes to Lloyd community members who use Get There to track their commutes via the *Commuter Rewards* program. Additionally, the TMA offers programs, events, and resources for those who are interested in alternative transportation options, such as biking, walking, and transit. A monthly Mobility Committee, facilitated by Go Lloyd staff, brings neighborhood-specific transportation information to a group of community members. These meetings are open to the public and are used as a sounding board for Go Lloyd programs and decisions. Located within the Go Lloyd office (in Lloyd District) is the Go Lloyd Transportation Store where community members can purchase transit passes, bike and walking accessories, and receive personalized trip planning. The Transportation Store also distributes membership access for the Lloyd Cycle Station. Go Lloyd provides employers with administrative assistance for their employee transit passes (Hop cards) and other employee commute options.

Go Lloyd's is staffed by 4.075 FTE, which includes the following breakdown:

- Executive Director (0.8 FTE)
- Administrative/Transit Program Director (0.9 FTE)
- Transportation Demand Management and Outreach Manager (1 FTE)
- Program Coordinator (0.75 FTE)
- Office Manager (0.625 FTE)

Portland Bureau of Transportation (PBOT)

PBOT implements a Transportation Wallet program for individuals who live or work in the Northwest and Central Eastside Parking Districts. The Transportation Wallet includes a collection of passes and credits for use on transit, streetcar, bike-share, e-scooters, and car-share. Low-income individuals who qualify for TriMet's Fare Assistance Program have access to the Golden Transportation Wallet, which provides 50-75% off fares using the featured transportation services.

Additionally, PBOT offers a specialized Transportation Wallet offering beyond the parking district areas that is delivered to participants in collaboration with an affordable housing provider.

PBOT is staffed by 3.25 FTE that are dedicated to the Transportation Wallet and TDM Plans consisting of:

- Transportation Wallet staffer in parking districts (1.5 FTE)
- Transportation Wallet in Affordable Housing- Access for All staffer (1.5 FTE)
- New Mover / TDM Plans staffer (0.25 FTE)

Westside Transportation Alliance (WTA)

WTA programming reaches their business members and any resident living or working in Washington County. WTA helps members survey their employees to identify opportunities and understand challenges relating to encouraging increased use of transportation options.

They also support employers in complying with the ECO rules as needed. WTA staff help their members conduct surveys, and make recommendations to create or update auto trip reduction plans based on those results.

Additional member programs include managing incentive programs, providing customized resources and materials for employers, implementing shared mobility programs (bike share and e-bike trial programs), staffing at transportation fairs and events, consulting for commute and personalized trip planning for employees, providing local support for regional campaigns, and training for transportation coordinators.

WTA runs Commuter Kickbacks, a year-round incentive program that is available to anyone that lives or works in Washington County. WTA coordinates with public libraries to conduct educational programs that promote bicycling and pedestrian safety and encourage active transportation, and WTA supports selected community events to provide information and resources to help promote travel options.

WTA's staff consists of 2.5 FTE, which includes:

- Executive Director (1 FTE)
- Program Manager (1 FTE)
- Projects and Programs staffer (0.5 FTE)

Wilsonville South Metro Area Regional Transit (SMART)

SMART partners with employers to help employees find the best way to commute. SMART contacts new businesses of over 100 employees, usually through email, to assist HR representatives, or Employee Transportation Coordinators with transportation options for employees traveling to and within Wilsonville. SMART's Program Coordinator works with all large employers within Wilsonville annually at a minimum to offer worksite table opportunities at health fairs or transportation fairs that the company may be offering. Roughly 10-20 employers in Wilsonville invite SMART annually to table.

SMART offers free ECO survey assistance by conducting the ECO survey either by paper or electronically, processing the data and submitting the results to DEQ on behalf of the business. If a new or updated Trip Reduction Plan is needed, SMART assists the business HR/TC team in developing new plans with recommendations based on survey results to reduce commute trips. Some businesses are referred by DEQ and others contact SMART directly as they have worked with SMART in years past. Some prefer to not involve SMART and want to keep that information only between the company and DEQ.

SMART offers several support programs for commuters, including an Emergency Ride Home program for registered employers, and a new vanpool subsidy offered in collaboration with ODOT. As of June 2022, SMART is fare-free on all routes except the 1X to Salem. Monthly passes purchased by employers are offered and distributed for those who travel between Salem and Wilsonville.

SMART employs a Program Coordinator (1 FTE) to manage these programs.

Clackamas Community College (CCC)

The majority of TDM delivery for CCC includes promoting the free Xpress Shuttle, managing expansion of transit pass options, and encouraging healthy travel options. The Xpress shuttle is open to the public and brings employees and students to the Oregon City and Harmony campuses from the Clackamas Town Center Transit Station. CCC's program is focused on

student needs because the Transportation Office is within the Student Life and Leadership Department. HR manages employee needs with guidance from the Transportation Office.

Community fairs and other tabling events are organized to increase awareness of the transportation options. In order to better understand student transportation needs, the Transportation Survey is included in the biannual only student survey. An annual on-board intercept survey is also used to improve the CCC Xpress Shuttle. HR works with the Transportation Office to conduct the ECO survey, which is used to better understand employee transportation needs.

The CCC staff breakdown is:

- Transportation Systems Analyst (1 FTE)
- Transportation Peer Assistant (0.5 FTE)

Portland Community College (PCC)

Portland Community College serves staff and students at their campuses through the distribution of commuter promotional materials and trip planning at campus transportation fairs, special events, and through their transportation office. They also offer students and staff a Hop card discount and access to low-income fares when applicable. The college has a bike rental program, bike repair events, and has undertaken bike/pedestrian improvements on campus, such as improved bike parking and bike fix-it stations. PCC promotes BIKETOWN at the Southeast (SE) and Northeast (Cascade) campuses. With the re-launch of BIKETOWN as a bike share with electric assist PBOT included a hub and expanded service range to the outer east side.

They have 1.5 FTE dedicated to their transportation services.

Ride Connection

Ride Connection provides transportation to older adults and individuals with disabilities traveling to and from work through the door-to-door services. Community connector shuttles in Washington County are open to the public, and is a viable mode of transport for employees and students in the areas of service. The community connector shuttle routes were designed in collaboration with the community to ensure the needs of the individuals being served are met.

Ride Connection's RideWise travel training program provides access to information, public transportation training, and support centered on the safe and independent use of public transportation. The program serves older adults and individuals with disabilities, many of whom are learning to travel to and from employment sites and school.

In addition to their drivers and service center dispatchers (55 FTE) who support shuttle operations, Ride Connections programs are staffed by 11 FTE with the following roles:

- Operations Director (1 FTE)
- Program Managers (6 FTE)
- Mobility Manager (1 FTE)
- Travel Trainers (3 FTE)

Get Around Slabtown

Get Around Slabtown provides education and resources to employees and residents to increase awareness of transportation options, programs, and benefits. Key services provided by Get Around Slabtown include:

- Administering an annual Slabtown Travel Choice survey to all district employees, residents, and visitors.
- Providing on-call support and resources for employers to set up their multimodal commute benefits programs, and maintaining periodic communication to offer ongoing implementation support.
- Managing a public website with extensive information and resources regarding transportation options, plans, and projects relevant to the neighborhood, and employer-focused resources including guides and FAQs for managing their commute benefits.
- Running in-person outreach events to promote transportation options for residents, employees, and visitors.
- Convening advisory committee meetings to ensure Get Around Slabtown's efforts are relevant and effective.
- Serving as liaison between Slabtown property owners and the City of Portland to promote key City transportation initiatives and implement the requirements of the Slabtown Master Plan.

Get Around Slabtown is staffed by a consultant team amounting to approximately 0.5 FTE.

Portland State University (PSU)

PSU provides resources to faculty, staff, and students to increase awareness of transportation options to get to the various campus locations. Key features of the program include:

- Connecting students with Viking Passes, which are subsidized.
- Offering free use of the streetcar.
- Providing term-to-term passes or TriMet reduced fare program to most students who qualify for these fares. Communication with students are done through fall tabling and emails once a term.
- Providing all students who qualify for financial aid free yearly BIKETOWN and Spin scooter memberships.
- Providing access to the Bike Hub, a "do-it-yourself" environment with the best tools, resources, and expertise for bike maintenance. Any student or staff/faculty member can be a member to receive discounted services; access to tools; pay for Vike Bike; get a helmet, bike, lock, and garage access.
- Providing ToPSU, which is an employee resource for carpool matching.
- Providing emergency ride homes through Lyft.

Staff involves heavy student involvement, and consists of:

- Student staffers (4)
- Staff members (4 FTE)

Central Eastside Industrial Council (CEIC)

The Central Eastside Commuter Pass, available through CEIC, is an asset for regular commuters in and around the district. This version of a Hop FastPass was created by the CEIC Transportation Policy Advisory Council, PBOT and TriMet and can be used for up to six

consecutive months for only \$17 each month that the rider plans to use TriMet services. Central Eastside employees and residents have access to over \$770 in credit toward a scooter, BIKETOWN, streetcar and Hop FastPass. Additionally, people in the district who qualify for TriMet's low-income transit fare can apply for a free Golden Transportation Wallet.

CEIC currently has no dedicated FTE for transportation work.

Table 2 Program Comparison Matrix

TDM Strategies	DEQ	TriMet	Go Lloyd	WTA	Wilsonville SMART	Clackamas Community College	Portland Community College	Ride Connection	Get Around Slabtown	PSU
Carpool										
Vanpool										
Transit										
Bike										
Bike Share										
Walk										
Remote Work/study										
New Employer/Student outreach										
ECO Surveys										
Get There Oregon										
Relocation Assistance										
Emergency Ride Home										
Incentive Program										
Recognition										
Benefit Fair Event Tabling										
Regional Events										
Employee Transportation Coordinator Education										
Shuttles										
Travel Training										
Employer Trip Reduction Plan										
Equity Program Focus Area										

KEY

Programming - leading or assisting in the implementation of programming to deliver these services or activities.

Marketing/messaging - inclusion of these services or activities in communications or outreach.

No offering at this time

Partner Collaboration

Metro and its partners frequently work together to leverage regional campaigns or programs by promoting them at local levels. Below is a brief description of major collaboration points for partners, followed by a table providing a simple overview.

Transit pass options: TriMet transit pass programs encourage employees and students to use public transportation through subsidized, free, reduced-cost transit passes provided or purchased through their employers or colleges. The transit pass program options are offered directly to employers through TriMet’s Commute Options outreach, and through collaboration with regional partners, who offer the passes as a part of the suite of commute benefits they assist in implementing.

Micromobility pass options: Public and private micromobility vendors work with regional partners to connect employers to benefit programs they could offer, and commuters to access pass options and learning opportunities.

Emergency Ride Home (ERH): TriMet and SMART offer an ERH program to employers that offer a transit pass subsidy of at least \$10 per employee per month. Regional partners work with TriMet and SMART to build awareness of the ERH program incentive where offered.

Get There: This statewide brand is led by ODOT and promoted at a local level by ODOT grantees and partners. Metro acts as regional coordinator, encouraging participation by partners in efforts such as the yearly Get There Challenge, promotion of the online tool, and other special projects and resources.

ECO survey and programming: A variety of partners support employers who are subject to DEQ requirements by helping with the facilitation of surveys. For example, if an employer is a WTA member, WTA can facilitate survey distribution and data analysis. Transit agencies and TMAs provide surveys to employers, often customized to the site, and submit finished surveys to DEQ for processing. Employers have the option to receive assistance from partners, or work directly with DEQ.

Transportation Wallet: A resource of PBOT, the Transportation Wallet is a collection of passes and credits for use on transit, streetcar, bike share, scooters, and car share. The program is offered to residents and workers in designated parking districts, certain new multi-unit buildings and affordable housing sites. Partners in implementation include service providers, such as TriMet and BIKETOWN, and community organizations to promote and deliver programming to residents.

Vanpool: In a vanpool, costs are shared by passengers, and can be supported in-part or in-full by an employer. Nationwide, especially in areas with high rates of congestion, long commute distances, or when facilities are tolled, vanpools are commonly coordinated through public programs, which offer a subsidy to further reduce costs for passengers and/or employers. Currently, subsidized vanpooling in the Metro region has limited operation through a pilot project with Wilsonville SMART (supported by ODOT), which provides \$500 per vanpool, per month. Other subsidized vanpools, which begin or end outside of the metro area, are supported by federal funds (49 U.S.C. 5307) or State Transportation Improvement Funds (STIF), that may pay for

up to 50 percent of costs of a vanpool, lessening the burden for employers and/or passengers. Within these areas, an entity authorized to accept 5307 funding reports vanpool Vehicle Revenue Miles information to the National Transportation Database (NTD) and becomes eligible for FTA reimbursement.

Transportation Resource Fairs: Collaboration is also demonstrated through the coordination of transit resource fairs across the district. Colleges and TMAs work with TriMet to attend events to give out promotional Hop cards and host commuter clinics where attendees can give direct feedback to TriMet reps and learn about service improvements. Partners also work with local jurisdictions and transportation non-profits for bike and micro-mobility education, training and repair services.

Table 3 below outlines some of the the instances of collaboration described above.

Table 3 Collaboration with Program Lead and Program Support Partners

Program	Transit Pass Program	Get There	ECO Survey	Emergency Ride Home	Transportation Wallet
Lead	TriMet SMART	ODOT	DEQ	TriMet SMART	PBOT
Program Support	<ul style="list-style-type: none"> • WTA • Ride Connection • PCC • CCC • PSU • GoLloyd • Get Around Slabtown 	<ul style="list-style-type: none"> • Metro (<i>regional lead</i>) • Multiple regional partners 	<ul style="list-style-type: none"> • TriMet • SMART • WTA • GoLloyd • Get Around Slabtown 	<ul style="list-style-type: none"> • WTA • Ride Connection • GoLloyd • Get Around Slabtown • PSU* 	<ul style="list-style-type: none"> • TriMet • Portland Streetcar • BIKETOWN • Free2Move • Spin/Lime/Bird • GoLloyd • CEIC

6 Equity

This section highlights how equity is addressed within commute programming efforts among Metro and its partners. Additionally, it describes committees that have provided feedback or monitored and evaluated efforts with the focus of transportation equity.

Note: Following the conclusion of the Commute Program Analysis, Metro plans to embark on an equity analysis for the RTO program. The equity analysis will help partners set collective goals related to equity and identify service and programming gaps for BIPOC, residents with low-incomes, LEP communities, and people with disabilities.

Equity definitions and goals

Metro and many partners include equity as a driving factor in their missions, goals and desired outcomes for TDM programming. Equity is used broadly to encompass race, ethnicity, income, and English proficiency, although Metro's agency and subsequent program equity plans include race as the central equity factor. The following sections describe ways in which Metro and its partners address or define equity in their programs.

Metro

Metro strives to cultivate diversity, advance equity, and practice inclusion in all of its work. In particular, their 2018 RTO Strategy Update addresses equity directly through Objective 2.2: *Allocate RTO resources in a way that prioritizes and impacts communities of color, older adults, youth, people with disabilities, and low-income households. It includes objectives to:*

- a. Strategically invest in partners, programs, and continuing education to reach communities of color and other new audiences including people with lower incomes, older adults, youths and people with disabilities, and other historically marginalized communities.
- b. Support small innovative projects to test new ideas for reaching communities of color, low-income households, and other historically-marginalized communities with travel options marketing and information.
- c. Provide information about ways to get involved in the RTO program targeted towards organizations that focus on reaching target communities, regardless of whether they have a transportation focus.
- d. Provide translation and interpretation services to partners for use in their program and advise on culturally-competent outreach.

Oregon Department of Transportation (ODOT)

ODOT strives to provide safe and reliable multimodal travel options that connect people and help Oregon's communities and economy thrive by understanding the communities' diverse needs and values, and reporting how public input is used in the projects.

More specifically, goal nine of the Oregon Transportation Options plan is “to support the diverse transportation needs of people of all ages, abilities, income levels, and ethnicities throughout Oregon. Expanding and improving transportation options provides diverse populations across Oregon access to a range of local, regional, and statewide transportation options.” Stated strategies include:

9.1 Engage with a broad array of stakeholders and community organizations to include diverse perspectives and input in the provision of transportation options programs and services.

9.2 Provide transportation options to serve the needs of Oregon residents, including but not limited to, mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with Limited English Proficiency and other vulnerable populations.

9.3 Gather and assess travel needs by directly engaging with communities in need. Based on identified needs, provide transportation options information through many forms of communication and media.

9.4 Expand communication networks for transportation options providers via partnerships with existing organizations and agencies to reach residents and visitors where they live, work, play, and travel.

9.5 Coordinate between transportation options providers and human service providers to improve efficiency and expand access. Utilize annual agency plans where data has been collected to inform needs assessments throughout the state.

Oregon Department of Environmental Quality (DEQ)

DEQ is committed to addressing equity in their effort to reduce harmful health and environmental effects to the communities of Oregon, such as reducing greenhouse gas emissions. These efforts present opportunities to explicitly address underserved communities which include people of color, women, those with disabilities, senior citizens, low-income households, and LEP households.

TriMet

TriMet is committed to transit equity through ensuring equity, fostering diversity and building a community and a system that is accessible for all. TriMet's Title VI program provides continuous oversight of system-wide service policies and standards to ensure the agency is in compliance and working to advance the intent of the Civil Rights Act of 1964. TriMet's annual service planning is guided by five priority considerations including equity, demand, productivity, connections and growth. TriMet also offers an income-based reduced fare and provides grant programs for nonprofit community-based organizations and social service agencies to provide free or reduced-cost transit fares to their clients.

TriMet's Commute Outreach program prioritizes outreach in previously underserved areas as TriMet rolls out transit service, amenities or makes changes to service or fares. The outreach also intentionally provides information for reducing transportation costs, such as reduced fares, to employers with service workers and industries where incomes may be below the median level. For college students, TriMet works to enroll colleges in transit pass programs to inform students about income-based reduced fares, as well as provide New Resident Kits that include a transit pass and reusable transit fare card to college housing buildings to provide to student residents.

TriMet and other partners including GoLloyd, Clackamas Community College, and Portland Community College actively partner to meet the similar goal of easing costs of transportation and transit fares.

The commute outreach program is informed in part by the agency's federal Title VI and equity requirements, the agency's diversity and equity vision, plus the equity direction in the Metro RTO Strategy and the Metro [TDM Inventory Needs and Opportunities Assessment](#).

GoLloyd

Go Lloyd is currently working with consultants, supported by a Metro grant, to develop an equity framework for the work of their travel options programming. Through this consultation Go Lloyd plans to improve the development and implementation of transportation programs through an equitable lens, ensuring that the correct populations are benefitting from the organization's work.

Portland Bureau of Transportation (PBOT)

PBOT's Transportation Justice work is defined by the climate and equity goals put forth for the bureau. Programs in operation like the Transportation Wallet are designed to address equity through a free low-income version of the offering. These initiatives help to serve BIPOC and low-income Portlanders with their transportation needs. Programs in development are screened and amended as they develop to concur with equity priorities outlined in the Equitable Mobility Framework and the Transportation Justice framework (in development).

Westside Transportation Alliance (WTA)

WTA's equity work is guided by an Equity Outreach and Engagement Strategic Plan that was created in 2021 by a work group consisting of representatives from public and private employers. The plan recommended that WTA use frontline and essential employees as the basis for its equity-focused workplace activities since people in these job types disproportionately represent communities of color and lower-income households. Through its incentive programs, WTA has introduced exclusive incentives for frontline employees and improved opportunities for frontline employees to win prize drawings as ways to target the benefits of these programs to people in these job types. WTA works to engage frontline employees from Washington County worksites to learn their barriers, needs, and interests and design future activities based on that feedback.

Clackamas Community College (CCC)

CCC is addressing equity through their DEI Strategic Plan, which was created in 2020 under the leadership of the CCC DEI Strategic Planning team. The plan identified Student Success, Belonging, Empathy, and Respect as guiding values related to Diversity, Equity, and Inclusion. Three Strategic Priorities with accompanying goals and objectives were developed to focus on the following areas:

1. Build the foundation needed to create and sustain a diverse, equitable and inclusive culture at CCC.
2. Identify and eliminate equity gaps for students.
3. Align instructional culture with principles and practices of equitable and inclusive teaching and learning.

Ride Connection

Ride Connection's equity work is guided by an equity plan that was created in 2020 by staff with the lead of the internal diversity, equity, inclusion and accessibility committee. The plan addressed all areas of the organization including board governance, leadership, human resources, finance, operations and community partnerships. The commitment of the Board of Directors and Staff to equity, diversity, inclusion, and accessibility within this framework is a top priority.

Get Around Slabtown

Get Around Slabtown promotes equity-centered initiatives from partner agencies, including:

- Portland Bureau of Transportation's Transportation Wallet for Frontline Workers, Honored Citizens, and low-income residents.
- TriMet's Lift transportation program for people with disabilities or disabling health conditions.

Committees Focused on Equity

While not directly related to TDM efforts, many of partner agencies engage in committees or working groups aiming to improve equity across the region. Those include:

- **TriMet:** Transit Equity Advisory Committee and Reimagine Public Safety Advisory Committee
- **City of Portland:** Pricing Options for Equitable Mobility (POEM) Task Force, an international Expert Review Panel.
- **Westside Transportation Alliance:** Equity Work Group
- **Wilsonville SMART:** Diversity Equity and Inclusion Committee
- **Clackamas Community College:** Diversity, Equity and Inclusion Committee
- **Ride Connection:** Mobility for Health advisory committee
- **City of Oregon City:** Community DEI Task Force

7 Reporting

Metro and its partners collect and use data that measures their levels of effort, participation in their programming, and the ultimate impacts on modal shifts of commuters. Data is collected through a variety of methods such as grant reporting, ECO survey delivery, and more bespoke data collection for individual partner agencies and programs. This section provides an overview of commute-related data collected across the region.

Grant data

Metro RTO grantees are required to give quarterly updates on the progress of their funded work and select measurement indicators from the Multiple Account Evaluation (MAE) Framework that are relevant to the program or project goals. It is through this framework that data is collected and reported. Examples of data collected through the MAE include:

- Auto trips reduced
- Demographics
- Geographic description
- Active trips
- Participants
- Impressions
- Partnership description

All grantees are also required to submit a final report summarizing the entire grant activity upon grant expiry.

ECO Survey

The ECO survey is required of the nearly 800 employment sites that fall under the requirement in the Portland metro region. Employers are required to survey employees on their commute habits biennially, and report to DEQ. Employers must reach a 75 percent response rate for employees on site. Worksites may work with partners such as TriMet or a TMA, or may work directly with DEQ, to facilitate the survey, which is given online or through paper forms.

Worksites are provided with a report of trips by mode if working with DEQ, and may receive more extensive analysis if working with a TMA, TriMet or SMART. Additionally, partner surveys may be customized to ask for more detailed information about programming. Employers working with TriMet to deliver their surveys must first complete an 'employer survey' to qualify and determine the rate for the Universal Pass program.

The survey results provide the employer (and subsequently DEQ) with the following:

- An auto trip rate (the number of commute vehicles arriving at a work site divided by the number of employees that report to the work site)
- Ideas for incentives to encourage employees who drive alone to choose another commute method
- Measured progress toward meeting the commute trip reduction target as survey results can be compared to previous years.

Historically, aggregated ECO data is given to Metro as part of their biennial evaluation process.

Additional Data Collection

The table below summarizes data collection and the use of data by agency/organization.

Table 4 Regular Data Collection Opportunities

Agency	Data Collection	Type/Use of Data
Metro RTO	Biennial Travel & Awareness Survey RTO program evaluation Regional Get There	Trends Grant, program success Get There usage and metrics
ODOT	Get There Challenge surveys Get There data collection	Program success Get There usage and metrics
TriMet	Employee Commute Options surveys Annual employer and college program enrollment Emergency Ride Home tracking and annual outreach Agency fare survey for Title VI	Mode splits Subsidy levels ZIP code usage Demographics of employer and college transit pass program usage among riders
GoLloyd	Annual travel surveys	Data on daily commute trips to and from the neighborhood Analysis of how employees and residents access their workplaces and/or residences
Westside Transportation Alliance (WTA)	WTA member surveys Annual reports	Recommendations are made to its members based on the survey results Member compliance with ECO rules are reviewed Auto trip reduction plans are created and updated as necessary
Clackamas Community College (CCC)	Transportation Survey emailed to all students with the Early/End of Year Engagement Survey (EYES) CCC Xpress Shuttle Survey Pre- and post-surveys about Bike Rental Program	Mode splits by campus and term Home and work zip codes Student home addresses Shuttle ridership origin and destination Program success evaluation Future transportation priorities

	Weekly presentations to Associated Student Government (ASG) about local and regional transportation projects ECO Survey Regional Get There	CCC Shuttle Service and Access Plan Grant applications Get There usage and metrics
Portland Community College (PCC)	Student surveys	Program success evaluation Future transportation priorities
Ride Connection	Customer surveys Annual report	Travel pattern changes and service needs evaluation Program success evaluation Grant applications
Get Around Slabtown	Annual Slabtown Travel Choice Survey	Mode split among employees, residents, and visitors Awareness and usage of transportation options, including employee incentive programs Annual progress report submittal to PBOT
Portland State University (PSU)	Student surveys Annual survey of faculty, staff and students	Program success evaluation Future transportation priorities Travel data

8 Appendix A: Glossary of terms

Annual Pass Program: A transit program option that provides a flexible, 1-year pass for interested employees. With the annual program, passes bought for interested employees are priced at 11 months' fare for 12 months of transit use. This is a convenient option for providing passes to employees who frequently use transit. Additional passes purchased throughout the year are prorated, so new employees can be added during the program year.

Commute Option/Travel Options: A variety of options or modes of transportation may be used to complete a trip. These may include driving, ridesharing (carpool or vanpool), walking, biking, taking transit, etc.

Employee Transportation Coordinator (ETC): An ETC manages and promotes commute/travel options for agencies/organization to help support TDM goals and respective tasks.

Employee/Student Commute Benefit: Incentives and benefits given to employees and students from their employer or school of education to encourage different use of travel options.

Monthly Pass Program: A transit program option for selling tickets and passes to employees on site. It provides maximum flexibility on the type of pass and quantity of fares. A variety of fares from TriMet can be ordered for interested employees. There are calendar month passes for frequent transit riders, day passes for part-time employees or passes for those who might use transit just a few days per month. Tickets for visitors or out-of-town employees may also be ordered.

Partner: An agency or organization that has a robust commuter program, receives funding from the RTO, or maintains an official working partnership with RTO.

Pretax Payroll Deduction: Employers may arrange a pre-tax transportation payroll deduction for employees to pay for transportation costs such as transit fares and vanpool fees. The pre-tax deduction may be combined with an employer subsidy. Because pre-tax deductions reduce the amount of employees' taxable earnings, it reduces the amount of taxes to the employer and employees pay on the employees' income. A tax advisor can advise on an organization's situation. Benefits team, a payroll provider or a third-party benefits administrator can be contacted to coordinate a pre-tax transportation deduction.

Transportation Demand Management (TDM): TDM is the application of various strategies to reduce vehicle miles traveled, particularly, single occupancy vehicle use. TDM encourages alternative modes of transportation to support these goals.

Transportation Management Association (TMA): TMAs are non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park.

Universal Annual Pass Program: A transit program option that allows an employer to purchase annual passes for all eligible employees. This program incentivizes an alternative to driving and parking, or encourages employees to use an active transportation mode. Surveys can be conducted to find out how employees travel to work. The total cost for Universal is about the same as trips actually taken on TriMet, instead of a flat fare. Passes can be prorated when new employees are added during the program year. Employees that try transit are more likely to explore non-driving commute options.

9 Appendix B: Additional Documents

Reports

Partners have written a variety of other reports to evaluate the success of their TDM programs. These assessments utilize both quantitative and qualitative methods to evaluate performance, coverage, and/or user experience, and there are a wide range of metrics used for program evaluation and success. While some outline a process for reporting, there is no mention of a formal data sharing framework or workflow between partners.

Following are additional reports that were part of the inventory of documents that were reviewed.

Table 5 Reports Reviewed as Part of Research

Partner	Report	Metric Examples
Metro (with DHM Research)	RTO 2019 Evaluation (focus groups)	Commute mode split User experience
Metro (with Nelson\Nygaard)	Statewide Rideshare Platform: Portland Metro Region Business Focus Group	Organizational feedback Employer experience User experience
Metro (with Steer)	2019 RTO Evaluation	VMT reductions Dollars saved per project User experience
ODOT	Oregon Transportation Options Plan	Cost/benefit analyses Transportation safety Transportation efficiency
TriMet	Regional Travel Option Grant Progress Reports	Employees reached Number, amount of subsidies
Clackamas Community College	Clackamas Community College Shuttle Service and Access Plan	Cost/benefit analysis User experience Commute mode split
Westside Transportation Alliance	2020, 2021 Annual Reports	User experience

Focus Groups and Surveys – User Experience

Following are additional summaries of focus groups and surveys that were part of the inventory of documents that were reviewed.

Get There

In January and February of 2022, ODOT, along with a consulting team at DHM Research, conducted a survey of 225 HR professionals involved in operations and workforce development to enhance services and programs. The survey aimed to assess awareness of and attitudes about hybrid remote work and employee commute solutions. The questions were structured to utilize quantitative research methods that count respondents with certain responses or rank opinions based on strength.

According to the survey responses, an overwhelming majority (about 80%) of HR professionals agree that offering and/or supporting employee commute solutions enables their organizations to reduce employee commute stress, improve employee health and wellness, maintain or improve employee productivity, and improve their ability to recruit and retain well-qualified employees.

The table below also shows that most HR professionals are at least somewhat interested in a variety of TDM programs.

Table 6 Interest of Oregon HR Professionals in TDM Programs

Program	Strongly Interested	Somewhat Interested	Total Interested
Employee Commute options surveys or assessments	14%	42%	56%
Free employee online trip planning	20%	42%	62%
On-site consultation about and support for employee commute options	17%	36%	53%
Management of reward and/or incentive programs for employees to use commute options and/or work remotely.	22%	38%	60%
Local program resources such as transit route schedules and passes, and vanpool rental	26%	40%	66%

Ability to track individual employee and organization metrics such as commute options used, miles traveled, reductions in carbon dioxide emissions, and calories burned	17%	36%	53%
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RTO Focus Groups

In November 2019 on behalf of Metro, DHM Research conducted two focus groups with Asian residents of the Portland metro area who are frequent drivers. The first focus group consisted of higher-income residents, while the second consisted of lower-income residents. This set of focus groups was comprised of qualitative research elements. Findings from transcribed discussions and participant responses were summarized in a report.

Findings demonstrate an openness to riding public transit despite primarily driving alone and carpooling. The report recommends free transit passes over reduced fares and emphasized distribution not just through employer-based TDM programs to be inclusive of lower-income individuals.

Statewide Rideshare Platform: Portland Metro Region Business Focus Group

Metro and a consulting team at Nelson\Nygaard organized a focus group of representatives from several large employers in the Portland metro region. Like the RTO Focus Groups, a report provides a qualitative summary of discussions and responses from focus group participants.

Employers primarily manage their own carpool programs or partner with third-party companies to implement ridesharing. There is also some participation in other TDM efforts, like subsidized transit passes and carsharing. Overall, focus group responses address a lack of consistency between employers' programs; interest in a state-invested centralized commuting tool or platform; and concerns for the user experience of their employees such as "app fatigue," limitations on those commuting from Washington State, and self-reported user data.

Plans and Annual Reports – Statewide Reporting

Following are additional summaries of plans and annual reports that were part of the inventory of documents that were reviewed.

2019 RTO Evaluation

In August 2020, a consultant team at Steer evaluated Metro's 2019 RTO grant and funded programs and provided recommendations for how Metro could improve and ensure that activities align with regional and state goals and objectives. The report laid out a quantitative evaluation logic framework that details by which metrics each grant applicant should be assessed, namely:

- Number of active trips generated,
- Auto trips reduced or prevented,
- Vehicle miles reduced or prevented, and
- Dollars saved by each project.

This evaluation method applied to both program strategy and delivery. The report emphasized a holistic evaluation that additionally includes qualitative analyses, as personal narratives and descriptive information also improve program implementation, especially through an equity lens.

Oregon Transportation Options Plan

In 2015, the Oregon Transportation Commission adopted ODOT's Oregon Transportation Options Plan, an element of the Oregon Transportation Plan. The plan envisions a safe, affordable, and efficient transportation system for Oregon residents, employees, and visitors. It quantifies projected economic and demographic trends in Oregon, including growing economy, population, and age, as well as the impacts on the environment and public health that these trends would have. Based on these initial observations, it then outlines a suite of recommended programming. While not providing specific metrics, it is recommended that these programs be evaluated against numerous goals: safety, funding, accessibility, mobility & system efficiency, economy, health & environment, land use & transportation, coordination, equity, and knowledge & information.

Regional Travel Option Grant Progress Report

TriMet's Employer Outreach program builds on previous work to reduce drive-alone commute trips. The goal is to build toward the region's non-SOV mode split of 40% by 2028 by shifting car trips to active transportation modes. TriMet's program uses multiple strategies to reduce vehicle miles travelled (VMT) and congestion, plus improve air quality and commute experiences.

Each year, a report is compiled to outline the progress of the grant objectives and goals. Each section has a set goal and outcome metrics. Examples of metrics are:

- Employers reached
- Service improvement contacts
- Worksite Offering Transit Subsidies
- New Emergency Ride Home Enrollments
- Employer Receiving Kits
- New Residence Kits
- Onsite Information Session
- ECO Survey Processed

Some RTO grantees did a better job of measuring and reporting outputs than did others. For example, while all grantees and sponsorship recipients are required to report on partners engaged, some reported number of direct participants (measuring actual events) and some reported number of impressions (measuring awareness).

Control Information

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