



# Meeting minutes

Meeting: **Metro Technical Advisory Committee (MTAC) and Transportation Policy Alternatives Committee (TPAC) workshop meeting**

Date/time: Wednesday, May 12, 2021 | 10:00 a.m. to 12 noon

Place: Virtual conference meeting held via Zoom

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**Members, Alternates Attending**

Tom Kloster, Chair  
Karen Buehrig  
Chris Deffebach  
Lynda David  
Dayna Webb  
Jeff Owen  
Don Odermott  
Idris Ibrahim  
Jamie Stasny  
Steve Williams  
Allison Boyd  
Jessica Berry  
Erin Wardell  
Peter Hurley  
Jay Higgins  
Glen Bolen  
Julia Hajduk  
Jerry Andersen  
Ray Eck  
David Berniker  
Laura Weigel  
Steve Koper  
Anne Debbaut  
Nicole Johnson  
Kevin Cook  
Matt Hermen  
Cindy Detchon  
Mike O'Brien

**Affiliate**

Metro  
Clackamas County  
Washington County  
SW Washington Regional Transportation Council  
City of Oregon City and Cities of Clackamas County  
TriMet  
City of Hillsboro  
TPAC Community Member  
Clackamas County  
Clackamas County  
Multnomah County  
Multnomah County  
Washington County  
City of Portland  
City of Gresham & Cities of Multnomah County  
Oregon Department of Transportation  
City of Sherwood  
Clackamas County Citizen  
Washington County Citizen  
City of Gresham  
City of Milwaukie  
City of Tualatin  
Department of Land and Conservation Development  
1000 Friends of Oregon  
Multnomah County  
Clark County  
North Clackamas School District  
Environmental Science Associates

**Guests Attending**

Kelsey Lewis  
Ryan Makinster  
Lorraine Gonzales  
Brett Morgan  
Kari Schlosshauer  
Shelly Parini-Runge  
Sarah Iannarone  
Will Farley

**Affiliate**

City of Tualatin  
Home Builders Association of Metropolitan Portland  
Clackamas County  
1000 Friends of Oregon  
Safe Routes to School National Partnership  
Clackamas County  
The Street Trust  
City of Lake Oswego

### **Metro Staff Attending**

Ted Leybold, Planning Resource Manager	Chris Johnson, Research Manager
John Mermin, Senior Transportation Planner	Grace Cho, Senior Transportation Planner
Molly Cooney-Mesker, Sr. Public Affairs Spec.	Caleb Winter, Senior Transportation Planner
Cindy Pederson, Research Manager	Noel Mickelberry, Associate Transportation Planner
Eliot Rose, Sr. Tech & Transportation Planner	Grace Cho, Sr. Transportation Planner
Lake McTighe, Senior Transportation Planner	Margi Bradway, Dep. Director Planning & Dev.
Patrick McLaughlin, TOD Dev. Project Mgr.	Steven Erickson, Research Manager
Marie Miller, TPAC & MTAC Recorder	

#### **1. Call meeting to order and introductions (Chairman Kloster)**

Chairman Tom Kloster called the workshop meeting to order at 10 a.m. Introductions were made. The meeting format held in Zoom with chat area for shared links and comments, screen name editing, mute/unmute, and hands raised for being called on for questions/comments were among the logistics reviewed.

#### **2. Public Communications on Agenda Items – none provided**

#### **3. Minutes Review from March 24, 2021 MTAC/TPAC workshop**

The committee was asked to send edits to Marie Miller. No edits were received. Minutes stand as approved.

#### **4. Safe Routes to School (SRTS) program and campaign updates (Noel Mickelberry, Metro & Shaina Hobbs, Portland Bureau of Transportation)**

The presentation began with an overview of the Safe Routes to School program by Noel Mickelberry. In 2016, JPACT & Metro Council allocated \$1.5 million through the 2019-2021 Regional Flexible Fund Allocation to create a regional Safe Routes to School program. Safe Routes to School was incorporated into the 2018 Regional Travel Options (RTO) Strategy.

Elements of the program include **grant funding** dedicated to local, community-based Safe Routes to School activities that connect youth to education and encouragement opportunities related to school travel. For the 2019-2022 cycle seven grants were awarded for a total of \$900,000. The new grant cycle will begin in July 2022.

2021 priorities with **regional coordination** includes ‘Refresh’ of Regional Safe Routes to School Framework Analysis, High School Focus Groups and regular convening of SRTS practitioners, convening with school staff/leadership in future. **Technical assistance** funds support program development, implementation, and evaluation. Program area highlights:

- New translation request form for local programs provides translation services for all SRTS materials in up to 5 languages (Spanish, Chinese, Russian, Vietnamese, Arabic)
- Traffic Playground support – designing and installing permanent and temporary ‘traffic playgrounds’ for kids to learn biking and walking skills with the support of a regional Traffic Playground Toolkit
- Back to School 2021 support – Toolkit developed in 2020 with concepts for the return to in-person school. Metro is developing a suite of resources to support local programs, schools and families including:
- Mini-grants for schools to implement strategies from the Back to School Toolkit

- Developing a pilot ‘Corner Greeters’ program to support schools in addressing hate/harassment on the trip to school
- #DriveLikelt campaign phase 2 – a region wide marketing campaign aimed at drivers and safety in school zones

Shaina Hobbs presented the #DriveLikelt Campaign, a partnership between the Portland Bureau of Transportation and Metro to develop a regional safety campaign for drivers traveling in school zones and on school routes to remind them of their role in keeping kids safe on our streets. Safe Routes to School practitioners throughout the region were consulted during the campaign development phase.

Phase 1 of the campaign launched in March 2021, when in-person hybrid school began. Phase 1 is entirely digital, and was designed to provide local programs, schools, and families easy-to-access materials to share the campaign’s core message: ‘Kids are Everywhere. Drive Like It’. The materials have been translated into the five most commonly used languages by families in the Metro region in addition to English. All digital assets (virtual meeting backgrounds, Facebook and Instagram graphics, Email banners) have alt-text embedded for accessibility, and were made without logos so they could be easily shared no matter what jurisdiction.

Phase 2 of the campaign will launch as part of Fall Back to School 2021 and will include more physical assets, a video, digital ad buys, focus on matching translated assets to complementary publications/markets, and an updated campaign slogan of ‘School routes are everywhere. Drive Like It’. For more information on Safe Routes to School and the #DriveLikelt Campaign Phase 2, links were shared: [www.oregonmetro.gov/KidsEverywhere](http://www.oregonmetro.gov/KidsEverywhere) and [www.oregonmetro.gov/saferoutes](http://www.oregonmetro.gov/saferoutes)

Comments from the committee:

- Lorraine Gonzales noted the poster shown would be very beneficial in residential areas new bus stops and general areas where kids are present.
- Chairman Kloster asked how distribution on physical/print media was being provided with the campaign. Ms. Hobbs noted that schools are partners in this effort but in phase 2 they are attempting to reach a broader audience including via community members.
- Cindy Detchon noted that Clackamas ESD has a listserve that can be shared for all the schools in the district. Ms. Mickelberry appreciated the support with the link provided. Others are welcome as this effort is just beginning.
- Jessica Berry high-fived these efforts by Metro and PBOT with the program. Technical assistance and language translations for accessibility was especially appreciated. Asked how these five language translations were chosen, Ms. Mickelberry noted Metro’s analysis came up with the five by population, but the form for local programs allow to choose up to five relevant to their local community which Metro will translate for broader message outreach.
- Ray Eck noted his involvement on the Urban Road Maintenance District committee in Washington County where the main goal is safety. The County has provided funding for sidewalks and crosswalks with the main criteria around schools, especially in

unincorporated areas of the County. Partnership with the Safe Routes to Schools and this campaign were also noted.

- 5. Federal Transportation Infrastructure Funding** (Tyler Frisbee, Metro) Ms. Frisbee noted that members and guests were welcome to ask questions in the chat area on what they were interested in hearing about for this presentation. Ms. Frisbee began her presentation with an overview of the current last 2 months where more commitment and possibilities with Federal funding on transportation infrastructure was growing in support. First, from the Biden campaign for transportation investments including conservation projects, but also from the job's plan with care projects for families. The current Department of Transportation Secretary provides strong support aligned with Metro's work and believes safety is important in helping local jurisdictions, where transportation is a goal to help people lead better lives.

Ms. Frisbee noted strong leadership in Federal government with our local representatives serving on committees, including the Transportation Infrastructure Committee (TIA), Environmental Public Works Committee (EPW), and Ways & Means Committee. Good support to regional needs are also being met from our state and Metro representatives.

The American Jobs Plan was noted as the most detailed and ambitious transportation plan presented to Congress in many years. This came from the President and is now moving toward legislation. Major questions have arisen; chose to break up the plan into several proposals with specific issues, or keep as one large bill. So far the political issues have gone mostly down party lines and Metro is hearing conflicting feedback from congressional members. The proposal is currently \$1.0 trillion, 10% increase in transportation funding. More should be known this summer. Regional efforts are being made to position ourselves for the best possible outcomes.

It was asked when or if opportunities for reauthorization or earmarks might happen. Ms. Frisbee noted the new term for earmarks is now called "congressionally expected spending", which is beginning again after about 10 years. Two types of earmarks pertaining to transportation; appropriation cycles applied one year, awarded the next, for specific projects. Authorization process concerns larger amounts of funding for large projects. A regional earmark package is wanted that is clear and concise for the proposal. Much of what is being proposed is based on the "Let's Get Moving" proposal presented by Metro last year. Well-developed project proposals are positioned in the bill but funding will not be known yet.

Asked about the American Rescue Plan recently passed, it was noted that Politian views bringing money to their state/region is desired. But there is some doubt if earmarks are as powerful as in the past. The American Rescue Plan contained state and local funding. The State allocations were placed in bank with an obligation time period. The top priority was making the state budget whole, no deficit. Funding proposals that include unemployment insurance benefits, vaccine distribution outreach, programs for students returning to classrooms, economic development projects, building back better projects and others are being gathered by the Governor and legislature. They will be reviewed for allocation this session.

In addition to the earmark process is the policy paper. Regional transportation plans are included. Examples of increasing fatalities on TV Highway and 82<sup>nd</sup> Avenue provide the

importance to showcase the need for safety projects. The regional delegation is now working with representatives on a bill that would dedicate orphan highways to rehabilitate and transfer them for the role of community transportation, where key priorities are high quality transit and safety.

It was asked how regional strategies to support both transportation and water/sewer infrastructure investments could be presented. Ms. Frisbee noted it was important that the whole delegation be hearing how these projects help our state. Providing data, stories, examples, purpose of funding and support is critical. National organizations must be clear on this effort as well. Asked if any messaging about Vision Zero was going into the policy papers, Ms. Frisbee agreed. Funding for projects that can reduce fatalities with Vision Zero strategies are part of the transportation policy paper.

The regional legislative delegation has a two-fold approach they are pursuing. First, have the policy put forward truly help our region, and second, get the bill passed. The policy paper is being reviewed by JPACT next week; copies are available to anyone that wishes to receive it. Ms. Frisbee shared her appreciation to everyone for their efforts and support with the work. The committee was appreciative of the presentation and information shared. A follow-up discussion on Federal Transportation Infrastructure funding with Ms. Frisbee will be planned.

6. **Regional Land Information System (RLIS Live 100)** (Steve Erickson, Chris Johnson, Metro) Steve Erickson presented information on the Regional Land Information System, called the RLIS Live 100. It is celebrating its 100<sup>th</sup> quarter release since beginning in 1989 with a pilot project finished in January 1990. Designed to help in data for the 2040 growth efforts with tax lots and area lands, the input of data started with Metro and grew with support from jurisdictions and cities in the region over the years. Incoming data is provided to the program on a daily, weekly, monthly, quarterly and as needed basis from cities, counties, States, and Federal Agencies for the quarterly report, to 27 agencies, 31 data layers, 65 individuals and several custom requests. Providing several layers of zoning and classifications in land use, for example, provides regional consistency in the data.

Mr. Erickson shared how Metro distributed the data. MetroMap and online tools such as the Regional Barometer, the RLIS Discovery webpage with more than 150 data layers are available to download at no cost, direct database connections with partners, RLIS web services, and online data and mapping. It was asked if mapping of natural resources was available. Mr. Erickson noted several wetland areas, aerial photos with canopy cover and other environmental data layers in the system. Metro is now working on creating data subcommittee layers for even further data mapping and system knowledge for projects. Credit for the support with partners over the years was noted.

7. **Adjournment** (Chairman Kloster)

There being no further business, meeting was adjourned by Chair Kloster at 11:38 am.

Respectfully submitted,



Marie Miller, MTAC and TPAC Recorder

Attachments to the Public Record, MTAC and TPAC workshop meeting, May 12, 2021

Item	DOCUMENT TYPE	DOCUMENT DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1	Agenda	05/12/2021	05/12/2021 MTAC and TPAC workshop meeting agenda	051221M-01
2	Work Program	4/29/2021	MTAC Work Program as of 4/29/2021	051221M-02
3	Work Program	4/29/2021	TPAC Work Program as of 4/29/2021	051221M-03
4	Draft Minutes	3/24/2021	MTAC/TPAC Workshop draft minutes from 3/24/2021 meeting	051221M-04
5	Memo	05/05/2021	TO: MTAC/TPAC committee members and interested parties From: Noel Mickelberry, Metro Safe Routes to School Program Coordinator Shaina Hobbs, Portland Bureau of Transportation RE: Metro Safe Routes to School Program Update	051221M-05
6	Presentation	05/12/2021	Metro Safe Routes to School Program	051221M-06
7	Presentation	05/12/2021	#DriveLikelt Campaign	051221M-07
8	Presentation	05/12/2021	Regional Land Information System	051221M-08