

**#getmoving2020**  
**getmoving2020.org**

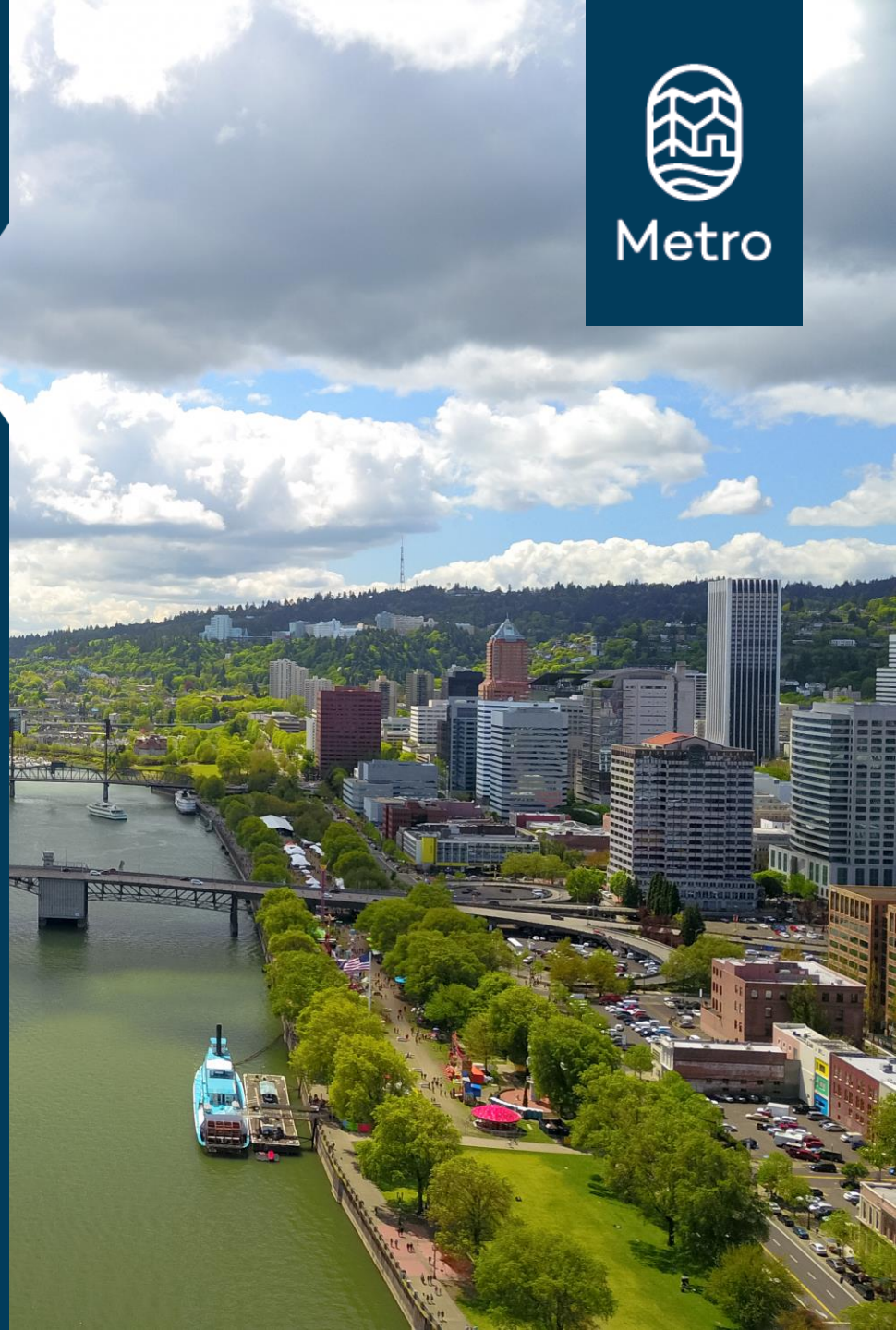


# Building a ballot measure



Metro

Regional Transportation  
Funding Task Force  
March 20, 2019



# Communicating with the public

- Projects that people can visualize
- Priorities that match
- Values they connect with



# Projects

Specific corridors/problem areas/choke points

General “types” of projects

- Pedestrian safety
- Signal improvements
- Transit investments

Projects that deliver change





# Priorities and values

Reduce congestion

Improve safety

Address climate change

Connect communities and jobs

Improve access

Address Equity

Provide Affordable Choices



# Messaging

Don't oversell

Be honest

- Can't do everything
- Will take time
- Will be expensive



**Seen this  
before?  
Want a  
different  
option?**

**Vote Yes on Regional Proposition 1**

[masstransitnow.com](http://masstransitnow.com) | [@MassTransitNow](https://twitter.com/MassTransitNow) | [#ST3](https://twitter.com/ST3)

**MASSTRANSIT  
NOW!**  
YES! REGIONAL PROP 1

# What matters in the end

A strong, diverse coalition

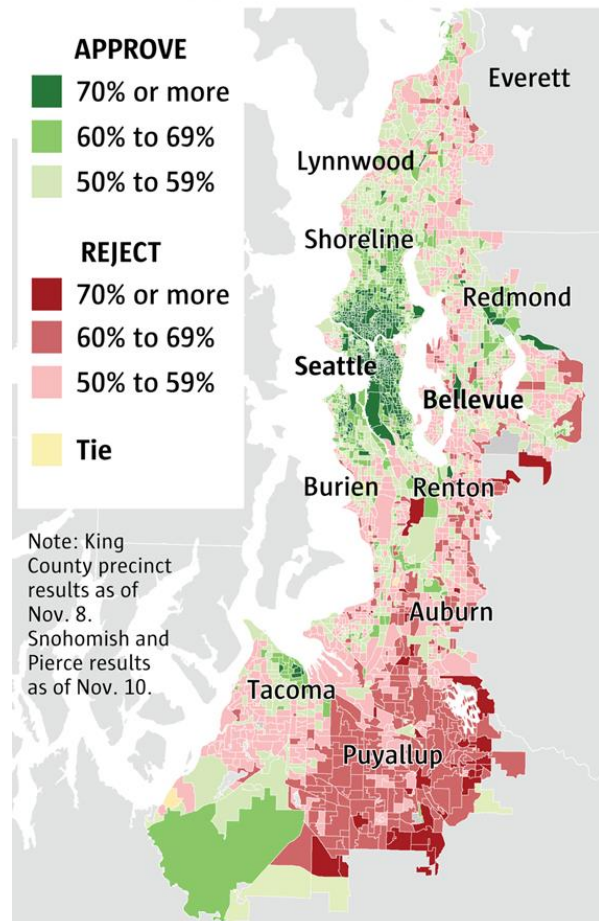
The “right” mix of projects

A cost that reflects  
the value proposition

The political environment

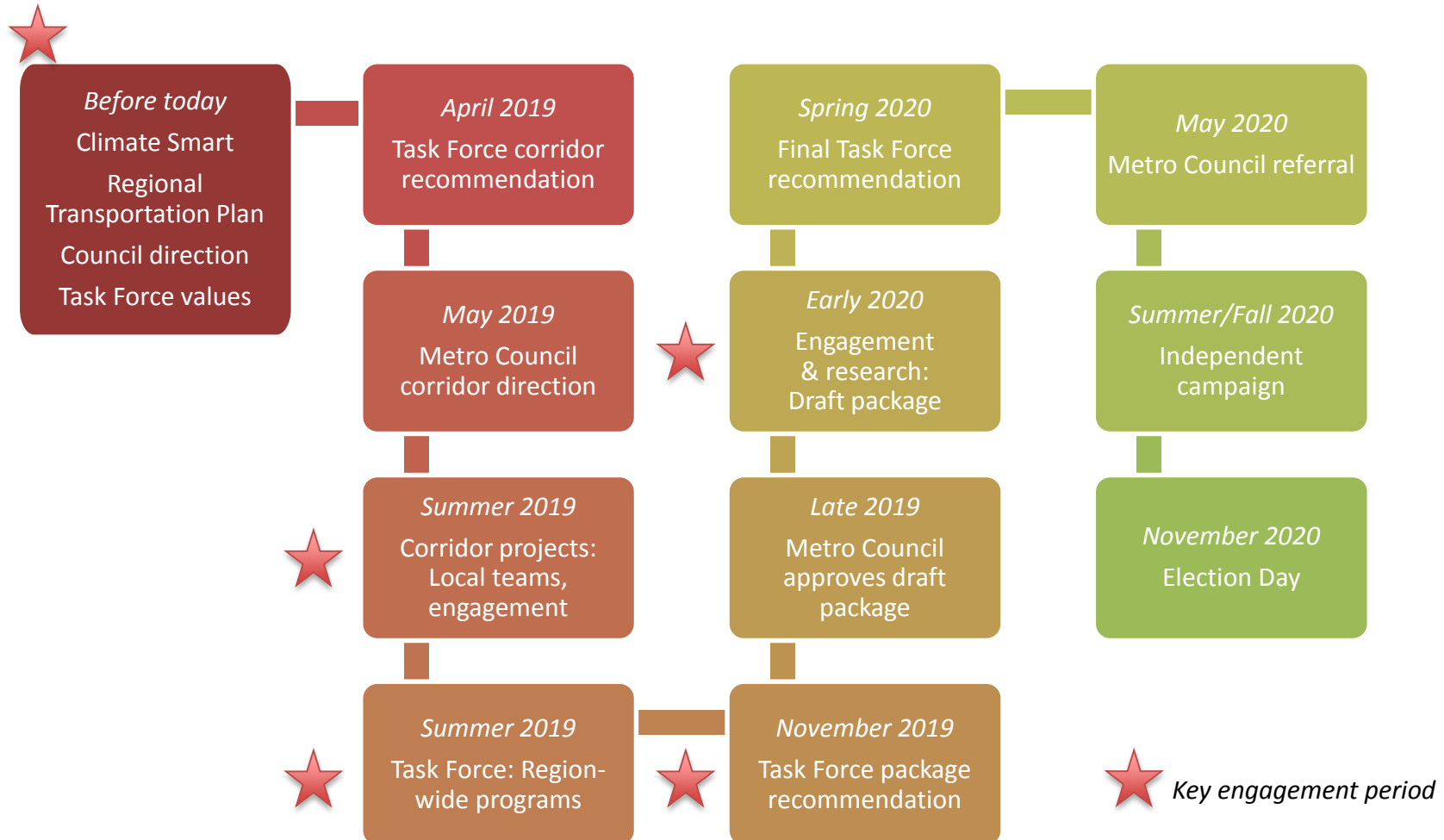
- Some we can control
- A lot we cannot

## ST3's support and opposition



Source: Seattle Times analysis of data from King, Pierce and Snohomish counties. **KELLY SHEA / THE SEATTLE TIMES**

# One journey, many moments





**#getmoving2020**  
**getmoving2020.org**





Metro

April 3, 2019

# 2018 REGIONAL TRANSPORTATION PLAN AND CLIMATE SMART STRATEGY

Margi Bradway, Deputy Director, Planning and Development

# Regional Transportation Plan

## Regional Transportation Plan vision:

*"In 2040, everyone in the Portland metropolitan region will share in a prosperous, equitable economy and exceptional quality of life sustained by a safe, reliable, healthy and affordable transportation system with travel options."*





# Regional Transportation Plan: What is it?

**20-year plan**

**4-year process** of coordination, consultation and outreach

**State requirements:** linking land use and transportation goals

**Federal requirements:**

- Performance measures
- congestion management
- air quality
- civil rights/equity
- protection of public health and the environment

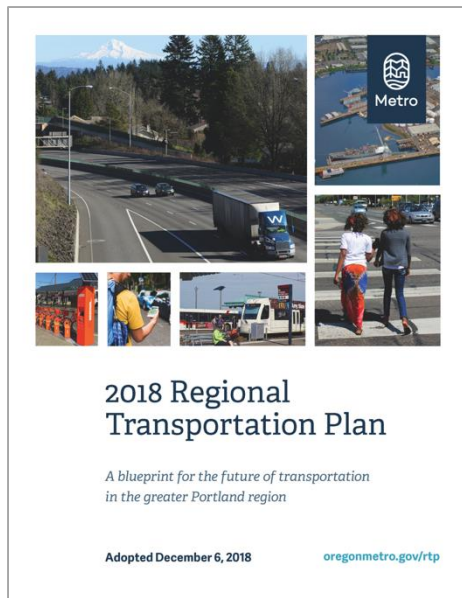
2018 Regional Transportation Plan



*safe • reliable • healthy • affordable*



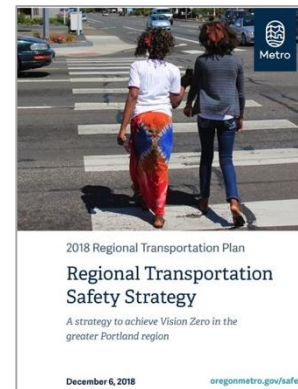
# Regional Transportation Plan and supporting strategies



## Freight



## Transit



## Safety



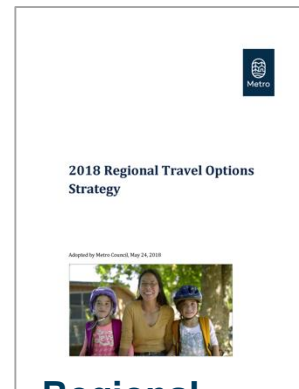
## Technology



## Bike/Ped



## TSMO



## Regional Travel Options



## Climate Smart

# Many meaningful opportunities to listen, learn and collaborate



Regional Leadership Forum | 2018



Regional Leadership Forum | 2016



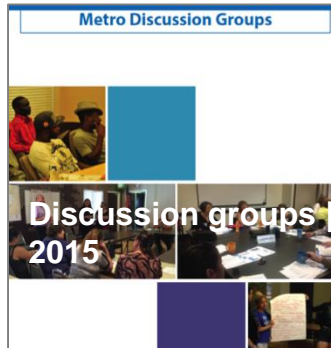
Regional Leadership Forum | 2016



Community Leaders Forum | 2018



Regional Snapshots | 2016-18



Discussion groups | 2015

Nearly  
**19,000**  
individual  
touch points  
from 2015-18



JPACT-meetings | 2015-18



Regional Leadership Forum | 2016



# Diverse partners engaged throughout the process



# 2018 RTP investment priorities

reflecting feedback from  
public and stakeholders



**Equity**



**Climate Smart**



**Safety**



**Congestion**



# RTP performance-based framework

Moving from vision to action



## Vision Statement

Establishes the overarching vision of the plan



## Goals

Expand on the Vision Statement to describe outcomes of emphasis



## Objectives

Define focused, measurable outcomes of the Goals



## Performance Measures

Track progress in achieving the Objectives



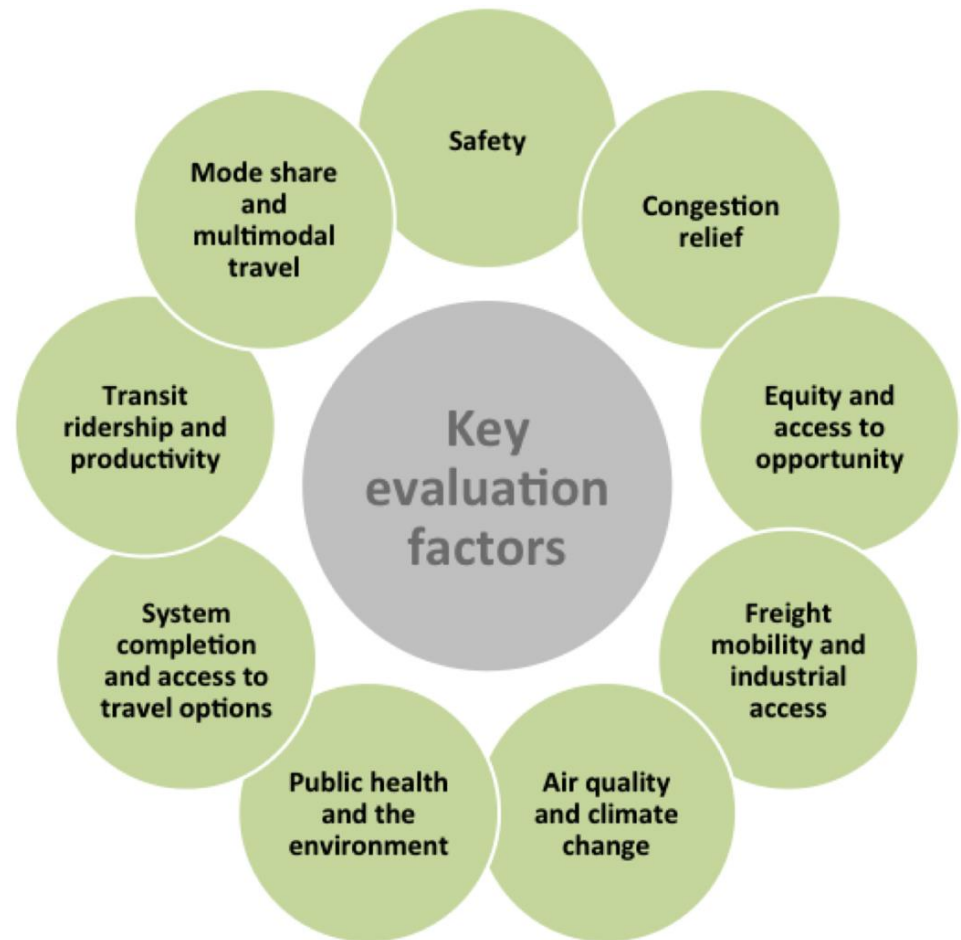
## Policies and Strategies

Detail an approach to meet desired outcomes (Goals and Objectives)

# RTP performance evaluation

## Investments evaluated for alignment with RTP goals:

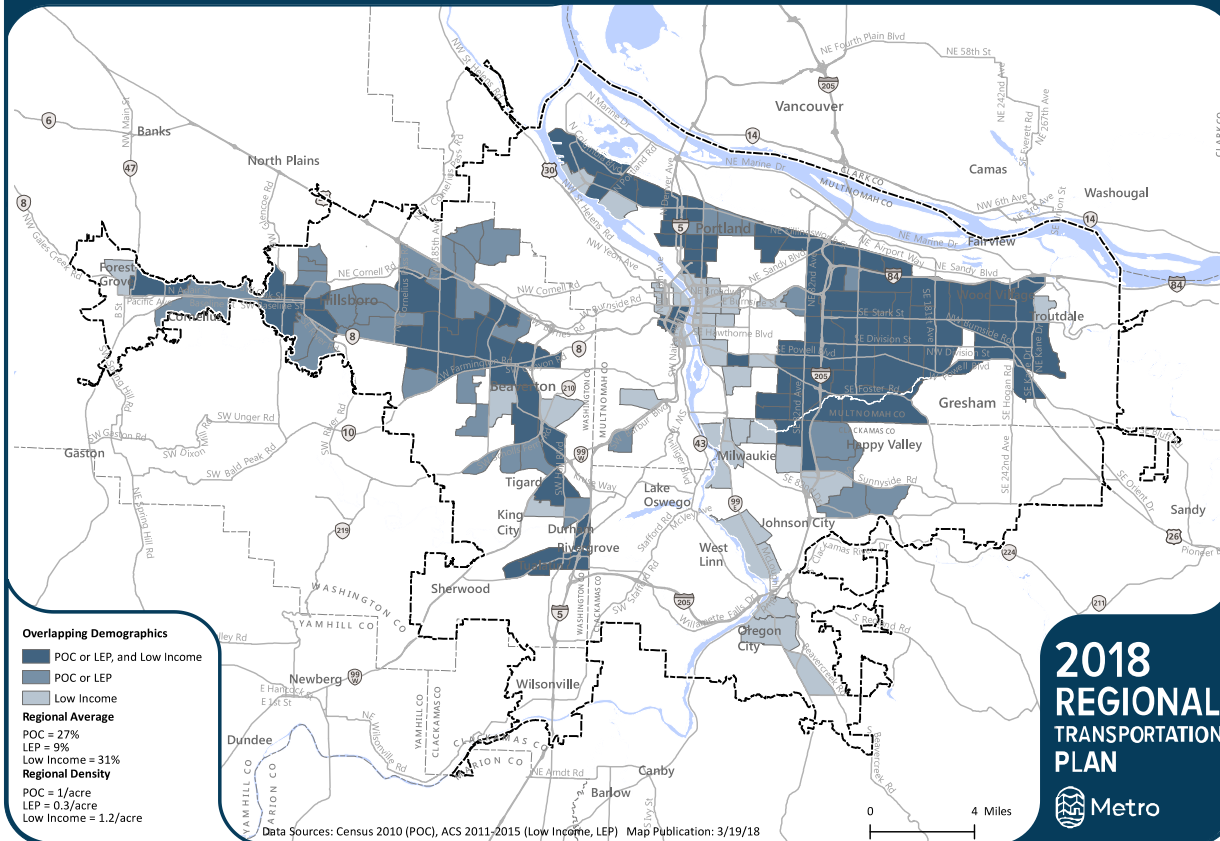
- ❖ *System-level evaluation (all projects)*
- ❖ *Transportation equity analysis (all projects)*
- ❖ *Project-level evaluation (piloted and deferred to next plan update)*



# RTP Equity Analysis

## Communities of Color, English Language Learners, and Lower-Income Communities

This map shows census tracts with higher than regional average concentrations and double the density of one or more of the following: people of color, people with low income, and English language learners. Census tracts where multiple demographic groups overlap are identified.

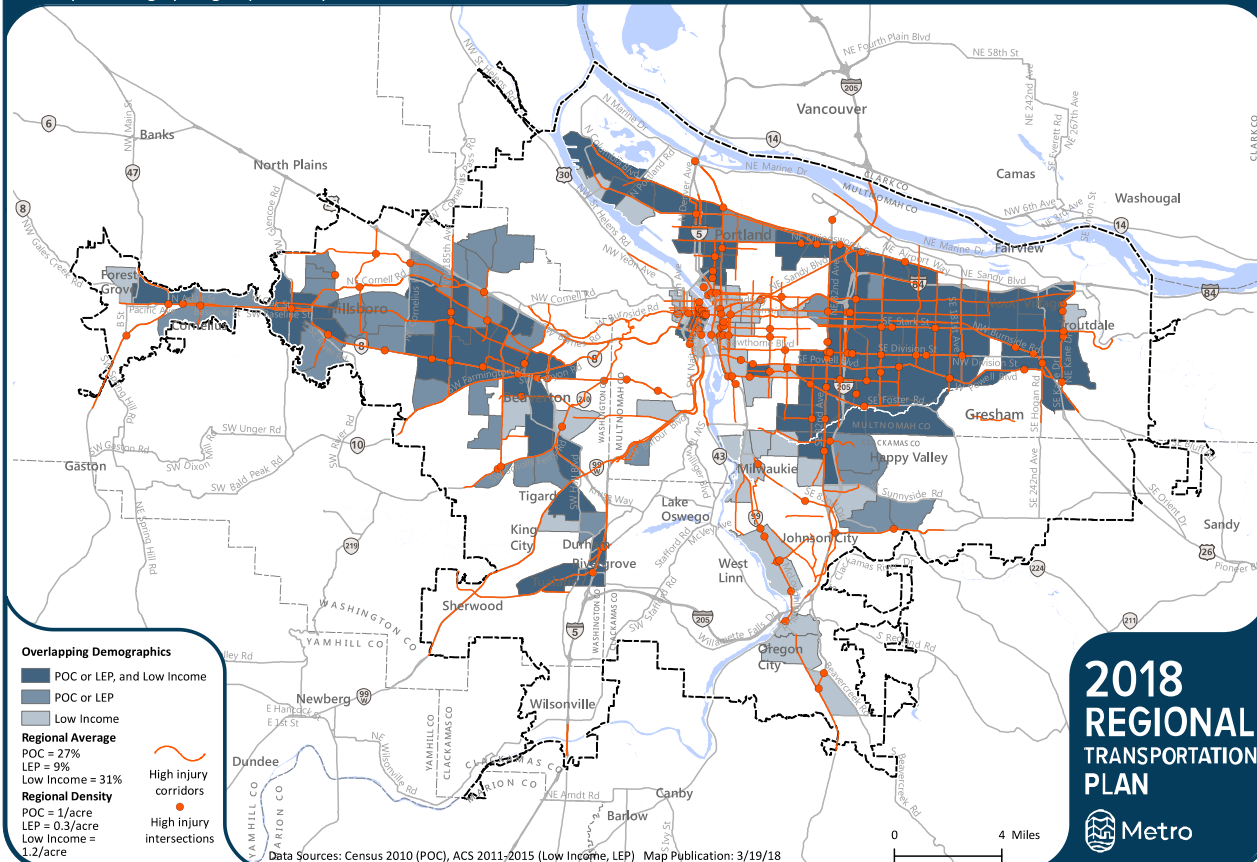


# RTP Safety Strategy

## Analysis of High Crash Corridors and Hot Spots

### High Injury Corridors Overlapping Communities of Color, English Language Learners, and Lower-Income Communities

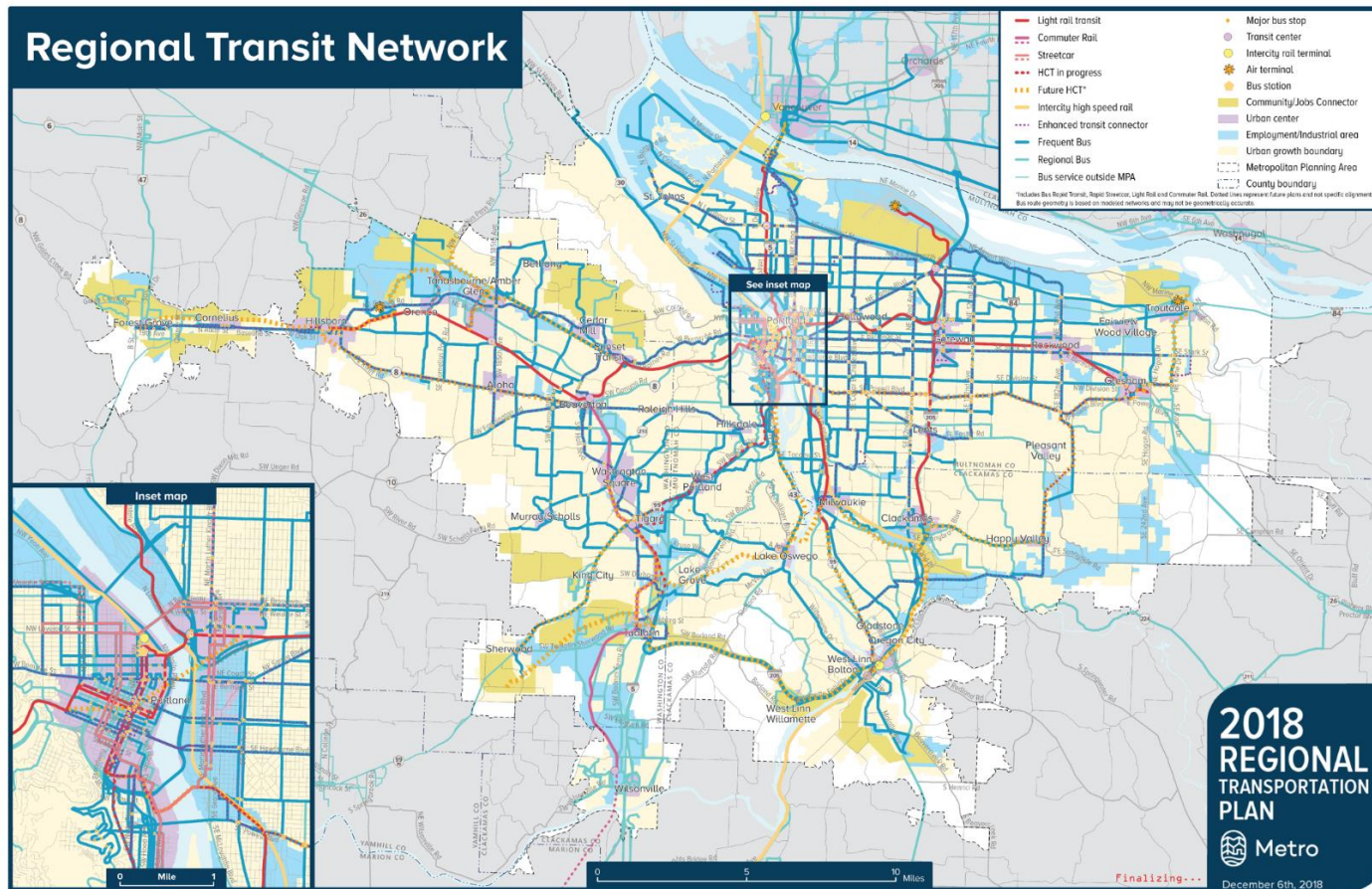
This map shows the overlap of regional high injury corridors and road intersections with census tracts with higher than regional average concentrations and double the density of one or more of the following: people of color, people with low income, and English language learners. Census tracts where multiple demographic groups overlap are identified.





# RTP Transit Strategy

## *Updated network*



# New Transit Concept: Enhanced Transit

## Enhanced Transit Corridors/Concepts

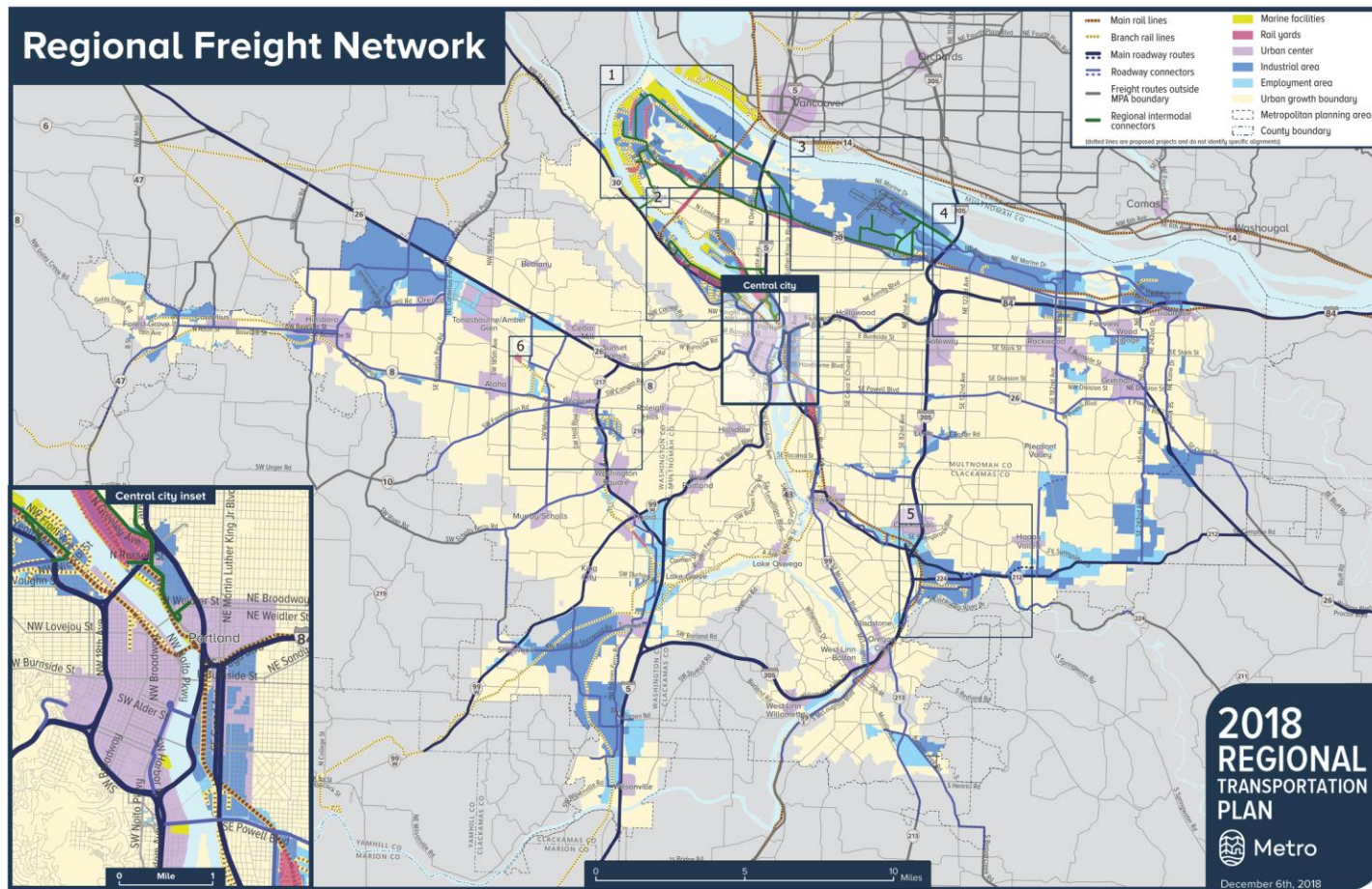
- Improve transit reliability, speed and capacity
- Identify, design and build a set of Enhanced Transit projects
- Develop a pipeline of Enhanced Transit projects



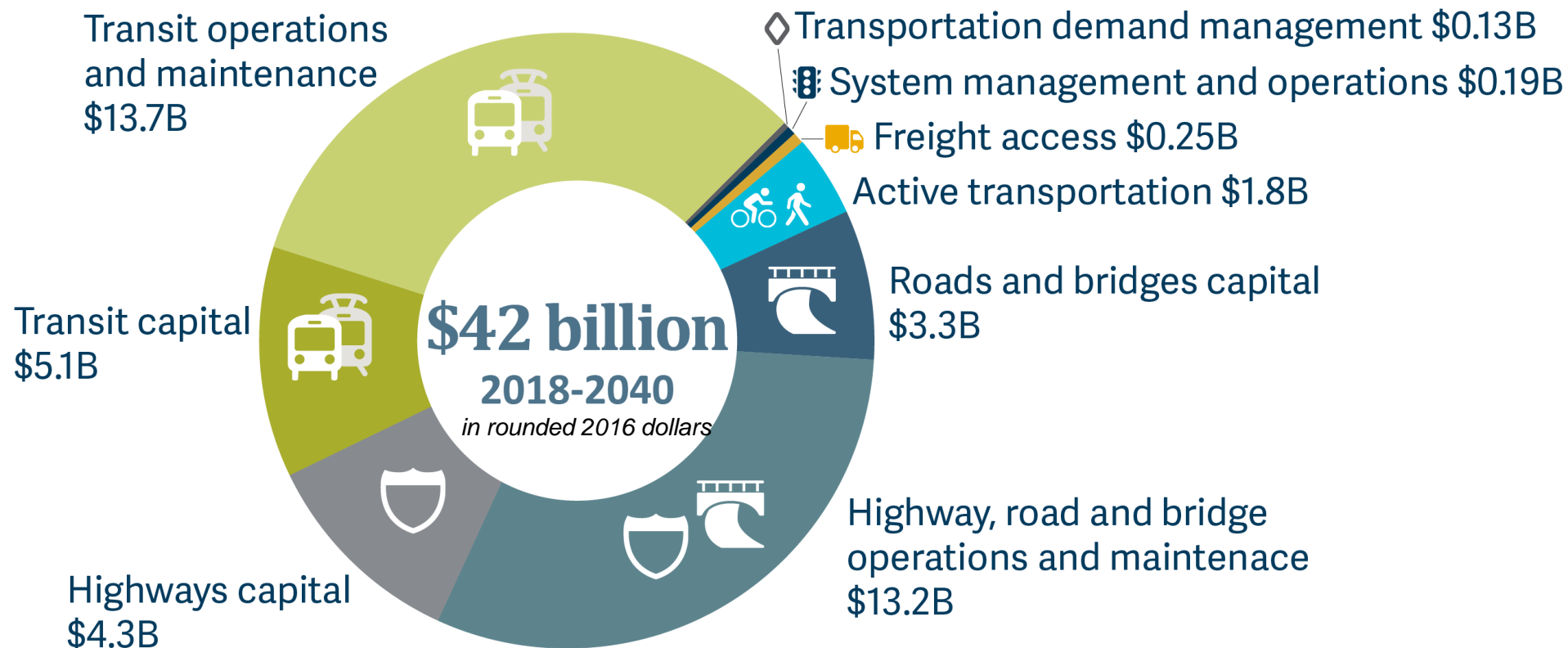


# RTP Freight Strategy

*Focus on intermodal connectors*



# RTP Project List: “Constrained”



Source: 2018 Regional Transportation Plan Constrained Priorities



# RTP project list: Informed by Local Plans and Local Project Development

Transportation system  
plans updates

Concept planning

Subarea and topical plans  
and studies

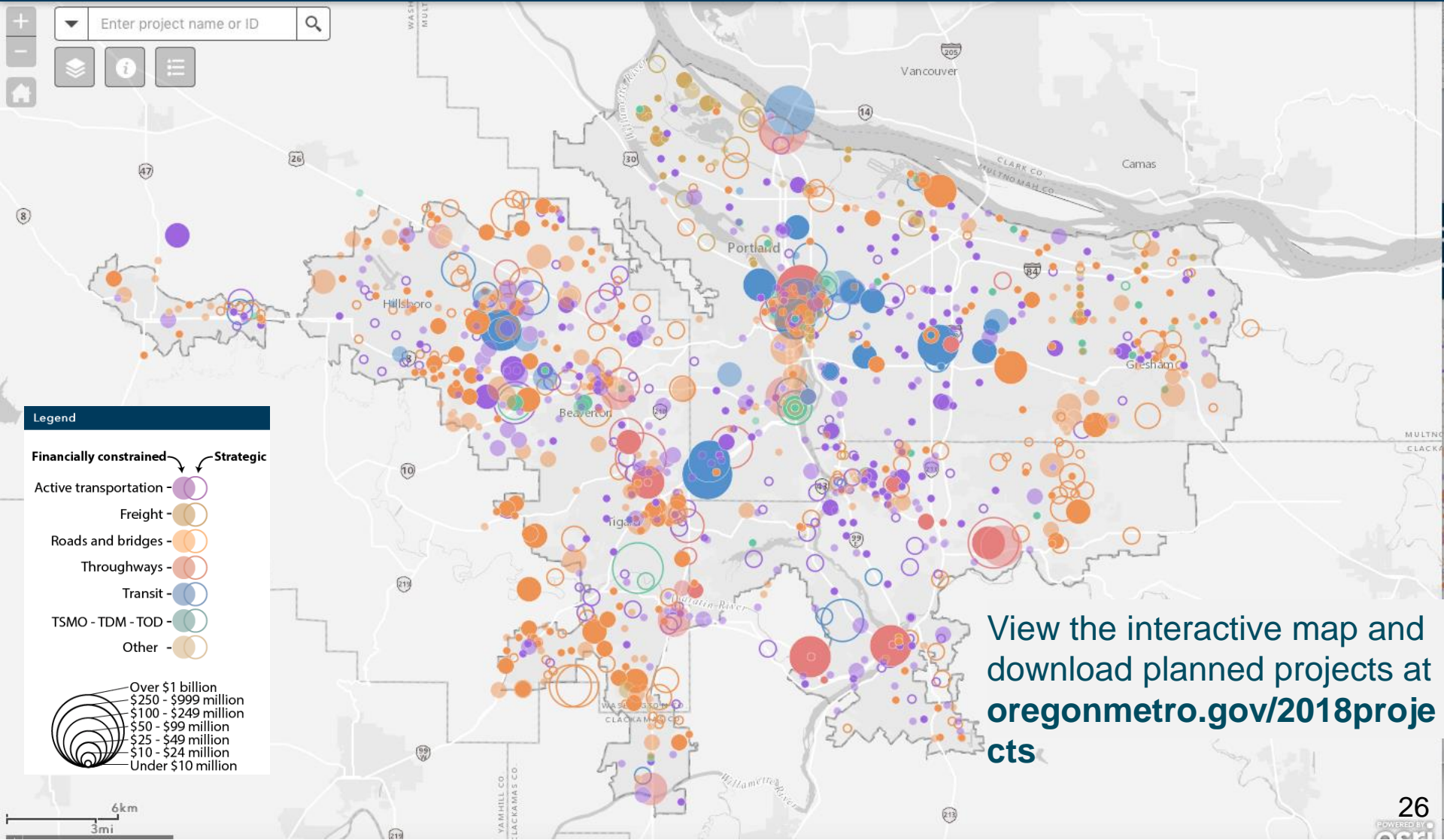
Project development



CITY OF  
GRESHAM



# RTP financially constrained priorities \$42 billion planned by 2040



# 2018 RTP implements Climate Smart Strategy

- Complete biking and walking networks
- Improves transit time and reliability
- Manages system through signals and messaging
- Use “smart” transportation technology



# State directed Metro region to reduce greenhouse gas emissions

- 2007**     **Legislature adopts House Bill 3543**  
(Global Warming Actions)
- 2009**     **Legislature adopts House Bill 2001**  
(Jobs and Transportation Act)
- 2011**     **State (LCDC) adopts greenhouse gas reduction targets for our region**  
(OAR 660-044)
- 2012**     **State adopts Dec. 31, 2014 deadline for adopting Climate Smart Strategy**  
(OAR 660-044)
- 2017**     **State adopts updated greenhouse gas reduction targets for our region**  
(OAR 660-044)





# Climate Smart Strategy



# Largest potential carbon reduction in Metro region

## Climate Smart Strategy | Largest potential carbon reduction impact\*



### Vehicles and Fuels (Investment)

- Newer, more fuel efficient vehicles
- Low- and zero-emission vehicles
- Reduced carbon intensity of fuels



### Pricing (Policy)

- Carbon pricing
- Gas taxes
- Per-mile road usage charges (e.g., OReGO)
- Parking management and pricing
- Pay-as-you-drive private vehicle insurance



### Community Design (Policy with Investment)

- Walkable communities and job centers facilitated by compact land use in combination with walking, biking and transit connections



### Transit (Investment)

- Expanded transit coverage
- Expanded frequency of service
- Improvements in right-of-way to increase speed and reliability of buses and MAX

# Moderate potential carbon reduction in Metro region

## Climate Smart Strategy | Moderate potential carbon reduction impact\*



### Active Transportation (Investment)

- New biking and walking connections to schools, jobs, downtowns and other community places



### Travel Information and Incentives (Investment)

- Commuter travel options programs
- Household individualized marketing programs
- Car-sharing and eco-driving techniques



### System Management and Operations (Investment)

- Variable message signs and speed limits
- Signal timing and ramp metering
- Transit signal priority, bus-only lanes, bus pull-outs
- Incident response detection and clearance

Source: *Understanding Our Land Use and Transportation Choices Phase 1 Findings* (January 2012), Metro.

# Low potential carbon reduction in Metro region

## Climate Smart Strategy | Low potential carbon reduction impact\*

---



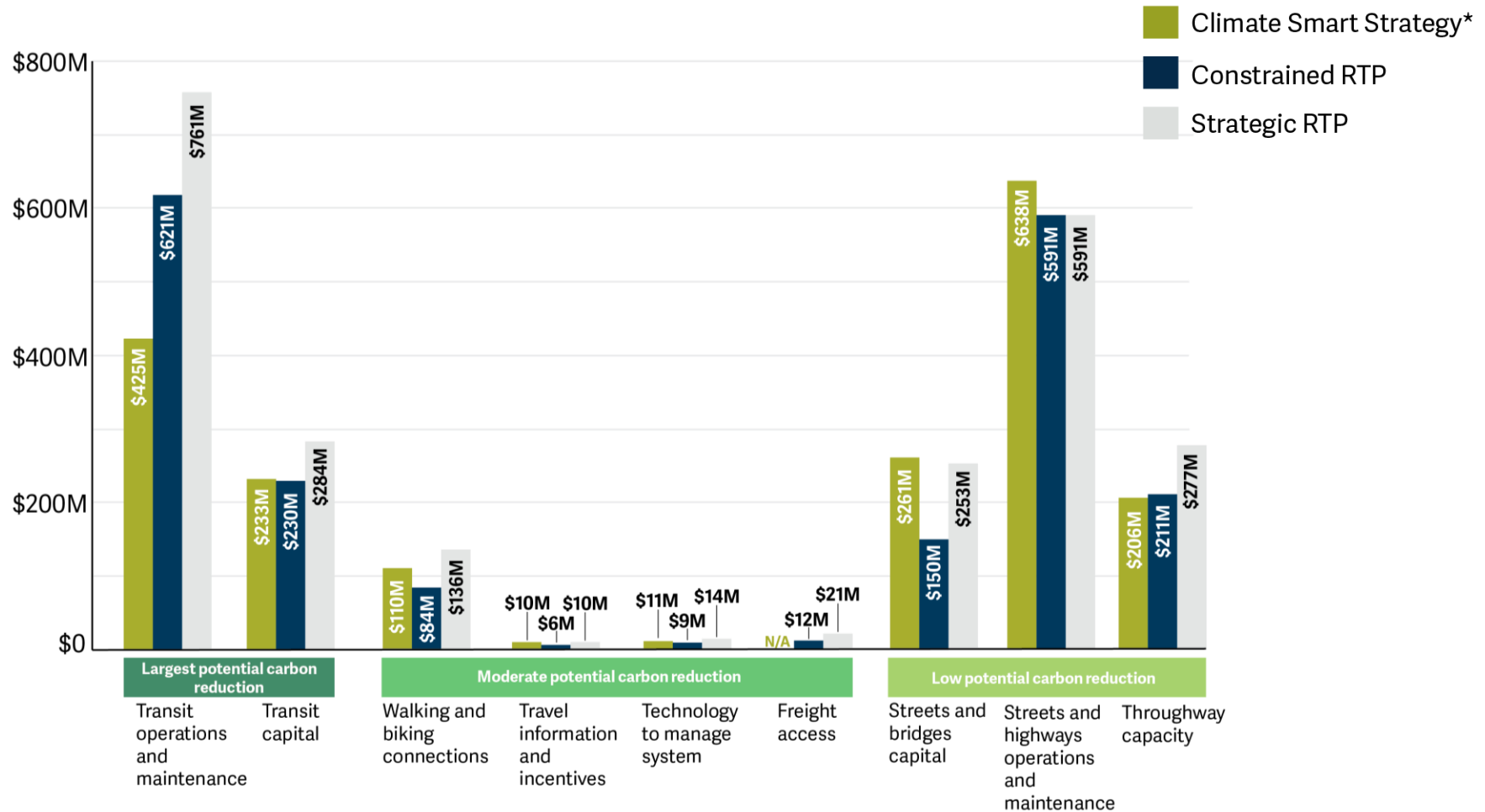
### Street and Highway Capacity (Investment)

- New lane miles (e.g, general purpose lanes, auxiliary lanes)
- 

Source: *Understanding Our Land Use and Transportation Choices Phase 1 Findings* (January 2012), Metro.



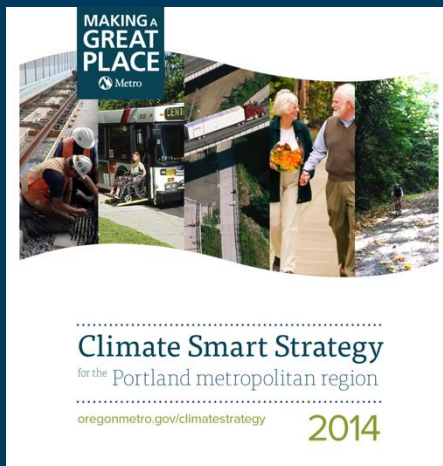
# Investment needs for climate outpace available resources.



\* Climate Smart investments have been incorporated in the 2018 RTP.



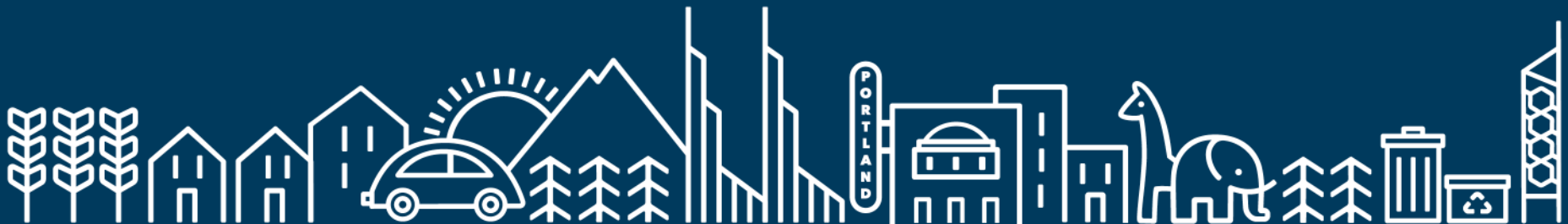
# 2018 Regional Transportation Plan [oregonmetro.gov/rtp](http://oregonmetro.gov/rtp)



# 2014 Climate Smart Strategy [oregonmetro.gov/climatesmart](http://oregonmetro.gov/climatesmart)



**#getmoving2020**  
**getmoving2020.org**



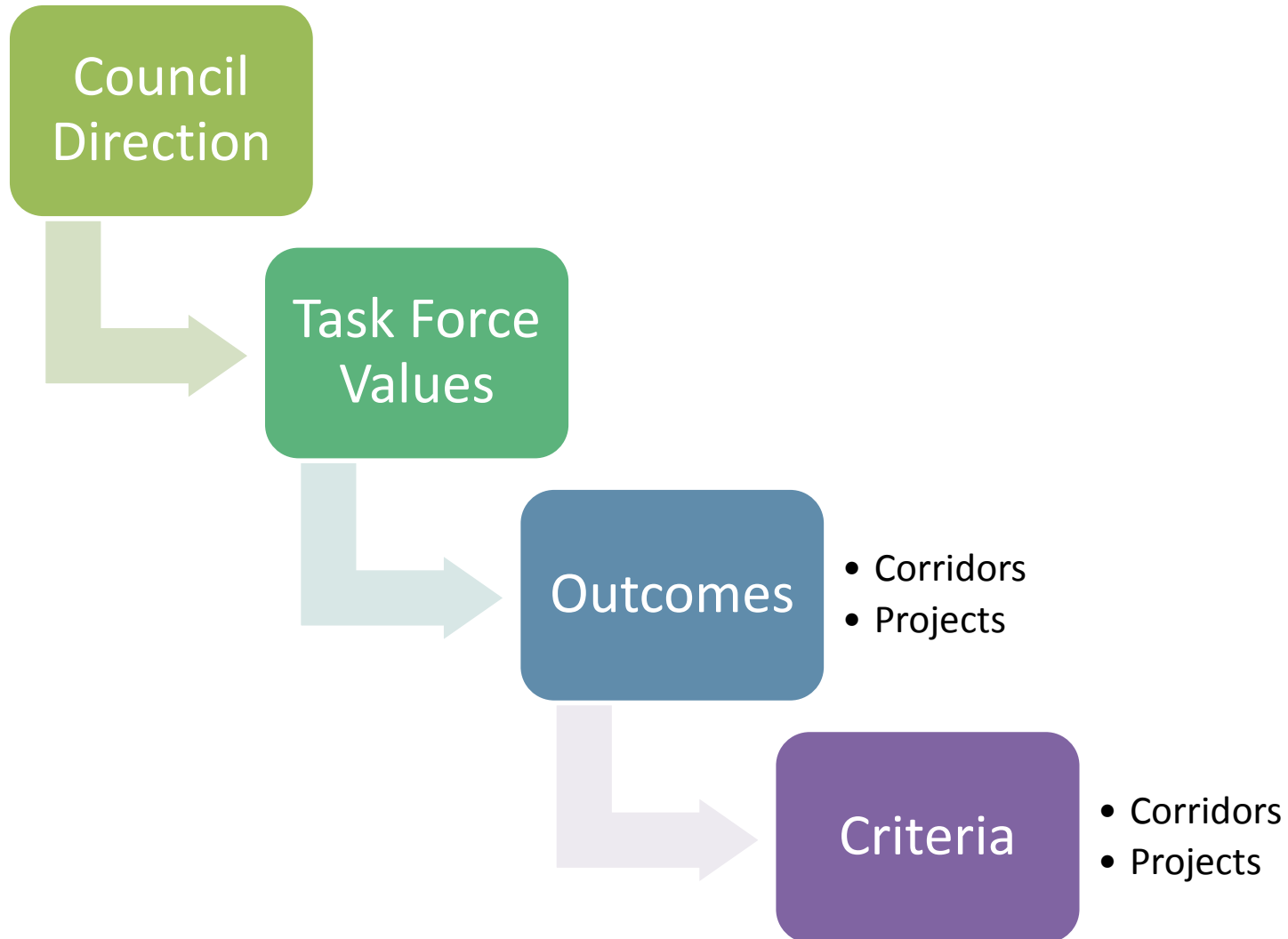


An aerial photograph of a city street intersection. A yellow school bus is stopped at a red traffic light on the left side of the frame. A blue car is stopped at the same light. A white car is stopped at a red traffic light on the right side of the frame. The text "Evaluating corridors" is overlaid in the center of the image. The background shows a street with a yellow school bus, a blue car, and a white car. The text "Evaluating corridors" is overlaid in the center of the image.

# Evaluating corridors

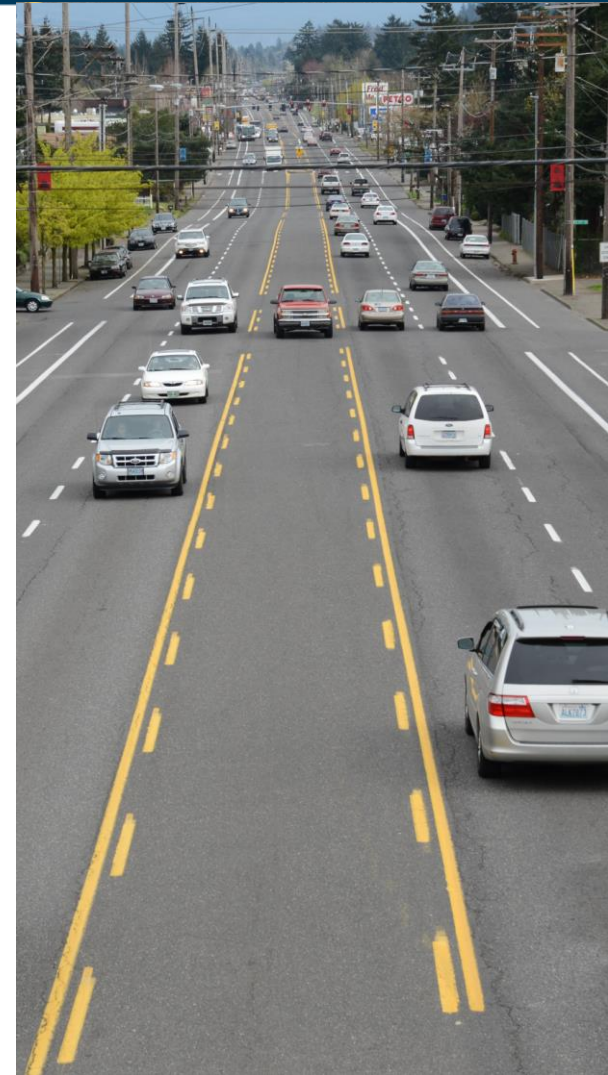


# Creating an evaluation



# Outcomes & criteria

- Corridors: Potential to advance outcomes
- Projects: Known outcomes

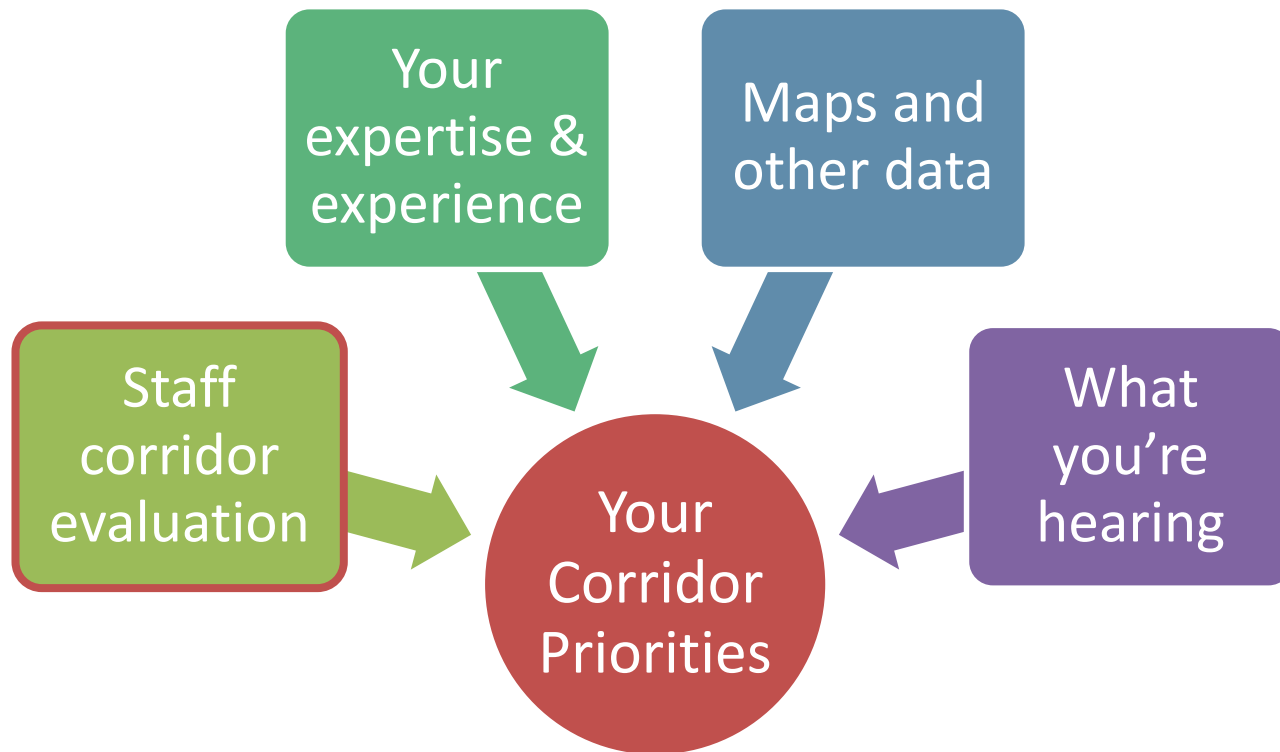


# Example: Where to eat?

What do you consider?

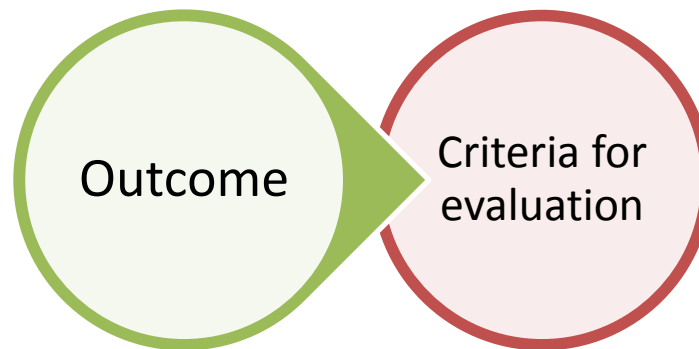


# One piece of the puzzle

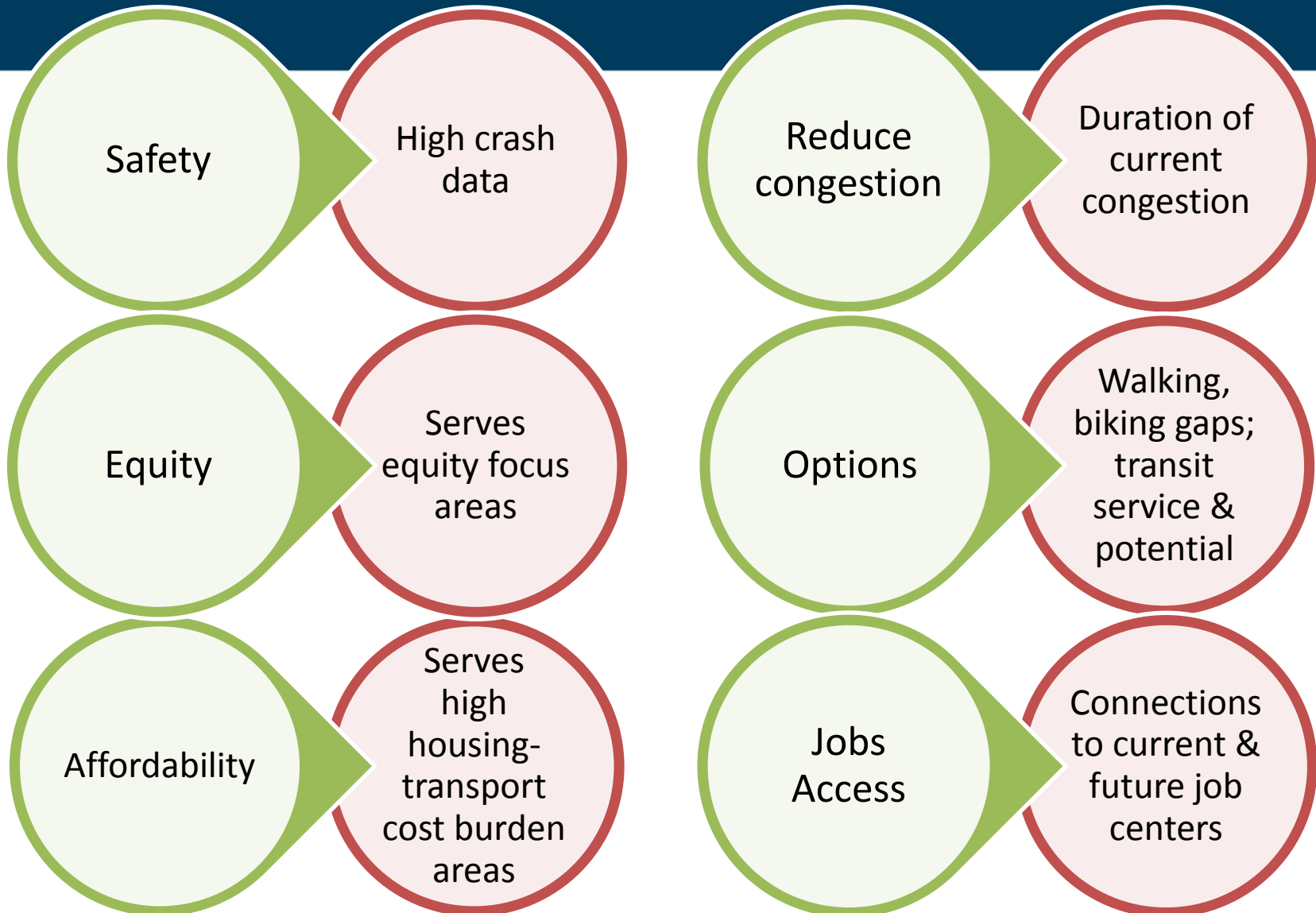




# Corridor evaluation criteria



# Metro corridor evaluation criteria









# Task Force values & criteria

Affordability	→	Affordability, Options
Racial equity	→	Options, Safety, Equity, Affordability, Jobs Access
Climate	→	Options, Equity
Economy	→	Jobs, Congestion, Options
Regional distribution	→	Your values
<i>Accessibility</i>	→	<i>Project-level criteria (this fall)</i>

# Example of corridor evaluation

Fuller circle = more potential to advance this outcome

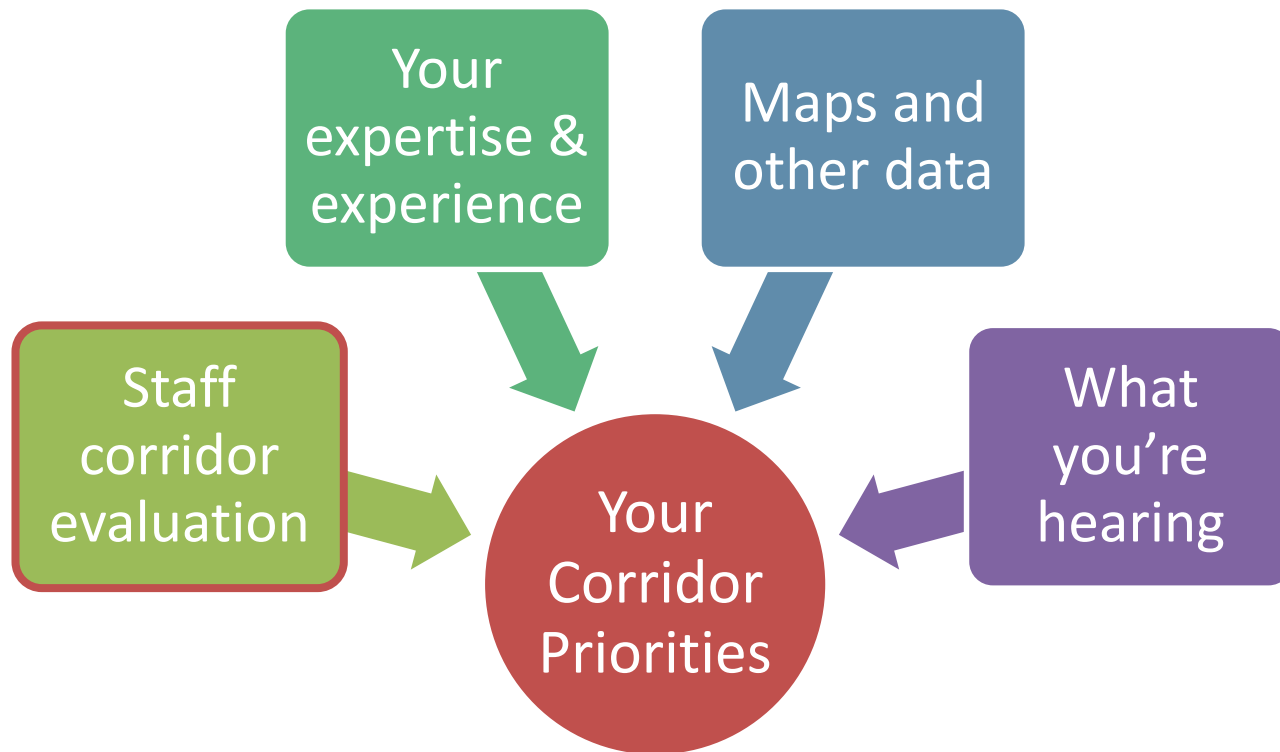
Corridor	Safety	Congestion	Equity	Options	Jobs Access	Affordability
555 <sup>th</sup> Ave.						

 = needs more investment

 = needs less investment



# One piece of the puzzle



# Your homework

Review corridor evaluation

**Complete online survey  
by Monday 4/15**

*What 15 corridors would you  
put in a 15-corridor regional  
investment measure?*

*What 5 corridors would you  
put in a 5-corridor regional  
investment measure?*



**#getmoving2020**  
**getmoving2020.org**

