

**OFFICE OF CONGRESSMAN EARL BLUMENAUER
SURFACE TRANSPORTATION AUTHORIZATION
HIGH PRIORITY PROJECT REQUEST FORM**

DEADLINE FOR SUBMISSION: FRIDAY, APRIL 24, 2009

This form must be filled out in its entirety. It must be accompanied by at least one letter of support from a state, regional, or local governmental official specifically supporting the project request. This letter should discuss the merits of the project; specify the process to provide the public with an opportunity to comment on the project; and identify the other sources of Federal, state, or private funding that will be used to complete this project or project phase. This letter must contain an explicit statement of support for the project. In addition, if you are requesting less than 80 percent of the total estimated cost of the specific segment or activity, the letter must identify other specifically designated Federal, state, local, or private funding sources that, combined with this request, equal at least 80 percent of the total estimated cost. Please use **boldface font** to highlight these statements in the letter.

The deadline to submit this form and the support letter is Friday, April 24, 2009. No exceptions. Please submit this form along with any supplementary materials to David Skillman via email at David.Skillman@mail.house.gov. If you have any questions or concerns, please contact David at 503.587.1111.

Form instructions: This form contains drop-down menus to answer some questions. To access the drop-down menu, run your cursor over "Select One" or "Select One if Applicable" and click your mouse. A drop-down menu will appear and you can select the appropriate answer. Additionally, written answers should be typed in the gray boxes provided.

1. Project Title:

Drive Less/Save More Marketing Pilot Project

2. Organization (project sponsor) Name and Address: (if state or local entity, please identify specific department requesting funding)

Metro
Planning and Development Department
600 NE Grand Ave.
Portland, OR 97232

3. Primary contact name, phone number, mobile phone number, fax number, and e-mail:

Pam Peck
Phone: 503.587.1111
Mobile: 503.587.1111
Fax: 503.587.1111
E-mail: ppeck@regonmetro.gov

4. Project location address (if different from organization):

5. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?

Traffic congestion takes a heavy toll on residents, businesses, the economy and the environment. Oregon's population is growing, and traffic is projected to only get worse unless action is taken. Compounding the problem is the fact that there are insufficient funds to increase roadway and transit capacity. Part of the solution is to better manage demand and maximize the capacity of the existing transportation system. That's the primary aim of the Drive Less/Save More Campaign. If each Portland area household eliminated just two one-way trips each week that could reduce traffic by 4 to 5%. Launched in February 2006 by the Oregon Department of Transportation, Metro and its public and private partners, the Drive Less/Save More Campaign seeks to reduce individual car trips as an integral part of addressing traffic congestion. The objective is to raise public awareness and spur people to take action by becoming more savvy drivers and/or taking advantage of transportation options such as transit, biking and walking.

Drive Less/Save More is a research-driven marketing campaign that includes a promotional mix of advertising, earned media, grassroots outreach and social networking. The campaign provides the public with practical tools and information to motivate people to change their travel behavior and reduce drive alone vehicle trips.

Campaign benefits include reductions in drive-alone vehicle trips, personal transportation costs, traffic congestion, air pollution and green house gas emissions. A telephone survey conducted in January 2009 found that half (51%) of Portland area residents recall reading, seeing or hearing a message about reducing car trips. Over one-third (37%) said they recalled campaign messages and "Drive Less/Save More;" up from 27% in 2007. Respondents who recalled the campaign message and "Drive Less/Save More" were also asked if they took any actions to reduce car trips. Nearly one out of five in the region (19%) said "yes," they took action to reduce car trips because of what they saw, read or heard about the campaign; up from 15% in 2007. Nearly everyone (98%) who said they took action included trip chaining among their actions. Other popular actions were taking transit (48%) and walking (47%).

In regard to creation of jobs, campaign implementation will be primarily carried out through personal services contracts with private sector media, marketing and advertising professionals. In addition, campaign advertising purchases will support local media outlets and services, such as radio traffic reports.

Continued funding would sustain the campaign, provide the ability to further develop and disseminate effective messages, and conduct follow-up research. This would create a campaign model that could be used by other cities in Oregon and the United States to manage travel demand.

6. Are you requesting Federal funds for more than one project in this bill? Yes

If Yes, this project is priority 1 of 4 total requests for your organization.

(For example, priority 1 of 3 requests or priority 3 of 3 requests.)

7. Are you requesting funds from other Members of Congress? Yes

If Yes, which Members? Rep. David Wu and Rep. Kurt Schrader

8. Please select which type of eligible project under Title 23 (Highways) or Chapter 53 of Title 49 (Public Transit) of the U.S. Code for which you are requesting funding. (Note: The Committee will not accept requests for non-surface transportation projects, such as transportation museums, horse trails, or historic battlefields, as part of the High Priority Projects program.)

Highway Project (Title 23)

Type: Other

Located on a Federal-aid highway? No

Located on the National Highway System? No

Located on the Interstate System? No

Public Transit Project (Chapter 53 of Title 49)

Indicate Type with an 'X':

Passenger Vehicles

Transit Bus or Van

Transit Rail Car or Locomotive, including Streetcars

Transit Ferry

Transit Facilities

Vehicle Maintenance or Administration Facility

Passenger Facility, including Intermodal Facilities, stations, and terminals

Transit Rights-of-Way

Property Acquisition

Corridor Development

Rail Track Construction or Maintenance

Bus-only Lane Construction or Maintenance

Transit Equipment

Vehicle-related Equipment System-related Equipment

New Start Project (A New Start project is a major *new* fixed guideway capital project seeking more than \$75 million in Federal funds.)

Small Start Project (A Small Start project is a *new* fixed guideway capital project seeking less than \$75 million in Federal funds and with a total estimated net capital cost of less than \$250 million.)

Rail

Intercity Passenger Rail (Not commuter rail. Commuter rail should be requested under public transit)

Is the project located within a corridor previously designated by the Secretary of Transportation pursuant to section 104(d)(2) of Title 23, United States Code, or the Northeast Corridor? Select One

If Yes, which Corridor: Select One

Freight Rail

Select Rail Class

Research

University Transportation Center

Other

9. Did the Federal Highway Administration, Federal Transit Administration, State Department of Transportation, or public transit agency confirm that the project is eligible under Title 23 (Highways) or Chapter 53 of Title 49 (Public Transit) of the United States Code? Yes

If Yes, which entity confirmed the project eligibility?

FHWA, FTA, State DOT, or Public Transit Agency:

FHWA

Contact information (Name, Position, Phone):

Oregon Division Office, Tel.

According to how many, of the project is eligible under Title 23, Title 49, or both:
Title 23

r Transportation Planner, FHWA
@dot.gov

10. Please identify the state, regional, or local governmental entity that is an eligible recipient of the funds. Please include an address. (For example, a State Department of Transportation, public transit agency, Metropolitan Planning Organization, local government, or Federally-recognized tribe.) Note: If a project is a multi-state project, please identify the state, regional, or local governmental entity which will serve as the lead agency for the project.

MPO
Metro
Planning & Development Department
600 NE Grand Ave.
Portland, OR 97232

11. Please identify and describe the specific segment or activity for which project funding is requested. (The request must finance at least 80 percent of the total estimated cost of the specific segment or activity by either (1) the amount requested; or (2) the amount requested in addition to other specifically designated Federal, state, local, or private funding sources.)

Project Description: (Include the specific terminus points of the project or activity, as appropriate.)

The Drive Less/Save More Campaign seeks to reduce drive-alone vehicle trips as an integral part of addressing traffic congestion in the Portland, Oregon metropolitan area, including SW Washington. The objective is to raise public awareness and spur people to take action by becoming more savvy drivers and/or taking advantage of transportation options such as transit and biking. Drive Less/Save More is a research-driven marketing campaign that includes a promotional mix of advertising, earned media, grassroots outreach and social networking. Public initiatives, including Travel Makeovers and the Drive Less Family Challenge, have fueled campaign visibility and reach. The campaign's eye-catching ads that play off traffic woes and the headaches of excessive driving can be found on TV, in magazines and newspapers and along the sides of buses.

DriveLessSaveMore.com is a handy one-stop-shop for driving tips and travel options information. Continued funding would sustain the campaign, provide the ability to further develop and disseminate effective messages, and conduct follow-up research. This would create a campaign model that could be used by other cities in Oregon and the United States to manage travel demand.

Project Activities: (May select more than one.)

- | | | | |
|---|---|--|-----------------------------------|
| <input type="checkbox"/> construct | <input type="checkbox"/> plan | <input type="checkbox"/> design | <input type="checkbox"/> engineer |
| <input checked="" type="checkbox"/> conduct | | <input type="checkbox"/> environmental review | |
| <input type="checkbox"/> acquire right-of-way | | <input type="checkbox"/> conduct alternatives analysis | |
| <input checked="" type="checkbox"/> research | <input checked="" type="checkbox"/> develop | <input checked="" type="checkbox"/> demonstrate | <input type="checkbox"/> deploy |

- reconstruct rehabilitate replace retrofit
- install mitigate implement realign

What is the total estimated cost?
\$5,625,000

What amount is being requested? \$4,500,000

What percentage of the total estimated cost is the request for Federal funding? 80%
If the percentage is less than 80% identify other specifically designated Federal, state, local, or private funding that when combined with this request equal at least 80 percent.

Source:
Amount of Funding:

12. If you are requesting funding for a specific segment or activity, please describe the overall project of which this segment/activity is a part.

Project Description: (Please limit your response to 3-4 sentences; up to 500 characters.)

Total Project Estimated cost:

13. Is the project included in the State's Long-Range Transportation Plan? No

If Yes, please provide the date of approval of the most recent version of the plan and the title of the plan.

Date of approval (MM/YYYY):
Title of the plan:

14. Is the project included in the Metropolitan Transportation Improvement Program (TIP) and/or the State Transportation Improvement Program (STIP)? Yes

If Yes, please provide the date of approval of the most recent version of the program(s), and the title of the program(s).

Listed in TIP: No
Date of approval (MM/YYYY):
Title of the Program:
Listed in STIP: Yes
Date of approval (MM/YYYY): 4/8/2009
Title of the Program: ODOT/Metro Mass Marketing Project

15. If the project is an intercity passenger rail project is it included in the State Rail Plan?

Not Applicable
If Yes, please provide the date on which the Governor approved the most recent version of the plan and the title of the plan.

Date of approval (MM/YYYY):
Title of the plan:

16. Please describe the current status of the project and the expected schedule for its completion.

Federal-aid Highway projects: Select One if Applicable
Public Transit projects: Select One if Applicable

Rail projects:

Select One if Applicable

Research:

Select One if Applicable

17. What is the expected date of completion of the project for which you are requesting funding (Between FY2010-FY2020)? FY2016

18. Does the project have regional or national significance? (A project of regional and/or national significance is typically a high-cost transportation infrastructure facility that often includes multiple levels of government, agencies, modes of transportation, and transportation goals and planning processes that are not easily addressed or funded within existing surface transportation program categories. These projects have national and/or regional benefits, including improving economic productivity by facilitating international trade, relieving congestion, and improving transportation safety by facilitating passenger and freight movement.)

Does the project have regional or national significance? No

If Yes, Please describe the regional or national significance of the project. Please limit your response to 3-4 sentences (up to 500 characters):

19. Describe the safety, economic development, mobility, and environmental benefits associated with completion of the project.

Safety Benefits: (Please limit your response to 2-3 sentences; (500 characters).)

The campaign web site and media and outreach activities are used to disseminate safety messages and to provide safety tips for users of all modes, as well as information about how to safely share the road.

Economic Development Benefits: (Please limit your response to 2-3 sentences; (500 characters).)

Economic development goals are supported by reductions in drive-alone vehicle trips on the region's highways and arterials, and on routes that provide multimodal access to 2040 mixed use centers and employment areas. More directly, the program supports investments that provide additional "road capacity" to meet level-of service requirements without requiring large-scale, expensive projects for land use development to occur.

Mobility Benefits: (Please limit your response to 2-3 sentences; (500 characters).)

The program is part of the region's strategy to address traffic congestion and reduce costly travel delays. If each Portland area household eliminated just two one-way trips each week that could reduce traffic by 4 to 5%. A January 2009 survey found that the campaign has effectively motivated 19% of Portland area residents to reduce drive-alone vehicle trips.

Environmental Benefits: (Please limit your response to 2-3 sentences; (500 characters).)

This program directly and cost effectively addresses transportation's contribution to GHG, other emission pollutants, and energy consumption due to reductions in drive-alone vehicle trips and increases in the share of trips made by transit, walking and biking.

20. Has the project previously received any Federal funding? No

Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) (P.L.109-59)

Section:

Project Number:
Amount of Funding:
Amount of Funding Amount Obligated:
Transportation Equity Act for the 21st Century (TEA 21) (P.L. 105-178)
Section:
Project Number:
Amount of Funding:
Amount of Funding Amount Obligated:
National Highway System Designation Act of 1995 (NHS Act) (P.L. 104-59)
Section:
Project Number:
Amount of Funding:
Amount of Funding Amount Obligated:
Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) (P.L. 102-240)
Section:
Project Number:
Amount of Funding:
Amount of Funding Amount Obligated:

Appropriations act(s)

Public Law Name:
Public Law Number:
Section:
Project Number:
Amount of Funding:
Amount of Funding Amount Obligated:

Other legislation:

Public Law Name:
Public Law Number:
Section:
Project Number:
Amount of Funding:
Amount of Funding Amount Obligated:

21. Has the project received any prior funding from a state, local, or private source? Yes
Source: Private -- area media outlets have donated print, radio and television advertising
Amount of Funding: \$1,154,259
Amount Obligated: 100%

22. Please provide the proposed legislative text (in no more than 250 characters) of the project as you would like it to appear in the bill. Please use action verbs to begin the description (for example, "construct," "plan," "design," "engineer," "research," or "rehabilitate"). Please note that project line items carry the force of law, and can only be amended through subsequent public laws. If Congressional intent (as established through answers listed on this form) is different from the legislative text, the entity administering the project is required to adhere to the statutory language.

Implement the Drive Less/Save More campaign to manage travel demand and increase use of travel options. Develop and disseminate effective messages, conduct follow-up research.

23. Are you enclosing the letter referenced at the top of this form with the required formatting? Yes

24. Notes or anything else we should know about the project request:

The project was launched in 2006. ODOT has committed to funding the project in the Portland metropolitan area through June 2010. This request would allow the campaign to continue for six additional years. Local media outlet advertising donations have been used to match the ODOT funds and would be used to provide the local match for this request. Please let us know if you have additional questions.

**Please return this form and at least one local or state letter of support
no later than Friday, April 24, 2009 (via email) to:**

ouse.gov

**Washington, D.C. Contact for Rep. Blumenauer: David Skillman, (202) 225-4811
Oregon Contact for Rep. Blumenauer: Sarah Masterson, (503) 231-2300**