

Our Mission

ToGo has been formed to promote transportation options and balanced transportation systems.

Our Goal

ToGo's goal is to create greater awareness of transportation options and to provide a format for transportation options professionals, other interested entities, and individuals to exchange and distribute information at the local/regional level.



2010 ToGo Board

President—Phil Warnock
Vice President—Nathan Broom
Treasurer/Secretary—Tracy Smith

Mary Ann Aschenbrenner
Roxanne Daniel
Derek Hofbauer
Jeff Monson
Paige Townsend
Chris Watchie



Every time I see an adult on a bicycle, I no longer despair for the future of the human race.
~ H.G. Wells

www.togo-oregon.org

Gorge TransLink Alliance to Receive Award

The Excellence in Regional Transportation Award, a program of NADO's RPI America and the NADO Research Foundation's Center for Transportation Advancement and Regional Development, recognizes 22 noteworthy projects and practices in rural and small metropolitan transportation planning, programming, and service delivery. The awards recipients will be honored during a roundtable showcase reception during the National Rural Transportation Peer Learning Conference, October 20 – 22 in St. Louis, Missouri. Among the winners - ***Mid-Columbia Economic Development District, Gorge TransLink Alliance.*** The winning projects were selected on the basis of such criteria as uniqueness, demonstrated regional impact, ability to be replicated, long-term viability of the program or project, innovative partnerships and collaborations, and creative funding.

For the first time, all of the 2010 award winners from both programs will be eligible for a peer-judged competition occurring during the National Rural Transportation Peer Learning Conference. The projects judged to be the most innovative and effective will be honored as Trailblazers and will be given special recognition during and after the conference.

For more information on NADO's Excellence in Regional Transportation Award program, visit www.RuralTransportation.org/pages/page.asp?page_id61233.

Rideshare Online Project Manager On Board!

The Public Transit Division of ODOT is pleased to announce that they have finalized a one-year contract for project management of Oregon's Rideshare Online, a new statewide multi-modal database, with FLT Consulting. Casey Kanzler of FLT Consulting will act as lead on the project. Casey formerly worked for Washington Department of Transportation as the project manager on their transition to their greatly expanded Rideshare Online system. Casey expressed his eagerness to begin, "I'm extremely excited to start this important project in the state of Oregon. I can't wait to collaborate with each of the stakeholders and find innovative solutions to the challenges of bringing a new set of TDM tools to your communities."

Save the Date

The *2011 PIPTA Conference* will be held in Eugene, July 17—July 19. Please stay tuned for more details.

The *2011 ACT International Conference* will be held in Chicago, July 31—August 3. Please note the earlier schedule for 2011.





San Francisco Rolls Out Supply and Demand Pricing for Parking Meters.

By Andrew Price for www.GOOD.is

The endless search for a parking spot in the city may be a thing of the past – in San Francisco, at least. After years of preparation, the city is now rolling out SFpark, a high-tech new system that will set the price of parking spots according to supply and demand.

To reduce congestion, San Francisco is aiming to have one spot open at all times on every block. Here’s how the plan works: A network of wireless sensors lets the city keep track of which parking spots are empty. If a particular block never has available spots, the city raises the meter rates until it does. In places where parking is plentiful, rates fall. As an added bonus, this information-age system lets residents check the rates and availability of parking online before deciding to drive.

In the first phase of the rollout, now underway, the city is installing 190 new meters in the Hayes Valley neighborhood. That will be followed by 5,100 more new meters in seven other areas.

The system is expected to increase revenue from parking meters, but decrease revenue from traffic tickets. How this will balance out for the city budget is unclear. Also unclear: Just how high the prices will go. Will there be \$10 per hour parking?

What it should do, however, is keep the streets from being so crowded with cars and help people avoid needless driving. Average motorist, meet Adam Smith.

Livable Communities ACT Endorsed by the U.S. Senate Banking Committee

The U.S. Senate Banking Committee, chaired by Sen. Christopher Dodd (D-Conn.), approved the [Livable Communities Act](#) on August 3. The legislation would create an Office of Sustainable Housing and Communities to encourage comprehensive regional planning and sustainable development by breaking down federal agency and department barriers.

The *Livable Communities Act* would strengthen communities and increase housing affordability for families by encouraging sustainable development. Grant money made available through the legislation, for instance, would fund projects that prioritize vibrant downtown business districts within walking distance of homes and transit stops, brownfield redevelopment in struggling industrial areas, and public transit options to reduce household transportation costs—the second highest expense for Americans after housing.

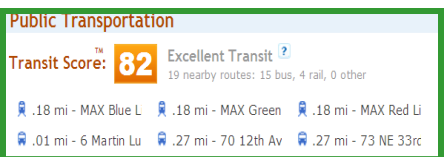
The Office of Sustainable Housing and Communities would oversee two grant programs established by the *Livable Communities Act*. One grant program would make \$2.2 billion available for communities to build and improve affordable housing, strengthen public transportation, promote transit-oriented development, and redevelop brownfield sites. A second grant program would provide \$500 million to support comprehensive regional planning that recognizes the interconnectedness of transportation, housing, community and economic development, and environmental sustainability.

The full Senate will likely debate the *Livable Communities Act* in the fall. The U.S. House of Representatives has introduced a companion bill and will likely debate it later this year as well.

How Transit-Friendly is Your Home? New Tool Gives Scores

By Tim Thompson for USA Today

Want to avoid driving everywhere? A free [online tool](#), unveiled in August, rates U.S. homes for their proximity to public transportation.



Transit Score is an expansion of Walk Score, a product by Seattle-based software company Front Seat that rates homes for their walkability.

Transit Score, which helps calculate commuting costs, is available so far in more than 40 U.S. cities including Boston, Chicago, Los Angeles, San Francisco, Seattle, and Washington D.C.

“Transportation costs are often the second highest expense for working Americans and Transit Score will give families more control over their household budgets by providing them with information about their transit choices,” said Benjamin de la Pena, associate director at The Rockefeller Foundation, which co-funded the tool to encourage public transit.

Cyclists celebrate the new Graham Oaks Nature Park and Tonquin Trail

Dozens of people enjoyed a special Bike There! tour through Metro's new Graham Oaks Nature Park on Saturday, Sept. 18. The ride stretched along a scenic, six-mile route and

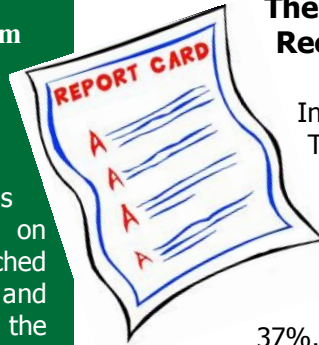


preceded the park's official opening ceremony featuring a pancake breakfast, learning stations, and music.

On the bike ride, cyclists pedaled along the newest section of the Tonquin Trail that winds through Graham Oaks. Once complete, the Tonquin Trail will connect Wilsonville, Tualatin, and Sherwood. In addition to learning about the future of the trail, participants experienced the Villebois community and got some exercise. The tour was hosted by Metro and led by Jeff Owen of Wilsonville South Metro Area Regional Transit Options group.

To see photos of the ride, go to www.ridesmart.com/bikesmart and look under the "Group Rides" tab to the left. To learn more about the Tonquin Trail and Graham Oaks Nature Park, visit www.oregonmetro.gov/tonquintrail and www.oregonmetro.gov/grahamoaks.

SMART Options helps employees in Wilsonville find the best way to get to work, whether by transit (bus or train), car/vanpooling, walking, bicycling, teleworking, car sharing, close-to-home commuting, park & rides, creative work schedules, or commuter rail. SMART Options can help set up vanpools, write articles for your employee newsletter, and hold transportation fairs at your worksite. For more information, please call 503-682-4523 or visit www.ridesmart.com.



The Carefree Commuter Challenge Receives a Good Report Card!

In partnership with ODOT Public Transit Division, Westside Transportation Alliance posted pre and post surveys to businesses in the Metro area whose employees had participated or been exposed to messages about their Carefree Commuter Challenge in July. The survey results were noted as highly statistically significant by ODOT. "Miles Driven Alone" were down 43% and "Average Carbon Emissions" were down 37%. That wasn't so hard. Let's keep up the good marks!

G5: Commute Options is a Part of Their Green Approach

By Annissa Anderson for Commute Options

G5 is growing by leaps and bounds. At a time when many companies are laying off and cutting back, the Bend business that provides local marketing solutions is adding employees, clients, and accolades to its roster. And being green is one of the things G5 is being recognized for.

Named one of the 100 Best Green Companies by Oregon Business magazine in 2008 and 2009, G5 was commended for its commitment to sustainable practices, which pays off not only for the environment and the bottom line, but also in being a great place to work. (The company was also named one of the country's 50 "Best Places to Work" by Outside magazine in 2010.)

"We try to be as green as possible in every way, and (partnering with) Commute Options fits into our overall green plan," said Kat Merrick, executive assistant and Commute Options liaison for G5. The company also employs a number of energy efficient and green practices in their office environment, including composting, recycling, paperless efforts, black and white printing whenever possible, purchase of second-hand office furniture, energy-saving lighting practices, and not using paper/plastic cups or silverware.

It is not surprising that G5 is a Commute Options partner. With 90 employees at present count, G5's downtown office provides bike racks for secure bike parking. During the summer, roughly 1/3 of G5's employees bike to work, but they also use a number of other commute options for which they are rewarded through Commute Options' commuter rewards program.

As a Commute Options Partner, employees of G5 track their walking, biking, carpooling, vanpooling, busing, and teleworking trips. Every quarter, Commute Options compiles the number of car trips saved and the amount of gasoline, pollution, and costs reduced.

For every 45 trips saved by choosing an option other than driving alone, employees of Commute Options Partners – like G5 – receive a \$20 gift certificate to the local company of their choice, including the Grocery Outlet, The Shops at the Old Mill District, Bend Brewing Company, FootZone, Hutch's Bicycles, The Pine Tavern Restaurant, Red Carpet Express Gas Station and Car Wash, and D&H Texaco in Redmond.

"G5 is a great example of an up and coming business that sees how partnering with Commute Options benefits their employees and the environment," says Jeff Monson, executive director of [Commute Options](http://www.commuteroptions.com).



Upcoming Events

2010

10/24-10/27 Oregon Transportation Conference, (Seaside)

12/3 Statewide TO Meeting
12/3 ToGo Quarterly Meeting (Columbia Gorge)

2011

7/17 – 7/19 PIPTA (Eugene)
7/29 – 8/3 International ACT Conf. (Chicago)

Member Organizations

- Cascades West Council of Governments
- City of Corvallis
- Commute Options for Central Oregon
- Enterprise Rideshare
- FLT Consulting
- Lane Council of Governments
- Metro
- Mid-Columbia Economic Development District (MCEEDD)
- ODOT
- PF Consulting
- point2point Solutions
- Portland Bureau of Transportation
- Rogue Valley Transportation District
- Salem Area Mass Transit District
- SMART/City of Wilsonville
- Trans-Watch
- VPSI, Oregon Project Office
- Westside Transportation Alliance

This is YOUR newsletter, so please let us know what you'd like to see included! Send your topic suggestion or completed articles to tracy.smith@ltd.org

The ToGo Newsletter is published quarterly.

www.togo-oregon.org

Become a ToGo Member

Membership is \$100 annually for a primary member; each successive member from an organization or company is just \$25.

ToGo is a sponsor of the Oregon Transportation Conference held annually in Seaside. The 2010 Conference features five sessions on Transportation Options coordinated by ToGo. Additionally, a luncheon keynote address will spotlight transportation options. To join ToGo, email Tracy.Smith@ltd.org or call 541.682.6183.

Bethel Schools Awarded Safe Routes to School Grant

The Oregon Department of Transportation recently awarded the Bethel School District in Eugene, Safe Routes to School (SRTS) funding for school years 2010 and 2011. Working with point2point Solutions, Eugene's 4J Safe Routes to School, and the Oregon Research Institute's Communities and Schools Together project (CAST), four Bethel elementary schools devised comprehensive action plans to begin to address walking and biking safety for students.

Funding from this grant will support a half-time SRTS coordinator who will work to implement education and encouragement activities that promote walking and biking. In addition, a portable speed reader will be purchased for shared use among the four schools. Outcomes of this grant will also include a tool kit of materials and instructions that will be available to other Bethel schools interested in implementing a SRTS program. The SRTS program directly supports the Bethel Wellness Policy which states, "Schools are encouraged to provide a safe walking and biking environment by initiating programs like Safe Routes to School..."

U.S. Transportation Secretary LaHood Announces \$18.7 Million in Transportation Research Grants in Eleven States

U.S. Transportation Secretary Ray LaHood announced that more than \$18.7 million in grants to 11 University Transportation Centers (UTCs) that are using new technologies and developing innovative approaches to improve transportation systems throughout the country.

"By investing in research at our nation's universities, we are helping to address today's transportation needs while training tomorrow's transportation professionals," Secretary LaHood said.

The awards were made by the U.S. Department of Transportation's (DOT) Research and Innovative Technology Administration (RITA). UTCs conduct research that directly supports the Department's priorities and are a critical part of the national transportation strategy.

Among the UTCs receiving grant funds are **The Oregon Transportation Research and Education Consortium (OTREC)**, a partnership between Portland State University, the University of Oregon, Oregon State University, and the Oregon Institute of Technology, which supports sustainable transportation research and education through advanced technology, integration of land use and transportation, and support for healthy communities. OTREC will use a \$3,243,400 grant to further advance research and education in those areas with particular focus on transportation modeling, sustainable cities, and electric vehicles.