

OREGON TRANSPORTATION COMMISSION

Minutes of the Regular Monthly Meeting and Annual Workshop October 9 and 10, 2007 Gleneden Beach

On Tuesday, October 9, at 8:00 a.m., the Oregon Transportation Commission (OTC), and Oregon Department of Transportation (ODOT) staff held a briefing session and reviewed the OTC agenda at the Salishan Resort in Gleneden Beach. The regular monthly meeting and workshop followed at the same location, as well as an OTC/ODOT staff dinner that evening. An OTC/ODOT staff breakfast was held and the workshop continued the morning of October 10 in the same facility.

Notice of these meetings was made by press release of local and statewide media circulation throughout the state. Those attending part or all of the meetings included:

Chair Stuart Foster	Motor Carrier Trans. Admin. Gregg Dal Ponte
Commissioner Gail Achterman	Rail Administrator Kelly Taylor
Commissioner Randy Papé	Transportation Safety Admin. Troy Costales
Commissioner Mike Nelson	Public Transit Administrator Michael Ward
Commissioner Janice Wilson	Governor's Sr. Transp. Liaison Chris Warner
Director Matthew L. Garrett	Field Services Manager Paul Mather
Chief of Staff Joan Plank	Region 1 Manager Jason Tell
Deputy Director, Highway, Doug Tindall	Region 2 Manager Jeff Scheick
Deputy Director, Central Services, Mike Marsh	Interim Region 3 Manager John Vial
Communications Administrator Patrick Cooney	Region 4 Manager Bob Bryant
Trans. Development Admin. Jerri Bohard	Region 5 Manager Monte Grove
Driver & Motor Vehicles Admin. Lorna Youngs	Commission Assistant Kim Jordan

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Tuesday, October 9, 2007

Chair Foster called the regular monthly meeting to order at 9:30 a.m.

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Director's Report highlights:

Director Garrett introduced Phil Ditzler, the new Administrator of the Federal Highway Administration's Oregon Division.

Over the last year or so, ODOT has had more than a few appeals to the Oregon Land Use Board of Appeals. Director Garrett updated the OTC on the status of those appeals.

Region 1 – Staff met with the property owner, Terry Emmert, and a representative from a potential developer of the property on September 25, 2007, to discuss a possible settlement. The discussion focused on their willingness to consider a trip cap and pay for transportation improvements. The meeting ended with the property owner willing to consider a trip cap and agreeing to provide more detailed information about the proposed development. With this information, a traffic impact study will be conducted to determine impacts and possible remedies, including cost estimates for transportation improvements. The study is expected to be completed within eight weeks, at which time the parties will meet again to determine if a settlement can be reached. If not, Region will recommend that the department appeal to LUBA.

Region 2 – The City of Newport has revised its land use decision and resolved ODOT's concerns about development proposed in the South Beach area. This revision has allowed the Oregon Coast Community College to proceed with site development of its new campus. The development is now called for in phases and a trip cap has been established to limit traffic volumes at the future U.S. 101/40th Street intersection.

Region 4 – An appeal regarding the Chenoweth zone change was approved by the OTC at its July 19, 2006, meeting. An intergovernmental agreement with the City of The Dalles and the developer (WM3) was subsequently approved by the OTC at its April 2007 meeting, and our appeal was withdrawn based on the requirements of that IGA. ODOT staff reviewed and approved the traffic analysis, prepared by DKS, associated with the initial phase of this commercial development. Most recently, the developer submitted a site plan application for the first 25 acres of development. The pre-application package and wetland mitigation documents are now available.

Region 4 – The Madras Marine zone change appeal was approved by the OTC at its July 2007 meeting. Our legal council has prepared a draft of the legal brief, but is still waiting for full record information from the City of Madras. Given how recent this appeal is, we are not aware of any other update information.

Region 4 – The appeal regarding the Shasta View zone change in Klamath Falls is scheduled for OTC approval at today's meeting. Background information on this appeal is included in the agenda packet.

Region 5 – In Boardman, the developer has elected to withdraw its application to rezone the subject property. Region staff contacted the Department of Justice to see what has to be done to reverse the action taken by the city council to allow for the rezone. Region staff has advised the city about the necessary steps to be taken. The developer still intends to build on the existing tourist commercial zoned parcel, and will move forward with a traffic analysis that will address any necessary traffic mitigation. Region is also working with the city to develop a steering committee that will create a strategy to complete the Boardman Interchange Area Management Plan.

On October 8, Director Garrett, Commissioner Wilson, Deputy Director for Highways Doug Tindall, and Government Relations Manager Robin Freeman toured the U.S. 20

Pioneer Mountain to Eddyville project, which remains the flagship of the agency's construction portfolio. The words and pictures provided to the OTC to date cannot capture the true complexity, sheer size, scope and work we have done over the year to button up the environmental and erosion control challenges. We have a very healthy partnership with the contractor, and ODOT has the right people in the lead. The contractor has the right people leading its charge. Director Garrett urged Commission members to take a tour of the project.

Director Garrett paid his respects to Mike Marsh, Deputy Director for Central Services. He will retire October 31. Mr. Marsh came to ODOT as Deputy Director of the Central Services Division in 1998. Prior to that, he was the Administrator of the Facilities Division of the Department of Administrative Services from 1993 to 1998, and from 1990 to 1993, he was Administrator of the Budget and Management Division at DAS. Before 1990, he was a Personnel Analyst, Management Analyst, and Budget Analyst. Director Garrett credited Mr. Marsh with helping restore the credibility of the organization. He is nothing short of a magician when he's in front of a legislative panel to talk budgets. He is a man of honor and integrity and he is one of the most dedicated public servants Director Garrett has ever known. Working with him has been a pleasure. Thank you Mike Marsh!



Commission member reports:

Commissioner Achterman had a busy month. She spoke at several events including the Oregon Planning Institute in Eugene, the Columbia Corridor Association, an ODOT Environmental Services Workshop in Hood River, and the Oregon Association of Nurseries in Bend. Commissioner Achterman spoke to Region 2 staff on developments on the Newberg-Dundee Bypass project, and attended an Oregon Environmental Council Board of Directors strategic planning retreat.

Commissioner Papé congratulated and thanked Mike Marsh for all his work and his outstanding career with the State of Oregon and ODOT.

Commissioner Nelson also thanked Mr. Marsh. He worked with the Tourism and Transportation Task Force and the Transportation Enhancement Advisory Committee. Commissioner Nelson looks forward to working with Mr. Ditzler from FHWA regarding the work of both groups.

Commissioner Wilson met with Region 1 Manager Jason Tell regarding region issues. She attended a Rail Advisory Committee meeting and the legislative tour of the U.S. 20 Pioneer Mountain to Eddyville project.

Chair Foster made no report.



Public comments were received from:

Yamhill County Commissioner Leslie Lewis thanked Mike Marsh for his outstanding work for ODOT. She spoke regarding activities around the Newberg-Dundee Bypass project and requested that ODOT keep the project in the Development STIP.

The Commission noted that it has not made any decisions concerning major unfunded projects such as the Newberg-Dundee Bypass project. However, ODOT is faced with serious revenue issues.

Maxine Centala, representing Concerned Citizens for Clean Air, read a statement from Lincoln County Commissioner Bill Hall regarding highway herbicide use. Commissioner Hall urged ODOT to continue the no-spray pilot project on U.S. 101 between Newport and the Lane County line. *(Written comments in General Files, Salem.)*

Tom Kerns, PhD, Yachats, also representing Concerned Citizens for Clean Air, requested that the OTC consider allocating funds to ODOT for the purpose of changing statewide vegetation management policy from the current policy of spraying all highway shoulders, to one that sprays no highway shoulders, except those places where there is a demonstrated need.

John Sundquist, Coburg, supported more no-spray pilot projects. *(Written comments in General Files, Salem.)*

The Commission thanked the individuals for their comments. The department is taking the pilot project very seriously, and is looking forward to reviewing and tracking the results in the State of Washington's study. The Commission is very interested in the issue and is looking forward to receiving the results of the no-spray pilot.



The Commission reviewed a staff report and accompanying paper titled, "The Future of Tolling in Oregon: Understanding How Varied Objectives Relate to Potential Applications," prepared by Cambridge Systematics, Inc. The Commission also considered endorsing the recommended next steps as described in the staff report. *(Background material and PowerPoint presentation in General Files, Salem.)*

Deputy Director for Highways Doug Tindall reminded the Commission that it has adopted several tolling policies. There is still work to be done. The Department needs a policy base that establishes the reasons for tolling, the objectives it wants to achieve through tolling, as well as the consequences of tolling.

After a briefing about the Cambridge Systematics, Inc. paper, Transportation Development Division Administrator Jerri Bohard requested endorsement of the recommended next steps:

- A. Refining the range of policy objectives
- B. Consider geographic or situational limits to certain tolling applications
- C. Identify methodological issues for considered tolling applications
- D. Assess potential for truck only toll lanes
- E. Research and public outreach

The Commission agrees with this work plan because it is critical to determine what really works and have common agreement and understanding on the analytical tools to be used.

The Commission encouraged staff to distribute the Cambridge Systematics, Inc. report to the Metropolitan Planning Organizations and other local partners to provoke a statewide conversation about this topic.

The Commission endorsed the recommended next steps as described in the staff report.



The Commission received the results of a 2006 study conducted by Cost Effective Measurement Benchmarking, Inc., including Driver and Motor Vehicles Division benchmarking metrics for Oregon and comparative information to other jurisdictions. *(Background material and PowerPoint presentation in General Files, Salem.)*

Driver and Motor Vehicles Division Administrator Lorna Youngs said that across the nation, DMVs are managed in very different ways. Some are managed like Oregon's DMV where driver and vehicle programs are conducted under the same agency and housed within the state's department of transportation. Other states' DMV programs are done locally, driver programs may be in one section of an agency and vehicle programs in another, or they may be a stand-alone agency. The issue of trying to benchmark Oregon's DMV against other agencies to find out where we stand in terms of service, quality and expense is a difficult one. About three years ago, when CEM Benchmarking approached the Association of Motor Vehicles and offered to bring in some jurisdictions and attempt to do a benchmarking analysis among those DMV jurisdictions, Oregon jumped on the opportunity. This report will give the OTC a sense of where Oregon's DMV sits among the nine jurisdictions that participated (District of Columbia, South Carolina, Maryland, Virginia, Georgia, Ontario, Florida, California and Oregon).

DMV Program Services Manager Tom McClellan presented the results of the 2006 benchmarking study. The highlights included:

- Oregon's costs compare well with the other jurisdictions, averaging \$28 per licensed driver
- Oregon has excellent customer service levels – its field office and telephone wait times are significantly less than its peers

- Oregon's 296 employees per million drivers is well below the peer average of 404 employees per million drivers
- Oregon's total revenue of \$85.22 per licensed driver was equal to the peer median
- Oregon has nearly twice as many picture license locations compared to the peer jurisdiction average
- Oregon's service scores are above the peer average for field offices, telephone transactions, web transactions and mail/fax services
- Oregon's service score for telephone transactions is the best of all the jurisdictions

The Commission congratulated Ms. Youngs, Mr. McClellan and the DMV staff on providing outstanding customer service while keeping costs within peer level and staff lower than average.



Doug Tindall and Senior Local Roadway Standards Engineer Marty Andersen provided the monthly status report on the Statewide Transportation Improvement Program, Oregon Transportation Investment Acts of 2001, 2002 and 2003, OTIA III State Bridge Delivery Program and *ConnectOregon* Program. *(Background material in General Files, Salem.)*

Two *ConnectOregon* actions have taken place in the last month. The Port of Portland requested termination of its Terminal 4 Grain Facility – Modernization Barge Facility project. Staff is working to get the agreements revised. Financial participation in Central Oregon and Pacific Railroad's Winchester Yard project was placed on hold until staff can sort through the issues and details on the current embargo and how it will impact the project. Other than these two issues, the program is moving along on schedule.

The OTIA III Bridge Delivery Program continues to move forward with only 58 bridges remaining to start the design process.

The OTIA I and II programs are nearly complete.



The Commission considered authorizing an appeal to the Oregon Land Use Board of Appeals regarding the zone change for more than 100 acres of property located in the northwest quadrant of the Highway 140/Washburn Way interchange in Klamath Falls. *(Background material in General Files, Salem.)*

There were no representatives from Klamath County or the developer present to provide comments.

Commissioner Achterman moved to approve the appeal to LUBA. The motion passed unanimously.

The Commission noted that ODOT will work with the county and developer to, hopefully, come to an agreement prior to actually filing an appeal to LUBA.



The Commission approved the next two meeting dates as:

- Wednesday and Thursday, November 14 and 15, 2007, in Canyonville.
- Wednesday, December 12, 2007, in Salem.



The Commission considered approval of the following Consent Calendar items: *(Background material in General Files, Salem.)*

1. This item was deleted.
2. Adopt a resolution for authority to acquire real property by purchase, condemnation, agreement or donation.
3. Approve the following Oregon Administrative Rule (OAR) actions:

a.	The amendment of OAR 734-020-0070 relating to Sno-Park fees.
b.	The amendment of OAR 734-074-0008, 734-074-0020, 734-082-0005, 734-082-0015, and 734-082-0016 relating to increasing the maximum weight limit for motor vehicles using idle reduction systems.
c.	The adoption of OAR 735-020-0075 relating to release or assignment of ownership interest in a vehicle.
d.	The amendment of OAR 735-034-0050 relating to the issuance of trip permits for certain commercial vehicles.

4. Approve the expansion of the Wanoga Sno-Park allocated on Cascade Lakes Highway, County Road 46, in Deschutes County. The expansion will incorporate three acres of parking into the area designated as a winter recreation parking area (Sno-Park) and is anticipated to accommodate approximately 100 vehicles. Approve a request to remove the Corbett parking area, located on Santiam Highway No. 16 (U.S. 20/Oregon 126) at milepoint 83.75, from the winter recreation parking location (Sno-Park) program.
5. Approve an amendment to the 2006-2009 Statewide Transportation Improvement Program to cancel the Oregon 35: Polallie Creek Bridge project in Hood River County. The total estimated cost of this project is \$1,600,971.

6. Approve the annual report of financial transactions of the Director of the Oregon Department of Transportation for the fiscal year ended June 30, 2007, totaling \$182,105.

Commissioner Papé moved to approve the above consent calendar items. The motion passed unanimously.



Chair Foster adjourned the formal monthly meeting at 11:35 a.m. The annual workshop began at 1:35 p.m.

Workshop Item 1 – Program Funding

Doug Tindall requested guidance from the OTC as staff prepares recommendations and options for program funding levels for the 2009-2011 budget, and the 2008-2011 and 2010-2013 Statewide Transportation Improvement Programs. (*Background material and PowerPoint presentation in General Files, Salem.*)

At the direction of the OTC, staff made programmatic adjustments to address funding decreases and expenditure increases not anticipated when the program levels were adopted in 2005. Also at the direction of the OTC, staff made cuts to move to a “triage” mode, as described in the Oregon Transportation Plan, which is to focus resources on maintaining the transportation system and keeping it safe and open for travel.

Mr. Tindall emphasized that this and previous discussions are about the Highway Fund only and are not about other funding sources. There have been no significant changes in other funding sources received by the agency’s other divisions.

At the August OTC meeting, staff was directed to:

- Defer the Transportation Building renovation until 2010
- Eliminate set-aside dollars for the Development STIP and protective right-of-way purchases on projects with no clear funding for construction
- Reduce the modernization program in the 2008-2011 STIP by \$70 million, and move to minimum modernization levels in 2012 and 2013
- Eliminate the Program Reserve and use innovative techniques to manage cash flow
- Focus on balancing to zero by 2011

Following that direction, the net results are:

- The latest revenue forecast indicates slightly higher miscellaneous revenues than previous forecast

- The slightly higher revenues in combination with the OTC directed cuts results in a surplus of \$68.4 million at the end of 2011 (the surplus is reduced to \$39.1 million at the end of 2013)
- Using the 2011 surplus to move to a triage mode, staff recommends moving \$30 million to the maintenance program, \$30 million to the bridge program, and \$8 million to the operations program over the 2008-2011 period.

If the Commission agrees with this approach, staff will request approval of the 2008-2011 STIP at the November meeting with two conditions. The Commission would direct the Area Commissions on Transportation to come before the OTC with \$70 million in reductions to the 2008-2011 STIP modernization program (at least one project in each region will need to be eliminated or deferred). The Commission would also direct staff to identify project or program areas where ODOT would spend the operations and bridge dollars.

The Commission emphasized that this exercise is meant to address a funding shortfall in the 2008-2011 STIP, and has nothing to do with long-term revenue projections in terms of the Oregon Transportation Plan or any other regional transportation plan or other plans.

It is important to note that the Commission is looking to reallocate the \$70 million from modernization projects for which there is no certainty of receiving funding to actually deliver them. The Commission wants to make sure that every dollar the agency spends delivers services on the ground rather than on planning activities, which may or may not come to fruition. The Commission will ask the Area Commissions to take a very hard look at their projects and do a realistic assessment on whether they will really have the funds for some of their bigger projects.

Mr. Tindall said that at this level of reduction, the Area Commissions will most likely need to defer or cut projects that would actually come to fruition.

Staff must be clear with the Area Commissions about roles and responsibilities for this process as it relates to reduction in modernization projects, as well as the funds allocated to the bridge, maintenance and operations programs.

Mr. Tindall thanked the Commission for its direction. Staff will begin communicating the information to the Area Commissions.

Workshop Item 2 – Development Impact Mitigation

Transportation Development Division Administrator Jerri Bohard presented information on and discussed with the Commission the relationships between ODOT's transportation activities and local land use decisions. (*Background material and PowerPoint presentation in General Files, Salem.*)

The topics discussed included:

The Transportation and Land Use Collision

- When we think about the growth that is occurring in Oregon, the Transportation Planning Rule, Highway Mobility Standards, “reasonably likely” test and funding challenges begin to intercept or collide
- Between now and 2030, the state’s population is expected to grow approximately 40%, or 1.4 million people
- Local governments will begin to amend their comprehensive plans and make zoning changes (on a statewide level, local governments consider nearly 100 plan amendments a month)
- As population increases, traffic will also increase
- The increased congestion will raise issues with agency mobility standards
- Oregon Highway Plan Policy 1F establishes mobility standards for the state highway system
- While we have the pressures of growth, the money available to make the highway improvements is shrinking

What are the processes and what is ODOT’s involvement?

Land Use Decisions

- ODOT’s region staffs review approximately 3,500 land use applications, issue approximately 750 letters on these applications, and develop about 400 mitigation agreements each year
- The Transportation Program Development budget spends nearly \$1 million annually on the work associated with land use applications (This does not include the time and effort put forth by the region managers or ODOT director, nor does it include the technical analysis that is done through other agency staff)
- Plan amendments and zone changes are subject to the Transportation Planning Rule
- If the plan amendments or zone changes do not have a significant affect, the opportunity to appeal is limited to TPR goal issues
- If the plan amendments or zone changes have a significant affect, and the planned improvements are adequately funded, the opportunity to appeal is limited to TPR goal issues
- If the plan amendments or zone changes have a significant affect, and the planned improvements are not funded, ODOT has to determine if it is reasonably likely that there are planned improvements or not and make appropriate recommendations to the local government
- If the local government does not accept the agency’s recommendations, ODOT/OTC has the opportunity to appeal

Urban Growth Boundary Amendments

- There is the opportunity to compare the alternatives (cost/benefit of state transportation facility availability and need)

- Local governments must look to the service providers such as ODOT to coordinate discussions
- ODOT's opportunity to appeal is limited to TPR goal issues and consistency with local plans

Development Applications Consistent with Acknowledged Plans

- These include conditional use, land division, and destination resort applications
- If no approach permit is required, you have to look at the local development code which differs from jurisdiction to jurisdictions
- ODOT must stay involved – recommend conditions to the local governments, initiate agreements
- The opportunity to appeal is limited to the local code and how the agency interprets how successfully the local government has implemented the local code
- If an approach permit is required, ODOT/OTC also has the ability to require mitigation for the approaches and the impacts to the transportation system through the Access Management Rule

Negotiated Mitigation Agreements

- ODOT/OTC authority applies to decisions of local governments, not developments themselves
- We have additional latitude in approach permits, but it is limited to the approach, not the development in total
- Local governments are not required to demand a traffic impact study, which makes analysis and mitigation more difficult
- We can only negotiate “reasonably related” and “proportional” mitigation based on the impact to the state transportation system
- ODOT works with local governments in developing Cooperative Improvement Agreements for mitigation

Destination Resort Siting Process

- Statewide Planning Goal 8 (recreational needs) includes provisions for siting destination resorts
- Must be sited on lands mapped as eligible by the affected county
- Individual resort proposals are reviewed as site plans
- Size and location of resorts can cause significant impact on infrastructure of nearby cities
- Services required can be incompatible with rural land uses and resources
- Land uses can be incompatible with neighboring area needs and expectations
- Options for transportation solutions are limited

Potential Efforts to Address Development Impacts

- Further develop transportation impact analysis methodology and take steps to standardize use (develop a procedure/policy on how mitigation measures will be developed, including a standard analytical process)

- Enhance use of access management opportunities to provide for preemptive purchase of access rights and use of conditions on approach permits
- Consider ways to adapt Oregon Highway Plan mobility standards to changing circumstances, such as studying feasibility of new measures in addition to the volume of traffic to the capacity of the system
- Develop a methodology or process on what is needed to make “reasonably likely” determinations
- Assess feasibility of addressing issues around destination resorts
- Increase focus on long range facility planning

The Commission is very concerned about the number of destination resorts in the state, especially in central Oregon. It is also an issue for the communities in central Oregon. The OTC would like to find a way to facilitate an effort in central Oregon to develop a unified regulatory approach or standards to be placed on destination resorts. It would be easier to have a set of rules to follow, rather than dealing with each development on a case-by-case basis. The Commission may want to consider rulemaking or new legislation. It is uncertain how much of an impact such a rule would have in situations when a development on one highway influences traffic on another highway.

The Commission wants to call more meetings in central Oregon to facilitate discussion about these issues, the need for long-range planning, and the fact that the communities cannot rely upon state highways to be their arterials. If these issues are not addressed, the state system will collapse. ODOT does not have the funds to solve these issues.

A continuum of strategies needs to be developed that includes public education and outreach, engagement with communities about long-range planning, developing new technical analysis tools and standardizing them for agency staff, regulatory changes for ODOT and in working with the Land Conservation and Development Commission, and making statutory amendments.

If the Big Look Commission is revitalized, it should receive this presentation.

Central Oregon Region Manager Bob Bryant noted that ODOT has the ability to discuss with the developer and local government the potential impacts to the system and influence the local jurisdiction to condition its approval of a site plan for a destination resort. ODOT can use the TPR and any other rules we have applied. Through the mitigation agreements, the agency can add passing lanes or additional lanes.

Case-by-case determinations are time consuming and somewhat unpredictable. ODOT should consider shifting to a rule-based system. Significant changes are necessary to make the best use of agency resources and to provide developers and local governments a clear understanding of expectations. Additional legal authority may be needed to move to that approach.

The Commission wants to know what authority it would need to provide the transportation services that should complement and support local land use plans, as well as add fairness to the process.

At a future meeting, staff will provide the OTC a specific work program that outlines both the objectives and timelines.

Staff asked for the OTC's guidance on how to go about negotiating agreements for developments happening now and that will happen before the strategy is in place.

The Commission said that any current negotiations will have to be done on the current case-by-case basis.

The Commission is not only concerned about the transportation facilities, it is also interested in the livability of the communities involved. It wants to stimulate long-term thinking about the consequences of communities' actions so they can continue to have the economic development they want and need.

The workshop was recessed at 4:20 p.m.

Wednesday, October 10, 2007

The workshop reconvened at 9:00 a.m.

Workshop Item 3 – Transportation Funding

The Commission received presentations regarding transportation funding in Oregon. (*Background material and PowerPoint presentations in General Files, Salem.*)

The Governor's Senior Transportation Liaison Chris Warner opened this workshop. The Governor has made transportation funding one of the priorities for the 2009 legislative session. As we are looking at funding for the future, this is a good opportunity to get a baseline on what Oregonians think about where transportation funding is and should be. This will be a great opportunity for us to learn from the research done by Davis, Hibbitts and Midghall and ask questions about how we should move forward.

The presentation from Adam Davis and Tim Hibbitts included the following information.

General Opinion Climate

- Oregonians are dissatisfied – they believe things are off on the wrong track, there is anxiety about the economy, this is not a status quo electorate, there are low awareness and knowledge levels of public services and public finance

It is a State vs. Local Issue

- No single issue receives the majority of support as the biggest issue Oregonians want to see the state government do something about
- Transportation related services are not among the top mentions
- Transportation is more important at the local level (*Transportation is among the concerns in urban and suburban areas*)

In some areas in Oregon, if people are asked what the most important issue that they would like to see their local or regional government officials do something about, transportation would be the number one issue. The key is to localize the discussions about transportation within their region.

The semantics and imagery that came up in content analysis of responses to open ended questions and in reviewing focus group transcripts, is that the word “transportation” means very different things to different people when you talk to them about transportation generally. Because of this, it is important to be specific.

At a recent study done in Salem, people were asked to freely associate with the word “transportation” and the phrase “transportation services.” There was hardly any mention of highways, streets or roads; it was all about public transit.

The idea of balance is very important. When it comes to the particular issues, it is not the extremes (it’s not all about roads and highways or all about public transit). The strong majority of people want a balanced transportation system.

The department must recognize that when it comes to government services transportation has had a reputation for waste and inefficiency.

People have more important priorities than transportation services – health, education, retirement are very much on the minds of Oregonians. ODOT will need to keep in mind where it is on the priority list.

The trends and changes the research found were:

- Increased support for public transit
- Increased support for bicycles, sidewalks, etc.
- Less support for new major road and highway construction
- More support for maintenance over new road and highway construction
- Increased concern about freight mobility
- Decreased concern about waste and inefficiency
- More support for transit oriented development
- Increasing ignorance about public services and public finance
- Higher awareness and support for telecommuting, flex-time, etc.

I-912 was an initiative for which signatures were gathered by citizens who wanted to roll back a gasoline tax increase that was passed by the Washington State Legislature in 2005. The opponents of that tax gathered well over 400,000 signatures in 32 days to put

I-912 on the ballot. Davis, Hibbitts and Midghall were brought in at the end of July to do polling and help with the strategy. The first poll indicated a majority in favor of repealing the tax. Hurricane Katrina struck at the end of August 2005. There is no question from the focus groups that it had an impact on voters who were movable or were not locked into voting in favor of the measure. Davis, Hibbitts and Midghall worked to localize the issue by targeting small areas showing the people the projects they would lose if the gas tax were repealed. After Katrina, the focus groups and a later round of polling, it showed the large lead in favor of the repeal was greatly diminished. In the end, I-912 was defeated.

Proposition One is an increase in the car tab license fee and the sales tax to blend a program that would have both transit and highway improvements. It will be voted on in most of King, Snohomish, Pierce counties. Research has found that people do not think we can mass transit our way out of the issues, but they also do not think we can road build our way out of the issues. Communication to citizens about the measure says this is a comprehensive, balanced solution to the problem. The reality is that we are asking for a substantial tax increase from voters.

One question Chris Warner asked Mr. Hibbitts and Mr. Davis to respond to was, "What about the impact on the state of local measures?" They both defaulted to thinking about what transportation funding measures at the local or regional level would have on this state. People have other priorities – it is not only transportation that is a concern locally and regionally, it is what is going on everywhere else. The pot is only so big. There are many issues that are important to people.

Transportation funding options – general rule – the more "user" related the tax is the better off you are with transportation. There is very little support for a sales tax or property tax. You find more support for things that relate to the use of the automobile, even a gas tax, if it is proposed as an incentive. Discounts for environmental or green households rate very high with Oregonians.

Chris Warner noted that new state projections indicate that rising gas prices will temper demand for fuel, and that in turn means less revenue from state and federal gas taxes. The trend is not expected to improve.

When we moves forward with whatever the state and legislature will propose, we need to keep in mind what local jurisdictions are doing. Some cities in Oregon already have city gas tax ordinances or street user fees.

Governor Kulongoski has made the transportation system one of his most important issues in Oregon for the 2009 legislative session.

In December 2007, the Oregon Business Council will hold its annual Leadership Summit. Transportation will be a major focus, and the Governor plans to ask for business and legislative leadership to make transportation a priority for the 2009 session.

In February 2008, the Oregon Legislature will hold a special month-long session. There has been talk of including transportation funding as part of the 2008 session, but the Governor would like to ensure that any major funding discussions be a part of the 2009 regular session.

In the next year, ODOT must continue to meet with its stakeholders, get the business community on board with the issues, work with local government on their efforts, and communicate to Oregonians the good work ODOT is doing for them.

Commissioner and staff comments:

- In the next 12 months, we must do public outreach through advertising to raise awareness of the urgency of the issues
- We need to decide what we will ask for and when we will ask for it
- We need legislative champions
- Working with business is critical to success (through the business summit, etc.)
- We will need to be very specific in our approach
- We must get the message out before the 2008 election, and start now in preparing for the 2009 session
- Balance is a very complex issue that we need to address
- ODOT needs to improve its marketing approach and brag about its good work through well designed signs, etc.
- ODOT has a disconnect with the public (the average citizen does not know who maintains the roads they use or what the Oregon Transportation Investment Act is)
- Redesign the OTIA III signs to make them easier to read, and think about the message we want to say on those signs
- We need to find out what voters think of ODOT and how they want their tax dollars used
- ODOT surveys the public on a regular basis - should we ask different questions?
- Use the survey data to develop a marketing program
- Continue to manage contracts and projects to maintain mobility
- A consistent message that is delivered over time will help Oregonians form opinions
- A good message will take the assistance of professionals
- Pull the legislature, Governor's office, ODOT and other government agencies together to support the issue
- People need to know who is leading the effort and why the various funding sources cannot be spent across the board
- The legislature has to be the leader to take on this effort
- The legislature understands there are issues; it needs to communicate it to its constituents, and make a funding decision
- ODOT, the business community and other stakeholders need to get the public engaged
- As the package is formed, offer a variety of options

- Recognize that we will eventually move away from the gas tax
- In order to get the kinds of revenues to fund a mix of choices, multiple revenue streams may be necessary
- Would a statewide system development charge be popular with voters, the legislature?
- We need to consider innovative options (this increases the risk and may make it more difficult to build a bipartisan coalition to get a funding package through the legislature)
- Do we want to raise the gas tax to meet a traditional approach or one that is innovative and visionary?
- It will be a challenge to get a coalition on board before the November 2008 election
- We may be able to get part way to our goal in the 2009 legislature
- Recognize that we need to continue to work closer to that goal in future sessions
- We need to get a very broad coalition behind the need for transportation services for Oregonians
- The Governor is the one who can pull a coalition together with ODOT backing him, plotting out what can be done in 2009 and where to go for the future
- People want us to figure out how to deal with the funding problems
- We need to get buy in from members of the House of Representatives

Workshop Item 4 – Commission Focus and Priorities

Staff asked the Commission to provide input on and develop work items to be included in a 2008 Oregon Transportation Commission work plan. (*Background material in General Files, Salem.*)

Field Services Manager Paul Mather facilitated the work plan building session. He previously provided the OTC a list of potential work items to choose from. The Commission also may add any items it wants to address over the next year.

The 2008 Oregon Transportation Commission work plan will include the following work items.

Work Item 1: Oregon Transportation Plan implementation

Expected Outcome:

1. Development of public involvement policy and final approval of white paper on multimodal tradeoffs, providing staff guidance as to next steps
2. Tolling work plan
3. Freight plan

OTC Owners: Gail Achterman, Janice Wilson, Mike Nelson

Work Item 2: Metro's Regional Transportation Plan

Expected Outcome:

1. OTC Involvement in the adoption process

OTC Owners: Stuart Foster, Janice Wilson

Work Item 3: Transportation funding

Expected Outcome:

1. Strategy for 2009 Legislative session

OTC Owners: Randy Papé, Mike Nelson, Stuart Foster, Janice Wilson

Work Item 4: *ConnectOregon II*

Expected Outcome:

1. Selection of projects

OTC Owner: Stuart Foster

Work Item 5: Governance, cross-jurisdictional relationships, "how do we govern the entire system"

Expected Outcome:

1. Area Commissions on Transportation
2. Metropolitan Planning Organizations

OTC Owners: Gail Achterman, Mike Nelson, Stuart Foster

Work Item 6: Recruitment/retention

Expected Outcome:

1. Plan to keep and attract key staff

OTC Owners: Janice Wilson, Mike Nelson

Work Item 7: Development mitigation impacts

Expected Outcome:

1. Agreement on procedure/process for determining reasonably likely impacts

2. Augment standards in Oregon Highway Plan
3. Approve work program/strategies to move away from "case-by-case" approach

OTC Owners: Gail Achterman, Janice Wilson, Stuart Foster

Work Item 8: Preserving the existing rail system

Expected Outcome:

1. Rail update
2. Strategies to preserve existing rail lines

OTC Owners: Janice Wilson, Stuart Foster, Mike Nelson

In order to concentrate on these work items, the Commission may want to rethink its liaison appointments.

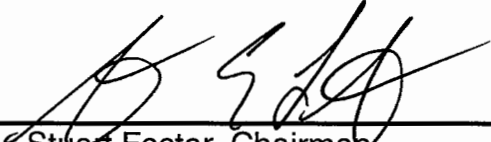
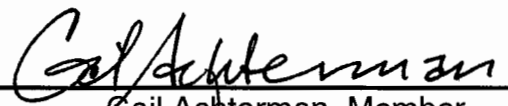

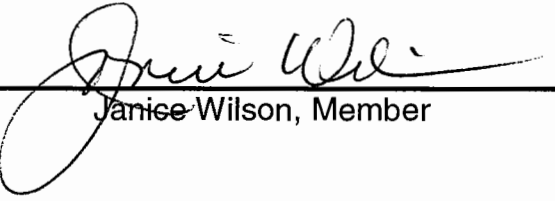

The Commission hopes this exercise will influence agendas for the next year.

At the next OTC meeting, staff will provide the information from this exercise to OTC members. A staff lead will be assigned to each work item. The work plan will help the Commission focus its efforts of the next year.



Chair Foster adjourned the workshop at 12:15 p.m.



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<p>Not available for signature.</p> <hr style="border: 0; border-top: 1px solid black;"/> <p>Randy Papé, Member</p>	 <hr style="border: 0; border-top: 1px solid black;"/> <p>Mike Nelson, Member</p>
 <hr style="border: 0; border-top: 1px solid black;"/> <p>Janice Wilson, Member</p>	 <hr style="border: 0; border-top: 1px solid black;"/> <p>Kim Jordan, Commission Assistant</p>