

AMENDMENT NO. 1

CONTRACT NO. 30002127

FOR

Lloyd Transportation Management Association

Pursuant to Ordinance No. \_\_\_\_\_

This Contract was made and entered by and between the Lloyd Transportation Management Association, hereinafter called Contractor, and the City of Portland, a municipal corporation of the State of Oregon, by and through its duly authorized representatives, hereinafter called City.

Additional work is necessary as described in the Scope of Work as follows:  
As required by Contract No. 30002127, the Scope of Work must be updated for each year of the contract. Attachment A is the scope of work for Fiscal Year 2012/13.

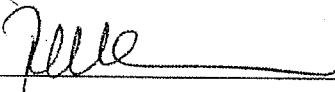
All other terms and conditions shall remain unchanged and in full force and effect.

CONTRACTOR SIGNATURE:

This contract amendment may be signed in two (2) or more counterparts, each of which shall be deemed an original, and which, when taken together, shall constitute one and the same contract amendment.

The parties agree the City and Contractor may conduct this transaction by electronic means, including the use of electronic signatures.

Lloyd Transportation Management Association

By: 

Date: 5-21-2012

Name: Rick Williams

Title: Executive Director

Address: 700 NE Multnomah St, Suite 340, Portland, OR 97232

Telephone: 503-236-6441

Contract No. \_\_\_\_\_ Amendment/Change Order No. \_\_\_\_\_

Contract Title: \_\_\_\_\_

**CITY OF PORTLAND SIGNATURES:**

By: \_\_\_\_\_  
Chief Procurement Officer

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Elected Official

Date: \_\_\_\_\_

Approved:

By: \_\_\_\_\_  
Office of City Auditor

Date: \_\_\_\_\_

APPROVED AS TO FORM

Approved as to Form:

By: James H. Van Dyle #  
Office of City Attorney CITY ATTORNEY 5/23/12

Date: 5/23/12

Attachment A-



Scope of Work

## LLOYD TMA (LTMA)

2012 – 2013 Work Plan for Tasks Supported with City of Portland Funds

**A. PROJECT DESCRIPTION**

The purpose of this work plan is to specify projects the LTMA will implement that further the City of Portland's effort toward accomplishing Metro's Regional Transportation Plan modal target of 45% non-SOV trips by the year 2040. The work plan elements outlined here are elements of a larger Lloyd TMA work plan that are funded using City of Portland contract dollars, which total \$116,000 of base level funding and an additional 129,500 (totaling \$245,500) in district projects for this contract period. All other TMA programs and work plan tasks are funded exclusively through the LTMA general budget and are not listed here.

Primary goals the LTMA shares with the City of Portland are:

- Decrease demand on the regional transportation system by facilitating non-drive-alone transportation options.
- Increase awareness of transportation options available to from and within the LTMA service area.
- Create options and strategies that improve non-SOV access for employees and businesses of the Lloyd District.

Other goals of this project that are supportive of City of Portland priorities and the LTMA mission are:

- Increase Lloyd area mobility and livability
- Strengthen the links between housing, employment, economic development and transportation, particularly in the Lloyd District
- Support job and housing growth targets for the Lloyd District
- Increase business and employee stability
- Decrease parking demand and thus future costs of such for new and on-going development

**TMA Manager/Director:**

Rick Williams (Executive Director) will serve as the primary point of contact.

**TMA Area:**

Per the LTMA's by-laws, the service boundary of the LTMA is that area bounded by I-84 (on the south), the south side of NE Broadway (on the north), the west side of NE 15<sup>th</sup> Avenue (on the east) and the Willamette River (on the west).

TMA Budget and Hours for Plan Implementation:

FY 2012-2013

\$116,000 City of Portland dollars will be spent for 1,842 hours in FY 2012-2013 or 153 hours each month.<sup>1</sup> Hours will be billed at a rate of \$63 per hour. The work plan below is for FY 2012 – 2013 as approved by the LTMA Board of Directors.

Trip Reduction Target

The LTMA measures the trip activity of nearly 5,000 employees each year. The LTMA trip calculator tracks vehicle miles traveled as a sum of all TMA activities in the area of transit, bike, walk and rideshare trips. We will use this survey as a means to measure new trip reduction. The LTMA trip calculator also tracks reductions in pollutants, resulting in annual savings in such things as hydrocarbons, carbon dioxide and reduce gasoline consumptions; all factors that contribute to greenhouse gas emissions. The table below summarizes progress made in FY 2011/2012 in both VMT and emissions reductions.

| Pollutant Problem   | Annual VMT Reduced<br>2011 | Annual<br>Savings/Reduction                   |
|---|----------------------------|---|
| Hydrocarbons (HC)<br>Urban Ozone (Smog) and Air Toxins    | 4,418,870 VMT              | 32,349 lbs. of HC reduced                     |
| Carbon Monoxide (CO)<br>Poisonous Gas                     | 4,418,870 VMT              | 250,125 lbs. of CO<br>reduced                 |
| Nitrogen Oxides (NOx)<br>Urban Ozone (Smog) and Acid Rain | 4,418,870 VMT              | 16,675 lbs. of NOx<br>reduced                 |
| Carbon Dioxide (CO <sub>2</sub> )<br>Global Warming       | 4,418,870 VMT              | 4,468,895 lbs. of CO <sub>2</sub><br>reduced  |
| Gasoline<br>Imported Oil                                  | 4,418,870 VMT              | 244,789 gallons of gas<br>saved               |
| Cost of Gasoline<br>Expense to employees                  | 4,418,870 VMT              | \$878,793 saved @ \$3.59<br>per gallon of gas |
| Cost of Gasoline<br>Expense per employee/vehicle affected | 4,418,870 VMT              | \$835 saved per affected<br>employee/vehicle  |

The LTMA programs resulted in a reduction of 4,418,870 commuter vehicle miles traveled for trips to and from the TMA service area in 2011-2012. This represents a 14% per capita improvement over the previous 12 month survey period. The LTMA's goal for 2012-2013 is to use funds from the City partnership to maintain and/or exceed per capita VMT levels over the ensuing 12 months.

<sup>1</sup> The Lloyd TMA's total 2012 operating budget is approximately \$379,686. The LTMA uses this money to provide a wide range of transportation services to district employers and employees. All or a part of this budget should be considered as a match for the City's funding for LTMA services and programs. The City contribution of \$116,000 represents approximately 30% of the TMA's overall budget.

Breakout of VMT reductions by mode option include:

| MODE              | VMT Reduced - 12 months |
|-------------------|-------------------------|
| Transit           | 2,925,292               |
| Rideshare         | 680,506                 |
| Bike              | 402,117                 |
| Walk              | 154,660                 |
| Other             |                         |
| - Telecommute     | 141,404                 |
| - Compressed Week | 106,053                 |
| <b>TOTAL</b>      | <b>≈ 4,410,000</b>      |

Target Measurement Goals:

- Increase employee use of transit to 32% of all commute trips (all businesses).
- Increase employee use of transit to 42% of all commute trips (Universal Pass members).
- Increase number of bicyclists to the Lloyd District by 5% annually.
- Increase the number of pedestrian commuters to the Lloyd District by 3.3% annually.
- Maintain existing level of employee use of car/vanpooling as a commute option (10% commute mode split).
- Continue efforts to fund pedestrian safety and amenity improvements throughout Lloyd District.
- Increase employee and employer awareness of Lloyd District transportation options.
- Continue to develop an organization that effectively supports and advocates the long-term economic vitality and livability of the Lloyd District.

Project Tasks Using City of PORTLAND Funds

**Task 1: Transit**

1. Task 1A - 88 hours per month/1,061 hours per year of transit staff support in the district
2. Task 1B - Installation of Transit Trackets (\$30,000)
3. Task 1C - Promotion of Portland Streetcar (\$25,000)

**1. Element of Task 1A**

- Sell 5,000+ Universal transit passes to Lloyd District Businesses (September 1, 2012 target completion)
- Develop and implement necessary marketing and communications to support effort.
- Renew at least 95% of all current participating businesses (August 31, 2012 target completions)
- Initiate direct outreach (one on one) with 100 businesses in the Lloyd District that do not currently provide the Universal Pass program to their employees.
- Initiate program to expand "coverage" of Universal Pass distribution within businesses that currently provide Universal Pass to their employees. [NOTE: Many Universal Pass businesses distribute passes only to employees that request them. As such, many businesses maintain

unutilized passes throughout the year. The LTMA will be working with businesses to incent them to distribute at least 75% of the passes they purchase.]

- Work individually with Lloyd employees and businesses in the area to communicate, market and incent use of the new Eastside Streetcar. *Commuter Connection* will now begin selling Streetcar Annual passes.
- Summarize trip data from 2012 Lloyd District employee survey (December 2012 targeted completion).
- Offer comprehensive transit, bike and walk trip planning at LTMA *Commuter Connection* Transportation Store. Raise awareness of service to at least 200 users of the store per month.
- Expand and enhance *Lloyd Links* individualize employee assistance program for transit trip planning and incentives

**2. Elements of Task 1B – Transit Tracker**

- Work with TriMet and the City of Portland to purchase and install at least four (4) Transit Tracker reader boards in the Lloyd District.

**3. Elements of Task 1C – Streetcar Promotions**

- Work with TriMet and the City of Portland to promote the new Eastside Streetcar to businesses and residents in the Lloyd District.

|  |                           |
|--|---------------------------|
| <i>TMA funds targeted to transit programs and efforts</i>          | <i>\$210,000 (approx)</i> |
| <b>2012-13 City funds targeted to transit programs and efforts</b> | <b>\$121,816</b>          |

**Task 2: Bikes**

1. Task 2A - 32.5 hours per month/390 hours per year of staff support for bicycles use in the district.
2. Task 2B - Bicycle Infrastructure (\$30,000)

**1. Elements of Task 2A**

- Bicycle Promotion and Staff Support
- Increase employee awareness of bicycling as an option (goal of 600 participants in all events).
  - May: Bike Commute Day
  - Summer: Incentive program (guided rides, brown bags, bike breakfasts, bike happy hours, etc.)
  - “Commuter Rewards” program – Targets employees in the district interested in bike commuting (and other alternative modes). Provides incentives, prizes and other enticements to participate and record progress.
  - Help promote September’s Bike Commute Challenge
  - Host informative bike-related workshops throughout the year

**2. Elements of Task 2B – Bicycle Infrastructure**

- Increase the number of bike accessible sites in the Lloyd District

- Continue TMA bicycle rack purchase program to establish additional bike parking in the district (on-going LTMA program)
  - Continue purchase of district bicycle boxes. Goal is to purchase and/or upgrade 2 additional boxes annually – secure bike parking for 4 bicycles. (June 30, 2013 completion date)
  - Partner with property owners to site, fund and install secure and cost-effective bike cages to satisfy growing demand for seasonal employee bike storage (on-going LTMA program)
- Improve Infrastructure and provide resources and advocacy for improving such in the Lloyd District:
    - Multnomah Street bikeway improvements
    - Expand and enhance *Lloyd Links* individualized employee assistance program for bike trip planning and incentives

In support of the infrastructure goals the following will be pursued:

- 1) Host, with the City of Portland businesses and property owner involvement in the City's Multnomah Transportation Renovation (and bikeway) project.
- 2) Use all programs – incentive, parties, etc. – to publicize the bike committee's infrastructure focus. Use summer transportation fairs for same purpose. Emphasize benefits to all riders of bike infrastructure improvements. Seek volunteers.
- 3) Allocate \$30,000 of Lloyd Bike Infrastructure fund to purchase and expand bike parking amenities throughout the Lloyd District and in buildings that are deficient in bike amenities.
- 4) Conduct bike inventories and site improvement plans for locating and placing bike amenities in LD commercial properties.
- 5) Formal presentation of infrastructure findings to TMA Board on or before June 30, 2013.

|  |                    |
|--|--------------------|
| TMA funds targeted to bike commute programs and efforts    | \$61,000 (approx.) |
| 2012-2013 City funds targeted to bike programs and efforts | \$54,592           |

**Task 3: Pedestrian Environment**

1. Task 3A - 32.5 hours per month/390 hours per year of staff support for pedestrian activities in the district.
2. Task 3B – Pedestrian Environment Improvements (\$15,000)

**1. Elements of Task 3A**

- Coordinate and direct fifth annual Walk to Work Week in Lloyd District (July 2012)
- Continue current Holladay Street landscape maintenance contract to provide landscape improvements and maintenance on NE Holladay between NE 1<sup>st</sup> and NE 13<sup>th</sup> Avenues.

- Continue integration of walk commuting into overall LTMA Lloyd Links individualized marketing program (estimated personal visits with 200 employees and 100 businesses)
- Expand and enhance *Lloyd Links* individualized employee assistance program for walk trip planning and incentives.

**2. Elements of Task 3B – Pedestrian Environment Improvements**

- Develop new and update existing walking maps. Install poetry posts, way finding, and other pedestrian amenities in the district and maintenance infrastructure where appropriate.

*TMA funds targeted to pedestrian programs and efforts*

*\$61,000 (appx.)*

**2012-2013 City funds targeted to pedestrian programs and efforts**

**\$39,592**

**Task 4: Parking Inventory and Mode Split Survey (\$29,500)**

- Develop and implement a survey of on and off-street parking inventory and demand (\$12,000)
- Develop and implement a survey of employers to determine mode split for Lloyd District employees (\$17,500)

Note: The LTMA also provides programs for ridesharing, employer outreach, individualized marketing, advocacy and district development that are unassociated with this contract and covered through other LTMA funding sources.

**Task Timeline and Hours Budgeted**

| <b>Tasks supported with City funds</b>          | <b>Date completed</b> | <b>Staff Hours</b> | <b>Materials and Services</b> | <b>Total</b>     |
|---|-----------------------|--------------------|-------------------------------|------------------|
| Task 1 – Transit                                | June 30, 2013         | 1,061              | \$55,000                      | \$121,816        |
| Task 2 – Bikes                                  | June 30, 2013         | 390                | \$30,000                      | \$54,592         |
| Task 3 – Pedestrian Environment                 | June 30, 2013         | 390                | \$15,000                      | \$39,592         |
| Task 4 – Parking & Mode Split Survey            | June 30, 2013         | 0                  | \$29,500                      | \$29,500         |
|   | <b>Hours per year</b> | <b>1,842</b>       |                               |                  |
| City of Portland Contract Amount (annual)       |                       | <b>\$116,000</b>   | <b>\$129,500</b>              | <b>\$245,500</b> |
| LTMA Matching Contribution (annual)             |                       | <b>\$332,000</b>   |                               |                  |
| <i>Leverage value ratio to City of Portland</i> |                       | <b>1.35:1.0</b>    |                               |                  |



### Final Lloyd Meter Revenue Allocation Committee Project Priority Rankings

| MRAC Priority Project             | Funding Allocation (estimates) | Description  |
|-----------------------------------|--------------------------------|--|
| Lloyd TMA                         | \$116,000                      | LTMA is highest priority MRAC project. Match by BID funding of \$116K  |
| Bike infrastructure               | \$30,000                       | Funding for bike-related equipment (cages, racks, corrals, boxes, pump stands, workstations, signage, etc.) and improvements in the Lloyd District.  |
| Transit tracker expansion         | \$30,000                       | Expand trackers within existing system and into other areas of LD (public/private)   |
| 2012 Lloyd District Parking Study | \$12,000                       | Updating 2010 TMA on-street study and conducting first ever off-street inventory and capacity study. Study uses TMA summer interns, supervised by Owen Ronchelli. Matched by \$7,660 from TMA 2012 Budget. |
| Pedestrian Environment            | \$15,000                       | New and existing walking maps, poetry posts, way finding, maintenance, etc.  |
| District-wide mode split survey   | \$17,500                       | Updated survey (conducted every third year) that measures mode splits for entire district (non-UPass members). Results are combined with annual UPASS results.   |
| Streetcar promotions              | \$25,000                       | Supplement PSI and PBOT efforts to provide funds for on-going marketing and promotions beyond initial opening  |
| <b>Total Allocation Requested</b> | <b>\$245,500</b>               | <i>Projects to be initiated and completed between July 2012 and June 2013.</i>   |