

 **Metro** | *Agenda*

Meeting: Metro Council Work Session
Date: Tuesday, August 16, 2011
Time: 2 p.m.
Place: Council Chambers

CALL TO ORDER AND ROLL CALL

- | | | |
|----------------|---|--|
| 2 PM | 1. ADMINISTRATIVE/ CHIEF OPERATING OFFICER COMMUNICATIONS | |
| 2:15 PM | 2. <u>GLENDOVEER FACILITY ASSESSMENT & BUSINESS PLAN- WORKSHOP RE-CAP - INFORMATION</u> | Slyman
Neill |
| 2:30 PM | 3. <u>SW CORRIDOR PLAN COMMUNICATIONS AND PUBLIC ENGAGEMENT - INFORMATION / DISCUSSION</u> | Gertler
Mendoza
Withrow |
| 3:05 PM | 4. BREAK | |
| 3:10 PM | 5. <u>THE INTERTWINE: CURRENT STATUS AND NEW CONTRACT - INFORMATION / DISCUSSION</u> | Desmond
Mike Wetter, The Intertwine |
| 3:55 PM | 6. COUNCIL BRIEFINGS/COMMUNICATION | |
| | 7. EXECUTIVE SESSION HELD PURSUANT WITH ORS 192.660(2)(a). TO CONSIDER THE EMPLOYMENT OF A PUBLIC OFFICER, EMPLOYEE, STAFF MEMBER OR INDIVIDUAL AGENT. | |

ADJOURN

Agenda Item Number 2.0

**GLENDOVEER FACILITY ASSESSMENT &
BUSINESS PLAN- WORKSHOP RE-CAP**

Metro Council Meeting
Tuesday, August 16, 2011
Metro Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: Tuesday August 16, 2011 Time: 2:15 p.m. Length: 15 minutes

Presentation Title: Glendoveer Facility Assessment & Business Plan- workshop re-cap

Department: Parks & Environmental Services

Presenter :Lydia Neill, x. 1830 and Paul Sylman x 1510

ISSUE & BACKGROUND

Built in 1924, the Glendoveer Golf Course property, located at corner of NE 148th Avenue and NE Glisan Street in East Portland, contains 242 acres of land zoned for parks and open space. The site includes two 18-hole golf courses, two parking lots, four covered tennis courts, the Ringside restaurant, driving range, pro shop, and a public soft surface fitness trail. Glendoveer was acquired by Metro from Multnomah County in 1996 as part of a transfer of assets that included the Expo Center and Regional Parks and Cemeteries. Since 1996, Glendoveer has generated an average of \$840,000 annually for Metro's general fund. The current operator, Glisan Street Recreation (GSR) has managed the facilities and property for over 40 years and the existing contract expires December 31, 2012.

Staff presented information on the consultant work that was completed as part of the facility assessment and business plan project. Investment scenarios were discussed based on improving the profitability of the operations, addressing renewal and replacement issues changes in programming of the site at a Council work session held on July 19, 2011.

Information was shared with the surrounding neighborhood at a workshop held on August 1, 2011. The workshop was very well attended and it generated a spirited discussion of possible changes to Glendoveer. The over whelming sentiment was that although the facility and trail could be improved the current configuration of the golf course and tennis facility should remain unchanged.

Staff will respond with a capital funding request proposal and provide details on the contracting process and budget implications in the fall.

OPTIONS AVAILABLE

General information is being provided on the themes from the comments received from the public at this workshop.

IMPLICATIONS AND SUGGESTIONS None

QUESTION(S) PRESENTED FOR CONSIDERATION

Is the time table for responding to the previous Council request for additional information adequate?

Based on the comments received from the public from this outreach event should staff provide the Council with any additional information?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION __ Yes No
DRAFT IS ATTACHED __ Yes No

Agenda Item Number 3.0

**SW CORRIDOR PLAN COMMUNICATIONS
AND PUBLIC ENGAGEMENT**

Metro Council Meeting
Tuesday, August 16, 2011
Metro Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: August 16, 2011 Time: 2:30 p.m. Length: 35 minutes

Presentation Title: Southwest Corridor Plan Communication and Public Involvement

Service, Office, or Center: Planning

Presenters (include phone number/extension and alternative contact information):

Elissa Gertler, x1752 or call Jenn Tuerk at x1756

Tony Mendoza, x1726 or call Jenn Tuerk at x1756

Karen Withrow, x1932 or call Jenn Tuerk at x1756

ISSUE & BACKGROUND

As work begins on the Southwest Corridor Plan, Metro is forming new relationships with project partners and the public.

Strong communication and public engagement will be critical to the success of the Southwest Corridor Plan. Councilors have expressed an interest, at previous work sessions, in having more information about plans for reaching stakeholders and interested parties with project information and messages.

This work session provides the opportunity for Council discussion of, input on and suggestions for communication and public engagement plans.

Best practices: Planning for communication and public engagement is being informed by the newly created Public Involvement Best Practices Guide recently created by the Communications Planning and Policy Team. A recent discussion among Metro communications staff focused on the Southwest Corridor Plan, engagement purpose and success factors. Best practices planning will continue in the weeks ahead in order to define more specifically the tools that will be most useful to public engagement.

Local communication: The Southwest Corridor Plan will build on local land use processes and feed local information into a regional transportation process that addresses all modes of transportation in a large corridor area. With a fundamentally different approach to the Southwest Corridor Plan that starts with land use and then seeks transportation connections, facilitating a strong connection between local elected officials and their public will be critical to success.

Messaging: A number of techniques are being used to understand community perspectives on local aspirations and future planning for land use, transportation and community amenities as described in the attached memo on focus and discussion groups. Analysis of the content of the focus and discussion groups will inform development of key top tier messages to be used throughout the project. Results will also inform analysis and allow the project to respond to key questions and/or misinformation about the corridor.

Coordination: Coordination internally and among project partners is a crucial part of the entire

Southwest Corridor Plan process and especially the communication and public engagement aspects. A monthly meeting of public involvement representatives from the partner governments meets to share information and jointly determine the best way to reach each community at project milestones.

Anticipated issues: With a long, complex process like the Southwest Corridor Plan, issues that we cannot currently foresee will undoubtedly arise. Our communication planning process, staffing and coordination with local partners will remain flexible enough to address these needs as they arise, pending time and resources.

Engagement phases: In order to allow people to effectively engage in the Southwest Corridor Plan, it will be critical to clearly define the key points at which engagement fits into the planning process. Defining these milestones will also help manage expectations about what can and cannot be influenced at any given time.

- Phase I is more conceptual, focused on vision, goals, evaluation measures, defining and prioritizing integrated land use and transportation solutions and making agreements about implementation. Public engagement in this phase can affect the overall project direction and focus.
- Phase II will begin to focus more explicitly on specific projects, likely including a high capacity transit analysis. Public engagement will focus on project definition, discussion of alternatives and design options and decisions about whether to advance projects to construction or further study.

Stakeholder, community and public engagement: As described in the attached memo, project staff will use a number of methods to engage stakeholders and the community in Phase I of the Southwest Corridor Plan:

- Convene Implementation Partners for the purpose of developing partnerships with an eye toward project information sharing, future public-private partnerships and support for future funding needs. Implementation Partners involvement can span project phases, election cycles and changes in local communities and demonstrate a commitment to long-term success.
- Convene local land use advisory groups to share information and discuss whole-corridor issues and tradeoffs and include community leaders in project meetings and decision-making processes. Residential and business leaders will bring interest in land use, trails, parks, sidewalks, bike needs, transit, roads, diversity, housing and more. These local advisory group members and community leaders will also help define engagement strategies for the project and their communities.
- Provide convenient ways for the interested public to engage with the project, such as
 - web, and social media information and written materials
 - online surveys and/or decision tools
 - public events in cooperation with local partners (farmer's markets, community events, open houses, online open houses) and presentations
 - public comment opportunities.
- Plan for future Southwest Corridor Plan phases that will likely include a Community Advisory Committee

OPTIONS AVAILABLE

N/A

IMPLICATIONS AND SUGGESTIONS

N/A

QUESTION(S) PRESENTED FOR CONSIDERATION

1. In addition to engagement and decision-making around their local land use processes and membership on the project Steering Committee, how can local elected officials best be engaged with their residents and businesses throughout the Southwest Corridor Plan?
2. What key messages do you think are most critical to communicate in the next 18 months of the Southwest Corridor Plan? What key issues should we listen for?
3. Does the Implementation Partners concept provide necessary connections to stakeholders and a means for continuous high-level involvement and accountability?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION Yes No

DRAFT IS ATTACHED Yes No

 **Metro** | *Memo*

Date: Aug. 16, 2011
To: Metro Council
From: Karen Withrow, public involvement manager
Subject: Southwest Corridor Plan communications, focus groups and discussion groups

Metro and project partners are currently determining the best way to communicate the coordinated efforts of and the benefits and trade-offs at stake for Southwest Corridor Plan. The first stage of the process was to review previous research on values and messages sponsored by Metro and project partners. The next stage relies on random sample focus groups and invited stakeholder discussion groups to better understand corridor stakeholder perspectives and to identify language that can be reflected back to the community in future communications.

These perspectives and the identified language will guide communications throughout the Southwest Corridor Plan, allowing decision-makers to communicate the goals, process and value of the integrated investment strategy. Joint communications by the project partners will reflect the overall coordination of the planning effort as the public is informed and engaged through multiple media, including the project website, newsletters and interested persons emails, Metro newsfeeds, partner websites and newsletters as well as through new outlets such as the project blog, Facebook page and Twitter feed.

Previous research on values and messages:

- Core messages, *Metro, spring 2010*
- The language of conservation: How to communicate effectively to build support for conservation, *Fairbank Maslin Maullin Metz & Assoc., Nov. 23, 2009*
- Metro area residents' attitudes about climate change and related land use and transportation issues, *Davis, Hibbits & Midghall, Inc., April 12, 2011*
- Metro communications research lessons learned, *Davis, Hibbits & Midghall, Inc., July 13, 2010.*
- Metro Regional Investment Fund focus groups, *Davis, Hibbits & Midghall, Inc., Feb. 18, 2010.*
- Metro sustainability ad and concept test, *Davis, Hibbits & Midghall, Inc., Feb. 1, 2010.*
- National telephone survey, *National Association of Realtors, 2011*
- Public attitudes about quality of live and growth management issues, *Davis, Hibbits & Midghall, Inc., August 2009.*
- Regional attitudes toward population growth and land uses, *Davis, Hibbits & Midghall, Inc., Feb. 3, 2006.*
- Stakeholder interview report, *City of Tigard, March 2, 2011*

Random sample focus group research: Metro has contracted with CFM Strategic Communications to conduct three random sample focus groups. Each of the focus groups concentrates on a specific stakeholder demographic: residents, commuters and youth.

Three 120-minute focus groups led by a professional moderator:

- Focus group with eight to 10 participants who live in the corridor, with 25 percent being seniors

- Focus group with eight to 10 commuters in the corridor, at least 25 percent from a significant distance
- Focus group made up of eight to 10 youth and college students in the corridor

Qualitative stakeholder discussion group sessions: Metro and project partners are also conducting invited stakeholder discussion groups with key geographical and topic-based groups.

Thirteen 90- to 120-minute discussion groups, most of which led by public involvement staff:

- One small discussion group by topic for: affordable housing, alternative transportation, educational institutions, freight and freight rail, safety and security
- One large discussion group by topic for: business leaders/major employers, environmental, equity
- One discussion group for business and community leaders by geography in: Southwest Portland, Tigard, Tualatin, King City and Sherwood

cc: Jim Middaugh, director of communications
Elissa Gertler, deputy director of corridor planning
Tony Mendoza, project manager
Malu Wilkinson, deputy project manager



Metro | Memo

Date: Aug. 16, 2011
To: Metro Council
From: Karen Withrow, public involvement manager
Subject: Southwest Corridor Plan public involvement

Public involvement for the Southwest Corridor Plan reflects the two planning phases of the planning effort. Phase I of the planning effort reaches agreements on policy changes, strategic investments and partnerships, and Phase II executes the actions to achieve goals, which may include community investments, Environmental Impact Statement(s) and major policy changes. Similarly, public involvement for Phase I identifies and develops strategic partnerships, resulting in advice and guidance to the project on the development and implementation of a Community Implementation Strategy for the Southwest corridor. Phase II involvement seeks on-the-ground advice and guidance to the project team and Steering Committee about issues related to the development, analysis and recommendation of future transportation and transit improvements.

Phase I public involvement

During Phase 1, the broader public is engaged through information-sharing and targeted outreach that complements specific aspects of the process in ways that enable a wide variety of people to participate in the things that matter most to them. In addition, the cities of Portland, Tigard, Tualatin and Sherwood will have local public engagement efforts tied to local land use planning related to the Southwest Corridor Plan; Metro will coordinate with and participate in these efforts in order to engage directly with residents and business leaders. Phase I also includes Implementation Partners and additional community engagement.

Broad public involvement The broader public is engaged through a wide variety of methods: information sharing via web, newsfeeds, email alerts, earned media, ads, fact sheets, newsletters and postcards; community events, open houses and public hearings; targeted outreach for specific topics or areas and outreach to property owners.

Implementation Partners The Southwest Corridor Plan convenes the Implementation Partners to provide strategic perspective to the project team and Steering Committee about issues related to the development of integrated strategies that includes partnerships, policy changes, community investments and plans for future transportation and transit improvements. By engaging business and community leaders, the project seeks personal and community knowledge to define opportunities and challenges related to the corridor and potential integrated land use and transportation solutions. This engagement identifies and develops strategic partnerships that will result in advice and guidance to the project on the development and implementation of a Community Implementation Strategy for the Southwest Corridor. Implementation Partners will advise on the best ways to attract private and public partnerships that can help implement plans and make great places.

Group members will be selected based on their leadership, interest and location in the Southwest corridor or advocacy for topics that will be address in the Southwest Corridor Plan - things like pedestrian or bike connections in neighborhoods, workforce housing and future job creation.

Members will bring a range of perspectives on everything from economic development, land use, workforce housing, natural areas, parks and trails to highways and major streets, freight, bike connections, sidewalks and future transit investments. A Metro Councilor will chair the Implementation Partners to provide a direct connection from this group to the project Steering Committee.

The Steering Committee and project staff will develop the Implementation Partners charge along the lines of:

The Southwest Corridor Plan Implementation Partner's purpose is to provide strategic perspective to project staff and the project Steering Committee on issues of local and regional importance to institution, business and community members and stakeholders during the development of a Community Implementation Strategy for the Southwest corridor. The group is not charged with coming to consensus or issuing recommendations but rather:

- *coming to and participating in the Implementation Partners as a community leader that is seeking ways to link private and public investment to make great places*
- *using personal and community knowledge to define opportunities and challenges related to the corridor, an integrated plan and it's implementation, focusing effort specifically on tradeoffs between various options and investments - things like levels of potential investment in highway or bikeway improvements, sidewalks or transit, land use policy or zone change recommendations, economic development recommendations and investments in natural areas or trails*
- *connecting back to and sharing project information with any groups they are associated with as well as their residential and/or business neighbors in the southwest corridor*
- *actively partnering with agencies and organizations in the corridor to define and provide input on an integrated plan for the corridor that can be jointly implemented.*

Community engagement In Phase I, community engagement provides a clear path for city-managed advisory group members and engaged stakeholders to communicate with the project team (PTL), the project management group, the Steering Committee and Implementation Partners in a way that allows contribution to the overarching Southwest Corridor Plan.

Protocols include:

- City-managed advisory groups feed project information up to the corridor level through their local planning process and local elected officials.
- Metro convenes the local advisory groups a couple of times throughout Phase I for the purpose of learning what is happening locally and how that ties to an overall corridor perspective and conversation.
- Members of the advisory groups are invited and encouraged to attend meetings held by Implementation Partners and Steering Committee; Implementation Partners and Steering Committee members are invited and encouraged to attend the meetings of the assembled CACs.
- City-managed advisory group chairs provide two-minute updates from at the beginning of each Steering Committee meeting.
- Twenty-minute networking forums as part of each Steering Committee meeting will be tested; the goal for this type of forum is to facilitate interaction between city-managed CAC members, community and business stakeholders and Steering Committee members, project staff, and other interested parties.
- Informal comments to staff are collected during Implementation Partner and Steering Committee meetings.

Phase II public involvement

During Phase II, the broader community is engaged through information-sharing and targeted outreach that complements specific aspects of the process in ways that enable a wide variety of people to participate in the things that matter most to them. Phase II also continues Implementation Partners and convenes the Southwest Corridor Plan Community Advisory Committee.

Broad public involvement Broader public outreach will be developed based on lessons learned and planning results from Phase I but includes a wide variety of methods: information sharing via web, newsfeeds, email alerts, earned media, ads, fact sheets, newsletters and postcards; community events, open houses and public hearings; targeted outreach for specific topics or areas and outreach to property owners.

Implementation Partners Engagement with Implementation Partners continues, possibly as a smaller group that meets on specific topics, adding members as appropriate. Members not participating in the small groups may continue to participate in workgroups that form around specific topics of interest and/or as Community Advisory Committee members, allowing the flexibility to bring specific interest in and out as different issues and needs are addressed over the course of the project.

Community Advisory Committee Convening in Phase II, the Community Advisory Committee engages the broader community and provides on-the-ground advice and guidance to project team and Steering Committee about issues related to the development, analysis and recommendation of future transportation and transit improvements for the Southwest corridor. Members from different disciplines, interests and corridor areas will participate but not formally represent any organization or group to which they may belong. Committee members are asked to share project information with any groups with which they are associated as well as their residential and/or business neighbors in the corridor.

The Steering Committee and project staff will develop the Community Advisory Committee charge along the lines of:

The Southwest Corridor Plan Community Advisory Committee's purpose is to provide on-the-ground advice and guidance to project team and Steering Committee about issues related to the development, analysis and recommendation of future transportation and transit improvements for the Southwest corridor. The group is charged with seeking consensus where possible and reporting majority and minority opinion or recommendations where appropriate to:

- *provide input on and support for definition of the purpose and need for the transportation and transit improvements being considered for the corridor*
- *use personal and community knowledge to define specific opportunities and challenges related to the integrated plan and its implementation – things like vacant lots in a neighborhood, a business that may be interested in moving into or out of the area, interaction between development ideas and natural areas or trails*
- *share stories about the corridor that help define it as a place and help the project team to protect and enhance it's good features and improve on challenging features*
- *act as a sounding board for potential transportation and transit improvement ideas, especially when comparing them to each other and defining the aspects of each that best suit the community and help create great communities*
- *uncover problem areas that may result from proposed transportation and transit improvements*

- *influence key project decisions like alignment, type or number of stations, development possibilities around stations, affects to the natural environment and relationship to the existing community*
- *work through details of how to invest limited transportation and transit funds*
- *articulate benefits and challenges of various transportation and transit options and assist with moving the best options forward*
- *Clarify and share project information with any groups they are associated with as well as their residential and/or business neighbors in the corridor.*

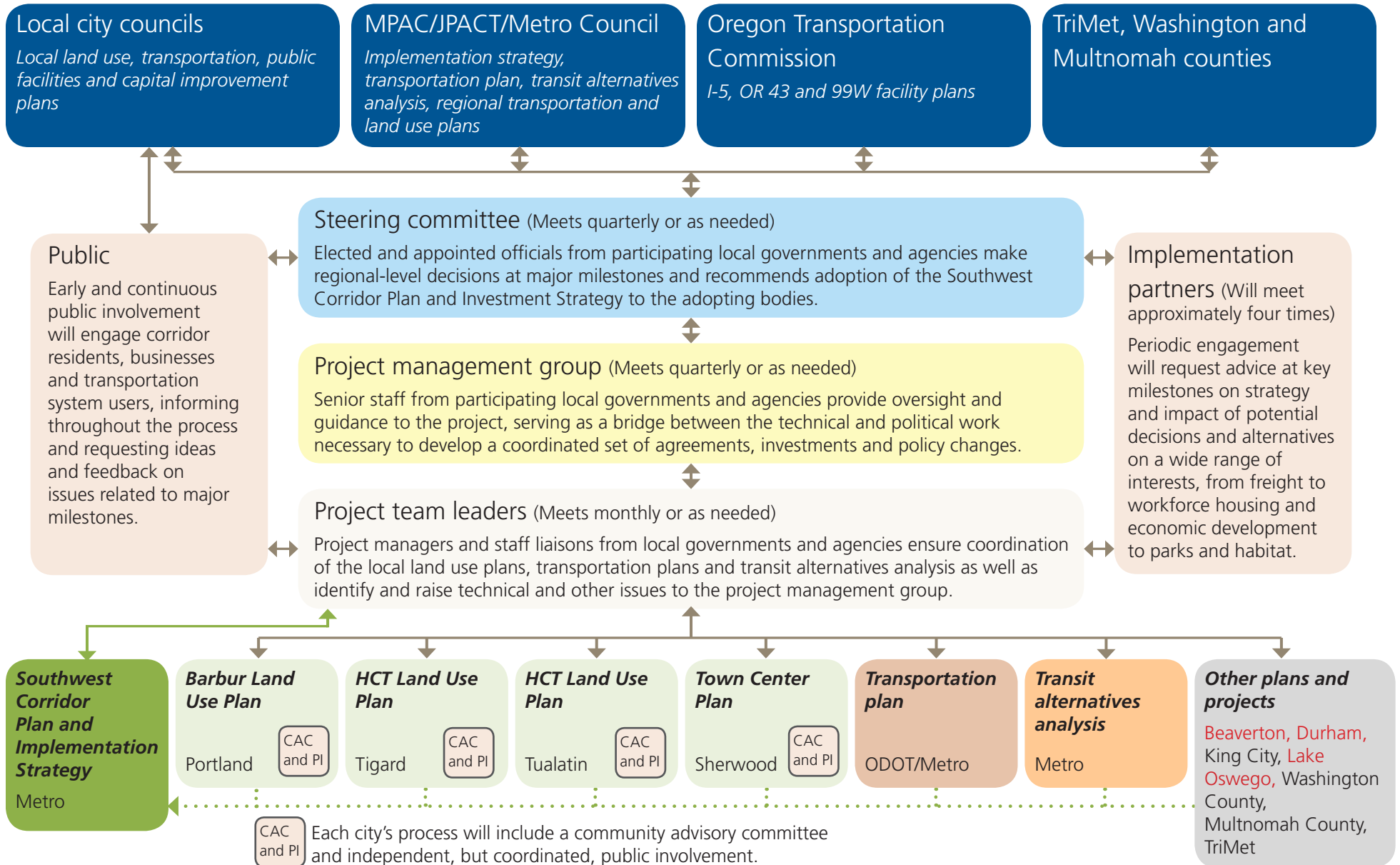
cc: Jim Middaugh, director of communications
Elissa Gertler, deputy director of corridor planning
Tony Mendoza, project manager
Malu Wilkinson, deputy project manager

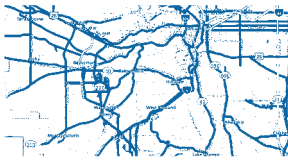
SOUTHWEST CORRIDOR PLAN

Decision-making structure

with summary of plans and agreements adopted by local governments, Metro and the Oregon Transportation Commission

The Southwest Corridor Plan will develop a coordinated set of component plans and an implementation strategy that identifies and prioritizes needed projects to support local aspirations consistent with regional and state goals and stimulate community and economic development, leveraging private investments and making efficient use of available resources. It will include changes to local, regional and state policies to support the strategy.





SOUTHWEST CORRIDOR PLAN

PROJECT PARTNERS

Cities of King City, Portland, Sherwood, Tigard and Tualatin

Multnomah and Washington counties

Oregon Department of Transportation

TriMet

Metro

Supporting great communities in the Southwest corridor

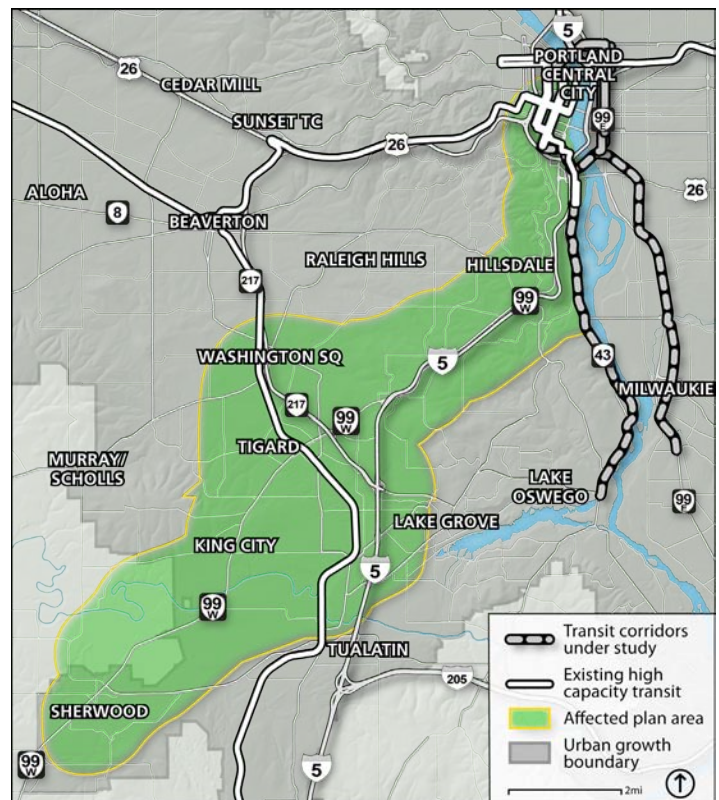
Metro and its regional partners are initiating a comprehensive land use and transportation planning study to identify and prioritize public investments in the corridor between downtown Portland and Sherwood. The Southwest Corridor Plan builds on 25 years of the region's experience in light rail and high capacity transit planning (bus or rail), that have shown that major public investments in transit bring the highest value and return on investment when done in coordination with local visions of growth and comprehensive road, bike and pedestrian improvements.

In the 2035 Regional Transportation Plan update, the Southwest corridor was prioritized as the next corridor the region would fully examine for a high capacity transit solution to existing and projected future congestion problems, limited access and transit demand. To initiate this major effort, regional partners have come together to align local, regional and state policies and investments to support the creation of great places along the corridor. The Southwest Corridor Plan looks to create a coordinated investment strategy to stimulate community and economic development and improve movement of people and goods in and through

the corridor while increasing access to parks, supporting active lifestyles and improving the quality of the region's air, water and habitat. As part of the process, the plan will include a transit alternatives analysis which will include one or more high capacity transit options.

The coordinated strategy allows Metro and its partners to measure the success of potential public investments and policy changes against some key elements of a successful region, things like economic prosperity, vibrant communities, safety, equity and clean air and water. Coordinating planning

Southwest Corridor Plan area





EMPLOYMENT IN THE CORRIDOR

2010: 163,000
2035: 251,000

EMPLOYMENT CENTERS

Oregon Health & Science University – 13,600 employees
Washington Square – 1,100 employees, with 14,400 in the regional center area



EDUCATIONAL INSTITUTIONS

Portland Community College, Sylvania – more than 26,000 students per year
Portland State University – the state’s largest university with nearly 30,000 students per year (and more than 3,500 full-time employees)

efforts will result in increased efficiencies in decision-making while leveraging public funds to create the best result.

The plan calls for local and regional partners to analyze land use, economic development, employment and housing access, parks, habitat, pedestrian and bike facilities, local bus and high capacity transit potential, freight movement and auto capacity. Transportation and land use decisions that support jobs and housing and integrate parks, habitat and trails are fundamental to the process.

In order to determine the solutions that best meet future travel demand and support local land use goals, Metro and its partners will take a two-phased approach. Throughout the process, project partners will share information with the public, announce project milestones and offer opportunities to provide input.

Phase I includes planning broadly for land uses for employment, housing, parks and natural areas as well as the entire transportation network of autos, transit, freight, bikes and pedestrians. Transit alternatives, including high capacity transit such as light rail or bus rapid transit, will be considered during this phase.

Local and regional plans that make up this Phase I include:

- City of Portland Barbur Concept Plan
- City of Tigard High Capacity Transit Land Use Plan

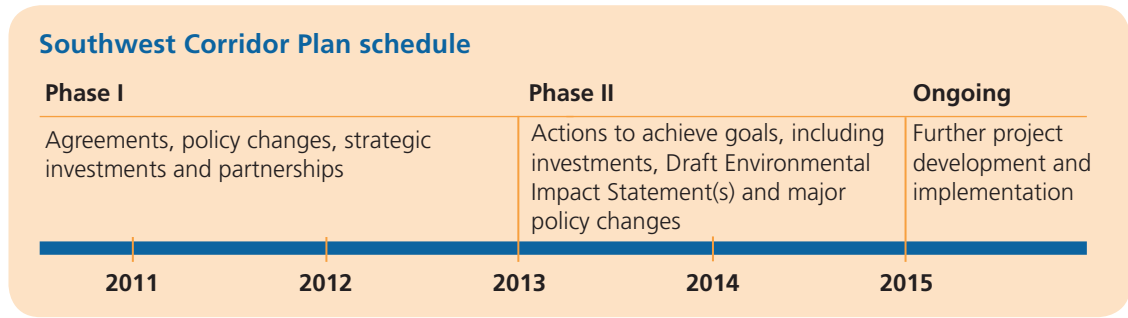
- City of Tualatin High Capacity Transit Land Use Plan
- Metro/ODOT Southwest Transportation Plan
- Southwest Corridor Transit Alternatives Analysis.

Phase I will conclude with decisions on which investments and policy changes to move forward into project development (like sidewalks, bike lanes and safety improvements or a strategy to link workforce housing investments to future transit investments) and which need further study (like a major transit investment, which may progress to a Draft Environmental Impact Statement).

Phase II implements strategies identified in Phase I and further studies transit improvements in the corridor that would be completed in concert with other kinds of transportation, land use and policy changes. Following this phase, project partners will implement community investments and policy changes.

Transit alternatives

There is still a lot of work ahead to determine the type of transit – whether improved bus, light rail, bus rapid transit, commuter rail or rapid streetcar – would best meet the needs of this corridor. Only after the project partners identify alternatives, study benefits and trade-offs, and gather input from residents in the corridor will decision-makers determine the final project or projects. These decisions would happen in 2015 to 2017, laying the foundation for project development and construction between 2017 and 2023.



Southwest corridor challenges

The plan will examine ways that coordinated land use and transportation solutions can most efficiently address some of the major challenges of the corridor.

Limited accessibility to major destinations

The 15-mile long Southwest corridor connects an estimated 163,000 jobs and includes some of the largest commercial, employment, educational and residential centers in the region, yet access to these key destinations is constrained by lack of capacity on the existing roadway system. Additionally, the corridor lacks a balance of housing choices needed to serve the variety of needs – from students living alone to growing families to retirees – so that employees can live near work, students can live near school, and families and neighbors can stay in areas they enjoy.

Lack of transportation options The corridor lacks 140 miles of sidewalks.* Difficult topography and lack of bicycle and pedestrian facilities impede access to transit and the options of biking or walking to meet everyday needs and hamper opportunities for the physical activity needed for a healthy lifestyle for kids and adults. Because of the limited pedestrian, bike and transit options, movement within and between communities in the corridor essentially requires an automobile.



Traffic congestion Congestion impedes workforce travel and the flow of goods needed for sustained economic competitiveness and prosperity. With over 25 miles of congested roadway, the corridor is one of the most congested in the region. The current travel time from

the central city to Sherwood during the two-hour evening peak is 42 minutes by auto and 52 minutes on transit. By 2035, the same trip is forecast to take 53 minutes by auto and 69 minutes on transit.*



Limited options for roadway expansion

The roadway system primarily supports north/south access with three major highways connecting the Willamette Valley to the state's largest housing and employment center in Portland. The hilly topography and suburban-style development have led to a roadway system that is winding and discontinuous, limiting opportunities to expand roadways or meet travel needs simply through adding local bus service to the current system.

Air pollution and oil consumption

Residents and businesses in the region are responsible for an estimated 31 million metric tons of greenhouse gas emissions annually, 25 percent of which come from transportation sources. The region could reduce CO₂ emissions from automobile trips by 7,500 metric tons and avoid 16.7 million vehicle miles travelled annually, just within Portland, by increasing transit usage in the Southwest corridor.**

Environmental considerations

Transportation is a major contributor to a variety of environmental problems, including noise, air pollution, water quality and habitat destruction. Exhaust from cars and trucks pollutes the air, and stormwater runoff from roads pollutes streams and rivers. The corridor contains some of the most difficult stormwater runoff issues in the region.



POPULATION IN THE CORRIDOR

2010: 140,000

2035: 206,000

POPULATION IN 2040 GROWTH CONCEPT CENTERS (2010)

Portland Central City: 90,100

Hillsdale Town Center: 2,900

West Portland Town Center: 5,300

Tigard Town Center: 3,900

Washington Square Regional Center: 16,800

Tualatin Town Center: 5,400

Sherwood Town Center: 800



About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together, we're making a great place, now and for generations to come.

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www.oregonmetro.gov/connect

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Tom Hughes

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Auditor

Suzanne Flynn



Help shape the future of the region by joining Opt In, Metro's online opinion panel. www.oregonmetro.gov/optin

2035

REGIONAL TRANSPORTATION PLAN

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The Southwest Corridor Plan – a regional priority

The Southwest Corridor Plan continues a decades-long tradition of planning for future growth in a way that makes the most of public resources while preserving farmlands and access to nature.

Protecting farms and forestland In the 1970s, farmers of the Willamette Valley fought for the implementation of Senate Bill 100, which mandated the protection of agricultural lands, forestlands and natural areas. Senate Bill 100 is considered the foundation for Oregon state land use planning. Metro implements that vision through a focus on efficient land use within the urban growth boundary and planning for transit, innovative roadway projects, and bicycle and pedestrian facilities.

Choosing high capacity transit over new freeways and highways In 1974, elected leaders in the Portland metropolitan area rejected an urban freeway project after public outcry over its expected cost and the destruction of neighborhoods required for its construction. The region set aside plans for 54 new highway projects in favor of modest roadway projects and a network of transitways.

Since that time, the region has relied on transit planning and a less obtrusive roadway system to provide options for residents to get to jobs, homes and recreation. Because of the choices the region has made in the past, it is better equipped to deal with some of the challenges it faces now and those it will face in the future.

Creating accessible communities The 2040 Growth Concept, the region's 50-year land use plan adopted in 1995, identifies centers for walkable urban development. This focused growth protects existing neighborhoods and natural areas within the urban growth boundary as well as farms and forestlands outside of the boundary.

The plan calls for high capacity transit service to support the identified centers, facilitating travel between housing and employment.

Planning for multimodal transportation needs The 2035 Regional Transportation Plan, updated in 2010, works to implement the 2040 Growth Concept by setting policies and priorities that emphasize the mutual advantages in land use decision-making and transportation investment. These policies direct future projects to be developed as multimodal transportation – road, bike, pedestrian, transit and freight – and land use planning efforts with multi-agency collaboration and public participation.

This collaborative attention to the big picture unites local and regional projects into one integrated and efficient effort. This effort will make the most of what we have by using previous public investments as building blocks to enhance neighborhoods and mobility.

Prioritizing regional investments Following completion of the High Capacity Transit System Plan, a part of the 2035 Regional Transportation Plan update, the Southwest corridor was selected as the highest regional priority for further study for high capacity transit. The potential investment in the Southwest corridor best meets the livability and community needs, supports the economy, provides environmental benefits and has the highest potential for implementation based on local support, costs and efficiencies of operation.

In addition to prioritizing the Southwest corridor for potential high capacity transit investment, the Metro Council also has selected the corridor as one of its two highest priorities for investment strategies that integrate transportation, land use and other plans and policies to enhance movement in and through the corridor and stimulate community and economic development.

www.swcorridorplan.org

Agenda Item Number 5.0

**THE INTERTWINE: CURRENT STATUS
AND NEW CONTRACT**

Metro Council Meeting
Tuesday, August 16, 2011
Metro Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: August 16, 2011 Time 3:10 p.m. Length: 45 minutes

Presentation Title: The Intertwine: Current Status and New Contract

Service, Office, or Center: Sustainability Center

Presenters (include phone number/extension and alternative contact information):

Jim Desmond, 503.797.1914

Mike Wetter, mike.wetter@theintertwine.org, (503) 473-5474

ISSUE & BACKGROUND

- Clarify relationship between Metro and The Intertwine Alliance
- Update Council on current status of The Intertwine Alliance
- Approve contract with The Intertwine Alliance
- Update Council on The Intertwine “petal” work
- Advise Council of intended state legislation
- A sole source contract (attached) will be voted on at the September 8th Council

OPTIONS AVAILABLE

- Council can approve contract and move forward with support for The Intertwine Alliance with work products as defined; this would move the work forward in the most expeditious way.
- Council can suggest changes to the contract; this would delay some work but could address issues not currently covered.
- Council can ask for further time or other contracting arrangements.

IMPLICATIONS AND SUGGESTIONS

- Approval of this work will contribute to forward movement on a regional funding mechanism. There are important relationships between this work and progress on the Active Transportation Plan as well as reducing reliance on the general fund for parks, trails and natural areas work.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. Does Council support continued collaboration and support for The Intertwine Alliance?
2. Does Council support continued work on state legislation? More details on this will be covered at the Council hearing scheduled for September 8th.

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION X Yes
DRAFT IS ATTACHED X Yes

Personal Services Contract

Metro Contract #####

THIS Contract is between Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 N.E. Grand Avenue, Portland, OR 97232-2736, and The Intertwine Alliance referred to herein as "Contractor," located at P.O. Box 5632 Portland, OR 97228.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. Duration. This personal services agreement shall be effective August 1, 2011 and shall remain in effect until and including June 30, 2012, unless terminated or extended as provided in this Agreement.
2. Scope of Work. Contractor shall provide all services and materials specified in the attached "Exhibit A -- Scope of Work," which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work, in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control.
3. Payment. Metro shall pay Contractor for services performed and materials delivered in the amount(s), manner and at the time(s) specified in the Scope of Work for a maximum sum not to exceed ONE HUNDRED THOUSAND AND NO/100THS DOLLARS (\$100,000.00).
4. Indemnification. Contractor shall indemnify and hold Metro, its agents, employees and elected officials harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by Metro and for any claims or disputes involving subcontractors.
5. Ownership of Documents and Maintenance of Records. Unless otherwise provided herein, all documents, instruments and media of any nature produced by Contractor pursuant to this agreement are Work Products and are accessible to Metro, including but not limited to: drawings, specifications, reports, scientific or theoretical modeling, electronic media, computer software created or altered specifically for the purpose of completing the Scope of Work, works of art and photographs. Unless otherwise provided herein, upon Metro request, Contractor shall promptly provide Metro with an electronic version of all Work Products that have been produced or recorded in electronic media.
 - a. Contractor and subcontractors shall maintain all fiscal records relating to such contracts in accordance with generally accepted accounting principles. In addition, Contractor and subcontractors shall maintain any other records necessary to clearly document:
 - (1) The performance of the contractor, including but not limited to the contractor's compliance with contract plans and specifications, compliance with fair contracting and employment programs, compliance with Oregon law on the payment of wages and accelerated payment provisions; and compliance with any and all requirements imposed on the contractor or subcontractor under the terms of the contract or subcontract;
 - (2) Any claims arising from or relating to the performance of the contractor or subcontractor under a public contract;
 - (3) Any cost and pricing data relating to the contract; and
 - (4) Payments made to all suppliers and subcontractors.
 - b. Contractor and subcontractors shall maintain records for the longer period of (a.) six years from the date of final completion of the contract to which the records relate or (b.) until the conclusion of any audit, controversy or litigation arising out of or related to the contract.



Personal Services Contract

c. Contractor and subcontractors shall make records available to Metro and its authorized representatives, including but not limited to the staff of any Metro department and the staff of the Metro Auditor, within the boundaries of the Metro region, at reasonable times and places regardless of whether litigation has been filed on any claims. If the records are not made available within the boundaries of Metro, the Contractor or subcontractor agrees to bear all of the costs for Metro employees, and any necessary consultants hired by Metro, including but not limited to the costs of travel, per diem sums, salary, and any other expenses that Metro incurs, in sending its employees or consultants to examine, audit, inspect, and copy those records. If the Contractor elects to have such records outside these boundaries, the costs paid by the Contractor to Metro for inspection, auditing, examining and copying those records shall not be recoverable costs in any legal proceeding.

d. Contractor and subcontractors authorize and permit Metro and its authorized representatives, including but not limited to the staff of any Metro department and the staff of the Metro Auditor, to inspect, examine, copy and audit the books and records of Contractor or subcontractor, including tax returns, financial statements, other financial documents and any documents that may be placed in escrow according to any contract requirements. Metro shall keep any such documents confidential to the extent permitted by Oregon law, subject to the provisions of section E.

e. Contractor and subcontractors agree to disclose the records requested by Metro and agree to the admission of such records as evidence in any proceeding between Metro and the Contractor or subcontractor, including, but not limited to, a court proceeding, arbitration, mediation or other alternative dispute resolution process.

f. Contractor and subcontractors agree that in the event such records disclose that Metro is owed any sum of money or establish that any portion of any claim made against Metro is not warranted, the Contractor or subcontractor shall pay all costs incurred by Metro in conducting the audit and inspection. Such costs may be withheld from any sum that is due or that becomes due from Metro.

g. Failure of the Contractor or subcontractor to keep or disclose records as required by this document or any solicitation document may result in debarment as a bidder or proposer for future Metro contracts as provided in ORS 279B.130 and Metro Code Section 2.04.070(c), or may result in a finding that the Contractor or subcontractor is not a responsible bidder or proposer as provided in ORS 279B.110 and Metro Code Section 2.04.052.

6. Project Information. Contractor shall share all project information and fully cooperate with Metro, informing Metro of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of Metro.

7. Independent Contractor Status. Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of Metro. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work. Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to Metro.

8. Right to Withhold Payments. Metro shall have the right to withhold from payments due to Contractor such sums as necessary, in Metro's sole opinion, to protect Metro against any loss, damage, or claim which may result from



Personal Services Contract

Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.

9. State and Federal Law Constraints. Both parties shall comply with the public contracting provisions of ORS chapters 279A, 279B and 279C, and *the recycling provisions of ORS 279B.025* to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.

10. Situs. The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the State of Oregon and shall be conducted in the Circuit Court of the state of Oregon for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.

11. Assignment. This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party.

12. Termination. This Agreement may be terminated by mutual consent of the parties. In addition, Metro may terminate this Agreement by giving Contractor seven days prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.

13. No Waiver of Claims. The failure to enforce any provision of this Agreement shall not constitute a waiver by Metro of that or any other provision.

14. Modification. Notwithstanding and succeeding any and all prior agreement(s) or practice(s), this Agreement constitutes the entire Agreement between the parties, and may only be expressly modified in writing(s), signed by both parties.

The Intertwine Alliance

Metro

By _____

By _____

Title _____

Title _____

Date _____

Date _____

Scope of Work – Exhibit A

PROJECT: Coordination between Metro and The Intertwine Alliance FY 2011-2012

CONTRACTOR'S RESPONSIBILITIES:

Contractor shall be responsible for communicating and strengthening partnership and funding in support of The Intertwine, the region's parks, trails and natural areas in FY 2011-2012 to include the following. Note that items without specific schedules are assumed to be ongoing throughout the year.

The Intertwine Alliance Growth

The Alliance's purpose is to build a strong coalition of business and civic leaders, advocates and professionals to leverage our region's natural and organizational assets in support of regional parks, trails and natural areas. This scope of work supports the growth of the Alliance.

1. Convene two Intertwine Summits that bring people together to share information and promote volunteer and partnership opportunities.
2. Grow the Alliance, with a special focus on communities of color and ethnic identity, to 50 paid and 60 total members by June 30, 2012.
3. Raise dues contributions from partners to \$110,000 by the end of fiscal year 2011 - 2012.
4. Produce an annual Alliance Business Plan and print that indicates the growth and accomplishments of the Alliance.
Schedule: June 2012
5. Develop a foundation with a legally recognized and registered structure that can receive grants and private donations.

Communications about The Intertwine

A key purpose of the Alliance is to communicate the values, benefits, and needs of the Intertwine.

6. Build the membership on the Groupsites membership to 300.
7. Compile a database of members for advocacy purposes.
8. In partnership with Metro, develop Intertwine Concept Diagram which will illustrate the purpose and interconnectedness of the Intertwine. Convene and communicate diagram options; review strengths and weakness and grant full Alliance endorsement and use of a Concept Diagram. This diagram may continue to evolve over time.
Schedule: December 2011
9. In partnership with Metro, complete the Intertwine website phase 2, including regional trail finding and accessibility information, and fulfilling the requirements of State and Federal grants. Provide all necessary reporting to meet web grant reporting requirements. Secure a technical support services contract for the on-going annual technical maintenance of the Intertwine website.
Schedule: December 2011
10. Intertwine signage
Metro is managing consultants to develop Intertwine trail signage. Provide a forum for Alliance partners' review of the signage options and deliver partner support, with minimum of five distinct operators, including financial support, of the preferred trail signage.

The Intertwine Petals

Scope of Work – Exhibit A

The Intertwine Petal work includes strategic regional planning on a variety of topics that has generally been led by Metro. Provide support, convening and leadership in coordination with Metro for all Intertwine regional strategic plans and actions.

11. Conservation

- To complete publishing of the Regional Conservation Strategy, engage the community, elected officials and civic leaders on findings and priorities. Coordinate with Metro.

12. Conservation Education

- Work with the Conservation Education Task Force to convene a standing Intertwine Conservation Education Leadership Council (Con Ed Council), which will build momentum within the sector, including activating leaders as well as regular analysis and reporting of the state of conservation education in the region for the purpose of increasing environmental stewardship outcomes. Con Ed Council and Alliance partners will define and secure adequate on-going support for this effort with support from Metro.
- As part of the on-going support of this effort the Alliance will work with the Con Ed Council to produce a regional summit during which milestones will be defined and initiated. Support includes pursuing corporate sponsorship and other voluntary donations to this effort. Metro support has been budgeted for fiscal year 2011 – 2012.

13. Active Transportation

- Lead by Metro staff, assist in convening partners on the principal network of active transportation corridors. Metro has secured a TGM grant from the Oregon Department of Transportation that will fund this work.
- Continue to convene the Executive Council for Active Transportation; expand its ranks to include more top business executives. Use meetings of the group to discuss emerging opportunities, address challenges, share successes, and build the case for investment in the network.

14. Regional System

- Work with other conservation coalitions around the country and potential federal funding including America's Great Outdoors Initiative toward potential federal funding for The Intertwine.
- Work with Metro as the lead partner to develop a measure involving public funding that could be put to voters as early as November 2012. This would be a major undertaking, requiring the Alliance to develop significant support from partners and allies.

Publicity

Contractor shall identify Metro as a major sponsor in all event media publicity, press releases, etc.

Reporting

The Contractor will provide Metro with quarterly reports that demonstrate progress on the above scope of work.

- September 2011
- December 2011
- March 2012
- June 2012

All reports should consist of narrative on the product as well as an accounting of volunteer names and hours involved with each effort. The reports must be electronically delivered in a news-worthy format by the 15th of the designated months.

METRO'S RESPONSIBILITIES:

Metro, as a major sponsor, will provide ONE HUNDRED THOUSAND DOLLARS AND NO/100THS (\$100,000.00) in support of the Intertwine Alliance work described in this Scope of Work.

PAYMENT:



METRO
600 NE Grand Ave.
Portland, OR 97232-2736
(503) 797-1700

Scope of Work – Exhibit A

Metro will pay Contractor within 15 days of receipt of an approved statement. Payment shall be made in four installments. The first installment of TWENTY-FIVE THOUSAND AND NO/100THS DOLLARS (\$25,000.00) will be made following the September 2011 quarterly progress report. Subsequent installments of TWENTY FIVE THOUSAND AND NO/100THS DOLLARS (\$25,000.00) will be made following quarterly reports. Any expenses that exceed Metro's total cash contribution of ONE HUNDRED THOUSAND DOLLARS AND NO/100THS (\$100,000.00) shall be borne by the Contractor.

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