

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE	)	RESOLUTION NO. 99-2841
FY 1999-00 UNIFIED WORK PROGRAM TO	)	
INCLUDE THE OREGON PUBLIC	)	Introduced by Mike Burton,
BROADCASTING PILOT PROGRAM:	)	Executive Officer
BUILDING COMMUNITIES	)	

WHEREAS, the Unified Work Program describes all federally funded transportation planning activities for the Portland-Vancouver metropolitan area to be conducted in FY 2000; and

WHEREAS, The FY 2000 Unified Work Program indicates federal funding sources for transportation planning activities carried out by Metro, the Southwest Washington Regional Transportation Council, the Oregon Department of Transportation, Tri-Met, and the local jurisdictions and agencies; and

WHEREAS, Approval or amendment of the FY 2000 Unified Work Program is required to receive federal transportation planning funds; and

WHEREAS, The FY 2000 Unified Work Program was adopted by Metro Resolution 99-2756; and

WHEREAS, The "Oregon Public Broadcasting Pilot Program: Building Communities" was allocated \$100,000 of federal Surface Transportation Planning (STP) funds as part of the 2000-03 Metropolitan Transportation Improvement Program process and approved through Metro Resolution 99-2791 and included in the adopted MTIP through Metro Resolution 99-2830; and

WHEREAS, Metro, DEQ, DLCD, the City of Portland, and Oregon Public Broadcasting have committed a local match to the federal STP funds;

WHEREAS, The “Oregon Public Broadcasting Pilot Program: Building Communities” is consistent with Metro’s Public Involvement Procedures, Goals, and Objectives; now, therefore

BE IT RESOLVED,

1. That the FY 2000 Unified Work Program be amended to include the “Oregon Public Broadcasting Pilot Program: Building Communities” as described in Exhibit A.

2. That Metro’s Executive Officer is authorized to apply for, accept and execute grants and agreements necessary to undertake the Oregon Public Broadcasting Pilot Program.

ADOPTED by the Metro Council this \_\_\_\_ day of \_\_\_\_\_, 1999.

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Rod Monroe, Presiding Officer

Approved as to Form:

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Daniel B. Cooper, General Counsel

## **OPB PILOT PROGRAM: BUILDING COMMUNITIES**

### PROGRAM DESCRIPTION

Metro's Transportation Planning Public Involvement Procedures (adopted July, 1995) call for "the removal of barriers to public participation to those traditionally under-served in the planning process." Since 1995, Metro's transportation staff has made a concerted effort to broaden public outreach to include as many people as possible. Through various planning projects (e.g., RTP Update, Traffic Relief Options, MTIP/STIP, etc.) outreach has expanded to include additional public meetings and workshops; use of surveys and questionnaires; newsletters and other mailings; focus groups and stakeholder meetings; speaker's bureaus; the mobile transportation outreach bus (MILT); and an expanded web site. The result of these efforts has been a significant increase in the numbers and the diversity in public participation.

Despite this success, the vast majority of the public continues to be absent from the public discussion on transportation infrastructure, finance, and its impact on growth and development. The OPB Pilot Program will considerably broaden the regional discussion on transportation. Through the use of public television, a one-hour program is proposed that will include overviews and discussions of key transportation and growth management issues facing the Portland metropolitan area. Project partners include local governments and transportation agencies as well as Oregon Public Broadcasting (OPB). If successful, OPB and the project partners hope to inspire ideas and funding for other current issues facing Oregon communities, including others related to transportation.

### RELATION TO PREVIOUS WORK

The OPB Pilot Project relates to the development of Metro's Procedures for Public Involvement and previous outreach activities. The pilot will also provide a forum for discussion and better understanding of recent, current, and proposed transportation planning activities. Candidate topics include the Regional Transportation Plan and its relationship to the Region 2040; transportation finance; freight movement and marine facilities; growth pressure at Portland International Airport; Bi-State issues; corridor studies; peak-period pricing; land use/transportation connections; and general public outreach. Other ideas will be considered, as well.

To date, an ad hoc group has been meeting to define the program. In addition, an application was submitted through Metro's Priorities '99 process and \$100,000 of STP funds was approved for use as part of the pilot program. The request was approved in July, 1999 by the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council and was adopted into the Metropolitan Transportation Improvement Program (MTIP) in September, 1999.

### OBJECTIVES

#### **Work Program for FY 1999-2000**

The work program for FY 1999-2000 is broken into two distinct phases: 1) Research and Development; 2) Production and Program Airing.

1. Research and Development. The R/D phase involves a number of activities intended to define the actual program. The objective is to determine both the types of video techniques available and the types of video techniques most suitable for the subject matter and the public. Specifically, the R/D process will:

## Exhibit A

- Conduct a literature search of public programming ideas that deal with communities, transportation, and land use.
  - Evaluate other film techniques and styles
  - Compile relevant transportation and growth management issues from previous outreach activities.
  - Conduct a focus group with film/video professionals to determine potential techniques, costs, and constraints to set parameters for pilot programming.
  - Conduct two to three focus groups with the general public to determine preferences for techniques that would make the subject matter both interesting and stimulating.
2. Production and Airing. This phase of the effort involves the actual production, airing, distribution, and follow-up for the pilot.
- The objective is to produce an up to one-hour program that highlights and discusses key transportation and land use issues affecting the Portland metropolitan area.
  - The program objective is to generate an informed discussion of issues. The program is not intended to push messages, just issues.
  - In airing the program, OPB hopes to generate a significant rating so that additional revenues can be raised, particularly from the private or non-profit sectors in order to produce other community (state of Oregon) based programming. Future programs could then address other growth, transportation, and community issues.
  - Project partners hope to coordinate and work with other private print and television media in promoting the pilot and its subject matter.
  - OPB and the project partners hope to have widespread distribution of the program or program segments beyond the OPB telecast. For example, the video could be placed in libraries and schools or segments could be shown to specific interest groups.

### PRODUCTS AND TARGETS

The following products and targets will be completed in FY 2000:

#### Phase 1:

1. Finalize IGAs with local governments for project match and support (November, 1999)
2. Contract for services for Phase 1 support (November, 1999)
3. A technical report summarizing the results of the literature search regarding other models for producing community based programming (January, 2000).
4. Focus group report on work with film-makers (January, 2000).
5. Focus group report on work with public (January, 2000).
6. Interim report and recommendation on issues to be discussed and preferred video techniques (February, 2000).
7. Draft program story-board that lays out the proposed one-hour program or other preferred formats (March, 2000).
8. Phase 2 work program to direct production and distribution efforts (March, 2000).

#### Phase 2:

1. Contract or contracts for services related to phase 2 activities (June, 2000).
2. Final edited version of pilot program (October, 2000).
3. Up to 200 copies for distribution (October, 2000).
4. Report evaluating the success of the program (January, 2001).

**Exhibit A**

As can be seen, the program will carry over into FY 01.

<b>Expenditures</b>	<u>FY 2000</u>	<b>Resources</b>	<u>FY 2000</u>
Personal Services	\$20,000	STP	\$100,000
Materials and Services	112,000	Local Match	11,455
Interfund Transfers		Overmatch	10,545
Computer	0	OPB In-kind	10,000
<b>TOTAL</b>	<b>\$132,000</b>		<b>\$132,000</b>

  

<b>Full-Time Equivalent Staffing</b>	
Regular Full-Time FTE	.150
<b>TOTAL</b>	<b>.150</b>

MH  
9/15/99

## STAFF REPORT

### CONSIDERATION OF RESOLUTION NO. 99-2841 FOR THE PURPOSE OF AMENDING THE FY 1999-00 UNIFIED WORK PROGRAM TO INCLUDE THE OREGON PUBLIC BROADCASTING PILOT PROGRAM: BUILDING COMMUNITIES

Date: September 17, 1999

Presented by: Andrew Cotugno

## PROPOSED ACTION

Resolution No. 99-2841 would amend the FY 1999-00 Unified Work Program (UWP) for Transportation Planning in the Portland-Vancouver Metropolitan Area to include the Oregon Public Broadcasting (OPB) Pilot Program project. With approval of the resolution, work is scheduled to begin on the project in November 1999.

## FACTUAL BACKGROUND AND ANALYSIS

### *Purpose*

Metro's Transportation Planning Public Involvement Procedures (adopted July 1995) call for "the removal of barriers to public participation to those traditionally under-served in the planning process." Since 1995, Metro's transportation staff has made a concerted effort to broaden public outreach to include as many people as possible. Through various planning projects (e.g., RTP Update, Traffic Relief Options, MTIP/STIP, etc.), outreach has expanded to include additional public meetings and workshops; use of surveys and questionnaires; newsletters and other mailings; focus groups and stakeholder meetings; speakers bureaus; the mobile transportation outreach bus (MILT); and an expanded web site. The result of these efforts has been a significant increase in the numbers and the diversity in public participation.

Despite this success, the vast majority of the public continues to be absent from the public discussion on transportation infrastructure, finance, and its impact on growth and development. In addition, the mainstream medium of television is not being fully utilized as a forum for issue education and outreach.

The OPB Pilot Program will considerably broaden the regional discussion on transportation. Through the use of public television, a one-hour program is proposed that will include overviews and discussions of key transportation and growth management issues facing the Portland metropolitan area. Project partners include local governments and transportation agencies as well as Oregon Public Broadcasting (OPB). If successful, OPB and the project partners hope to inspire ideas and funding for other current issues facing Oregon communities, including others related to transportation.

In sum, the OPB Pilot Project helps implement the goals of Metro's Procedures for Public Involvement and complements previous outreach activities. The pilot will also provide a forum for detailed discussion of one or more transportation planning/growth management issues.

### *Project Funding*

\$100,000 of regional STP funding was allocated to the project as part of the FY 2000-2003 Metropolitan Transportation Improvement Program (MTIP) process. That allocation was adopted by JPACT and the Metro Council in July 1999 and confirmed with the MTIP adoption in September 1999. To date, project partners Metro, OPB, the City of Portland, DEQ, and

DLCD have provided an additional \$32,000. Total budget for the program is currently \$132,000. Additional funding may come from other agencies and would be used for additional research and/or enhanced video techniques.

### ***Project Overview***

The program content and format will be determined as part of a first phase feasibility study. Two sets of focus groups will be utilized to first determine how the film industry might approach regional transportation issues, and, second to determine formats that are stimulating and interesting for the public. The second phase of the study will be used to produce and air the program on OPB. It's anticipated that a combined media strategy will be developed prior to the OPB airing.

Following the show, the program will be evaluated through analysis of television ratings and surveys. If the program is successful, the pilot will be used as a fund-raising tool for future community programming efforts, some likely to also deal with transportation or growth.

The initial program, regionally funded, will focus on transportation and growth issues of direct concern to the Portland metropolitan area. Candidate topics include the Regional Transportation Plan; transportation finance; freight movement and marine facilities; growth pressure at Portland International Airport; bi-state issues; corridor studies; air quality; peak-period pricing; land use/transportation connections; and general public outreach. Other ideas will be considered as well. While the format of the program is to be determined, ideas range from either a one-hour single-subject program to something more like a news "magazine" show ala *60 Minutes*. Regardless of the format, it is hoped that tapes of the finished show or show segments can be used and discussed at other public forums.

Metro will be lead agency for the project. It is anticipated that a technical committee of project partners will be formed to oversee the day-to-day project issues. In addition, executive staff of participating agencies will be provided with overviews of study products prior to key decisions. This will ensure program accountability.