

A G E N D A

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METRO

Agenda

MEETING: METRO COUNCIL WORK SESSION MEETING
DATE: September 6, 2005
DAY: Tuesday
TIME: 2:00 PM
PLACE: Expo Room D-202/203

CALL TO ORDER AND ROLL CALL

- | | | | |
|---------|----|--|----------|
| 2:00 PM | 1. | ADMINISTRATIVE/CHIEF OPERATING OFFICER
AND CITIZEN COMMUNICATIONS | |
| 2:05 PM | 2. | INDUSTRIAL LANDS REMAND TIMELINE | Neill |
| 2:15 PM | 3. | REGION 2040 REVIEW | McArthur |
| 2:45 PM | 4. | TRANSIT ORIENTED DEVELOPMENT WORK PLAN
AMENDMENTS TO ALLOW FOR UNSOLICITED
PROPOSALS | Whitmore |
| 3:15 PM | 5. | BREAK | |
| 3:20 PM | 6. | KEY ELEMENTS OF THE DRAFT INTERIM WASTE
WASTE REDUCTION PLAN | Matthews |
| 3:50 PM | 7. | METRO TOURISM OPPORTUNITY COMPETITIVE-
NESS ACCOUNT (MTOCA) FUNDS/EXCISE TAX
LEGISLATION | Miller |
| 4:20 PM | 8. | COUNCIL BRIEFINGS/COMMUNICATION | |

ADJOURN

INDUSTRIAL LAND REMAND TIMELINE

Metro Council Work Session
Tuesday, September 6, 2005
Metro Expo D 202-203

METRO COUNCIL

Work Session Worksheet

Presentation Date: 9/6/05

Time:

Length: 20 minutes

Presentation Title: Remand of Periodic Review Work Tasks

Department: Planning

Presenters: Lydia Neill

ISSUE & BACKGROUND

The Land Conservation and Development Commission (LCDC) met on November 3, 2004 to discuss acknowledgement of Metro's urban growth boundary (UGB) decision on industrial land. The Commission heard arguments from objectors as well as Metro before issuing a partial remand order on Metro's Periodic Review work (WK TASK – 0015254). The written remand was received on July 25, 2005. The analysis and findings are discussed within this staff report to demonstrate that Metro complies with the Statewide and regional land use laws.

LCDC acknowledged the following elements of the 2004 decision:

- Inclusion of industrial land in the following areas: Damascus West, Beavercreek, Quarry, Coffee Creek, Tualatin and Helvetia;
- Change of the designation from residential to industrial for 90 acres of land located south of Gresham that was included in the UGB in December 2003;
- Amendments to Title 4 to protect industrial lands and establish regionally significant industrial areas;
- Amendments to the Regional Framework Plan Policy 1.12 to protect agriculture and forest resource lands;
- Removal of three parcels near King City from the UGB (tax lots 1300, 1400 and 1500); and
- Acceptance of the completed Housing Needs Analysis.

Order 05-WKTASK-0015254 requires Metro to address the following issues by December 1, 2005:

1. Calculate the deduction for public facilities (streets) in industrial areas added to the UGB in 2004 and revise the net acre estimates for all expansion areas.
2. Amend the 2002-2022 Employment Urban Growth Report (Employment UGR) as necessary to incorporate any changes to assumptions in the analysis to reconcile the change in the commercial refill rate to 52 percent from 50 percent.
3. Demonstrate the supply of large lots inside of the UGB is sufficient to meet the demand for large lots identified in the Employment UGR and either demonstrate how the need can be accommodated within the existing UGB or whether additional parcels are obtained by adding land to the UGB.

4. Clarify whether identified land needed for warehouse and distribution uses at 70 percent of the total land need applies to all vacant industrial land need or only to the land added to the UGB.
5. Based on the analysis of items 1-4 above recalculate the total industrial supply and demand and compare with the identified land need of 1,180 net acres.
6. Refine the analysis that shows how Metro balanced the locational factors in Goal 14 (factors 3 through 7) in reaching the decision to add the Cornelius area into the UGB and also explain why the economic consequences outweigh the retention of agricultural land and compatibility with adjacent agricultural uses.

Staff has prepared a proposed schedule that calls for release of a Chief Operating Officer recommendation on September 20th, a workshop to be held on October 16th and MPAC review on the September 28th and October 26th.

OPTIONS AVAILABLE

- Remove the Cornelius area and replace this acreage with additional expansion areas or instruct staff to find additional efficiencies inside the UGB.
- Require staff to look for additional efficiencies inside of the UGB to avoid adding more land to the UGB for industrial purposes or;
- Add additional land to make up for the shortfall in land due to the failure to account for streets in the previous expansion decision (2002/2004).
- Add additional land to the UGB to make up for the shortfall in the 20-year land supply (the need for land was short by 133 acres).

IMPLICATIONS AND SUGGESTIONS

Any delays in the schedule may cause problems meeting the December 1, 2005 deadline specified in the work order. The Chief Operating Officer recommendation is scheduled for release on September 20, 2005. Preparation of this recommendation requires specific direction to staff on whether additional lands should be considered or if more efficient means of using land inside the UGB should be explored.

QUESTION(S) PRESENTED FOR CONSIDERATION

Is the proposed schedule to complete the remand work adequate?

Are there adequate hearings and workshops included in the work schedule?

Is adding land the best option to resolve the shortfall of industrial land issue?

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

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____

Chief Operating Officer Approval _____

Agenda Item Number 3.0

REGION 2040 REVIEW

Metro Council Work Session
Tuesday, September 6, 2005
Metro Expo D 202-203

Metro COUNCIL

Work Session Worksheet

Presentation Date: September 6, 2005 **Time:** 2:00 **Length:** 30 minutes

Presentation Title: Region 2040 Review

Department: Planning

Presenters: Robin McArthur, Kate Marx, Janice Larson

ISSUE & BACKGROUND

At the August 15th Advance on the Region 2040 update, Council members asked staff to report back on several items in early September. Those items include:

- Preparation for the September 16th Mayors' Forum
- Draft communications plan

The purpose of this agenda item is to review those work products.

OPTIONS AVAILABLE

Staff will present the drafts identified above and solicit comment/direction.

IMPLICATIONS AND SUGGESTIONS

Staff will present the drafts identified above and solicit comment/direction.

QUESTION(S) PRESENTED FOR CONSIDERATION:

Staff will present the drafts identified above and solicit comment/direction.

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION: Whereas the Region 2040 update process likely will result in a legislative agenda for the 2007 session, the specific items to be discussed on September 6th do not require legislation.

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____
Chief Operating Officer Approval _____



Agenda Item Number 4.0

***TRANSIT ORIENTED DEVELOPMENT WORK PLAN AMENDMENTS TO ALLOW FOR UNSOLICITED
PROPOSALS***

Metro Council Work Session
Tuesday, September 6, 2005
Metro Expo D 202-203

METRO COUNCIL

Work Session Worksheet

Presentation Date: September 6, 2005 Time:

Length: 20 minutes

Presentation Title: TOD Work Plan Amendments to allow for unsolicited proposals

Department: Planning

Presenters: Phil Whitmore

ISSUE & BACKGROUND

The TOD/Centers Implementation Program was authorized to acquire development opportunity sites in light rail station communities, frequent bus stops, along main streets, and in regional and town centers, in order to catalyze the market in these areas to respond more quickly to higher density, mixed use development as envisioned in the 2040 Growth Concept. The Metro Council has approved the use of the following joint development tools:

- Land acquisition and sale,
- RFP for development opportunity sites owned by Metro,
- Development Agreements and acquisitions of TOD Easements in private development projects,
- Public-private Co-use of transit station structures, site improvements or land,
- Air or subterranean rights on Metro owned land;
- Loan Program or Limited Partner;

Unsolicited proposals are another joint development tool used by public agencies to allow the private sector to respond to development opportunity sites owned by the public the ability to accept unsolicited proposals will allow private sector firms to submit innovative, creative and proprietary proposals to Metro that can be tailored to meet Metro's needs and requirements for TOD/Centers projects. The private sector has the ability to respond more quickly to market changes and investor timelines, and may be more creative and less risk-averse than public agencies. This joint development tool will allow the TOD/Centers program to develop Metro-owned sites more quickly and with a creative and willing private partner.

OPTIONS AVAILABLE

It is recommended that the following language be added to the TOD Work Plan to allow the TOD/Centers Program to use this joint development tool:

5.4 UNSOLICITED PROPOSALS

Metro will accept unsolicited proposals on development sites owned by Metro's TOD/Centers Program. A prospective developer may offer in writing to develop a parcel indicating the proposed parcel, the development program, track record of the development team, timelines for development and financial consideration. Metro staff will evaluate the proposal according to project type criteria in Section 4.1.2, 4.1.3 and 4.1.4 as appropriate and prepare a written analysis and recommendation. Contact with Metro staff is permissible and should be encouraged with the limited objective of conveying to the prospective offeror an understanding of Metro's needs relative to the type of development contemplated. The proposal will then be advertised for a period of 3 weeks in a publication of general circulation. Any additional proposals for that specific development site will be evaluated and a recommendation forwarded to the Steering Committee for action to approve or disapprove. As soon as practical, the Chief Operating Officer will provide written notification to the Metro Council of the unsolicited proposal and the council

will have seven (7) days to notify the COO of a request to review the unsolicited proposal in executive session.

IMPLICATIONS AND SUGGESTIONS

The authorization for the TOD/Centers Implementation Program to accept unsolicited proposals for development opportunity sites owned by Metro TOD/Centers Program will allow the private sector to present Metro with innovative development proposals that leverage private financial resources and maximize return on public investment in joint development projects.

There are no budget impacts to the Metro General Fund as a result of the change in selection criteria. TOD/Centers projects do not use General Funds.

QUESTION(S) PRESENTED FOR CONSIDERATION

Can the TOD/Centers Program use the proposed unsolicited proposals process as a tool to encourage development on Metro TOD/Centers owned land?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION XYes ☒ No ☐
DRAFT IS ATTACHED ☒ Yes ☐ No

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____

Chief Operating Officer Approval _____

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO.05-3617, FOR THE PURPOSE OF AMENDING THE TRANSIT ORIENTED DEVELOPMENT (TOD) PROGRAM WORK PLAN TO ALLOW A PROCESS FOR CONSIDERATION OF UNSOLICITED DEVELOPMENT PROPOSALS FOR METRO TOD/CENTERS PROGRAM OWNED LAND.

Date: September 6, 2005

Prepared by: Andy Cotugno
Phil Whitmore

BACKGROUND

The TOD/Centers Implementation Program was authorized to acquire development opportunity sites in light rail station communities, frequent bus stops, along main streets, and in regional and town centers, in order to catalyze the market in these areas to respond more quickly to higher density, mixed use development as envisioned in the 2040 Growth Concept. The Metro Council has approved the use of the following joint development tools:

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It is recommended that the following language be added to the TOD Work Plan to allow the TOD/Centers Program to use this joint development tool:

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have seven (7) days to notify the COO of a request to review the unsolicited proposal in executive session. Metro will execute an Exclusive Negotiating Agreement with the developer for up to 120 days to determine if agreement can be reached by both parties to develop the site. At the end of the 120 day period, the parties shall enter into a Development Agreement.

ANALYSIS/INFORMATION

1. Known Opposition

There is no known opposition.

2. Legal Antecedents

The Federal Transit Administration (FTA) approved a grant for Metro to start the TOD Program in 1998. Authority to use FTA funds for joint development are included in the Intermodal Surface Transportation Act of 1991 (ISTEA) and codified under 49 USC 5309, 49 USC 5307, 23 USC 133 (STP) and 23 USC 149 (CMAQ). According to these laws, TOD Program activities are defined as transportation projects provided there is (1) a physical or functional relationship to the transit project; and (2) an enhanced effectiveness of the existing transit system.

The TOD program was originally transferred from TriMet to Metro by Intergovernmental Agreement (IGA) executed by Resolution #96-2279 For the Purpose of Authorizing an Intergovernmental Agreement With Tri-Met to Assist in Establishing a Transit-Oriented Development and Implementation Program at Metro on May 16, 1996. The Metro Council authorized start-up activities on April 9, 1998, by Resolution No. 98-2619 For the Purpose of Authorizing Start-Up Activities For the Transit-Oriented Development (TOD) Implementation Program at Metro.

The Work Plan was amended to include provision for a site improvements category by Resolution 00-2906 For the Purpose of Amending the TOD Program Procedures to Facilitate TOD Projects Including the Round at Beaverton Central, adopted March 9, 2000, and amended to include additional light rail corridors, streetcar, frequent bus, urban centers and green buildings by Resolution No. 04-3479 For The Purpose Of Amending The Transit-Oriented Development (TOD) Program Work Plan To Expand The TOD Program Area And Initiate An Urban Centers Program, adopted July 15, 2004.

3. Anticipated Effects

The authorization for the TOD/Centers Implementation Program to accept unsolicited proposals for development opportunity sites owned by Metro TOD/Centers Program will allow the private sector to present Metro with innovative development proposals that leverage private financial resources and maximize return on public investment in joint development projects.

4. Budget Impacts

There are no budget impacts to the Metro General Fund as a result of the change in selection criteria. TOD/Centers projects do not use General Funds.

RECOMMENDED ACTION

It is recommended that the Metro Council approve the process for accepting unsolicited proposals in Exhibit A.

Agenda Item Number 6.0

KEY ELEMENTS OF THE DRAFT INTERIM WASTE REDUCTION PLAN

Metro Council Work Session
Tuesday, September 6, 2005
Metro Expo D 202-203

METRO COUNCIL

Work Session Worksheet

Presentation date: September 6, 2005

Time:

Length: 30 minutes

Presentation title: Key Elements of the Draft Interim Waste Reduction Plan

Department: Solid Waste and Recycling Department

Presenters: Janet Matthews

ISSUE & BACKGROUND

Metro is the watershed representative to the state and is required to maintain a DEQ-approved waste reduction plan that establishes strategies for achieving designated waste reduction goals. The region's current waste reduction plan is part of the Regional Solid Waste Management Plan (RSWMP).

At its July 5th worksession, Council agreed that staff should continue current momentum and complete work on updating waste reduction strategies by creating an Interim Waste Reduction Plan for the region. Once the Disposal System Planning project is completed, the Interim Waste Reduction Plan will be integrated with disposal sections to generate a completely updated ten-year plan.

Today's worksession is intended to: (1) provide Council with a high level overview of the draft Interim Waste Reduction Plan; (2) address any questions Council may have about the plan at this stage; and 3) determine whether Council has particular questions to direct to the Regional Solid Waste Advisory Committee (SWAC) for their review of the draft.

A wide array of internal and external participants have helped craft the draft Interim Waste Reduction Plan (IWRP) strategies to date. As a whole, the IWRP maintains the focus on the three Waste Reduction Initiatives: Business, C&D, and Commercial Organics. In addition, the single and multi-family sectors were updated. Important additions to the waste reduction plan include the following:

- New product stewardship section to address "upstream" issues;
- New education services section to recognize the importance of those regional strategies; and
- Revised implementation section that eliminates high level of detail in favor of annual implementation plans for greater flexibility in planning.

OPTIONS AVAILABLE

N/A

IMPLICATIONS AND SUGGESTIONS

The Regional Solid Waste Advisory Committee is now scheduled to review and discuss the draft plan on September 22nd. Any Council inquiries for SWAC can be discussed at their September meeting and reported back by the September 27th work session. Following SWAC and Council review of this plan, a public outreach and comment process is planned. The completed Interim Waste Reduction Plan is anticipated to be ready for final Council review in December.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. Are councilors comfortable with continued emphasis on the three Waste Reduction Initiatives and other new additions recommended for the updated waste reduction plan?
2. Are there specific questions or comments related to the Interim Waste Reduction Plan goals and objectives? (See attachment.)
3. Are there particular issues Council would like to get SWAC comment on in their consideration of the draft document?

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

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____
Chief Operating Officer Approval _____

Goals and Objectives for the Interim Waste Reduction Plan

Waste Reduction. *Goal: Increase the sustainable use of natural resources by achieving the recovery rate of 64 percent by 2009 as defined by state statute.*

Residential

- 1.0 Conduct annual outreach campaigns that focus on waste prevention, toxics reduction and/or increasing the quantity and quality of recycling setouts.
- 2.0 Identify and implement service provision changes and incentives to increase recycling.
- 3.0 Expand curbside service by adding new materials as markets and systems allow.
- 4.0 Increase efforts to improve the quantity and quality of residential curbside recycling setouts.
- 5.0 Identify and evaluate new collection technologies on a cooperative regionwide basis for implementation.
- 6.0 Promote and educate residents about home composting and appropriate on-site management of yard debris and food waste.
- 7.0 Develop residential organics collection programs once stable regional processing capacity is in place and if financially feasible.

Multi-Family

- 1.0 Implement a consistent program suited to the needs of multi-family housing.
- 2.0 Provide regional education and outreach targeting multi-family housing.
- 3.0 Identify and evaluate new collection technologies for implementation on a cooperative regionwide basis.

Business

- 1.0 Provide businesses with annual outreach, education and technical assistance programs focused on waste reduction and sustainable practices.
- 2.0 Develop information and resource materials that demonstrate the benefits of waste reduction and sustainable practices to support the assistance program.
- 3.0 Conduct annual regional outreach campaigns to increase participation in the business assistance program and to promote recycling opportunities and sustainable business practices.
- 4.0 Implement waste reduction and sustainable practices at government facilities.
- 5.0 Identify opportunities for increasing recovery including service provision options and incentives for recycling.
- 6.0 Periodically review end-markets to assess cost-effectiveness, material quality and capacity.
- 7.0 Identify and evaluate recycling regulations to increase recovery in the business sector.

Construction and Demolition

- 1.0 Develop a regionwide system to ensure that recoverable construction and demolition debris is salvaged for reuse or recycled.
- 2.0 Provide the construction industry with annual outreach, education and technical assistance programs that demonstrate the benefits of green building including building material reuse and recycling.
- 3.0 Support the development of and access to viable end-product markets for construction and demolition materials.
- 4.0 Include sustainable practices and products in the development, construction, renovation and operation of government buildings, facilities and lands.

Commercial Organics

- 1.0 Provide focused outreach and education programs for targeted businesses to support and increase organic waste prevention, donation and diversion practices.
- 2.0 Enhance access to organics recovery services throughout the region.
- 3.0 Periodically review the viability of end-product markets and assist with market development efforts.
- 4.0 Work to ensure that compost products are specified for use in government projects.
- 5.0 Implement organic waste recovery programs at government facilities where feasible.

Education Services. *Goal: Increase the adoption of sustainable behaviors by households and businesses through increased knowledge, motivation and commitment.*

Information Services

- 1.0 Provide a regional information clearinghouse and referral service.
- 2.0 Develop and provide information services for residents and businesses that are targeted to specific waste streams, materials or generators.

School Education

- 1.0 Develop and provide education programs that help teachers incorporate resource conservation concepts, including waste prevention, into their teaching.
- 2.0 Work with schools and teachers to increase support for regional solid waste programs and create opportunities for partnerships.
- 3.0 Develop and provide programs at the elementary level that establish fundamental concepts of resource conservation and environmental awareness through an active learning experience.
- 4.0 Develop and provide programs at the secondary level (middle schools and high schools) that will extend concepts established at the elementary level and prepare students for making responsible environmental choices in everyday adult life.

Toxicity Reduction. *Goal: Reduce the use and improper disposal of products generating hazardous waste in order to protect the environment and human health.*

Hazardous Waste Reduction

- 1.0 Provide hazardous waste education programs that are geared toward behavior change.
- 2.0 Provide hazardous waste reduction messages and information to all customers bringing waste into household hazardous waste collection sites.
- 3.0 Coordinate hazardous waste education efforts with related efforts conducted by government agencies and community groups in the region and other areas.
- 4.0 Provide programs that focus on those products whose toxic and hazardous characteristics pose the greatest risks to human health and the environment, or which are very costly to properly dispose or recycle.
- 5.0 Research and develop measurement tools for generation, impacts and reduction of hazardous waste when this can be accomplished at a reasonable cost.

Hazardous Waste Collection

- 1.0 Maximize the efficiency of public collection operations and continually search for the most cost-effective methods.
- 2.0 Manage collected waste in accordance with the hazardous waste hierarchy: reduce, reuse, recycle, energy recovery, treatment, incineration, landfill.
- 3.0 Operate collection services with a high priority placed on worker health and safety.
- 4.0 Coordinate collection programs with waste reduction and product stewardship efforts.
- 5.0 Utilize solid waste facilities efficiently and effectively for the delivery of collection services.
- 6.0 Offer a Conditionally Exempt Generator (CEG) program to manage waste from small businesses.
- 7.0 Conduct waste screening programs at solid waste facilities to minimize the amount of hazardous waste disposed with solid waste.
- 8.0 Implement bans on disposal of specific hazardous products as needed to address public health and environmental concerns.

Product Stewardship. *Goal: Shift the responsibility to manufacturers, distributors and retailers for ensuring products are designed to be nontoxic and recyclable, and incorporate the cost of managing their end-of-life in their price.*

- 1.0 Identify priorities for product stewardship activities by evaluating products based on the significance of environmental impact (i.e. resource value, toxicity), current barriers to recycling and current financial burden on Metro and local governments to recover.
- 2.0 Implement, within the region, industry-wide product stewardship agreements or individual company stewardship programs.
- 3.0 Provide education to public and private sector consumers about product stewardship and their role in purchasing environmentally preferable products.
- 4.0 Work at the local, regional, state or national level to develop and implement policies, such as recycled-content requirements, deposits, disposal bans and advance recycling fees that encourage product stewardship programs.

Agenda Item Number 7.0

***METRO TOURISM OPPORTUNITY COMPETITIVENESS ACCOUNT (MTOCA) FUNDS/EXCISE TAX
LEGISLATION***

Metro Council Work Session
Tuesday, September 6, 2005
Metro Expo D 202-203

METRO COUNCIL

Work Session Worksheet

Presentation Date: 9-8-2005 Time: 4:00 Length: 15 minutes

Presentation Title: FOR THE PURPOSE OF SUBMITTING TO THE METRO COUNCIL A PROPOSAL TO FUND THE REPLACEMENT OF THE OREGON CONVENTION CENTER AUDIO VISUAL HEAD END ROOM EQUIPMENT WITH AN INVESTMENT OF \$636,208 FROM THE METRO TOURISM OPPORTUNITY AND COMPETITIVENESS ACCOUNT (MTOCA).

Department: Metropolitan Exposition-Recreation Commission

Presenters: Jeff Miller and Jeff Blosser

ISSUE & BACKGROUND

The Metro Council has approved a Policy and Guidelines for establishing a process and criteria for proposed investments from the Metro Tourism and Opportunity and Competitiveness Account. The MERC Budget Committee discussed the Goals and Strategies identified in the Policy and Guidelines and recommended to the MERC Commission investment in Goal #1 Targeted Capital Investments in the Oregon Convention Center's physical plant that yield demonstrable marketing advantages, Strategy B: OCC Operational Advantage. The Metropolitan Exposition-Recreation Commission adopted resolution 05-19 at the August 24, 2005 Commission meeting which supports the budget committee recommendation.

The Oregon Convention Center audio/visual head end room equipment, located in the original building, is failing. The head end room is the control center for the AV system including sound, video and recording capabilities and the controls to operate the system. Because the system is analog replacement parts are no longer available. Halls A, A1 and corresponding meeting rooms are totally inoperable and Hall B and B and C meeting rooms have only intermittent service. During 2003, a digital AV system costing \$1.1 million was installed in the new expansion. It was anticipated that the original AV equipment in the existing facility would be replaced during expansion. The project was not completed due to funding shortfalls. This proposal would extend that same system technology to the original structure and tie the entire system together for better overall service, labor reductions and quality sound in all areas of the facility.

OPTIONS AVAILABLE

IMPLICATIONS AND SUGGESTIONS

The Metro Council approve the expenditure of \$636,208 in MTOCA funding, previously budgeted as a transfer during the general budget process from MTOCA to the MERC Pooled Capital Fund, on the replacement of the Oregon Convention Center audio visual head end room, with the remaining funding of \$348,792 drawn from the MERC Pooled Capital Fund.

QUESTION(S) PRESENTED FOR CONSIDERATION

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION No

DRAFT IS ATTACHED Yes

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____
Chief Operating Officer Approval _____

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 05-3613 FOR THE PURPOSE OF APPROVING AN INVESTMENT BY THE METRO TOURISM OPPORTUNITY AND COMPETITIVENESS ACCOUNT (MTOCA) TO FUND THE REPLACEMENT OF THE AUDIO VISUAL HEAD END ROOM EQUIPMENT AT THE OREGON CONVENTION CENTER

Date: September 29, 2005

Prepared by: Jeff Blosser and Kathy Taylor

BACKGROUND

The Metro Council has approved a Policy and Guidelines for establishing a process and criteria for proposed investments from the Metro Tourism and Opportunity and Competitiveness Account. The MERC Budget Committee discussed the Goals and Strategies identified in the Policy and Guidelines and recommended to the MERC Commission investment in **Goal #1 Targeted Capital Investments in the Oregon Convention Center's physical plant that yield demonstrable marketing advantages, Strategy B: OCC Operational Advantage.** The Metropolitan Exposition-Recreation Commission adopted resolution 05-19 at the August 24, 2005 Commission meeting which supports the budget committee recommendation.

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ANALYSIS/INFORMATION

1. **Known Opposition** None
2. **Legal Antecedents** Resolution No. 04-3494A, the Metro Council directed the MERC Commission to submit proposals for funding the goals and strategies listed in the adopted MTOCA Policy And Guidelines, with priority given to those under Goal Number 1, which includes expending funds to obtain an operational advantage for the Oregon Convention Center; and
3. **Anticipated Effects** This proposal would extend that same system technology to the original structure and tie the entire system together for better overall service, labor reductions and quality sound in all areas of the facility.
4. **Budget impacts** See attached Metropolitan Exposition-Recreation Commission Staff Report.

RECOMMENDED ACTION

The Chief Operating Officer, in concurrence with the Council President recommends adoption of this resolution.

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO.05-3617, FOR THE PURPOSE OF AMENDING THE TRANSIT ORIENTED DEVELOPMENT (TOD) PROGRAM WORK PLAN TO ALLOW A PROCESS FOR CONSIDERATION OF UNSOLICITED DEVELOPMENT PROPOSALS FOR METRO TOD/CENTERS PROGRAM OWNED LAND.

Date: September 6, 2005

Prepared by: Andy Cotugno
Phil Whitmore

BACKGROUND

The TOD/Centers Implementation Program was authorized to acquire development opportunity sites in light rail station communities, frequent bus stops, along main streets, and in regional and town centers, in order to catalyze the market in these areas to respond more quickly to higher density, mixed use development as envisioned in the 2040 Growth Concept. The Metro Council has approved the use of the following joint development tools:

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5.4 UNSOLICITED PROPOSALS

Metro will accept unsolicited proposals on development sites owned by Metro's TOD/Centers Program. A prospective developer may offer in writing to develop a parcel indicating the proposed parcel, the development program, track record of the development team, timelines for development and financial consideration. Metro staff will evaluate the proposal according to project type criteria in Section 4.1.2, 4.1.3 and 4.1.4 as appropriate and prepare a written analysis and recommendation. Contact with Metro staff is permissible and should be encouraged with the limited objective of conveying to the prospective offer or an understanding of Metro's needs relative to the type of development contemplated. The proposal will then be advertised for a period of 3 weeks in a publication of general circulation. Any additional proposals for that specific development site will be evaluated and a recommendation forwarded to the Steering Committee for action to approve or disapprove. As soon as practical, the Chief Operating Officer will provide written notification to the Metro Council of the unsolicited proposal and the council

will have seven (7) days to notify the COO of a request to review the unsolicited proposal in executive session.

ANALYSIS/INFORMATION

1. Known Opposition

There is no known opposition.

2. Legal Antecedents

The Federal Transit Administration (FTA) approved a grant for Metro to start the TOD Program in 1998. Authority to use FTA funds for joint development are included in the Intermodal Surface Transportation Act of 1991 (ISTEA) and codified under 49 USC 5309, 49 USC 5307, 23 USC 133 (STP) and 23 USC 149 (CMAQ). According to these laws, TOD Program activities are defined as transportation projects provided there is (1) a physical or functional relationship to the transit project; and (2) an enhanced effectiveness of the existing transit system.

The TOD program was originally transferred from TriMet to Metro by Intergovernmental Agreement (IGA) executed by Resolution #96-2279 For the Purpose of Authorizing an Intergovernmental Agreement With Tri-Met to Assist in Establishing a Transit-Oriented Development and Implementation Program at Metro on May 16, 1996. The Metro Council authorized start-up activities on April 9, 1998, by Resolution No. 98-2619 For the Purpose of Authorizing Start-Up Activities For the Transit-Oriented Development (TOD) Implementation Program at Metro.

The Work Plan was amended to include provision for a site improvements category by Resolution 00-2906 For the Purpose of Amending the TOD Program Procedures to Facilitate TOD Projects Including the Round at Beaverton Central, adopted March 9, 2000, and amended to include additional light rail corridors, streetcar, frequent bus, urban centers and green buildings by Resolution No. 04-3479 For The Purpose Of Amending The Transit-Oriented Development (TOD) Program Work Plan To Expand The TOD Program Area And Initiate An Urban Centers Program, adopted July 15, 2004.

3. Anticipated Effects

The authorization for the TOD/Centers Implementation Program to accept unsolicited proposals for development opportunity sites owned by Metro TOD/Centers Program will allow the private sector to present Metro with innovative development proposals that leverage private financial resources and maximize return on public investment in joint development projects.

4. Budget Impacts

There are no budget impacts to the Metro General Fund as a result of the change in selection criteria. TOD/Centers projects do not use General Funds.

RECOMMENDED ACTION

It is recommended that the Metro Council approve the process for accepting unsolicited proposals in Exhibit A.

METRO COUNCIL

Work Session Worksheet

Presentation Date: 9-8-2005 Time: 3:45 Length: 15 minutes

Presentation Title: IN CONSIDERATION OF ORDINANCE NO. 05-1091, FOR THE PURPOSE OF AMENDING PROVISIONS OF METRO CODE CHAPTER 7.01 RELATING TO EXCISE TAX IMPOSED ON CERTAIN CONSUMER AND EXHIBITOR PAYMENTS AT THE METROPOLITAN EXPOSITION-RECREATION COMMISSION FACILITIES.

Department: Metropolitan Exposition- Recreation Commission

Presenters: Jeff Miller and Kathy Taylor

ISSUE & BACKGROUND

Metro does not presently collect excise tax on payments made by consumers and exhibitors at licensed events and retail businesses at facilities managed by the Metropolitan Exposition-Recreation Commission. Amending Metro code chapter 7.01 to include an exemption from excise tax on payments made by consumers and exhibitors to operators accurately reflects Metro's actual excise tax collection practices.

The proposed exemption does not affect the following revenue, all of which will continue to be subject to the excise tax of 7.5%:

- Facility rental charges (paid by event licensees) and all event-related charges (paid by both event licensees and by event participants, such as exhibitors), when such payments are made directly to MERC;
- Rent payments paid to MERC by the retail lessees (Kinko's, Appellation Oregon, Your Northwest, Pacific Coast Bank);
- Gross concessions and catering revenue collected by MERC's authorized concessionaire;
- Gross parking revenue collected by MERC's authorized parking lot management contractor;
- Commissions paid to MERC by private operators of miscellaneous services provided at the MERC facilities, including commissions paid by ATM operators, vending machine operators, and electrical contractor Hollywood Lights (at the Expo Center).

OPTIONS AVAILABLE

IMPLICATIONS AND SUGGESTIONS

This action codifies the actual practice of how Metro imposes an excise tax.

QUESTION(S) PRESENTED FOR CONSIDERATION

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION: Yes

DRAFT IS ATTACHED: Yes

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____

Chief Operating Officer Approval _____

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 05-1091, FOR THE PURPOSE OF AMENDING PROVISIONS OF METRO CODE CHAPTER 7.01 RELATING TO EXCISE TAX IMPOSED ON CERTAIN CONSUMER AND EXHIBITOR PAYMENTS AT THE METROPOLITAN EXPOSITION-RECREATION COMMISSION FACILITIES

Date: September 29, 2005

Prepared by: Jeff Miller and Kathy Taylor

BACKGROUND

Metro does not presently collect sales tax on payments made by consumers and exhibitors at licensed events and retail businesses at facilities managed by the Metropolitan Exposition-Recreation Commission. Amending Metro code chapter 7.01 to include an exemption from excise tax on payments made by consumers and exhibitors to operators accurately reflects Metro's actual excise tax collection practices.

The proposed exemption does not affect the following revenue, all of which will continue to be subject to the excise tax of 7.5%:

- Facility rental charges (paid by event licensees) and all event-related charges (paid by both event licensees and by event participants, such as exhibitors), when such payments are made directly to MERC;
- Rent payments paid to MERC by the retail lessees (Kinko's, Appellation Oregon, Your Northwest, Pacific Coast Bank);
- Gross concessions and catering revenue collected by MERC's authorized concessionaire;
- Gross parking revenue collected by MERC's authorized parking lot management contractor;
- Commissions paid to MERC by private operators of miscellaneous services provided at the MERC facilities, including commissions paid by ATM operators, vending machine operators, and electrical contractor Hollywood Lights (at the Expo Center).

See attachment for detailed analysis.

ANALYSIS/INFORMATION

1. **Known Opposition:** None known
2. **Legal Antecedents**

ORS 268.507 authorizes Metro, subject to the provisions of its charter, to impose by ordinance excise taxes on any person using the facilities, equipment, systems, functions, services or improvements owned, operated, franchised or provided by Metro.

Ordinance No. 90-333-A added Chapter 7.01, Excise Taxes, to the Metro Code. Section 7.01.020(a) of the Code imposed a tax on users of Metro facilities, including the facilities operated by the Metropolitan Exposition-Recreation Commission. However, Ordinance No. 90-333-A exempted the following users from the tax:

Users who are sublessees, subtenants, sublicensees, or other persons paying compensation for the use of Metro ERC Facilities including payments by users for concessions or catering services made to the Commission or its agents but not users who purchase admission tickets for events at Metro ERC Facilities that are available to members of the general public.

Ordinance No. 95-590 deleted the entire exemption quoted above.

3. **Anticipated Effects:** This action codifies the actual practice of how Metro imposes an excise tax.
4. **Budget Impacts:** Gross revenue collected by OCC's wireless internet provider would be exempt under this section. The 2004-05 excise tax generated from this revenue source was \$7,500, the estimate for 2005-06 is approximately \$7,800.

RECOMMENDED ACTION

Adopt ordinance 05-1091 amending Metro code chapter 7.01 relating to excise tax imposed on certain consumer and exhibitor payments at the Metropolitan Exposition-Recreation Commission facilities.

Remand From LCDC of the Industrial Lands Decision

Decision/Communications Schedule DRAFT 8/24/05

Date	Committee	Item(s)	Action	Staff Work Needed
August 17	MCCI	Meeting CANCELED		Gina will share schedule/project/PI aspects w/committee via email
September 6	Council WKS	Introduction- discussion of content remand and schedule	Intro., provide staff direction	Summary of remand work items, schedule - LN
September 6	--	<i>Draft column 9/20- Hillsboro Argus & Oregonian newspaper adv. 9/19- DLCD notice, CPO notice documents for internal review</i>	Prepare notice and informational article	Draft items, public affairs to circulate for internal review -SO
September 7	CREEC	Review remand	--	--
September 14	MPAC	Discuss schedule with coordinating committee	--	--
September 16	--	<i>Notice to DLCD and all CPOs near areas under consideration (all class II areas)- 45 days in advance of 1st public hearing,</i>	Mail notice	Fill out blue form, prepare notice to CPOs
September 16		<i>E-News to CPOs and interested persons list</i>	Send E-news in tandem with DLCD notice	Write send E-news; check mailing list for accuracy
September 19		<i>Newspaper column to Hillsboro Argus</i>		Write/submit article for Councilor McLain-SO, KK, GW
September 20		<i>Oregonian Ad to be published</i>		
September 20	--	<i>Hillsboro Argus column to be published</i>	NA	Pub. Aff. to f/u, press release SO, KK, GW
September 20	Council WKS	Discussion of remand work program elements- draft proposal	Ongoing direction	Draft staff report and proposed map- available at the meeting/LN
September 20	--	Chief Operating Officer releases recommendation	Public release	Press release-KK, SO, GW
September 21	MTAC	Introduction- discuss remand contents, COO recommendation	Introduction	Same as council packet-LN
September 26	--	<i>Final Draft property owner and workshop notice for 10/6</i>	Prepare notice	Final Draft notice, internal review- SO (Incorporate MPAC comments before final)
September 28	MPAC	Introduction of COO recommendation, review MTAC comments,	Briefing	LN
October 4	Council WKS	Review of comments on the draft proposal, review of workshop	Briefing	LN
October 5	MTAC	Action on COO recommendation	Briefing, discussion	LN
October 6	--	<i>Notice mailed to property owners, meets 20 day notice and provides notice of the workshop</i>	<i>Mail to property owners</i>	Secure property owner mailing list; Get mailing house bids, coordinate Printer/Mail piece-SO, Creative Services
October 17		<i>Hillsboro Argus Ad for workshop & hearing</i>	Submitted to paper for Oct.18 publication	SO, Creative Services

0906056-01

Remand From LCDC of the Industrial Lands Decision

Decision/Communications Schedule DRAFT 8/24/05

October 18	Council WKS			
October 20	Workshop	<i>Workshop in Hillsboro area</i>	Prepare info materials/maps; Set-up; staff	LN,SO,TO,CD, add other
October 26	MPAC	Action on COO recommendation	Action	LN
October 27	Council REG	1 st reading of ordinance	Read only	Ordinance draft/title- DB
November 10	Council REG	Public hearing, held in Hillsboro	Hearing and possible Council action	Maps and materials, Ordinance and staff report-LN
November 10	Council mtg	Council Action		
November 17	Council REG	Hold for possible further Council discussion/action IF NECESSARY	HOLD OVER-Action- adopt ordinance	
December 1	--	Submit all work to DLCD to satisfy the remand WKTASK # 0011673, adopt ordinance and findings	Send materials to DLCD by Nov. 28	Staff report, findings, documentation, LN

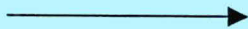
Region 2040 Update – Status/Next Steps

Metro Council Work Session

September 6, 2005

Phase I: Scoping (August to December 2005)

- Identify/confirm community values
- Frame discussion/develop communications strategy
- Engage stakeholders (Mayor/Chair Forum; business/industry, interest groups, other?)



Decision Point
Adopt Phase II Strategy
Jan/Feb 2006

Phase II: Strategy

- Commit to Outcomes:
 - Investment strategy
 - Improved UGB process
 - Metro viewed as place to solve regional problems
 - New leaders with regional perspective
- Agree on work program/budget (what must we do to achieve outcomes; what additional work do we want to do for other/related reasons?)
- Adopt communications/media strategy (targeted stakeholder and public involvement)
- Initiate legislative campaign
- Launch technical work – develop and evaluate scenarios; identify how stakeholders should be involved



Decision Point
Adopt Phase III Strategy
Dec 2006 – Dec 2007

Phase III: Achieve Outcomes

- Pursue legislative changes
- Align funding sources to focus development in centers, corridors
- Integrate Region 2040 update into Regional Transportation Plan
- Etc.

Event Brief

September 6, 2005

Regional Mayors' and Chairs' Forum: Where do we go from here?

September 16, 2005

Event Positioning

This event is being convened to serve as the kick-off scoping event for the new look at making great places in the region while, at the same time, demonstrating responsiveness to the relationship-building actions requested and recommended by the mayors at the May 2005 symposium.

The meeting will honor all legal requirements for public meetings yet be structured for maximum productive use of time by the elected partners. It will be a public meeting, participation by invitation only, yet open to observation by media and other interested parties.

Objectives

- Take the next step in reframing the relationship with regional elected-partners by identifying the forum as the first step in scoping the work of regional planning for population growth.
- Introduce the elected partners to a new and more productive way of looking at, and taking shared responsibility for, meeting the challenges of an accelerated, regional population growth rate.
- Communicate a call-to-action for a new look at regional choices that will result in a regional legislative agenda for the 2007 state legislature.
- End the day with validation from the elected-partners that the agenda met the test of "getting elected partners involved on the earliest end of policy development processes that will affect their communities."

Participants and primary audiences

Elected partners in the Metro region

Elected partners representing the region's neighbor cities

Observers, including special interest groups and media

Actions Desired

1. Elected partners in the Metro region adopt the new frame as their own.
2. Elected partners will give the Metro Council their informed consent for proceeding with the new look process as it is being designed.
3. Elected partners will be prepared to welcome Metro Councilors to communicate to their local elected colleagues at city council and county commission meetings throughout the region during the fall season, 2005.

Central Themes

The planning and preparation for accelerated population growth for the region must have broad ownership among all the elected partners if the region is to successfully compete and sustain itself in a global economy.

The Metro Council serves as the convening and facilitating authority for meeting the requirements of state law. If elected-partners in the region seek changes to Oregon law we are most effective by working together to represent the distinguishing needs and characteristics of Oregon's center of populations and global commerce.

Frame

- The Metro Council is in business to help elected-partners protect and preserve community and generate investments in their cities.
- Population growth is an opportunity that can be harnessed; we must work together if we are to capitalize on this growth; we can do it if we are prepared and execute well.
- The rate of population growth is faster than expected because we are doing things right in this region.

Sub themes – Quality of life, livability everywhere: More people are coming and more people are staying because this is a great place to live, work and play in all 25 cities in the region.

- We don't have enough of the right tools to capitalize on the growth that's coming our way. The tools need to be more flexible and fair. community intentionally and we all need to work together to modify our current tools or create new ones if we are to succeed in implementing our shared vision.

Sub themes – Home town choices, small town feel, big city right next door: Unique and identifiable neighborhoods offer a sense of place and belonging; the Metro Council wants every city to have the same opportunity to share in regional wealth.

METRO COUNCIL

Work Session Worksheet

Presentation Date: September 6, 2005 Time:

Length: 20 minutes

Presentation Title: TOD Work Plan Amendments to allow for unsolicited proposals

Department: Planning

Presenters: Phil Whitmore

ISSUE & BACKGROUND

The TOD/Centers Implementation Program was authorized to acquire development opportunity sites in light rail station communities, frequent bus stops, along main streets, and in regional and town centers, in order to catalyze the market in these areas to respond more quickly to higher density, mixed use development as envisioned in the 2040 Growth Concept. The Metro Council has approved the use of the following joint development tools:

- Land acquisition and sale,
- RFP for development opportunity sites owned by Metro,
- Development Agreements and acquisitions of TOD Easements in private development projects,
- Public-private Co-use of transit station structures, site improvements or land,
- Air or subterranean rights on Metro owned land;
- Loan Program or Limited Partner;

Unsolicited proposals are another joint development tool used by public agencies to allow the private sector to respond to development opportunity sites owned by the public the ability to accept unsolicited proposals will allow private sector firms to submit innovative, creative and proprietary proposals to Metro that can be tailored to meet Metro's needs and requirements for TOD/Centers projects. The private sector has the ability to respond more quickly to market changes and investor timelines, and may be more creative and less risk-averse than public agencies. This joint development tool will allow the TOD/Centers program to develop Metro-owned sites more quickly and with a creative and willing private partner.

OPTIONS AVAILABLE

It is recommended that the following language be added to the TOD Work Plan to allow the TOD/Centers Program to use this joint development tool:

5.4 UNSOLICITED PROPOSALS

Metro will accept unsolicited proposals on development sites owned by Metro's TOD/Centers Program. A prospective developer may offer in writing to develop a parcel indicating the proposed parcel, the development program, track record of the development team, timelines for development and financial consideration. Metro staff will evaluate the proposal according to project type criteria in Section 4.1.2, 4.1.3 and 4.1.4 as appropriate and, if deemed acceptable, prepare a written analysis and recommendation. Contact with Metro staff is permissible and should be encouraged with the limited objective of conveying to the prospective offeror an understanding of Metro's needs relative to the type of development contemplated. If staff makes a recommendation to accept the proposal, it will then be advertised for a period of 2 weeks in a publication of general circulation. Any additional proposals for that specific development site will be evaluated and a recommendation forwarded to the Steering Committee for action to approve

the most beneficial acceptable proposal. As soon as practical, upon the approval of a proposal by the TOD Steering Committee, the Chief Operating Officer will provide written notification to the Metro Council and the council will have seven (7) days to notify the COO of a request to review the unsolicited proposal in executive session. Metro may execute an Exclusive Negotiating Agreement with the developer for up to 120 days to determine if agreement can be reached by both parties to develop the site. Within the end of the 120 day period, the parties may enter into a Development Agreement if consistent with the granted approval.

IMPLICATIONS AND SUGGESTIONS

The authorization for the TOD/Centers Implementation Program to accept unsolicited proposals for development opportunity sites owned by Metro TOD/Centers Program will allow the private sector to present Metro with innovative development proposals that leverage private financial resources and maximize return on public investment in joint development projects.

There are no budget impacts to the Metro General Fund as a result of the change in selection criteria. TOD/Centers projects do not use General Funds.

QUESTION(S) PRESENTED FOR CONSIDERATION

Can the TOD/Centers Program use the proposed unsolicited proposals process as a tool to encourage development on Metro TOD/Centers owned land?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION XYes ___No
DRAFT IS ATTACHED ___XYes ___No

SCHEDULE FOR WORK SESSION

Department Director/Head Approval _____

Chief Operating Officer Approval _____

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO.05-3617, FOR THE PURPOSE OF AMENDING THE TRANSIT ORIENTED DEVELOPMENT (TOD) PROGRAM WORK PLAN TO ALLOW A PROCESS FOR CONSIDERATION OF UNSOLICITED DEVELOPMENT PROPOSALS FOR METRO TOD/CENTERS PROGRAM OWNED LAND.

Date: September 6, 2005

Prepared by: Andy Cotugno
Phil Whitmore

BACKGROUND

The TOD/Centers Implementation Program was authorized to acquire development opportunity sites in light rail station communities, frequent bus stops, along main streets, and in regional and town centers, in order to catalyze the market in these areas to respond more quickly to higher density, mixed use development as envisioned in the 2040 Growth Concept. The Metro Council has approved the use of the following joint development tools:

- Land acquisition and sale,
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It is recommended that the following language be added to the TOD Work Plan to allow the TOD/Centers Program to use this joint development tool:

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ANALYSIS/INFORMATION

1. Known Opposition

There is no known opposition.

2. Legal Antecedents

The Federal Transit Administration (FTA) approved a grant for Metro to start the TOD Program in 1998. Authority to use FTA funds for joint development are included in the Intermodal Surface Transportation Act of 1991 (ISTEA) and codified under 49 USC 5309, 49 USC 5307, 23 USC 133 (STP) and 23 USC 149 (CMAQ). According to these laws, TOD Program activities are defined as transportation projects provided there is (1) a physical or functional relationship to the transit project; and (2) an enhanced effectiveness of the existing transit system.

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The Work Plan was amended to include provision for a site improvements category by Resolution 00-2906 For the Purpose of Amending the TOD Program Procedures to Facilitate TOD Projects Including the Round at Beaverton Central, adopted March 9, 2000, and amended to include additional light rail corridors, streetcar, frequent bus, urban centers and green buildings by Resolution No. 04-3479 For The Purpose Of Amending The Transit-Oriented Development (TOD) Program Work Plan To Expand The TOD Program Area And Initiate An Urban Centers Program, adopted July 15, 2004.

3. Anticipated Effects

The authorization for the TOD/Centers Implementation Program to accept unsolicited proposals for development opportunity sites owned by Metro TOD/Centers Program will allow the private sector to present Metro with innovative development proposals that leverage private financial resources and maximize return on public investment in joint development projects.

4. Budget Impacts

There are no budget impacts to the Metro General Fund as a result of the change in selection criteria. TOD/Centers projects do not use General Funds.

RECOMMENDED ACTION

It is recommended that the Metro Council approve the process for accepting unsolicited proposals in Exhibit A.

**Interim Waste Reduction Plan
Regional Solid Waste Management Plan Update Project
Draft Outline**

Front Material

- Cover letter
- Acknowledgements
- Table of Contents
- Executive Summary

I. Introduction

- A. Plan Purpose
- B. Plan Participants
- C. Planning Process
- D. Plan Organization

II. The Regional Solid Waste System

- A. Key Solid Waste Legislation
- B. Government Roles
- C. Current Waste Reduction Programs
- D. Waste Stream Characteristics

III. Future Direction for Waste Reduction

- A. Vision
- B. Values
- C. Waste Reduction Policies

IV. Regional Program Focus Areas

- A. Waste Reduction
- B. Education Services
- C. Toxicity Reduction
- D. Product Stewardship

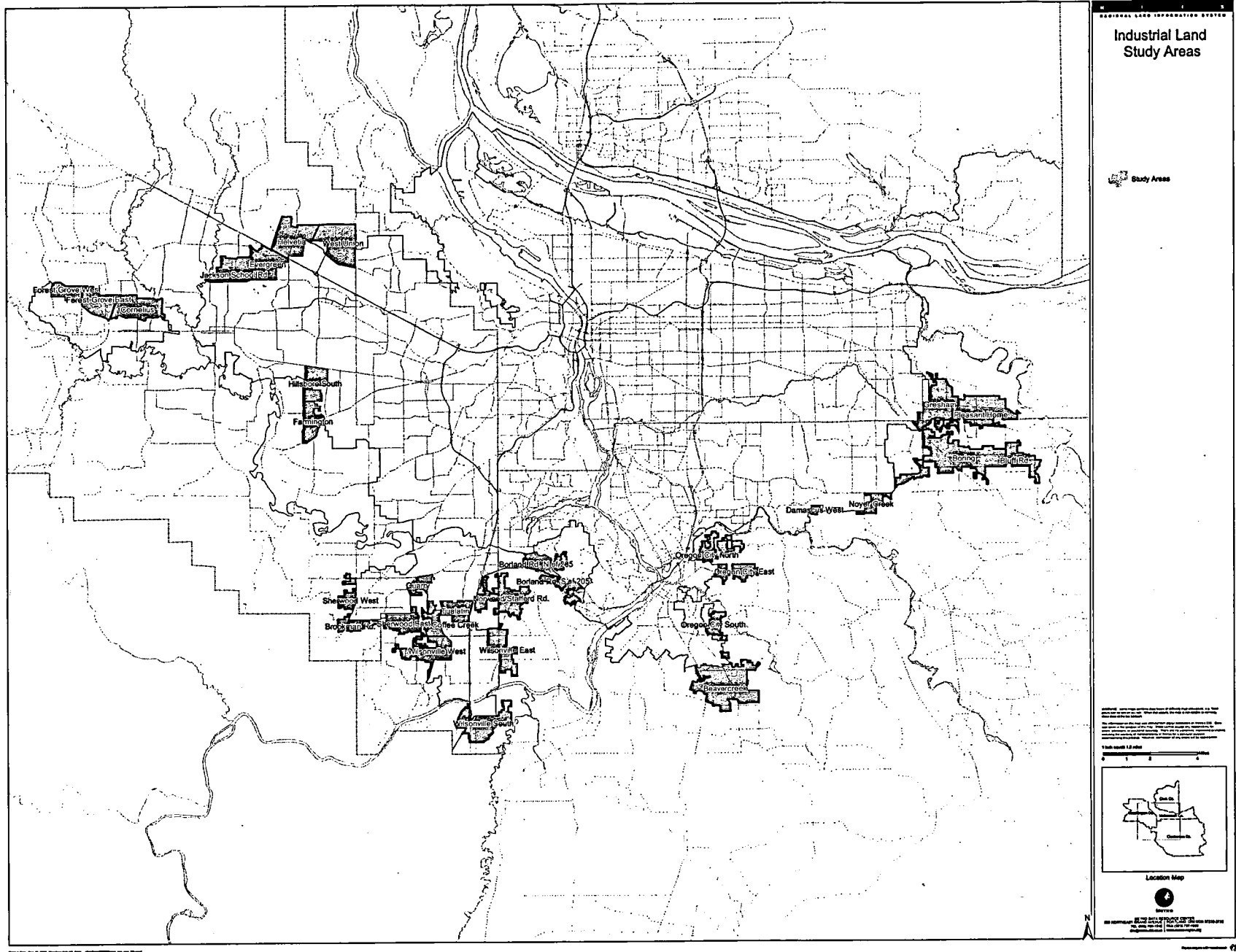
V. Plan Implementation

- A. Plan Implementation
- B. Future Plan Revisions

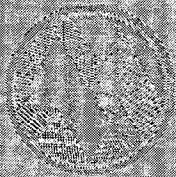
To Council

09605c-04

From: Lydia Nell, Planner



To Council
From:
Service
Area
Planning



25 Great Cities

A New Look at Regional Choices

Brand concept development

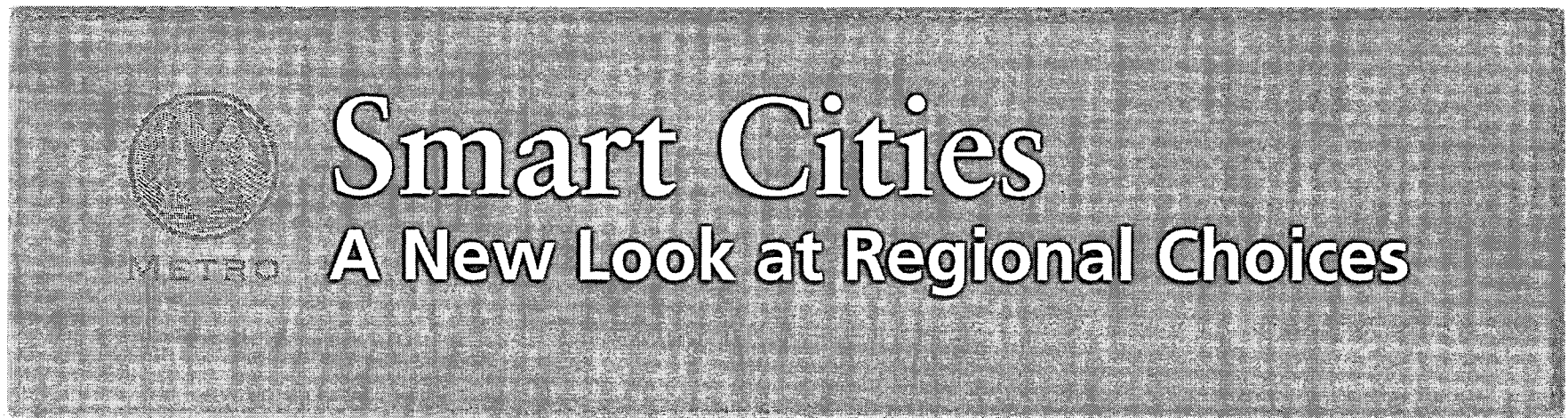
Puts cities first.

Defines region as "25 great cities" – the desired outcome of the regional plan.

"New Look" serves as an abbreviated title for the effort and verbal link to specific issue areas.

Excludes neighbor cities.

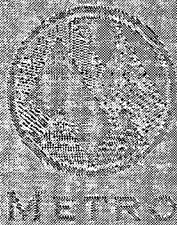
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Brand concept development

Plays off of "Smart Growth" but shifts frame.

The focus is on desired outcome instead of the problem.



Getting Centered

A New Look at Regional Choices

Brand concept development

Builds off of the "Get Centered!" campaign.

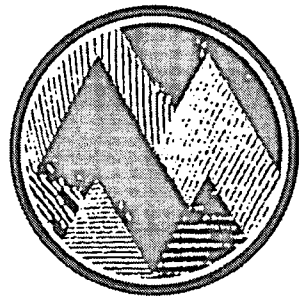
Speaks to strategy rather than desired outcome.

Captures the idea that this effort is about upgrading tools and tactics rather than revising the region's long-range plan. (The proposed changes are all focused on removing barriers and creating incentives to encourage the development of centers.) Supports story line about alignment of tools to values, making sure we are on the right trajectory to hit the target.



Building Vibrant

Downtowns + Main Streets



METRO

New Look @
Business Opportunities

New Look @
Land Use Rules

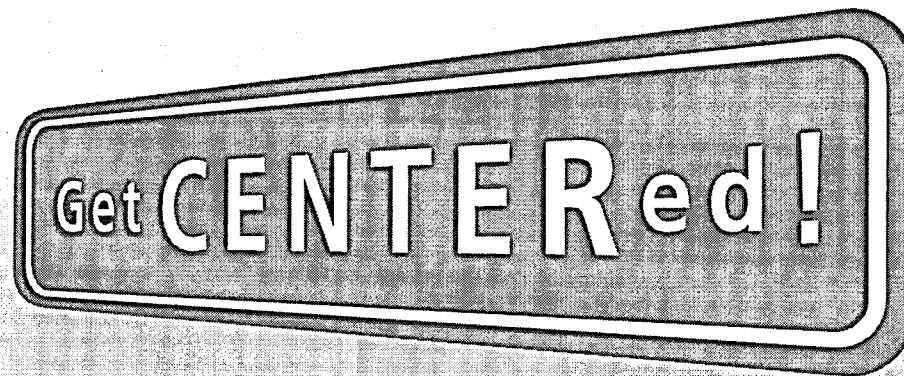
New Look @
Housing Choices

New Look @
Transportation

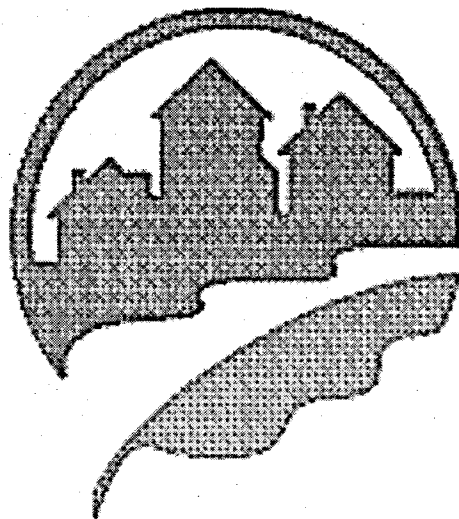
New Look @
Public Investments

Brand concept development

"New Look" serves as an abbreviated title for the effort and verbal link to specific issue areas.



Building Vibrant
Downtowns + Main Streets



Nature in
Neighborhoods

A New Look at Regional Choices



Positioning statement

Metro collaborates with the people, businesses and governments in the region to keep our neighborhoods and cities great places to live, work and play. It's Metro's job to look out for everybody's future, not just one city to the exclusion of another. Metro Councilors represent all 1.3 million citizens.

The population is growing at a faster rate than expected because we are doing things right. The region's home town choices, small town feel and unique and identifiable neighborhoods offer a sense of place and belonging. We want to stay true to these values as we face new challenges: preparing the region to compete in a global economy, protecting nature in neighborhoods, and making strategic public investments to support the long term viability of our industries.

Working together, we can create a prosperous future for our children and the generations to follow.

DRAFT

Key messages

We must join together to invest in our community assets and build a foundation for fair, responsible development.

An efficient regional approach can increase the effectiveness of city and county programs and make the most of limited resources.

Metro is committed to supporting nature in neighborhoods and protecting the fair market value of private property.

Working together, we can provide housing and transportation choices for people of all ages, abilities and income levels.

We must join together to have a stronger voice in the legislature.

Metro is committed to keeping nature in our neighborhoods

(Further work needs to be done to define messages by key audiences)

Key phrases and value-based words

Responsible, well-planned development

Choices

Neighborhoods

Fairness

Responsibility

Opportunity

Trust

Community



Brand concept development

Puts cities first.

Defines region as "Neighbor Cities"

"New Look" serves as an abbreviated title for the effort and verbal link to specific issue areas.

Connects to the "Nature in Neighborhoods" conservation program. Sets up story line built off of friendly connotations of the word "neighbors." (Cities of neighborhoods/Neighborhood of cities metaphor, implicit frame)