

A G E N D A

600 NORTHEAST GRAND AVENUE | PORTLAND, OREGON 97232 2736
TEL 503 797 1542 | FAX 503 797 1793



METRO

Agenda

MEETING: METRO COUNCIL WORK SESSION MEETING
DATE: September 21, 2005
DAY: Wednesday
TIME: 2:00 PM
PLACE: Rm 370

CALL TO ORDER AND ROLL CALL

1. **DEBRIEF OF MAYOR'S/CHAIR FORUM**
2. **COMMUNICATION STRATEGY**
 - Framing Exercise
3. **POLICY CHOICE DISCUSSION**

ADJOURN

-- DRAFT --

Where Do We Grow From Here? A New Look At Regional Choices

Forum With Mayors and Chairs

9/16/05

Adam Davis Summary:

What people value:

- participation in family
- career/job opportunities
- religion/spirituality
- environment (not necessarily ecological; more associated with community)
- solitude/privacy
- community
- thrift
- diversity

Public awareness:

- low awareness/knowledge
- less reliance on newspapers (except local papers); more internet; more electronic media

Conclusions:

- public in a sour mood
- no one local problem predominates
- support for planning, but discuss benefits of planning
- public opinion climate similar across region
- it's about both the economy and environment.
- it is about local
- family, quality of life are important
- public looking for leadership
- don't be "politicians"
- engage neighborhood leaders, small business, faith-based organizations.
- big businesses and environmental organizations carry baggage (although Adam is seeing some changes in perception of environmental organizations).
- "old" public involvement doesn't work—just brings in the extremists/special interests
- Instead:
 - Embrace public opinion research and stakeholder focus groups as public involvement
 - Go to places of employment and faith-based organizations
 - Use the internet
 - Neighborhood level publications

Comments From Break-Out Sessions

1. **What alternative strategies are available to nurture, preserve and protect communities in the face of growing population within the UGB?**
 - Balance need to create/maintain unique community identity with regional needs.
 - Metro should provide overall goal/guidance but communities should have flexibility to implement in ways that work at local level.
 - View growth issues holistically.
 - School districts should be included early in process because (1) we need to accommodate new schools as we grow and (2) schools are closely linked with community identity. Schools should be considered essential services.
 - Consider the costs and benefits of annexation.
 - Community connectivity/gathering places are important. Provide family-friendly – small neighborhood scale – development.
 - Central issue in developing centers is who pays - there needs to be a mutual vision.
 - Infill opportunities are limited. Can greenfields develop?
 - Are fiscal issues going to force change?
 - Incent housing to be near jobs.
 - Strategy to “get” jobs in CEDS (Comprehensive Economic Development Strategies).
 - Counties to use/share the capacity building that cities can’t do on their own.
 - Rethink assumptions on transportation investments; can’t afford it.
 - Jobs/housing balance isn’t doable.
 - Focus on town centers as well as centers.

2. **How do we nurture and maintain great communities at the UGB edge? What should they look like? How does this affect our neighbors and their goals?**
 - Empower the community so we can respond to what citizens’ want. Neighborhoods can be vehicles of change.
 - More emphasis on planning and vision for the community. Work together to ensure all communities can grow in a positive way.
 - Focus on nurturing local businesses because this allows more money to come back into the community.
 - Initiate ongoing conversation with citizens and partners to build and maintain relationships.
 - Encourage development of communities that reflect surrounding neighborhoods (don’t develop “urban crust” at fringe) fringe should reflect character of neighboring communities.
 - Don’t move density from core to fringe.
 - Address conflicts between urban and agricultural needs.
 - Design cities and the transportation system needed to support them rather than continually reacting to congestion.

- Sunrise Corridor is going through agricultural land rather than serving communities.
- Use the transportation system to stimulate and encourage growth where you want it.
- People want change but don't want to lose core values and historical identity.
- Do sub-regional analysis.
- Agree, in advance of changing the zoning, who will provide services.
- Engage edge communities early but start it at local official level.
- Need resources to master plan new areas.
- Examine criteria outlining "conditions" under which new areas are added to UGB.
- Be aware of the public resistance to density.
- Need to plan parks, open space up front.
- Counties should be the lead in engaging with their communities on these types of issues.
- Need money for planning and infrastructure. Capture the value created by change in UGB/Zoning.

3. **How do we develop a more predictable urban growth boundary process?**

- Pursue subregional analysis.
- Pursue urban reserves.
- Initiate early discussion with neighbor cities/affected communities.
- Ask the right questions: how should we protect farming, not just farmland.
- Identify values we are trying to achieve.
- Engage partners from the very beginning and make process more understandable.
- Use land inside the UGB more wisely.
- Balance agricultural and urban uses. Resolve question about agricultural uses within urban areas.

4. **How do we engage our stakeholders/partners in this process?**

- Need better communication techniques to obtain accurate citizen opinions. Old ways of communicating do not work and are too expensive without much to show for it.
- Public needs to understand what is being asked.
- We need to understand what we are getting from the public. Getting opinions of uniformed is different from getting opinions of informed.
- Engage communities sooner in the process.
- Engage beyond Metro boundary
- Forums like this are a good start; convene them regularly. It provided a chance for real input.
- Metro should provide annual training of new elected officials.
- MPAC should have more elected officials and fewer agency officials.
- Crisis brings out people; not non-crisis.

- Engage different groups, not just the usual suspects (e.g., farmers markets, hot rod transportation events).
- Break down silos (e.g., Seventh Day Adventist; Portland Business Alliance, city/neighborhood events and gatherings, high tech summit).
- Key is to build relationships. Metro to attend local meetings. Locals to attend Metro meetings.
- Build on local visioning processes (don't recreate the wheel).
- Recognize time and talents of citizens.
- We can't continue the existing government/citizen relationship. Engage citizens for more than just advice. We need to re-negotiate the social contract and involve citizens in sharing responsibility for implementation and to rebuild civic responsibility. Ask citizens to solve problems, not just complain about them.
- Start with common understanding of our shared values.
- Neighborhood leadership changes. Training is needed when this occurs.
- Engage legislators and school districts.
- Engage outer cities and counties in growth discussions beyond Metro boundary.
- Revisit representation of JPACT and MPAC.
- Don't be afraid to use public opinion research to capture pulse. (More focus groups sampling)—This gets to wider audience including new entrants, disadvantaged groups.
- Use power companies/utilities to survey public.
- Should we pursue boundary changes for ODOT?
- Figure out a way to get new entrants, more citizens

A New Look at Regional Choices

Updating the metro region's long-range plan

Scoping

Now to December 2005

- Validate community values
- Engage stakeholders elected officials and business leaders
- Frame discussion
- Refine issues we need to resolve/draft work program

September 2005

Decision

January 2006

Adopt work program and communication strategy

Research and development

February to December 2006

- Conduct research
- Develop and evaluate scenarios
- Conduct targeted public involvement
- Develop implementation strategy

Objectives

- Tie effort to new implementation tools such as incentives and investments
- Link effort to transportation investments
- Adopt improved Urban Growth Boundary process
- Establish stronger links to neighbor cities in Clark County and the Willamette Valley

Decision

December 2006

Adopt an implementation plan

Implementation

January 2007

- Pursue legislative strategy
- Prepare Urban Growth Report
- Target investments to reach desired outcomes (economic development, transportation)

Decision

January 2008

Adopt and implement improved urban growth boundary process



METRO
PEOPLE PLACES
OPEN SPACES

09/21/05-02