

A G E N D A

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METRO

Agenda

MEETING: METRO COUNCIL REGULAR MEETING
DATE: January 19, 2006
DAY: Thursday
TIME: 2:00 PM
PLACE: Metro Council Chamber

CALL TO ORDER AND ROLL CALL

1. INTRODUCTIONS

2. CITIZEN COMMUNICATIONS

3. EXPANSION AREA PLANNING COMMITTEE REPORT Wagner

4. CONSENT AGENDA

4.1 Consideration of Minutes for the January 12, 2006 Metro Council Regular Meeting.

5. ORDINANCES – FIRST READING

5.1 **Ordinance No. 06-1109**, For the Purpose of Amending Metro Code, Title X, Metro Regional Parks and Greenspaces, to Adjust Park Use and Rental Fees.

5.2 **Ordinance No. 06-1111**, For the Purpose of Amending the FY 2005-06 Budget and Appropriations Schedule to Support the New Look Work Program, Transferring \$53,000 From Contingency to Personal Services in the Planning Department of the General Fund; Adding One Full-Time Senior Planner; Converting a Limited Duration Position to Regular Status; and Declaring an Emergency.

6. ORDINANCES - SECOND READING

6.1 **Ordinance No. 06-1100**, For the Purpose of Amending the FY 2005-06 Budget and Appropriations Schedule For the Purpose of Recognizing New Planning Grants and Associated Expenditures in the General Fund, Adding 4.0 FTE in the Planning Department and Declaring an Emergency. Liberty

7. RESOLUTIONS

7.1 **Resolution No. 06-3656**, For the Purpose of Approving Portland Regional Federal Transportation Priorities For Federal Fiscal Year 2007 Appropriations. Burkholder

7.2 **Resolution No. 06-3657**, Authorizing the Release of Request For Proposals No. 06-1170-SWR For Advertising Services For Residential Recycling Campaign. Liberty

8. CHIEF OPERATING OFFICER COMMUNICATION

9. COUNCILOR COMMUNICATION

ADJOURN

Television schedule for Jan. 19, 2006 Metro Council meeting

<p>Clackamas, Multnomah and Washington counties, and Vancouver, Wash. Channel 11 -- Community Access Network www.yourtv.org -- (503) 629-8534 2 p.m. Thursday, Jan. 19 (live)</p>	<p>Portland Channel 30 (CityNet 30) -- Portland Community Media www.pcmv.org -- (503) 288-1515 8:30 p.m. Sunday, Jan. 22 2 p.m. Monday, Jan. 23</p>
<p>Gresham Channel 30 -- MCTV www.mctv.org -- (503) 491-7636 2 p.m. Monday, Jan. 23</p>	<p>Washington County Channel 30 -- TVC-TV www.tvctv.org -- (503) 629-8534 11 p.m. Saturday, Jan. 21 11 p.m. Sunday, Jan. 22 6 a.m. Tuesday, Jan. 24 4 p.m. Wednesday, Jan. 25</p>
<p>Oregon City, Gladstone Channel 28 -- Willamette Falls Television www.wftvaccess.com -- (503) 650-0275 Call or visit website for program times.</p>	<p>West Linn Channel 30 -- Willamette Falls Television www.wftvaccess.com -- (503) 650-0275 Call or visit website for program times.</p>

PLEASE NOTE: Show times are tentative and in some cases the entire meeting may not be shown due to length. Call or check your community access station web site to confirm program times.

Agenda items may not be considered in the exact order. For questions about the agenda, call Clerk of the Council, Chris Billington, (503) 797-1542. Public hearings are held on all ordinances second read and on resolutions upon request of the public. Documents for the record must be submitted to the Clerk of the Council to be considered included in the decision record. Documents can be submitted by e-mail, fax or mail or in person to the Clerk of the Council. For additional information about testifying before the Metro Council please go to the Metro website www.metro-region.org and click on public comment opportunities. For assistance per the American Disabilities Act (ADA), dial TDD 797-1804 or 797-1540 (Council Office).

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING METRO)	ORDINANCE NO. 06-1109
CODE TITLE X, METRO REGIONAL PARKS)	
AND GREENSPACES, METRO CODE)	Introduced by Chief Operating Officer
CHAPTER 10.02 REGIONAL PARK FEES,)	Michael J. Jordan, with the concurrence of
SECTION 10.02.020, TO ADJUST PARK USE)	Council President David Bragdon
AND RENTAL FEES)	

WHEREAS, the Metro Regional Parks and Greenspaces Department conducts their annual survey of park, marine and event facilities in the Portland metropolitan region;

WHEREAS, the Metro Regional Parks and Greenspaces Department is recommending rate increases and rate reductions and times operations of the park, marine and event facilities;

WHEREAS, the Metro Regional Parks and Greenspaces Department is recommending to adjust the ending time of the Blue Lake Park Lake House events from 12:00 midnight to 11:00 p.m.;

WHEREAS, Metro’s regional park fees were increased in 2003 via Ordinance No. 03-1008 (For the Purpose of Amending Metro Code Title X, Metro Regional Parks and Greenspaces, to Increase Park Fees), adopted on June 5, 2003; and

WHEREAS, Metro Code Section 2.01.070, user fees for Regional Parks and Greenspaces facilities were established by Metro Council ordinance and may only be amended by Metro Council ordinance; now therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

Effective April 1, 2006, Metro Code Chapter 10.02 Regional Park Fees, Section 10.020 Park Fees, shall be amended to read as follows:

“10.02.020 Park Fees

The following fees shall be charged and collected by Metro for and prior to the following park uses and activities:

(a) Reservation fees for shelters and reservable picnic areas at Blue Lake Park shall be set forth in Appendix "A" to Chapter 10.02. However, reservation fees for weekday events (except holidays) shall be reduced by 20 percent. Off-season reservation fees (November 1 through May 14) shall be reduced by 50 percent.

(b) Fees for alcohol permits at Blue Lake Park shall be \$225.00 for all areas as follows:

~~————— (1) ——— \$225.00 for areas with capacity of 51 or more.~~

~~————— (2) ——— \$125.00 for areas with a capacity of 50 or less.~~

(c) Overnight camping fees at Oxbow Park shall be \$15.00 per site per night. Permit must be displayed. The fee for each additional vehicle shall be \$4.00 per night. Each vehicle must pay entry fee on initial day of entry.

(d) Entry fees at Blue Lake Park and Oxbow Park shall be \$4.00 per motorized vehicle on all days and \$7.00 per bus on all days.

(e) Boat launching and/or parking fees at the M. James Gleason Boat Ramp shall be ~~\$5.00~~~~\$4.00~~ and fees at the Chinook Landing Marine Park shall be \$5.00 per motorized vehicle on all days.

(f) Fees for special events shall be set by the Director of the Regional Parks and Greenspaces Department.

(g) Fees for nightly use of overnight group camps at Oxbow Park by nonprofit and youth organizations shall be as follows:

(1) \$25.00 minimum for the first 10 people for Group Camps #2-~~and #3~~ and then ~~\$2.50~~~~\$2.00~~ per person up to a ~~\$87.50~~~~\$70.00~~ maximum (this does not include the vehicle entry fee). 35 people per night maximum per site.

(2) \$50.00 minimum for the first 20 people for Group Camp #1 and then ~~\$2.50~~~~\$2.00~~ per person up to a ~~\$325.00~~~~\$300.00~~ maximum (this does not include the vehicle entry fee). 150 people maximum per night.

(3) A reservation fee of \$10.00 will be charged to all groups.

(h) Picnic area reservation fees at Oxbow Park shall be as follows (does not include vehicle entry fees):

Area A - \$280.00

Area B - \$170.00

Area C - \$215.00

Area D - \$260.00

However, reservation fees for weekday events (except holidays) shall be reduced by 20 percent. Off-season reservation fees (November 1 through May 14) shall be reduced by 50 percent.

(i) The fee for annual passes in lieu of daily entrance fees, launching and/or parking fees at Blue Lake Park, Oxbow Park, Chinook Landing, and M. James Gleason Boat Ramp shall be as follows:

(1) Regular: \$40.00 per year (January 1 through December 31)

(2) Seniors: \$30.00 per year (January 1 through December 31)

(3) Low-Income/Disabled: \$10.00 per year (January 1 through December 31)

(j) Entrance fees at Blue Lake Park and Oxbow Regional Park shall be waived for any police officer (officers' fees are waived also at Chinook Landing Marine Park and the Gleason Boat Ramp) or

Metro employee who presents valid current identification at the park entrance. Fee waivers shall not apply to any special events or other facilities.

(k) Except for use by Metro, rental fees, along with \$300.00 refundable deposit, for “The Lake House” at Blue Lake Park shall be:

- (1) April 1 to October 31 (Friday after 5:00 p.m. and Sundays):
10:00 a.m. to 4:00 p.m. ~~\$1,000.00~~ ~~\$800.00~~
6:00 p.m. to ~~11:00 p.m.~~ ~~midnight~~ ~~\$1,000.00~~ ~~\$800.00~~
10:00 a.m. to 10:00 p.m. ~~\$1,500.00~~ ~~\$1,300.00~~
- (2) April 1 to October 31 (Saturday):
10:00 a.m. to 4:00 p.m. ~~\$1,100.00~~ ~~\$900.00~~
6:00 p.m. to ~~11:00 p.m.~~ ~~midnight~~ ~~\$1,100.00~~ ~~\$900.00~~
10:00 a.m. to 10:00 p.m. ~~\$1,600.00~~ ~~\$1,400.00~~
- (3) November 1 to March 30 (Friday after 5:00 p.m. and Sundays):
10:00 a.m. to 4:00 p.m. ~~\$700.00~~ ~~\$500.00~~
6:00 p.m. to ~~11:00 p.m.~~ ~~midnight~~ ~~\$700.00~~ ~~\$500.00~~
10:00 a.m. to 10:00 p.m. ~~\$1,050.00~~ ~~\$850.00~~
- (4) November 1 to March 30 (Saturday)
10:00 a.m. to 4:00 p.m. ~~\$800.00~~ ~~\$600.00~~
6:00 p.m. to ~~11:00 p.m.~~ ~~midnight~~ ~~\$800.00~~ ~~\$600.00~~
10:00 a.m. to 10:00 p.m. ~~\$1,150.00~~ ~~\$950.00~~
- (5) Weekdays (Monday through Thursday and Friday until 5:00 p.m.):
\$40.00 per hour (10:00 a.m. - 5:00 p.m.) with a three-hour minimum charge
\$60.00 per hour (5:00 p.m. ~~- midnight~~ ~~11:00 p.m.~~) with a three-hour minimum charge”

All other provisions of Metro Code Chapter 10.02 remain the same.

ADOPTED by the Metro Council this _____ day of January, 2006.

David Bragdon, Council President

Attest:

Approved as Form:

Christina Billington, Recording Secretary

Daniel B. Cooper, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 06-1109 FOR THE PURPOSE
OF AMENDING METRO CODE, TITLE X, METRO REGIONAL PARKS
AND GREENSPACES, METRO CODE CHAPTER 10.02 REGIONAL PARK
FEES, SECTION 10.02.020, TO ADJUST PARK USE AND RENTAL FEES

Date: January 5, 2006

Prepared by: Teri Dresler

BACKGROUND

Metro Regional Parks and Greenspaces conducts an annual survey of comparable park, marine and event facilities in the region. Our strategy has been to remain competitive in the regional market. The last time fees were increased was in 2003 and 2004. Since that time attendance has remained flat or decreased at all of our facilities and the revenue generated through enterprise activities at those facilities has decreased. The one exception to that is rental events at the Lake House at Blue Lake Park, where we have experienced increases in rental events for 2005 under in-house management. This proposal includes both recommended rate increases and rate reductions. User fees for Regional Parks and Greenspaces facilities are a part of Metro Code Title X. Any changes to these user fees are subject to Metro Council approval.

Based on fee survey information, facility improvements and revenue decreases, Metro Regional Parks and Greenspaces Department is proposing adjusting a limited number of user fees. Consequently, the following proposal includes increases to fees at the Lake House, Gleason Boat Ramp, and Oxbow Park, and decreases in fees for weekday rentals of picnic areas at Blue Lake Park.

ANALYSIS/INFORMATION

1. Known Opposition

No known opposition.

2. Legal Antecedents

Metro Code Section 2.01.070 provides that all legislative actions of Metro, including amendments, corrections or repeal of portions of the Metro Code, be accomplished by Metro Council ordinance. Metro Code Section 10.01.010 provides regulations governing the use of Metro owned or operated Regional Parks and Greenspaces facilities while Section 10.02.020 establishes park fees pursuant to Section 10.01.010. Ordinance No. 03-1008 (For the Purpose of Amending Metro Code Title X, Metro Regional Parks and Greenspaces, to Increase Park Fees), adopted on June 5, 2003. Ordinance No. 04-1047 (For the Purpose of Amending Metro Code Chapter 10.02 to Increase the Refundable Deposit at the Lake House at Blue Lake Regional Park), adopted on June 3, 2004.

3. Anticipated Effects

The following is a summary of proposed changes:

FEES

Entry Fees	<u>Current</u>	<u>Proposed</u>
James Gleason Marine Facility	\$4.00 / \$7.00	\$5.00 / \$7.00

Blue Lake Park:

Reduce weekday reserved picnic area rates to:

\$50 for a covered picnic shelter (currently \$108-\$172)

\$25 for uncovered picnic area (currently \$40- \$52)

Weekday park attendance is extremely low. With reduced fees, we will have an increased sales opportunity to sell reserved picnic areas. These fees coupled with the vehicle revenue should generate additional revenue. Looking at our 2003 survey of other park systems, our fees are currently at the high end for weekday rentals.

Oxbow Park:

Increase fees for additional campers in group camp sites from \$2.00 to \$2.50 per individual.

Additional camper fees for group camp sites would then be in keeping with camper fees at our family campground sites (6 people X \$2.50= \$15)

Lake House:

Increase all rental fees by \$200.

This additional fee will cover the labor expense to perform set up and clean up duties.

Adjust ending times from 12 midnight to 11 PM. This change would apply to all events in the Lake House.

4. Budget Impacts

The revenue impact at M. James Gleason Marine Facility is expected to be an increase of \$11,000.00 annually. It is believed that the net effect of the other proposed fee changes is zero.

RECOMMENDED ACTION

Metro staff recommends the adoption of Ordinance 06-1109.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE FY 2005-) ORDINANCE NO. 06-1111
06 BUDGET AND APPROPRIATIONS SCHEDULE)
TO SUPPORT THE NEW LOOK WORK) Introduced by David Bragdon,
PROGRAM, TRANSFERING \$53,000 FROM) Council President
CONTINGENCY TO PERSONAL SERVICES IN)
THE PLANNING DEPARTMENT OF THE)
GENERAL FUND; ADDING ONE FULL-TIME)
SENIOR REGIONAL PLANNER; CONVERTING A)
LIMITED DURATION POSITION TO REGULAR)
STATUS; AND DECLARING AN EMERGENCY)

WHEREAS, the Metro Council has reviewed and considered the need to increase appropriations within the FY 2005-06 Budget; and

WHEREAS, Oregon Budget Law ORS 294.326 allows for the expenditure in the year of receipt of grants, gifts, bequests, and other devices received by a municipal corporation in trust for a specific purpose; and

WHEREAS, the need for the increase of appropriation has been justified; and

WHEREAS, adequate funds exist for other identified needs; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That the FY 2005-06 Budget and Schedule of Appropriations are hereby amended as shown in the column entitled "Revision" of Exhibits A and B to this Ordinance for the purpose of supporting the New Look work program, transferring \$53,000 from contingency to personal services in the Planning Department of the General Fund, adding one full-time Senior Regional Planner and converting one limited duration Associate Regional Planner to regular status.
2. Eliminates the directions provided under amendment Planning #7 to the Proposed Budget, approved by the Council May 5, 2005, and allows funding to be redirected to the New Look work program.
3. This Ordinance being necessary for the immediate preservation of the public health, safety or welfare of the Metro area in order to meet obligations and comply with Oregon Budget Law, an emergency is declared to exist, and this Ordinance takes effect upon passage.

ADOPTED by the Metro Council this _____ day of _____, 2006.

David Bragdon, Council President

Attest:

Approved as to Form:

Christina Billington, Recording Secretary

Daniel B. Cooper, Metro Attorney

**Exhibit A
Ordinance No. 06-1111**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
Planning Department							
<u>Personal Services</u>							
<i>SALWGE</i>	<i>Salaries & Wages</i>						
5010	Reg Employees-Full Time-Exempt						
	Administrative Assistant	2.00	70,500	-	0	2.00	70,500
	Assistant Management Analyst	1.00	49,549	-	0	1.00	49,549
	Assistant Regional Planner	3.00	144,631	-	0	3.00	144,631
	Assistant Transportation Planner	4.00	175,400	-	0	4.00	175,400
	Associate Management Analyst	1.00	57,281	-	0	1.00	57,281
	Associate Public Affairs Specialist	1.00	44,922	-	0	1.00	44,922
	Associate Regional Planner	5.00	271,449	-	0	5.00	271,449
	Associate Trans. Planner	6.00	316,302	-	0	6.00	316,302
	Director I	1.00	115,046	-	0	1.00	115,046
	Manager I	4.00	298,365	-	0	4.00	298,365
	Manager II	8.00	684,719	-	0	8.00	684,719
	Principal Regional Planner	5.00	385,830	-	0	5.00	385,830
	Principal Transportation Planner	3.00	232,209	-	0	3.00	232,209
	Program Analyst V	1.00	69,402	-	0	1.00	69,402
	Program Director II	2.00	233,391	-	0	2.00	233,391
	Program Supervisor II	4.00	293,120	-	0	4.00	293,120
	Senior Engineer	1.00	29,557	-	0	1.00	29,557
	Senior Management Analyst	2.00	115,104	-	0	2.00	115,104
	Senior Public Affairs Specialist	1.55	61,817	-	0	1.55	61,817
	Senior Regional Planner	6.00	388,608	1.00	38,100	7.00	426,708
	Senior Transportation Planner	11.00	718,212	-	0	11.00	718,212
5015	Reg Empl-Full Time-Non-Exempt						
	Administrative Secretary	3.00	102,792	-	0	3.00	102,792
	Program Assistant 2	1.00	40,800	-	0	1.00	40,800
5020	Reg Emp-Part Time-Exempt						
	Assistant Management Analyst	0.75	35,392	-	0	0.75	35,392
	Assistant Transportation Planner	0.50	22,460	-	0	0.50	22,460
	Associate Regional Planner	1.05	57,223	-	0	1.05	57,223
	Senior Regional Planner	0.90	54,129	-	0	0.90	54,129
	Senior Trans. Planner	0.40	23,165	-	0	0.40	23,165
5030	Temporary Employees		33,092		0		33,092
5080	Overtime		5,000		0		5,000
	Salary Adjustment Pool (non-represented)		78,571		0		78,571
	Step Increases (AFSCME)		81,214		0		81,214
	COLA (represented employees)		81,214		0		81,214
<i>FRINGE</i>	<i>Fringe Benefits</i>						
5100	Fringe Benefits						
	Base Fringe (variable & fixed)		2,099,853		14,900		2,114,753
Total Personal Services		80.15	\$7,470,319	1.00	\$53,000	81.15	\$7,523,319
Total Materials & Services			\$11,025,427		\$0		\$11,025,427
Total Capital Outlay			\$32,000		\$0		\$32,000
TOTAL REQUIREMENTS		80.15	\$18,527,746	1.00	\$53,000	81.15	\$18,580,746

Exhibit A
Ordinance No. 06-1111

ACCT	DESCRIPTION	Current		Revision		Amended	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
Expenditures							
Total Interfund Transfers			\$7,623,242		\$0		\$7,623,242
<i><u>Contingency & Unappropriated Balance</u></i>							
<i>CONT</i>	<i>Contingency</i>						
5999	Contingency						
	* General Contingency		3,137,638		(53,000)		3,084,638
	* General Reserve		5,000,000		0		5,000,000
	* Tourism Opportunity & Comp. Account		42,354		0		42,354
	* Current Year PERS Reserve		(201,333)		0		(201,333)
	* Prior Year PERS Reserve		(208,973)		0		(208,973)
<i>UNAPP</i>	<i>Unappropriated Fund Balance</i>						
5990	Unappropriated Fund Balance						
	* Recovery Rate stabilization reserve		83,034		0		83,034
	* Computer Replacement Reserve (Planning)		90,000		0		90,000
	* Tibbets Flower Account		340		0		340
	* Reserve for Future Debt Service		1,779,055		0		1,779,055
Total Contingency & Unappropriated Balance			\$9,722,115		(\$53,000)		\$9,669,115
TOTAL REQUIREMENTS		393.08	\$112,321,513	1.00	\$0	394.08	\$112,321,513

Exhibit B
Ordinance No. 06-1111
FY 2005-06 SCHEDULE OF APPROPRIATIONS

GENERAL FUND	Current Appropriation	Revision	Amended Appropriation
Council Office			
Operating Expenses (PS & M&S)	1,594,311	0	1,594,311
Subtotal	1,594,311	0	1,594,311
Finance & Administrative Services			
Operating Expenses (PS & M&S)	6,674,834	0	6,674,834
Capital Outlay	326,000	0	326,000
Subtotal	7,000,834	0	7,000,834
Human Resources			
Operating Expenses (PS & M&S)	1,136,818	0	1,136,818
Subtotal	1,136,818	0	1,136,818
Metro Auditor			
Operating Expenses (PS & M&S)	631,742	0	631,742
Subtotal	631,742	0	631,742
Office of Metro Attorney			
Operating Expenses (PS & M&S)	1,390,347	0	1,390,347
Subtotal	1,390,347	0	1,390,347
Oregon Zoo			
Operating Expenses (PS & M&S)	21,412,240	0	21,412,240
Capital Outlay	462,150	0	462,150
Subtotal	21,874,390	0	21,874,390
Planning			
Operating Expenses (PS & M&S)	18,495,746	53,000	18,548,746
Capital Outlay	32,000	0	32,000
Subtotal	18,527,746	53,000	18,580,746
Public Affairs & Government Relations			
Operating Expenses (PS & M&S)	1,228,768	0	1,228,768
Subtotal	1,228,768	0	1,228,768
Regional Parks & Greenspaces			
Operating Expenses (PS & M&S)	6,314,599	0	6,314,599
Capital Outlay	75,000	0	75,000
Subtotal	6,389,599	0	6,389,599
Non-Departmental			
Operating Expenses (PS & M&S)	34,375,694	0	34,375,694
Debt Service	825,907	0	825,907
Subtotal	35,201,601	0	35,201,601

Exhibit B
Ordinance No. 06-1111
FY 2005-06 SCHEDULE OF APPROPRIATIONS

	<u>Current Appropriation</u>	<u>Revision</u>	<u>Amended Appropriation</u>
GENERAL FUND			
General Expenses			
Interfund Transfers	7,623,242	0	7,623,242
Contingency	7,769,686	(53,000)	7,716,686
Subtotal	<u>15,392,928</u>	<u>(53,000)</u>	<u>15,339,928</u>
Unappropriated Balance	1,952,429	0	1,952,429
Total Fund Requirements	<u>\$112,321,513</u>	<u>\$0</u>	<u>\$112,321,513</u>

All other Appropriations Remain as Previously Adopted

EXHIBIT C
Ordinance 06-1111
Amendment to FY 2005-06 Proposed Budget (approved 5/5/05)

Adoption of Ordinance 06-1111 would eliminate the directions provided under this amendment and allow funds to be redirected to the New Look work program.

Department	#
Planning	7

AMENDMENT TO FY 2005-06 BUDGET

PRESENTER: Robert Liberty

DRAFTER: Robert Liberty

DATE: April 24, 2005

PROPOSED AMENDMENT: (provide a brief summary of the requested action along with the specific line items affected)

Reserve for Measure 37 and 2040 Growth Concept Dual Implementation Program

This amendment reserves \$100,000 representing about 1.0 FTE for one year, plus \$20,000 for materials and supplies (primarily consulting) to be used to help develop the various planning elements that may be needed to implement Measure 37 and the compact growth goals in the 2040 Vision and regional framework plan. (The existing funding, approved as a Council project in March, is only adequate to support staffing and research commissioned by the Measure 37 Task Force.)

The elements to be researched and developed by the planning staff could include coordinated UGB expansions, targeting of transportation and other infrastructure funds, factual research into cumulative impacts of potential dispersed rural development, and the establishment of a regional transferable development credit and conservation easement system. The nature, scope and cost of the work will be informed by the findings of the Measure 37 Task Force and the continuing decisions of the Metro Council.

<u>Department(s)</u>	<u>Fund(s)</u>	<u>Line items</u>		
		<i>Acct #</i>	<i>Account Title</i>	<i>Amount</i>
Planning (Integrated Land Use/Transportation Concept Planning & Regional Transportation Planning)	General Fund – Planning Department <i>(excise & possibly some TGM funds)</i>	5010	2040 Reevaluation (Big Look) – Personal Services Regional Transportation Planning; 2040 Re-evaluation	\$100,000
		5240	2040 Re-evaluation (Bid Look) – Contracted Professional Services	\$20,000

Note: Funding currently exists within the budget for this action. No additional appropriation authority is necessary.

PROGRAM/STAFFING IMPACTS

Because the activities encompassed by the Big Look, other than the Neighbor Cities program, have not been identified yet, it is not possible to describe the impacts on the planned program for the Planning Department.

EXHIBIT C
Ordinance 06-1111
Amendment to FY 2005-06 Proposed Budget (approved 5/5/05)

Adoption of Ordinance 06-1111 would eliminate the directions provided under this amendment and allow funds to be redirected to the New Look work program.

ARGUMENTS IN FAVOR OF THE PROPOSED AMENDMENT – (not necessary for technical adjustments)

There have been less than five months of experience with the implementation of Measure 37. Forecasts about its potential long-term impacts are necessarily tentative. However, a straight-line continuation of claims filed since December 2 for permission to develop homesites and subdivisions would result in 100,000 acres of potential rural development by 2011. If those trends continue, and the claims are approved, an area larger than the entire UGB could be developed or available for development by 2020. This pattern of development might lead to the collapse of commercial agriculture in the tri-county area before that date, as has happened in Clark County.

OPTIONS FOR FUNDING THIS AMENDMENT – What reductions, credits, changes, or adjustments in other budget/program areas will be necessary to accommodate this amendment?

The \$100,000 for personal services would be earmarked as part of (or withdrawn from) the “Big Look” update of the 2040 Growth Concept. These funds include approximately \$660,000 for “Personal Services” to be used for “2040 Growth Concept Review (Big Look)” in “Integrated Land Use/Transportation Concept Planning.” They also include approximately \$278,000 for “Personal Services” for transportation aspects of the “2040 Re-evaluation” in “Regional Transportation Planning.”

The \$20,000 for materials and services, could be earmarked or withdrawn from the \$100,000 set aside for Contracted Professional Services for “2040 Growth Concept Review (Big Look)” in Integrated Land Use/Transportation Concept Planning” and in part from the additional \$100,000 for “2040 Re-evaluation – Transportation Support” in the Contracted Professional Services account.

STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 06-1111 AMENDING THE FY 2005-06 BUDGET AND APPROPRIATIONS SCHEDULE TO SUPPORT THE NEW LOOK WORK PROGRAM, TRANSFERRING \$53,000 FROM CONTINGENCY TO PERSONAL SERVICES IN THE PLANNING DEPARTMENT OF THE GENERAL FUND; ADDING ONE FULL-TIME SENIOR REGIONAL PLANNER; CONVERTING A LIMITED DURATION POSITION TO REGULAR STATUS; AND DECLARING AN EMERGENCY.

Date: January 19, 2006

Prepared by: Chris Deffebach

BACKGROUND

The adopted FY 2005-06 Planning Department budget included \$135,000 in materials and services for a New Look Program (then called 2040 Refinement) (Ordinance 05-1074C Adopting the annual budget for fiscal year 2005-06, making appropriations, and levying ad valorem taxes, and declaring an emergency) At the time the budget was prepared, these resources reflected the best estimate for work that would be initiated later in 2005. The major emphasis on the New Look Program to date has been to refine the work program. Council resolved to proceed with the major elements of the New Work Program with approval of project proposals called "Investing in our Community", "Shape of the Region", and "Neighbor Cities", (resolution #05-3628). In September 2005, Metro began the scoping phase of the project for the purpose of refining the project goals and issues that need to be addressed in the work program. Scoping events included a forum of the Mayors/County chairs of the region, contacts with neighbor cities, agricultural, environmental and development interests groups as well as at multiple small interested group events.

The result of these efforts is a work program for the New Look Program and an estimated budget. The work program has been developed to lead to:

- Focused investment strategies for our regional and town centers, corridors and employment areas.
- Tools to finance necessary planning, infrastructure and development needs.
- Regional agreement on a vision and strategies to support agricultural and urban economies and to protect natural and cultural resources.
- A more predictable urban growth boundary amendment process that reinforces regional and community goals.

A copy of the work program is attached as Attachment 1 to this staff report.

The base budget to complete this work in the remainder of FY 2005-06 is estimated at \$367,000 for materials and services and an additional full-time Senior Regional Planner in the Planning Department funded through a transfer from contingency. This is in addition to the \$23,000 in materials and services that have already been applied to the scoping phase of the project. The materials and service needs can be accomplished by reallocating existing resources within the Planning Department budget, subject to Council approval. An additional material and services budget of \$73,600, not currently included in this amendment, would be necessary to complete tasks at a larger scale and scope as has been discussed during the scoping phase. The optional increases to the base budget are discussed at the end of this staff report.

Proposed budget changes for consideration

The budget for the New Look work program can be funded through a reallocation of excise tax already allocated to the planning department in FY 2005-06. This ordinance proposes changes to the budget necessary to authorize these reallocations. This action seeks to:

- 1) Transfer \$53,000 from the General Fund contingency to the Planning Department's personal services to fund the addition of one full-time Senior Regional Planner.
- 2) Eliminate the direction provided under amendment *Planning #7* to the FY 2005-06 Proposed Budget, approved by the Council May 5, 2005, that allocated \$100,000 in FTE to Measure 37 Task Force Support to allow the remainder of this FTE (approximately .7 FTE) to shift to the New Look and reallocate the \$20,000 in materials and services for Measure 37 support to New Look.
- 3) Change an existing limited duration position for an Assistant Regional Planner to a permanent position. The position was funded as an Associate Regional Planner in FY 2005-06 through March 2006 with one-time funding to complete work on the Housing Choices Task Force. Due to the departure of the Associate Regional Planner, on August 5, 2005 and the hiring of the Assistant Regional Planner on December 1, 2005, it was the intent of the Planning Department to retain the position to the end of the fiscal year.

Proposed budget reallocation assumptions

The base budget for the New Look Program assumes that other, existing Planning Department activities are reduced in scope and that the savings are transferred to support the New Look. These assumptions are:

- 1) Economic Development:
 - Delay any additional new economic development activities until late FY 2006-07, allowing resources to shift to New Look.
 - Shift \$11,000 from GMELS support and economic development training to New Look
 - Maintain support for economic development speaker series (\$20,000) and planning commissioner training (\$10,000).
 - Support existing commitments for website publication of economic data (\$18,000) as approved by Council resolution 05-3605 in July 2005
 - Support matching staff support for redeveloping brownfield sites in conjunction with an EPA grant (approved by Council resolution 05-3644)
- 2) Performance Measures:
 - Reduce scope of performance measures to meet basic state requirements, support economic dashboard and publish existing comparison analysis. Don't produce Performance Measures Report for 2006 but still produce underlying data. Metro's Functional Plan requires Metro to publish a Performance Report every other year. The last report was in 2004. This may raise the need to revise Metro's requirements.
 - Shift \$61,000 designated for data collection, report preparation and publication to New Look for FY 2005-06.
- 3) Housing
 - Delay implementation of Housing Choices Task Force recommendations except for a minor update of Title 7 and limited technical assistance. The Housing Choices Task Force will be presenting their recommendations to Council for consideration in March 2005. The preliminary

recommendations, if supported by Council, would have larger budget impacts than is available in FY0506 budget or is assumed to be available in FY 2006-07.

- Shift \$40,000 for development of Pilot Project to New Look in FY 2005-06. Retain \$10,000 this fiscal year for Pilot Project and budget \$40,000 for next fiscal year.
- Shift \$6,000 from Housing report production to New Look. Retain \$5,000 for report production in this fiscal year.

No changes are assumed for Concept Planning or Nature in Neighborhoods. Staff will continue to be available to provide technical assistance to local jurisdictions as they comply with Metro Functional Plan requirements for new urban area planning (title 11) and nature in neighborhoods (title 13).

This base budget includes proceeding with Year 2 of the Get Centered! Program. This would be a downscaled program compared to Year 1 and would include a fewer number of brown bags and tours plus a study tour to Vancouver BC.

In addition to these changes, staff is proposing to submit a request to DLCD for a grant for up to \$250,000 to support the New Look. If approved by DLCD, some of these funds would be available for FY 2005-06 and the remaining for the FY 2006-07 year. If the grant is not approved, staff may need to request additional budget authority or a change in the work scope.

Optional increases to the Base Budget

Existing Planning Department funds are not available to support all of the tasks identified for the New Look through the scoping phase. If Council were interested in supporting these larger efforts, additional excise tax allocations would be needed to the New Look Program. Two decisions for Council consideration that could support the success of the New Look Program in reaching its goals are:

- 1) Add \$50,000 for additional GIS work for FY 2005-06. The base program can produce analysis maps for the typical metro area. Many of the comments in the scoping phase stressed the need for the New Look to take a larger scale view of the region. This package would allocate \$50,000 to collect and integrate data for a larger geographic landscape (Cowlitz to Salem and the Coast Range to the Cascade foothills), assist in standardizing existing land cover and zoning data for the three county area outside our normal analysis coverage, and assist with general mapping and analysis needed to define and map the complete community component of the work program. The additional resources would be used to purchase data and/or a temporary position to integrate the data with Metro's GIS.
- 2) Allocate \$23,600 in FY 2005-06 to initiate an effort to build capacity and foster development through place-making in centers. This would involve soliciting for viable project proposals to spark development projects that would demonstrate mixed-use, transit friendly development. An additional \$57,200 would be required next fiscal year to complete the place-making.

ANALYSIS/INFORMATION

1. **Known Opposition** There is no known opposition.
2. **Legal Antecedents** ORS 294.450 provides for transfers of appropriations within a fund, including transfers from contingency, if such transfers are authorized by official resolution or ordinance of the governing body for the local jurisdiction.

3. **Anticipated Effects** This ordinance will implement Council direction for the New Look Project Proposal and allow the work envisioned in that proposal to be started. Approval of the ordinance would increase the FTE allocation for the Planning Department, and increase expectations for additional funding in future years.
4. **Budget Impacts** In the current fiscal year, adoption of this action transfers \$53,000 from the General Fund contingency to the Planning Department's personal services and increases overall FTE for the department by one full time staff. In addition, it converts the status of an Assistant Regional Planner position from limited duration to regular status. These base budget work program elements can be funded with the reallocation of existing funding within the Planning Department budget. To the extent the Council chooses to fund either of the optional work program elements, additional current year transfers from General Fund contingency may be necessary.

The New Look Program will extend into FY 2006-07. Actions taken as part of this amendment should be considered as implied commitment for continuation in FY 2006-07. Personnel actions requested in this ordinance will require additional funding in future years. The position that was originally a limited duration position scheduled to be eliminated in March and is now requested to be continued as part of the New Look work program was funded in the current year with one-time project funding. The continuation of this position in FY2006-07 and the remainder of FY2005-06 as a permanent position, will require additional authorization.. The additional full-time Senior Regional Planner will also require additional funding estimated at \$110,000 in FY 2006-07 (salary, fringe, and overhead). Additional budget requests to continue the work initiated in FY 2005-06 may be raised during the FY 2006-07 budget process. A decision to support additional funding for place-making in centers for FY 2005-06 implies a commitment for continued funding for the effort in FY 2006-07.

RECOMMENDED ACTION

Adoption of Ordinance 06-1111.

Attachment 1
Ordinance 06-1111

“New Look” Work Program
January 2006

Overview: The Metro Council has initiated a “*New Look*” at how to implement the region’s long-range vision in an effort to keep this area a great place to live, work and play. Ten years ago, with broad public support, Metro adopted the Region 2040 growth concept, which focused development in centers, station areas, main streets, corridors and employment areas. Much has been accomplished since then.

Many local jurisdictions have adopted and begun to implement downtown and community plans (e.g., Tigard, Lake Oswego, Oregon City, Gateway, the Pearl District), the citizens of Damascus voted to incorporate as a new city, we have preserved 8,100 acres of Greenspaces, and we have invested in our transportation system. Transportation improvements have supported economic development (217/Kruse Way/I-5 Interchange, Lombard Street railroad overcrossing serving Rivergate), sparked redevelopment in Milwaukie (S.E. McLoughlin Blvd. renovation), improved pedestrian and bicycle connections (Eastside Esplanade), and enhanced transit service (light rail transit to the airport and through north Portland to the Portland Metropolitan Exposition Center).

Many challenges remain however. Since the adoption of the 2040 Growth Concept in 1995, the region’s population has increased by 200,000 residents. We are underperforming in many of our regional centers, town centers, and corridors. The Urban Growth Boundary amendment process is cumbersome and contentious and is not integrated with achievement of a long-term vision for the northern Willamette Valley. Housing is becoming less affordable. Transportation needs far exceed available revenues.

Projections completed earlier this year indicate that an additional one million people will reside in the Portland metro area by the year 2030; several years earlier than expected. These issues have generated a “*call for action*” to take a “*New Look*” at where we’ve been, where we are now, and how we should develop to build on our successes and overcome our challenges.

Key Products The New Look effort is intended to lead to a Regional Agreement on how to update the 2040 Growth Concept, including:

- Focused investment strategies to support plans for regional and town centers, main streets, corridors and employment areas.
- New and revised tools to finance necessary planning, infrastructure, affordable housing and development needs that are integrated with efforts to finance greenspaces, green infrastructure, parks and trails.
- A vision for and strategies to support agricultural and urban economies and to protect natural and cultural resources.
- A more predictable, less contentious urban growth boundary amendment process that reinforces regional and community goals.

Scoping: The New Look effort was launched at a forum of elected officials held in September 2005. Since then, Metro Council members and staff have sought input from business,

Attachment 1 Ordinance 06-1111

environmental, agricultural and community interests including standing Metro committees focused on land use and transportation.

The scoping exercise helped tailor the work program to identify those elements of the existing 2040 Growth Concept that need to be updated to address issues facing communities throughout the region. To date, we have received resounding support to improve our collective understanding of economic, demographic and market forces affecting growth and development patterns in the region, improve the urban growth boundary amendment process, develop longer-term strategies for protecting what we value (e.g., urban and rural reserves, hard edges), and to target our investment decisions to promote livable communities, affordable housing and enhance economic development opportunities. Despite the success in updating local visions and implementing strategic plans, there is still a need to know what have we done well and where could we rezone or target for additional productivity.

Comments emphasized the importance of considering a geographic area larger than the existing urbanized area and to consider a longer time horizon than the required 20 years. Over time, the expectation is that the pressures facing neighboring cities in the three county area plus the adjacent counties to be similar to the growth pressures facing the metropolitan area today.

Metro Council will finalize a work program in January in time to engage the greater Portland metropolitan region's mayors and county chairs at a forum scheduled for early February.

Stakeholder Involvement: We will engage stakeholders and the public in focused ways to facilitate meaningful, cost-effective input.

- Existing committees (Metro Policy Advisory Committee, Joint Policy Advisory Committee on Transportation and their technical counterparts, Metro Committee for Citizen Involvement, Metro Greenspaces Policy Advisory Committee and Water Resources Policy Advisory Committee)
- Forums with elected officials
- Peer review groups established at key points in the process to validate economic forecasts/trends
- Web site, print and televised media to reach the general public
- Public opinion research, focus groups, ad hoc groups of experts
- Business, agricultural, environmental, commercial, housing, transportation, and community interests, the faith communities and others
- Outreach coordinated with other local and statewide efforts (e.g., the state's Big Look, Portland visioning effort, community planning efforts)
- Neighbor cities, Clark County, Vancouver, northern Willamette Valley communities.
- Regional forums to be held at critical points in the process where a broad range of views can be represented.

Coordination: We will pursue opportunities to integrate the "*New Look*" with related efforts.

- The state's "Big Look" review of Oregon's Land Use Program
- The Regional Parks, Trails and Greenspaces vision, as adopted by the Greenspaces Policy Advisory Committee and Metro Council.

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Ordinance 06-1111

- Community visioning and concept planning (e.g., Portland, Hillsboro, Tualatin, Forest Grove, Damascus)
- 2035 Regional Transportation Plan (RTP) update (to be adopted in 2008)
- Metropolitan Transportation Improvement Priorities (MTIP) 2008-2011 update
- Efforts to pursue funding for transportation/infrastructure
- 2007 Legislative Session
- Regional Business Plan
- Clark County Growth Management Plan
- Major regional transportation projects, such as the Columbia River Crossing
- Other

Proposed “New Look” Work Scope

Analyze Existing and forecasted conditions (March 2006)

- Develop (and validate with expert review panel) the regional 20-year economic forecast and identify long-term economic and demographic trends that reflect our changing economy and aging, more diverse population.
- Analyze existing development trends to illustrate actual performance in centers, corridors and employment areas compared to Region 2040 expectations.

“Shape of the Region”: Identify values and needs for areas outside the urban growth boundary (July 2006)

- Identify agricultural land priorities and the factors that contribute to successful farming practices and a viable agricultural industry.
- Develop a concept for complete urban communities that is flexible enough to be applied to needs of both existing and new communities.
- Work with neighboring communities to coordinate growth and development plans.
- Identify important natural, cultural and scenic resources that the region wants to preserve or protect and restore.
- Assess how transportation investments affect growth and development patterns.
- Prepare elements of a draft concept level map identifying long-term vision for the northern Willamette Valley including priority areas for development, preservation and protection.
- Seek guidance for the analysis of the alternative uses of land that shapes our region by a steering committee of regional leaders and policy makers.

“Investing in Our Communities”: Identify values and needs for urban areas (July 2006)

- Identify employment and housing land need characteristics to support forecasted economic and demographic trends.
- Confirm the role of centers, corridors and employment areas in meeting the needs of communities and identify factors affecting success (e.g., infrastructure needs, jobs/housing balance, price of housing, fiscal equity, available land supply).
- Identify areas that are “ripe” for redevelopment (development opportunity sites) and begin developing possible implementation strategies for redevelopment.
- Identify new sources of capital to fund investments in centers through the TOD/Centers Program.

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Ordinance 06-1111

- Determine what strategic public investments are needed to spark development in centers, corridors and employment areas.
- Continue educational efforts to support development in centers including tours and brownbags through the Get Centered! Program.
- Coordinate with Regional Transportation Plan update.
- Work with counties and neighboring communities to integrate their visions with developing urban areas.
- Prepare elements of a draft concept level map identifying long-term vision for the northern Willamette Valley including priority areas for development, preservation and protection.

Endorse Draft Regional Vision and Implementation Strategies (December 2006)

- Evaluate conflicting and compatible elements of the long-term draft concept level plan, identify policy choices and seek regional comment.
- Prepare draft concept level map and supporting documents identifying long-term vision for the northern Willamette Valley including priority areas for development, preservation and protection that reflects a strategy to meet the region's economic and demographic trends and that incorporates shared visions for the future in neighboring cities and counties, including Clark County.
- Engage stakeholders in evaluation of issues, opportunities and critical choices associated with growth, development and resource protection.
- Develop regional agreement on draft concept level map and implementation strategies including policy direction for Regional Transportation Plan (RTP), legislative agenda, redevelopment priorities, and tools to support the agricultural industry, natural resource preservation and the regional economy.

Implement Regional Vision and Strategies (2007 - 2008)

- Pursue legislative agenda.
- Prepare 20-year Urban Growth Report (December 2007).
- Pursue measures to increase capacity within existing UGB including local and regional commitments to target investments in centers, corridors and employment areas.
- Integrate "*New Look*" with RTP update.
- Develop focused investment strategies and new tools to finance necessary planning, infrastructure, affordable housing, green infrastructure and development needs and integrate with strategies to support the regional parks, trails and greenspaces system.
- Work with stakeholders to prioritize urban and rural reserve study areas for inclusion in January 2008 Urban Growth Boundary analysis and decision.
- Adopt and implement improved Urban Growth Boundary and urbanization process.
- Solicit participation in demonstration projects from local partners to foster redevelopment in centers, corridors and employment areas.
- Amend Regional Framework Plan and Urban Growth Management Functional Plan and the 2040 Concept Map and other policies as needed.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE FY 2005-06 BUDGET AND APPROPRIATIONS SCHEDULE)	ORDINANCE NO. 06-1100
RECOGNIZING NEW PLANNING GRANTS AND ASSOCIATED EXPENDITURES IN THE GENERAL FUND, ADDING 4.0 FTE IN THE PLANNING DEPARTMENT AND DECLARING AN EMERGENCY)	Introduced by Mike Jordan, Chief Operating Officer, with the concurrence of Council President Bragdon

WHEREAS, the Metro Council has reviewed and considered the need to increase appropriations within the FY 2005-06 Budget; and

WHEREAS, Oregon Budget Law ORS 294.326 allows for the expenditure in the year of receipt of grants, gifts, bequests, and other devices received by a municipal corporation in trust for a specific purpose; and

WHEREAS, the need for the increase of appropriation has been justified; and

WHEREAS, adequate funds exist for other identified needs; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That the FY 2005-06 Budget and Schedule of Appropriations are hereby amended as shown in the column entitled "Revision" of Exhibits A and B to this Ordinance for the purpose of recognizing \$3,942,820 in new planning grant funds for specific projects, increasing operating expenditures in the General Fund Planning Department, and adding 4.0 FTE to the department.
2. This Ordinance being necessary for the immediate preservation of the public health, safety or welfare of the Metro area in order to meet obligations and comply with Oregon Budget Law, an emergency is declared to exist, and this Ordinance takes effect upon passage.

ADOPTED by the Metro Council this _____ day of _____, 2006.

David Bragdon, Council President

Attest:

Approved as to Form:

Christina Billington, Recording Secretary

Daniel B. Cooper, Metro Attorney

Exhibit A
Ordinance No. 06-1100

ACCT	DESCRIPTION	Current		Revision		Amended	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
Resources							
<u>Resources</u>							
<i>BEGBAL</i>	<i>Beginning Fund Balance</i>						
3500	Beginning Fund Balance						
	* Prior year ending balance		8,180,930		0		8,180,930
	* Undesignated		1,503,573		0		1,503,573
	* Cash Flow Reserve		936,668		0		936,668
	* Project Carryover		477,362		0		477,362
	* Tourism Opportunity & Comp. Account		42,354		0		42,354
	* Recovery Rate Stabilization Reserve		1,333,034		0		1,333,034
	* Reserve for Future Debt Service		1,682,054		0		1,682,054
	* General Renewal & Replacement Reserve		250,000		0		250,000
	* Renewal, Replace., Cap Imp (Mult. Cty)		1,032,660		0		1,032,660
	* IT Renewal & Replacement Reserve		350,000		0		350,000
	* Prior year PERS Reserve		2,660,801		0		2,660,801
<i>EXCISE</i>	<i>Excise Tax</i>						
4050	Excise Taxes		12,805,010		0		12,805,010
<i>RPTAX</i>	<i>Real Property Taxes</i>						
4010	Real Property Taxes-Current Yr		9,024,168		0		9,024,168
4015	Real Property Taxes-Prior Yrs		270,725		0		270,725
<i>GRANTS</i>	<i>Grants</i>						
4100	Federal Grants - Direct		2,903,137		433,372		3,336,509
4105	Federal Grants - Indirect		4,774,018		438,380		5,212,398
4110	State Grants - Direct		744,565		1,071,068		1,815,633
4115	State Grants - Indirect		345,700		0		345,700
4120	Local Grants - Direct		4,854,805		2,000,000		6,854,805
4125	Local Grants - Indirect		235,372		0		235,372
<i>LGSHRE</i>	<i>Local Gov't Share Revenues</i>						
4135	Marine Board Fuel Tax		118,125		0		118,125
4139	Other Local Govt Shared Rev.		378,362		0		378,362
<i>GVCNTB</i>	<i>Contributions from Governments</i>						
4145	Government Contributions		81,500		0		81,500
<i>LICPER</i>	<i>Licenses and Permits</i>						
4150	Contractor's Business License		400,000		0		400,000
<i>CHGSVC</i>	<i>Charges for Service</i>						
4160	Boat Ramp Use Permits		500		0		500
4165	Boat Launch Fees		166,550		0		166,550
4180	Contract & Professional Service		144,500		0		144,500
4200	UGB Fees		50,000		0		50,000
4230	Product Sales		1,775		0		1,775
4280	Grave Openings		194,901		0		194,901
4285	Grave Sales		139,707		0		139,707
4500	Admission Fees		6,168,023		0		6,168,023
4510	Rentals		739,371		0		739,371
4550	Food Service Revenue		4,115,953		0		4,115,953

Exhibit A
Ordinance No. 06-1100

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
4560	Retail Sales		1,917,209		0		1,917,209
4580	Utility Services		2,100		0		2,100
4610	Contract Revenue		912,953		0		912,953
4620	Parking Fees		639,553		0		639,553
4630	Tuition and Lectures		812,487		0		812,487
4635	Exhibit Shows		433,778		0		433,778
4640	Railroad Rides		487,442		0		487,442
4645	Reimbursed Services		186,047		0		186,047
4650	Miscellaneous Charges for Service		29,625		0		29,625
4760	Sponsorships		14,000		0		14,000
<i>INTRST</i>	<i>Interest Earnings</i>						
4700	Interest on Investments		329,419		0		329,419
<i>DONAT</i>	<i>Contributions from Private Sources</i>						
4750	Donations and Bequests		1,151,295		0		1,151,295
4670	Charges for Service		869,007		0		869,007
<i>MISCRV</i>	<i>Miscellaneous Revenue</i>						
4170	Fines and Forfeits		25,000		0		25,000
4890	Miscellaneous Revenue		80,212		0		80,212
<i>INFREQ</i>	<i>Special Items-Infrequent Items</i>						
4810	Sale of Fixed Assets		2,000		0		2,000
<i>DBTREV</i>	<i>Bond & Loan Proceeds</i>						
4905	Revenue Bond Proceeds		24,313,286		0		24,313,286
<i>EQTREV</i>	<i>Fund Equity Transfers</i>						
4970	Transfer of Resources						
	* from MERC Operating Fund		1,778,272		0		1,778,272
	* from MERC Pooled Capital Fund		61,160		0		61,160
	* from Metro Capital Fund-Tibbets Acct		500		0		500
	* from Metro Capital Fund-Zoo Projects		9,634		0		9,634
	* from Open Spaces Fund		58,485		0		58,485
	* from Risk Management Fund		32,384		0		32,384
	* from Solid Waste Revenue Fund		1,205,549		0		1,205,549
<i>INDTRV</i>	<i>Interfund Reimbursements</i>						
4975	Transfer for Indirect Costs						
	* from MERC Operating Fund		1,659,536		0		1,659,536
	* from Open Spaces Fund		312,499		0		312,499
	* from Smith & Bybee Lakes Fund		0		0		0
	* from Solid Waste Revenue Fund		3,463,419		0		3,463,419
<i>INTSRV</i>	<i>Internal Service Transfers</i>						
4980	Transfer for Direct Costs						
	* from MERC Operating Fund		72,677		0		72,677
	* from Open Spaces Fund		31,796		0		31,796
	* from General Capital Fund-Farmer Acct		0		0		0
	* from Smith & Bybee Lakes Fund		21,700		0		21,700
	* from Solid Waste Revenue Fund		359,466		0		359,466
TOTAL RESOURCES			\$108,378,693		\$3,942,820		\$112,321,513

**Exhibit A
Ordinance No. 06-1100**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
Planning Department							
<i>Personal Services</i>							
<i>SALWGE</i>	<i>Salaries & Wages</i>						
5010	Reg Employees-Full Time-Exempt						
	Administrative Assistant	2.00	70,500	-	0	2.00	70,500
	Assistant Management Analyst	1.00	49,549	-	0	1.00	49,549
	Assistant Regional Planner	3.00	144,631	-	0	3.00	144,631
	Assistant Transportation Planner	4.00	175,400	-	0	4.00	175,400
	Associate Management Analyst	1.00	57,281	-	0	1.00	57,281
	Associate Public Affairs Specialist	1.00	44,922	-	0	1.00	44,922
	Associate Regional Planner	5.00	271,449	-	0	5.00	271,449
	Associate Trans. Planner	5.00	289,482	1.00	26,820	6.00	316,302
	Director I	1.00	115,046	-	0	1.00	115,046
	Manager I	4.00	298,365	-	0	4.00	298,365
	Manager II	8.00	684,719	-	0	8.00	684,719
	Principal Regional Planner	5.00	385,830	-	0	5.00	385,830
	Principal Transportation Planner	3.00	232,209	-	0	3.00	232,209
	Program Analyst V	1.00	69,402	-	0	1.00	69,402
	Program Director II	2.00	233,391	-	0	2.00	233,391
	Program Supervisor II	4.00	293,120	-	0	4.00	293,120
	Senior Engineer	-	0	1.00	29,557	1.00	29,557
	Senior Management Analyst	2.00	115,104	-	0	2.00	115,104
	Senior Public Affairs Specialist	0.55	33,648	1.00	28,169	1.55	61,817
	Senior Regional Planner	6.00	388,608	-	0	6.00	388,608
	Senior Transportation Planner	10.00	687,178	1.00	31,034	11.00	718,212
5015	Reg Empl-Full Time-Non-Exempt						
	Administrative Secretary	3.00	102,792	-	0	3.00	102,792
	Program Assistant 2	1.00	40,800	-	0	1.00	40,800
5020	Reg Emp-Part Time-Exempt						
	Assistant Management Analyst	0.75	35,392	-	0	0.75	35,392
	Assistant Transportation Planner	0.50	22,460	-	0	0.50	22,460
	Associate Regional Planner	1.05	57,223	-	0	1.05	57,223
	Senior Regional Planner	0.90	54,129	-	0	0.90	54,129
	Senior Trans. Planner	0.40	23,165	-	0	0.40	23,165
5030	Temporary Employees		33,092		0		33,092
5080	Overtime		5,000		0		5,000
	Salary Adjustment Pool (non-represented)		78,571		0		78,571
	Step Increases (AFSCME)		81,214		0		81,214
	COLA (represented employees)		81,214		0		81,214
<i>FRINGE</i>	<i>Fringe Benefits</i>						
5100	Fringe Benefits						
	Base Fringe (variable & fixed)		2,054,661		45,192		2,099,853
Total Personal Services		76.15	\$7,309,547	4.00	\$160,772	80.15	\$7,470,319

Exhibit A
Ordinance No. 06-1100

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
<i><u>Materials & Services</u></i>							
<i>GOODS</i>	<i>Goods</i>						
	5201 Office Supplies		229,262		0		229,262
	5205 Operating Supplies		69,700		0		69,700
	5210 Subscriptions and Dues		35,380		0		35,380
<i>SVCS</i>	<i>Services</i>						
	5240 Contracted Professional Svcs		3,138,578		1,782,048		4,920,626
	5251 Utility Services		6,750		0		6,750
	5260 Maintenance & Repair Services		76,400		0		76,400
	5265 Rentals		10,500		0		10,500
	5280 Other Purchased Services		204,400		0		204,400
<i>IGEXP</i>	<i>Intergov't Expenditures</i>						
	5300 Payments to Other Agencies		496,638		2,000,000		2,496,638
<i>INCGEX</i>	<i>Internal Charges for Service</i>						
	5400 Charges for Service		79,900		0		79,900
<i>OTHEXP</i>	<i>Other Expenditures</i>						
	5440 Program Purchases		2,795,461		0		2,795,461
	5450 Travel		60,650		0		60,650
	5455 Staff Development		39,760		0		39,760
Total Materials & Services			\$7,243,379		\$3,782,048		\$11,025,427
Total Capital Outlay			\$32,000		\$0		\$32,000
TOTAL REQUIREMENTS		76.15	\$14,584,926	4.00	\$3,942,820	80.15	\$18,527,746

Exhibit B
Ordinance No. 06-1100
FY 2005-06 SCHEDULE OF APPROPRIATIONS

GENERAL FUND	<u>Current</u>	<u>Revision</u>	<u>Amended</u>
	<u>Appropriation</u>	<u>Revision</u>	<u>Appropriation</u>
Council Office			
Operating Expenses (PS & M&S)	1,594,311	0	1,594,311
Subtotal	<u>1,594,311</u>	<u>0</u>	<u>1,594,311</u>
Finance & Administrative Services			
Operating Expenses (PS & M&S)	6,674,834	0	6,674,834
Capital Outlay	326,000	0	326,000
Subtotal	<u>7,000,834</u>	<u>0</u>	<u>7,000,834</u>
Human Resources			
Operating Expenses (PS & M&S)	1,136,818	0	1,136,818
Subtotal	<u>1,136,818</u>	<u>0</u>	<u>1,136,818</u>
Metro Auditor			
Operating Expenses (PS & M&S)	631,742	0	631,742
Subtotal	<u>631,742</u>	<u>0</u>	<u>631,742</u>
Office of Metro Attorney			
Operating Expenses (PS & M&S)	1,390,347	0	1,390,347
Subtotal	<u>1,390,347</u>	<u>0</u>	<u>1,390,347</u>
Oregon Zoo			
Operating Expenses (PS & M&S)	21,412,240	0	21,412,240
Capital Outlay	462,150	0	462,150
Subtotal	<u>21,874,390</u>	<u>0</u>	<u>21,874,390</u>
Planning			
Operating Expenses (PS & M&S)	14,552,926	3,942,820	18,495,746
Capital Outlay	32,000	0	32,000
Subtotal	<u>14,584,926</u>	<u>3,942,820</u>	<u>18,527,746</u>
Public Affairs & Government Relations			
Operating Expenses (PS & M&S)	1,228,768	0	1,228,768
Subtotal	<u>1,228,768</u>	<u>0</u>	<u>1,228,768</u>
Regional Parks & Greenspaces			
Operating Expenses (PS & M&S)	6,314,599	0	6,314,599
Capital Outlay	75,000	0	75,000
Subtotal	<u>6,389,599</u>	<u>0</u>	<u>6,389,599</u>
Non-Departmental			
Operating Expenses (PS & M&S)	34,375,694	0	34,375,694
Debt Service	825,907	0	825,907
Subtotal	<u>35,201,601</u>	<u>0</u>	<u>35,201,601</u>

Exhibit B
Ordinance No. 06-1100
FY 2005-06 SCHEDULE OF APPROPRIATIONS

	<u>Current Appropriation</u>	<u>Revision</u>	<u>Amended Appropriation</u>
GENERAL FUND			
General Expenses			
Interfund Transfers	7,623,242	0	7,623,242
Contingency	7,769,686	0	7,769,686
Subtotal	15,392,928	0	15,392,928
Unappropriated Balance	1,952,429	0	1,952,429
Total Fund Requirements	\$108,378,693	\$3,942,820	\$112,321,513

All other Appropriations Remain as Previously Adopted

STAFF REPORT

CONSIDERATION OF ORDINANCE NO. 06-1100 FOR THE PURPOSE OF AMENDING THE FY 2005-06 BUDGET AND APPROPRIATIONS SCHEDULE RECOGNIZING NEW PLANNING GRANTS AND ASSOCIATED EXPENDITURES IN THE GENERAL FUND, ADDING 4.0 FTE IN THE PLANNING DEPARTMENT AND DECLARING AN EMERGENCY

Date: December 12, 2005

Presented by: Andrew C. Cotugno

BACKGROUND

This request is to approve an amendment to the FY 2005-06 Budget to:

- 1) Approve additional activities in transportation planning programs, adding 3.0 FTE and increasing Metro's PL funding from \$1,254,928 to \$1,693,380 (an increase of \$438,380 to the FY 2006 PL funding contract);
- 2) Approve the addition of the Columbia River Crossing project of \$409,468 (anticipated total project cost of \$1,210,000), adding 1.0 FTE, and authorizing the execution of a resulting Intergovernmental Governmental Agreement (IGA);
- 3) Add \$75,000 for a TGM grant to fund consultant support for the Freight Study program;
- 4) Enhance the Regional Travel Options program approving an amendment of \$586,600 to the Oregon Department of Transportation (ODOT) Marketing agreement and to account for an increase in Congestion Management Air Quality (CMAQ) funds of \$433,372; and
- 5) Approve an increase of \$2 million received from the IGA with TriMet for the TOD & Centers Program to purchase property from the City of Beaverton.

This amendment includes increases in transportation planning activities to be carried out in the Portland-Vancouver metropolitan region during FY 2005-06. Those additional activities included:

- **Regional Transportation Plan (RTP)** – RTP will be expanded to incorporate new corrective actions and recommendations identified in the Federal 2004 Triennial Review and to implement “New Look” policies resulting from upcoming evaluation of the 2040 Growth Concept. In addition, this budget reflects a shift of \$150,000 from the 2040 re-evaluation to the RTP Update as approved by Resolution No. 05-3610A “For the Purpose of Issuing a Request for Proposals to Develop a Work Scope for an Expanded 2005-08 Regional Transportation Plan Update that Incorporates the “Budgeting for Outcomes” Approach to Establish Regional Priorities” which was adopted on September 22, 2005. The request for proposal will fund consultant support in developing the financially constrained RTP. *Increases Budget - \$99,000.*
- **Regional Mobility Program-Congestion Management (CMS)-ITS** – Work will be expanded to include CMS as required as part of the 2003 Federal Certification Review, increase Metro's involvement with the TransPort Committee, establish a CMS steering group, conduct local CMS training, integrate CMS data collection with 2040 Performance Indicators, and continue to develop new innovations in congestion monitoring. *Increases Budget - \$20,000.*
- **Metropolitan Transportation Improvement Program (MTIP)** – Metro will begin a new role of guiding project development for planning activities funded through the MTIP at the request of

ODOT which will involve expanding Metro's professional capabilities to include a licensed engineer. MTIP will also begin developing a new database that will enhance our ability to extract project data and conduct regular updates. *Increases Budget - \$100,000.*

- **Metropolitan Planning Organization (MPO)** – Adds development work on CMS roadmap and continued participation in MPO coordination activities through the Oregon MPO Consortium and in quarterly MPO technical meetings. At ODOT's request, Metro will also play a larger administrative role in regional planning project where the local is the lead agency, the Federal Highway Administration (FHWA) is the grantor and ODOT is the pass-through. Metro will take part in negotiating scope, schedule and budget with the locals and perform general contract administration. ODOT will continue to be the pass-thru agency, initiate three-party IGA's and assist the local jurisdictions with their subconsultant procurement. *Increases Budget - \$31,000*
- **Project Development** – Adds Metro's participation in Oregon Innovated Partnership Program (dealing with private/public highway projects) and accounts for Metro's development work on Columbia River Crossing Project prior to the effective date of the IGA with Washington State Department of Transportation (WSDOT). *Increases Budget - \$100,000*
- **Model Development** – Because Metro received additional PL we able to additional funding for Household Survey. *Increases Budget - \$88,380*

The amendment also includes the following projects to Metro's corridor planning role:

- **Columbia River Crossing Project** – A joint project with ODOT and WSDOT to implement the recommendations forwarded by the I-5 Transportation and Trade Partnership. Metro will provide technical services for land use allocation and travel demand forecasting. This project is funded through WSDOT. *Budget - \$409,468.*
- **Freight Study** – Metro received \$150,000 Travel & Growth Management grant to complete a regional freight study. It is expected that \$75,000 will be spent this fiscal year. *Increases Budget - \$75,000*

The amendment also includes the following changes to the Regional Travel Options program:

- **Regional Travel Options** – ODOT is initiating an amendment to Metro's marketing agreement for Metro to subcontract a marketing campaign to raise public awareness of travel options. The campaign will include television, radio, and outdoor advertising, earned media and community outreach. Also Metro applied for an increase in CMAQ funds to account for the transition of the management Travel Management Association (TMA) contracts from TriMet to Metro. *Increases Budget - \$1,019,972.*

Additionally the amendment includes the following addition to the TOD & Centers program:

- **TOD & Centers Implementation Project in Beaverton Regional Center** – The TOD & Centers Program purchase from Beaverton an undivided pro-rata share of fee simple interest in a 4.57-acre property located at 3950 SW Cedar Hills Boulevard (the "Westgate Property"). Beaverton has executed a Purchase and Sale Agreement to purchase this site at a total cost of \$4.9 million. Metro and the City of Beaverton will jointly evaluate and select a developer and be parties to the Development Agreement. A land value write down may be exercised by either party from their portion of the site value in order to secure public objectives and land sale proceeds (if any) will be distributed on a pro-rata basis of ownership. The City will provide

environmental indemnification of the Westgate Property to hold Metro harmless, and will provide property management duties. *Increases Budget - \$2,000,000.*

ANALYSIS/INFORMATION

- 1. Know Opposition:** None known.
- 2. Legal Antecedents:** ORS 294.326(3) provides an exemption to Oregon Budget Law allowing for the expenditure in the year of receipt of grants, gifts and bequests received by a municipal corporation in trust for a specific purpose. ORS 294.450 provides for transfers of appropriations within a fund, including transfers from contingency, if such transfers are authorized by official resolution or ordinance of the governing body for the local jurisdiction.
- 3. Anticipated Effects:** This action would increase the Planning Department's FTE by 4.0 FTE to provide needed staff to accomplish the increased transportation planning activities.
- 4. Budget Impacts:** This action would add 1.0 FTE Senior Transportation Planner (\$43,168), 1.0 FTE Senior Engineer (\$41,114), 1.0 FTE Associate Transportation Planner (\$37,305) and 1.0 FTE Senior Public Affairs Specialist (\$39,185) for a Personal Services increase of \$160,772 and an increase of \$3,782,048 in Materials and Services; increasing the total FY 2005-06 Budget by \$3,942,820.

RECOMMENDED ACTION

The Chief Operating Operator recommends adoption of Ordinance No. 06-1100.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING) RESOLUTION NO. 06-3656
PORTLAND REGIONAL FEDERAL)
TRANSPORTATION PRIORITIES FOR)
FEDERAL FISCAL YEAR 2007) Introduced by Councilor Rex Burkholder
APPROPRIATIONS)

WHEREAS, the Portland metropolitan region relies heavily on various federal funding sources to adequately plan for and develop the region's transportation infrastructure; and

WHEREAS, Metro must comply with a wide variety of federal requirements related to transportation planning and project funding; and

WHEREAS, Metro's Joint Policy Advisory Committee on Transportation (JPACT) has approved Exhibit A to this resolution, entitled, "Metro Area FY 07 Federal Transportation Appropriations Request List,"; now therefore

BE IT RESOLVED, that the Metro Council hereby approves Exhibit A of this resolution, entitled "Metro Area FY 07 Federal Transportation Appropriations Request List" and directs that it be submitted to the Oregon Congressional delegation.

ADOPTED by the Metro Council this _____ day of January, 2006.

David Bragdon, Council President

APPROVED AS TO FORM:

Daniel B. Cooper, Metro Attorney

1-10-06

Metro Area FY 07 Federal Transportation Appropriations Request List

Project Type/Name	Appropriation Request (\$million)	Source	Purpose
Regional Highway Projects			
I-5 Trade Corridor	\$ 5.00	National Corridor Program	PE/EIS
I-5/99W Connector	\$ 2.50	General Provisions Earmark	PE/EIS
ITS Equipment (ODOT)	\$ 1.50	ITS	Construction
Total	\$ 9.00		
Regional Transit Priorities			
Wilsonville-Beaverton Commuter Rail Project	\$ 27.50	5309 New Starts	Construction
South Corridor/I-205	\$ 25.00	5309 New Starts	Construction
TriMet Bus and Bus Related	\$ 8.00	5309 Bus	Construction
MAX System Extension Analysis	\$ 1.00	5339 New Starts	Planning
SMART Bus - Wilsonville - Multimodal Facility	\$ 1.75	5309 Bus	Construction
TriMet Clean Fuels Technology	\$ 3.00	5308 Clean Fuels Grant Program	Construction
Prototype Streetcar	\$ 1.00	5314	Construction
Total	\$ 67.25		
Local Project Priorities			
Portland: East Burnside Corridor Street Improvements	\$ 4.70	General Provisions Earmark	Construction
Portland: I-5/North Macadam Access	\$ 5.00	General Provisions Earmark	Construction
Multnomah: Sellwood Bridge	\$ 3.00	HBRR	PE/Environment
Gresham: Springwater-US 26 Access	\$ 5.00	General Provisions Earmark	PE/EIS/ROW
Wilsonville: Kinsman Rd	\$ 2.00	General Provisions Earmark	Construction
Clackamas County: Beaver Creek Road	\$ 1.70	General Provisions Earmark	EA/PE
Hillsboro: Century Blvd. Bridge	\$ 5.00	General Provisions Earmark	PE/EIS
Port of Portland: I-205 and Airport Way	\$ 3.00	General Provisions Earmark	PE/EIS
Port of Portland: I-84/257th Interchange	\$ 1.00	General Provisions Earmark	PE/EIS
Metro TOD Revolving Fund	\$ 5.00	TCSP	Construction
Total	\$ 35.40		
Non-Transportation Appropriations Bills			
Port of Portland: Columbia River Channel Deepening	\$ 40.00	Energy & Water Appropriation	Construction
Portland Streetcar - Segment 3: To South Waterfront	\$ 1.00	HUD	Construction
TriMet Communications Systems	\$ 2.00	Homeland Security	Construction
Total	\$ 43.00		
Support for OTA Transit Request			
South Clackamas (Molalla) Transit District	\$ 0.20	5309 Bus	Bus Replacement
City of Canby Operations Center/Buses	\$ 1.25	5309 Bus	Transit Center/Bus
City of Sandy Operations Center/Garage	\$ 0.825	5309 Bus	Transit Center
Total	\$ 2.28		
Grand Total - Transportation Appropriations	\$ 156.93		

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 06-3656, FOR THE PURPOSE OF APPROVING PORTLAND REGIONAL FEDERAL TRANSPORTATION PRIORITIES FOR FEDERAL FISCAL YEAR 2007 APPROPRIATIONS

Date: December 20, 2005

Prepared by: Andy Cotugno

BACKGROUND

The region annually produces a position paper that outlines the views of the Metro Council and the Joint Policy Advisory Committee on Transportation (JPACT), a regional body that consists of local elected and appointed officials, on issues concerning transportation funding that are likely to be considered by Congress during the coming year. This year priorities are limited to FY '07 appropriations only since last year the Congress succeeded in adopting the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFTEA-LU).

The Portland region is pursuing an aggressive agenda to implement a high-capacity transit system. This effort involves implementing two projects concurrently within the next three to five years: finishing the Wilsonville to Beaverton commuter rail and initiating construction of the I-205/Downtown LRT. Project development is also underway for the next corridor to Milwaukie. Additionally, there are several complementary projects for which the region is requesting funding: bus and bus facility purchases regionwide, Wilsonville Park and Ride, highway projects and others. All of these projects have a strong economic development emphasis.

Oregon and Washington continue developing a cooperative strategy to address the transportation needs in the I-5 Trade Corridor. The paper outlines the Federal funding needs and sources for continuing this work and requests support for obtaining these funds. Other interstate issues addressed in the paper include Columbia River channel deepening.

This FY 07 appropriations request for earmarked funding from SAFTEA-LU represents the consolidated regional request. Additional independent requests should not be submitted by any member jurisdiction or agency represented by JPACT (with exception of ODOT outside the metro region).

ANALYSIS/INFORMATION

- 1. Known Opposition** None known.
- 2. Legal Antecedents** Projects within the region earmarked for federal funding must be consistent with the Regional Transportation Plan, adopted by Metro Resolution No. 03-3380A, For the Purpose of Designation of Adopting the 2004 Regional Transportation Plan as the Federal Metropolitan Transportation Plan to meet Federal Planning Requirements.
- 3. Anticipated Effects** Resolution would provide the US Congress and the Oregon Congressional delegation specifically with the region's priorities for transportation funding for use in the federal transportation appropriation process.
- 4. Budget Impacts** Metro is involved in planning related to several of the projects included in the priorities paper and must approve many of the requested funding allocations. Failure to obtain funding for one or more of the projects could affect the FY 07-08 Planning Department budget. However, most of the funding requests deal with implementation projects sponsored by jurisdictions other than Metro.

RECOMMENDED ACTION

Approve Resolution 06-3656 for submission to the Oregon Congressional delegation for consideration in the Federal Fiscal Year 07 Appropriations Bill.

BEFORE THE METRO COUNCIL

AUTHORIZING THE RELEASE OF REQUEST) RESOLUTION NO. 06-3657
FOR COMPETITIVE SEALED PROPOSALS NO.)
06-1170-SWR FOR ADVERTISING SERVICES) Introduced by Chief Operating Officer
FOR RESIDENTIAL RECYCLING CAMPAIGN) Michael Jordan, with the concurrence of
Council President David Bragdon

WHEREAS, local governments' curbside residential recycling programs are a significant part of the Region's waste reduction programs; and

WHEREAS, maintaining and improving their performance is critical to meeting Regional Solid Waste Management Plan goals (Metro Ordinance 95-624) and state-mandated recovery goals set forth in Division 90 Oregon Administrative Rules Chapter 340; and

WHEREAS, beginning in 1999, residents were allowed to mix most of their recyclables in one bin and, as a result, the quantity of recyclable material being recycled at the curb has increased, but the quality of materials has declined with residents mixing in materials that contaminate the recyclables or cannot be recycled; and

WHEREAS, curbside recycling is strongly supported by residents of the region and is viewed as a practical step households can take to help conserve natural resources and protect the environment; and

WHEREAS, changes in the curbside collection systems may be leaving residents unsure about what materials they can properly leave at the curb; and

WHEREAS, outreach and education programs are one of the primary means for Metro to improve residents' knowledge about proper sorting of materials; and

WHEREAS, such outreach and education programs require Metro to engage the services of an advertising firm to conduct market research focus groups and implement an advertising campaign to educate residents about materials recycled at the curb in order to improve the quality of mix of recycled materials; and

WHEREAS, pursuant to Metro Code Section 2.04.042 a procurement for personal services exceeding \$100,000 shall be awarded in accordance with the provisions of ORS 279B.060; and

WHEREAS, pursuant to the provisions of Metro Code 2.04.026, both requests for competitive sealed proposals for personal service contracts for a term greater than 12 months and in an amount greater than \$50,000 as well as the resulting contract are required to obtain the approval of the Metro Council; now therefore

BE IT RESOLVED THAT:

1. The Metro Council, authorizes the release of a request for competitive sealed proposals for a personal service contract No. 06-1170-SWR for Advertising Services for Resident Recycling Campaign as set forth on the attached as Exhibit A; and

2. The Metro Council, , pursuant to Metro Code Section 2.04.026, authorizes the Chief Operating Officer to execute a contract with the responsible proposer for Advertising Services for Residential Recycling Campaign whom Metro determines to be the most advantageous to Metro based on the evaluation process and factors described in the request for competitive sealed proposals.

ADOPTED by the Metro Council this _____ day of January 2006.

David Bragdon, Council President

Approved as to Form:

Daniel B. Cooper, Metro Attorney

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REQUEST FOR PROPOSALS

Advertising Services Residential Recycling Campaign RFP No. 06-1170-SWR

I. INTRODUCTION

The Solid Waste and Recycling Department of Metro, a metropolitan service district organized under the laws of the State of Oregon and the Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, is requesting proposals for advertising services. Proposals will be due no later than 3 p.m., February 10, 2006, in Metro's business offices at the reception/security desk in the lobby at 600 NE Grand Avenue, Portland, OR 97232-2736. Proposals must be in sealed envelopes identified on the outside with the RFP title and number. Details concerning the project and proposal are contained in this document.

Metro is requesting proposals to develop an advertising campaign to educate residents about materials recycled at the curb in order to improve the quality of the curbside mix. In addition, Metro is requesting that focus group research be done as part of the campaign development. Focus groups will identify the barriers that exist for changing certain recycling behaviors and what benefits, resources and tools could be provided to assist in these changes. Focus groups will also be used to test the campaign messages prior to launching the campaign.

Metro and local governments have been researching and applying the principles of community-based social marketing (Doug McKenzie-Mohr, www.cbsm.com) to enhance our education and outreach programs and campaigns. Metro is seeking a firm that is familiar with these principles to conduct the focus groups and to develop and implement the advertising campaign.

CONTACT:

Receipt of all proposals and any questions shall be directed to the attention of Vicki Kolberg, Waste Reduction and Outreach, Metro, 600 NE Grand Ave., Portland, OR 97232, (503) 797-1514, fax (503) 797-1795, kolbergv@metro.dst.or.us.

II. BACKGROUND/HISTORY OF PROJECT

Curbside recycling receives strong support and participation by residents of the region. A December 2004 telephone survey of residents with curbside recycling service showed that 95 percent of them participate in curbside recycling. Based on data from the annual recycling and disposal surveys conducted by DEQ, Metro staff estimate that residents are recycling 50 percent of the waste they set at the curb. Recycling is frequently cited as one of the primary action citizens can take to do something good for the environment, and it has become one of the norms of region that recycling is "the right thing to do."

Although the quantity of recyclable material being recycled at the curb has increased over time, the quality of the material residents are leaving at the curb has declined. The curbside mix is being contaminated with materials that cannot be recycled, or for which there are limited markets. Contamination includes broken glass, plastic bags, plastic tubs, toys and other material that should not be included in the curbside mix.

When curbside recycling was initiated in the region in 1992, customers were asked to sort each material into separate bags or containers: newspapers, magazines, brown glass, green glass, clear glass, etc. -- up to 13 separate materials were sorted into separate paper bags. In the late 90s, changing sorting technologies at materials recovery facilities made it possible to discontinue this level of sorting at the curb. In addition, it was recognized that the efficiency and safety of collection could be improved if haulers did not have to stop and empty individual bags or containers into separate, larger containers on a truck. Studies also indicated that residents would recycle more materials if it were simpler and easier to do. As a result, in Fall 1999 a new system was initiated that allowed most recyclables to be mixed together in curbside bins, a practice known as "commingling" in recycling parlance.

Although the sorting required by customers at the curb has been reduced, some sorts still need to take place, such as keeping motor oil separated and glass separate. This is important because of the final use of the recovered material. Broken glass that ends up mixed in with paper damages expensive equipment at the paper mills where paper is made into new products. Additionally, some items are being put in the bins that aren't part of the current curbside program. Plastic bags jam sorting equipment and other plastic contaminants require additional worker time to pull out, resulting in higher labor costs. Contaminants baled with end-market recyclables lower the value resulting in reduced prices that can be asked by the material recovery facilities.

The new commingled system has been successful: more recycling is being collected at a faster rate than before, and at a lower cost. However, contamination of materials has increased fivefold. Local governments have been educating customers about the changes since the system was rolled out in late 1999. Most of the education has been through direct mailings to residents' homes on an annual or semi-annual basis. These educational pieces both describe and show through illustrations and photos how to sort materials, explain why it's important to sort correctly and give customers resources to contact if they have questions, which includes calling their local garbage hauler, calling their local government or calling Metro.

Recycling is collected by private hauling companies that have franchise agreements with local governments. As part of their franchise agreements, some local governments have required haulers to educate customers about the proper setout of recyclables, but education at the curb is done inconsistently among haulers. Some haulers will leave contaminated materials at the curb with a note to the customer explaining why they can't take that material; others may leave the material without a note of explanation. If it is difficult to see the contaminants, others may collect the material, even though it isn't part of the curbside mix and throw it into the truck to be sorted at a materials recovery facility.

III. PROJECT DESCRIPTION

Metro is seeking an advertising firm to develop and implement a region-wide advertising campaign to promote correct curbside recycling. Services required include recruiting and conducting focus groups, creative development, final production of all campaign materials, media planning and purchase, and community and public relations, if recommended. Focus groups are to be conducted to help inform this campaign, as well as future education and outreach efforts.

Campaign objectives:

Primary

Improve the quality of materials set out for recycling at the curb. This will reduce the sorting cost of recycling and improve the resource value of recyclables at the end market. Build awareness that

recycling has evolved over time. Recycling is easier than ever, convenient and good for the environment. But improper sorting of materials causes damage to equipment, lowers the value of the collected materials and reduces the amount and environmental benefits of materials recovered for higher use. Residents are doing a great job participating **and** the quality of material needs to be improved to keep recycling successful in the region.

Secondary

Provide residents the basic information that they need to be able to sort properly. For this campaign, key messages are:

- Keep glass separate from other materials.
- No plastic bags at the curb.

IV. SCOPE OF WORK

The agency selected will provide the following services according to the approximate schedule outlined below:

Metro is seeking an advertising firm to conduct two to four focus groups and develop and implement a region-wide advertising campaign to improve the quality of materials set out for curbside recycling.

Focus Group Objectives:

- Identify barriers to correct sorting of recyclables.
- Identify barriers to reducing the contamination of recyclables with non-recyclable materials.
- Determine and evaluate what primary tools (prompts, commitments, hauler leaving the material behind with explanation, etc.) would assist in eliminating these barriers.
- Determine what reasons (benefits) citizens who set out recyclable materials properly define as motivators for their behaviors (i.e., resource conservation, doing the right thing, market value of properly prepared materials, etc.).
- Identify benefits to recycling that will persuade more residents to sort correctly.
- Test a variety of messages for upcoming advertising campaign to see what is viewed as effective, motivational, compelling, and clear.

Hypotheses:

- Residents are confused because the system has changed.
- Residents are confused about what types of plastics can be recycled.
- Residents think the recycling symbol on plastics means it is recyclable.
- Many people are uncertain about what is recyclable and rather than call someone or look it up, they put it out and hope the hauler will take it.
- Some people think they are recycling correctly when they aren't.
- People want to recycle everything they can, so they put questionable items out in the hopes that they are recyclable or to find out if they are recyclable.
- If the hauler takes it away from the curbside bin, the assumption is that it was recyclable (when in fact it may not be).
- The mixing of unlike materials together (tin cans and plastic bottles can now go together, for example) leads some people to think you can just throw everything together now.

- Some residents think they no longer need to sort anything.
- Some residents express suspicion of the new system. They see haulers “throwing everything together in one truck” and they question whether their recyclables are really being recycled or if they are being thrown away.
- Some people question how it can be more efficient to sort it out after the fact rather than at the curb.
- Residents who learned under the former sorting system may be locked into the old system and may have missed the change or do not want to make the change, believing that the old system is better than commingling.
- New residents have moved into the region from geographic areas with different recycling systems and bring with them their old city’s knowledge of what’s recyclable and what isn’t.
- A large group of residents, maybe a majority, are busy, want to do the right thing, but don’t take the time to focus on what may be seen as changing rules and confusion in the system.

Focus Group Outcomes and Deliverables:

- Recommend number and composition of focus groups (e.g. residents living in the region less than five years and residents who have lived in the region more than five years).
- Recruit focus group members.
- Secure facility for focus groups to be conducted.
- Design structure and content of process.
- Conduct focus groups that includes identifying barriers to proper set out of recycling and benefits from those actions, determine and evaluate what primary tools would reduce or eliminate these barriers, as well as what benefits to promote that would persuade citizens to sort correctly.
- Develop and test a variety of messages/mock-ups for upcoming advertising campaign to see what is viewed as effective, motivational, compelling, and clear.
- Provide videotape, transcripts, analysis and recommendations.

Campaign Objectives and Deliverables:

Based on the findings of the focus groups, develop an advertising campaign and collateral material to target two key behavior changes needed to improve the quality of materials at the curb:

1. Glass needs to be set out in a separate container to prevent it from being broken and mixed in with paper. It can be set out in a paper bag, bucket, box or other container. Some local governments are using “Glass on the Side” as a descriptor in their printed materials.
2. Plastic bags should not be included as part of the curbside mix. Bags are recyclable at grocery stores and some recycling centers, but they are not collected curbside.
3. Other problem materials could be addressed in the campaign, but there are some differences among local governments in their collection systems and in the interest of simplicity, glass and plastic bags are the materials of primary importance for this campaign.
4. To leverage the value of the campaign and provide consistent and widespread use of campaign messages and materials, local governments, haulers and industry partners will participate in this campaign. Their roles will vary from active participation to review and comment. Metro will facilitate this communication and participation and will be the point of contact for selected advertising agency.

Campaign deliverables will include all development, creative, production, printing, media placement and purchase, public relations, media relations and/or community relations elements.

Schedule

The following is an approximate contract award and completion schedule.

- Proposals due February 10, 2006.
- Proposal review and finalist selection week of February 13th, 2006.
- Start-up meeting with agency (Week of February 20th, 2006)).
- Focus groups conducted and campaign development and production (February –March 2006).
- Campaign implementation (April/May 2006).

V. BUDGET

The advertising budget to complete the campaign may not exceed \$150,000. All campaign expenses, including campaign development, ad production, media planning and purchase and public/community relations will be covered by this budget. Additional funds, not to exceed \$20,000 are budgeted to conduct focus groups.

VI. SUBMISSION OF PROPOSALS

One paper copy of the proposal and one electronic copy (diskette or CD) shall be furnished to Metro. Proposals must be received by 3 p.m. February 10, 2006. Mail or deliver to the attention of Vicki Kolberg, Metro, 600 NE Grand Avenue, Portland, Oregon 97232. The proposal should be submitted on recyclable, double-sided recycled paper with a minimum of 30 percent post-consumer recycled fiber content and staple-bound. No coated page dividers, 3-ring binders, or non-recyclable materials should be included in or with the proposal.

VII. PROPOSAL CONTENTS

The proposal should describe the ability of the proposer to perform the scope of work and should be in the following format:

Transmittal Letter

Indicate who will be assigned to the project, who will be the project manager, and that the proposal will be valid for 90 days.

Approach

Based on the contents of the RFP, briefly discuss how you might approach this campaign; including incorporating community based social marketing, focus group results, the general creative direction, media strategy, and public relations elements that you might recommend, given the objectives and budget. Include how you will help evaluate the success of the campaign in making progress towards the objectives.

Agency Team

Identify the team that would work on this campaign, including account executive, creative director, focus group leader/analyst, art director, copywriter, media buyer and production

manager, and their hourly rates. Briefly describe their qualifications and experience, and why they would be an asset to this project. Include resumes of individuals proposed for this contract.

Past Work

Describe two or three recent campaigns completed by the creative team proposed for this project. Also describe how focus group and knowledge of community based social marketing was integrated into the campaign, if applicable. How are these past projects relevant to the recycling campaign? What made them effective, and how did you extend the budget? Please describe the results achieved and include samples, a contact name, and a telephone number for each project.

Budget

Provide an approximate breakdown of how you would allocate the budget based on the information available in the RFP. Include your realistic estimates for the value of media sponsorships and any in-kind goods, services, or time. List hourly rates for personnel assigned to the project, total personnel expenditures, support services, and sub-consultant fees (if any). Requested expenses should also be listed.

Award

Metro intends to award this contract to a single firm to provide the services required. Proposals must identify a single person as project manager to work with Metro. The consultant must assure responsibility for any sub-consultant work and shall be responsible for the day-to-day direction and internal management of the consultant effort.

Exceptions and Comments

To facilitate evaluations of proposals, all proposers must follow the format outline above. However, if you wish to take exception to, or comment on, any aspect of this RFP, please do so in this section of your proposal.

VIII. PROPOSAL EVALUATION

Proposals that are responsive to this Request for Proposals will be evaluated according to the following criteria:

Approach	35%
Agency Experience/Team	20%
Budget or price	25%
Ratio of development costs to media purchase costs *	<u>20%</u>
	100%

* Focus group research costs are not evaluated as part of the campaign development costs, as referenced in Section V Budget.

Proposals will be evaluated by a team of Metro and other local government public relations/marketing staff. If required, finalist interviews will be scheduled. The areas under discussion during the interview will include detailed discussion of proposal approach, agency team experience and costs of services.

Metro will select the contractor that it determines to be the most advantageous to Metro based on the evaluation process and factors described in the request for competitive sealed proposals.

IX. GENERAL PROPOSAL/CONTRACT CONDITIONS

RFP as Basis for Proposals:

This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which Proposals are to be based. Any verbal information, which is not addressed in this RFP will not be considered by Metro in evaluating the Proposal. All questions relating to this RFP should be addressed to at Vicki Kolberg at (503) 797-1514. Any questions, which in the opinion of Metro, warrant a written reply or RFP amendment, will be furnished to all parties receiving this RFP. Metro will not respond to questions received after February 1, 2006.

Information Release:

All Proposers are hereby advised that Metro may solicit and secure background information. Based upon the information, including references, provided in response to this RFP. By submission of a proposal all Proposers agree to such activity and release Metro from all claims arising from such activity.

Minority and Women-Owned Business Program:

In the event that any subcontracts are to be utilized in the performance of this agreement, the Proposer's attention is directed to Metro Code provisions 2.04.100. Copies of that document are available from Purchasing/Contract Office of Metro, Metro Regional Center, 600 NE Grand Avenue, Portland, OR 97232 or call (503) 797-1816.

Limitation and Award:

This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request (ORS 279B.100), negotiate with all qualified sources, or to cancel all or part of this RFP.

Billing Procedures:

Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Metro shall pay Contractor within 30 days of receipt of an approved invoice.

Validity Period and Authority:

The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address, and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.

Conflict of Interest:

A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.

X. NOTICE TO ALL PROPOSERS - STANDARD AGREEMENT

The successful proposer will sign a Personal Services Agreement, which is a standard agreement approved for use by the Office of Metro Attorney. This will be the contract between Metro and the selected agency.

STAFF REPORT

CONSIDERATION OF RESOLUTION No. 06-3657, FOR THE PURPOSE OF APPROVING A RESIDENTIAL RECYCLING CAMPAIGN, AUTHORIZING RELEASE OF A REQUEST FOR PROPOSALS, AND AUTHORIZING THE CHIEF OPERATING OFFICER TO ENTER INTO A CONTRACT.

Date: January 19, 2006

Prepared by: Vicki Kolberg

BACKGROUND:

The adopted Metro FY 2005-2006 Budget includes funds to conduct a residential outreach campaign. This staff report is to explain the purpose of the campaign. A copy of the Request for Proposals is attached to the resolution as Exhibit "A."

The purpose of this campaign is to educate residential customers about proper sorting of curbside materials in order to reduce the level of contamination and improve the quality of materials left at the curb.

In October 1999, local governments moved from a source-separated collection system to a commingled collection system. This was done because changing sorting technologies at material recovery facilities made it possible to discontinue this level of sorting at the curb. In addition, it was recognized that the efficiency and safety of collection could be improved if haulers did not have to stop and empty individual bags or containers into separate, larger containers on a truck. Studies also indicated that residents would recycle more materials if it were simpler and easier to do. As a result, a new system was initiated that consisted of most recyclables being mixed together in curbside bins, a practice that is known as "commingling" in recycling parlance.

Although the sorting required by customers at the curb has been reduced, some sorts still need to take place, such as keeping motor oil separated and glass separate. This is important because of the final use of the recovered material. Broken glass that ends up mixed in with paper damages expensive equipment at the paper mills where paper is made into new products. Additionally, some items are being put in the bins that aren't part of the current curbside program. Plastic bags jam sorting equipment and other plastic contaminants require additional worker time to pull out, resulting in higher labor costs. Contaminants baled with end-market recyclables lower the value resulting in reduced prices that can be asked by the material recovery facilities.

The new commingled system has been successful: more recyclables are being collected at a faster rate than before, and at a lower cost. However, contamination of materials has increased fivefold, making subsequent processing and use by end markets more expensive.

Local governments have been educating customers about the changes since the system was rolled out in 1999. Most of the education has been through direct mailings to residents' homes on an annual or semi-annual basis. Metro has not conducted a region-wide residential campaign since commingling has been implemented. In addition to the change in the collection system for existing residents, new residents that have moved into the area need to be educated about the recycling system in this region.

The Request for Proposals includes focus group research. This research will be used to identify barriers to correct sorting of recyclables; determine and evaluate what primary tools would assist in eliminating these barriers; and test messages for the upcoming advertising campaign to see what is viewed as

effective, motivational, compelling, and clear. The research will be used for this campaign and to inform future outreach.

ANALYSIS/INFORMATION

1. Known opposition

There is no known opposition. Local governments, haulers, material recovery facilities and end users of recovered materials strongly support additional education of residents about the importance of properly prepared materials being left at the curb.

2. Legal Antecedents

ORS 459A “Opportunity to Recycle Act” requires “that the city, county or metropolitan service district responsible for solid waste management” provide recycling services, public education programs, and contribute to the statewide solid waste recovery goals. OAR 340-90-040 sets forth the administrative requirements for such programs. In response to these and other state requirements and more aggressive regional goals, Metro developed a Regional Solid Waste Management Plan (a functional plan) adopted by Council via Ordinance 95-624, “For the Purpose of Adopting the Regional Solid Waste Management Plan.” The residential outreach campaign that results from this resolution will assist in effectively implementing the Regional Solid Waste Management Plan.

3. Anticipated Effects

The anticipated effects of this authorization is the development and implementation of a region-wide campaign to educate residential customers about correct curbside setouts to reduce the contamination of the curbside mix and improve the quality and value of recovered materials.

4. Budget Impacts

The amount budgeted for the campaign is \$150,000. In addition, Smurfit Recycling has provided to Metro an additional \$19,200 as required by the Mutual Agreement and Order No. LQ/SW-NWR-05-026, dated 8/05/05, between Smurfit-Stone and the Oregon Department of Environmental Quality. As further required by the Mutual Agreement and Order, these funds will be used to support Metro’s advertising campaign to educate residential customers on recycling system requirements, with the goal of reducing “prohibitives” in the curbside collection stream. These funds will be used to conduct the focus groups to determine barriers, motivations and tools to improve the quality of materials in the residential curbside mix.

RECOMMENDED ACTION:

1. Authorize the release of RFP No. 06-1170-SWR for advertising services for a residential recycling campaign.
2. Pursuant to Section 2.04.026 of the Metro Code, authorize the Chief Operating Officer to execute a contract with the selected firm.