

BEFORE THE METRO COUNCIL

DESIGNATING COUNCIL PROJECTS AND ) Resolution No. 06-3666  
CONFIRMING LEAD COUNCILORS AND )  
COUNCIL LIAISONS FOR NATURE IN ) Introduced by Council President  
NEIGHBORHOODS AND NEW LOOK ) David Bragdon  
COMMUNICATIONS

WHEREAS, the development and/or implementation of certain Metro Council projects have policy implications that require the attention of the Metro Council; and

WHEREAS, some projects with policy implications are of a scope and complexity that, for purposes of efficiency, benefit from the focused attention of a subset of the Council; and

WHEREAS, members of the Council have identified such projects; and

WHEREAS, those projects identified have been defined and put forth in the form of project proposals, included in Exhibit A; and

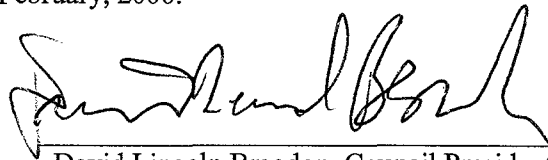
WHEREAS, the Council President, working with members of the council, has designated specific councilors to play lead and/or liaison roles on projects as specified in Exhibit A:

now therefore

BE IT RESOLVED:

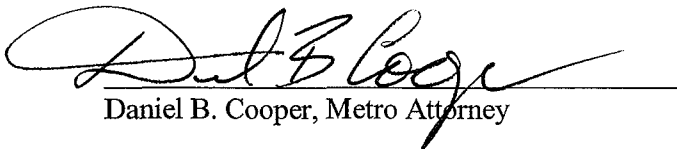
1. The Council confirms the project proposals, including the designation of projects, project definitions, lead councilor assignments, and councilor liaison assignments as specified in Exhibit A for Nature in Neighborhoods Monitoring Program, Nature in Neighborhoods Grants Program, Nature in Neighborhoods Nature Friendly Practices and New Look Communications.

ADOPTED by the Metro Council this 9<sup>th</sup> day of February, 2006.

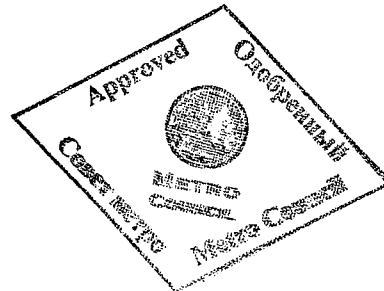


David Lincoln Bragdon, Council President

Approved as to Form:



Daniel B. Cooper, Metro Attorney



**Metro Council Project Proposal**  
October 31, 2005

**Lead Councilor:** Susan McLain

**Council Liaison:** Carl Hosticka

**Project Title:** Nature in Neighborhoods Monitoring Program

**Project Begin Date:** October, 2005

**Estimated Date of Completion:** January, 2007

**Project Description:**

The Metro Council recognizes the importance of a science-based program of monitoring ecosystem health informing the investment in restoration and protection of natural areas as part of the Nature in Neighborhoods initiative. This monitoring is multi-functional, serving the scientific and general publics.

The data to determine our successes in restoration and enhancement of ecosystems will be taken from a collection of existing data gathered by a collaborative, user-driven reporting structure. Metro Council will be the place all groups involved in restoration, enhancement and monitoring activities for various purposes will (virtually) gather in one place (a database with map) to share their contribution to this region's activities in support of ecosystem health. This tool (tentatively named REIN, Regional Environmental Information Network) is envisioned as simple to use and attractive to partners when they seek to place their work in a larger geographic, and societal context.

Through REIN, the Metro Council will be providing a powerful tool for the region, and ongoing reporting that is able to demonstrate the region's achievements and challenges regarding ecosystem health. Many local groups support this effort and will be partners in entering project information and interpreting the data or other results. REIN will help increase local capacity through information sharing, partner identification, reducing duplication of efforts, and increasing the likelihood of obtaining funding for restoration and enhancement projects. It will also help Metro Council and others identify gaps in efforts or monitoring data.

This effort works together with the grants program, as recipients are likely to generate data for the database and be among the first members to share what they are planning to restore or enhance with their newly funded actions. Additionally, REIN will provide a format to display the location of projects using habitat-friendly practices, as encouraged by our efforts with local jurisdictions, developers and design professionals.

**Questions:**

1. What are the most effective measures the Metro Council can use to truthfully reflect regional outcomes in habitat protection and stewardship of natural resources?
2. Which organizations, groups and property owners will self-select to create relevance for the REIN reporting by inspiring action and knowledge by participating in the network?

**Outcomes:**

The Metro Council will be aware of existing, past and future activities in the restoration, enhancement, and monitoring fields based on the participation of local partners in the REIN network. Additionally, the reports generated will inform interested parties of the connection between habitat health and local initiative undertaken thereby allowing conclusions to be drawn about stewardship in the region.

**Connection to Council Goals and Objectives:**

- 2.1 Natural areas are large enough, have the appropriate balance of species and are interconnected with other natural areas so that normal ecological processes are maintained.
- 2.2 Our community is inspired to create a better future for wildlife and the environment.
- 2.3 The region's waste stream is reduced, recovered and returned to productive use, and the remainder has a minimal impact on the environment.
- 4.1 Regional needs are supported by appropriate regional funding mechanisms.
- 4.3 Metro Council provides services that fit its distinct competency or regional scope.

**Resources Required / Budget Implications:**

The project will be supported with existing staff as well as Nature in Neighborhoods 1.0 FTE (1 non-managerial staff) dedicated to establishing and administering monitoring and reporting program with support from the Data Resource Center and others. Public reports are envisioned every two years.

**Metro Council Project Proposal**  
October 31, 2005

**Lead Councilor:** Rod Park

**Council Liaisons:** Susan McLain; Carl Hosticka

**Project Title:** Nature in Neighborhoods Grants Program

**Project Begin Date:** August, 2005

**Estimated Date of Completion:** July, 2006

**Project Description:**

The Metro Council recognizes the importance of investment in restoration for habitat health, and established a two-year grant program as part of the Nature in Neighborhoods initiative. Grant funding is provided by the Solid Waste Recovery Stabilization Reserve, which consists of excise taxes collected on solid waste disposal.

The grants are open to neighborhood associations, special districts, other government agencies, non-profit groups, business groups and private citizens, and are intended for nature-friendly projects throughout the region, with an emphasis on restoring natural areas as well as areas negatively impacted by illegal dumping.

The Metro Council has entered into this program with the support of the region's solid waste and recycling industries. The Solid Waste Advisory Committee and the Local Governments Recycling Coordinators have been briefed on expectations for the launch year of the grants program.

By working together on the grants program and advancing the industries' important, responsible and environmentally-friendly role in recycling and proper solid waste handling, Metro Council and the solid waste industry can forward the restoration of natural areas and ensure that they are protected in the future.

**Questions:**

3. What are the policy objectives of the restoration grants program?
4. What communications should Metro Council undertake as part of the grants program? How should councilors and other stakeholders be involved?
5. How will the objectives of the grant program be met and sustained beyond the current grant funding cycles?
6. How can the grants program be used to develop Metro Council's relationship with key constituencies, such as the solid waste industry?

7. What methods should be developed to evaluate the effectiveness of the program?

**Outcomes:**

Metro Council will be aware of the existing need for funding in the restoration field based on the size and scope of the pre-applications submitted. Additionally, the first year of projects will inform how much local action can be secured with existing funding, and will identify gaps in groups and individuals involved in stewardship.

**Connection to Council Goals and Objectives:**

- 2.1 Natural areas are large enough, have the appropriate balance of species and are interconnected with other natural areas so that normal ecological processes are maintained.
- 2.2 Our community is inspired to create a better future for wildlife and the environment.
- 2.3 The region's waste stream is reduced, recovered and returned to productive use, and the remainder has a minimal impact on the environment.
- 4.1 Regional needs are supported by appropriate regional funding mechanisms.
- 4.3 Metro Council provides services that fit its distinct competency or regional scope.

**Resources Required / Budget Implications:**

The project will be supported with existing staff as well as Nature in Neighborhoods 1.0 FTE (1 non-managerial staff) dedicated to establishing and administering the 2-year program and seeking to extend the outcomes and partnerships created by the initial funding. New sources of revenue will need to be identified to support regional action beyond the current two-year funding.

**Metro Council Project Proposal**  
October 31, 2005

**Lead Councilor:** Brian Newman

**Council Liaisons:**

**Project Title:** Nature in Neighborhoods Nature-Friendly Practices Program

**Project Begin Date:** November, 2005

**Estimated Date of Completion:** July, 2006

**Project Description:**

The Metro Council recognizes the importance of encouraging the use of nature-friendly practices (also called low impact or habitat-friendly) for ecosystem health, and has pursued various strategies to serve developers, design professionals and property owners as part of the Nature in Neighborhoods initiative.

The non-regulatory approach includes Metro Council staffing to provide direct outreach to Home Builders Association and other industry groups. We will raise the visibility of the building industry's contribution to habitat health in the region in order to encourage all builders to adopt these practices in this region.

The Metro Council is continuing this effort as it was begun with the 1996 and 1997 stormwater practices awards giving to existing projects in the region. Partners in this effort include local jurisdictions and they will be approached for participation and/or sponsorship of these ongoing recognition efforts.

By working together on the way we build in this region and advancing the examples of how builders have demonstrated their interest in providing environmentally-friendly site design and structures, Metro Council and the building industry can forward the protection of natural areas now and in the future.

Question:

8. What are the incentives that effectively deliver new construction projects with above average habitat-friendly practices that can be implemented by Metro Council or partners?

**Outcomes:**

*February 2006*

Metro Council will be linked with the industry alliances that are optimal for creating change in the practices of HBA member builders and other associations serving the building and design professional communities. Additionally, public knowledge and recognition of the value of these building practices on on-the-ground conditions for fish and wildlife will be raised significantly.

**Connection to Council Goals and Objectives:**

- 2.1 Natural areas are large enough, have the appropriate balance of species and are interconnected with other natural areas so that normal ecological processes are maintained.
- 2.2 Our community is inspired to create a better future for wildlife and the environment.
- 2.3 The region's waste stream is reduced, recovered and returned to productive use, and the remainder has a minimal impact on the environment.
- 4.1 Regional needs are supported by appropriate regional funding mechanisms.
- 4.3 Metro provides services that fit its distinct competency or regional scope.

**Resources Required / Budget Implications:**

The project will be supported with existing Council staff as well as Nature in Neighborhoods 1.0 FTE (1 non-managerial staff) dedicated to establishing and administering the builders and design professionals program. Various initiatives may result in additional costs that will be handled in the annual budget process.

**November 15, 2005**

**Metro Council Project Proposal**

**Lead Councilor:** David Bragdon

**Council Liaisons:** Carl Hosticka, Rex Burkholder

**Project Managers:** Jon Coney – Principal  
Kate Marx, Randy Tucker

**Project Title:** Communications campaign plan for leading the New Look

**Project Begin Date:** October, 2005

**Estimated Date of Completion:** January, 2007

**Project Description**

The communication project liaisons will provide oversight for operation of the plan and serve as a rapid response team for managing emerging issues; for example, developing and approving talking points needed to respond to unforeseen opportunities and circumstances.

Based on direction by the Council in an October 2005 work session, the liaisons assigned to this project will provide oversight for the plan to achieve specific Council-centered outcomes. The plan will -

- Ensure that Councilors' time is used wisely in serving as messengers with breaking news and feature media, official events and special events, public meetings and local government activities.
- Coordinate communications activities and Council calendars, choosing the best matches between messenger and audience and ensuring geographic/district equity in creating communications opportunities that are Councilor-centered.
- Monitor Council communications opportunities for incorporating approved messaging in everyday communications.



**Policy Questions** (What major policy questions must be answered?)

- What are the target audiences and what are their particular interests? (Target audiences are currently divided into three major segments: public service partners, communities of interest, and residents of the region).
- Which elements of the New Look should each target audience be engaged in?
- What themes and messages will resonate with each target audience?
- What communications media should be used? Who should carry the message? What are the communications strategies and tactics for each target audience?
- How will councilors coordinate their communications and work together for maximum effect? Are councilors willing to speak with one voice? When there is disagreement among councilors on policy outcomes, how should staff manage media access given that limited opportunities exist? How should spokesperson assignments be distributed?
- How will coordination in messaging occur among the component parts of the New Look?
- What should be the scope of communications and stakeholder engagement given tradeoffs in time and expense? How can Metro achieve optimal efficiency for desired outcomes?

**Outcomes (What will result from the project? What must be in place for the project to be considered complete?):**

- The objectives for each target audience listed in the communications plan will be achieved. –For example, elected partners in the region will accept and adopt the new growth management issue frame and will join the Metro Council in using the new frame to communicate shared objectives.
- In order to ensure that all project objectives are promoted *and* defended in a manner that is understood and relevant to the public, and in a manner that preserves the Council's credibility, the Council and staff will be disciplined and thoughtful about managing information and adhering to new norms for effective communications and process management.
- The Council and staff will seek to contain costs of communications; Materials and Services costs will be allocated to the project budget in the Planning department.
- Public opinion research will be used to provide an understanding of the views of the broader public and to inform both the framing of key issues and the policy direction of the project.

**Connection to Council Goals and Objectives:**

3.1 Lead regional problem solving and regional initiatives.

3.4 Communicate effectively and develop constructive relationships with internal and external audiences.

**Resources Required / Budget Implications:**

One public affairs staffer has been assigned primary responsibility for supporting Council-centered activities and project communications for the duration of the New Look project and will serve as the principal staff contact with the project liaisons.

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO.06-3666, DESIGNATING COUNCIL PROJECTS AND CONFIRMING LEAD COUNCILORS AND COUNCIL LIAISONS FOR NATURE IN NEIGHBORHOODS AND NEW LOOK COMMUNICATIONS

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Date: January 26, 2006

Prepared by: Michael Wetter

## BACKGROUND

This resolution adopts four new council projects: Nature in Neighborhoods Monitoring Program, Nature in Neighborhoods Grants Program, Nature in Neighborhoods Nature Friendly Practices and New Look Communications. Exhibit A to the resolution includes council project proposals that define the general scope of the projects. Project managers are responsible to bring a more detailed work plan to the council for approval at a later date.

In approving the three new Nature in Neighborhoods project proposals, the council may choose to acknowledge phase-out of the original Nature in Neighborhoods project, adopted on March 3, 2005. Some of the policymaking elements of this project are complete (such as the Government Coordination element which is now a project for management, rather than for policymaking). Other elements of the original Nature in Neighborhoods project are the subject of other council projects. These include the Greenspaces Bond Measure and the three Nature in Neighborhoods proposals that are part of the present resolution.

## ANALYSIS/INFORMATION

1. **Known Opposition** None known.
2. **Legal Antecedents** Resolution 05-3551 adopted the original Nature in Neighborhoods project proposal.
3. **Anticipated Effects** Policymaking work will continue on the projects defined in the exhibit.
4. **Budget Impacts** The projects are supported within the approved Metro budget.

## RECOMMENDED ACTION

Approve the resolution adopting the four projects. Acknowledge the formal phase-out of the original Nature in Neighborhoods project.