

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Tuesday, February 7, 2006
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Susan McLain, Carl Hosticka, Rod Park, Robert Liberty, Rex Burkholder, Brian Newman

Councilors Absent:

Council President Bragdon convened the Metro Council Work Session Meeting at 2:03 p.m.

1. DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, FEBRUARY 9, 2006/ADMINISTRATIVE/CHIEF OPERATING OFFICER AND CITIZEN COMMUNICATIONS

Chief Operating Officer (COO) Michael Jordan alerted Council that Bill Stringer, Chief Financial Officer, will be making appointments with them to discuss the Council President's proposed budget. Council President Bragdon distributed and briefly discussed the FY 2006-07 Council Budget Review Calendar (a copy is included in the meeting record).

2. SPONSORSHIP DISCUSSION

Mr. Jordan introduced the Council Support Specialists who had been working on this issue – Kathryn Sofich, Amelia Porterfield, and Linnea Nelson. They have brought up basic questions about sponsorships, such as, why are we doing them, and what criteria will we use? The process needs to be more systematic and consistent. Councilor Burkholder added that this analysis was long over-due.

Ms. Sofich offered details on how things have been done in the past and proposed criteria for improving the process. Ms. Porterfield reviewed the agency-wide history. The group had talked with all parts of the agency. They thanked Don Cox, Accounting, for all his help. The existing policy did not coincide with real practice. There were only four things in the past fiscal year that had been coded as sponsorships. The team found that most people did not know it existed, or if they did they didn't think it applied to them. The information was basically not trackable.

Councilor McLain said that the existing policy had been written for the Metropolitan Exposition Recreation Commission (MERC) or Portland Center for the Performing Arts (PCPA) naming sponsorships. Ms. Porterfield added that the existing code was more for incoming sponsorships; however, Metro also provided outgoing sponsorships.

Council President Bragdon said that there was a distinction between activities that relate to our program areas directly, like Stop Oregon Litter and Vandalism (SOLV), versus sponsoring a table at something that was more like moral support for a cause. Part of our direct mission is cleaning up illegal dump sites. That is different than attending a dinner or sponsoring a table. Councilor Liberty observed that it was not clear how the decisions were being made. Ms. Porterfield said that the information she had gathered showed there was no way to really track the monies that had been spent previously. That was part of what they were hoping to address with their proposal. Councilor Liberty asked if they could tell how much money we were talking about? Ms. Porterfield said it was impossible to tell. Councilor Burkholder said there was \$35K

that was in the Council budget, but other departments were following such different practices there was no way to know. Council and staff discussed specific projects and whether they should be considered as sponsorships or as some other expense.

Ms. Nelson commented that part of their charge was to better define what outgoing expenditures were. They wanted to come up with a new budget code to be used by Accounting. Metro cannot donate money; as a government agency, we could contribute for the public good, and it needed to be a definable benefit. Oftentimes this would be an indirect benefit, such as enhancing Metro's reputation, rather than a direct benefit from a contract. MERC had their own policies that deal with incoming money, not expenditures. Some of the programs involved federal dollars, which came with strings attached. Some organizations have been known to shop around to the different Metro departments to try to get sponsorships; there is no Metro sponsorship point person. Don Cox prepared a definition for the sponsorships account code. This specifically says that certain expenditures, such as grants and dues are not sponsorships. This code can be used agency-wide for FY 2006-07. This would be a first step.

Councilor Burkholder asked how to understand some of the examples that were currently considered sponsorships. Ms. Nelson responded that we needed to look at the primary purpose of the sponsorship. Maybe membership should be separated out somehow. Dues and subscriptions already had their own code.

Councilor Liberty said there would be lots of things that wouldn't fit into a precise definition. Everything ought to be connected to the mission somehow. The benefit should not be that our name be used publicly, but the benefit is the activity itself. He wanted outcomes other than Metro name recognition, such as policy advice. There is one other category in which we contribute significantly – our building is used for lots of community meetings. This is a cost to us. Ms. Nelson added that Metro staff also give a lot of time to organizations, as well as non-monetary things, like maps, compost bins, t-shirts. How do we account for those? Councilor McLain said that she thought the categorization of sponsorships was a good starting point.

Ms. Porterfield explained the proposed criteria/eligibility requirements, including things that would not be acceptable sponsorships. They had done comparisons with the way some corporate sponsorships were handled. The criteria should work in tandem with the code.

Councilor McLain wanted to make a distinction between Council sponsorships and COO sponsorships. She wanted the Council to be able to prioritize the requests. Councilor Newman asked for clarification – would department sponsorships have to go through this process? Ms. Porterfield said no, they wanted to start with Council sponsorships only. Mr. Jordan said they would be monitoring the rest of the agency during the coming year and then returning with a refined proposal. The information gathered during the upcoming year would drive the future decision-making and setting of parameters. This is primarily a management issue, so it could be handled by executive order – the COO could run requests through the criteria before showing them to the Council. But for the current fiscal year, should we use the proposed criteria? There is about \$17-18K left in the budget.

Councilor Park said that the Council set policy and expected the COO to handle the details. He didn't want to see the Council spend time arguing over \$500 sponsorships, but they should argue over the criteria and then let the budgeting process go forward. Councilor Burkholder agreed.

The bigger issue was that we needed to leverage our sponsorship dollars as much as possible. This was something that should not be left to each department head. Mr. Jordan said he thought the primary responsibility ought to be in Public Affairs. Another question was how much annual reporting the Council wanted to receive, so they could adjust the budget or review the criteria. Councilor Hosticka said the report should also include what they didn't fund. Councilor Liberty proposed that it be reviewed once or twice a year at most, during meetings at least, since we were not talking about very much money here.

Councilor McLain said she viewed the program as more like agency sponsorships than Council sponsorships. She wanted to be clear on this. If they were to have the title of Council sponsorships, the Council should be more involved. If the COO and Public Affairs were to handle it, it should have the title of Metro sponsorships.

Ms. Porterfield commented that there were two pieces – the Council sponsorships and then agency sponsorships. For the Council part, the criteria are just a suggestion. This does come out of the Council budget. Councilor Newman wanted to revisit Railvolution. These types of programs involve relationships more than specific events. Council direction on this issue is important. Council President Bragdon agreed; he thought the sponsorships were instrumental to other ends. It needed to be part of our communication strategy – sometimes we do them to make other people happy – and we get things in return. Sponsorship was a tool of the different program areas. He saw the distinction between Council sponsorships and agency sponsorships as spurious. The overall strategic analysis was valuable. Sponsoring membership events for groups that lobby us was not appropriate. But to sponsor the Coalition for a Livable Future (CLF) summit was a gray area.

Councilor Hosticka thought the distinction between measurable outcomes should not be exclusive. There was also the relationship-building aspect, which may not have a direct measurable outcome. This was a Council decision about where we invest our resources. We should be cautious about developing criteria that were too specific. We wouldn't want to lose opportunities because they didn't fit in the box.

Mr. Jordan asked Council if we could use the proposal for the rest of the fiscal year. He was happy to be the first filter. He suggested that even if the budget was almost exhausted for the year, if we receive a valuable request, we could fund from other sources. Councilor Park said he appreciated the opportunity to examine these issues. He would like to see sponsorships closer to the mission of the agency.

UNSCHEDULED ITEM

Richard Benner, Metro Attorney, discussed a property owner in unincorporated Multnomah County, in the Gresham Springwater area. The property owner liked Gresham's concept plan, because he did not want to be within an RSIA, but Multnomah County has not adopted the plan. The owner wanted to be able to sell for the maximum number of uses.

Mr. Benner explained to Council that they would probably be hearing from this individual. Councilor Park said that the owner had voted against going into the City of Gresham, but now he was complaining about being unincorporated. Councilor McLain compared this to the decision about the Evergreen area, the property below the creek and above the creek.

Council President Bragdon asked about the status of the remand objections. Mr. Benner said we have responded to the objections. Within the next two or three weeks, the department would release a report. After that, everybody had 10 days to file objections. The commission's hearing is tentatively scheduled for late March.

Mr. Benner then gave an update on the dispute about the annexation. The Land Use Board of Appeals (LUBA) made their decision 10 days ago, and each side both won and lost. Now it would all go back to the drawing board. Mr. Benner has approached Happy Valley and Damascus to see if they would be interested in entering into a dispute resolution process.

3. COLUMBIA CROSSING AND OREGON TRANSPORTATION PLAN UPDATE

Councilor Burkholder introduced these as two big, long-range plans. There was a wide range of projects being considered. Mark Turpel, Planning, distributed a draft memo to the Joint Policy Advisory Committee on Transportation (JPACT) (a copy is included in the meeting record). Council was asked to review the draft memo to JPACT; it should be submitted by the end of February. Council President Bragdon asked how this related to how money was spent. Andy Cotugno, Planning Director, replied that this was a broad policy direction, to be followed by the different modal plans. These were also not very project-specific but would set policies and standards.

Councilor Liberty said that the last plan didn't have criteria for project evaluation, description, or definition; that made it difficult to trace projects back to the policy. Mr. Cotugno said there had been a change in specificity to the criteria for funding projects through the State Transportation Improvement Program (STIP). They didn't have any criteria at all before. This has improved. But they were still more subjective; ours were more objective. Mr. Cotugno commented that the general statement in the memo was supportive. The main criticisms dealt with the connection to the modal plan and to the legislative plan. He thought there should be a better tie-in with the transportation industry and green industries.

Councilor Liberty asked how the subject of inter-modal connections was being addressed. Do we need an inter-modal connection plan? Mr. Cotugno said that each of the modes would need to say how it connects. He promised to examine the plan to see if it was already there. Transportation did not happen in isolated modes. Councilor Burkholder said he would get more information to Councilor Liberty. Councilor Liberty said that, under land use, is the goal to preserve the capacity for long-distance movement? Council President Bragdon said that we ought to be looking at transportation development in developed areas versus rural areas.

Councilor Liberty wanted to know if the plan addressed this issue. Councilor Burkholder didn't think it did. Council discussed various aspects of the plan and whether they had been included. They discussed models from other areas.

The Columbia River Crossing (CRC) project was about ready to launch its Environmental Impact Statement (EIS). This was a big project that will have big impacts on both sides of the river. It would likely require a bi-state compact.

Mr. Brandman gave a current conditions update. The CRC is an Oregon Department of Transportation (ODOT) project, not a Metro project. Metro would provide travel forecasts, but the two state Departments of Transportation were the leads. Councilor Liberty asked if the Metro Council could veto project recommendations. Mr. Brandman said that yes, technically, if we did not approve the new Regional Transportation Plan (RTP), the plan could not go forward. I-5 is the only continuous route from Canada to Mexico on the west coast. Right now it is three lanes in each direction with a capacity of 5500 cars per hour; we are currently exceeding capacity. Travel times have gone way up and are still on the rise, for both car and bus. The I-5 trade and transportation partnership study provided a multi-phase strategy, which included adding capacity to all modes.

Mr. Brandman recounted the history of the various proposals that had taken place over the past few years. Councilor Liberty had some questions about the options that had been considered or rejected. All options would be analyzed under the EIS. Some of the issues were: whether to build a bridge, whether a bridge should also carry trains, widening the bridges, etc. Mr. Brandman described the land use accord; this would set the parameters of issues that Oregon and Washington would both need to adhere to as development occurred in the corridor. This is in place.

Currently, we were in the pre-EIS stage. Mr. Brandman handed out a project schedule (a copy is included in the meeting record). Alternative would be chosen in 2008. There would be some back and forth once the list was narrowed down. He described more of the issues, such as for whom the road tolls.

Councilor Newman asked about the process and about the role of local jurisdictions. How would opposing jurisdictional priorities be resolved? Councilor Burkholder said there was a difference between projects all within one jurisdiction and projects that cut across jurisdictions. Certainly, some players would be able to veto project proposals if they did not meet certain criteria that were important to them. Mr. Cotugno said his perspective was to see what alternatives were reasonable to examine and to filter out those alternatives that did not directly relate to the crossing. Mr. Turpel distributed two documents, the CRC Organization and the CRC Task Force (a copy of each is included in the meeting record). Metro's task force representative was Councilor Burkholder (listed on handout as "Commissioner"); he would be our means of communicating the Council's perspective.

Council President Bragdon observed that, after seeing how many questions Councilors had, that they would need much more time to discuss it. Councilor Burkholder agreed. He felt perhaps more background information was needed. There was much discussion about what had happened to date, where we were in the process, and what more information should be forthcoming.

Mr. Brandman discussed the organization handout. The task force has been vetting all of the work. There is ample opportunity for the Council to make sure their goals and desires are incorporated in the process. They will return with another presentation.

4. BREAK

Eliminated in the interests of time.

5. FORMATION OF COUNCIL OF ECONOMIC ADVISORS

Lydia Neill, Planning, has assembled a proposal for a Council of Economic Advisors (CEA). She passed around a revised draft proposal and a potential list of applicants (a copy of each is included in the meeting record). She described the proposed meeting timeline and the rationale for the selection of the proposed members. The idea would be to contract with the chair of the group to produce the report. Councilor McLain said we would have to be careful to avoid any conflicts of interest.

Councilor Liberty was impressed with the geographic mix of the members but wondered if we shouldn't have more local representation. Also, the list seemed to be heavily weighted towards academics. Ms. Neill agreed, stating that she would be happy to take additional suggestions. Councilor Hosticka emphasized that we needed to keep the focus on methodology. He would prefer not to have a local chair of the group, to make sure that it wouldn't be somebody who had a vested interest. Overall, he thought it looked good.

Council President Bragdon said the major emphasis needed to be on neutral credibility; he agreed a local person would not necessarily be the best. Councilor Liberty asked if we could have a representative from a Washington university. Councilor McLain wondered if, given the lack of agreement between economists, how would we expect a group of them to agree? We needed to be very clear about what we wanted from the work. She also would prefer a non-local chair. Mr. Jordan said that the underlying intent of the creation of the group was to lend credibility and technical integrity to the forecasts that the Council used in order to make their decisions. It was not so much about making accurate forecasts. Stay tuned for another proposal.

Ms. Neill asked if Council would prefer that the list be shared with the Metropolitan Policy Advisory Committee (MPAC). Council President Bragdon thought not, the concept should be shared with MPAC, but not necessarily the list of names.

6. EXECUTIVE SESSION HELD PURSUANT TO ORS 192.660 (1) (D) FOR THE PURPOSE OF DELIBERATING WITH PERSONS DESIGNATED TO CONDUCT LABOR NEGOTIATIONS

Time Began: 4:21 p.m.

Time Ended: 4:39 p.m.

Members Present: Michael Jordan, Kevin Dull, Ruth Scott, Lisa Colling, Mike Keele

7. COUNCIL BRIEFINGS/COMMUNICATION

Mr. Jordan spoke with the pre-MPAC group from Clackamas County regarding the expansionary planning fund. The three mayors are in support. Commissioner So may be opposed. Sense was of general support. They discussed some of the conversation that had been happening in various parts of the region. Council President Bragdon asked if there was a sense that Washington County was withdrawing support from "greenfields" development. Mr. Jordan said he thought that might be the case. He said his visits to the local jurisdictions had been productive in getting people to think about the big picture.

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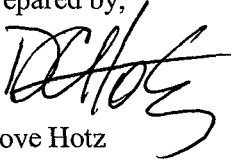
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Councilor Hosticka spoke to the City Club in Newburg, they are interested in a compact like Sandy, because they have no natural boundaries. The respective parks departments are talking to each other.

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 4:49 p.m.

Prepared by,

A handwritten signature in black ink, appearing to read 'D. Hotz', written over a horizontal line.

Dove Hotz
Council Operations Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
 FEBRUARY 7, 2006**

| Item | Topic | Doc Date | Document Description | Doc. Number |
|-------------|------------------------------|-----------------|--|--------------------|
| 1 | Agenda | 2/9/06 | Metro Council Agenda for February 9, 2006 | 020706c-01 |
| 2 | Administrative | 2/7/06 | To: Metro Council From: David Bragdon Re: FY 2006-07 Council Budget Review Calendar | 020706c-02 |
| 3 | Transportation | 1/27/06 | To: JPACT From: Tom Kloster Re: Oregon Transportation Plan (OTP) Draft Comments | 020706c-03 |
| 3 | Transportation | Undated | To: Metro Council From: Planning Re: Columbia River Crossing Project Schedule | 020706c-04 |
| 3 | Transportation | Undated | To: Metro Council From: Planning Re: Columbia River Crossing - Organization | 020706c-05 |
| 3 | Transportation | Undated | To: Metro Council From: Planning Re: Columbia River Crossing Task Force | 020706c-06 |
| 5 | Council of Economic Advisors | 2/2/06 | To: Michael Jordan From: Lydia Neill Re: Formation of the Metro Council of Economic Advisors | 020706c-07 |
| 5 | Council of Economic Advisors | Undated | To: Metro Council From: Lydia Neill Re: List of Possible CEA Members | 020706c-08 |