

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Thursday, August 3, 2006
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Robert Liberty, Rex Burkholder, Brian Newman

Councilors Absent: Carl Hosticka (excused), Rod Park (excused), Susan McLain (excused)

Council President Bragdon convened the Metro Council Work Session Meeting at 2:04 p.m.

1. NEW LOOK STRATEGIES

Council President Bragdon provided a review of what was to be covered today. He talked about the six element and the revisions that Council had suggested at the last work session. He also wanted to address communications concerning the New Look.

Robin McArthur, Planning Department, said they wanted to endorse the elements and talk about communications. She also reviewed the upcoming agenda for August 16th. She noted the track change version of the six elements document (a copy of which is included in the record). She highlighted the changes from last week. She talked about the main focus of #1. Councilor Newman suggested using “multiple parties”. Councilor Liberty suggested the addition of “regional and local transportation were tools for implementing” under the second bullet of #1. Ms. McArthur suggested wordage for an additional bullet under #1.

Ms. McArthur addressed #2; they had added “effective jurisdictions”. They also tried to create the flavor of mutual goals. Councilor Liberty suggested adding an idea about reconciling Metro’s objectives for development. He suggested further clarity on decision making both from us and from neighboring cities. He said they would have to get to point that Metro was going to have to have more official processes. Councilor Newman felt that what Councilor Liberty and Council President Bragdon was saying was implicit in #2.

Ms. McArthur talked about the changes made in #3. Invest first, coordinate, performance within the Urban Growth Boundary (UGB) and based on this Metro would decide whether to expand the boundary or not. Councilor Newman asked about the process. Ms. McArthur noted what had been added to clarify the process, legislative versus administrative. Councilor Liberty talked about metering. Michael Jordan, Chief Operating Officer (COO), clarified Councilor Hosticka’s comment about using the UGB as a tool to incent development inside the UGB.

Ms. McArthur reviewed #4 and the changes that had been suggested on proposed policy elements. Councilor Newman raised the question about urban reserves, taking land out of an urban reserve and the possible impact of a Measure 37 claim. Dick Benner, Office of Metro Attorney, clarified the urban reserve rule. Mr. Jordan said the more complicated issue was the “holding” mechanism. Mr. Benner felt that the land was not reduced in value if you take it out of urban reserve. Council talked about urban reserves and potentially urbanizable land.

Council President Bragdon suggested discussing #5, designate and protect key areas that should not be urbanized. He noted new levels of restriction. Councilor Burkholder said he was worried about linking urban reserves and agricultural reserves. He wondered how this would affect Metro’s strategy of doing urban reserves. Councilor Newman talked about urban reserves that did

not violate the hierarchy. If they had urban reserves that followed the existing hierarchy would that be better? Council President Bragdon wondered if urban reserves should only be established if every jurisdiction had urban renewal. Councilor Burkholder suggested that this was a question rather than a policy.

Ms. McArthur then reviewed #6 on transportation. Councilor Burkholder suggested under questions, adding centers development under outcomes. Councilor Liberty suggested efficient use of what we have.

Councilor Burkholder referred back to #1. He suggested some data on public investment so they had some numbers to compare. Councilor Liberty added clarity on public investment. He also added the words environmental impacts.

Council President Bragdon wanted to address how they were going to use this document. He suggested looking at how we engage the jurisdictions, the legislature, etc. He had started going around to talk to some major players in the legislature. He wanted to address the communications piece. Why do we have to do things differently? Message for changes were either on the political track or the communications track. The Council discussed "New Look Message: the Case for Change" document (a copy of which is included in the meeting record). They suggested using "dramatic impacts on the landscape". Ken Ray, Public Affairs, offered "landscape of the Metro region". Councilor Burkholder highlighting how other places have done, comparing our performance with other regions. We were better here because of these choices. Councilor Liberty wanted something in the communications piece that was positive to talk about. Council President Bragdon said they were talking about changing the status quo. You have to explain why. They needed to make a case that we had to do something seriously different. Councilor Liberty supported a story line that was more individual. He provided some examples of what he was suggesting.

Council President Bragdon felt their audience had to be the decision makers not the average citizen. The case for change had to be made to those who could change things. Ms. McArthur said she felt audience was a critical point for Council to come to agreement on and give direction to staff on. Council President Bragdon reinforced his point about individual action versus a matter of changing the laws in the system. Councilor Liberty said the biggest change was the Regional Transportation Plan (RTP). The biggest issue was congestion. Something around the RTP had to reach out to the broader audience. Councilor Liberty said the biggest impact on the individual was congestion. Councilor Burkholder suggested a different phrase than achieving the 2040 vision. He provided some thoughts for the phrase. They were also trying to talk with the other elected about financial constraints. Councilor Newman wanted clarification on what this "messaging" was for. Ms. McArthur passed out a timeline. They wanted one common calendar on the communications track. Councilor Newman said he wanted to use this document as a guide rather than word smithing the document.

Council President Bragdon said he was searching for a way to activate those who were the implementers. Councilors talked about how they sell these ideas? They discussed who were the motivators? How did they ramp that conversation up. Councilor Newman talked about how Milwaukie had evolved. They wanted Metro to help them implement their visions of their city. Councilor Liberty asked how they got to that point. Mr. Jordan said there had been a nationwide revolution in revitalization of downtowns to be more like neighborhoods. Councilor Burkholder said the question was how can Metro help. Council President Bragdon asked how do they engage these entities. Mr. Jordan said to revitalize their centers they should be doing what some of their

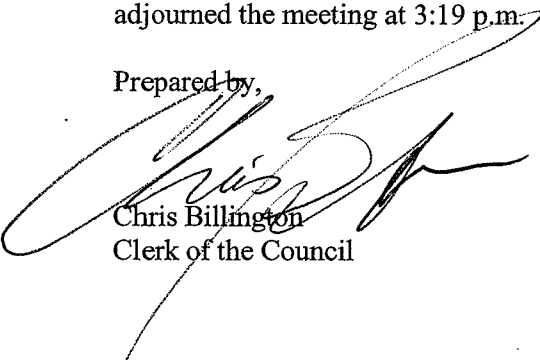
neighboring jurisdictions were doing. Why was this region the greatest place to live – it was a landscape issue. There were elements that Metro could utilize in terms of what jurisdictions want to do. Councilor Liberty said what happened was some regions went through a conversion process. Nationally the market was headed toward downtown center development. Councilor Liberty suggested doing a set of themed scenarios on the RTP.

Council President Bragdon wanted to address the question of Metro Policy Advisory Committee (MPAC). He did not think it was working for this purpose. What were the other points of stimulation that created the hunger for this? He was stumped. Ms. McArthur said they were also stumped. She suggested other tools. Council President Bragdon said it came down to the need for a campaign. He used the example of the System Development Charge (SDC) machine. He thought this could be used as an example of how to get jurisdictions engaged.

Councilor Burkholder said one of the things they were talking about in the RTP was that local jurisdictions would have one year. How do you reduce resistance to change? When we come to the end of this process, what can we do to offer them something so they are not stuck with an unfunded mandate? The thought was we budget here for workshops to help jurisdictions rewrite their plans. We would help them do this. How does Metro make this easier for the jurisdiction? Councilor Liberty said they had one way to get their attention and that was the RTP. He felt there was plenty of material to engage people and get them excited. Councilor Newman said the New Look was a communication exercise. Maybe this was where they needed to emphasize the limited resources. Councilor Liberty said they had to get to the question of what does it mean to implement? The two tools they had was the UGB and transportation money. Councilor Burkholder said MPAC involvement was important as they talk about developing communities. Dick Bolen, Planning Department, said they were talking about performance based UGB. The big money they were talking about was private money. They should try to optimize private investment. This was part of the whole equation. Councilor Liberty talked about target audiences, elected officials, and certain subsets of property owners. He felt landowners along corridors were an important audience.

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 3:19 p.m.

Prepared by,



Chris Billington
Clerk of the Council

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
AUGUST 3, 2006**

| Item | Topic | Doc Date | Document Description | Doc. Number |
|-------------|---------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1.0 | Draft Elements | 7/31/06 | To: Metro Council From: Robin McArthur, Planning Department Re: New Look at Regional Choices: Proposed Policy elements draft | 080306c-01 |
| 1.0 | Communication piece | 8/3/06 | To: Metro Council From: Ken Ray, Public Affairs and Government Relations Department Re: New Look Messages: "The Case for Change" | 080306c-02 |
| 1.0 | Calendar of events | 8/3/06 | To: Metro Council From: Robin McArthur, Planning Department Re: New Look/RTP Calendar of Activities | 080306c-03 |