

MINUTES OF THE METRO COUNCIL MEETING

Thursday, October 19, 2006
Metro Council Chamber

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

Councilors Absent: Robert Liberty (excused)

Council President Bragdon convened the Regular Council Meeting at 2:02 p.m.

1. INTRODUCTIONS

There were none.

2. CITIZEN COMMUNICATIONS

There were none.

3. AGE-RELATED SHIFTS IN HOUSING AND TRANSPORTATION DEMAND

Gerry Uba, Planning Department, introduced Margaret Neal, Ph.D., Director, Institute on Aging, Portland State University. He said this report was supposed to inform the New Look process. He felt the study would be useful for transportation planning as well as housing issues. The full report was posted on the Metro website. He noted the executive summary included in the meeting packet. He said after Professor Neal's presentation he would be talking about policy implication and directives from the Council. Professor Neal acknowledged her graduate student who had helped with the report, Alan DeLaTorre. She provided a PowerPoint presentation on the report (a copy of which is included in the meeting record). She spoke to goals and methods of the study and added that additional research was needed. She noted contradictory findings. She talked about the baby boomer population in the region. She said they needed to take into account both active and immobile seniors. She said they found that older individuals were more likely to move into denser housing. She said baby boomers were moving out of the central areas and into suburban areas. She said many of these areas had insufficient access for seniors. Their recommendations included focusing development in suburban areas so they were pedestrian-friendly and walkable. She talked about retrofitting and designing homes to support seniors. She summarized recommendations and transportation findings. She indicated future directions for study.

Councilor Burkholder suggested including real numbers instead of increases. Professor Neal felt his point was well taken. Councilor Burkholder asked about underlying real numbers. Professor Neal said they could provide them for the Council. Councilor Newman talked about the Pearl District and what was driving the market to include more seniors. He suggested we don't know why there has been a movement in the Pearl District. Councilor McLain said there couldn't be too much research done in this area. She thought there was a relationship between where seniors want to live and where their families are. If they were going to do something to better the central city options, they needed to learn why seniors were making certain choices. Councilor Park talked about aging in place. He thought medical care might also influence where seniors lived.

Council President Bragdon talked about Professor Chris Nelson's work through the National Association of Realtors. The bottom line was that the population was aging and the number of households with children was decreasing, yet the housing that was being built was predominately single-family dwellings. One conclusion they drew was more attached housing should be built. He talked about a similar study, which indicated that the housing that would be built by 2030 was currently only half built. Councilor Burkholder said this study had implications for transportation planning. He felt they needed to do some work at looking at the cause and effect. What outcome did they want to see? Was their only choice what was already built? Professor Neal said they knew that people were moving out to suburban areas because houses were cheaper.

Mr. Uba summarized the issues that had been raised by Council. He said the forecasting model took this population into consideration. He said there was no focus on the relationship between age and income in this study.

4. DRIVE LESS/SAVE MORE CAMPAIGN AND OUTREACH UPDATE

Pam Peck, Planning Department, introduced the presentation. She talked about the Regional Travel Options program, which focused on reducing drive. She shared the Drive Less/Save More Campaign. Mary Ann Aschenbrenner, Planning Department, talked about the campaign. There were 119 events. 15,000 people who participated in the bridge pedal saw the booth. She noted the packets that included information on the program. Sabrina Gogal, Planning Program Assistant, talked about changing travel culture and provided an example of her experience with one family's effort to convince their teenager to bike or bus rather than drive. Corie Harlan, Nature in Neighborhood Program and Program Assistant, shared a story about the Mt. Hood Jazz festival and an individual who had never ridden mass transit. Hector Osuna, Planning Program Assistant, said he spoke Spanish and helped Hispanics better understand transit options. He introduced Jonathan Clay. Mr. Clay, Planning Program Assistant, concluded with summarizing the benefits of the program and the use of transit. He felt it had been a gratifying summer to make even the most uninformed citizen supportive. Ms. Aschenbrenner talked about the media effort for the campaign. She introduced a short video that was shown on Channel 12, KPTV in support of the campaign.

Councilor McLain especially thanked Ms Peck, Ms Harlan and Ms. Gogal for taking their booth out to the Washington County Fair. She felt Ms. Peck's team demonstrated how much pride they had in this effort. This effort was public friendly. Councilor Burkholder said he served on the oversight committee. He asked about the website hits. Ms. Peck said they had about 10000 hits to the website.

5. PORTLAND CENTER FOR THE PERFORMING ARTS CONCESSION MANAGEMENT ACTIVITIES: SYSTEM WORKS, SOME ENHANCEMENTS NEEDED

Alexis Dow, Metro Auditor, talked about the mission of the Metro Auditor. She provided a PowerPoint presentation (a copy of which is included in the meeting record). She provided a background for the audit. She summarized recommendations. She noted oversight activities that Metropolitan Exposition Recreation Commission (MERC) should perform. She said MERC had made some administrative changes once the audit came to light. MERC management agreed with the recommendations and was in the process of making changes.

6. CONSENT AGENDA

6.1 Consideration of minutes of the October 12, 2006 Regular Council Meeting.

Motion:

Councilor Burkholder moved to adopt the meeting minutes of the October 12, 2006 Regular Metro Council.
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Vote:

Councilors Burkholder, McLain, Park, Newman, and Council President Bragdon voted in support of the motion. The vote was 5 aye, the motion passed with Councilor Hosticka abstaining from the vote.
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7. CONTRACT REVIEW BOARD

7.1 **Resolution No. 06-3736**, For the Purpose of Approving Contract No. 927489 for Development of a Strategic Master Plan for the Oregon Zoo.

Motion:	Councilor Newman moved to adopt Resolution No. 06-3736.
Seconded:	Councilor McLain seconded the motion

Councilor Newman spoke to the resolution and talked about the Oregon Zoo Future Vision Committee. This committee directed a Release for Proposal in the summer. There were six teams that submitted proposals. They selected Schultz and Williams and their subcontractors. He felt the team was the right fit for what they were trying to achieve. They had worked out a scope of work for the next nine to twelve months (included in the contract). He said this legislation authorized the Chief Operating Officer (COO) to enter into the contract. He urged approval. They were excited about getting to work on this contract. Councilor Burkholder appreciated the work that had been done to date. The Oregon Zoo was a major face of the agency. He appreciated Councilor Newman leading the effort. Councilor Newman added that when they started this process, they realized the site plan was a quarter of the total vision needed. It was important to have a fully integrated plan.

Councilor McLain applauded Councilor Newman's efforts. There was need for increasing and improving the service we provide to the general public. We needed to keep being on the cutting edge. She felt it was really exciting. Her father had worked at the Zoo before she was born. The conservation efforts had stepped up since Tony Vecchio had become the director of the Oregon Zoo. She felt they finally had the mission down. Councilor Park said this was a good step in making sure that our operations were sustainable. He summarized other sustainable efforts in the agency. Council President Bragdon echoed Councilor Park's comments. He saluted Councilor Newman, Tony Vecchio and Lake McTighe for their effort in shaping this institution that impacted many citizens. There were parallels in how we were approaching other innovations in the agency such as land use and transportation.

Vote:

Councilors Park, Hosticka, Burkholder, Newman, McLain, and Council President Bragdon voted in support of the motion. The vote was 6 aye, the motion passed.

8. CHIEF OPERATING OFFICER COMMUNICATION

Michael Jordan, COO, said on Tuesday they had a good discussion regarding programs and future opportunities. He provided additional proposals for the budget.

Councilor Burkholder said they had a discussed a letter addressed to the Columbia River Task Force. He would like to bring this to the full committee at their next meeting.

Councilor Newman said he and Councilor Burkholder were at the Springwater Three Bridges event today. He talked about next steps. Councilors added their comments about the completion of this project.

Councilor Park said he was at an event to help clean up Marine Drive today. It was a good cooperative effort by all involved. There was recovery of a lot of tires, barrels and other garbage.

Council President Bragdon said he attended a meeting with several other Big Look members sponsored by a realtor group. Other state agencies were included in the meeting held in Bend.


Second, he had gotten a phone call about Jeff Miller leaving his position as the General Manager of MERC. It was a loss for Metro but there was a promise of a good transition. He will be the new Chief Executive Officer for Portland Oregon Visitors Association.

Councilor McLain said she and Councilor Park met with one of their neighboring cities, Newberg. She talked about their concerns and impacts on livability.

10. ADJOURN

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 3:33 p.m.

Prepared by


Chris Billington
Clerk of the Council

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF OCTOBER 19, 2006

Item	Topic	Doc Date	Document Description	Doc. Number
3	Report	8/14/06	To: Metro Council From: Gerry Uba, Planning Department Re: Age-Related Shifts in Housing and Transportation Demand	101906c-01
3	Power Point	10/19/06	To: Metro Council From: Gerry Uba, Planning Department Re: Age-Related Shifts in Housing and Transportation Demand PowerPoint Presentation	101906c-02
4	Information Packet	10/19/06	To: Metro Council From: Pam Peck, Regional Travel Options Program Re: Packet of information on Drive Less/Save More	101906c-03
5	Report	October 2006	To: Metro Council From: Alexis Dow, Metro Auditor Re: Metropolitan Exposition Recreation Commission Portland Center for the Performing Arts	101906c-04
6.1	Minutes	10/12/06	Metro Council Meeting Minutes for October 12, 2006	101906c-05
7.1	Amended exhibits	10/19/06	Exhibit A-1 and A-2 to Resolution No. 06-3736, For the Purpose of Approving Contract No. 927489 for Development of a Strategic Master Plan for the Oregon Zoo.	101906c-06
5	Power Point	10/19/06	To: Metro Council From: Alexis Dow, Metro Auditor Re: PowerPoint presentation on MERC Portland Center for the Performing Arts	101906c-07
8	Memo	10/19/06	To: Metro Council and COO Jordan From: Margo Norton, Deputy Director of Finance and Administrative Services Re: Additional Proposal Strategies from Planning for inclusion in the "Blue Book"	101906c-08