

## MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Tuesday, July 3, 2007  
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Rod Park, Rex Burkholder, Brian Newman, Kathryn Harrington

Councilors Absent: Robert Liberty (excused), Carl Hosticka (excused)

Council President Bragdon convened the Metro Council Work Session Meeting at 2:02 p.m.

### **1. DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, JULY 5, 2007//ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS**

Council President Bragdon reviewed the July 5, 2007 Metro Council agenda. He noted an addition to the Thursday meeting concerning purchase of property. Councilor Newman talked about the design competition presentation.

### **2. TRANSIT SERVICE DISCUSSION**

Councilor Burkholder introduced the topic. Council President Bragdon said he wanted to explore the operations side of transportation and its potential effects on the Regional Transportation Plan (RTP). Richard Brandman, Deputy Planning Director, said Metro frequently concentrated on the high capacity transit plan. Today, they would be focusing on the bus system. He noted Tony Mendoza came from TriMet. Tony Mendoza, Planning Department, provided a PowerPoint presentation (a copy of which is included in the meeting record). This presentation was a guidepost to any conversation. He introduced other staff from TriMet that were in the audience. Phil Selinger, TriMet, said they were just bringing their transit investment plan forward to their TriMet Board. They were partners with Metro in putting these plans together. Mr. Selinger talked about the Portland Transit Investment. He spoke to Service Quality, Market Segmentation Study, Ridership Trends and How TriMet Stacked up. The plan was a five-year rolling plan that was grounded in the RTP. He noted priorities in the plan. This was about the transit experience from door to door. They had put a lot of emphasis on frequent bus service. He spoke to the components of the total transit system. He talked about the stop improvements. They had been replacing signage, adding more shelters, adding lighting and attending to trash management.

Mr. Selinger then talked about pedestrian accessibility. He also spoke to the information that was being provided on signage. One of the principle tools was real time bus arrival information. Councilor Harrington asked about quality control. She thought that 80% of the time it was wrong, primarily in the afternoon. Mr. Selinger said the technology for trains and buses was different. Councilor Newman talked about his experience using the bus, which had been relatively good. He spoke to frequent service, which was running buses every 15 minutes. Councilor Harrington asked about a priority system in terms of improving pedestrian amenities. Mr. Mendoza explained the implementation of frequent service. Mr. Selinger continued with his presentation on frequent services and provided some history of the program. They needed to be more in the suburbs. He said there had been an increase in ridership for the frequent service program. Council President Bragdon asked about congestion and impacts on bus service. Mr. Brandman said there was 3% growth annually with a .5% impact because of congestion.

Mr. Selinger said they had heard from the public that on-street improvements were important to the frequent service. Mr. Mendoza talked about the impacts of increasing frequent bus service on line 57. Mr. Selinger said they were making progress at bus stops with shelters, solar lighting, redundant bus stops, and improving pedestrian connections. He noted service development having to do with lines 76, 31, and 35. Councilor Harrington asked about hurdles for service development. Mr. Selinger said it was financial. He said they would like to get frequent service hours extended. Councilor Harrington asked about outreach efforts. Mr. Selinger said they do this through their Transportation Improvement Plan (TIP) and RTP processes.

Mr. Selinger reviewed service quality. He spoke to objectives, which included adding new ridership, operating speed increases to name a few. He talked about the toolbox that was used to improve service quality. He briefed the Council on the concept of transit signal priority and how it worked. He said they needed to make sure it was working effectively. The idea was to increase schedule reliability. There were rider and operation benefits to this transit signal priority. Councilor Park asked about return on investment. Mr. Selinger responded to his question. Mr. Selinger talked about curb extensions and the impacts. He noted timesavings. Mr. Selinger said they had been migrating their fleet to low floor buses. He provided a summary and examples of what he had shared during the presentation. He shared results of the frequent service program. They didn't believe benefits were fully realized. Councilor Harrington asked about bus safety improvements and what percentage of the buses had rear yield signs and tail lights clarity. Mr. Selinger responded that most buses had the rear yield signs but bus drivers didn't use them all of the time. He would share the suggestion of cleaning the taillights with TriMet operations. He then reviewed what was included in Bus Rapid Transit (BRT); product attributes, stop and shelter amenities, and vehicle features. Mr. Brandman said most of these projects would have to be funded locally. Mr. Selinger talked about the markets they were serving including the lifestyle choice group. He shared ridership trends by mode (bus and rail). He reminded that the MAX service had grown so that explained some of the peaks. He felt that this region was doing well compared to a lot of sister cities. He also noted growth in ridership.

Councilor Harrington asked how different services provided services to different areas. Mr. Mendoza said they didn't cover demand responsive service. Mr. Selinger said they had been looking at low performing areas. They had been reducing service in those areas and increasing frequent service. He said the dial a ride was more expensive service. Councilor Burkholder talked about local need such as Portland Community College (PCC) and the use of private van service. Can we coordinate our bus service with these private services? Mr. Mendoza said there as a regional program as part of the van pool program. He further explained the program and how the operations costs were shared between the employer and TriMet. Councilor Newman talked about elderly disable service and its growth with the aging of the baby boomers. He said a big challenge was the land use challenge. He said publicly owned senior centers did not have bus service. He wondered whether there needed to be more regional policies to provide service to this population. Mr. Selinger said they did a study on transit corridors and the zoning. He noted that some systems pre-qualified individuals for lift service. Councilor Newman said he would like to figure out a way to provide this service. Councilor Park talked about the Transit Oriented Development (TOD) projects, senior housing, and buying down land costs to keep these facilities on fixed routes. Councilor Burkholder noted a conversation at the Joint Policy Advisory Committee on Transportation (JPACT) this Thursday about transit components. He asked Council if they had additional ideas for the discussion. Council President Bragdon talked about the "avoided costs." Council discussed how Metro could impact TriMet operational dollars. Councilor Newman suggested looking at state programs to fund senior and disable service to free up operational dollars. Councilor Harrington talked about the need for public safety messages in the Washington

County area. Councilor Newman talked about park and ride impacts. Mr. Selinger said they struggle to understand service productivity versus coverage. Councilor Burkholder reminded Council that the Metropolitan Transportation Improvement Program (MTIP) process starts again in the Fall. This was an opportunity to looking at how people can get around the region.

**3. BREAK**

**4. PROGRAM OPTIONS FOR INCREASING BUSINESS RECYCLING**

Mike Hoglund, Solid Waste and Recycling Director, introduced the topic. He talked about the three recycling components, one of which was the business recycling plan to help get to the recycling goal. Council had suggested a performance based program, something that the local governments could implement. They thought the options were compelling for recovery that was in the contingency plan. They would be bringing this to Metro Policy Advisory Committee (MPAC) as well. Heidi Rahn, Solid Waste and Recycling Department, said they had to get to 64% to meet the 2009 goal. They were looking at existing programs and they thought they would get additional tonnage. There was room for improvement. There was lower performance from some of the business community. The participation rate was not as high as it could be. They were still seeing paper and containers thrown away. She spoke to current recycling rates from the business community, which was about 80%. They needed to get to 90%. Ms. Rahn spoke to barriers included time, money, and lack of space. They had taken these barriers and provided money to hire recycling specialists. She explained what these individuals did for the companies. They relied on business partners from the business community. They had an annual outreach program. She spoke to results of their program. They were visiting over 1,000 companies. They knew that the businesses that this service was provided to were increasing their recycling. She talked about the lack of business entry they faced. There were also inconsistent service levels throughout the region. They also would like more coordination with the haulers. Marta McGuire, Solid Waste and Recycling Department, talked about stakeholder feedback on the mandatory business recycling programs. Regional partners had identified two programs: mandatory business recycling program and business recycling standards program. She noted there were two ways to adopt a mandatory program. Support varied at the local government and business level. She then talked about the business recycling standards program elements. Local governments would be responsible to report to Metro. Program would be evaluated annually. She noted how this program would be adopted. She talked about barriers and shortcomings as well as strategies to overcome those barriers.

She shared their discussion with Solid Waste Advisory Committee (SWAC). At the end of the discussion they were asked to vote on the two options. She noted strengths and weaknesses to the mandatory business recycling program and the business recycling standards. Councilor Burkholder asked about standards across the region. She said SWAC was in favor of adopting business recycling standards and providing additional funding. She said they had outlined three questions that they wanted feedback from Council.

Mr. Hoglund asked if Council had a preference for one program over another. Councilor Newman said he was for mandatory business recycling. He said it was something that had been embraced in other parts of the country. He thought it would be smart to have a long phase in period and focus on providing resources to address everyone's compliance. He felt that the public had embraced the Seattle mandatory program. Council President Bragdon talked about performance measures and cost benefits. We needed to be moving toward a system where our goals were our own and not just following state mandates. He was less comfortable than Councilor Newman

with the mandatory program. Councilor Park said he suspected that there was more than 3% that weren't participating. He was not comfortable with doing a mandatory program. He wanted to look at the handoff with local governments. He also noted system costs and what that meant. He had a question about tonnage increases. He also wondered what the costs were and the benefits. He wanted to see more information and see how it played into a larger discussion. Mr. Hoglund said SWAC suggested updating their numbers. Councilor Burkholder said he needed to understand the new recovery rates. His preference was a mandatory program. He suggested not taking both options to MPAC until Council had further discussion.

Ms. McGuire talked about the mandatory program survey to get an idea of how much recovery could be achieved. They had less information about the business standards program. Councilor Burkholder said the issue of having inconsistent standards was problematic. Council President Bragdon said he wasn't sure that Council had a unified position. Councilor Harrington said there was a recycling at work program. From that standpoint, was there a recommended program? Ms. Rahn provided clarification on the two programs. Councilor Harrington said she had concerns about going out with a mandatory recycling program from the understanding the impact on different size companies. From the business standards standpoint, she wasn't sure how local governments would implement. They needed to have a clear picture about the local impact of these two programs. She said it didn't feel right to her yet.

Councilor Newman suggested that they share the success of the City of Portland and other programs around the country when they presented the mandatory program. He felt most businesses would applaud the mandatory program. Councilor Park said he had heard mixed reviews about how successful City of Portland's program had been. There was one thing to set a standard but there was sensitivity about Metro getting involved in local government. Ms. McGuire said the success of City of Portland's program came up at SWAC. She felt the biggest difference was enforcement. She shared the differences between the City of Portland's program and the proposed Metro program. Councilor Harrington said she had several local mayors that had asked her about the program. She suggested a draft Frequently Asked Questions (FAQ) for other local jurisdictions. She wanted to get confirmation that she was assuming that Metro was well within its authority to put forward ordinances and mandates. Mr. Hoglund said they were. They thought they had an authority. Council President Bragdon suggested letting MPAC know that there was a range of opinions from the Council. Councilor Burkholder asked about the SWAC recommendation about trying the optional program for two years. Was that enough time to see results and tell Metro whether it was working or not?

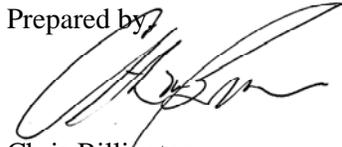
## **5. COUNCIL BRIEFINGS/COMMUNICATIONS**

Councilor Newman asked Marv Fjordbeck, Senior Attorney, about new ethics laws that would go into effect and what that meant for elected officials. Councilor Burkholder provided a draft letter about a request for review of the update to Metro's Regional Transportation Plan (a copy of which is included in the meeting record). This was a recommendation that they asked the Council President to send to the Chair letting them know what Metro intended to do this. Councilor Harrington said the Enhanced Dry Waste Recycling Program (EDWRP) hearing had occurred. There had been several Councilors that had asked for removal of the surcharge. If the ordinance were amended to eliminate the surcharge, it would be at the meeting on July 12. If the "B" version was adopted, the final action would be on July 19. She talked about Ordinance No. 07-1154. MPAC had considered it in June and final consideration would occur at the July meeting. She noted comments from MPAC members. This ordinance was to be considered at the July 19 Council meeting. Finally, she asked about the regional roundtable. Was any one person pulling it

together? Michael Jordan, Chief Operating Officer (COO), talked about the evolution of the meeting. He thought that the group that was managing the New Look would be the point group for this roundtable. They suggested addressing this issue at the July 18<sup>th</sup> New Look. Council President Bragdon asked how MPAC members felt about it. Councilor Harrington responded that there were differing opinions. Councilor Burkholder wondered how effectively were we engaging local partners? Council President Bragdon echoed Councilor Burkholder's comments. Councilors discussed perceptions of JPACT and some of the grumblings from the Oregonian and business communities.

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 4:30 p.m.

Prepared by

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

Chris Billington  
Clerk of the Council

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF  
JULY 3, 2007**

<b>Item</b>	<b>Topic</b>	<b>Doc. Date</b>	<b>Document Description</b>	<b>Doc. Number</b>
1.0	Agenda	July 5, 2007	Agenda: Metro Council regular meeting, July 5, 2007	070307c-01
2.0	PowerPoint Presentation	July 3, 2007	To: Metro Council From: Tony Mendoza, Planning Department Re: Portland's Transit Investment	070307c-02
5.0	Draft letter	June 2007	To: John VanLangham, Chair Land Conservation and Development Commission From: David Bragdon, Council President Re: Request for review of Update to Metro's Regional Transportation Plan (RTP)	070307c-03
2.0	FAQ sheet	7/3/07	To: Metro Council From: Tony Mendoza, Planning Department Re: Regional Transportation Plan Update Transit Component Financing Options	070307c-04
4.0	PowerPoint Presentation	7/3/07	To: Metro Council From: Marta McGuire and Heidi Rahn, Solid Waste and Recycling Department Re: Program Options for Increasing Business Recycling	070307c-05