

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

Tuesday, January 15, 2008
Metro Council Chamber

Councilors Present: David Bragdon (Council President), Kathryn Harrington, Carlotta Collette, Carl Hosticka, Robert Liberty

Councilors Absent: Rex Burkholder (excused), Rod Park (excused)

Council President Bragdon convened the Metro Council Work Session Meeting at 2:00 p.m.

1. DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, JANUARY 17, 2008/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS

Council President Bragdon reviewed the January 17, 2008 Metro Council agenda.

Michael Jordan, COO, explained different employee and position transitioning processes. He explained plans to expand the Metro brand, Public Affairs, and Council communications. He explained the allocation of human resources regarding a new Public Affairs director, and how the new department would be set up.

Councilor Liberty noted that selling Metro like a commodity might not work. President Bragdon had reservations about the process, as more and more external relations are being brought into the COO office. President Bragdon said the process seemed contrary to what the Council had previously discussed. He hoped the Council would be involved in recruiting for the position.

Councilor Harrington had concerns, as there was a lot to strategic thinking and communications. She said a shift had occurred, and now another shift was occurring. She said she can see the benefits, but felt this shift takes everything in a new direction. Councilor Harrington had concerns with the model proposed by Mr. Jordan. She noted that this would essentially present one voice only.

Councilor Collette did not necessarily have any reservations. She had worked with models like the proposed model in the past and had not had any problems.

Mr. Jordan noted he wanted to present and visit the Council at a later date.

2. OREGON ZOO BALLOT MEASURE DISCUSSION

Councilor Liberty provided background information on the zoo ballot measure discussion.

Adam Davis, Principal Polling Consultant with Davis, Hibbits, and Midghall Inc., made a Powerpoint presentation on poll results. He stated the goal of the research was to assess public support for a property tax increase to fund improvements to the Oregon Zoo. He explained the survey was a telephone survey of 500 registered voters in the Metro service area. He explained that, in a nutshell, they asked people what they thought of the Oregon Zoo funding measure.

Different aspects of survey results were explained, including percentages of support, reasons for support, range of survey responses, arguments in opposition, and arguments in support. Mr.

Davis also explained zoo priorities and different perspectives and contextual processes behind the survey and subsequent results. Mr. Davis explained that one of the primary arguments in support of the zoo ballot measure was for animal support. He also provided observations and conclusions based on survey results, that showed strong general support for the zoo ballot measure.

Councilor Hosticka asked about discrepancies in statements of support compared to statements of opposition. Councilor Harrington asked about improved animal care. Mr. Davis explained that improved care for animals could be representative of other statements of support, and explained what 'better care for the animals' meant. Mr. Vecchio said they tested different statements with people, and the statement 'better care for the animals' could mean many different things, and it was the duty of zoo staff to identify what they could do to meet the intentions of the statement. Mr. Davis noted that many people look at the zoo differently than they do 'government' in general. He explained it would take a solid campaign to pass the zoo ballot measure. A very important factor is whether or not there would be organized opposition.

Councilor Collette asked about the parking issue and its role as a low priority and how this would affect support.

Penny Serrurier, Zoo Foundation Chair, talked about zoo improvements, inherent priorities, and next steps. She explained that ballot measure funding could do wonders for zoo facilities and implement many needed repairs and programs. Penny explained current roles and courses of action, and noted the committee was dedicated to contributing monetary resources for campaign funding. She noted they are lining up experts to aid in the November ballot measure campaign.

President Bragdon said this points the Council in a general direction, but greater specifics needed to be addressed. President Bragdon asked Ms. Serrurier about direction. Mr. Vecchio said that the committee was working on shaping content, and working towards a March deadline. Mr. Vecchio noted the time is fast approaching where this transitions from a general idea to a more specific plan and blueprint.

Councilor Hosticka talked about ballot measures during non-presidential elections. He was concerned with the measure occurring during a Presidential election year. Mr. Vecchio passed around primary points of the community survey conducted by Mr. Davis. He noted on the sheet that there was support for the zoo across all demographics.

Councilor Liberty noted his concern with 2% undecided, and also senior citizen survey results. Councilor Liberty said he does not think anyone is in total support of building a parking structure. He asked if Metro could trade something out, and how to finance transportation options to the zoo. He also talked about green building strategies at the zoo. He noted that these are operational costs rather than capital costs, and that he feels this served the broader mission of Metro.

Councilor Harrington said all options should be explored, and then narrowed down. President Bragdon noted that community leaders should start getting involved to propel this into November. Mr. Vecchio said that they have the 'foot soliders' to sustain and propel the campaign, as far as staffing concerns go.

3. DEVELOPMENT OF PROJECT EARMARK PRIORITIES FOR FY '09 TRANSPORTATION APPROPRIATIONS

Andy Cotugno, Planning Director, explained his project handouts in the agenda packet (see attachment). He said that one project was a series of trail projects, and the other was a Pacific University expansion in Forest Grove (TOD project).

Mr. Cotugno said they were currently in a review period. President Bragdon asked how something rises to become a federal issue on the list. He noted that many projects have very little national significance. Mr. Cotugno said the point of earmarking was what gets the attention of Congressmen. Mr. Cotugno noted there were certain profiles that different projects assume, and therefore become federal priorities. He said that many do not because of local and federal distinctions. Councilor Hosticka explained the significance of Highway 99W, and the importance of allocating resources for a right-of-way. Mr. Cotugno said the earmarking takes place in a certain area oftentimes, rather than specifically designating or identifying a certain place.

Councilor Liberty expressed concerns with the earmarking process. He said there seemed something fundamentally flawed in setting certain projects as ultimate high priorities. He said he was frustrated by something coming into the process as a top priority.

Councilor Harrington asked about trail projects and further asked what was going to be gained that was not identified or gained before. She asked this because the information was not in the text. Councilor Collette asked about Milwaukie light rail.

Councilor Liberty asked if the Columbia River Crossing was going to be a part of the action. Mr. Cotugno said that the staff report was attempting to spell out the priorities of many different regional aspects – regional transit priorities among other variations of regional transportation priorities.

President Bragdon asked what would be gained as a signal to Congress. Mr. Cotugno noted that actions have been taken to acknowledge the significance of projects. President Bragdon asked that if members of Congress were not asking about priorities, why was Metro supplying this information? Mr. Cotugno noted that funding strategies with Congress vary greatly. Sometimes Congressmen may choose to fund their priorities rather than placing priorities through a regional lens. Councilor Liberty again asked why Metro had to designate something as the 'highest priority.' Mr. Cotugno noted that we had to ask for money and therefore had to designate priorities. Councilor Collette noted she did not think the Staff Report needed to be so specific as to designate a 'highest priority.' President Bragdon asked who proposed the priorities. Mr. Cotugno said it was an agreement between him and ODOT. Councilor Hosticka asked about new leadership in Washington, stating they were not doing earmarks. Mr. Cotugno said there were earmarks, but he did not necessarily know the exact answer and background.

Mr. Cotugno summarized the Council discussion and reiterated two primary points: softening the staff report and including consistency, and to leave the resolution alone.

4. BREAK

5. WASTE ALLOCATION PROJECT

Mike Hoglund, Solid Waste and Recycling Director, said there were some policy issues regarding concerns with tonnage allocations. Mr. Hoglund introduced his discussion noting background information would be provided and policy issues identified. Doug Anderson, Financial Management and Analysis Manager for Solid Waste and Recycling, said that over the next few months the tonnage amount that operators can accept would be decided.

Mr. Anderson explained background behind the waste allocation exercise (see packet). Doug explained waste management issues. He identified various transfer stations throughout the region, and compared different tonnages accepted throughout the region. Doug explained that there was not a concrete approval process for creating new transfer stations.

Councilor Hosticka asked about public interest in waste going to Vancouver. Dan Cooper, Metro Attorney, explained the process. Councilor Hosticka asked if there was excess capacity in the system. Mr. Anderson answered yes, approximately double. Councilor Hosticka asked to what extent vertical integration was a factor. Mr. Anderson answered that the Troutdale transfer station was a good centroid, and explained factors of other transfer sites in the region.

The Councilors, Mr. Hoglund, and Mr. Anderson completed the preference exercise (see agenda packet).

Councilor Liberty asked about Vehicle Miles Traveled (VMTs). He noted that we should think about the entire system rather than the lone idea of VMTs. Councilor Park suggested rate transparency and reduction in VMTs. Councilor Harrington suggested policy maintenance in disposal. Councilor Liberty suggested transparency for the whole system with a sustainability component. President Bragdon suggested that those who set the rates need full information. He also noted that rationing a public good without revenue is not acceptable. Finally, he noted legacy does not equal entitlement. President Bragdon, for must-haves, said there must be geographical access and that prices must relate to cost of service. He also mentioned that it would be nice to have innovation, improved recycling promotion, and minimized long-distance travel. Councilor Harrington noted that Metro's finances are in disarray without transition. Councilor Hosticka said that more convenient access by the public to get rid of hazardous materials was important. Councilor Harrington said that private market strength should not be utilized to residents' benefit.

Councilor Harrington asked, coming from this exercise and steps, what will come back to the Council? Mr. Anderson answered that these would be used to develop criteria and objectives. Councilor Harrington asked what month this would come back before the Council.

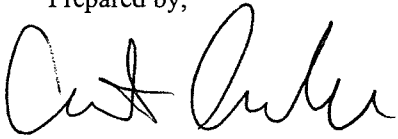
6. COUNCIL BRIEFINGS/COMMUNICATIONS

Councilor Hosticka said that Metro received kudos at a community meeting. President Bragdon said MERC had an all-day meeting on January 14, 2008. He said it was primarily a discussion on facilities. He also talked about other issues at the meeting. Councilor Liberty said that Ted Wheeler would be speaking with all the Councilors about the Vehicle Registration Fee. He talked about the discussion they had. Councilor Hosticka mentioned that maybe by next week, there would be an inventory of what different governments are doing about this topic. Councilor Harrington talked about landfill standards. Mr. Hoglund talked about Department of Environmental Quality (DEQ) processes and answered Councilor Harrington's questions.

Councilor Hosticka asked if there would be enough capacity to accept certain wastes, if allocated from other transfer stations. Mr. Hogle said there is capacity, and explained the process and different capacity options. Councilor Harrington talked about the Reserves process and facilitator interviews for the Core-4 position. She also talked about the Neighbor Communities meeting summary (see attachment).

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 5:04 p.m.

Prepared by,

A handwritten signature in black ink, appearing to read 'Tony Andersen', written in a cursive style.

Tony Andersen
Council Operations Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
JANUARY 15, 2008**

Item	Topic	Doc. Date	Document Description	Doc. Number
1	Agenda	1/17/08	Agenda: Metro Council regular meeting, January 17, 2008	011508cw-1
2	Survey Results	1/15/08	Survey Results: Oregon Zoo Community Survey, December 1, 2007	011508cw-2
3	Map, Regional Trails	1/15/08	Metro Regional Trails: Acquisition Funds from 2006 Bond Measure, January 15, 2008	011508cw-3
5	Summary	1/15/08	To: Metro Council From: Rod Park Re: Scoping Framework, Wet Waste Allocation Project Policy Outcomes, January 15, 2008	011508cw-4
6	Summary	1/15/08	Neighbor Communities (N.C.) Meeting Summary, January 15, 2008	011508cw-5