

BEFORE THE METRO COUNCIL

AMENDING THE FY 2007-08 BUDGET AND	)	ORDINANCE NO. 08-1173
APPROPRIATIONS SCHEDULE TO RELEASE	)	
CONTINGENCY FUNDS EARMARKED FOR	)	Introduced by Michael Jordan, Chief
VARIOUS PLANNING DEPARTMENT	)	Operating Officer, with the concurrence of
PROJECTS, AUTHORIZING THE ADDITION OF	)	Council President David Bragdon
3.0 FTE AND DECLARING AN EMERGENCY	)	

WHEREAS, the Metro Council has reviewed and considered the need to increase appropriations within the FY 2007-08 Budget; and

WHEREAS, Oregon Budget Law ORS 294.326 allows for the expenditure in the year of receipt of grants, gifts, bequests, and other devices received by a municipal corporation in trust for a specific purpose; and


WHEREAS, the need for the increase of appropriation has been justified; and

WHEREAS, adequate funds exist for other identified needs; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That the FY 2007-08 Budget and Schedule of Appropriations are hereby amended as shown in the column entitled "Revision" of Exhibits A and B to this Ordinance for the purpose of releasing contingency funds earmarked for various planning department projects and authorizing the addition of three full time positions
2. This Ordinance being necessary for the immediate preservation of the public health, safety or welfare of the Metro area in order to meet obligations and comply with Oregon Budget Law, an emergency is declared to exist, and this Ordinance takes effect upon passage.

ADOPTED by the Metro Council this 7<sup>th</sup> day of February 2008.

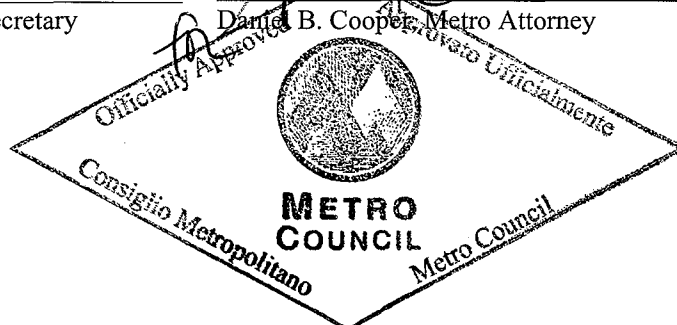
  
 \_\_\_\_\_  
 David Bragdon, Council President

Attest:

Approved as to Form:

*for* Becky Shoemaker  
 \_\_\_\_\_  
 Christina Billington, Recording Secretary

  
 \_\_\_\_\_  
 Daniel B. Cooper, Metro Attorney



**Exhibit A  
Ordinance No. 08-1173**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Resources</b>							
<b>Resources</b>							
<i>BEGBAL</i>	<i>Beginning Fund Balance</i>						
3500	Beginning Fund Balance						
	* Prior year ending balance		12,436,438		0		12,436,438
	* Project Carryover		2,097,336		0		2,097,336
	* Tourism Opportunity & Comp. Account		784,911		0		784,911
	* Recovery Rate Stabilization Reserve		1,742,751		0		1,742,751
	* Reserve for Future Debt Service		2,024,706		0		2,024,706
	* Tibbets Flower Account		491		0		491
	* Prior year PERS Reserve		5,592,114		0		5,592,114
<i>EXCISE</i>	<i>Excise Tax</i>						
4050	Excise Taxes		14,677,197		0		14,677,197
4055	Construction Excise Tax		3,000,000		0		3,000,000
<i>RPTAX</i>	<i>Real Property Taxes</i>						
4010	Real Property Taxes-Current Yr		9,971,141		0		9,971,141
4015	Real Property Taxes-Prior Yrs		299,134		0		299,134
<i>GRANTS</i>	<i>Grants</i>						
4100	Federal Grants - Direct		4,676,647		0		4,676,647
4105	Federal Grants - Indirect		4,987,165		0		4,987,165
4110	State Grants - Direct		1,299,475		0		1,299,475
4115	State Grants - Indirect		170,400		0		170,400
4120	Local Grants - Direct		8,659,420		50,000		8,709,420
<i>LGSHRE</i>	<i>Local Gov't Share Revenues</i>						
4135	Marine Board Fuel Tax		123,843		0		123,843
4139	Other Local Govt Shared Rev.		396,130		0		396,130
<i>GVCNTB</i>	<i>Contributions from Governments</i>						
4145	Government Contributions		20,157		0		20,157
<i>LICPER</i>	<i>Licenses and Permits</i>						
4150	Contractor's Business License		405,000		0		405,000
<i>CHGSVC</i>	<i>Charges for Service</i>						
4160	Boat Ramp Use Permits		500		0		500
4165	Boat Launch Fees		155,000		0		155,000
4180	Contract & Professional Service		444,060		0		444,060
4200	UGB Fees		50,000		0		50,000
4230	Product Sales		307,600		0		307,600
4280	Grave Openings		155,000		0		155,000
4285	Grave Sales		120,000		0		120,000
4500	Admission Fees		6,711,235		0		6,711,235
4501	Conservation Surcharge		136,500		0		136,500
4510	Rentals		763,933		0		763,933
4550	Food Service Revenue		4,487,674		0		4,487,674
4560	Retail Sales		1,927,541		0		1,927,541
4580	Utility Services		2,000		0		2,000
4610	Contract Revenue		864,191		0		864,191
4620	Parking Fees		629,186		0		629,186
4630	Tuition and Lectures		833,613		0		833,613
4635	Exhibit Shows		604,512		0		604,512
4640	Railroad Rides		586,047		0		586,047
4645	Reimbursed Services		232,558		0		232,558
4650	Miscellaneous Charges for Service		24,700		0		24,700
4760	Sponsorships		17,000		0		17,000

**Exhibit A**  
**Ordinance No. 08-1173**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Resources</b>							
<i>INTRST</i>	<i>Interest Earnings</i>						
4700	Interest on Investments		842,690		0		842,690
<i>DONAT</i>	<i>Contributions from Private Sources</i>						
<i>INCGRV</i>	<i>Internal Charges for Service</i>						
4670	Charges for Service		58,100		0		58,100
<i>MISCRV</i>	<i>Miscellaneous Revenue</i>						
4170	Fines and Forfeits		20,000		0		20,000
4820	Program Income		38,513		0		38,513
4890	Miscellaneous Revenue		88,911		0		88,911
4891	Reimbursements		1,358,898		0		1,358,898
<i>INDTRV</i>	<i>Interfund Reimbursements</i>						
4975	Transfer for Indirect Costs						
	* from MERC Operating Fund		1,693,465		0		1,693,465
	* from Natural Areas Fund		766,350		0		766,350
	* from Solid Waste Revenue Fund		3,444,419		0		3,444,419
<i>INTSRV</i>	<i>Internal Service Transfers</i>						
4980	Transfer for Direct Costs						
	* from Natural Areas Fund		135,925		0		135,925
	* from Metro Capital Fund		29,750		0		29,750
	* from Smith & Bybee Lakes Fund		21,700		0		21,700
	* from Solid Waste Revenue Fund		714,646		0		714,646
<b>TOTAL RESOURCES</b>			<b>\$102,667,273</b>		<b>\$50,000</b>		<b>\$102,717,273</b>

**Exhibit A  
Ordinance No. 08-1173**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Council Office</b>							
<i>Personal Services</i>							
<i>SALWGE</i>	<i>Salaries &amp; Wages</i>						
5000	Elected Official Salaries						
	Council President	1.00	111,132	-	0	1.00	111,132
	Councilor	6.00	220,044	-	0	6.00	220,044
5010	Reg Employees-Full Time-Exempt						
	Assistant to the Council President	1.00	81,130	-	0	1.00	81,130
	Chief Operating Officer	1.00	168,664	-	0	1.00	168,664
	Confidential Secretary	2.00	92,589	-	0	2.00	92,589
	Council Support Specialist	3.00	145,108	-	0	3.00	145,108
	Manager II	1.00	74,881	-	0	1.00	74,881
	Principal Regional Planner	-	0	-	0	-	0
	Program Analyst I	1.00	43,347	-	0	1.00	43,347
	Program Analyst II	1.00	54,714	-	0	1.00	54,714
	Program Analyst III	1.00	50,957	-	0	1.00	50,957
	Program Analyst V	-	0	0.42	28,685	0.42	28,685
	Program Supervisor II	1.00	73,904	-	0	1.00	73,904
5015	Reg Empl-Full Time-Non-Exempt						
	Administrative Assistant II	1.00	33,874	-	0	1.00	33,874
5030	Temporary Employees		40,000		0		40,000
5080	Overtime		1,750		0		1,750
5089	Salary Adjustments						
	Merit Adjustment Pool (non-represented)		12,288		0		12,288
	Other Adjustments (non-represented)		12,329		0		12,329
<i>FRINGE</i>	<i>Fringe Benefits</i>						
5100	Fringe Benefits						
	Base Fringe (variable & fixed)		440,152		10,730		450,882
5190	PERS Bond Recovery		39,988		0		39,988
<b>Total Personal Services</b>		<b>20.00</b>	<b>\$1,696,851</b>	<b>0.42</b>	<b>\$39,415</b>	<b>20.42</b>	<b>\$1,736,266</b>
<b>Total Materials &amp; Services</b>			<b>\$155,085</b>		<b>\$0</b>		<b>\$155,085</b>
<b>Total Capital Outlay</b>			<b>\$30,000</b>		<b>\$0</b>		<b>\$30,000</b>
<b>TOTAL REQUIREMENTS</b>		<b>20.00</b>	<b>\$1,881,936</b>	<b>0.42</b>	<b>\$39,415</b>	<b>20.42</b>	<b>\$1,921,351</b>

**Exhibit A**  
**Ordinance No. 08-1173**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Planning Department</b>							
<b>Total Personal Services</b>		<b>85.08</b>	<b>\$8,660,387</b>	<b>0.00</b>	<b>\$0</b>	<b>85.08</b>	<b>\$8,660,387</b>
<b>Materials &amp; Services</b>							
<i>GOODS</i>	<i>Goods</i>						
	5201 Office Supplies		397,232		0		397,232
	5205 Operating Supplies		70,550		0		70,550
	5210 Subscriptions and Dues		35,150		0		35,150
<i>SVCS</i>	<i>Services</i>						
	5240 Contracted Professional Svcs		5,169,360		200,545		5,369,905
	5251 Utility Services		8,386		0		8,386
	5260 Maintenance & Repair Services		79,101		0		79,101
	5265 Rentals		5,250		0		5,250
	5280 Other Purchased Services		435,785		0		435,785
<i>IGEXP</i>	<i>Intergov't Expenditures</i>						
	5300 Payments to Other Agencies		2,222,000		0		2,222,000
<i>INCGEX</i>	<i>Internal Charges for Service</i>						
	5400 Charges for Service		56,500		0		56,500
<i>OTHEXP</i>	<i>Other Expenditures</i>						
	5440 Program Purchases		4,355,368		0		4,355,368
	5450 Travel		112,015		0		112,015
	5455 Staff Development		16,700		0		16,700
<b>Total Materials &amp; Services</b>			<b>\$12,963,397</b>		<b>\$200,545</b>		<b>\$13,163,942</b>
<b>Total Debt Service</b>			<b>\$517,763</b>		<b>\$0</b>		<b>\$517,763</b>
<b>TOTAL REQUIREMENTS</b>		<b>85.08</b>	<b>\$22,191,547</b>	<b>0.00</b>	<b>\$200,545</b>	<b>85.08</b>	<b>\$22,392,092</b>

**Exhibit A  
Ordinance No. 08-1173**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>Public Affairs Department</b>							
<i>Personal Services</i>							
<i>SALWGE</i>	<i>Salaries &amp; Wages</i>						
5010	Reg Employees-Full Time-Exempt						
	Associate Public Affairs Specialist	2.00	115,696	-	0	2.00	115,696
	Director II	1.00	112,462	-	0	1.00	112,462
	Graphics/Exhibit Designer	1.00	55,033	-	0	1.00	55,033
	Manager I	1.00	91,210	-	0	1.00	91,210
	Manager II	2.00	175,068	-	0	2.00	175,068
	Program Supervisor I	1.00	72,627	-	0	1.00	72,627
	Senior Public Affairs Specialist	6.00	365,756	0.42	24,807	6.42	390,563
	Web Master	1.00	66,843	-	0	1.00	66,843
5015	Reg Empl-Full Time-Non-Exempt						
	Program Assistant 2	-	0	0.42	15,251	0.42	15,251
	Public Relations Support Specialist	1.00	49,795	-	0	1.00	49,795
5080	Overtime		1,000		0		1,000
5089	Salary Adjustments						
	Merit Adjustment Pool (non-represented)		4,252		0		4,252
	Step Increases (AFSCME)		16,015		0		16,015
	COLA (represented employees)		16,015		0		16,015
	Other Adjustments (non-represented)		4,252		0		4,252
	Other Adjustments (AFSCME)		2,669		0		2,669
<i>FRINGE</i>	<i>Fringe Benefits</i>						
5100	Fringe Benefits						
	Base Fringe (variable & fixed)		400,193		14,982		415,175
5190	PERS Bond Recovery		39,056		0		39,056
<b>Total Personal Services</b>		<b>16.00</b>	<b>\$1,587,942</b>	<b>0.84</b>	<b>\$55,040</b>	<b>16.84</b>	<b>\$1,642,982</b>
<b>Total Materials &amp; Services</b>			<b>\$249,608</b>		<b>\$0</b>		<b>\$249,608</b>
<b>TOTAL REQUIREMENTS</b>		<b>16.00</b>	<b>\$1,837,550</b>	<b>0.84</b>	<b>\$55,040</b>	<b>16.84</b>	<b>\$1,892,590</b>

**Exhibit A**  
**Ordinance No. 08-1173**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
<b>General Fund</b>							
<b>General Expenses</b>							
<b>Total Interfund Transfers</b>			<b>\$11,320,221</b>		<b>\$0</b>		<b>\$11,320,221</b>
<b><i>Contingency &amp; Unappropriated Balance</i></b>							
<i>CONT</i>	<i>Contingency</i>						
5999	Contingency						
	* Contingency		3,259,705		0		3,259,705
	* Opportunity Account		3,135		0		3,135
	* Reserved for Future Planning Needs		1,690,000		(245,000)		1,445,000
	* Reserved for Future Election Costs		290,000		0		290,000
	* Reserved for Nature in Neighborhood Grants		250,000		0		250,000
	* Reserved for Reg. Afford. Housing Revolving Fund		1,000,000		0		1,000,000
	* Reserved for Metro Regional Center Remodel		300,000		0		300,000
	* Recovery Rate Stabilization reserve		916,588		0		916,588
	* PERS Reserve		13,058		0		13,058
<i>UNAPP</i>	<i>Unappropriated Fund Balance</i>						
5990	Unappropriated Fund Balance						
	* Stabilization Reserve		2,000,000		0		2,000,000
	* Reserve for Future Natural Areas Operations		764,453		0		764,453
	* Tourism Opportunity & Comp. Account		96,655		0		96,655
	* PERS Reserve		2,796,056		0		2,796,056
	* Computer Replacement Reserve (Planning)		90,000		0		90,000
	* Tibbets Flower Account		352		0		352
	* Reserve for Future Debt Service		2,151,706		0		2,151,706
<b>Total Contingency &amp; Unappropriated Balance</b>			<b>\$15,621,708</b>		<b>(\$245,000)</b>		<b>\$15,376,708</b>
<b>TOTAL REQUIREMENTS</b>		<b>412.39</b>	<b>\$102,667,273</b>	<b>1.26</b>	<b>\$50,000</b>	<b>413.65</b>	<b>\$102,717,273</b>

**Exhibit B**  
**Ordinance 08-1173**  
**Schedule of Appropriations**

	<u>Current Appropriation</u>	<b>Revision</b>	<b>Revised <u>Appropriation</u></b>
<b>GENERAL FUND</b>			
Council Office	1,881,936	39,415	1,921,351
Finance & Administrative Services	8,236,508	0	8,236,508
Human Resources	1,607,004	0	1,607,004
Metro Auditor	527,283	0	527,283
Office of Metro Attorney	1,866,238	0	1,866,238
Oregon Zoo	24,817,816	0	24,817,816
Planning	21,673,784	200,545	21,874,329
Public Affairs & Government Relations	1,837,550	55,040	1,892,590
Regional Parks & Greenspaces	6,300,682	0	6,300,682
Special Appropriations	5,099,882	0	5,099,882
Non-Departmental			
Debt Service	1,876,661	0	1,876,661
Interfund Transfers	11,320,221	0	11,320,221
Contingency	7,722,486	(245,000)	7,477,486
Unappropriated Balance	7,899,222	0	7,899,222
<b>Total Fund Requirements</b>	<b>\$102,667,273</b>	<b>\$50,000</b>	<b>\$102,717,273</b>

*All Other Appropriations Remain As Previously Adopted*



STAFF REPORT

IN CONSIDERATION OF ORDINANCE NO. 08-1173 FOR THE PURPOSE OF AMENDING THE FY 2007-08 BUDGET AND APPROPRIATIONS SCHEDULE TO RELEASE CONTINGENCY FUNDS EARMARKED FOR VARIOUS PLANNING DEPARTMENT PROJECTS, AUTHORIZING THE ADDITION OF 3.0 FTE, AND DECLARING AN EMERGENCY

Date: January 24, 2008

Prepared by: Andy Cotugno, Lisa Miles, and Janice Larson

**BACKGROUND**

In September 2007 the Council passed Ordinance 07-1160B, approving a three-year spending plan for various reserve funds. A majority of the spending proposals related to planning activities. Funding for many of these activities was placed in contingency pending further definition of the project. A summary of these proposals is shown below. The items that are shaded were placed in contingency and are the subject of this ordinance.

**Ordinance 07-1160B**  
*Council Decisions for Use of Undesignated Reserves*

Department	Description	Expenditures by Year - Original Proposal			
		FY 07-08	FY 08-09	FY 09-10	TOTAL
<b>Planning</b>					
Planning 1	Regional Energy Use Mapping	8,000			8,000
Planning 2	Bike model refinement	50,000			50,000
Planning 3	Transportation Finance ballot measure	\$95,000			95,000
Planning 4	New Look Work Program	0			0
Planning 5	Transportation Implementation Scenarios	200,000			200,000
Planning 6	Set aside now for FY 2009-10 urban reserves planning				0
Planning 7	Regional Affordable Housing Revolving fund		1,000,000		1,000,000
Planning 8	Strategic Work Plan. <i>Components:</i>				
Planning 8.A	A. Opportunity Fund to catalyze development				
Planning 8.B	B. Staff position to lead reserves work	105,000	195,000	150,000	450,000
Planning 8.C	C. Analysis to designate urban/rural reserves	100,000	\$500,000		600,000
Planning 8.D	D. One limited duration public affairs staff	\$150,000	\$150,000	\$150,000	450,000
Planning 8.E	E. Writing/design support in Creative Services	Total funding for D. E. F. & G. is			
Planning 8.F	F. Printing, event costs, etc (M&S)	\$450,000 over the three year period			
Planning 8.G	G. 2040 Story (scenario development/analysis)				
Planning 8.H	H. Develop capital finance portfolio		\$150,000	\$150,000	300,000
Planning 8.I	I. Strategic Plan initiatives (placeholder)	?	?	?	0

These earmarked contingency funds relate to three current initiatives of the Planning Department:

1. Placemaking Initiative (Planning 8 D, E, F, G)
2. Urban and Rural Reserves (Planning 8 C)
3. Capital Finance Strategy (Planning 3 and Planning 8 H)

This ordinance provides further details on the activities planned for these funds, seeks Council approval of the proposals, and requests the release and appropriation of the FY 2007-08 portion of the allocated contingency funds. Expenditures planned for future years will be included in the budgets for each of those years.

**1. Placemaking Initiative**

As shown above, Ordinance 07-1160B placed \$450,000 in contingency for the Making the Greatest Place program, to be allocated at \$150,000 per year for FY 2007-08, FY 2008-09, and FY 2009-10. Under Ordinance

07-1160B, the contingency funding was intended to fund one limited duration public affairs FTE, as well as communications needs, printing, events, and communicating the 2040 story as part of Making the Greatest Place. This ordinance will release the funding from contingency to support staffing and activities defined in more detail below and in Attachment A.

**1A. Appropriate \$150,000 in FY 2007-08 from general fund contingency for the Placemaking Initiative**

This proposal is to release the \$150,000 earmarked contingency allocation for FY 2007-08 to fund implementation of the Placemaking Initiative. The Placemaking Initiative will bring a unified but multifaceted approach to Metro's efforts to spur development within the UGB and revitalize centers and corridors throughout the region. The initiative will consist of three major activity areas – communication, tools and resources, and catalyst placemaking projects. The communications element will support all tracks outlined on the Making the Greatest Place Roadmap. The initiative's tools and catalyst placemaking elements are consistent with goals of the Planning Department's new strategic plan. Once the communications strategy has been explored and developed, the initiative will be officially launched in late Spring of FY 2007-08, and the bulk of activities and events will take place in FY 2008-09.

This budget ordinance releases the \$150,000 from designated contingency in FY 2007-08 (Planning 8 D, E, F G in 07-1160B) to be spent as follows:

Event Coordinator Salary (Public Affairs Program Assistant II, Feb – June 2008)	\$15,251
Event Coordinator Fringe (Public Affairs Program Assistant II, Feb – June 2008)	\$5,704
Contracted Professional Services	\$129,045

Attachment A provides further detail regarding the proposed nature, schedule, and estimated budget for various elements of the Placemaking Initiative. The remaining \$300,000 held in contingency for Making the Greatest Place will provide the balance of funds needed to implement activities in FY 2008-09. As part of the FY 2008-09 budget process, the Planning Department will submit an add package requesting that the \$150,000 contingency allocation for FY 2009-10 be advanced to FY 2008-09. Given that information and materials issued in Spring 2008 will reference events to be held in FY 2008-09, it will be essential for the department to be able to count on this funding in order to follow through with the scheduled slate of activities.

Staffing for the Placemaking Initiative will be provided with existing staff across all divisions of the Planning Department, with the exception of the Public Affairs Program Assistant II position requested as part of this ordinance (see 1B below). In addition, the Planning Department and the Public Affairs and Government Relations are trying to identify resources for at least .5 FTE for marketing and creative support for this effort. The Planning Department's budget for FY 2007-08 has already funded .25 FTE in PAGR to support Get Centered! and that support will now be redirected towards the Placemaking Initiative.

**1B. Authorize One (1) Limited Duration FTE for a Public Affairs Program Assistant II to serve as Events Coordinator for Making the Greatest Place**

Under Ordinance 07-1160B (Planning 8 D), the designated contingency funding was intended to fund one limited duration public affairs staff. This ordinance would create this position, with the salary funded through the end of FY 2008-09 through the designated contingency funds-. Given the emphasis on Placemaking in the Planning Department's new strategic plan, it is anticipated that events coordination will be a long-term need of the department and the status of the position may need to be reconsidered in the future.

**Position:** This position will coordinate event planning and logistics to support the Placemaking and Infrastructure activities currently underway as part of Making the Greatest Place. This will include working with both Planning and Public Affairs staff to plan and implement events and activities that support Metro's Centers and Corridors Placemaking Initiative as well as the regional Infrastructure Analysis. This will include pre-event planning, securing locations and catering, scheduling councilors' and speaker attendance, compiling reports, presentations, and materials, handling event publicity and registrations, processing event payments, logistical coordination with external event sponsors and partners, maintaining event information and web site announcements, responding to inquiries, and event follow-up.

**Justification:** Neither the Planning nor the Public Affairs and Government Relations Departments have the staff available to support the level of events and activities that are planned as part of the Placemaking Initiative and the Infrastructure Analysis. The Placemaking Initiative is a new cross-departmental effort to strategically deliver technical assistance to local communities. To implement the proposed suite of placemaking tools, resources, and implementation activities, the Planning Department will be drawing upon the existing professional staff throughout the department as well as technical consultants. We have learned from Get Centered! that an event-based initiative of this nature requires close attention to a myriad of logistical details in order to be successful. Hiring a Program Assistant to handle logistical and administrative aspects of the Placemaking Initiative as well as the Infrastructure Analysis events will enable professional Planning and Public Affairs staff to maximize time spent on delivering technical assistance to local communities, analyzing the region's infrastructure needs, and executing communications strategies for both of these important efforts. With the Planning Department's new strategic emphasis on Placemaking, it is anticipated that this position will be essential to support activities and events on an ongoing basis.

**Budget Impact:** In Metro Council Ordinance 07-1160B, Council earmarked \$150,000 per year from the general fund contingency for FY 2007-08, FY 2008-09, and FY 2009-10 to support Making the Greatest Place. This position will be funded by the earmarked contingency funds through FY 2008-09. For FY 2009-10 and every year thereafter if the position is extended, there will be an additional impact of approximately \$51,000 (in FY 2007-08 dollars) to the budget to fund this position.

## **2. Urban and Rural Reserves - Authorize One (1) Limited Duration FTE (through FY 2009-10) for Senior Public Affairs Specialist for Urban and Rural Reserves Project**

**Position:** This Senior Public Affairs Specialist position will provide public involvement support for the Urban and Rural Reserves Project, which is part of Making the Greatest Place. This will include working with public involvement partners in the three urban counties to design and implement events and processes that give the public opportunities for meaningful input in the designation process for urban and rural reserves. This will include planning and presenting in open houses, presentations to standing committees/ organizations, maintaining the web site, responding to email, phone and other questions and comments, maintaining a public comment record that meets legal requirements, preparing materials for presentation at the open houses and for other documentations. This person will be budgeted in Public Affairs and work under the supervision of the Reserves Manager.

**Justification:** Neither the Planning Department nor the Public Affairs and Government Relations departments have the staff available to support the level of public involvement and engagement that will be needed for the Urban and Rural Reserves Project over the next two years. Engagement activities associated with the New Look over the past two years (now Making the Greatest Place efforts) have focused on targeted outreach to key stakeholders. The need for major public involvement has not really existed since the last efforts to expand the Urban Growth Boundary and the resources to conduct such activities in a strategic and careful way are not available.

The process to designate urban and rural reserves will ultimately affect individual property owners and citizens throughout the region as the decisions affect future urbanization patterns. Broader public involvement assistance is now needed.

**Budget Impact:** In Ordinance 07-1160B, Council appropriated \$100,000 in FY 2007-08 and \$500,000 in FY 2008-09 to support the analysis of the Reserves areas (Planning 8C). A portion of the FY 2008-09 funding will be carried forward to FY 2009-10 to fund the last six months of this position.

### 3. Public Investment Strategy

#### 3A. **Authorize One (1) Limited Duration FTE (through FY 2009-10) for an Infrastructure Financing Analyst (Program Analyst V)**

This ordinance will provide for a new position to provide support for infrastructure financing. Efforts are underway related to transportation funding specifically, as well as for the broader infrastructure.

**Position:** This position will provide support to regional financing and infrastructure implementation tasks being initiated through the Planning and Parks Departments of Metro. In addition, support may be provided for undertakings initiated by the Solid Waste and Recycling Department, the Oregon Zoo, and the Metropolitan Exposition and Recreation Commission. The Infrastructure Financing Analyst's initial activities will focus on state and regional transportation funding proposals and the assessment of general public infrastructure needs of local governments. Both of these projects are within the Planning Department. The Planning Department Strategic Plan identified the need to consolidate public investment initiatives across the agency.

**Justification:** Related to transportation, the first task of this position will be to focus on regional transportation funding. The work of the Regional Transportation Plan and the tremendous shortfall of funding for projects for both maintenance and modernization of the road and transit systems have initiated several efforts to fill the near-term funding gaps and long term shortfall. Work is progressing at local, state, and federal levels. Staff is coordinating with elected officials and staff from local governments regarding their own local funding initiatives. This currently includes the three counties and the City of Portland. Staff work is trying to ensure that their local initiatives dovetail with current thoughts about a regional initiative. The Governor recently announced that he will make transportation a key initiative at the '09 legislature. Staffing from Metro will be required to support the Council in this effort. The federal reauthorization of the transportation act is also starting now in Congress. This is an opportunity to change policies and funding formulas for years to come to better align with Council goals and policies. Staff and Council will be playing a key role in this process.

Related to infrastructure generally, an inventory of existing infrastructure plans and financing mechanisms is under development. This will be used to identify potential financing gaps to address.

**Budget Impact:** Council Ordinance 07-1160B earmarked \$95,000 in contingency for FY 2007-08 to support the Transportation Finance Ballot Measure (Planning 3), and \$150,000 for FY 2008-09 and \$150,000 for FY 2009-10 to support the development of a capital finance portfolio (Planning 8H). This position will be funded through these earmarked contingency allocations through FY 2009-10. After FY 2009-10, there will be additional impact to the budget of approximately \$95,000 (FY 2007-08 dollars) to continue funding of this position.

**3B. Appropriate the \$95,000 of contingency funds earmarked for the Transportation Finance Ballot Measure to fund the salary of the Infrastructure Financing Analyst and other staff work and program expenses for this project in FY 2007-08.**

In order to support the projects described in 3A above, it is necessary for this position to be filled as soon as possible in FY 2007-08. Appropriating funds from the FY 2007-08 Transportation Finance Ballot earmarked contingency will enable the department to bring the Infrastructure Financing Analyst on board and initiate work on this project.

**Budget Impact:** Council Ordinance 07-1160B earmarked \$95,000 in contingency for FY 2007-08 to support the Transportation Finance Ballot Measure (Planning 3). Release of these funds will provide funding for the new position for the current year.

**ANALYSIS/INFORMATION**

1. **Known Opposition:** No known opposition.
2. **Legal Antecedents:** ORS 294.450 provides for transfers of appropriations with a fund, including transfers from contingency, if such transfers are authorized by official resolution or ordinance of the governing body or the local jurisdiction.
3. **Anticipated Effects:** The purpose of this ordinance is to release contingency funds that were earmarked under Ordinance No. 07-1160B for projects selected by the Council so the Planning Department may initiate work on the projects. It also authorizes the addition of 3.0 FTE limited duration position.
4. **Budget Impacts:** This ordinance has multiple current and future year budget impacts. Attachment 2 to this staff report summarizes the financial impact of this ordinance.
  - a. For FY 2007-08, it requests the release of \$245,000 currently earmarked in contingency to support the projects described above and requests that a portion of the \$100,000 currently appropriated for urban/rural reserves analysis be used to fund a limited duration Senior Public Affairs Specialist.
  - b. The ordinance outlines a revised three-year spending plan for activities to be funded from various undesignated strategic reserves. Ordinance 07-1160B identified \$1,445,000 for activities described in this ordinance.
  - c. It authorizes the addition of 3.0 FTE limited duration positions. After FY 2009-10, there will be an additional budget impact to the General Fund of approximately \$95,500 (FY 2007-08 dollars) to continue funding of the Infrastructure Financing Analyst position and \$50,500 to continue the Public Affairs Program Assistant Event Coordinator position, should the Council choose to do so.

**RECOMMENDED ACTION**

In order to implement and begin work on the Council-approved Placemaking Initiative, Urban and Rural Reserves, and Capital Finance Strategy projects, staff recommends adoption of this Ordinance.

**Placemaking Initiative:  
 Implementing the Region’s 2040 Growth Concept**

More than a decade has passed since the creation of the 2040 growth concept. Recent research confirms that residents today still strongly support the values and goals upon which 2040 was founded – but times have changed. The pace of growth has accelerated – over 200,000 new residents have entered the region since 2040 was adopted – technology has changed, social awareness of global environmental issues has risen dramatically, and the means to implement the 2040 growth concept continue to evolve.

The time is right to renew the region’s commitment to the 2040 plan, reframe regional goals within a broader global context, refine policies, and build support for catalyst placemaking projects that will help make the 2040 growth concept a reality. To galvanize support for implementation of the 2040 plan, neighborhood leaders, business leaders, and government officials throughout the region need a fresh understanding of regional goals and priorities, and a clear sense of how their actions can shape a better future for our region and the planet. Through the proposed Placemaking Initiative, Metro will:

- Support local officials and “change agents” by highlighting key choices and impacts, linking local efforts to urgent global issues and concerns, and presenting key policy and development initiatives in an integrated, approachable and highly visual framework
- Provide technical training and resources to local staff and policy makers to facilitate local implementation efforts
- Infuse resources, energy and focus into key projects throughout the region that will be a catalyst for development in centers and corridors

The Placemaking Initiative has three distinct elements – **communication, tools and resources, and placemaking projects**, each with targeted audiences and strategies. The two-year effort will be targeted and phased to coincide with and support the other tracks of the planning “road map”, with an estimated completion date at the end of 2009.

<b>Element</b>	<b>Audience</b>	<b>Activity</b>	<b>Content</b>
<b>Communication</b>	Elected officials, neighborhood leaders, the development community, chambers of commerce, landmark commissions and other community organizations.	Assist community leaders to build broad understanding and public support for implementing the 2040 plan. Help create fertile ground in the community for later stages of place making and development.	Fresh, visually engaging communication package will tell the 2040 story in an accessible, compelling way. Formats to include print, presentations, video, pod casts and web interface.
<b>Tools and resources</b>	Local elected officials, government staff, planning commissions and the development community	Bring practical tools and resources for community development out into local communities in a readily accessible and convenient format.	Workshops and resources will include community investment toolkits and cover topics such as real estate economics, finance mechanisms, parking strategies, street design, etc.
<b>Placemaking Projects</b>	Regional public and private sector leaders	Jumpstart, amplify and leverage catalyst projects to help local communities achieve their plans and advance regional 2040 goals.	A series of strategy workshops led by teams of experts will assist five selected catalyst projects implement on-the-ground results, which will be shared as examples to other communities.

## **Communication**

Metro will harness the power of imagery and video to demonstrate how public investment and infill development combine to make great places locally, while producing global benefits. A fresh, visually engaging communications package will tell the 2040 story in an accessible and visually compelling way, highlighting local success stories and featuring voices of community leaders across the region that are working to implement the 2040 growth concept. A strategic alliance with other organizations will help sponsor and shape this effort.

A social marketing campaign that uses mass marketing techniques is not feasible given current allocated resources. Instead, Metro will offer a right-sized effort to support the transformative policies under development while invigorating key catalytic projects in communities throughout the region. The target audience for communication materials will be public and private sector decision makers and opinion leaders, including elected officials and staff, advocacy groups, planning commissions, neighborhood organizations, and the development community. Earned media will be a primary method by which to disseminate themes and messages of the Placemaking Initiative more broadly.

### ***Themes and Tactics***

Prior to launching this effort, staff will work with marketing consultants and with Council to develop a communications strategy, refine the tone and identity, and package activities and messages in a way that will best resonate with target audiences. The proposed primary themes of the Placemaking Initiative include:

- Climate Change and Energy -- Local transportation and land use choices have urgent global consequences as well as local air quality impacts.
- Lifestyle Choice and Quality of Life -- Implementation of the 2040 plan expands the array of lifestyle, transportation and housing choices for citizens of the region, and will accommodate future growth while retaining and enhancing the quality of life of the region.
- Changing times & Public Priorities – We must re-tool policies and investments to respond to the imperative of deficient infrastructure, the prospect of accelerated growth, and the need for wise stewardship.
- Community Action -- You can help shape a positive future for your community as the region continues to implement the 2040 growth concept.

New communications materials will help key audiences visualize the implementation of green, affordable and livable communities, protecting the region's environment and economy while creating a great metropolitan region for generations to come. Metro will utilize a wide range of available formats to communicate the goals of this initiative:

***Print:*** A new booklet will replace the outdated "Nature of 2040" and describe current policy work. Simple brochures will enable Metro and its partners to effectively leverage existing outreach efforts, reaching target audiences with key messages.

***Presentation:*** A presentation for use by councilors and staff would help to tell the 2040 story and explain key policy initiatives to a range of decision makers and stakeholders.

***Video:*** A general video would tell the 2040 story and discuss the environmental and economic benefits of sound regional development. Ongoing video vignettes and interviews with community leaders and other 2040 implementers will continually update the story with highlights of local placemaking activities.

**Podcast:** Monthly podcasts will feature current aspects of policy and implementation work and will allow an opportunity to showcase community leader perspectives.

**Web:** The updated communications in many formats will bring fresh content and imagery to the new website and the web interface will allow us to continually feature new video vignettes, information and points of view.

## **Tools and Resources**

The tools and resources element of the Placemaking Initiative will help local elected officials, planning commissions, design review boards and staff better understand how aspects of policy and real estate economics affect development in their community, and familiarize them with the range of federal, state, regional and local tools that can help implement their development aspirations.

A workshop series will be developed to share critical technical information and tools with local partners in a customized, locally responsive format. The Financial Incentives Toolkit and the Design and Development Code Toolkit currently under way will be a valuable component of this effort. Metro will develop additional content to supplement the toolkits as necessary. Content for the workshop series may include topics such as:

- Real estate economics: the up-front costs and long term benefits of mixed use development
- Urban living infrastructure: anchoring downtown redevelopment with the right mix of uses, attractions, and public amenities
- Financial tools and incentives: the public sector's role as a catalyst to mixed-use development in downtowns and main streets
- Innovative design and development codes: policy, planning and design guidelines necessary for successful implementation
- Public-private partnerships: case studies of innovative redevelopment partnerships
- Parking strategies: what to build, how much to build, alternatives, and why parking costs so much
- Transportation management associations
- Street design best practices
- Green building and nature friendly development
- Affordable housing strategies

Metro will hold initial workshops during the summer and fall of 2008. These sessions will be digitally recorded so that the content will ultimately be available to other individuals and groups to access this important resource. Metro will involve other partners in this effort, such as ULI, APA, PSU, CRE as well as technical consultants.

## **Placemaking Projects**

Metro will engage regional leaders in testing and applying key policies and concepts for implementing 2040 through specific catalyst projects and placemaking efforts. Metro will help to jumpstart, amplify, and leverage these catalyst projects to help local communities implement on-the-ground results in their centers and corridors.



***Catalyst Development Initiatives***

Metro will convene a distinguished team of design, development and finance experts to advise local communities on catalyst projects that could help them to reach their long-term visions and plans while advancing the region's 2040 goals. Five project sites/study areas will be identified in 2008-09 based on selection criteria consistent with regional goals. Sites located in centers and corridors would be eligible. The technical assistance will (likely) consist of a series of focused strategy sessions, but ongoing funding and support will also enable the communities to follow up with the technical experts as they work further to implement projects.

***Mayors' Institute for City Design***

Metro will be collaborating with the University of Oregon and Portland State University to host a session of the Mayors' Institute for Community Design (MICD). This national program, a partnership of the National Endowment for the Arts, the U.S. Conference of Mayors, and the American Architectural Foundation, has awarded a \$50,000 grant to implement the MICD session during the spring of 2008. Four local mayors will be invited to participate in this intensive three-day program, along with four mayors from other cities throughout the Northwest. During the program the mayors will share specific community design and development challenges facing their communities, and an interdisciplinary panel of eight nationally recognized design and development professionals will respond with their advice and expertise. Each of the panelists will also make a presentation to the group on a relevant topic of interest. The overall theme of the MICD session will be targeted to complement and build upon the themes of the Placemaking Initiative.

**Placemaking Initiative Schedule and Events – 2008**

***Launch*** (*Spring-Summer '08*): The Placemaking Initiative will be officially launched at an expanded Regional Roundtable type event. This event may also serve as a Planning Commissions Summit and chance to highlight the Design/Code Toolkit, so local staff and planning commissioners would be encouraged to participate. Metro will highlight the involvement of other partners, and keynote speakers will address relevant themes. Metro will issue a call to action to local communities to define long-term plans for their centers and corridors, revamp policies as necessary, and focus work on specific catalyst projects in preparation for a "Making the Greatest Place Summit" to be held in early 2009.

***Mayors Institute for Community Design*** (May '08): Four mayors from the metro region will be selected along with four other mayors from the northwest to participate in the MICD program, hosted jointly by Metro, the University of Oregon, and Portland State University. This two to three day event will combine presentations and discussions by the mayors and a panel of national experts, along with local tours, receptions and exhibits.

***Local Placemaking Events*** (Summer '08): Metro will join with partners and local stakeholders and governments to help highlight the importance of placemaking in a practical and locally appropriate context. Events would be timed and themed to add value to local catalyst projects. Local partners will play the key role in organizing and hosting these sessions. Metro's role in these local events will be to provide modest funding and appropriate content accessible to the target audience. Metro will seek to hold at least one placemaking-themed event in each Metro district during the spring and summer of 2008.

***Catalyst Development Initiatives*** (Summer-Fall '08):

Metro will offer technical support and assistance to 5 communities through the Catalyst Development Initiatives and will provide staff support to other jurisdictions to help clarify and refine their centers/corridor strategies in advance of the 2009 summit. The Catalyst Development Initiatives will bring together local leaders, staff, developers and technical experts for strategy workshops as appropriate to the particular project.

***Workshop Series*** (Summer-Fall '08): An initial series of workshops will be held in summer or fall. The topics and timing of the series will be coordinated to complement training activities of other partners, such as the APA Planning Commissioner Training series.

***Making the Greatest Place Summit*** (Winter 2009): This roundtable event will be an opportunity to share the outcomes of the Placemaking Initiative and assess progress and results at the local level. The event will feature a trade-show or science-fair element that will enable all local jurisdictions to “show and tell” about the long term plans they have developed for their center(s) and corridors, as well as results and steps taken so far. During this event we will also discuss more broadly each community’s plans and capacity expectations and how public investment priorities and strategies can help to realize their ambitions. In this way, the spring and fall roundtable events will also tie directly to the “Road Map” investing track goals, prioritizing investments and recalibrating capacity expectations in preparation for the next Urban Growth Report.

**Estimated Budget**

**FY 07-08**

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**Expenses**

Communications consultant	60,000
Printing	20,000
Placemaking Initiative Launch event	20,000
Launch speakers	7,500
Mayors Institute for City Design	50,000
Workshop series technical consultants	25,000
Workshop series materials	25,000
Local placemaking events	11,500
Catalyst Development Initiative consultants	60,000
Staff (Public Affairs Program Assistant II -- Events Coordinator)	21,000
<b>TOTAL FY07-08 Placemaking Initiative Expenses</b>	<b>\$300,000</b>

**Revenue**

Making the Greatest Place contingency allocation FY07-08	150,000
Get Centered! existing budget	75,000
Long Range Planning existing budget	25,000
Mayors Institute for City Design grant	50,000
<b>TOTAL FY07-08 Placemaking Initiative Revenue</b>	<b>\$300,000</b>

**FY 08-09**

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**Expenses**

Ongoing communications design and printing	20,000
Catalyst Development Initiative consultants	175,000
Making the Greatest Place summit	25,000
Local placemaking events	9,500
Workshop series technical consultants	15,000
Workshop series event costs	5,000
Staff (Public Affairs Program Assistant II -- Events Coordinator)	50,500
<b>TOTAL FY08-09 Placemaking Initiative Expenses</b>	<b>\$300,000</b>

**Revenue**

Making the Greatest Place contingency allocation FY08-10	300,000
<b>TOTAL FY08-09 Placemaking Initiative Revenue</b>	<b>\$300,000</b>

**Attachment 2**  
**Staff Report to Ordinance 08-1173**  
**Financial Impact by Fiscal Year**

	FY 2007-08	FY 2008-09	FY 2009-10	3-Year Total	Notes	Potential Ongoing
<b><u>1. Placemaking Initiative</u></b>						
<i>Revenue</i>						
Allocated General Fund Reserves	\$150,000	\$300,000	\$0	\$450,000		\$0
<i>Expenditures</i>						
Event Coordinator	\$20,955	\$50,500	\$0	\$71,455	(1)	\$50,500
Contracted Services & other M&S	\$129,045	\$249,500	\$0	\$378,545	(3)	??
<i>Total</i>	<i>\$150,000</i>	<i>\$300,000</i>	<i>\$0</i>	<i>\$450,000</i>		<i>\$50,500</i>
<b><u>2. Urban &amp; Rural Reserves</u></b>						
<i>Revenue</i>						
Allocated General Fund Reserves	\$100,000	\$459,000	\$41,000	\$600,000		\$0
<i>Expenditures</i>						
Senior Public Affairs Specialist	\$34,085	\$82,000	\$41,000	\$157,085	(1,2)	\$0
Contracted Services & other M&S	\$65,915	\$377,000	\$0	\$442,915		\$0
<i>Total</i>	<i>\$100,000</i>	<i>\$459,000</i>	<i>\$41,000</i>	<i>\$600,000</i>		<i>\$0</i>
<b><u>3. Public Investment Strategy</u></b>						
<i>Revenue</i>						
Allocated General Fund Reserves	\$95,000	\$150,000	\$150,000	\$395,000		\$0
<i>Expenditures</i>						
Program Analyst	\$39,415	\$95,000	\$95,000	\$229,415		\$95,000
Contracted Services & other M&S	\$55,585	\$55,000	\$55,000	\$165,585	(3)	??
<i>Total</i>	<i>\$95,000</i>	<i>\$150,000</i>	<i>\$150,000</i>	<i>\$395,000</i>		<i>\$95,000</i>
<b><u>Total Proposal</u></b>						
<i>Revenue</i>						
Allocated General Fund Reserves	\$345,000	\$909,000	\$191,000	\$1,445,000		\$0
<i>Expenditures</i>						
New Staff	\$94,455	\$227,500	\$136,000	\$457,955	(1)	\$145,500
Contracted Services & other M&S	\$250,545	\$681,500	\$55,000	\$987,045	(3)	??
<i>Total</i>	<i>\$345,000</i>	<i>\$909,000</i>	<i>\$191,000</i>	<i>\$1,445,000</i>		<i>\$145,500</i>
<b>Potential Future Funding Needs</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>		<b>(\$145,500)</b>

**Notes:**

1. All personal services costs are estimated in FY 2007-08 dollars and have not been inflated for cola, merit or step awards or fringe increases.
2. Assumes FTE is limited duration through December 2009.
3. Proposal does not identify ongoing M&S costs associated with new staff.