

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ESTABLISHING THE ) RESOLUTION NO. 08-3936  
BLUE RIBBON COMMITTEE FOR TRAILS ) Introduced by Council President David  
) Bragdon

WHEREAS, the Metro Council is committed to the principle and practice of sustainability in the region;  
and

WHEREAS, sustainability can be expressed in terms of the triple bottom line of equity, environment, and  
economy; and

WHEREAS, bicycling and walking trails add to the social equity of the region by providing mobility and  
reducing congestion; offering access for children, low income residents and other non-drivers;  
contributing to physical health and well being; offering opportunities for fun and recreation; and helping  
ensure safe travel for cyclists and pedestrians; and

WHEREAS, bicycling and walking trails contribute to the environment by reducing auto emissions and  
greenhouse gases; keeping oil and other pollutants out of the region's streams and waterways; and  
cultivating stewardship and appreciation for nature; and

WHEREAS, bicycling and walking trails contribute to the economy by increasing tourism; reducing  
congestion; increasing the speed of freight movement; providing transportation infrastructure at a lower  
cost to the public; and reinforcing the Portland Metropolitan Region's brand and image worldwide as the  
leader in sustainability; and

WHEREAS, the original trails system in the region was conceived of over 100 years ago with a vision for  
a 40 mile trail loop; and

WHEREAS, since that time the vision has expanded to include a 950-mile network of regional trails has  
expanded to include all 25 cities and four counties within the Portland/Vancouver metropolitan region;  
and

WHEREAS, only a fraction of the trails in the network are complete and many gaps remain; and

WHEREAS, the Metro Council has launched Connecting Green as a means to implement our vision for  
the region's parks, trails and natural areas; and

WHEREAS, completing the trails network and achieving the many benefits it would provide is a priority  
for Connecting Green and is of key importance to the region;

now therefore

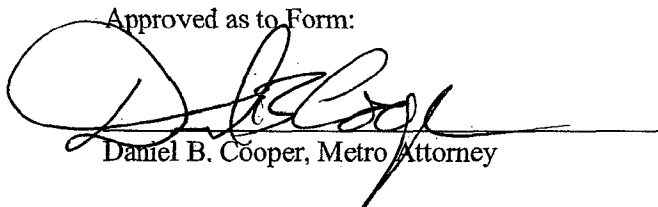
BE IT RESOLVED that,

1. The Metro Council hereby establishes the Blue Ribbon Committee for Trails to develop an  
overall strategy for funding and completing the regional trails system and to make a clear case for  
need to complete the trails network;

2. The Council President has nominated and the Metro Council hereby appoints the committee chair and members as set forth in Exhibit A;
3. The Blue Ribbon Committee on Trails shall meet for approximately six months between May 5 and October 30, 2008 to fulfill the committee charge as set forth in Exhibit B attached hereto and incorporated herein, with administrative, technical and research support from Metro staff as needed.
4. The committee chair shall present to the Metro Council the results of the committee's work after October 30, 2008.

ADOPTED by the Metro Council this 24 day of April, 2008.

  
David Bragdon, Council President

Approved as to Form:  
  
Daniel B. Cooper, Metro Attorney

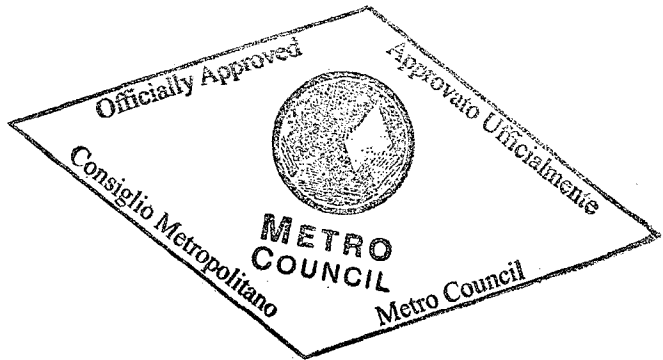


Exhibit A  
Resolution No. 08-3936  
**Blue Ribbon Committee for Trails  
Committee Members**

**Eileen Brady**

Eileen Brady has twenty years experience in the natural foods retail grocery industry, developing human resources and sustainability-based marketing programs. She is co-owner of New Seasons Market and has also spent five years in hi-tech software industry. Most recently she served as the Vice President of the Food and Farm Program at Ecotrust, a non-profit providing conservation and economic development leadership from Alaska to California. Eileen chairs the Zenger Farm Board and is the Vice Chair of the Governor's Oregon Health Fund Board. Eileen also Chairs the Board of Celilo Group Media, publisher of Chinook Book and the EcoMetro Guide. She was a founding member of the statewide Oregon Solutions Steering Committee. Most recently she has joined the Oregon Business Association Board.

**Scott Bricker**

Scott is a nine-year BTA veteran, joining the BTA staff in 1998. Scott developed the organization's Safe Routes to School program, including the BTA's award winning Bicycle Safety Education curriculum. Scott went on to then serve as the Policy Director and Lobbyist from 2002-2007, where he helped pass state, regional, and local legislation promoting increased and safer cycling. Scott authored the BTA's Blueprint for Better Bicycling and presents regularly on bicycle planning, non-profit management, and politics. In July 2007, Scott stepped up to become the BTA's Executive Director with the expressed goal of partnering and growing the bicycle movement across all sectors. Scott holds a Masters degree in Urban and Regional Planning from Portland State University, and Bachelor's of Political Science from the University of Albany, New York. A firm believer in stylish and practical cycling, Scott is a proponent of wool clothes and leather saddles.

**Rex Burkholder**

Councilor Rex Burkholder represents District 5 in Multnomah County on the Metro Council. He chairs the Joint Policy Advisory Committee on Transportation and serves on the Bi-State Transportation Committee, as well as other regional transportation committees. He serves on the Metro Central and North Portland Enhancement committees.

Rex helped found the Bicycle Transportation Alliance and worked as the policy director for the nonprofit organization, helping to make it one of Oregon's most active grassroots organizations. He has taught high school science and served as faculty at Portland State University Office of Student Development. Rex was a founding trustee of the nationally recognized Coalition for a Livable Future. He helped establish the Northeast Community School, an innovative, diverse charter school in Portland. He has been honored as the 1998 Most Effective Citizen Advocate in the metro region by 1000 Friends of Oregon and as a 1999 founder of a New Northwest by Sustainable Northwest.

Rex received a bachelor's degree in biology and a teaching certificate from Portland State University. He earned a master's degree in urban and environmental policy from Tufts University in 1989.

**Chris Enlow**

Chris attended graduate school at Arizona State University's School of Community Resources then volunteered with the Peace Corps in 1998. During his two years in Bulgaria he met and

married his life partner, Tsveti Traikova. Back in the US, Chris worked in fundraising for the Lowcountry Food Bank in Charleston, South Carolina. From there he spent two years working for a nonprofit dedicated to the community revitalization of Falmouth, Jamaica. In November 2006, Chris took the reins as the corporate giving manager for KEEN, Inc. Recently, he moved into a newly created area at KEEN focused on Corporate Social Responsibility.

### **Steve Faulstick**

Steve Faulstick is the General Manager of the Doubletree Hotel and Executive Meeting Center in Portland Oregon. Steve's hospitality career spans over 20 years, including management positions at hotels in San Jose, San Diego and Scottsdale, before coming to Portland in 1999.

The Doubletree features 476 guest rooms complimented by 50,000 sq. ft. of meeting space, two restaurants and a lounge. In 2006, the hotel became Oregon's first Green Seal Certified Hotel. Since then, the property has become an industry leader in sustainability, receiving local-, state- and national-level recognition for their efforts.

Steve is an active Board member with Travel Portland, Tri-County Lodging, Lloyd Transportation Management Association and the Oregon Lodging Association

### **Jay Graves**

Jay Graves, a Portland native, is CEO and owner of The Bike Gallery. The Bike Gallery has been a family owned business since its inception in 1974 and has 6 neighborhood locations throughout the Portland Metro area. Jay's passion is for his business and getting people on bikes. He frequently presents on the connection between the need to get more people bicycling and a strong local community and economy.

Jay is active in the community and sits on numerous boards to achieve these goals: he currently is the Chairman of the National Bicycle Dealers Association; serves on the board of Cycle Oregon and Advisory Board to the Community Cycling Center. Jay is a founding Board Member of the Bicycle Transportation Alliance. Jay was appointed to the Oregon State Parks Commission in 2007.

His vision for cycling in Portland is to be the "Amsterdam of America" where cycling trips account for over 30% of all trips.

### **Cynthia Haruyama**

Cynthia Haruyama has been the Executive Director for the Hoyt Arboretum Friends since 2001. In June, she will become the new Executive Director for the Portland Classical Chinese Garden. She worked for many years as an attorney in Portland and New York. From 1995-2000 Cynthia was the general manager at A.M. Andrews. Cynthia has recently begun writing a novel and has taught English in Japan. She holds a J.D from Columbia University and a B.A. in East Asian Studies from Princeton University.

### **Al Jubitz**

M. Albin (Al) Jubitz, retired co-President of Jubitz Corporation, has been active in non-profit organizations for many years. He has served on the boards of the Morrison Center, Pacific Crest Outward Bound, and the Oregon Peace Institute. He is also past President of the Rotary Club of Portland. Al graduated from Yale University and the Graduate Business School at the University of Oregon. He is passionate about world peace, environmental stewardship and the needs of at risk children.

**Richard Kidd**

Richard Kidd is the mayor of Forest Grove, where he has lived since 1970. As mayor he works to keep the city a great place to live, work and play by continuing to improve livability and the appearance of the community. Kidd is a former U.S. Army colonel. He served on the Forest Grove Planning Commission for more than six years and was a Forest Grove city councilor for 11 years. He has served three terms and a two-year appointment to fill a vacated term as mayor and is a member of several regional committees. Kidd is retired and is a technology consultant to small businesses. His former businesses include an award and trophy shop, photographic studio and computer sales, service and training.

**Julie A. Keil**

Julie received her B.A. in History from the University of Minnesota in 1980 and her J.D. from Northwestern School of Law of Lewis & Clark College in 1983, both Cum Laude. She has been employed by Portland General Electric Company for 22 years where she started in the Legal Department representing a variety of corporate clients. She has held her current position of Director of Hydro Licensing & Water Rights for 15 years. In this role, she is responsible for the license and water rights issues surrounding and the eventual relicensing of PGE's four FERC licensed projects and the decommissioning of a fifth project. Her department also manages the Company's recreation facilities, relationships with agencies and tribes and compliance issues relating to the FERC licenses. Julie has been active in hydro industry associations for many years and has served in several leadership positions. She is currently on the Board of the National Hydropower Association and serves on that organization's executive committee. She is a past President of the National Hydropower Association and a past President of the Northwest Hydroelectric Association. In addition she has been the Chair of NHA's Regulatory Affairs Committee, and was a member of NHA's Relicensing Reform Task Force. During the Relicensing Reform Task Force, she served as one of industry's key negotiators with interested non-governmental organizations.

Julie has also represented industry in a variety of forums. She has testified regarding the need for reform of the relicensing process before 4 congressional committees. She has also spoken at numerous training sessions for federal agency employees, presenting industry's viewpoint.

In addition, Julie served on the Federal Advisory Committee, which advised the Interagency Task Force that considered improvements to the licensing process. She was also a participant in the Aspen Institute's Dialogue regarding Dams and Rivers. In late 2001, and early 2002, Julie was active in the reformation of the National Review Group, a forum that includes NGOs, agencies and industry in an open forum designed to encourage creative thinking about licensing and relicensing issues.

In 2003, Julie was given the industry's highest honor, the Dr. Kenneth Henwood award.

**Randy Leonard**

Randy Leonard grew up in Portland near NE 8th and Siskiyou. He attended Irvington grade school, Grant High School and graduated from Portland State University with a degree in History. Prior to joining the Portland City Council in November of 2002, Randy served Portland for 25 years in the Portland Fire Bureau and served 9 years in the Oregon State Legislature. Randy resides in East Portland and rides his bike to work as often as he can

**Nichole Maher**

Nichole Maher is the executive director of Native American Youth Association. She graduated Cum Laude from Oregon State University with a degree in Public Health and American Indian Studies. She holds a Masters of Public Health in Administration and Policy from the Mark Hatfield School of Government at Portland State University.

Nichole has over 15 years experience in planning and implementing culturally specific education, social service, housing and poverty reduction programs with AI/AN Families. Nichole was born in Ketchikan, Alaska and attended school in the Siletz Valley of Oregon. Nichole is a member of the Tlingit and Haida Central Council of South East Alaska. She serves on the board of the Portland Schools Foundation, Planned Parenthood, Portland Parks and Recreation and the National Urban Indian Family Coalition.

### **Rod Monroe**

Senator Monroe is a life long educator with a Bachelor and two Masters Degrees. He has taught History and Government at both the high school and college level. Besides having served 14 years in the Oregon Legislature, Rod Monroe, also spend nearly 12 years on the Metro Council and a decade on the David Douglas School Board. During his tenure on the Metro Council Rod chaired the Joint Policy Advisory Committee on Transportation (JPACT) for 5 years and is considered an expert on all aspects of transportation policy. Currently Rod is serving as vice-chair of the Mt. Hood Community College Board of Directors and is also active in several community organizations in addition to his many responsibilities as a State Senator.

### **Rick Potestio**

Richard Potestio AIA works as an architect and consultant in the metro area. He has worked for several architectural firms in Portland, New York City and Cambridge MA and has taught at Portland State University and University of Oregon's Architectural Departments. Rick holds a Bachelors of Architecture from University of Oregon and a Masters of Architecture from Syracuse University. He has received several awards including AIA Citation Award for the Lair Condominiums in 2006 (published in the March 2008 edition of the journal), the NW Masonry Institute Award for the Ganz House in 2004 and a Service Award from the City of Portland.

### **John Russell**

John Russell has been the President of Russell Development since 1979. He was the General Manager and Partner of Melvin Mark Properties from 1969-1979. John has served on several commissions, including the Portland Development Commission (Chair 2002-2003), State of Oregon Transportation Commission, the Mayor's Business Roundtable (Chair), the Portland City Planning Commission (Vice President) and the Portland Historic Landmark Commission. He is aboard member of the Portland Business Alliance and the Oregon Business Association.

John holds an M.B.A. from the Harvard Graduate School of Business Administration where he was awarded the New York State Graduate Scholarship, and a B.S. in Navel Architecture and a B.S. Marine Engineering from the Webb Institute of Navel Architecture.

Following his graduation from Harvard Business School, John returned to Portland as General Manager and, eventually, Partner of Melvin Mark Properties, which at the time was the largest owner of office space in Oregon. He was a partner in the redevelopment of two significant historic buildings and a new 250,000 sf Class A office building, which opened at 100 percent occupancy with no pre-leasing.

John sold out his interest in the Mark properties in 1979 to form his own company, Russell Development Company Inc. He developed the 500,000 sf Pacwest Center as headquarters for an

Oregon-based bank. The building achieved a remarkable success in the marketplace, and in 1997 *The Wall Street Journal* named Pacwest Center one of the ten top towers in America.

In late 1988, John purchased the 400,000sf 200 Market Building from Prudential Insurance Company. The building was completely abated of asbestos and returned to full occupancy by 1992. In 2006, the building became the first existing multi-tenanted building in America to receive a LEED rating for its environmental excellence.

John's hobbies have included mountain climbing. He climbed Mt. McKinley in 1975, Mt. Kilimanjaro in 1978 and 1998, Mt. Elbrus in 1990, as well as all of the major Pacific Northwest peaks

### **Dick Schouten**

County Commissioner Dick Schouten represents the Aloha, Beaverton and Cooper Mountain area. Mr. Schouten's family migrated from the Netherlands to California when he was four. Following a childhood spent in Fresno, he completed his undergraduate work at Santa Clara University and earned his law degree from UCLA. After serving as legal counsel for California cities, Dick moved to Washington County in 1992. Mr. Schouten represented The Make Our Park Whole Committee, which helped obtain a 22-acre addition to the Tualatin Hills Nature Park. In 2003 he was awarded Oregon Parks Providers' "Legislator of the Year".

### **Dave Underriner**

Dave Underriner has been the Chief Executive at Providence Health and Services since 2006. He has been with Providence for 22 years. Prior to his current position he served as administrator of Providence Portland Medical Center for 10 years. Dave has been an active member of the community that is served by Providence Portland Medical Center. He currently sits on the boards of Janus Youth Programs, Trillium Family Services, Our House of Portland and Delta Society. He has received many awards, including the Providence Health & Services-Oregon Region Diversity Leadership Award and the Ethics in Business Award, individual category from Samaritan Counseling Center. Dave earned a master's degree in health service administration from the University of Washington and a Bachelor of Science degree from Oregon State University.

### **Philip Wu, MD**

Dr. Wu is a general pediatrician who leads Kaiser Permanente's national child weight management efforts. Because of the strong link between the built environment, healthy eating and physical activity, and childhood obesity, Dr. Wu has become an advocate for improving land use, transportation, and food policies with health in mind.

### **Dave Yaden (Committee Chair)**

David Yaden has been involved in public affairs in Oregon for 35 years, beginning with his work as a public opinion analyst in the early 1970s. He received his first training from noted public opinion pioneer Sam Lubell. When he opened his own firm in Portland in 1971, among his first clients were the Portland Public Schools, then unable to secure a permanent tax base.

Subsequently in his career, Yaden became chief of staff for a Congressman, special assistant to US Transportation Secretary Neil Goldschmidt, director of corporate planning for a Fortune 500 company, Director of Oregon's Department of Energy, and an independent consultant. He is now retired, living in Lake Oswego with wife, Janice.

Over the years, in public service, as a consultant and as a volunteer, he has been active in tax and fiscal reform, school finance, economic development, energy and environment and has done strategic planning for the State Board of Higher Education, Tri-Met, and Metro. He has been chair of the board of directors for the Sightline Institute, based in Seattle, and served for 10 years as a CASA (Court Appointed Special Advocate) for abused and neglected children.

### **Ian Yolles**

Ian is the Vice President of Brand Communications at Nau, Inc. Ian has extensive executive level leadership experience and managed brand building and marketing activities in some of the worlds most influential customer products companies. He also has direct experience building and stewarding highly successful and profitable brands that have defined and differentiated themselves based on their strong sense of social and environmental purpose.

Ian's passion for the outdoors informed his early career direction. He began work with Outward Bound as an intern, and was ultimately appointed Executive Director of the Canadian Outward Bound Wilderness School. Under his leadership, Ian transformed a fledgling start-up operation into a respected, high profile, financially stable organization that serves diverse communities. In 1991, he became the Director of Social Inventions and member of the executive leadership team for The Body Shop, where he was responsible for brand strategy and the development, promotion and application of company values, policies and procedures on environmental protection, social issues, animal protection, and public information.

In 1994, Ian was appointed Director of Marketing and member of the executive leadership team at Patagonia. In 1997, he became the Director of Brand Marketing at Nike where he provided strategic direction, leadership, inspiration and management in the creation and implementation of integrated marketing strategies. He worked across all marketing functions, and led the integration of marketing concepts across all business units of Nike. As part of his brand building responsibilities, he managed a \$25 million quarterly brand development budget.

Most recently, Ian worked as a Senior Consultant with Dialogos, a world leader and pioneer in the theory and practice of dialogue, organizational learning, collective leadership, and fostering approaches to responsible capitalism and sustainability. Clients include: British Petroleum, The World Bank, and The International Finance Corporation.

In his role as VP Brand Communications, Ian manages the full spectrum of communications that define the Nau brand.



Resolution No. 08-3936  
Exhibit B  
Blue Ribbon Committee for Trails  
Committee Charge

**Committee Charge**

Propose a funding strategy and make the case for a regional trails network

**Objectives**

**Develop overall strategy for funding and completing the system**

- Clarify pace of development for regional trails system
- Identify existing and potential funding sources, including new initiatives
- Clarify local, regional, state and federal responsibilities
- Identify and evaluate important components of the trails network
- Identify values that should guide priority setting
- Recommend policy changes

**Make case for regional trails system**

- Develop cost-benefit analysis for policy-makers and public
- Create broad regional vision
- Cultivate advocates
- Advocate to policy makers

**Work of the Committee**

The committee will address three issues:

1. The committee will evaluate the benefits that would accrue from the proposed regional trails network in relation to expected costs.
2. Given the costs and benefits of the proposed network, what level of commitment should be made to its completion? How quickly should the region attempt to complete the network?
3. If the pace of development should be accelerated, what is the funding strategy that the region should employ and what policy changes need to be made?
  - a. What should be the responsibility of local, state, and federal governments and private sources?
  - b. What should the region ask of the major, relatively near term funding sources (such as the federal transportation reauthorization)
  - c. Should the region consider any entirely new funding sources?
  - d. What policy changes should be made?

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 08-3936, FOR THE PURPOSE OF ESTABLISHING THE BLUE RIBBON COMMITTEE FOR TRAILS

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Date: April 11, 2008

Prepared by: Mike Wetter

#### BACKGROUND

In June, 2007 elected, civic and business leaders convened at the Gerding-Edlen Theater in downtown Portland to launch Connecting Green, an initiative to create one of the world's great systems of parks, trails and natural areas in the Portland Metropolitan Region. Connecting Green will strengthen the region's position as one of the best places in the world to live and do business.

The Portland Metropolitan Region has an exceptional natural heritage. But another way to put that is that we have a lot of unrealized potential. Connecting Green is based on the premise that we will only fulfill this potential if we are able to transcend turf, better leverage our investments, and provide bold and creative leadership to capitalize on and protect our region's natural assets.

Decades of work by dedicated residents and local leaders has resulted in a vision of a regional, multi-modal, off-road trail system that would extend to every corner of the region. Such a system, for example, would enable a resident of Lake Oswego to ride to work in Milwaukie on an off-street trail that is both fast and safe. Children in communities from Forest Grove to Gresham could walk or ride to school or to local parks without negotiating dangerous intersections or auto-clogged arterials. A Portland resident might ride her bike east on the Springwater Trail, descend into Deep Creek Canyon, and then stay overnight in a campground along the Clackamas River. Nearby residents of all trails could walk, jog, and enjoy nature.

Such a system would relieve congestion, reduce the need for costly new roadways and interchanges, create exceptional recreational experiences, promote tourism and economic development, encourage physical activity and health and keep our air and water clean.

Yet while such a system has been envisioned for more than a hundred years, only 194 miles of trail has been built towards a network envisioned at more than 900 miles. The existing trails "system" is a disjointed array of trail segments with many gaps. As a result, while bicycle and pedestrian travel is rising, it is still less than a tenth of what is achieved in many other cities in the world.

There was a time when the National interstate highway system was just lines on a map. A convergence of national security and economic interests generated the commitment necessary to achieve a system that has served our country for decades. We believe a similar convergence is now occurring—this time of economic, environmental, health, and fiscal forces—that may warrant a similar focused commitment. As with the interstate highway system at the national level, we believe the regional trails system has the potential to define the nature of the Portland Metropolitan Region and leave a legacy for many generations.

The Metro Council is convening a Blue Ribbon Committee of civic, elected, and business leaders to:

- Evaluate the regional trails system and its benefits;

- Determine if the current level of investment in regional trails is commensurate with expected benefits;
- Identify important regional values in developing the system; and
- Propose funding and policy changes necessary to achieve the regional system.

The Blue Ribbon Committee is a limited, six month engagement. It will meet approximately once per month from May through October. The engagement concludes with a study tour of Copenhagen and Amsterdam, two cities that have developed networks similar to the one envisioned for the Portland Metropolitan Region.

## **ANALYSIS/INFORMATION**

1. **Known Opposition** There is no known opposition
2. **Legal Antecedents** Resolution 08-3937 Designating Council Projects And Confirming Lead Councilors And Council Liaisons For Connecting Green Trails.
3. **Anticipated Effects** A funding strategy for completing the trails system will be identified, a clear case for the need for completing the system will be identified; some committee members will become champions for completing the trails system.
4. **Budget Impacts** Requires carrying over about \$40,000 allocated to Connecting Green in the FY 07-08 budget into FY 08-09.

## **RECOMMENDED ACTION**

Approval