



METRO

Agenda

MEETING: METRO COUNCIL
DATE: April 24, 2008
DAY: Thursday
TIME: 2:00 PM
PLACE: Native American Youth Association (directions on back)

CALL TO ORDER AND ROLL CALL

1. INTRODUCTIONS

2. CITIZEN COMMUNICATIONS

3. CONSENT AGENDA

3.1 Consideration of Minutes for the April 17, 2008 Metro Council Regular Meeting.

4. RESOLUTIONS

4.1 **Resolution No. 08-3934**, For the Purpose of Amending the 2035 Regional Transportation Plan and the 2008-11 Metropolitan Transportation Improvement Program (MTIP) to add a Safe Routes to Schools Pedestrian Project. Burkholder

4.2 **Resolution No. 08-3937**, Designating Council Projects and Confirming Lead Councilors and Council Liaisons for Connecting Green Trails Burkholder

4.3 **Resolution No. 08-3936**, For the Purpose of Establishing the Blue Ribbon Committee for Trails Burkholder

5. CHIEF OPERATING OFFICER COMMUNICATION

6. COUNCILOR COMMUNICATION

ADJOURN



Directions:

Avoid highways

600 NE Grand Ave
Portland, OR 97232

Drive: 5.6 mi – about 16 mins

- | | |
|---|--------|
| 1. Head north on NE Grand Ave toward NE Irving St | 0.5 mi |
| 2. Turn right at NE Weidler St | 0.5 mi |
| 3. Turn left at NE 15th Ave | 1.7 mi |
| 4. Turn right at NE Alberta St | 0.9 mi |
| 5. Turn left at NE 33rd Ave | 1.0 mi |
| 6. Slight right at NE Columbia Blvd | 1.0 mi |

5135 NE Columbia Blvd
Portland, OR 97218

These directions are for planning purposes only. You may find that construction projects, traffic, or other events may cause road conditions to differ from the map results.

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Consideration of Minutes of April 17, 2008 Metro Council Regular Meeting.

Consent Agenda

Metro Council Meeting
Thursday, April 24, 2008
Native American Youth Association

Resolution No. 08-3934, For the Purpose of Amending the 2035
Regional Transportation Plan and the 2008-11 Metropolitan
Transportation Improvement Program (MTIP) to add a Safe
Routes to Schools Pedestrian Project.

Metro Council Meeting
Thursday, April 24, 2008
Native American Youth Association

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF AMENDING THE 2035) RESOLUTION NO. 08-3934
REGIONAL TRANSPORTATION PLAN AND)
THE 2008-11 METROPOLITAN) Introduced by Councilor Rex Burkholder
TRANSPORTATION IMPROVEMENT)
PROGRAM (MTIP) TO ADD A SAFE ROUTES)
TO SCHOOLS PEDESTRIAN PROJECT)

WHEREAS, the Regional Transportation Plan (RTP) contains the list of projects eligible for federal funding and the Metropolitan Transportation Improvement Program (MTIP) prioritizes projects from the RTP to receive transportation related funding; and

WHEREAS, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council must approve the RTP and the MTIP and any subsequent amendments to add new projects to the RTP or the MTIP; and

WHEREAS, the JPACT and the Metro Council approved the 2035 RTP on December 13, 2007 and the 2008-11 MTIP on August 16, 2007; and

WHEREAS, the City of Portland was awarded a federal Safe Routes to Schools grant administered through the Oregon Department of Transportation in the amount of \$499,600 to provide pedestrian safety improvements near eleven Portland elementary schools; and

WHEREAS, all federal transportation funds allocated in the Metropolitan Area must be included in the Regional Transportation Plan’s financially constrained system and the MTIP financial plan; and

WHEREAS, these discretionary funds were not previously forecast to be available and therefore represent new funding within a financially constrained RTP and MTIP financial plan; and

WHEREAS, this change to programming for these projects is exempt by federal rule from the need for a conformity determination with the State Implementation Plan for air quality; now therefore,

BE IT RESOLVED that the Metro Council hereby adopts the recommendation of JPACT to add the Portland Safe Routes to School Pedestrian safety projects to the 2035 Regional Transportation Plan financially constrained project list and the 2008-11 Metropolitan Transportation Improvement Program and adjust the RTP financial forecast and MTIP financial plan as shown in the attached Exhibit A.

ADOPTED by the Metro Council this __th day of April 2008.

David Bragdon, Council President

Approved as to Form:

Daniel B. Cooper, Metro Attorney

Amendment to the Regional Transportation Plan project table

Metro RTP Project ID	Nominating Agency	Facility Owner / Operator	Other Sponsors	Project / Program Name	Project Start Location (Identify starting point of project)	Project End Location (Identify terminus of project)	Description	Estimated Cost (\$2007)	Estimated Cost (YOES)	Time Period	2040 Land Use
11118	City of Portland	City of Portland	N/A	School Access Safety Improvements: various locations	N/A	N/A	Pedestrian safety enhancements at 11 elementary schools.	\$633,400	\$499,600	2008-2017	Inner and Outer neighborhoods

Amendment to Metropolitan Transportation Plan Table 4.1.1

Sponsor	Metro MTIP ID	Project Name	Project Description	Funding Source	Project Phase	2008 Funding	2009 Funding
City of Portland	TBD	School Access Safety Improvements: various locations	Pedestrian safety enhancements at 11 elementary schools.	Safe Routes to Schools	PE	\$124,900	
				Safe Routes to Schools	Construction		\$374,700
				Local Match	Construction		\$133,800
				Total Funding by year		\$124,900	\$408,500

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 08-3934, FOR THE PURPOSE OF AMENDING THE 2035 REGIONAL TRANSPORTATION PLAN AND THE 2008-11 METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP) TO ADD A SAFE ROUTES TO SCHOOLS PEDESTRIAN PROJECT

Date: April 17, 2008

Prepared by: Ted Leybold

BACKGROUND

The 2035 Regional Transportation Plan is required to complete a financial forecast of reasonably likely revenues for the purpose of constraining the cost of the list of capital improvement projects planned to be built during the planning period. All projects funded with federal transportation funds in the Metro area must be included in the Regional Transportation Plan's financially constrained system and programmed in the MTIP.

The City of Portland recently received a discretionary grant from the new Safe Routes to Schools federal funding program, administered in Oregon by the Oregon Department of Transportation. As this program is new, relatively small (approximately \$1 million available statewide) and discretionary, no funding from this source was previously forecast as available for projects in the Metro area.

To be eligible to receive these funds, the RTP and MTIP financial plans need to be amended and the project needs to be added to the list of projects in the RTP's financially constrained system and programmed into the MTIP. The grant will provide the ability to do a series of small pedestrian safety improvements at eleven elementary schools within the city of Portland.

Pedestrian projects are exempt from needing to perform conformity analysis to demonstrate compliance with the State Implementation Plan for air quality.

The Joint Policy Advisory Committee on Transportation and the Metro Council must approve amendments to the RTP and the MTIP.

ANALYSIS/INFORMATION

1. **Known Opposition** None known at this time.
2. **Legal Antecedents** Amends the 2035 Regional Transportation Plan adopted by Metro Council Resolution 07-3831B (For the Purpose of Approving Federal Component of the 2035 Regional Transportation Plan (RTP) Update, Pending Air Quality Conformity Analysis) on December 13, 2007 and the 2008-11 Metropolitan Transportation Improvement Program adopted by Metro Council Resolution 07-3825 (For the Purpose of Approving the 2008-11 Metropolitan Transportation Improvement Program for the Portland Metropolitan Area) on August 16, 2007.
3. **Anticipated Effects** Adoption of this resolution will make available federal transportation project funding for the construction of the Portland Safe Routes to Schools pedestrian safety projects.
4. **Budget Impacts** None.

RECOMMENDED ACTION

Metro staff recommends the approval of Resolution No. 08-3934.

Agenda Item Number 4.2

Resolution No. 08-3937, Designating Council Projects and Confirming
Lead Councilors and Council Liaisons for Connecting Green
Trails.

Metro Council Meeting
Thursday, April 24, 2008
Native American Youth Association

BEFORE THE METRO COUNCIL

DESIGNATING COUNCIL PROJECTS AND) RESOLUTION NO. 08-3937
CONFIRMING LEAD COUNCILORS AND)
COUNCIL LIAISONS FOR CONNECTING) Introduced by Councilor Rex Burkholder
GREEN TRAILS)

WHEREAS, the development and/or implementation of certain Metro projects have policy implications that require the attention of the Metro Council; and

WHEREAS, some projects with policy implications are of a scope and complexity that, for purposes of efficiency, benefit from the focused attention of a subset of the Council; and

WHEREAS, members of the Council have identified such a project; and

WHEREAS, the project identified has been defined and put forth in the form of a project proposal, included in Exhibit A; and

WHEREAS, the Council President, working with members of the council, has designated specific councilors to play lead and liaison roles on the project as specified in Exhibit A; now therefore

BE IT RESOLVED:

1. The Council confirms the project proposal, including the designation of the project, project definition, lead councilor assignments, and councilor liaison assignments as specified in Exhibit A for Connecting Green Trails.
2. The Council directs that Connecting Green Trails will sunset as a Council Project on December 31st, 2008.

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

David Bragdon, Council President

Approved as to Form:

Daniel B. Cooper, Metro Attorney

Metro Council Project Proposal

- 1) **Project Title:** Connecting Green: Trails
- 2) **Lead Councilor:** Burkholder
- 3) **Council Liaisons:** Bragdon
- 4) **Project Begin Date:** April 2008
- 5) **Estimated Date of Completion:** December 31, 2008

Project Description (What issue/problem will be addressed?):

The Council Project for Connecting Green directed staff to work with Council to “define and implement” Connecting Green. Connecting Green has been defined in terms of five elements: 1) natural area restoration; 2) trails development; 3) natural area acquisition; 4) regional parks system; and 5) conservation education. Some of these elements are further along in their development than others but in each case a strategy is taking shape to mobilize stakeholders behind an agenda to increase investment in the Connecting Green vision. Additionally, a broad-based Connecting Green Alliance is being organized to manage communications and the Connecting Green brand, as well as to create opportunities for hundreds of individuals and organizations to collaborate more closely.

The trails element of Connecting Green has progressed rapidly. 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 countries.

There are several important funding opportunities on the horizon including that the federal transportation bill is reauthorized in 2010. There is a national movement afoot to increase the commitment to bicycle and pedestrian infrastructure as part of the federal reauthorization.

There are many individuals and grass roots organizations that have worked diligently for many years on a project or trail in their part of the region. This project builds on the excitement and commitment of these individuals and groups by bringing them together to work on the larger vision of a regional trails network.

6) Policy Questions (What major policy questions must be answered?)

What are the expected benefits of a regional trails network?

What elements of the regional trails network are most important to users?

Should the region accelerate the build-out of the regional trails system?

What means should the region employ to increase investment in the trails network?

What policy changes should the region employ to accelerate the development of the trails network?

7) Outcomes (What must be in place for policy development to be considered complete?)

A funding strategy for regional trails including identifying and executing on a few major funding opportunities or policy changes.

8) Connection to Council Goals and Objectives:

1.1 Natural areas, parkland and outdoor recreation infrastructure are accessible to all.

1.3 A diversity of artistic, cultural and recreational opportunities are available.

2.6 Residents' health is enhanced by exceptionally clean air and water.

9) Resources Required / Budget Implications:

No new funding required if approximately \$40,000 allocated to Connecting Green in the FY 07-08 budget that is projected to go unspent is carried over for the Connecting Green Trails project in FY 08-09.

Agenda Item Number 4.3

Resolution No. 08-3936, For the Purpose of Establishing the Blue
Ribbon Committee for Trails

Metro Council Meeting
Thursday, April 24, 2008
Native American Youth Association

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

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

Eileen Brady

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. Scott stepped-up in July, 2007 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. Burkholder 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.

In his first years, Burkholder led the council effort in directing federal transportation dollars to projects and programs to support regional land-use objectives and to increase transportation choices. He also was instrumental in designing new council district boundaries and overseeing operations of Metro's regional facilities. His goals include further aligning regional transportation spending with land-use goals and economic opportunities as well as pursuing regional affordable housing goals.

Burkholder 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 also has taught high school science and served as faculty at Portland State University Office of Student Development.

As a community activist for the past 20 years, he was a founding trustee of the nationally recognized Coalition for a Livable Future, which unites more than 50 citizen groups on the issue of sustainability. As a parent-volunteer, Burkholder 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. Burkholder 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. Burkholder is married and has two sons. Burkholder enjoys playing tenor guitar, spending time with his family and hiking or kayaking around the Northwest.

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

Jay Graves

The Bike Gallery

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 has four kids, ages 18-24, two of which work in the stores continuing the family tradition. He recently married Alison a cycling enthusiast that works for the Community Cycling Center as their development director.

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
Executive Director
Chinese Classical Gardens

Cynthia Haruyama currently serves as the Executive Director for the Hoyt Arboretum Friends and has accepted the position of Executive Director for the Portland Classical Chinese Garden, which will begin on June 30th 2008. In the past Cynthia has taught English in Japan, served as an attorney and begun writing a novel. 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
Mayor
City of Forest Grove

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 rides his bike to work as often as he can and he and his wife Julie reside in East Portland with Julie's daughter, Nicole. Randy has 3 adult children: Ryan, Kara, and Kyle

Nichole Maher
Executive Director
NAYA (Native American Youth Association)

Executive Director Nichole Maher graduated Cum Laude from Oregon State University with a degree in Public Health and American Indian Studies. She also 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. Nichole serves on the board of the Portland Schools Foundation, Planned Parenthood, Portland Parks and Recreation as well as the National Urban Indian Family Coalition.

Rod Monroe

Senator Monroe is a life long educator with a Bachelors 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 is an architect and consultant in the Portland Metropolitan area. In addition to working for several prestigious firms in Portland, New York City and Cambridge MA Rich has served as a professor for Portland State University and University of Oregon's Architectural Departments. Rich holds a Bachelors of Architecture from University of Oregon and a Masters of Architecture from Syracuse University and has won several awards including AIA Citation Award for the Laird Condominiums in 2006 and the Masonry Institute Award for the Ganz House in 2004.

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, his wife and two daughters 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".

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 (Chair)

Ian Yolles, VP Brand Communications, Nau:

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 merged his passion for the outdoors with his interest in environmental and social responsibility in an entrepreneurial business context when he 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 will manage the full spectrum of communications that will define the Nau brand. He will work to establish awareness of the values of Nau and through these values build the deep and lasting relationships with customers that will be at the core of Nau's success. By employing the range of marketing opportunities presented by Nau Ian will bring the story of Nau's new way of doing business to customers in a compelling and powerful way.

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

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