

MINUTES OF THE METRO COUNCIL GREATEST PLACE WORK SESSION MEETING

Tuesday, August 19, 2008
Tigard Library

Councilors Present: David Bragdon (Council President), Kathryn Harrington, Rod Park, Carlotta Collette, Rex Burkholder, Robert Liberty

Councilors Absent: Carl Hosticka (excused)

Council President Bragdon convened the Metro Council Work Session Meeting at 2:03 p.m.

1. DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, AUGUST 21, 2008/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS

Council President Bragdon reviewed the August 21, 2008 Metro Council agenda.

2. Objectives:

- Council agreement on outcomes and key elements of engagement strategy

I. *Review Regional Choices Engagement Architecture (attached)*

Robin McArthur, Regional Planning Director, introduced the Greatest Place Work Session discussion. John Donovan, Metropolitan Group, introduced components of the engagement strategy. He discussed stakeholder groups and exercises involved in stakeholder collaboration. He talked about timelines Councilors would need to follow for success. Mr. Donovan discussed the importance of being thoughtful, efficiently engaging, and aware of available resources. He discussed the importance of identifying key players and processes for Council efficiency.

Councilor Burkholder talked about the “right” hooks, and discussed hosts. He said it was important to make objectives as important and urgent to others as it was to Metro and the Council. He said it was necessary to make people committed. Mr. Donovan said it was important to “spotlight” the Council, and frame conversations around key drivers and specific to different environments. Councilor Harrington said it needed boiled down crisper. She said decisions needed to be hammered out collaboratively, topics needed specifically identified, data needed discussed, and the pieces needed put together to serve specific communities and the region. Councilor Burkholder again stressed the importance of inclusion in meetings. Councilor Liberty talked about joint investment opportunities and using that as a strategy. He said meetings were not used as briefings. Mr. Donovan said it was important not to put anyone on the defense, but to ensure communities realized the importance of participation. Councilor Park said effective change happened by going through people of the community, receiving feedback, and taking that feedback through elected officials in the region. He said other processes would essentially be the same and not as effective. Councilor Collette talked about elected participation and lack of knowledge of Greatest Place or Metro processes. She talked about the importance of developing a different invite and different message. Ms. McArthur discussed relative responsibilities. Councilor Harrington talked about scenarios achieving the goals of clarity through local lenses. She said it was important to put common questions out there to different groups, and for communities to be on the same page.

Councilor Park discussed urban growth boundary (UGB) expansion attitudes. He talked about discrepancies in attitudes about current methodology for Greatest Place regional collaboration and support. Councilor Liberty discussed strategies for gaining focus. He said it was important to be clear in outlining outcomes for local governments. He said it was also important to identify other key stakeholders in the process. He said it was complicated because it was abstract and unclear. Ms. McArthur said she was interested to hear ideas about how to provide clarity to local governments. Councilor Harrington said there was continued work to be done with real estate agencies, and that the word did not undermine the industry, but understanding economic interests could draw industry participants into the conversation. President Bragdon talked about compelling conversations and meetings. He said it was important to understand individual economic interests and the connection to community and individual participation. He said trying to replicate energy around topics required clarity about decision points and outcomes. He said the goal was not to see how many people would show up, but to effectively build a collaborative system for local stakeholders. Councilor Collette talked about local communities asking about the UGB decision. She said such timeline topics received attention.

Ms. McArthur discussed corridor prioritization as an “attention-grabber” as well as finances. Councilor Liberty discussed outlines for grabbing public attention. Councilor Harrington said it was interesting to see how infrastructure discussions played out. She said halting infrastructure investment to halt growth was discussed. She said it required diligence and discipline every step of the way. She said not only was it important to make every date on the timeline successful, she said it was important to maintain momentum on topics. She said it was also important to provide tools for different dates on the timeline. President Bragdon talked about putting price tags on different topics that people would be forced to respond to.

Councilor Park discussed aligning dollars that would benefit communities, and accurately framing situations. Councilor Burkholder discussed the inability to have 100% participation and asked if there were not total participation, was it possible to continuously move forward. He discussed various participation strategies for different communities, and discussed supporters, objectors, engaged, and disengaged communities. He said it was important to not get too hung up on ensuring everyone was fully engaged, as there was still a process and timeline to follow.

President Bragdon discussed meeting fatigue and the importance of not overloading meetings and added activities. He said communities would take action when they wanted to and in relation to their local needs. Mr. Donovan talked about discussing the big picture and framing it at the beginning of 2009. Councilor Liberty discussed other decision-making processes to share with local communities. Councilor Park asked about revenue generation for different development practices in different communities. Michael Jordan, COO, discussed tax revenue processes. He said such an issue would not be ultimately important in “outside-or-inside” discussions. President Bragdon again stressed the idea he was concerned that people would not attend meetings.

II. Review Key Elements of Fall Outreach to "Frame Choices" (hand-out)

Councilor Collette talked about engagement involved with the Mayor’s Institute of Design Forum. She said there were elements involved that could be borrowed from. Councilor Harrington discussed the element of empowering local governments about what they could control to spur legitimate participation and engagement. Councilor Burkholder said it was important to highlight the fact that decisions would be made and to essentially send out an invitation for participation. He said avenues for information should also be available.

Councilor Park talked about different influences throughout the region. Councilor Harrington asked about press releases discussing business involvement in urban renewal. Councilor Park discussed voter annexation. Councilor Collette said it would be useful to frame statements as questions. Councilor Park discussed redevelopment issues. Councilor Harrington discussed changes to the "Development of a Regional Infrastructure Strategy" handout, including not discussing "rapid population growth" first. Councilor Liberty said it was important to make a note about making communities that we, as a region, want. He said polling should be conducted about community development and associated resource costs. Councilor Liberty said bullet points should be framed around desired outcomes. Councilor Park asked how to get new people to pay for infrastructure that we already have. He asked about operational costs. He talked about using different money for capital costs. Councilor Collette talked about sizing infrastructure in relation to cost. Councilor Liberty talked about including Urban Renewal district managers in discussions. Councilor Liberty discussed meeting with the Department of Land Conservation and Development (DLCD) in conjunction with Metro. Ms. McArthur said this was happening. Councilor Park talked about certain communities defined as "failures," and the inaccuracy of such labels. Mr. Jordan noted caution when approaching such topics.

Councilors discussed "downtown" versus "town center" terminology in relation to different communities, and respective uses of such terminology. Councilor Harrington asked that the Metro Policy Advisory Committee (MPAC) meeting packet be printed and sent out. Councilor Liberty talked about tax bases and costs associated with different categories of growth.

III. Discuss Stakeholder Engagement Strategy and Council Role

Mr. Donovan discussed Council roles and responsibilities. He said the Council were key political communicators, a conduit for relationships with communities, they raised broad awareness, created partnerships, and then subsequently reported back. He discussed coordination roles and engagement structure. Councilor Burkholder discussed receiving specific feedback for efficiencies sake. Councilor Collette discussed setting up communication lists with different stakeholders. Mr. Donovan discussed the importance of organization and not "stepping on each other's toes" in regards to who communicates with who.

Councilor Park was supportive, while recognizing unique traits of districts. Councilor Burkholder was supportive for community dialogue but stated Councilors did not have enough time to do staff work. Councilor Collette was also supportive of community dialogue and said she thought policy coordinators could speak as well. Councilor Liberty was supportive as well as President Bragdon. Councilor Harrington said there were too many "we's" to be talking to, and wanted to know there was help available. Ken Ray, Public Affairs, discussed different communities involved in immediate discussions. Mr. Ray talked about different ways to effectively structure discussions.

Councilor Liberty asked about regional expectations. Councilor Park discussed a simulator as an engagement exercise.

3. COUNCIL BRIEFINGS/COMMUNICATIONS

Councilor Burkholder discussed the September 9th Work Session and distributed an Outdoor School hand-out (see attachments). Councilor Liberty discussed exercises he had conducted with Hillsdale residents regarding increased housing stock.

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There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 4:35 p.m.

Prepared by,

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

Tony Andersen
Council Operations Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
AUGUST 19, 2008**

Item	Topic	Doc. Date	Document Description	Doc. Number
1	Handout	8/19/08	Development of a Regional Infrastructure Strategy, August 19, 2008	081908cw-1
1	Handout	8/19/08	Questions that we addressed in our meeting last week (Draft FAQ's), August 19, 2008	081908cw-2
1	Handout	8/19/08	Regional Choices Engagement: Framing Our Choices – Fall 2008, August 19, 2008	081908cw-3
1	Handout	8/13/08	Scope Definition, Enhanced Waste Reduction Education at Outdoor School (Draft), August 13, 2008	081908cw-4