



**METRO**

**Agenda**

**MEETING:** METRO COUNCIL GREATEST PLACE WORK SESSION  
**DATE:** September 17, 2008  
**DAY:** Wednesday  
**TIME:** 2:00 PM  
**PLACE:** Metro Council Chamber

**CALL TO ORDER AND ROLL CALL**

Objectives:

- Review outcomes for fall events
- Review preliminary scenario findings
- Share advisory committee comments on infrastructure costs and discuss next steps
- Council review and input on urban growth report rollout and agreement on approach

- 2:00 PM**      **1.**      Overview of Fall Rollout: Framing Choices
- Fall events (Robin McArthur) (attached)
  - Messages (John Donovan/Robin McArthur)
  - Products
    - Sample activities and amenities work (Leila Aman/Mark Bosworth)
    - Preliminary scenario findings (Chris Deffebach/Ted Reid) (handout)
- 3:00 PM**      **2.**      Comparative Infrastructure Costs: What we're hearing (Malu Wilkinson/  
Andy Shaw)
- 3:45 PM**      **3.**      Urban Growth Report Rollout
- Overview (Chris Deffebach)
  - Schedule and process (Chris Deffebach/John Donovan) (handout)
  - 20-year range forecast approach (Chris Deffebach) (attached)
  - Employment Study Status (Malu Wilkinson) (attached)

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# DRAFT

## **Event Brief**

Release of 20-year range forecast and update to 50 year forecast

October 1, 2008

11:30 – 1:00 pm

Council Chamber

Project Manager: Marcia Sinclair

## **Event Positioning**

At a May 30 event before an audience of 200, Metro released for public review a draft 40-50 year population and employment range forecast for the seven-county area, intended to inform the reserves designation process and other long range planning efforts. Because this 50-year view was new for Metro, the May event focused on validating assumptions and predictions. Two panels of experts presented perspectives on the forecast and explored the various methods for seeking accuracy in predicting a distant future.

That forecast has now been further refined to portray a view of demographic and economic trends for the next 20+ years. This 2030 prediction will inform Metro's concurrent land use and transportation planning processes, in progress over the next year, as well as the work of many of our partner agencies and industries. This two-decade forecast is a relatively familiar Metro product. Because our regional partners and the Council of Economic Advisors have validated the credibility of Metro's forecasting process, its release will focus on highlighting its findings.

The 20-year forecast will be presented on October 1, at an extended Metro Technical Advisory Committee (MTAC) meeting. At the conclusion of the regular MTAC agenda, the meeting location will shift from 370A and B to the Council Chambers. There will be a brief forecast presentation followed by Q and A. The forecast portion of the meeting will run from 11:30 to 1:00 pm as a brown bag session open to a broader audience.

The October 1 release comes one week before the Regional Choices Engagement kick off event. The forecast's greatest utility lies not in mere numbers but rather in revealing significant trends in regional demographics and employment sectors. Therefore, the October 1 meeting and supporting materials will highlight notable trends that will have bearing on regional growth management decisions.

## **Objectives:**

- Respond to comments on the 50-year range forecast, released in May 2008.
- Present the 20-year range forecast for population and employment for use in preparing the urban growth report and reserves designation process
- For planning purposes, highlight the significance of the changing trends

## **Participation and primary audiences**

Attendees of the May 2008 forecast release event

MTAC, TPAC and MTAC, TPAC interested parties

Local jurisdiction and agency staff

# DRAFT

## Actions desired

1. Partners engaged in long range planning use the forecast
2. Partners are prepared to work through the considerations involved in using a range forecast.

## Central Themes

- Anticipated growth rates for the seven-county economic area that encompasses the Portland metro region are consistent with past trends.
- The range forecast is useful for planning purposes. It will be necessary at some point to anchor plans to a specific point in the range.
- The forecast is a starting point for considering allocations but does not present an allocation by jurisdiction.

## Promotion

Notification will be sent to attendees of the May 2008 event, MTAC, TPAC and MTAC and TPAC interested parties.

## **The Future is Here: Is Business as Usual Good Enough?**

Event Brief Draft – September 9, 2008

**Event Date: Wednesday, Oct. 8, 4 to 7 p.m.**

**Place: Oregon Convention Center**

### **Choices**

- How do demographic, economic and societal trends affect our land use, transportation, and investment choices?
- What effect does climate change have on our decisions? How do our decisions affect how much it costs people to travel and the quality of the air we breathe?
- How do land use choices affect transportation choices and vice versa?
- Can we work collaboratively to position this region to meet current and future challenges?

### **Event Positioning**

This event is the launch of the “Framing Choices” phase of the Regional Choices Engagement Architecture.

The event will 1) set the global context for the issues we’re facing in this region, 2) illustrate how changing demographic, economic, market and housing trends will affect what we plan for and how we plan in the future, and 3) highlight the challenges and opportunities that local jurisdictions face. A primer is being prepared that provides context and frames choices.

The event is intended to set the stage for considering the scenario results by MPAC and JPACT in October through December as well as for further consideration of policy choices as the region develops a preferred set of local and regional actions that meet 20-year and 50-year needs.

### **Audience**

- Elected officials throughout the region including mayors, city councilors, county commission chairs, and county commissioners as well as candidates;
- Local planning commissioners;
- MPAC and JPACT members;
- Local government staff
- Neighborhood association/CPO representatives
- Stakeholders

*Continued on back*

## **Proposed Program**

- 4:00 pm      **Introduction**  
**Alice Norris, Chair, Metro Policy Advisory Committee, and Mayor, City of Oregon City**
- Welcome**  
**Moderator: Gail Achterman**  
Director, Institute for Natural Resources, Oregon State University; member, Governor's Climate Change Integration Group, and Chair, Oregon Transportation Commission
- 4:20            **The Challenges We Face: Promoting Sustainable Communities**  
Arthur (Chris) Nelson, Presidential Professor and Director of Metropolitan Research, University of Utah
- Q & A**
- 5:00            **Responding to Our Challenges Regionally**  
Carlotta Collette, Metro Councilor
- 5:15            **Responding to Our Challenges Locally: A Look Back, A Look Ahead**  
(What was your community like 30 years ago? Where do you want your community to be 30 years from now? What tools do you need to be successful? Where do you need help? How will you work with other local governments in the region?)
- Alice Norris, City of Oregon City Mayor (focus on becoming a regional center)
  - Craig Dirksen, City of Tigard Mayor (focus on how to position Tigard for HCT)
  - Tom Hughes, City of Hillsboro Mayor (focus on Venetian project; how did you get this done? What tools did you use?)
- 6:00            **Challenges and Opportunities: Solutions for the 21<sup>st</sup> Century**  
Gail facilitates and moderates discussion of the opportunities local governments have.
- Invite specific people (transit, financial, real estate strategist, and/or developer) to offer advice and solutions on what we heard from Oregon City, Tigard, and Hillsboro.
- Open up the floor for questions from other jurisdictions
- 6:30            pdXplore – activities and amenities
- 6:50            **The Choices Ahead**  
Gail Achterman (final observations)



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## **Regional Choices Engagement: Framing Our Choices -- Fall 2008**

During the next two years, your elected regional and local leaders must answer these questions:

- What investments are needed to create jobs and livable communities?
- What transportation improvements are needed and how do we fund them?
- Where and how will the Portland metropolitan area grow during the next 40 to 50 years?

This fall, the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) will hold joint meetings to discuss the consequences of various investment choices.

**Event: The Future is Here: Is Business As Usual Good Enough?**

**Date: Wednesday, Oct. 8**

**Time:** 4 to 7 p.m. (Oregon Convention Center)

**Audience:** Elected officials throughout the region including mayors, city councilors, county commission chairs, and county commissioners and candidates; local planning commissioners; MPAC and JPACT members; local government staff; and stakeholders

**Location:** Oregon Convention Center

**Choices:**

- How do demographic, economic and societal trends affect our land use, transportation, and investment choices?
- What effect does climate change have on our decisions? How do our decisions affect how much it costs people to travel and the quality of the air we breathe?
- How do land use choices affect transportation choices and vice versa?
- Can we work collaboratively to position this region to meet current and future challenges?

**Event: Joint MPAC/JPACT meeting on Land Use and Investment Choices**

**Date: Wednesday, Oct. 22**

**Time:** 5 to 7 pm (Metro Regional Center, 600 NE Grand Ave, Portland)

**Audience:** MPAC and JPACT members and alternates

**Location:** Metro

**Choices:**

- What are the results of testing different land use policy and investment choices? What are the results of a business as usual approach? What are the consequences of delays in funding for infrastructure in recent UGB expansion areas and if infrastructure is not available to support future expansions? How might targeted public investments stimulate activity in the region's corridors and centers?

**Event: Joint MPAC/JPACT meeting on Transportation and Investment Choices**

**Date: Wednesday, Nov. 12**

**Time:** 5 to 7 pm, (Metro Regional Center, 600 NE Grand Ave, Portland)

**Audience:** MPAC and JPACT members and alternates

**Location:** Metro

**Choices:**

- What are the results of testing different transportation policy and investment choices? What happens if we focus investments on roads? What happens if we focus investments on transit service? What happens if we initiate tolling on certain roads?

**Event: Joint MPAC/JPACT meeting – Bringing It All Together**

**Date: Wednesday, Dec. 10**

**Time:** 4 to 7 pm, (Metro Regional Center, 600 NE Grand Ave, Portland)

**Audience:** MPAC and JPACT members and alternates

**Location:** Metro

**Choices:**

- What affect do different land use, transportation policy and investment choices have on each other?
- Action: Select policy choices to create preferred alternatives

***DISCUSSION DRAFT***  
**Regional Economic and Employment Trends Work**  
**Process and Schedule**

**Desired Outcome:** Sustained economic opportunity and prosperity through efficient and coordinated use of land, investments, transportation and other resources.

**Approach and Core Strategy:**

Metro will work with a variety of stakeholders and elected officials to provide a forum for regional information sharing and to ensure thorough review of analysis methods for economic trends and capacity needs. The process described below allows for targeted stakeholder involvement, sustained technical support and information sharing, and opportunities for elected leaders to provide direction on key milestones.

**Key Tactics:**

**Economic and Employment Trends Focus Groups:**

Metro is working with the Portland Business Alliance to coordinate a series of focus groups with key business interests and employers to provide a forum to discuss economic trends over the short and long-term as well as to identify aspirations of these stakeholders as the region's leaders frame choices for future growth and development.

*September/October 2008*

**Economic and Employment Trends Roundtables:**

Metro will work with the CAC to plan for roundtable discussions at milestone moments. The roundtables should be attended by a small number of regional elected and business leaders. The forums will provide an opportunity for elected officials and business leaders to discuss:

- Critical assumptions for the economic and employment trends analysis (*Fall 2008*)
- Considerations for identifying a point in the range forecast that best meets the region's needs for planning (*Winter 2008*)
- Policy choices for addressing global, national, and local employment trends (*Spring 2009*)

**Coordination and Advisory Committee:**

The Coordination and Advisory Committee will help coordinate analysis at the regional and local level and provide advice on the most efficient and effective means to solicit stakeholder and elected official consideration of critical assumptions and policy choices. This group, consisting of local government and other agency staff, will:

- Review consultant approach to updating the regional employment analysis methodology,
- Advise on a method for defining attributes of employment demand in a way that can be useful at both the regional and local levels,
- Share approaches used locally to identify employment capacity, including methods for estimating redevelopment, and
- Help frame critical assumptions and policy choices for stakeholder and elected official review.

*September 2008 – December 2009*

**MPAC/MTAC Input:**

Metro staff will continue to take key issues to MPAC and MTAC for discussion at appropriate times throughout the work effort on economic and employment trends.

**Metro Council:**

Metro staff will work with the designated Council Liaisons (Park and Hosticka) to identify issues that should be brought to the full Council for discussion.

**Reserves Process:**

Key lessons or findings from the economic and employment trends work that affect the 50 year land needs will be brought into the reserves planning process.