

MINUTES OF THE METRO COUNCIL MEETING

Thursday, November 13, 2008
Metro Council Chamber

Councilors Present: Robert Liberty (Deputy Council President), Rex Burkholder, Carl Hosticka, Kathryn Harrington

Councilors Absent: Rod Park (excused), David Bragdon (excused), Carlotta Collette (excused)

Deputy Council President Liberty convened the Regular Council Meeting at 2:02 p.m.

1. INTRODUCTIONS

There were none.

2. CITIZEN COMMUNICATIONS

There were none.

3. METROPOLITAN EXPOSITION AND RECREATION COMMISSION (MERC) UPDATE

Don Trotter, MERC Chair, said David Woolson, Chief Executive Officer would be providing an update of MERC's Economic and Fiscal Impact Analysis (a copy of the power point is included in the meeting record). Mr. Woolson summarized MERC's operations. Councilor Burkholder asked about Portland Center Stage and impacts on MERC. Mr. Woolson talked about the history of Portland Center Stage and the changes to their business relationship with MERC. He then talked about the Oregon Convention Center and its Leadership in Energy and Environmental Design (LEEDs) status. It was the most profitable center for MERC. He provided details of Expo and the mix of shows and events at this facility. He spoke to future bookings. Councilor Harrington asked, in looking to the future, when did they foresee having a better handle on the impacts of the current financial crisis? Mr. Woolson said they had bookings as far out as 2010 for both the Convention Center and Expo. Councilor Harrington expressed her concerns about their optimism about the bookings. She suggested revisiting these issues in the first quarter of 2009 to consider necessary adjustments. Commission Chair Trotter said they would be coming back to Council early in 2009 to address these issues and concerns. Deputy Council President Liberty asked about the Portland Center for the Performing Arts (PCPA). Mr. Woolson said PCPA was doing well and some of the shows that would normally have been booked at the Rose Quarter were being booked through PCPA instead. Michael Jordan, Chief Operating Officer (COO), said they were watching attendance figures very carefully both at the Oregon Zoo and MERC facilities. Mr. Woolson talked about the convention recruitment business and the impacts of the lack of a headquarters hotel. Councilor Hosticka asked qualifying questions about future bookings. Mr. Woolson talked about losses due to the lack of a headquarters hotel. He noted that they anticipated coming to Council about this issue within the next several months. He provided details of MERC's strategic initiatives for each of their facilities. Councilor Harrington asked about the purpose of the First Opportunity Target Area (FOTA) analysis. Mr. Woolson responded to her question about the reason for updating the FOTA information with the changes occurring in the surrounding neighborhoods.

4. WASTE REDUCTION AND OUTREACH AUDIT

Suzanne Flynn, Metro Auditor, presented her audit on Waste Reduction and Outreach audit (a copy of the audit is included in the meeting packet). She spoke to the objectives of the audit. Councilors asked clarifying questions about data. Kristin Lieser, Metro Senior Management Auditor, talked about the need for better data collection and reporting. Jim Desmond and Matt Korot, Sustainability Center, thanked the Auditor for her efforts and thoughtful input into these programs.

Mr. Korot said it was an opportune time for taking a good look at the Waste Reduction & Outreach programs, with:

- their integration into the new Sustainability Center
- the agency-wide emphasis on performance measures
- the agency's increasing engagement in actions to address climate change; and
- Council's charge when it approved the RSWMP to regard the plan as a good start, and that Council wanted to see efforts go further.

As Auditor Flynn noted, her core recommendation was that the Waste Reduction & Outreach programs should place more emphasis on waste prevention activities relative to those for recycling, as a means toward the greatest environmental benefit.

- They strongly concurred with this emphasis on using the approaches that led to the greatest environmental benefit. The RSWMP acknowledged, and management and staff agreed, that while the region's emphasis on recycling was important, we needed to move beyond using the recovery rate as our sole measure of success.
- In fact, the RSWMP explicitly called for new "long-term" goals to address areas such as greenhouse gas reductions, product toxicity, and waste generation. The development of those goals will be the key step in meeting the auditor's recommendations and this agency's commitment to sustainability. They had begun discussions with the Strategy Center team about how to best initiate the process to establish these long term goals and their accompanying performance measures and evaluative tools.

The Auditor's recommendations also called for an improvement in how data was managed and for a standardization program evaluation tools. These recommendations were also timely, as they were consistent with the Sustainable Metro Initiative's emphasis on improving management practices. Mr. Korot believed the program had already made strides toward improvement in these areas, such as a replacement system for tracking and evaluating commercial sector data, but they were committed to doing more.

In sum, they believed that these recommendations were consistent with, and gave a push to, the direction that Council had previously provided, the sustainability orientation of the agency as a whole, and the next steps called for by RSWMP.

They believed that the recommendations made in the Auditor's report were appropriate. Waste generation numbers were driven strongly by the construction business. They were trying to disaggregate the waste construction materials from other waste. This would help identify specific strategies.

Councilor Harrington talked about the recommendations on page 2 of the report. She wondered beyond the direction Council had already given, was there additional direction needed? Mr. Jordan said they needed to follow up with more specific goals particularly surrounding Regional Solid Waste Management Plan (RSWMP) recommendations. Councilor Burkholder noted their comment about the difficulty with finding comparatives or models for other waste reduction programs. Ms. Lieser said they did a literature search on waste reduction best practices and found there were a few proven models. Auditor Flynn talked about the emphasis on recycling versus waste reduction. Councilor Burkholder wondered if they had looked at the effectiveness of education versus regulation. He was curious about waste prevention and reduction and the effectiveness of strategies that looked at regulation such as taxing the use of plastic bags. Ms. Lieser said they didn't make any determinations about which programs were most effective. Councilor Burkholder talked about the necessity of a policy discussion on waste prevention. Deputy Council President Liberty talked about waste reduction comparators in other countries. He spoke to material use per capita (a copy of this information is included in the meeting record). He suggested that this information might be integrated into the sustainability initiative. Mr. Korot thanked Deputy Council President Liberty for his input.

5. CONSENT AGENDA

5.1 Consideration of minutes of the November 6, 2008 Regular Council Meeting.

Motion:

Councilor Burkholder moved to adopt the meeting minutes of the November 6, 2008 Regular Metro Council.
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Vote:

Councilors Burkholder, Harrington, Collette, Hosticka and Deputy Council President Liberty voted in support of the motion. The vote was 4 aye, the motion passed.

6. PRESENTATION AND DISCUSSION OF TRANSPORTATION SCENARIOS

Moved to the end of the agenda.

7. CHIEF OPERATING OFFICER (COO) COMMUNICATION

Michael Jordan, COO, invited the Council to participate in the charitable giving campaign event next week. He noted that the leadership team had met in an all day retreat to discuss future goals. He also noted that they had experienced flooding at Oxbow Park yesterday but the waters had quickly receded today.

8. COUNCILOR COMMUNICATION

Councilor Harrington said they had the Reserves Steering Committee yesterday. They discussed natural hazards such as slopes. She asked if they should explore such issues. Mr. Jordan said they would be getting back to Council on radar mapping. Councilor Harrington said there was also a presentation on the local food system and a summary of the regional food system sustainability.

She noted the updated natural features maps which she provided to Council. She said there will be further work done on infill analysis and infrastructure financing. Deputy Council President Liberty asked further details about Urban and Rural Reserves (URR).

Councilor Burkholder summarized this morning's Joint Policy Advisory Committee on Transportation (JPACT) meeting such as a proposed federal transportation package. They were looking at December 12th to have a draft projects discussion. Second, Transportation for America was looking at treating the transportation bill differently such as looking at sustainability. There was a call for jurisdictions to sign on to a letter endorsing a stimulus bill.

Deputy Council President Liberty reported on the first meeting of the Portland Milwaukie Light Rail Steering Committee. He talked about the finance plan, risk assessment and a bridge report.

Dick Benner, Metro Senior Attorney, reported on a Measure 37 case in federal court. He noted that this case did not affect Metro. He did say they could expect a lot of litigation because of this case. Councilors asked clarifying questions.

9. PRESENTATION AND DISCUSSION OF TRANSPORTATION SCENARIOS

Andy Cotugno, Strategy Center, presented transportation scenarios and choices (a copy of the power point presentation is included in the meeting record). He spoke the purpose of today's discussion on policy choices for the future.

Mr. Jordan, COO, said he had the impression that the results had been exaggerated. After having seen the presentation, he felt the results were more accurate than he expected. He also noted the land use numbers. He wondered if they combined land use and transportation would there be exponential differences. Mr. Cotugno said he didn't think there would be huge differences. Mr. Cotugno talked about the effects of the land use lever. He felt that a good transit system in centers and corridors would be the most effective. He also noted impacts at peak hour and total travel in a 24 hour day. Councilor Harrington talked about peak hour travel and a reduction of only 6%.

Councilor Liberty talked about the no build and the results of those findings. He said one of the impressions he had was the biggest changes seemed to be in congestion. He commented that he thought it was necessary to carry the no build throughout. He also pointed out the marginal benefit of tens of millions of dollars. Was there a correct conclusion that they needed to rethink the reference case in reference to the no build case? Councilor Hosticka asked about the marginable benefit in the tens of millions of dollars. Most of his experience in looking at these types of studies was in reduction of travel time. If you were going to use dollars as the measure of benefit you had to have a larger measure. Councilor Liberty talked about comparators.

Councilor Burkholder reminded that these were regional aggregates. Most of the investments were for local access. He looked at the reference areas. It was a connectivity access issue. There were a whole variety of strategies that could be pursued to solve problems. He suggested that they needed to be careful about using regional aggregates for how communities were built.

Councilor Liberty agreed that they needed to look at what was happening in specific areas. Some were regional and some were local. He didn't think that the performance measures were balanced across the region. Councilor Harrington asked what Transportation Policy Alternative Committee's (TPAC) was and JPACT's reaction to this presentation. Kim Ellis responded that there were 42 performance measures. For some of the measures change was relatively

insignificant but small percentages could make a difference. She felt they needed help understanding the benefits and how impactful they were. It was hard to figure this out. What they were trying to get at was making some choices, community impact or otherwise. Ms. Ellis said the local government staff came to the conclusion that none of these choices got them to their goal. Even the reference scenario wasn't achieving what they wanted. They needed to look at the next phase of the analysis and determine how they got to where they wanted to go. There was no one scenario that accomplished where they wanted to go.

Councilor Liberty focused on the reference case. Ms. Ellis said, as they laid out the work plan, they had said the plan was on the table. They needed to figure out a way to structure that conversation. Mr. Cotugno cautioned not getting too carried away with the reference scenario. They wanted to grow the whole pot on the transit side. The bulk of the cost was in the arterial system. These were designed for property access. They would not have a large freeway or light rail system. Ms. Ellis reminded Council that there were land use assumptions that could change how the system preformed.

Councilor Hosticka said he understood they would be talking about the kinds of decisions that they were going to be making. He wondered how you could interpret a 2% difference. Mr. Cotugno talked about the sensitivity of model. He felt the peak hour information was good information. Councilor Hosticka said our best numbers were on the things they didn't want to do. There were things that they could measure but they were not things that they wanted to do. Ms. Ellis reminded Metroscope was a tool to help inform. Councilor Burkholder said part of their decision was to inform the type of community they wanted. The scenarios included bridges which increased the cost exponentially. You wanted the modeling to show cost. The numbers will help show the value. Councilor Harrington said given they have both a set of land use and transportation scenarios, what does that tell them about the performance based measurement. What issues did they need to work more on and where was there consensus? Councilor Harrington suggested looking at creative scenarios. Councilor Liberty said the benefit analysis in connection with money was very important. He felt getting from today to there would be quite difficult.

Councilor Harrington talked about creative scenarios. Deputy Council President Liberty said greenhouse gas reduction had not been grappled with. He said technology assumed pollution reduction, and discussed emission rates for the region. Mr. Cotugno talked about emission reduction increments. Deputy Council President Liberty asked if California reduction goals could be modeled. Councilor Harrington said constituents from around the region were still struggling with understanding greenhouse gas emission and reduction systems. Councilor Harrington talked about emission contributions, and the overall goal of reducing emission percentages. She said it was difficult to express the level of change needed. Deputy Council President Liberty said it would be helpful to show examples per capita to get positive messages across. Mr. Cotugno talked about cost-per-mile numbers and fuel efficiency improvements. Deputy Council President Liberty discussed the Vehicle Miles Traveled (VMT) tax. Councilor Hosticka said the limiting factor was not pollution created by cars, but more a focus of what sort of place was to be created and sustained. Deputy Council President Liberty talked about increasing fuel efficiency and VMT numbers increasing.

Councilor Harrington wondered how economic and housing conditions might affect future conversations. Deputy Council President Liberty did not believe the 2060 population forecasts. Councilor Hosticka talked about consumer behavior. Councilor Harrington discussed the option of choice, and the reality of being able to afford so much choice.

Councilor Hosticka talked about focusing on in-front decisions, and subsequent decisions to be made. Councilor Harrington hoped to look at the execution of scenario information. She would like to ask the question for clearer summary on the land-use side. Deputy Council President Liberty asked whether assumptions were actually realistic. He said it was not helpful to discuss assumptions to which there was no reality. He talked about equity components. Councilor Hosticka talked about the connectivity scenario. Deputy Council President Liberty was interested in integrated decisions. Mr. Cotugno said all decisions were subject to environmental standards and funding decisions. Councilor Harrington talked about the amount of time for development in regional centers. Tom Kloster, Regional Planning Department, focused on paradigm shifts and external forces.

9. ADJOURN

There being no further business to come before the Metro Council, Council President Bragdon adjourned the meeting at 5:00 p.m.

Prepared by

A handwritten signature in black ink, appearing to read 'C. Billington', written over a light blue horizontal line.

Chris Billington
Clerk of the Council

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
 NOVEMBER 13, 2008**

Item	Topic	Doc. Date	Document Description	Doc. Number
5.1	Minutes	11/6/08	Metro Council Meeting Minutes for November 6, 2008	111308c-01
3.0	Power Point Presentation	FY 2007-08	To: Metro Council From: David Woolson, MERC CEO, Re: Metropolitan Exposition Recreation Commission Economic and Fiscal Impact Analysis FY 2007-08	111308c-02
6.0	Draft Discussion Guide	November 2008	To: Metro Council From: Kim Ellis, Regional Planning Re: Metro Draft Discussion Guide Choices Transportation Investment Scenarios	111308c-03
6.0	Power Point Presentation	11/12/08	To: Metro Council From: Andy Cotugno, Metro Policy Advisor Re: Regional Transportation Plan (RTP) Cause and Effect Scenarios Linking Transportation to Land Use, the Economy and the Environment	111308c-04
6.0	Maps	11/13/08	To: Metro Council From: Kim Ellis, Regional Planning Re: 2035 Regional Transportation Plan Concepts A through D	111308c-05
6.0	Memo	10/31/08	To: TPAC/MTAC ad interested Parties From: Kim Ellis, RTP Project Manager Re: Regional Transportation Plan Update – Scenario Results – updated materials	111308c-06
8.0	2 Maps	2008	To: Metro Council From: Councilor Harrington Re: 2 maps of Metro Farms Engaged in Direct Marketing	111308c-07
4.0	Waste Reduction reference information	2002	To: Metro Council From: Councilor Liberty Re: Eurostat 2002 subgraph: Direct material consumption per capita, by country and main components, 1999	111308c-08