



Metro | Agenda

MEETING: METRO COUNCIL WORK SESSION
DATE: July 20, 2010
DAY: Tuesday
TIME: 2:00 PM
PLACE: Metro Council Chamber

CALL TO ORDER AND ROLL CALL

- | | | | |
|---------|----|--|-------------|
| 2:00 PM | 1. | DISCUSSION OF AGENDA FOR COUNCIL REGULAR MEETING, [July 22, 2010]/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS | |
| 2:15 PM | 2. | PIONEER CEMETERIES PROGRAM UPDATE & DISCUSSION | Fox/Collier |
| 2:45 PM | 3. | METRO NATURAL AREAS BOND: PUBLIC AWARENESS CAMPAIGN | Odom/Staff |
| 3:15PM | 4. | BREAK | |
| 3:20PM | 5. | PROPOSED HOUSING AND URBAN DEVELOPMENT (HUD) GRANT | Cotugno |
| 3:50 PM | 6. | COUNCIL BRIEFINGS/COMMUNICATION | |
| | 7. | EXECUTIVE SESSION HELD PURSUANT TO ORS 192.660(2)(e)
To conduct deliberations with persons designated by the governing body to negotiate real property transactions | |

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Agenda Item Number 2.0

**PIONEER CEMETERIES
PROGRAM UPDATE &
DISCUSSION**

PRESENTED BY RACHEL FOX,
PARKES & ENVIRONMENTAL
SERVICES MANAGER; TIM
COLLIER, FINANCE MANAGER &
STAFF

Metro Council Work Session
Tuesday, July 20, 2010
Metro Council Chamber

MATERIALS WILL BE DISTRIBUTED UNDER SEPARATE COVER.

Agenda Item Number 3.0

**METRO NATURAL AREAS BOND: PUBLIC
AWARENESS CAMPAIGN**

PRESENTED BY LAURA ODOM & COMMUNICATIONS
STAFF

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Voters have protected 11,000 acres for water, wildlife and recreation.



This is our nature.

www.oregonmetro.gov/naturalareas

Metro natural areas bond: Public awareness campaign

The 2006 natural areas bond measure received broad support from voters across the Portland metropolitan area, who asked the Metro Council to protect water quality, wildlife habitat and outdoor recreation opportunities for future generations. Program leaders committed to developing a major public awareness campaign every few years to update voters on what they've accomplished. Three-and-a-half years later, the region has protected 2,400 acres of regional natural areas, supported dozens of local projects and awarded \$3.3 million in capital grants for neighborhood projects — and that's not counting all the good work done by a previous natural areas bond measure. It's time to tell the story, and ask people to invest in maintaining, restoring and opening these special places.

Who are we trying to reach?

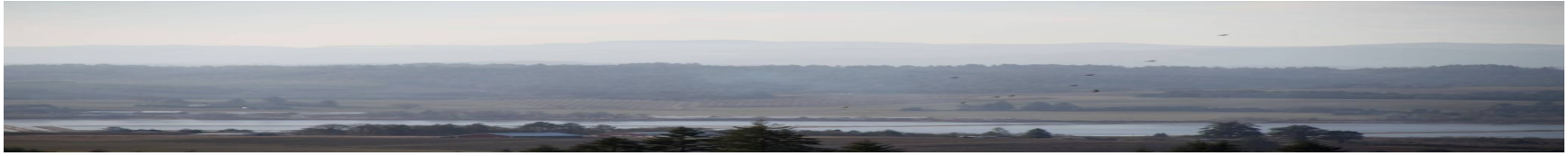
- Policy influencers (local officials, state legislators, key business executives, etc.)
- People who voted for the 2006 bond measure
- Likely voters, including outdoor enthusiasts, families with children and newcomers to the Portland metropolitan area

What do we want them to do?

- Continue to invest in regional natural areas by valuing acquisition, maintenance, restoration and park development.
- Visit Metro nature parks.
- Tell family and friends about the Metro Natural Areas Program.
- Feel good about voting for the 2006 natural areas bond measure.

What are the key messages?

- Thank you for supporting the 2006 natural areas bond measure. Metro is investing your money responsibly.
- Voters' investment is making a difference by protecting water quality, wildlife habitat and outdoor recreation. The benefits start to pay off immediately, and they multiply for future generations.
- Caring for these special places will require additional commitments from both government and the public.
- You can experience Metro natural areas by visiting regional nature parks such as Cooper Mountain, Mount Talbert and Graham Oaks.
- Protecting natural areas is part of what defines Oregonians, and part of what makes the Portland metropolitan area a special place to live.



Tagline and overarching theme: This is our nature.

Two meanings: Protecting land for clean water, wildlife habitat and outdoor recreation is part of what defines us as Oregonians — it's our nature. But this is also, quite literally, our nature — the places that belong to all of us, thanks to the 2006 natural areas bond measure

Multiple uses: This tagline works for events, advertisements, web content and printed materials, from brochures to water bottles to T-shirts.

Sense of belonging: Research shows that inclusive language works best when we engage the public in discussions about natural areas.



Events and outreach activities

Philosophy: Connect with people through their communities — both geographic and interest-based.

September 2010: **Graham Oaks Nature Park grand opening**

Launch bond awareness campaign in conjunction with the opening of this 250-acre regional park in Wilsonville, using the opportunity to engage participants in the overall Metro story.

October 2010: **Policy influencers bus tour**

Invite local elected officials, state legislators, key business and conservation leaders and others on a half-day bus tour highlighting the accomplishments of the 2006 natural areas bond measure, the emergence of The Intertwine and the funding challenges ahead.

Winter 2010-2011: **Nature speakers bureau**

Metro councilors and staff use a natural areas speaking kit including a short film, talking points and upcoming event promotions to update community groups across the region on the accomplishments of the 2006 bond measure. Venues include traditional groups such as Rotary Clubs, nontraditional groups such as Beer & Blog and targeted, influential groups such as conservation organizations and large businesses.

Spring/summer 2011: **Cycling event**

Partner with The Intertwine and Bike There to host a major cycling event linking Metro natural areas. Metro is pitching the idea to prominent cycling event organizers, leveraging several Metro programs and initiatives to create a high-profile event.

Summer 2011: **Arts & nature event series**

Co-host event series with Oregon Humanities, showcasing Metro natural areas with music, poetry and theater performances that speak to the values of nature and landscape.

Summer 2011: **Business retreat packages**

Develop company picnic, corporate retreat and team brainstorming packages at Metro natural areas not yet open to the public, targeted to businesses across the region. The company foots the bill for food and employee transportation, with arrangements made through the natural areas program; Metro provides a special setting and a nature guide.

Marketing materials

Philosophy: Find sustainable ways to spread the word through visual, catchy and meaningful collateral that drives traffic to our web site.

Post cards: Promote the success of the program — and upcoming campaign events — by placing postcards at coffee shops, community centers and grocery stores across the Portland metropolitan area. They also can be distributed at events such as the Graham Oaks opening.

Water bottles, T-shirts, notecards, etc. (to be determined): Campaign image, tagline and web site. Used as give-aways or prizes.

Signage: Develop interpretive signage highlighting the natural areas bond measure for placement at Metro properties.

Advertising and media

Philosophy: Connect with key audiences, inspiring them to visit Metro natural areas, attend campaign events and check out the web site.

Oregon Public Broadcasting ads: Place “sounds of nature” ads with birds chirping, boots sloshing through the mud, etc. “This is our nature, thanks to voters across the Portland region. The Metro Natural Areas Program has protected 11,000 acres — and counting — for water, wild-life and outdoor recreation. Learn more at www.oregonmetro.gov/naturalareas.”

Print ads: Promote campaign events and drive traffic to the web site through local newspapers and magazines.

Nontraditional advertising: Explore opportunities to advertise at locally owned theaters, on social media and other nontraditional venues.

Metro connections: Explore opportunities to partner with the Oregon Zoo, PCPA, the Convention Center and other Metro venues.

Earned media: Pitch stories about the success of the bond measure program and campaign events.

Web site and social media

Philosophy: Revamp the Metro natural areas web site to tell the overarching story of the program.
Use new technology, from podcasts to social media, to engage a broader audience.

Site navigation: Recast and reorganize content to emphasize storytelling and incorporate more photography and videos.

Interactive map: Feature an interactive map of natural areas across the region, with photo, video and text icons where more content is available. A user might click on a slide show of Cooper Mountain, a video about the opening of Graham Oaks, a short story about recent acquisitions along Johnson Creek and a podcast about Smith and Bybee Wetlands, for example. Content could change over time, but it would always feature a range of geographic areas and types of media.

Short film: Sockeye Creative will produce a film telling the story of the natural areas program, from its beginnings to the way it works: finding and buying land, caring for it, restoring it, transforming a natural area to a nature park. The video will be three to five minutes, with striking footage of Metro natural areas. Could be used online and at presentations.

Multimedia intern: A multimedia intern will spend several months creating short films, podcasts and slide shows that tell stories about Metro's natural areas and restoration projects. The content will be used on the web site and made available for events.

Nature bloggers: Create a new volunteer position for nature lovers who also love to write and take pictures. Each nature blogger would commit to producing at least one "story" per month about Metro natural areas.

Council questions

General:

- Any questions/concerns/addition to our target audiences and messages?

Policy influencers bus tour:

- What would you like to accomplish with this event?
- What types of groups and individuals would you like to include?
- What properties should we highlight?
- How can we make this event most effective for your policy work on natural areas?

Winter 2010-2011 speakers bureau

- When you speak to local city councils, neighborhood groups and others, what interests them most about our natural areas?
- What materials would be most helpful to you as part of a speakers bureau?
- How can we best incorporate this outreach with regular speaking engagements in your district?

Agenda Item Number 5.0

**PROPOSED HOUSING AND URBAN DEVELOPMENT
(HUD) GRANT**

PRESENTED BY ANDY COTUGNO, SENIOR POLICY
ADVISOR

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