

Metro | Agenda

Meeting: Metro Policy Advisory Committee (MPAC)
Date: Wednesday, September 8, 2010
Time: 5 to 7 p.m.
Place: Council Chambers

- | | | | |
|----------------|-----|--|--|
| 5 PM | 1. | <u>CALL TO ORDER</u> | Charlotte Lehan, Vice Chair |
| 5:02 PM | 2. | <u>SELF INTRODUCTIONS & COMMUNICATIONS</u> | Charlotte Lehan, Vice Chair |
| 5:05 PM | 3. | <u>CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS</u> | |
| 5:10 PM | 4. | <u>CONSENT AGENDA</u> | |
| | * | • Consideration of the MPAC Minutes for July 28, 2010 | |
| | * | • Consideration of the MPAC Minutes for August 11, 2010 | |
| | * | • MTAC Member Nomination | |
| 5:15 PM | 5. | <u>COUNCIL UPDATE</u> | |
| | 6. | <u>INFORMATION / DISCUSSION ITEMS</u> | |
| 5:20 PM | 6.1 | * Strategic investments: Lessons Learned from the Draft Transit Oriented Development (TOD) Strategic Plan – <u>INFORMATION/DISCUSSION</u> | Christopher Yake |
| | | • <i>Purpose:</i> To inform MPAC’s policy discussions on the COO Community Investment Strategy recommendations. | |
| | | • <i>Outcome:</i> Understanding of effective investments to guide future public investments. | |
| 5:50 PM | 6.2 | * Linking policies with investments: Regional Framework Plan recommendations – <u>DISCUSSION & PRELIMINARY RECOMMENDATIONS</u> | John Williams
Richard Benner |
| | | • <i>Purpose:</i> MPAC review and discussion of COO policy recommendations. | |
| | | • <i>Outcome:</i> Preliminary recommendations of Regional Framework Plan policies. | |
| 6:20 PM | 6.3 | * The Intertwine and Links to Livable Communities – <u>INFORMATION</u> | Jack Hoffman, Mayor
Mike Wetter |
| | | • <i>Purpose:</i> To share the current status and opportunities involved in The Intertwine | |
| | | • <i>Outcome:</i> Information shared throughout the region | |
| 6:50 PM | 7. | <u>MPAC MEMBER COMMUNICATION</u> | |
| 7 PM | 8. | <u>ADJOURN</u> | Charlotte Lehan, Vice Chair |

* Material available electronically.

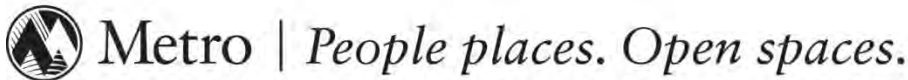
** Materials will be distributed electronically prior to the meeting.

Material provided at meeting.

All material will be available at the meeting.

For agenda and schedule information, call Kelsey Newell at 503-797-1916, e-mail: kelsey.newell@oregonmetro.gov.

To check on closure or cancellations during inclement weather please call 503-797-1700x.

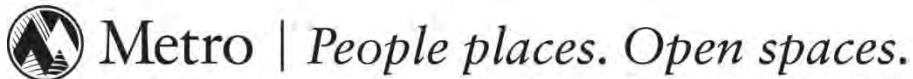


2010 MPAC Tentative Agendas

Tentative as of September 1, 2010

<p><u>MPAC Meeting</u> September 8</p> <ul style="list-style-type: none">• Strategic investments: lessons learned from TOD strategic plan• Linking policies with investments: Regional Framework Plan recommendations (discussion and preliminary recommendations)• The Intertwine and links to livable communities (discussion)	<p><u>MPAC Meeting</u> September 22</p> <ul style="list-style-type: none">• Illustrating the role of public investment in stimulating private development• Urban Growth Management Functional Plan discussion (discussion and preliminary recommendation)<ul style="list-style-type: none">○ Housing Capacity (UGMPF Title 1)○ Centers and Corridors (UGMFP Title 6)○ Compliance procedures (UGMFP Title 8)○ Updates to 2040 Growth Concept Map
<p><u>MPAC Meeting</u> October 13</p> <ul style="list-style-type: none">• Public comment report on COO recommendation• Regional strategic planning for economic development and job growth• Addressing the region's large lot industrial area needs (discussion and preliminary recommendation):<ul style="list-style-type: none">○ Industrial and other employment areas (Urban Growth Management Functional Plan Title 4)○ Urban Growth Boundary expansions for industrial large lot needs• Tools for 21st Century Employment Toolkit	<p><u>MPAC Meeting</u> October 27</p> <ul style="list-style-type: none">• Report from MPAC Title 11 Housing Subcommittee (discussion and preliminary recommendation)• Addressing the region's residential needs – where in the range should we plan for? (discussion and preliminary recommendation)<ul style="list-style-type: none">○ Residential range forecast and options to address residential capacity gap○ Discussion of trade-offs and implications for community aspirations

<p><u>MPAC Meeting</u> November 10</p> <ul style="list-style-type: none"> • Addressing the region’s residential needs (discussion) • Discussion of potential urban growth boundary expansion areas and criteria for consideration • Identify any desired residential urban growth boundary changes 	<p><u>MPAC Meeting</u> November 17</p> <ul style="list-style-type: none"> • Recommendation to Council on Community Investment Strategy and Capacity Ordinance <ul style="list-style-type: none"> ○ Regional Framework Plan and Urban Growth Management Functional Plan changes ○ 2040 Growth Concept map update ○ Strategies to address large lot industrial needs ○ Strategies to address residential needs
<p><u>MPAC Meeting</u> December 15</p>	



METRO POLICY ADVISORY COMMITTEE

July 28, 2010

Metro Regional Center, Council Chambers

MEMBERS PRESENT

Pat Campbell
Jody Carson
Steve Clark
Nathalie Darcy
Dennis Doyle
Jack Hoffman
Carl Hosticka
Dick Jones
Marilyn McWilliams
Charlynn Newton
Charlotte Lehan, Vice Chair
Robert Liberty
Rod Park
Wilda Parks
Alice Norris
Judy Shiprack

AFFILIATION

City of Vancouver
City of West Linn, representing Clackamas Co. Other Cities
TriMet Board of Directors
Washington County Citizen
City of Beaverton, representing Washington Co. 2nd Largest City
City of Lake Oswego, representing Clackamas Co. Largest City
Metro Council
Clackamas County Special Districts
Washington County Special Districts
City of North Plains, representing Washington Co. outside UGB
Clackamas County Commission
Metro Council
Metro Council
Clackamas County Citizen
City of Oregon City, representing Clackamas Co. 2nd Largest City
Multnomah County Commission

MEMBERS EXCUSED

Sam Adams
Shane Bemis, Chair
Matt Berkow
Tom Brian
Amanda Fritz
Keith Mays
Steve Stuart
Mike Weatherby
Richard Whitman
Jerry Willey, Second Vice Chair

AFFILIATION

City of Portland Council
City of Gresham, representing Multnomah Co. 2nd Largest City
Multnomah County Citizen
Washington County Commission
City of Portland Council
City of Sherwood, representing Washington Co. Other Cities
Clark County, Washington Commission
City of Fairview, representing Multnomah County Other Cities
Oregon Department of Land Conservation & Development
City of Hillsboro, representing Washington County Largest City

ALTERNATES PRESENT

Shirley Craddick
Jennifer Donnelly
Andy Duyck
Paul Manson

AFFILIATION

City of Gresham, representing Multnomah Co. 2nd Largest City
Oregon Department of Land Conservation & Development
Washington County Commission
Multnomah County Citizen

STAFF: Andy Cotugno, Mike Hoglund, Nuin-Tara Key, Heidi Rahn, Ken Ray, Dylan Rivera, Andy Shaw, Sheena VanLeuven.

1. CALL TO ORDER AND DECLARATION OF A QUORUM

Vice Chair Charlotte Lehan declared a quorum and called the meeting to order at 5:09 p.m.

2. SELF INTRODUCTIONS AND COMMUNICATIONS

Audience and committee members introduced themselves.

3. CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS

There were none.

4. CONSENT AGENDA

- **Consideration of the MPAC Minutes for July 14, 2010**
- **MTAC member nomination**

MOTION: [] moved, and [] seconded, to approved the consent agenda.

ACTION TAKEN: With all in favor, the motion passed.

5. COUNCIL UPDATE

Metro Councilor Robert Liberty updated the committee on:

- Metro's Data Resource Center has released RLIS Live, its new web services for subscribers to Metro's Geographic Information System data;
- Metro has updated its online urban growth boundary look up tool to enable citizens to determine whether an address lies within the UGB and where the address lies in relation to the UGB and reserves areas;
- Citizens are invited to comment on the 2010-2013 Metropolitan Transportation Improvement Program schedule of federal and state transportation spending in the Portland area, which encompasses all federal and state spending on highways, public transit, pedestrian and bike projects in the metro area. The comment period runs through 5 p.m., Monday Aug. 23; and
- Citizens can subscribe to Metro newsfeeds via the Metro website.

Councilor Carl Hosticka updated the committee on:

- Metro's COO will solicit input from local jurisdictions on whether the areas under analysis for UGB expansion are appropriate or whether more areas need to be studied. Individual landholders can make requests to local governments regarding inclusion of their land in the study area.

6. INFORMATION/ DISCUSSION ITEMS

6.1 Federal Sustainable Community Initiative and HUD Sustainable Communities Grant and Endorsement Letter

Mr. Andy Cotugno of Metro outlined the proposal to create a consortium of public and community based stakeholders to apply for a grant under the US Department of Housing and Urban Development's "Sustainable Communities Regional Planning Grant Program," with the intent that the grant will fund the development and implementation of a Housing Equity and Opportunity strategy for the Portland metropolitan area. MPAC's endorsement of this proposal will be sought at the August 11 MPAC meeting.

Committee discussion included:

- What geographical area is included in the "Portland metropolitan region" for the purposes of this proposal;
- The need to address transit issues in the grant proposal as part of a housing equity strategy for the region;
- The need to identify partners who will aid in the development and implementation of a housing strategy if funding is received;
- How consortium members were determined;
- The need to address disparity in homeless shelter bed availability between the three Counties in the metropolitan area as an additional housing equity issue; and
- How the grant application represents a change in the Federal approach to granting funding.

6.2 Climate Prosperity Greenprint

Metro Councilor Rex Burkholder gave brief background on the Climate Prosperity (CP) project and its goals. Ms. Heidi Rahn of Metro outlined Metro's work on climate change mitigation and adaptation as well as the regional priorities that emerged from the joint JPACT and MPAC retreat on climate change in April. She noted that the vision of the CP project is to grow the local economy while reducing greenhouse gas emissions, which aligns with the priorities that arose out of the retreat and with two of Metro's six desired outcomes for the region.

Mr. Rob Bennett, Executive Director of the Portland Sustainability Institute, introduced the "Greenprint" developed through the CP project as a strategy to promote economic growth with less environmental impact by reinforcing linkages between economic development and investments in green technology and jobs. He outlined the six focus areas and 23 strategies identified to meet these goals, as well as next steps for the project.

Committee discussion included:

- Whether "key growth opportunities" that have been identified are too limited;
- The need for the region to innovate as well as be competitive in the existing clean technologies sector;

- The need to be flexible and adaptable in how we address climate change;
- The potential for brownfield cleanup to be an economic opportunity;
- Opportunities for climate and economic benefits in areas where the region is already prominent, such as agriculture, tourism, and forestry;
- How participants in the CP working group were selected and the need to identify other partners;
- How climate adaptation relates to the CP effort; and
- How this project might help local governments develop cost models for “greener” procurement of products and services.

7. MPAC MEMBER COMMUNICATIONS

There were none.

8. ADJOURN

Vice Chair Charlotte Lehan adjourned the meeting at 6:34 p.m.

Respectfully submitted,

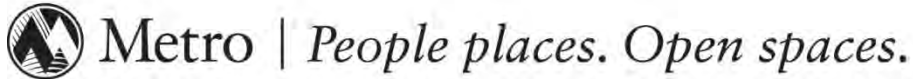


Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR JULY 28, 2010:

The following have been included as part of the official public record:

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
6.1	Handout	08/02/2010	Revised HUD Grant Declaration of Cooperation	072810m-01
6.2	Powerpoint	07/28/2010	Climate Prosperity Project overview	072810m-02



METRO POLICY ADVISORY COMMITTEE

August 11, 2010

Metro Regional Center, Council Chambers

MEMBERS PRESENT

Sam Adams
Jody Carson
Steve Clark
Nathalie Darcy
Jack Hoffman
Carl Hosticka
Dick Jones
Robert Liberty
Keith Mays
Marilyn McWilliams
Charlynn Newton
Alice Norris
Rod Park
Jerry Willey, Second Vice Chair
Richard Whitman

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City of Portland Council
City of West Linn, representing Clackamas Co. Other Cities
TriMet Board of Directors
Washington County Citizen
City of Lake Oswego, representing Clackamas Co. Largest City
Metro Council
Clackamas County Special Districts
Metro Council
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Washington County Special Districts
City of North Plains, representing Washington Co. outside UGB
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Metro Council
City of Hillsboro, representing Washington County Largest City
Oregon Department of Land Conservation & Development

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Shane Bemis, Chair
Matt Berkow
Tom Brian
Pat Campbell
Dennis Doyle
Amanda Fritz
Charlotte Lehan, Vice Chair
Wilda Parks
Judy Shiprack
Steve Stuart
Mike Weatherby

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Washington County Commission
City of Vancouver
City of Beaverton, representing Washington Co. 2nd Largest City
City of Portland Council
Clackamas County Commission
Clackamas County Citizen
Multnomah County Commission
Clark County, Washington Commission
City of Fairview, representing Multnomah County Other Cities

ALTERNATES PRESENT

Bob Austin
Shirley Craddick
Andy Duyck
Ed Gronke

AFFILIATION

Clackamas County Commission
City of Gresham, representing Multnomah Co. 2nd Largest City
Washington County Commission
Clackamas County Citizen

STAFF: Dan Cooper, Andy Cotugno, Chris Deffebach, Councilor Kathryn Harrington, Michael Jordan, Jim Middaugh, Kelsey Newell, Ken Ray, Ted Reid, Andy Shaw, Sheena VanLeuven, John Williams.

1. CALL TO ORDER AND DECLARATION OF A QUORUM

Second Vice Chair Jerry Willey declared a quorum and called the meeting to order at 5:05 p.m.

2. SELF INTRODUCTIONS AND COMMUNICATIONS

Audience and committee members introduced themselves.

3. CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS

There were none.

4. COUNCIL UPDATE

Metro Councilor Rod Park updated the committee on:

- A survey on the quality of information and services that Metro provides to constituents would be distributed out to all committee members at the table;
- The Graham Oaks, Metro's newest nature park will open on September 18. Graham Oaks includes 250 acres of forest, trails, and other features;
- A grand opening to the third central Transit Oriented Development project is scheduled for August 12 in Gresham;
- Citizens are invited to comment on the 2010-2013 Metropolitan Transportation Improvement Program schedule of federal and state transportation spending in the Portland area, which encompasses all federal and state spending on highways, public transit, pedestrian and bike projects in the metro area. The comment period runs through 5 p.m., Monday August 23 and can be accessed via Metro's web site at www.oregonmetro.gov/mtip; and
- A new Regional Transportation Options grant cycle has opened, which supports projects that increase travel options and decrease the number of people driving alone. The grant information can be accessed at www.oregonmetro.gov/rtogrants.

Councilor Robert Liberty updated the committee on Metro Council President Bragdon's resignation from the Metro Council, effective September 10, 2010, to pursue a position with Mayor Bloomberg's administration in New York City.

Councilor Carl Hosticka noted that the Land Conservation and Development Commission will hold a hearing on September 1 and 2 on the Transportation Planning Rule, and is asking for local governments' experiences with the rule and how it relates to development. He received MPAC's endorsement of sending a delegation of local jurisdiction staff to the hearing.

5. ACTION ITEMS

5.1 Resolution No. 10-4174, “For the Purpose of Endorsing a Consortium Grant Application to the U.S. Department of Housing and Urban Development for a Sustainable Communities Planning Grant Program.

Mr. Andy Cotugno of Metro briefly outlined the proposal to create a consortium of public and community based stakeholders to apply for a grant from the US Department of Housing and Urban Development, as discussed at the July 28 meeting.

MOTION: Commissioner Bob Austin moved, and Ms. Nathalie Darcy seconded, to recommend to the Metro Council approval of Resolution No. 10-4174.

ACTION TAKEN: With all in favor, the motion passed.

6. INFORMATION/ DISCUSSION ITEMS

6.1 Community Investment Strategy: Building a Sustainable, Prosperous, Equitable Region

Mr. Michael Jordan, Chief Operating Officer of Metro, presented his recommendations for the region as outlined in the report “Community Investment Strategy: Building a Sustainable, Prosperous, Equitable Region”. He discussed:

- The Community Investment Strategy (CIS) and his recommendations for better targeting and leveraging investments and increasing regional collaboration to achieve the six desired outcomes for the region as adopted by the Metro Council;
- Recommendations on how to address the need for adequate residential and large-lot industrial capacity in the region, including specific areas for potential urban growth boundary expansion;
- Recommendations on requests for center re-designations from the Cities of Happy Valley, Cornelius, and Hillsboro; and
- Changes to Metro’s Functional and Framework plans.

Mr. John Williams of Metro presented to the committee a list of upcoming public engagement opportunities. He also discussed the timeline for major upcoming decisions and actions relating to work on the Capacity Ordinance, and MPAC’s role in the process.

Committee member discussion included:

- The issue of governance with regard to the CIS and how input and direction for the Strategy goes beyond regional boundaries;
- Whether a decision made by LCDC to only partially endorse the reserves plan adopted by the Metro Council would affect the timeline of work on UGB decisions;
- How Metro will engage with state elected officials on the CIS work;

- How jurisdictions can increase their residential and large-lot industrial capacity between now and 2015 when UGB decisions will be revisited;
- Potential downsides to being conservative with regard to the forecast range for the region, and whether continuing to create capacity within the UGB through efficiency measures and other creative solutions instead of expanding the UGB now could be a way to meet the State’s capacity requirements;
- Whether the Metro Council could “condition” land such that lands within the UGB would have to be developed before any new land could be developed;
- The need to be specific about desired outcomes when evaluating lands for inclusion in the UGB; and
- The need to show how expansion might help improve what is already inside the UGB.

7. MPAC MEMBER COMMUNICATIONS

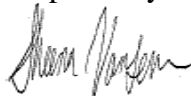
Vice Chair Jerry Willey reminded the committee that the August 25 MPAC meeting is canceled.

Commissioner Bob Austin noted that he had distributed a draft flyer on Clackamas County’s “Principles for Investing in our Region’s Future.”

8. ADJOURN

Vice Chair Jerry Willey adjourned the meeting at 6:49 p.m.

Respectfully submitted,



Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR AUGUST 11, 2010:


The following have been included as part of the official public record:

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
	Handout	08/11/2010	Revised 2010 MPAC work program	081110m-01
7.1	Handout	08/10/2010	Proposed schedule for MPAC deliberation and action on Capacity Ordinance	081110m-02
7.1	Report	08/10/2010	COO Recommendation on CIS	081110m-03
7.1	Handout	08/11/2010	Upcoming CIS engagement opportunities	081110m-04
8	Handout	08/2010	Clackamas County- Principles for Investing in our Region’s Future	081110m-05
8	Handout	08/2010	Graham Oaks Nature Park opening celebration flyer	081110m-06



Date: August 11, 2010

To: Metro Policy Advisory Committee

From: Robin McArthur, AICP 
Planning & Development Director

Re: MTAC Nominees for MPAC Approval

Per MPAC bylaws Article IV, Section C, applicable to the Metro Technical Advisory Committee, "each jurisdiction or organization named shall annually notify MPAC of their nomination. MPAC may approve or reject any nomination. Revision of the membership of MTAC may occur consistent with MPAC bylaw amendment procedures..."

Clackamas County would like to change their membership on MTAC. Dan Chandler will replace R. Scott Pemble as the primary member and Jennifer Hughes will replace Maggie Dickerson as the alternate.

Please consider these nominations for your approval.

If you have any questions or comments, please do not hesitate to contact me.

Thank you.



Community Investment Strategy

Building a sustainable, prosperous, and equitable region

Metro's Chief Operating Officer recommendations issued Aug. 10, 2010 are intended to inspire a public discussion about community investment and to kick off decision-making processes about growth management choices related to the urban growth boundary. Some key dates:

OPEN HOUSES

Monday, Sept. 13, 5 to 7 p.m. – Lents Boys and Girls Club, Community Room
9330 SE Harold St., Portland

Tuesday, Sept. 14, 5 to 7 p.m. - Wilsonville City Hall, Conference Rooms I & II,
29799 SW Town Center Loop E, Wilsonville

Thursday, Sept. 16, 5 to 7 p.m. - Sherwood City Hall, Community Room
22560 SW Pine Street, Sherwood

Monday, Sept. 20, 5 to 7 p.m. - Clackamas County Development Services Building,
Community Room; 150 Beaver Creek Rd., Oregon City

Tuesday, Sept. 21, 5 to 7 p.m. – St. Johns Community Center, Classroom 4, 8427 N.
Central, Portland

Wednesday, Sept. 22, 5 to 7 p.m. – Hillsboro Civic Center, Room 113C
150 E Main St., Hillsboro

OTHER EVENTS

Engagement opportunities are planned starting in August through the fall including a series of staff presentations at diverse stakeholder meetings around the region, walking tours and discussions in local communities (dates TBD), and related speaker series and workshops.

Additional briefings are scheduled as follows:

Wednesday, Sept. 29, 6:30 to 8 p.m. – Hillsboro Civic Center Auditorium, 150 E.
Main St., for public officials, planning commissioners, interested parties

Thursday, Sept. 30, 6:30 to 8:00 p.m. – Gresham City Hall Conference Center, 1333
NW Eastman Parkway, for public officials, planning commissioners, interested
parties

OTHER KEY DATES

Aug. 10-Oct. 1 – Public comment period on COO recommendation. A survey will be available on the Metro web site and at open houses Sept. 13-Oct. 1.

Early October – Metropolitan Policy Advisory Committee and Metro Council review of public comment

Mid-October – Metro Council decision on UGB study areas

Nov. 17 – Final MPAC recommendation on growth management decisions

November – Public comment period and public hearings (tentatively Nov. 29-Dec. 2) on growth management ordinance

December 9 (tentative) – Final growth management decisions by the Metro Council

GET INVOLVED

For details on comment opportunities, dates for events and hearings, more information, or to download the recommendations, visit www.oregonmetro.gov/investment. An online survey will be available on the site from Sept. 13-Oct. 1.

Comments may also be submitted by e-mail to 2040@oregonmetro.gov or mailed to: Metro

Community Investment Strategy comments
600 NE Grand Avenue
Portland, OR 97232

For more information, call Metro at 503-797-1735.

STAY INFORMED

To make it easy for you to follow our progress and get updates on issues, Metro created an online news service. You can subscribe to a daily, weekly or monthly digest of Metro news, use an RSS newsreader to get items from Metro's newsfeed, or view Metro news using a web browser. To subscribe or read the latest Metro news, visit www.oregonmetro.gov/news

MPAC Worksheet

Agenda Item Title (include ordinance or resolution number and title if applicable): Lessons learned from the Draft Transit-Oriented Development (TOD) Strategic Plan

Presenter: Chris Yake

Contact for this worksheet/presentation: Chris Yake

Council Liaison Sponsor: Councilor Robert Liberty

Purpose of this item (check no more than 2):

Information	<u> X </u>
Update	<u> </u>
Discussion	<u> X </u>
Action	<u> </u>

MPAC Target Meeting Date: September 8, 2010

Amount of time needed for:

Presentation 20 min

Discussion 10 min

Purpose/Objective (what do you expect to accomplish by having the item on *this meeting's* agenda):
(e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

The TOD Strategic Plan is one of the actions called for in the Chief Operating Officer's Community Investment Strategy recommendations. It will help guide public investments to most effectively leverage private sector efforts. This linkage is key to the overall Community Investment Strategy and is included on this agenda as an example of the implementation efforts ahead, and to inform the discussion of policy measures that follows on this agenda.

Action Requested/Outcome (What action do you want MPAC to take at *this meeting*? State the *policy* questions that need to be answered.)

While MPAC does not have a formal role in adoption of the TOD Strategic Plan, this information may be useful as MPAC considers the Chief Operating Officer recommendations this fall and as local governments weigh investment choices.

Background and context:

The TOD program initiated a Strategic Plan this spring in order to more effectively allocate limited program resources and identify short, mid and long term investment opportunities.

What has changed since MPAC last considered this issue/item?

NA

What packet material do you plan to include? (must be provided 8-days prior to the actual meeting for distribution)

None

What is the schedule for future consideration of item (include MTAC, TPAC, JPACT and Council as appropriate):

A presentation to MTAC will also be provided at a future date.

MPAC Worksheet

Agenda Item Title (include ordinance or resolution number and title if applicable): Chief Operating Officer (COO)
Recommendation: Regional Framework Plan Policies

Presenter: John Williams and Richard Benner

Contact for this worksheet/presentation: John Williams

Council Liaison Sponsor:

Purpose of this item (check no more than 2):

Information	<u> X </u>
Update	<u> </u>
Discussion	<u> X </u>
Action	<u> </u>

MPAC Target Meeting Date: September 8, 2010

Amount of time needed for:

Presentation	<u> 15 min </u>
Discussion	<u> 15 min </u>

Purpose/Objective (what do you expect to accomplish by having the item on *this meeting's* agenda):
(e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

MPAC review and discussion of the COO recommendations on the Regional Framework Plan policies

Action Requested/Outcome (What action do you want MPAC to take at *this meeting*? State the *policy* questions that need to be answered.)

Preliminary recommendations on Framework Plan policies

Background and context:

The Regional Framework Plan, originally adopted in 1997, is a statement of the Metro Council's policies concerning land use, transportation, and other planning matters that relate to implementing the 2040 Growth Concept. Based on Council and advisory committee discussion and experience during the past few years, the Chief Operating Officer is proposing a number of updates to the policies in the Land Use chapter of the Framework Plan to more clearly articulate Metro Council policy positions.

What has changed since MPAC last considered this issue/item?

MPAC recommended and the Metro Council adopted several changes to the Regional Framework Plan earlier this year as part of the urban and rural reserves legislation (Ordinance 10-1238A).

What packet material do you plan to include? (must be provided 8-days prior to the actual meeting for distribution)

- Summary of Proposed Updates to the Regional Policies recommended by the Chief Operating Officer
- Exhibit A, Ordinance No. 10-1244, Amendments to the Regional Framework Plan (redlined version)
- Exhibit A, Ordinance No. 10-1244, Amendments to the Regional Framework Plan (clean version)

Please note that many subsections of the Framework Plan's Land Use chapter are not proposed to be changed; only those sections in which changes are proposed are included in Exhibit A. If you would like to review the current Regional Framework Plan and the subsections that are not proposed for changes, visit Metro's web site at: <http://www.oregonmetro.gov/index.cfm/go/by.web/id=432>

What is the schedule for future consideration of item (include MTAC, TPAC, JPACT and Council as appropriate):

MTAC discussed these policy changes at their September 1, 2010 meeting.

If the Metro Council expands the UGB as proposed, the region would have a supply of 18 large industrial sites inside the UGB.²⁵ To maintain this target number of large industrial sites inside the UGB, Metro staff recommends that the Council consider adopting the large-site replenishment system described in Appendix 5.

PROPOSED UPDATES TO THE REGIONAL POLICIES

The region has worked for the last 15 years to implement its long-range plan, the 2040 Growth Concept. The Regional Framework Plan and the Urban Growth Management Functional Plan have helped to guide those efforts. In some cases, however, it has become clear that these implementing plans need updating to reflect today's better understanding of how to support community and regional goals. Likewise, contemporary concerns such as global climate change may deserve greater recognition in regional plans.

Over the years, the Metro Council, MPAC, and the Metro Technical Advisory Committee (MTAC) have sought several updates to these plans. The proposed updates would help the region to realize its long-term vision and would support the 2010 growth management decision.

Proposed changes to the Regional Framework Plan

The Regional Framework Plan was originally adopted in 1997. The Framework Plan is a statement of the Metro Council's policies concerning land use, transportation and other planning matters that relate to the implementation of the 2040 Growth Concept.

In June 2010, the Metro Council adopted several changes to the Framework Plan as a part of the urban and rural reserves ordinance (Ordinance no. 10-1238A). Those changes to the Land Use chapter of the Framework Plan are:

- A new section that describes Metro Council policy on urban and rural reserves
- An updated section that sets Metro Council policy on the management of the urban growth boundary
- An updated section on neighbor cities in light of the urban and rural reserves decision
- A repeal of the section on protection of Agriculture and Forest Resource Lands in light of the designation of rural reserves

Based on Council and advisory committee discussion over the last few years, Metro staff proposes a number of additional updates to the policies set forth in the Land Use chapter of the Framework Plan. Staff believes that the proposed changes remain true to the original intent of the 2040 Growth Concept and more clearly articulate the Metro Council's policy positions.

²⁵ For the purposes of this inventory, large sites are defined as single or contiguous tax lots in common ownership, totaling at least 50 gross buildable acres that have been designated under Title 4 as Industrial or Regionally Significant Industrial Areas. The large-site inventory is described in more detail in Appendix 7.

The proposed changes to the Land Use chapter of the Framework Plan are summarized below. The full text of the proposed update to the Framework Plan is included as Exhibit A to the draft Capacity Ordinance. A redline version is also included to show proposed changes.

Use the defined six desired outcomes for a successful region to guide growth management decisions

In June 2008, the Metro Council, with the endorsement of MPAC, adopted Resolution no. 08-3940 which defined six desired outcomes for a successful region. Staff proposes incorporating the six desired outcomes into the Framework Plan to give them more official status as Metro Council policy. The six desired outcomes are:

- People live and work in vibrant communities where they can choose to walk for pleasure and to meet their everyday needs.
- Current and future residents benefit from the region's sustained economic competitiveness and prosperity.
- People have safe and reliable transportation choices that enhance their quality of life.
- The region is a leader in minimizing contributions to global warming.
- Current and future generations enjoy clean air, clean water and healthy ecosystems.
- The benefits and burdens of growth and change are distributed equitably.

These would replace the fundamentals currently found in the Framework Plan.

Measure performance to guide growth management decisions

The Metro Council has expressed its desire to take an outcomes-based approach to growth management. Reporting the region's historic and forecasted performance is an important element of implementing that type of decision-making model. Staff proposes that the Framework Plan should express the intent to provide performance information to help guide growth management decisions.

Prioritize public investments in Centers, Corridors, Station Communities, Main Streets, Employment and Industrial Areas

The region intends to focus population and employment growth in centers, corridors, station communities, main streets and employment areas, but has not yet expressly stated its intent to strategically invest scarce public dollars in these specific 2040 design types. Staff proposes making this policy intent explicit.

Encourage elimination of barriers to compact, mixed-use, pedestrian-friendly and transit-supportive development in centers, corridors, station communities, and main streets

Since the adoption of the 2040 Growth Concept, some of the barriers to compact development have become more apparent (such as some parking requirements). Staff proposes that the Framework Plan should be amended to expressly state that it is the policy of the Metro Council to encourage the elimination of such barriers in targeted 2040 design types. Staff also proposes that the Framework

Plan should underline the importance of creating the conditions for infill and redevelopment to occur in targeted 2040 design types.

Address housing affordability through a combination of actions, including investments in transportation facilities and transit services that make transportation more affordable, which in turn make more household income available for housing and other needs

An unintended side effect of improving communities is that they often become more expensive places to live, reducing housing options for lower-income or fixed-income households. Second to housing costs, many households spend a substantial portion of their income on transportation expenses. Metro staff proposes that it be the policy of the Metro Council to take a holistic approach to ensuring an affordable cost-of-living that acknowledges both housing and transportation costs. This would be an addition to existing housing affordability policies.

Provide affordable housing in UGB expansion areas

Planning for new urban areas offers a unique opportunity to ensure that development forwards community and regional goals. A commonly-held goal is that households of a variety of incomes have choices of where to live. Metro staff proposes that it should be the policy of the Metro Council to ensure that affordable housing is addressed in planning for new urban areas. Councilor Robert Liberty is convening a group of MPAC members to come up with new policy language.

Provide urban areas with access to parks, trails and natural areas

Currently, the Land Use chapter of the Framework Plan addresses access to parks, trails and natural areas in several sections. Staff proposes that an integrated system of parks, trails and natural areas is essential for fostering vibrant communities and that it should be a clearly stated Metro Council policy to provide urban areas with access to these amenities. The proposed change would add a section to the Land Use chapter that would specifically address this policy.

Strengthen employment in the region's traded-sector industries

Attracting and retaining traded-sector industrial firms is important to the region's economic prosperity. Traded-sector industrial firms sell products to consumers elsewhere in the country and world, bringing wealth into the Metro region. MPAC and its 2010 employment subcommittee proposed that the Metro Council should consider adopting a policy to maintain a supply of large sites for traded-sector industrial uses inside the UGB.

Staff's proposal for implementing such a system is described in concept in Appendix 5 and the proposed implementing legislation is found in Titles 4 and 14 of the Urban Growth Management Functional Plan (proposed revisions are described later in this document). With a large-industrial-site replenishment system, a target number of large vacant sites would be maintained inside the UGB. If construction begins on a large site, within a year the target inventory would be replenished either through tax lot assembly or brownfield cleanup. If a site is not made available through an efficiency measure, a fast-track UGB expansion would be made into urban reserves. In order to reflect changing economic conditions, the target number of sites would be reassessed every five years in a new UGR.

Exhibit A to Ordinance No. 10-1244

AMENDMENTS TO THE REGIONAL FRAMEWORK PLAN

A. Add the following:

It is the policy of the Metro Council to exercise its powers to achieve the following six outcomes, characteristics of a successful region:

1. People live and work in vibrant communities where they can choose to walk for pleasure and to meet their everyday needs.
2. Current and future residents benefit from the region's sustained economic competitiveness and prosperity.
3. People have safe and reliable transportation choices than enhance their quality of life.
4. The region is a leader in minimizing contributions to global warming.
5. Current and future generations enjoy clean air, clean water and healthy ecosystems.
6. The benefits and burdens of growth and change are distributed equitably.

It is also the policy of the Metro Council to:

Use performance measures and performance targets to:

- a. Evaluate the effectiveness of proposed policies, strategies and actions to achieve the desired Outcomes
- b. Inform the people of the region about progress toward achieving the Outcomes
- c. Evaluate the effectiveness of adopted policies, strategies and actions and guide the consideration of revision or replacement of the policies, strategies and actions; and

Publish a report on progress toward achieving the desired Outcomes on a periodic basis.

B. Amend Chapter 1 (Land Use) Policy 1.1 as follows:

1.1 **Compact** Urban Form

It is the policy of the Metro Council to:

~~1.1.1—Balance the region’s growth by:~~

- ~~a.—Maintaining a compact urban form, with each access to nature.~~
- ~~b.—Preserving existing stable and distinct neighborhoods by focusing commercial and residential growth in mixed-use centers and corridors at a pedestrian scale.~~
- ~~c.—Ensuring affordability and maintaining a variety of housing choices with good access to jobs and assuring that market-based preferences are not eliminated by regulation.~~
- ~~d.a. Targeting public investments to reinforce a compact urban form.~~

1.1.1 Encourage and facilitate a compact urban form within the UGB.

1.1.2 Adopt and implement a strategy of investments and incentives to use land within the UGB more efficiently.

1.1.3 Facilitate infill and re-development, particularly within Centers, Corridors, Station Communities, Main Streets and Employment Areas, to use land and urban services efficiently, to support public transit, to promote successful, walkable communities and to achieve the appropriate activity levels along the Activity Spectrum in the State of the Centers Report of January, 2009.

1.1.4 Encourage elimination of unnecessary barriers to compact, mixed-use, pedestrian-friendly and transit-supportive development within Centers, Corridors, Station Communities and Main Streets.

1.1.5 Promote the distinctiveness of the region’s cities and the stability of its neighborhoods.

1.1.6 Enhance compact urban form by developing the Intertwine, an interconnected system of parks, greenspaces and trails readily accessible to people of the region.

1.1.8 Promote excellence in community design.

C. Amend Chapter 1 (Land Use) Policy 1.2 as follows:

1.2 ~~Built Environment~~ Centers, Corridors, Station Communities and Main Streets

It is the policy of the Metro Council to:

~~1.2.1 Ensure that development in the region occurs in a coordinated and balanced fashion as evidenced by:~~

~~Taking a regional “fair-share” approach to meeting the housing needs of the urban population.~~

~~Providing infrastructure and critical public services concurrent with the pace of urban growth and that support the 2040 Growth Concept.~~

~~Continuing growth of regional economic opportunity, balanced so as to provide an equitable distribution of jobs, income, investment and tax capacity throughout the region and to support other regional goals and objectives.~~

~~Coordinating public investment with local comprehensive and regional functional plans.~~

~~Creating a balanced transportation system, less dependent on the private automobile, supported by both the use of emerging technology and the location of jobs, housing, commercial activity, parks and open space.~~

Recognize that the success of the 2040 Growth Concept depends upon the success of the region’s Centers, Corridors, Station Communities and Main Streets as the principal centers of urban life in the region. Recognize that each Center, Corridor, Station Community and Main Street has its own character and stage of development and its own aspirations; each needs its own strategy for success.

1.2.2 Work with local governments, community leaders and state and federal agencies to develop an investment strategy for Centers, Corridors, Station Communities and Main Streets with a program of investments in public works, essential services and community assets, that will enhance their roles as the centers of public life in the region. The strategy shall:

- a. Give priority in allocation of Metro’s investment funds to Centers, Corridors, Station Communities and Main Streets;
- b. Link Metro’s investments so they reinforce one another and maximize contributions to Centers, Corridors, Station Communities and Main Streets;
- c. Coordinate Metro’s investments with complementary investments of local governments and with state and federal agencies so the investments reinforce one another , maximize contributions to Centers, Corridors, Station Communities and Main Streets and help achieve local aspirations; and
- d. Include an analysis of barriers to the success of investments in particular Centers, Corridors, Station Communities and Main Streets.

1.2.3 Encourage employment opportunities in Centers, Corridors, Station Communities and Main Streets by:

- _____a. Improving access within and between Centers, Corridors, Station Communities and Main Streets;

- b. Encouraging cities and counties to allow a wide range of employment uses and building types, a wide range of floor-to-area ratios and a mix of employment and residential uses; and
- c. Encourage investment by cities, counties and all private sectors by complementing their investments with investments by Metro.

1.2.4 Work with local governments, community leaders and state and federal agencies to employ financial incentives to enhance the roles of Centers, Corridors, Station Communities and Main Streets and maintain a database of incentives and other tools that would complement and enhance investments in particular Centers, Corridors, Station Communities and Main Streets.

1.2.5 Measure the success of regional efforts to improve Centers and Centers, Corridors, Station Communities and Main Streets and report results to the region and the state and revise strategies, if performance so indicates, to improve the results of investments and incentives.

D. Amend Chapter 1 (Land Use) Policy 1.3 as follows:

1.3 Housing Choices and Opportunities

It is the policy of the Metro Council to:

1.3.1 Provide housing choices in the region, including single family, multi-family, ownership and rental housing, and housing offered by the private, public and nonprofit sectors.

1.3.2 As part of the effort to provide housing choices, encourage local governments to ensure that their land use regulations:

- a. Allow a diverse range of housing types;
- b. Make housing choices available to households of all income levels; and
- c. Allow affordable housing, particularly in Centers and Corridors and other areas well-served with public services.

1.3.3 Reduce the percentage of the region's households that are cost-burdened, meaning those households paying more than 50 percent of their incomes on housing and transportation.

1.3.4 Maintain voluntary affordable housing production goals for the region, to be revised over time as new information becomes available and displayed in Chapter 8 (Implementation), and encourage their adoption by the cities and counties of the region.

1.3.45 Encourage local governments to consider the following tools and strategies to achieve the affordable housing production goals:

- a. Density bonuses for affordable housing;

- b. A no-net-loss affordable housing policy to be applied to quasi-judicial amendments to the comprehensive plan;
- c. A voluntary inclusionary zoning policy;
- d. A transferable development credits program for affordable housing;
- e. Policies to accommodate the housing needs of the elderly and disabled;
- f. Removal of regulatory constraints on the provision of affordable housing; and
- g. Policies to ensure that parking requirements do not discourage the provision of affordable housing.

1.3.56 Require local governments in the region to report progress towards increasing the supply of affordable housing and seek their assistance in periodic inventories of the supply of affordable housing.

1.3.67 Work in cooperation with local governments, state government, business groups, non-profit groups and citizens to create an affordable housing fund available region wide in order to leverage other affordable housing resources.

1.3.78 Provide technical assistance to local governments to help them do their part in achieving regional goals for the production and preservation of housing choice and affordable housing.

1.3.89 Integrate Metro efforts to expand housing choices with other Metro activities, including transportation planning, land use planning and planning for parks and greenspaces.

1.3.910 When expanding the Urban Growth Boundary, assigning or amending 2040 Growth Concept design type designations or making other discretionary decisions, seek agreements with local governments and others to improve the balance of housing choices with particular attention to affordable housing.

1.3.101 Consider incentives, such as priority for planning grants and transportation funding, to local governments that obtain agreements from landowners and others to devote a portion of new residential capacity to affordable housing.

1.3.112 Help ensure opportunities for low-income housing types throughout the region so that families of modest means are not obliged to live concentrated in a few neighborhoods, because concentrating poverty is not desirable for the residents or the region.

1.3.123 Consider investment in transit, pedestrian and bicycle facilities and multi-modal streets as an affordable housing tool to reduce household transportation costs to leave more household income available for housing.

1.3.14 For purposes of these policies, “affordable housing” means housing that families earning less than 50 percent of the median household income for the region can reasonably afford to rent and earn as much as or less than 100 percent of the median household income for the region can reasonably afford to buy.

E. Amend Chapter 1 (Land Use) Policy 1.4 as follows:

1.4 ~~Economic~~Employment Choices and Opportunity

It is the policy of the Metro Council to:

- 1.4.1 Locate expansions of the UGB for industrial or commercial purposes in locations consistent with this plan and where, consistent with state statutes and statewide goals, an assessment of the type, mix and wages of existing and anticipated jobs within subregions justifies such expansion.
- 1.4.2 Balance the number and wage level of jobs within each subregion with housing cost and availability within that subregion. Strategies are to be coordinated with the planning and implementation activities of this element with Policy 1.3, Housing ~~and Affordable Housing, Choices and Opportunities~~ and Policy 1.8, Developed Urban Land.
- 1.4.3 Designate, with the aid of leaders in the business and development community and local governments in the region, as Regionally Significant Industrial Areas those areas with site characteristics that make them especially suitable for the particular requirements of industries that offer the best opportunities for family-wage jobs.
- 1.4.4 Require, through the Urban Growth Management Functional Plan, that local governments exercise their comprehensive planning and zoning authorities to protect Regionally Significant Industrial Areas from incompatible uses.
- 1.4.5 Facilitate investment in those areas of employment with characteristics that make them especially suitable and valuable for traded-sector goods.

F. Repeal Chapter 1 (Land Use) Policy 1.6

~~1.6 — Growth Management~~

~~It is the policy of the Metro Council to:~~

- ~~1.6.1 — Manage the urban land supply in a manner consistent with state law by:~~
 - ~~a. — Encouraging the evolution of an efficient urban growth form.~~
 - ~~b. — Providing a clear distinction between urban and rural lands.~~
 - ~~c. — Supporting interconnected but distinct communities in the urban region.~~

- d. ~~Recognizing the inter-relationship between development of vacant land and redevelopment objectives in all parts of the urban region.~~
- e. ~~Being consistent with the 2040 Growth Concept and helping attain the region's objectives.~~

G. Repeal Chapter 1 (Land Use) Policy 1.15

1.15 ~~Centers~~

~~It is the policy of the Metro Council to:~~

- 1.15.1 ~~Recognize that the success of the 2040 Growth Concept depends upon the maintenance and enhancement of the Central City, Regional and Town Centers, Station Communities and Main Streets as the principal centers of urban life in the region. Each Center has its own character and is at a different stage of development. Hence, each needs its own strategy for success.~~
- 1.15.2 ~~Develop a regional strategy for enhancement of Centers, Station Communities and Main Streets in the region:~~
 - a. ~~Recognizing the critical connection between transportation and these design types, and integrate policy direction from the Regional Transportation Plan.~~
 - b. ~~Placing a high priority on investments in Centers by Metro and efforts by Metro to secure complementary investments by others.~~
 - c. ~~Including measures to encourage the siting of government offices and appropriate facilities in Centers and Station Communities.~~
- 1.15.3 ~~Work with local governments, community leaders and state and federal agencies to develop an investment program that recognizes the stage of each Center's development, the readiness of each Center's leadership, and opportunities to combine resources to enhance results. To assist, Metro will maintain a database of investment and incentive tools and opportunities that may be appropriate for individual Centers.~~
- 1.15.4 ~~Assist local governments and seek assistance from the state in the development and implementation of strategies for each of the Centers on the 2040 Growth Concept Map. The strategy for each Center will be tailored to the needs of the Center and include an appropriate mix of investments, incentives, removal of barriers and guidelines aimed to encourage the kinds of development that will add vitality to Centers and improve their functions as the hearts of their communities.~~
- 1.15.5 ~~Determine whether strategies for Centers are succeeding. Metro will measure the success of Centers and report results to the region and the state. Metro will work with its partners to revise strategies over time to improve their results.~~

Exhibit A to Ordinance No. 10-1244

AMENDMENTS TO THE REGIONAL FRAMEWORK PLAN

A. Add the following:

It is the policy of the Metro Council to exercise its powers to achieve the following six outcomes, characteristics of a successful region:

1. People live and work in vibrant communities where they can choose to walk for pleasure and to meet their everyday needs.
2. Current and future residents benefit from the region's sustained economic competitiveness and prosperity.
3. People have safe and reliable transportation choices than enhance their quality of life.
4. The region is a leader in minimizing contributions to global warming.
5. Current and future generations enjoy clean air, clean water and healthy ecosystems.
6. The benefits and burdens of growth and change are distributed equitably.

It is also the policy of the Metro Council to:

Use performance measures and performance targets to:

- a. Evaluate the effectiveness of proposed policies, strategies and actions to achieve the desired Outcomes
- b. Inform the people of the region about progress toward achieving the Outcomes
- c. Evaluate the effectiveness of adopted policies, strategies and actions and guide the consideration of revision or replacement of the policies, strategies and actions; and

Publish a report on progress toward achieving the desired Outcomes on a periodic basis.

B. Amend Chapter 1 (Land Use) Policy 1.1 as follows:

1.1 Compact Urban Form

It is the policy of the Metro Council to:

- a.
 - 1.1.1 Encourage and facilitate a compact urban form within the UGB.
 - 1.1.2 Adopt and implement a strategy of investments and incentives to use land within the UGB more efficiently.
 - 1.1.3 Facilitate infill and re-development, particularly within Centers, Corridors, Station Communities, Main Streets and Employment Areas, to use land and urban services efficiently, to support public transit, to promote successful, walkable communities and to achieve the appropriate activity levels along the Activity Spectrum in the State of the Centers Report of January, 2009.
 - 1.1.4 Encourage elimination of unnecessary barriers to compact, mixed-use, pedestrian-friendly and transit-supportive development within Centers, Corridors, Station Communities and Main Streets.
 - 1.1.5 Promote the distinctiveness of the region's cities and the stability of its neighborhoods.
 - 1.1.6 Enhance compact urban form by developing the Intertwine, an interconnected system of parks, greenspaces and trails readily accessible to people of the region.
 - 1.1.8 Promote excellence in community design.

C. Amend Chapter 1 (Land Use) Policy 1.2 as follows:

1.2 Centers, Corridors, Station Communities and Main Streets

It is the policy of the Metro Council to:

1.2.1

Recognize that the success of the 2040 Growth Concept depends upon the success of the region's Centers, Corridors, Station Communities and Main Streets as the principal centers of urban life in the region. Recognize that each Center, Corridor, Station Community and Main Street has its own character and stage of development and its own aspirations; each needs its own strategy for success.

- 1.2.2 Work with local governments, community leaders and state and federal agencies to develop an investment strategy for Centers, Corridors, Station Communities and Main Streets with a program of investments in public works, essential services and community assets, that will enhance their roles as the centers of public life in the region. The strategy shall:

- a. Give priority in allocation of Metro's investment funds to Centers, Corridors, Station Communities and Main Streets;

- b. Link Metro’s investments so they reinforce one another and maximize contributions to Centers, Corridors, Station Communities and Main Streets;
- c. Coordinate Metro’s investments with complementary investments of local governments and with state and federal agencies so the investments reinforce one another , maximize contributions to Centers, Corridors, Station Communities and Main Streets and help achieve local aspirations; and
- d. Include an analysis of barriers to the success of investments in particular Centers, Corridors, Station Communities and Main Streets.

1.2.3 Encourage employment opportunities in Centers, Corridors, Station Communities and Main Streets by:

- a. Improving access within and between Centers, Corridors, Station Communities and Main Streets;
- b. Encouraging cities and counties to allow a wide range of employment uses and building types, a wide range of floor-to-area ratios and a mix of employment and residential uses; and
- c. Encourage investment by cities, counties and all private sectors by complementing their investments with investments by Metro.

1.2.4 Work with local governments, community leaders and state and federal agencies to employ financial incentives to enhance the roles of Centers, Corridors, Station Communities and Main Streets and maintain a database of incentives and other tools that would complement and enhance investments in particular Centers, Corridors, Station Communities and Main Streets.

1.2.5 Measure the success of regional efforts to improve Centers and Centers, Corridors, Station Communities and Main Streets and report results to the region and the state and revise strategies, if performance so indicates, to improve the results of investments and incentives.

D. Amend Chapter 1 (Land Use) Policy 1.3 as follows:

1.3 Housing Choices and Opportunities

It is the policy of the Metro Council to:

- 1.3.1 Provide housing choices in the region, including single family, multi-family, ownership and rental housing, and housing offered by the private, public and nonprofit sectors.
- 1.3.2 As part of the effort to provide housing choices, encourage local governments to ensure that their land use regulations:
 - a. Allow a diverse range of housing types;
 - b. Make housing choices available to households of all income levels; and
 - c. Allow affordable housing, particularly in Centers and Corridors and other areas well-served with public services.

- 1.3.3 Reduce the percentage of the region's households that are cost-burdened, meaning those households paying more than 50 percent of their incomes on housing and transportation.
- 1.3.4 Maintain voluntary affordable housing production goals for the region, to be revised over time as new information becomes available and displayed in Chapter 8 (Implementation), and encourage their adoption by the cities and counties of the region.
- 1.3.5 Encourage local governments to consider the following tools and strategies to achieve the affordable housing production goals:
 - a. Density bonuses for affordable housing;
 - b. A no-net-loss affordable housing policy to be applied to quasi-judicial amendments to the comprehensive plan;
 - c. A voluntary inclusionary zoning policy;
 - d. A transferable development credits program for affordable housing;
 - e. Policies to accommodate the housing needs of the elderly and disabled;
 - f. Removal of regulatory constraints on the provision of affordable housing; and
 - g. Policies to ensure that parking requirements do not discourage the provision of affordable housing.
- 1.3.6 Require local governments in the region to report progress towards increasing the supply of affordable housing and seek their assistance in periodic inventories of the supply of affordable housing.
- 1.3.7 Work in cooperation with local governments, state government, business groups, non-profit groups and citizens to create an affordable housing fund available region wide in order to leverage other affordable housing resources.
- 1.3.8 Provide technical assistance to local governments to help them do their part in achieving regional goals for the production and preservation of housing choice and affordable housing.
- 1.3.9 Integrate Metro efforts to expand housing choices with other Metro activities, including transportation planning, land use planning and planning for parks and greenspaces.
- 1.3.10 When expanding the Urban Growth Boundary, assigning or amending 2040 Growth Concept design type designations or making other discretionary decisions, seek agreements with local governments and others to improve the balance of housing choices with particular attention to affordable housing.

- 1.3.11 Consider incentives, such as priority for planning grants and transportation funding, to local governments that obtain agreements from landowners and others to devote a portion of new residential capacity to affordable housing.
- 1.3.12 Help ensure opportunities for low-income housing types throughout the region so that families of modest means are not obliged to live concentrated in a few neighborhoods, because concentrating poverty is not desirable for the residents or the region.
- 1.3.13 Consider investment in transit, pedestrian and bicycle facilities and multi-modal streets as an affordable housing tool to reduce household transportation costs to leave more household income available for housing.
- 1.3.14 For purposes of these policies, “affordable housing” means housing that families earning less than 50 percent of the median household income for the region can reasonably afford to rent and earn as much as or less than 100 percent of the median household income for the region can reasonably afford to buy.

E. Amend Chapter 1 (Land Use) Policy 1.4 as follows:

1.4 Employment Choices and Opportunity

It is the policy of the Metro Council to:

- 1.4.1 Locate expansions of the UGB for industrial or commercial purposes in locations consistent with this plan and where, consistent with state statutes and statewide goals, an assessment of the type, mix and wages of existing and anticipated jobs within subregions justifies such expansion.
- 1.4.2 Balance the number and wage level of jobs within each subregion with housing cost and availability within that subregion. Strategies are to be coordinated with the planning and implementation activities of this element with Policy 1.3, Housing Choices and Opportunities and Policy 1.8, Developed Urban Land.
- 1.4.3 Designate, with the aid of leaders in the business and development community and local governments in the region, as Regionally Significant Industrial Areas those areas with site characteristics that make them especially suitable for the particular requirements of industries that offer the best opportunities for family-wage jobs.
- 1.4.4 Require, through the Urban Growth Management Functional Plan, that local governments exercise their comprehensive planning and zoning authorities to protect Regionally Significant Industrial Areas from incompatible uses.
- 1.4.5 Facilitate investment in those areas of employment with characteristics that make them especially suitable and valuable for traded-sector goods.

F. Repeal Chapter 1 (Land Use) Policy 1.6

G. Repeal Chapter 1 (Land Use) Policy 1.15

MPAC Worksheet

Agenda Item Title (include ordinance or resolution number and title if applicable): The Intertwine and Links to Livable Communities

Presenter: Jack Hoffman and Mike Wetter

Contact for this worksheet/presentation: Mike Wetter

Council Liaison Sponsor:

Purpose of this item (check no more than 2):

Information X
Update
Discussion X
Action

MPAC Target Meeting Date: September 8

Amount of time needed for:

Presentation 15

Discussion 15

Purpose/Objective (what do you expect to accomplish by having the item on *this meeting's* agenda):
(e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

To share the current status and opportunities involved in The Intertwine; and link development of The Intertwine to livability and Making the Greatest Place initiatives.

Action Requested/Outcome (What action do you want MPAC to take at *this meeting*? State the *policy* questions that need to be answered.):

Information sharing only. No action required.

Background and context:

At this point, some have heard of The Intertwine, but few understand the full background, purpose, and what the efforts are leading toward. We plan to share progress made in the first 18 months, as well as link this to other livability efforts throughout the region.

What has changed since MPAC last considered this issue/item?

This is the first presentation

What packet material do you plan to include? (must be provided 8-days prior to the actual meeting for distribution)

None

What is the schedule for future consideration of item (include MTAC, TPAC, JPACT and Council as appropriate):

MTAC presentation was August 4, 2010

TPAC scheduled for October 1, 2010

JPACT scheduled for Nov 4, 2010

Materials following this page were distributed at the meeting.



www.oregonmetro.gov

Annual Report
July 2009 – June 2010

Transit-Oriented Development Program

The year in review

In a year when private development activity was at a virtual standstill, real estate values were falling and construction financing was unavailable, the Transit-Oriented Development Program continued to build and fund projects, providing a much needed stimulus to the regional economy. TOD projects completed or under construction in the fiscal year 2009-10 leveraged \$42 million in development investments in eight urban centers around the Portland metropolitan area.

The successful completion and opening of four new TOD projects over the past year has helped create more vibrant, walkable communities by adding 225 new residential units and 48,700 square feet of retail, restaurant and community space. Construction is currently underway on 48 apartments for income-restricted seniors and a new light rail station connecting a neighborhood to transit and other regional centers. Funding was approved for two new projects: dormitory housing for 900 students attending Portland State University and 90 workforce housing units in a mixed-use development on the edge of Northwest Portland's industrial area.

The TOD program continues to seek new development partners and work closely with developers of approved TOD projects that were impacted by the collapse of financial markets in 2008. Two projects were formally canceled after the developers withdrew. In this economic climate, substantial public or institutional investment has been essential to move projects forward. In response, the TOD program is partnering more often with other public and non-profit agencies to meet the financing needs for new projects.

A TOD program strategic plan is currently being prepared to guide the cost-effective allocation of limited TOD funding. Existing conditions and development economics are being evaluated to develop a system-wide TOD station and corridor typology. This will clarify the types of investments that can most effectively help realize each jurisdiction's local aspirations for these areas. It is anticipated the TOD strategic plan will be completed in fall 2010.

FY 2009-2010

Projects opened

- 3rd Central
Gresham
- bside 6
Portland
- Russellville Park
Portland
- Town Center Station
Clackamas County

Land acquisitions

- TriMet right of way
Gresham

Construction starts

- The Knoll
Tigard
- Northwest Civic Drive MAX station
Gresham
- 3rd Central retail
Gresham

Projects approved

- Pettygrove
Portland
- College Station
Portland



Program accomplishments

Projects completed

2000

Buckman Terrace
Center Commons

2002

Russellville Park I and II
Villa Capri West

2004

Central Point

2005

The Merrick

2006

North Flint
North Main Village
The Crossings

2007

Nexus
Pacific University
The Beranger
The Rocket
The Watershed

2009

3rd Central
Broadway Vantage
bside 6
Patton Park
Russellville Park III

2010

Town Center Station

Results

543,000 trips

Transit-oriented development increases transit use by creating places for people to live and work within walking distance of high quality transit. Each year, over half a million more travel trips are made by transit, rather than by car, as a result of projects built with TOD program funding.

2,091 units

TOD projects increase housing choice and affordability by attracting compact residential development near transit and walkable urban centers. The 2,100 housing units constructed to date serve a diverse range of households: 531 units are restricted for households earning up to 60 percent of the area median family income; and 703 of the market rate units are affordable to households earning up to 80 percent of the area median family income.

247,543 square feet

Well-designed, mixed-use buildings with retail, restaurants and offices contribute to placemaking by generating more pedestrian activity, strengthening the customer base, and introducing amenities for urban living. Mixed-use TOD projects completed to date include 106,806 square feet of retail and 140,737 square feet of office space.

\$312,778,391 leveraged

Metro's TOD program stimulates private and public investment by helping to offset the higher costs of compact development. The 20 TOD projects completed to date have leveraged more than \$300 million in total development activity.



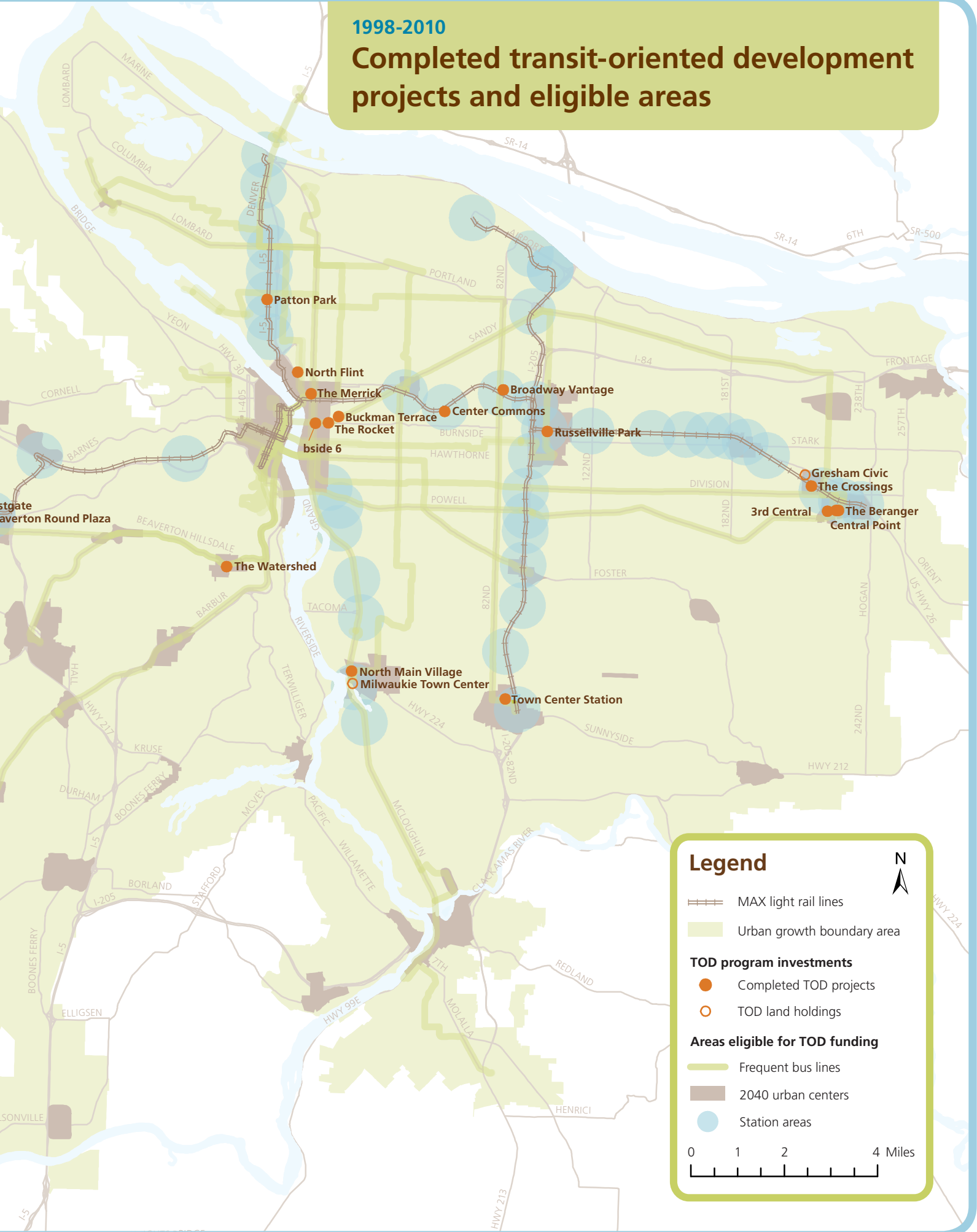
322 acres protected

TOD projects completed to date required a total of only 44 acres. If developed conventionally, they would have used 366 acres. Compact development helps preserve farms and forestland.



1998-2010

Completed transit-oriented development projects and eligible areas





Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy and good transportation choices for people and businesses in our region. Voters have asked Metro to help with the challenges that cross those lines and affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to protecting open space, caring for parks, planning for the best use of land, managing garbage disposal and increasing recycling. Metro oversees world-class facilities such as the Oregon Zoo, which contributes to conservation and education, and the Oregon Convention Center, which benefits the region's economy.

Your Metro representatives

Metro Council President
David Bragdon

Metro Councilors
Rod Park, District 1
Carlotta Collette, District 2
Carl Hosticka, District 3
Kathryn Harrington, District 4
Rex Burkholder, District 5
Robert Liberty, District 6

Auditor
Suzanne Flynn

For more information, call 503-797-1757 or visit www.oregonmetro.gov/tod



"I chose 3rd Central Apartments after living in a home with a yard for 30 years. The proximity of everything I need within walking distance of my front door makes this feel like a safe and livable neighborhood."

John Jones, resident
3rd Central Apartments, Gresham



"From when the Town Center Station project broke ground in the summer of 2009 to its completion, I estimate more than 300 subcontractors and suppliers were used, with 50 percent of those hired from the Portland area."

Curt Meili
Co-owner, Meili Construction Company



"Now is the time to be focusing on projects that capitalize on the transit investments we have all made as taxpayers. More than ever, we need innovative and cost effective space where businesses and people can thrive."

Corey V. Martin
Owner, PATH Architecture Inc.



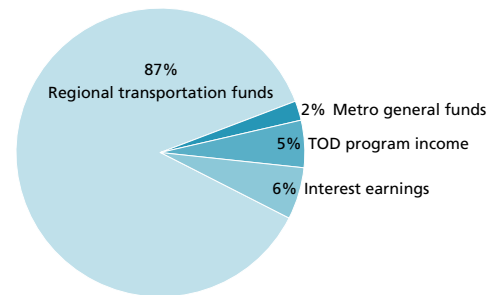
Recent research finds that in comparison to typical suburban development, compact suburban development reduces vehicle miles traveled by 20 percent and urban development reduces VMT by up to 60 percent. As the amount and quality of compact development increases, the reduction in VMT accelerates, resulting in a permanent reduction in greenhouse gas emissions.

Land Use and Driving: The role compact development can play in reducing greenhouse gas emissions
Urban Land Institute, 2010

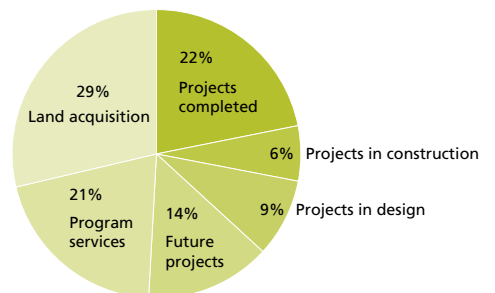
Program financing

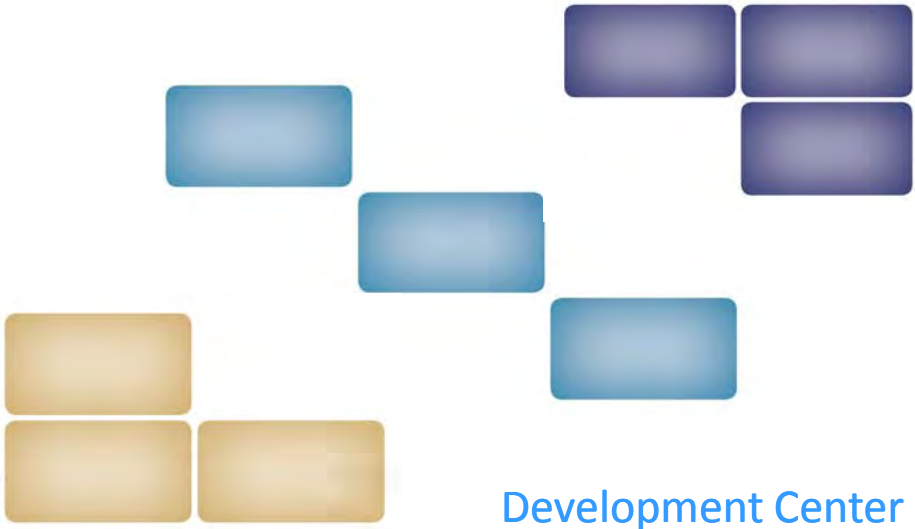
Over the twelve years since the TOD program's inception in 1998, program financing has totaled \$29.2 million cumulatively. Regional partners have allocated federal transportation funds to support the TOD program as part of the Metropolitan Transportation Improvement Program planning process. MTIP funds, currently \$2.9 million annually, are then exchanged to provide local funding for project investments and program operations. Historically, other funding sources have included direct federal transportation grants, income from property transactions, interest earnings and Metro general funds.

Sources of funds




Uses of funds





**Development Center
Strategic Plan**
Draft Typology Approach

9/9/2010 1



**TOD Implementation
Program**
Metro's Development Center

- Created in 1998
- Incentive program for higher density mixed use development
- ROI: \$30 mill / \$300 mill private investment
 - More than 2,000 units
 - 500,000 annual transit trips

2

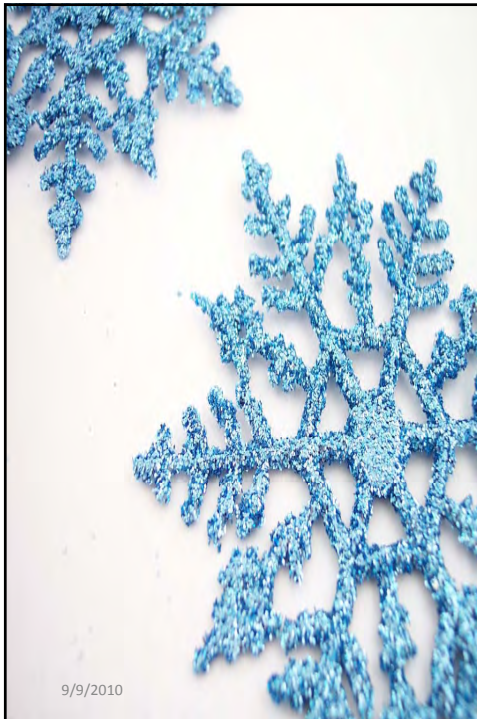
Why a Strategic Plan?

- Transit expansion, stable funding
- Better leverage investments with limited funding
- Target areas with good “bones”
- Align timing and location of investments with station area types



9/9/2010

3

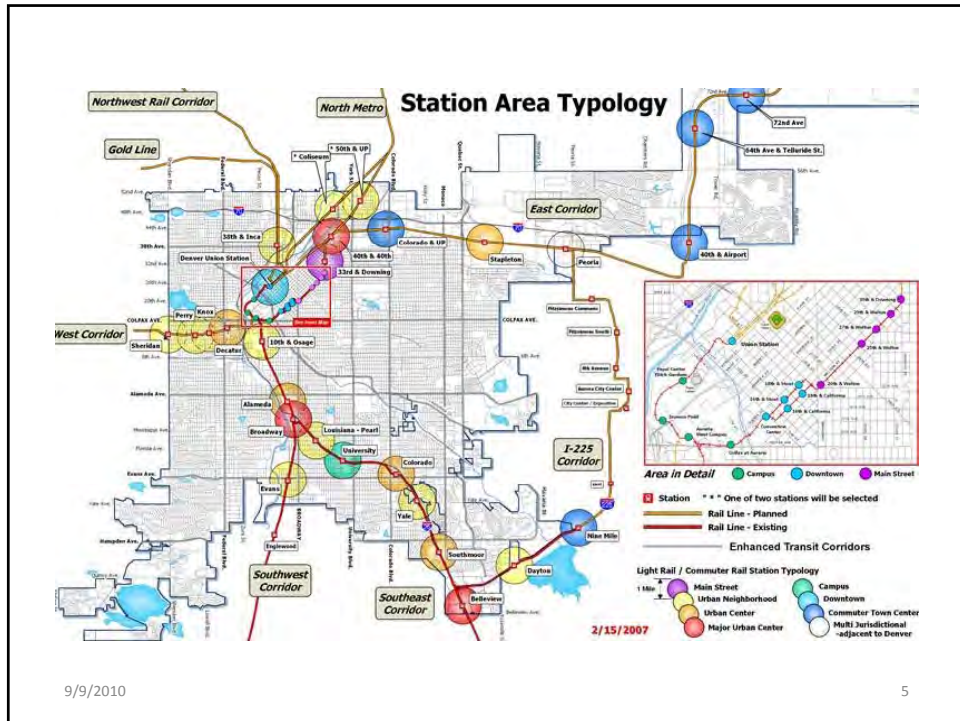


Why categorize differences in TOD?

1. Create aspirational vision
2. Differentiate stations
3. Provide actions for implementation
4. Phase investments with station types

9/9/2010

4



why a market/form-based typology?

- Target strategic TOD investments to better optimize the regional transit system
- Measure TOD readiness: projects are more likely to be catalytic under ripe or ripening conditions
- Inform investment types: consider the timing and type of investments:
 - Aggressive and prototypical building types
 - Catalytic TOD investment
 - Technical planning assistance & partnering

building a typology

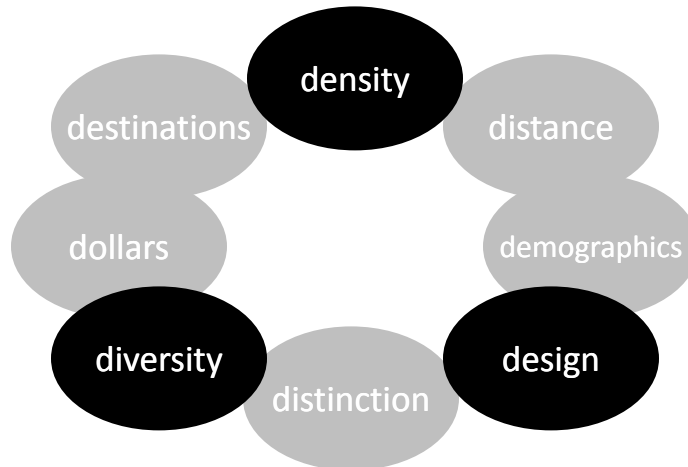
- **Market Strength:** real estate transactions (residential sales per sq foot) demonstrates achievable development types



- **Urban Form + Activity (TOD Score):**
composite index of key factors related to transit use
 - residents + employees per acre
 - transit frequency
 - average block size
 - urban living infrastructure
 - access to bikeways & sidewalks

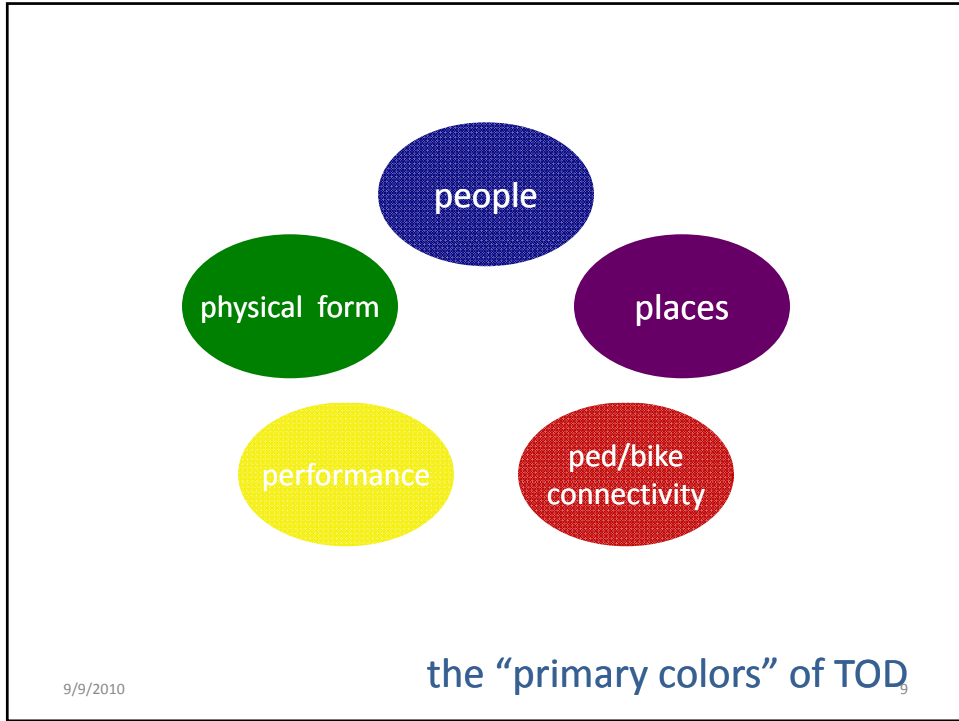
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7



The traditional trinity of TOD₈

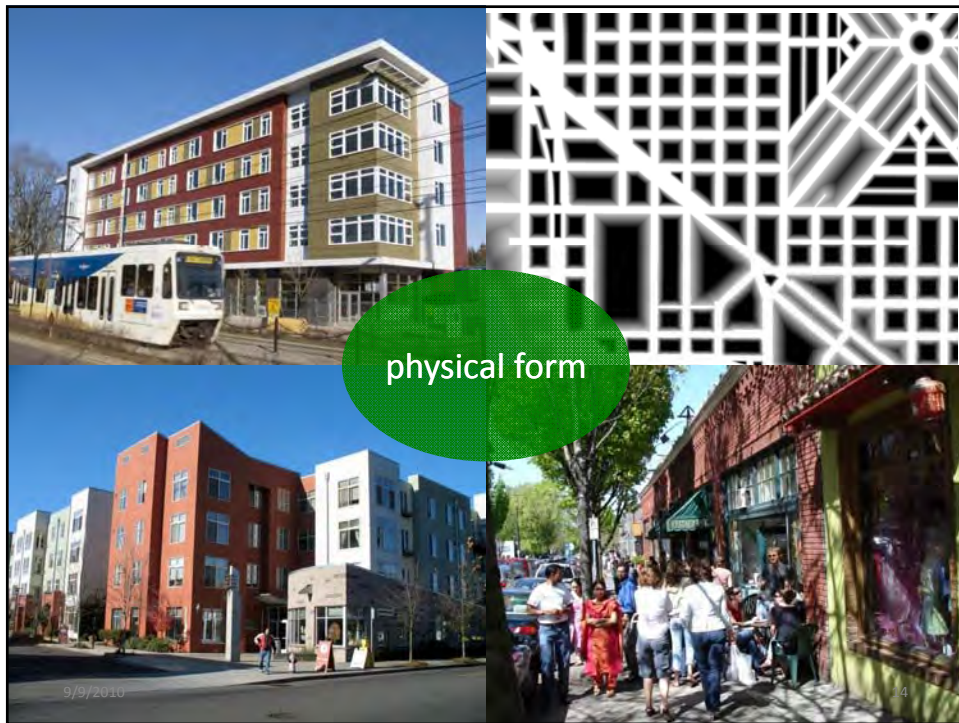
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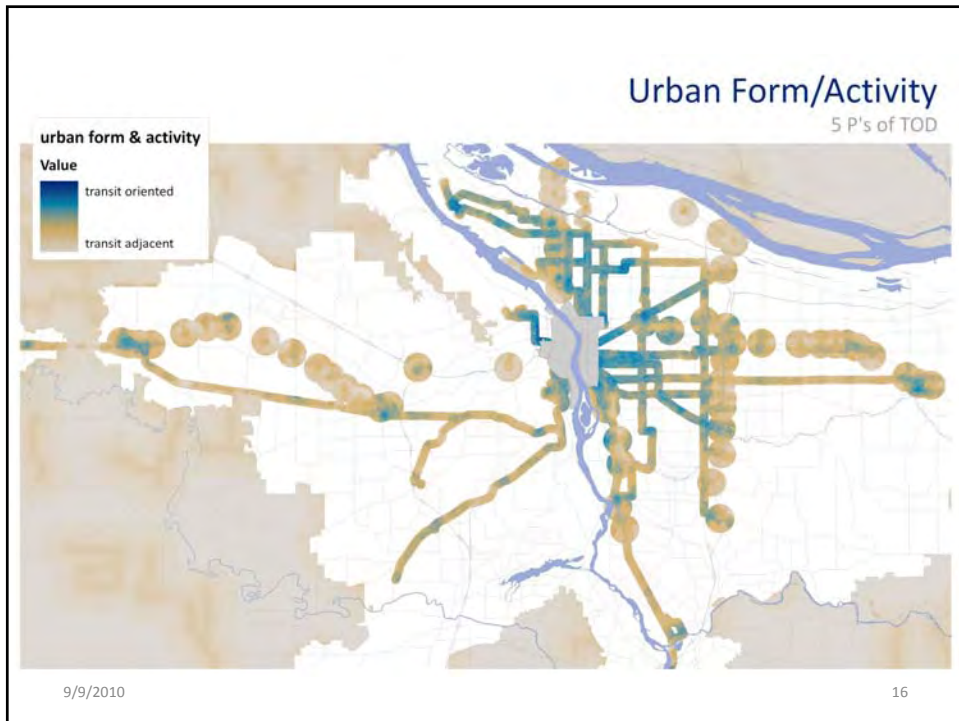
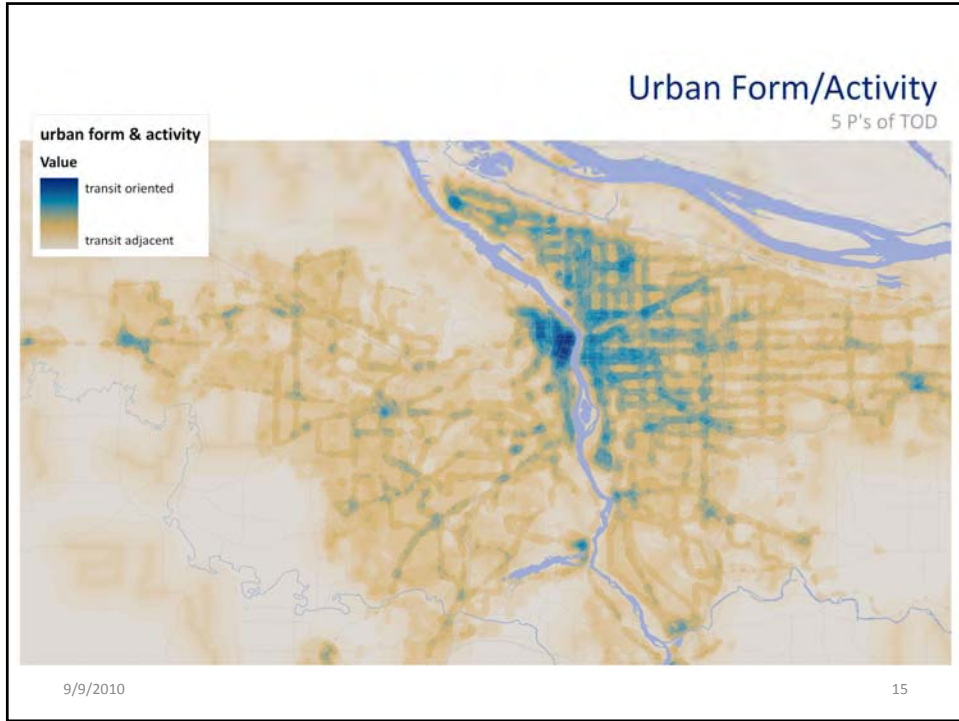


performance



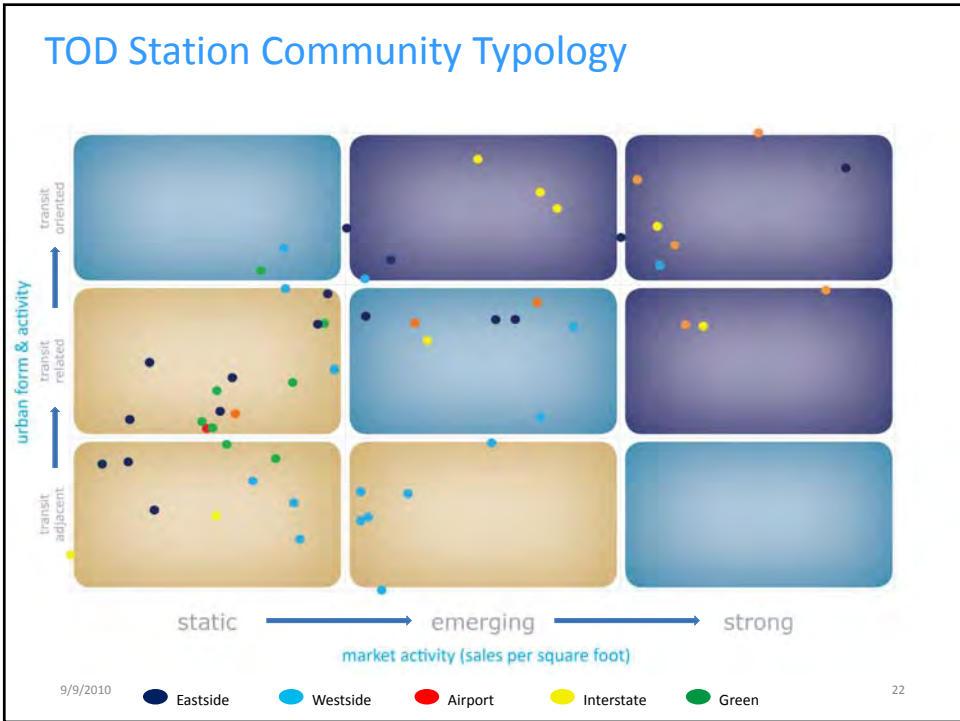
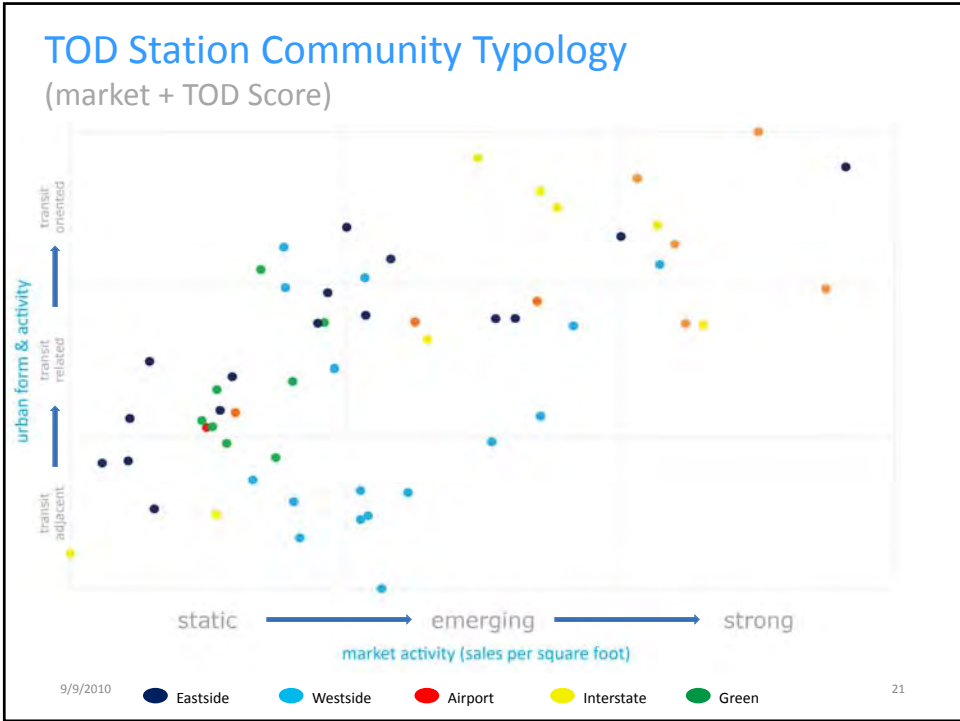
physical form

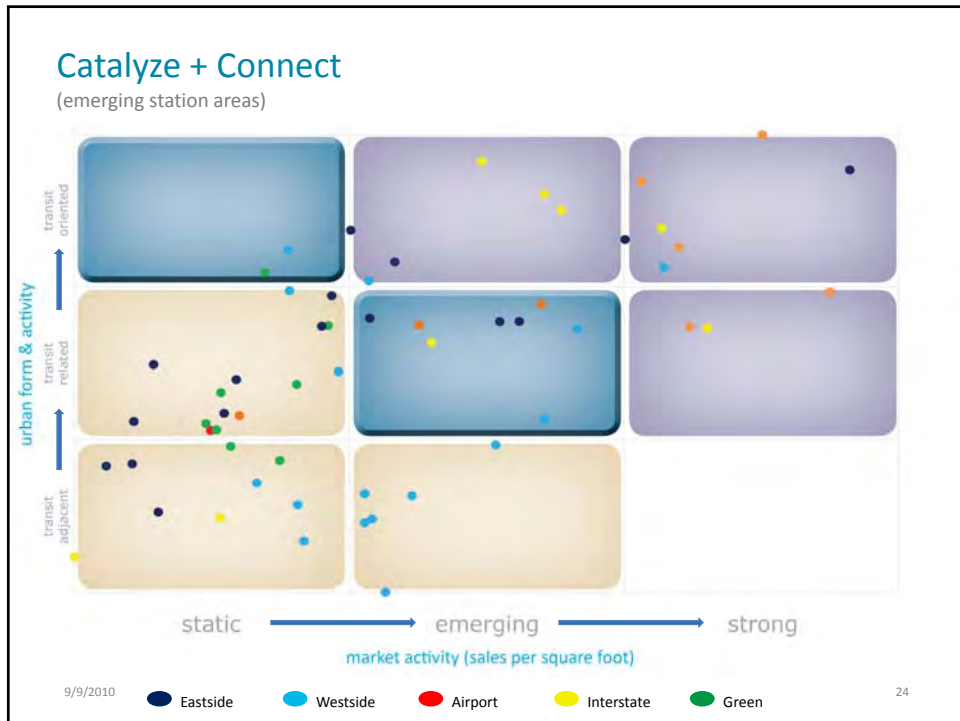
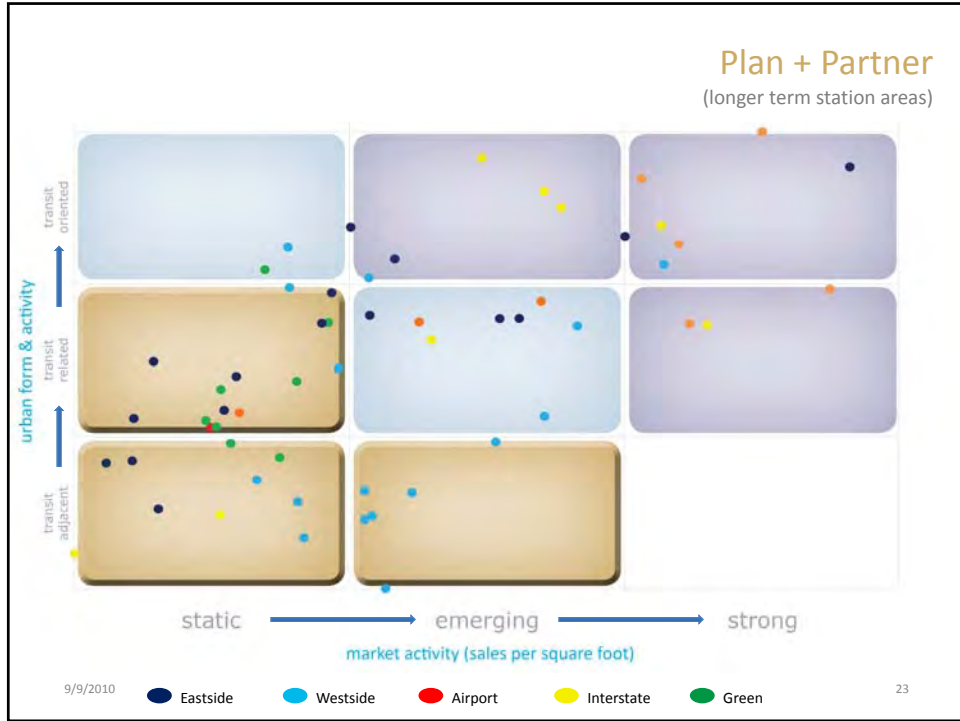
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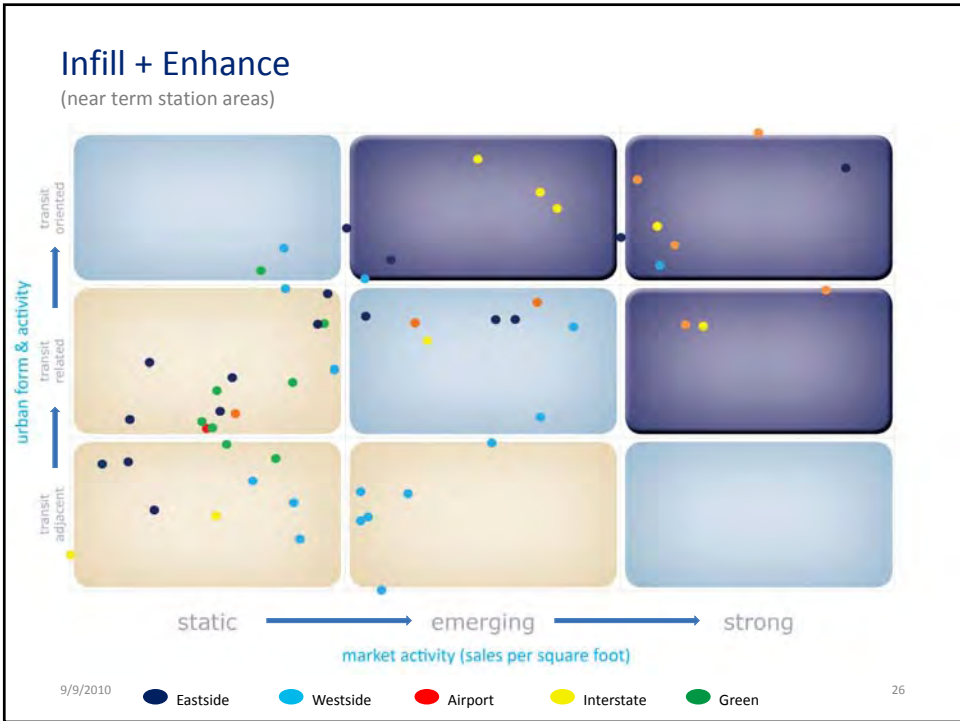
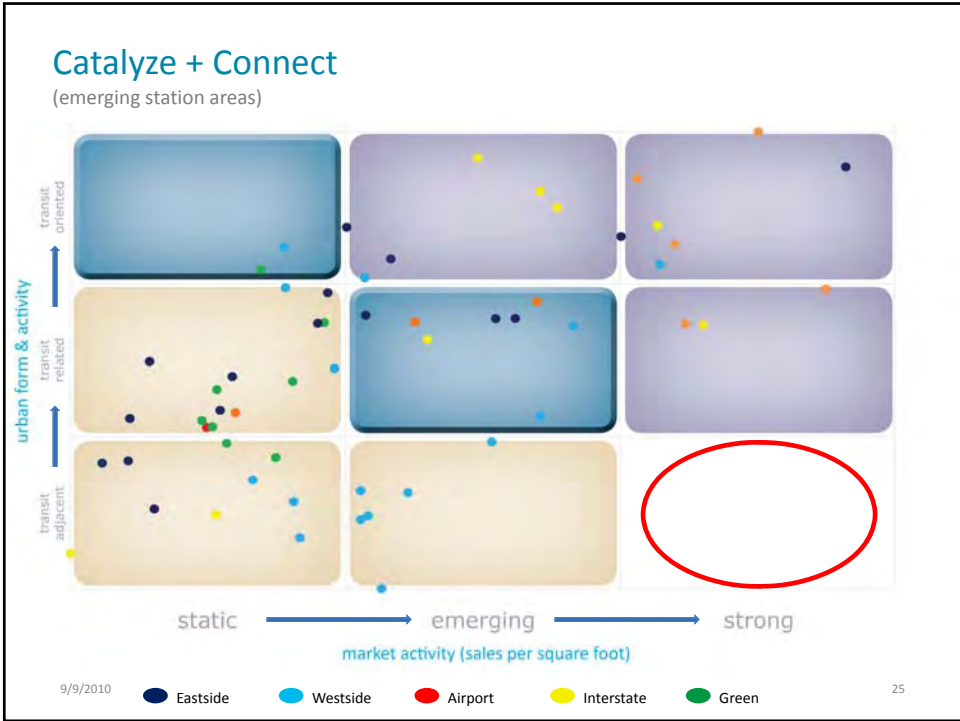


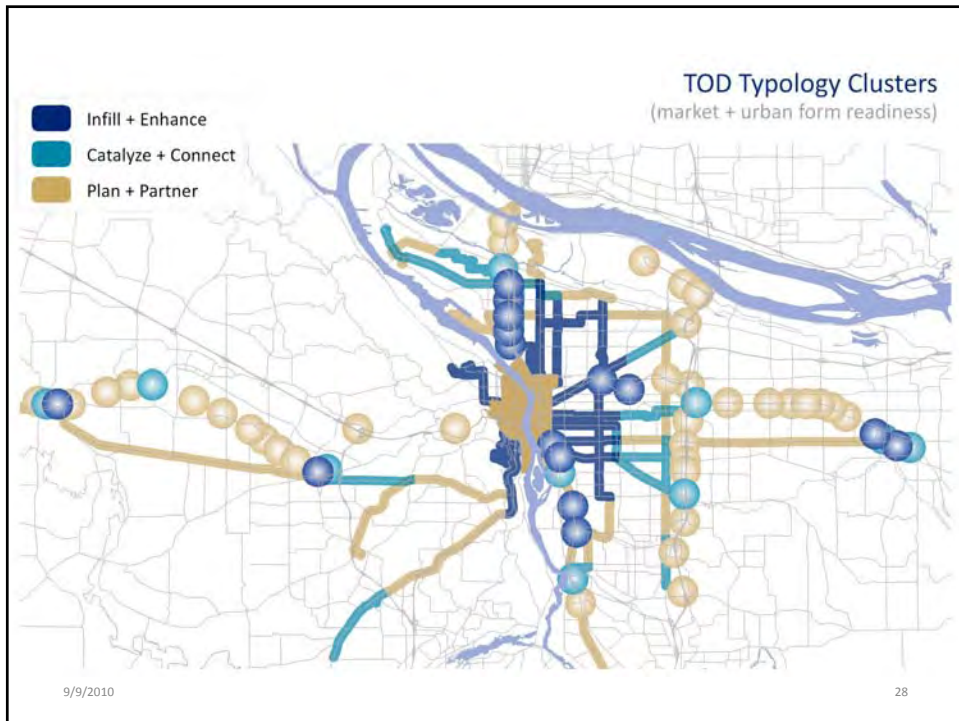
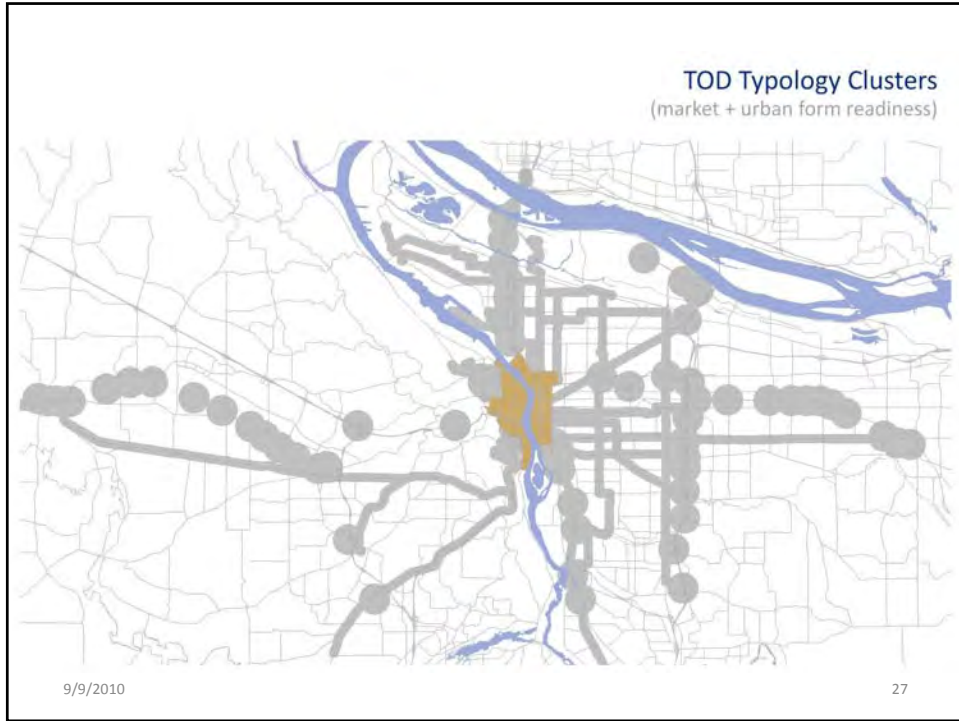


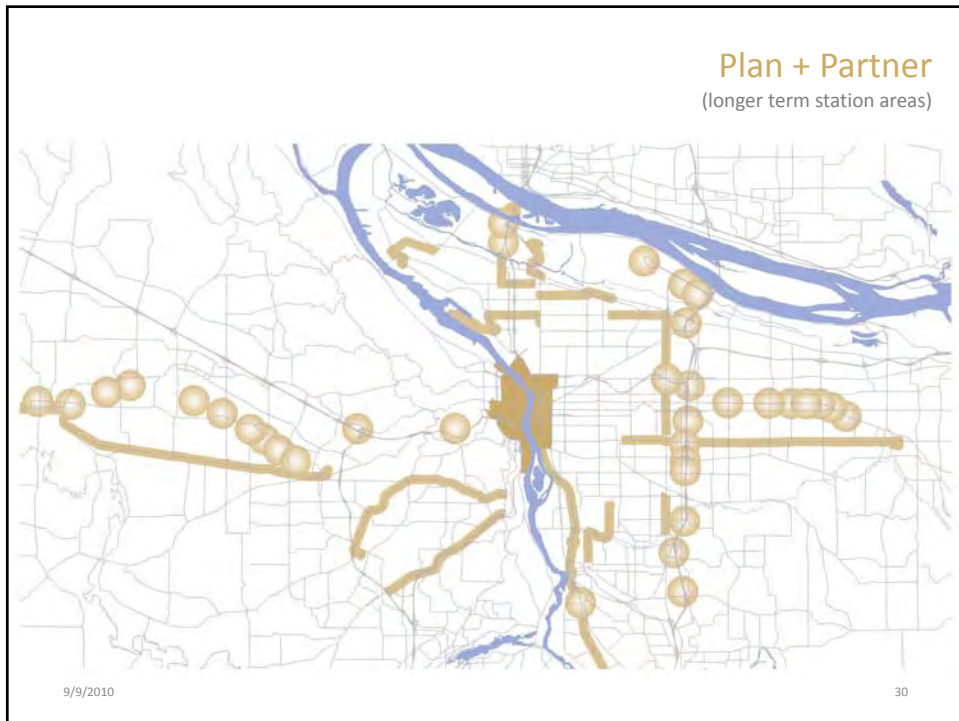
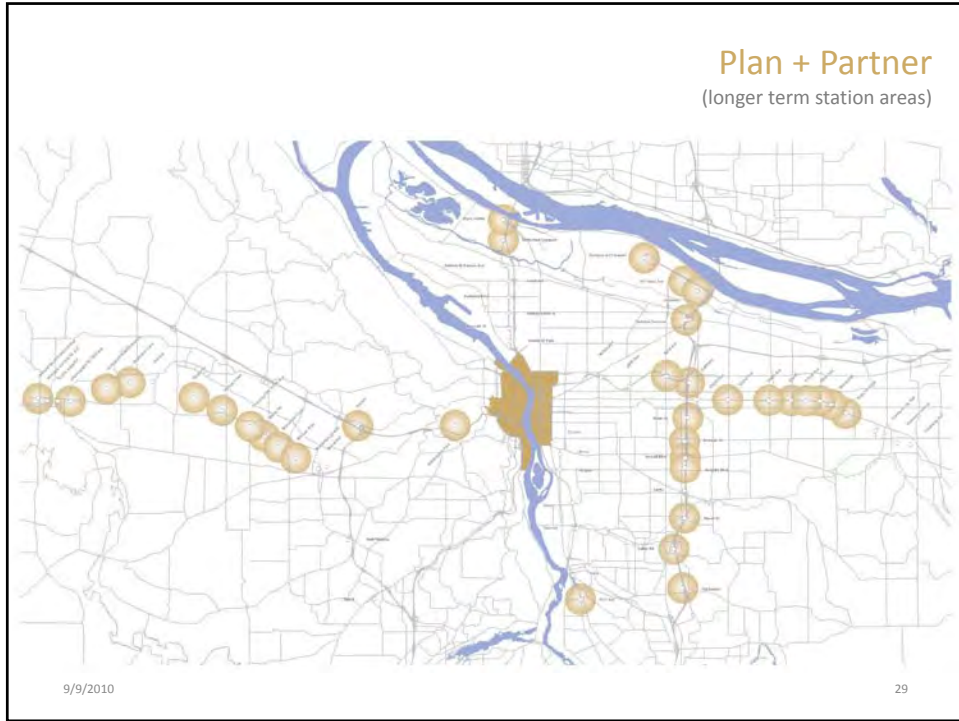












Plan + Partner

(longer term station areas)

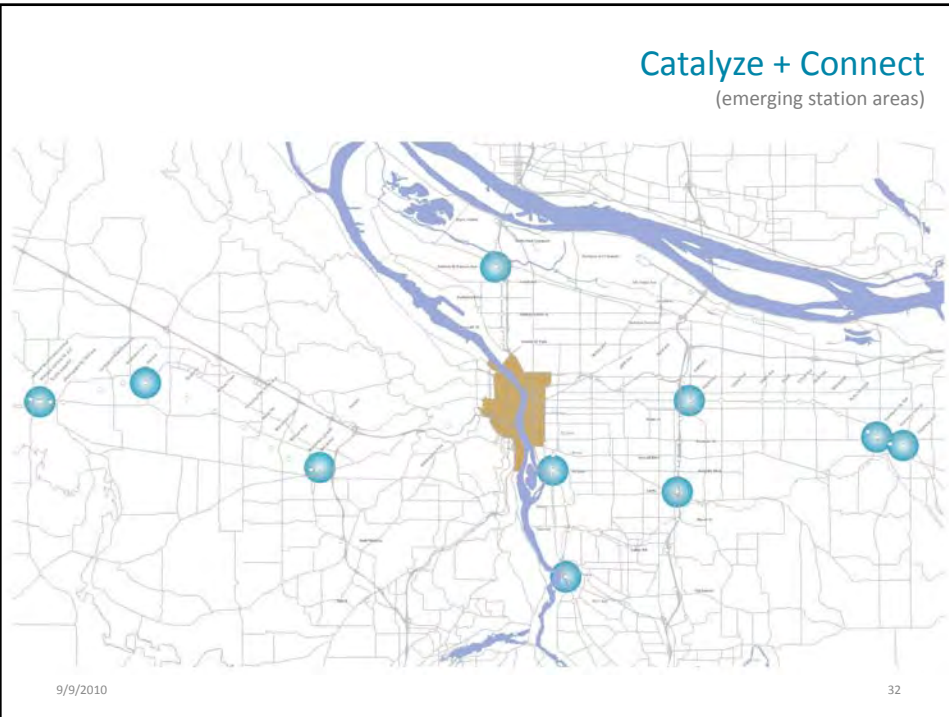
- Static/emerging markets
- Lower activity levels + densities
- Project types:
 - Provide technical **planning** assistance (2040 Work Teams)
 - Foster **partnerships** with local jurisdictions and private sector
 - Identify other funding opportunities (TGM, MTIP)

9/9/2010



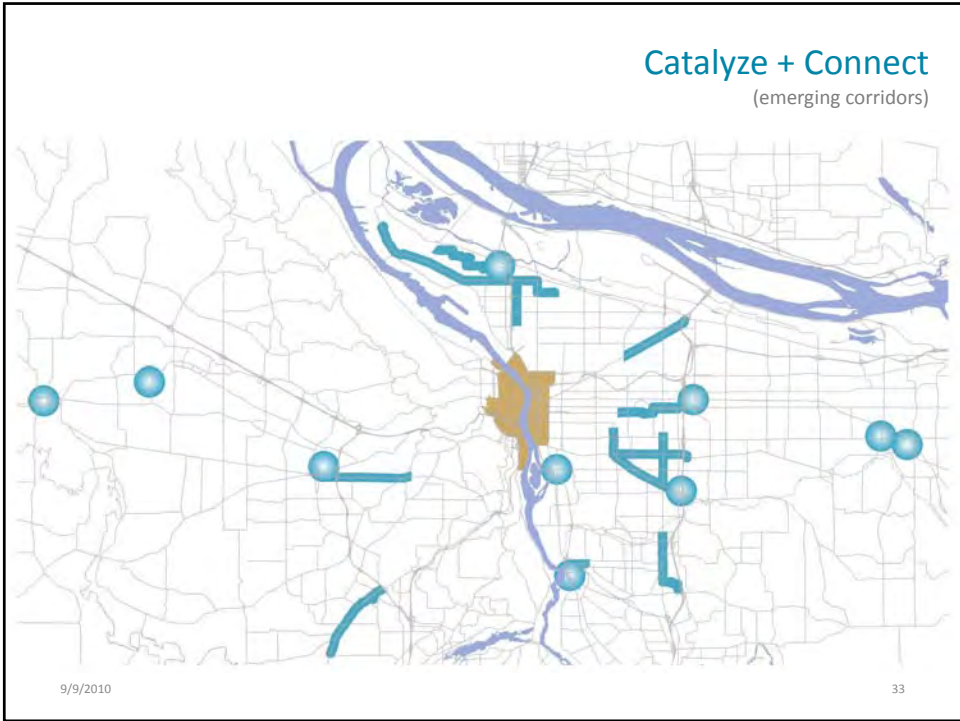
Catalyze + Connect

(emerging station areas)



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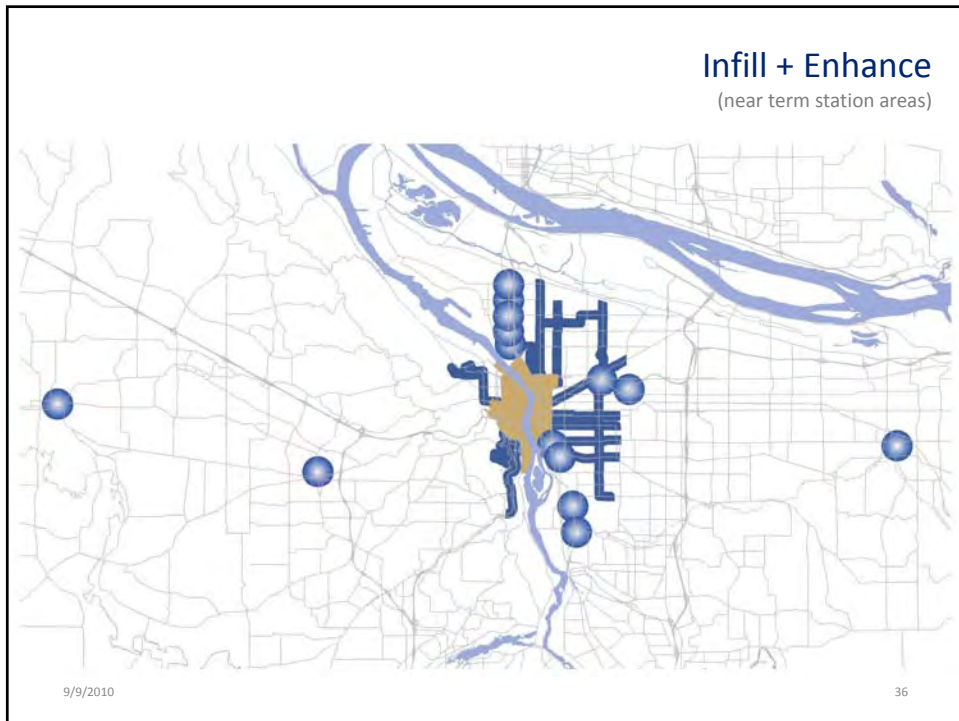
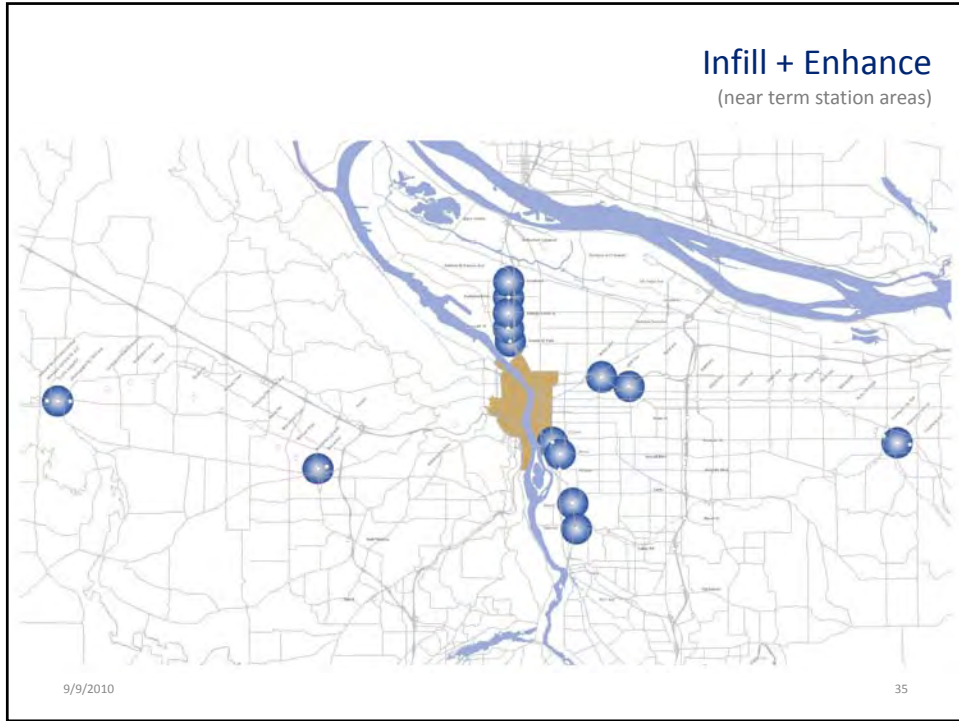
Catalyze + Connect

(emerging station areas)

- Emerging markets
- Blend of people, places, transit, block pattern
- Project examples:
 - Catalyze the market with traditional TOD projects
 - Work with local partners to address station area planning, zoning, missing connections

A large, outdoor statue of a fisherman. The fisherman is wearing a red and white checkered shirt, blue overalls, and black boots. He is holding a large wooden fishing rod. The statue is set against a clear blue sky with a few clouds. In the background, there are buildings and trees.

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Infill + Enhance

(near term station areas)

- Strong/emerging markets
- Urban blend of people, places, transit, block pattern
- Project Types:
 - "Aggressive" TOD or prototypical building types
 - Workforce/Affordable housing



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next steps



- Refine TOD Corridor and Station Area Typology
- Further develop phasing strategy linked to typology
- Evaluate TOD Project Evaluation model
- Final TOD Strategic Plan & Investment Strategy

9/9/2010

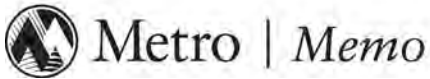
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q + a

9/9/2010

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DATE: September 3, 2010
TO: Metro Policy Advisory Committee (MPAC)
FROM: John Williams and Dick Benner, Metro
RE: MTAC comments on COO proposals for Framework Plan policy language

On September 8, MPAC will discuss the Chief Operating Officer's recommendations for amendments to the policy language in Metro's Regional Framework Plan. We reviewed the proposals with the Metro Technical Advisory Committee (MTAC) on September 1. Following is a summary of points raised by MTAC members for MPAC consideration.

Major policy comments

- Outcomes: The policy on performance management needs to be fleshed out; spell out how the feedback system will work.
- Some Outcomes – such as sustainability and minimizing contributions to global warming – are not reflected strongly enough in policies. Should be addressed by more than just listing these as desired outcomes.
- Policy 1.1.1: Consider strengthening language on compact urban form provision to take a more proactive policy position.
- Policy 1.1.5 should focus on centers, not on cities alone, since some centers aren't in incorporated areas.
- Policy 1.1.8 on community design needs more specificity; address both community design and building design, consider linking statement to six desired outcomes more specifically.
- The new policy 1.3.3 relating to the use of transportation investments to reduce the cost of living should be strengthened (not enough just to "Consider"). Also, this new policy should speak in greater detail about the rationale for using transportation investments to reduce the cost of living and making housing more affordable.
- Employment Choices and Opportunities (1.4):
 - Policies should call for improved transit service to employment areas generally.
 - Metro policy should be to strive for jobs/housing balance in each center to reduce commuting.
 - Policies should also strive toward balance among housing types to match the jobs provided nearby.
 - The policies should clarify that all employment areas are a priority for investment, on par with other centers and traded sector employment sites.
 - Economic opportunity policies (1.4) should emphasize the importance of restoring brownfields and other tools to support re-use of existing industrial areas.
 - The employment policies should link to section 1.1 to emphasize that employment strategies support compact urban form.

- The investment strategy needs to address factors such as cost-effectiveness given there is so little money to spread over so many priorities.

Text change suggestions for clarity and detail

- Add the word “livability” to 1.1.6 as in “Enhance livability and compact urban form...”
- Be more specific in Policy 1.2.3a: explain what the improved access is to.
- Be more specific in Policy 1.3.2C: explain what services are important.
- Housing policy 1.3.3. should use 45 percent rather than 50 percent for consistency with HUD regulations (fix may be to remove number in this policy section).
- Substitute “traded sector jobs” or “traded sector employment” for “traded sector goods” so the term includes services (example: Policy 1.4.5).

Regional Framework Plan Chapter 1, Land Use

Proposed Policy Changes, 9/1/10

Policy	Current Title	Proposed New Title	Proposed Amendments?
1.1	Urban Form	Compact Urban Form	Yes
1.2	Built Environment	Centers, Corridors, Station Communities & Main Streets	Yes
1.3	Housing Choices	Housing Choices and Opportunities	Yes
1.4	Economic Opportunity	Employment Choices & Opportunities	Yes
1.5	Economic Vitality		No
1.6	Growth Management		Propose repealing
1.7	Urban and Rural Reserves	(amended by Urban & Rural Reserves Ordinance 10-1238A)	No
1.8	Developed Urban Land		No
1.9	Urban Growth Boundary	(amended by Urban & Rural Reserves Ordinance 10-1238A)	No
1.10	Urban Design		No
1.11	Neighbor Cities	(amended by Urban & Rural Reserves Ordinance 10-1238A)	No
1.12	Protection of Agricultural & Forest Resource Lands	(repealed by new policies in Urban & Rural Reserves Ordinance 10-1238A; see Policy 1.7 above)	
1.13	Participation of Citizens		No
1.14	School and Local Government Plan and Policy Coordination		No
1.15	Centers		Propose repealing this policy but expanding Policy 1.2 above, Centers, Corridors, Station Communities and Main Streets
1.16	Residential Neighborhoods		No

MPAC - September 8, 2010

Revisions to the Regional Framework Plan Policies

Add the following policy:

- 1.4.6 Ensure that the region maintains a sufficient supply of tracts 50 acres and larger to meet the demand by certain industries for large sites and protect those sites from conversion to non-industrial uses.

The Intertwine

Mike Wetter, Senior Advisor to the (Former) Metro Council President

September 2010



The Intertwine: A Place

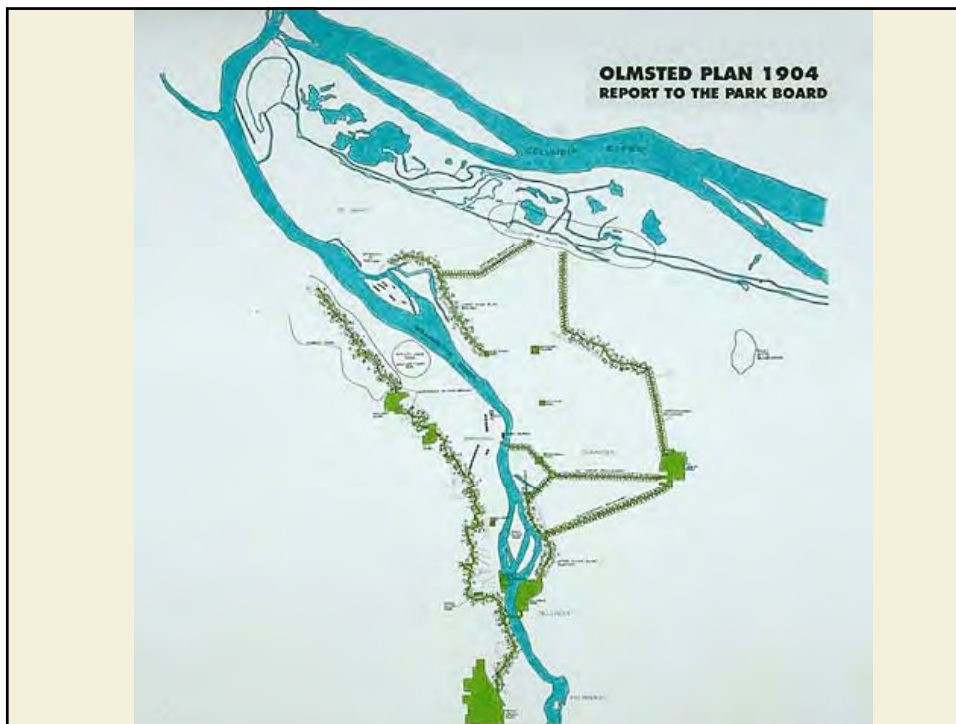


The Intertwine: An Alliance

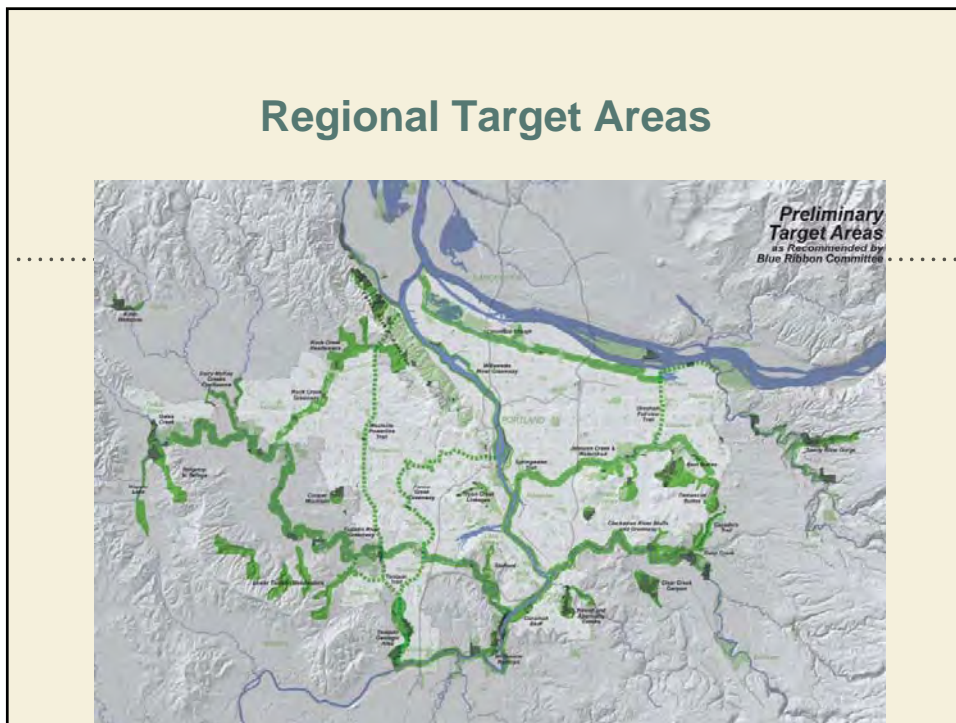


The Intertwine: A Set of Initiatives





Regional Target Areas



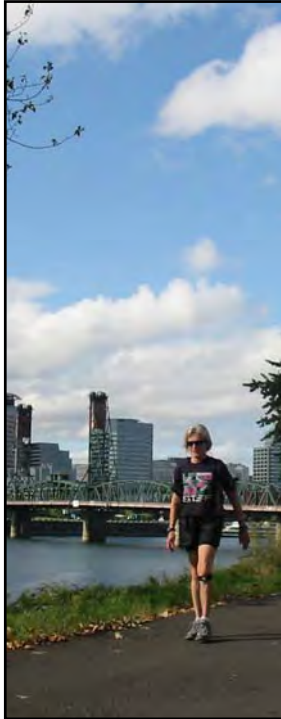


At the current rate of investment, the trails network will be complete in 190 years



“More than anything, (Beaverton residents) want a citywide system of sidewalks, bike paths and public spaces. That concept includes a complete bike-pedestrian network that connects neighborhoods to downtown and a pedestrian greenway system.”

- From The Oregonian, July 29, 2010, “Survey identifies what Beaverton residents want; now city council will incorporate 117 recommendations into a vision plan,”



“Portlanders overwhelmingly care about healthy watersheds (rivers, streams, and habitat).”

“Portlanders like their trails and greenways and access to nature.”

“Weave nature into the city.”

- From Portland Plan Phase I Workshops Survey Results Summary, April 20, 2010 and Portland Plan Directions and Objectives



Series of Successful Measures

- 1995 Metro \$135.6 Million
- 2006 Metro \$227.4 Million
- 2008 THPRD \$100 Million
- Tigard \$17 Million (Upcoming)



Plans and Funding Strategies





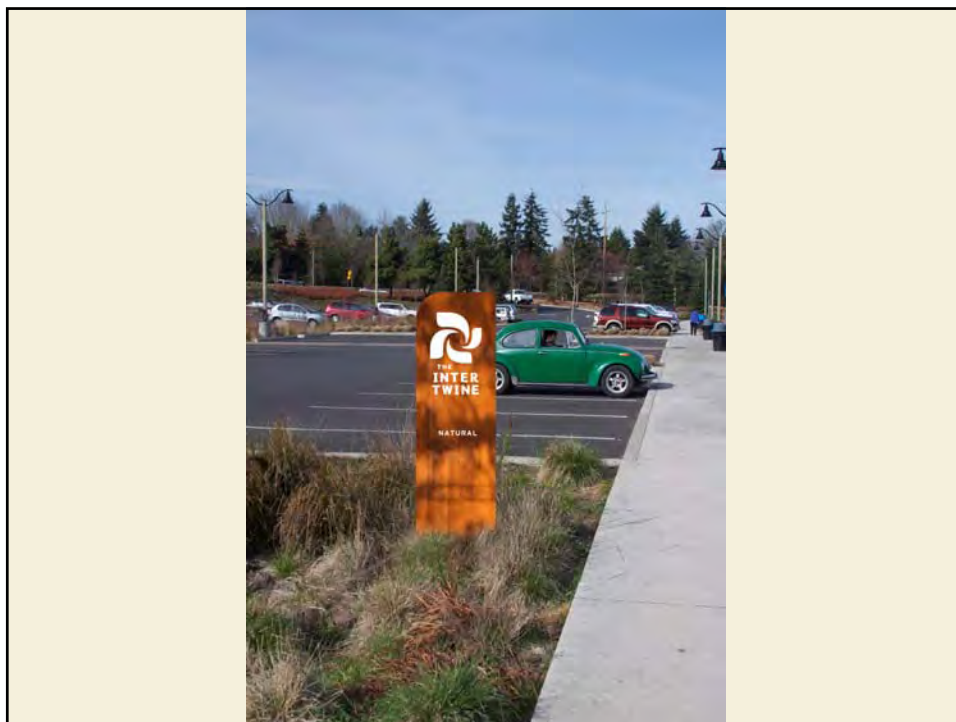
Funding Potentials

- Increased federal investment in urban nature?
- Parks, Trails and Natural Areas Measure?
 - Need operations, trails, and major maintenance
- “Active Living” Measure?
 - Walking, biking, children’s safety...



**THE
INTER
TWINE**






Goal: Many Independent Providers One Integrated System





Why Is It Working?

- Regional in scope
- Leverages investment
- Leverages competencies
- Inclusive, inc. non-usual suspects
- Multiple, interconnected outcomes
- Strategic; sets priorities
- Fun and engaging for the public
- Connects people with nature inc. non-usual participants



2009 – 10
Annual Report

**THE
INTERTWINE
ALLIANCE**

THE INTERTWINE ALLIANCE

40 Mile Loop Land Trust ■ **Audubon Society of Portland** ■ **Barlow Trail Association**
Bicycle Transportation Alliance ■ bicycle.org ■ Chinook Trail Association ■ City of
Durham ■ City of Fairview ■ City of Forest Grove ■ City of Gladstone ■ City of
Hillsboro Parks & Recreation ■ **City of Portland Bureau of Environmental Services**
City of Portland Water Bureau ■ City of Tigard Parks & Recreation ■ City of Troutdale
Parks ■ City of Tualatin ■ City of West Linn Parks & Recreation ■ City of Wood
Village ■ Clackamas County Soil and Water Conservation District ■ Clackamas County
Urban Green ■ **Clean Water Services** ■ Columbia Land Trust ■ **Columbia Slough
Watershed Council** ■ Columbia Sportswear ■ Cornelius Parks & Recreation ■ **Cycle
Oregon** ■ Doubletree Hotel and Executive Meeting Center ■ Entercom ■ Forest
Grove Parks & Recreation ■ **Forest Park Conservancy** ■ Friends of Baltimore Woods
Friends of North Clackamas Parks ■ Friends of Smith and Bybee Lakes ■ Friends of
Trees ■ Gresham Parks & Recreation ■ Hoyt Arboretum ■ Jackson Bottom Wetlands
Preserve ■ Johnson Creek Watershed Council ■ Jubitz Corp ■ Kaiser Permanente
■ **KEEN Footwear** ■ Kimpton Hotel ■ Lake Oswego Parks & Recreation ■ **Metro
National Park Service** ■ National Recreation and Park Association ■ Native American
Youth Association ■ Nau Incorporated ■ **Nelson Nature Photography** ■ New Seasons
■ North Clackamas Parks & Recreation ■ **Northwest Trail Alliance** ■ **npGreenway**
ODS ■ Oregon City Parks & Recreation ■ Oregon Parks & Recreation ■ Oregon
Trout ■ Healthy Waters Institute ■ Portland General Electric ■ **Portland Parks &
Recreation** ■ **Portland Parks Foundation** ■ Providence Health ■ Sauvie Island
Conservancy ■ Sherwood Parks Department ■ Southwest Washington Convention &
Visitors Bureau ■ The Bike Gallery ■ The Nature Conservancy of Oregon ■ Three
Rivers Land Conservancy ■ Travel Oregon ■ **Travel Portland** ■ **TriMet** ■ **Trust for
Public Land** ■ **Tualatin Hills Parks & Recreation District** ■ **Urban Greenspaces Institute**
■ US Fish and Wildlife ■ US Forest Service ■ **Vancouver Watersheds Council**
Vancouver-Clark Parks & Recreation Dept ■ Washington County Facilities and Parks ■
Wallis Engineering ■ Washington County ■ Washington County Visitors Association
Wetlands Conservancy ■ Wilsonville Parks & Recreation

Many organizations have contributed to our success to date. The organizations listed in **bold** have signed-on as formal Intertwine Partners and are the foundation of The Intertwine Alliance.



April 9, 2010

Dear Intertwine Alliance Partners,

In the spring of 2007 we invited Chicago Mayor Richard Daley and other parks visionaries to a “Connecting Green” summit at the Gerding Theater and challenged ourselves to be bolder in our aspirations for the region’s network of parks, trails and natural areas. Our plan centered on the notion that we might build on years of experience collaborating on urban conservation to create a new kind of alliance, one that makes us, both individually and collectively, more visible, efficient and effective.

Since that first Connecting Green summit almost three years ago, dozens of organizations and hundreds of civic leaders, elected officials, private executives and professionals from many fields have invested time and money in the inter-organizational collaboration we now call The Intertwine Alliance. This report is our first formal accounting of results. The growth of The Intertwine Alliance has been rapid. The Alliance is quickly becoming a powerful movement with some important early victories. However, the intention of this report is to address both challenges as well as successes. There are two challenges that we want to respond to up front. These are questions that even the core group of die-hards that has been pushing the Alliance relentlessly forward for three years has, at times, had to confront: Is The Intertwine Alliance here to stay? And, will the Alliance help my cause?

IS THE INTERTWINE ALLIANCE HERE TO STAY?

New initiatives come and go. What makes this one different? One clear difference from past initiatives is that The Intertwine Alliance is not solely a government program or solely a nonprofit initiative, but a collaboration of many partners. It is not dependent on any



single agency, organization or leader and hence is far less likely to be swept out with the next election or the fortunes of one civic leader or another. Many private firms, nonprofit organizations and government agencies have invested their time, money and individual leadership to establish the Alliance. Each now has “skin in the game” and a stake in its success. Each adds strength and stability.

Further, as the Alliance continues to demonstrate its viability and effectiveness, partners are making increasingly durable investments in it. The Intertwine logo is starting to appear on parks signs and on the cover of books and other publications. Government agencies and nonprofit organizations are building The Intertwine into their budgets as a regular part of how they do business. Alliance partners are investing in The Intertwine for the long term. That is not to say that The Intertwine Alliance will not weather some storms as it continues to mature as a permanent fixture in the region. For example, one of our principle leaders, Intertwine founding visionary David Bragdon, will complete his second and final term as Metro Council President in January of 2011. While his platform will change, we certainly hope that we will continue to benefit from his leadership. We think, though, that regardless of the role that Council President Bragdon or any other individual Intertwine leader chooses in the future, the talent pool of committed leaders and the organizational support we now have in place is deep enough to sustain the Alliance.

WILL THE ALLIANCE HELP MY CAUSE?

The value proposition offered by the Alliance is clear, and has been borne out by the results documented in this report:

- **WE CAN BE MORE EFFECTIVE AS AN ALLIANCE.** We are more efficient and make a better case for our cause when we set clear regional priorities and work collaboratively towards them. Resources are scarce. We’ve got to create efficiencies by integrating our work on conservation, parks, trails, education and communications.
- **WE CAN BETTER CONNECT RESIDENTS WITH NATURE AS AN ALLIANCE.** We connect more deeply with residents when we join forces to co-brand and co-market the region’s natural assets. Acting alone, none of us has the budget to establish a regional brand and create a movement; acting collectively, we do.
- **WE CAN ATTRACT MORE INVESTMENT AS AN ALLIANCE.** We are more visible and more compelling to funders when we speak with one voice. Despite years of work, we are still at the point where the region’s natural areas are as much as 50% ecologically

degraded, and at the current pace our trail network will not be completed for more than 190 years. We can't succeed without investment and we won't get the investment we need without an alliance.

The Intertwine Alliance is based on the proposition that if we are truly going to create the world's greatest network of parks, trails and natural areas it is going to take more than business as usual – it will take a movement. That is what will be required to change the transportation paradigm so that trails and other active transportation routes are viewed as serious transportation, not just “nice to haves.” It is necessary if we are to change the public investment paradigm so that parks, trails and natural areas are recognized as an integral element of our community's essential assets, just like schools, pipes and roads. We will need a strong and energized coalition to establish state and national standing for urban conservation, so that its special educational opportunities and ecosystem values are recognized and attended to. Finally, it will take all of us working together to fully engage the residents of the region, ensuring that this and future generations will live healthier, happier lives and be better stewards of the natural assets of the Portland-Vancouver metropolitan region.

Thank you for being part of that movement and for your interest in this first accounting of what we believe will be an enduring and notable success story, both here in the Portland-Vancouver metropolitan region and nationally.

Sincerely,



Mike Wetter
on behalf of The Intertwine Alliance Core Group

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Communications and Branding **20** Our Predictions for 2010-11 **22**



THE INTERTWINE IS SIMULTANEOUSLY A PLACE,
A COALITION, A STRATEGY AND A WAY OF LIFE.
IT GIVES IDENTITY TO THE NETWORK OF PARKS,
TRAILS AND SPECIAL PLACES THAT RESIDENTS
OF THE PORTLAND METROPOLITAN REGION

HAVE ALWAYS LOVED AND ENJOYED BUT WHICH HAVE NEVER BEFORE
BEEN HOLISTICALLY PRESENTED. IT CONNECTS AND ORGANIZES MANY
DISPARATE ORGANIZATIONS INTO A UNIFIED AND EFFECTIVE FORCE. IT
RAISES THE BAR ON WHAT WE BELIEVE CAN BE ACHIEVED IN TERMS
OF ACRES RESTORED AND ACQUIRED, MILES OF TRAIL BUILT, AND THE
QUALITY AND NUMBER OF PARKS AVAILABLE TO THE PUBLIC. MOST
IMPORTANTLY, THE INTERTWINE MORE DEEPLY CONNECTS RESIDENTS
WITH NATURE.



WHAT MAKES THE INTERTWINE ALLIANCE DIFFERENT?

SEVEN PRINCIPLES THAT DISTINGUISH OUR WORK

The Intertwine Alliance is not just another nonprofit organization; it is a new way of doing business. In fact, The Intertwine Alliance is more a movement than an organization. It is founded on seven principles:

1. TO CONNECT. We create forums to share information and expertise including networking events and an online community. By sharing information and better integrating our work we leverage organizational strengths and resources to achieve the greatest impact.

2. TO BE INCLUSIVE. Our strength is in our coalition. We ensure that there is a seat at the table for those who are interested and willing to contribute. While we recognize that not every organization can be involved in every decision, our door is always open and we work towards consensus on major decisions.

3. TO BUILD THE CAPACITY OF COALITION PARTNERS. The purpose of the coalition is to integrate, not duplicate; we are a conduit for new resources rather than a new competitor for existing funds. The Alliance only performs those tasks that require a coalition or the integration of information or plans. Everything else is left to the partners in the coalition themselves, ensuring that we help build their capacity. The Alliance leverages the work that local, regional, state and federal government agencies and nonprofits are already doing.

“Being part of the Alliance is making us stronger. We are making progress on both the regional and the national stage that could not have been achieved by another means. These results will only continue to compound over time.”

– Meryl Redisch, Executive Director, Audubon Society of Portland

4. TO KEEP A SMALL FOOTPRINT. Rather than hire staff and rent office space, Alliance partners pitch in and get the work done mostly with existing staff. This arrangement works because Intertwine partners recognize that work they do for The Intertwine is an effective way to achieve their organization's mission.

5. TO BRING IN MORE MONEY. The Intertwine Alliance is effective at bringing in new investment because it is able to present clear regional priorities, better leverage funds and help build collaborative strategies for implementation. Investors have confidence that their funds achieve optimal results.

6. TO MAKE THE MOVEMENT VISIBLE. We have established a brand and the collective energy that makes it clear there is a movement afoot. By banding together behind a unified banner (The Intertwine) we attract new notice from policymakers, funders and the residents of the region.

7. TO COLLABORATE. The Alliance adds value by bringing organizations and information together in new ways. For example, The Intertwine Alliance is helping bring together years of conservation planning work into an integrated regional conservation plan. The Alliance is helping integrate parks and trail data, transit information and information about restaurants, lodges and art galleries into a single, searchable website. If a project requires integration or a coalition, the Alliance is likely the right organization for the job.

A BRIEF HISTORY OF THE INTERTWINE ALLIANCE

HOW WE GOT WHERE WE ARE TODAY

The events leading to today's formalized alliance date back to the late 1980s, when a handful of citizens worked with Metro and local park providers to establish a new regional Metropolitan Greenspaces Program. This effort brought elected officials from throughout the Portland-Vancouver region together to create a masterplan for a bi-state, interconnected system of parks, trails and natural areas.

Building on that legacy, in 2006 a still ad-hoc coalition of organizations mobilized to successfully pass a \$227.4 million bond for natural area acquisition in the Portland metropolitan region. In May of 2007, this coalition, led by Metro Council President David Bragdon, invited a host of parks visionaries from around the US, including Chicago Mayor Richard Daley, to a summit in Portland to explore the potential for a much more ambitious

1989
Citizens meet with Metro Councilors and local park providers leading to the creation of Metropolitan Greenspaces Program

1992
First bi-state Regional Greenspaces Master Plan

1995
First Regional Park Bond measure passed with over 60% of the vote. Over 8,000 acres of natural areas purchased

2006
Ad hoc coalition forms to support new natural areas ballot measure

2006
Natural Areas Bond measure approved (\$227.4 million dollars for parks and greenspaces)

2007
Connecting Green Summit (Gerding Theatre)

2008
Connecting Green Alliance Launch (Bridgeport Brewpub)

2008
Tualatin Hills Parks and Recreation District \$100 million dollar bond measure passes

2009
First trip to DC with national partners

2009
Parking Day Public launch of The Intertwine

2010
First Council of Partners meeting (Wallis Engineering, Vancouver, WA)

METROPOLITAN GREENSPACES **CONNECTING GREEN** **INTERTWINE**



Lisa Goorjian, Vancouver-Clark Parks & Recreation, pledges support for the Alliance at a founding meeting at Bridgeport Brewpub in April 2008. (Photo M. Houck)

agenda. Following that “Connecting Green” summit, a core group of park and conservation leaders began regular meetings to solidify the emerging coalition.

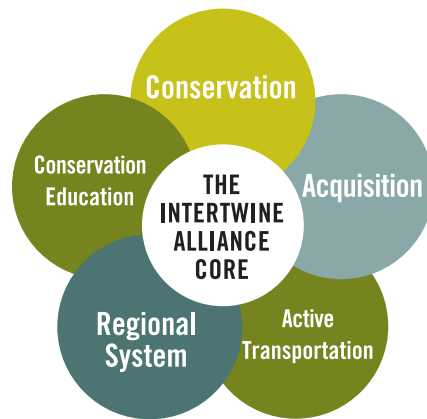
In April 2008, in a packed upstairs room of the Bridgeport Brewpub on the 20th anniversary of the Metropolitan Greenspaces movement, dozens of civic, nonprofit and private leaders pledged their support to what was then called the “Connecting Green Alliance.”

The Connecting Green Alliance joined with conservation coalitions in Chicago (Chicago Wilderness), Houston (Houston Wilderness), Cleveland (the Lake Erie Allegheny Partnership for Biodiversity) and, later, Los Angeles (Amigos De Los Rios) to begin working with federal officials to establish metropolitan conservation

coalitions as the best practice for federal investment in urban conservation.

The Alliance organized initiatives in conservation, active transportation, conservation education, the regional system (integration and management of parks, trails and natural areas) and acquisition, but the most visible of all Alliance projects was the launch of a new name, logo and brand. Working with Alliance partner Travel Portland and their branding firm, Sockeye Creative, “The Intertwine” was launched as part of the annual “Parking Day” celebration in September 2009.

FIVE INTERTWINE INITIATIVES AND THE “CORE” THAT HOLDS IT TOGETHER



The Intertwine daisy

The Intertwine Alliance is organized into five interrelated initiatives as illustrated by the graphic to the left. The primary objective of these initiatives (sometimes called “petals” because the diagram resembles a daisy flower) is to help Intertwine partners become more effective and to increase investment in The Intertwine through collaboration, branding, communications, networking, strategy, advocacy and by developing regional plans and setting priorities. Partner organizations may participate in one or more of these initiatives.

1. THE CONSERVATION INITIATIVE is protecting and restoring the region’s biodiversity and fish and wildlife habitats.

2. THE ACTIVE TRANSPORTATION INITIATIVE is completing a network of bicycle and pedestrian trails and routes spanning the region.

3. THE ACQUISITION INITIATIVE is purchasing and protecting the best remaining land in the region to put into public ownership as parks, trails and natural areas.

4. THE REGIONAL SYSTEM INITIATIVE is defining, building and maintaining an integrated, world caliber network of parks, trails and natural areas.

5. THE CONSERVATION EDUCATION INITIATIVE is fostering stewardship by ensuring that residents of all ages have high quality opportunities to learn about all elements of The Intertwine.

THE INTERTWINE CORE ensures there is communication among the initiatives (petals) and promotes The Intertwine brand. The “core group,” advocates for policy initiatives and funding, facilitates collaboration, convenes research forums and tracks progress towards implementing The Intertwine vision.

HOW THE INTERTWINE ALLIANCE IS ORGANIZED

A COALITION APPROACH IS GETTING RESULTS

There are several ways for individuals and organizations to participate in The Intertwine. In fact, The Intertwine is founded on the principle of collective, collaborative action and relies on the direct participation of partners.

COUNCILS. All Intertwine partners are members of “The Intertwine Council of Partners,” which meets at least twice a year to help direct Intertwine activities. Other councils may be formed to set direction, shape strategy and champion the work of Intertwine “petals.” For example, an Executive Council for Active Transportation is made up of public, private and nonprofit leaders that champion the Active Transportation petal.

WORK GROUPS. The day-to-day work of each of The Intertwine petals and the work of the core is accomplished by work groups of professionals and citizen volunteers who provide research, coordination, meeting management, event management, planning, analysis and other necessary skills. For example, there is a work group that conducts the work of the Intertwine Alliance “Core” that is called the “Core Group.” Work groups are open to anyone interested in making a commitment to help with the work of The Intertwine Alliance.

FORUMS. Forums are large gatherings of those working on The Intertwine or on a particular Intertwine topic or petal. These meetings are important opportunities for professionals and citizen volunteers to share information and make connections. The “quarterly trails meetings” are an example, as are The Intertwine Alliance summits. Forums are open to all.

EVENTS. The Intertwine Alliance uses large-scale events to promote and celebrate The Intertwine. The annual “Park(ing) Day” celebration is an international event created by art and design collective Rebar in 2005 to celebrate green space in the urban environment. At the 2009 Park(ing) Day celebration, more than 20 local organizations collaborated to sponsor 17 different Park(ing) Day parks as the public launch of The Intertwine throughout our region. These spots were visited by hundreds.

BECOME A PART OF A GROWING MOVEMENT: BECOME A PARTNER!

Pledge your support and become a partner in the coalition. Tell us your interests and we’ll help you participate in ways that best meet your organization’s needs and objectives. Contact us at csulaski@theintertwine.org or (503) 288-5790 for more information.

INTERTWINE INITIATIVE UPDATES

REGIONAL SYSTEM INITIATIVE

The goal of the Regional System Initiative is to achieve an integrated, world caliber interconnected network of parks, trails and natural areas. Local, regional and state parks providers are working to set priorities for the care and development of the system. In the long term, the Regional System Initiative plans to put in place a mechanism by which to plan and pay for parks, trails, natural areas and greenways as essential public assets, similar to the approach already taken for public services such as transportation, water, land use and public safety.

CURRENT AND RECENT PROJECTS

REGIONWIDE SIGNING. Sea Reach, Ltd. has a contract to complete an Intertwine signage plan by the summer of 2010. These signs will complement existing and future signage at intertwine sites. This is part of a broader effort, being conducted by The Intertwine core group, to brand and market The Intertwine through travel information, advertising, websites, maps and events.

SYSTEM ANALYSIS. This initiative will inventory the region's parks, trails and natural areas, identify needs and document their benefits. Alta Planning has a contract to complete this work by the fall of 2010. This project will help The Intertwine Alliance plan for the future expansion and funding of the regional parks system.



BI-STATE TRAIL PLAN. A working group consisting of the National Park Service's Rivers and Trails Conservation Assistance Program; Vancouver-Clark Parks; Metro; and the Urban Greenspaces Institute has created the first ever Bi-State Regional Trails Plan that will be unveiled at the April 9, 2010 The Intertwine Alliance summit

Left. A long-term plan is in process but Vancouver-Clark Parks & Recreation was eager to get started. The Intertwine logo will soon appear on some park signs in Vancouver.

INTERTWINE INITIATIVE UPDATES

ACTIVE TRANSPORTATION INITIATIVE

The goal of the active transportation initiative is to complete a network of bicycle and pedestrian trails and routes spanning the region. The total network will span more than 900 miles. At current levels of investment, it will take more than 190 years to complete the network. The Intertwine Alliance has formed an Active Transportation Council to pursue federal transportation and stimulus funding, as well as local and regional funding, with the goal of significantly accelerating the completion of the network. Chaired by Jonathan Nicholas, Vice President of Corporate Communications for ODS, the Council includes elected officials, corporate executives and civic leaders.

CURRENT AND RECENT PROJECTS

CASE AND STRATEGY. In 2008, Metro convened a Blue Ribbon Committee for Trails that considered the costs and benefits of active transportation and determined that the region should increase its commitment. The committee developed a case and strategy for active transportation and staff mapped, cost-estimated and documented twenty major trails.

ACTIVE TRANSPORTATION CORRIDORS. State, regional and local government planners are working to identify and plan “active transportation corridors” that link bicycle and pedestrian routes with transit to help travelers create “complete trips.” The strategy is to create high-performing proposals that are able to better compete for transportation funding.



In a partnership with the German Marshall Fund and the Oregon Community Foundation, Blue Ribbon Committee members studied bicycle and pedestrian systems in Amsterdam and Copenhagen.



Kelly Puntaney, Friends of Clark County, describes Vancouver's Burnt Bridge Trail and Greenway to participants in the Annual Policy Makers Ride. (Photo M.Houck)

NEW STATE FUND. The Intertwine's Active Transportation Initiative helped establish a new state trail fund in the Oregon Department of Transportation and has helped increase the amount of federal transportation funding from the Metropolitan Transportation Improvement Program that is invested in bicycle and pedestrian projects.

FEDERAL INVESTMENT. The Active Transportation Council selected four "active transportation corridors" to be submitted for \$100 million in federal stimulus funds under the Transportation Investment Generating Economic Recovery (TIGER) program. The application was not successful, but it is likely that a second application will be submitted.

CITY OF PORTLAND BICYCLE PLAN. The City of Portland, an Intertwine partner, completed the Portland Bicycle Plan for 2030, which would triple the miles of bicycle routes in the City over the next 20 years. The City Council adopted the plan on February 11, 2010. The Council also approved a proposal by Mayor Adams to provide a \$20 million "kick start" for the plan by coordinating investments with the Bureau of Environmental Services.

REDUCE FEDERAL BARRIERS. The Intertwine Alliance is working with Congressman Earl Blumenauer and the office of the US Secretary of Transportation to address federal regulations that make it difficult and expensive to build trails and bicycle routes with federal funds. The Intertwine Alliance is working with conservation coalitions in Chicago, Cleveland, Houston and Los Angeles to respond to a request by the Secretary's office for specific federal regulations that need to be changed.

INTERTWINE INITIATIVE UPDATES

CONSERVATION INITIATIVE

The goal of the conservation initiative is to protect and restore the region's biodiversity and fish and wildlife habitats. The Intertwine Alliance provides an opportunity to unify efforts that are ongoing across the bi-state area and to provide a forum to advance conservation outcomes at different scales. From urban ecoroofs to oak prairie restoration, the conservation initiative covers a broad spectrum of strategies implemented by various partners. Funding requests to implement key conservation priorities are pending.

CURRENT AND RECENT PROJECTS

REGIONAL CONSERVATION AND BIODIVERSITY FRAMEWORK. A broad coalition of partners, including local, state and federal officials as well as nonprofit leaders, is developing a regional conservation and biodiversity framework. This science-based effort will identify regional priorities to protect and restore habitat and will be used to attract new investment in restoration and conservation activities. The first elements of the framework will be complete in the spring of 2011.

COLLABORATIVE RESTORATION. Scientists and natural area resource managers from around the region are working to develop a better understanding of what kind of



Overlook Bluff (Before): Invasive species had overwhelmed natural vegetation, degrading the area's ability to support natural systems.



Overlook Bluff (After): Portland Parks and Recreation restoration efforts show dramatic results. (Photos by Portland Parks and Recreation)

restoration – and how much of it – is happening around the Intertwine. They are sharing information and best practices that will lead to more effective and integrated restoration projects.



URBAN AND RURAL RESERVES MAPPING. Local nonprofit organizations created the first base map of the Portland-Vancouver region’s most significant ecological landscapes, which was used by Metro and Clackamas, Multnomah and Washington Counties to assess where future Urban and Rural Reserves should be located. This mapping effort will be updated to create a starting point for a regional conservation map.

ROSS ISLAND. Ross Island is undergoing restoration by Ross Island Sand and Gravel and City of Portland Bureau of Parks and Recreation to improve fish and wildlife habitat through the creation of shallow water resting areas for salmon, emergent wetlands and riparian habitat for wildlife. The island is host to one of the region’s bald eagle nesting sites and great blue heron nesting colonies.

OAKS BOTTOM WILDLIFE REFUGE. Restoration has progressed over the past six years. Many acres of Himalayan blackberry, English ivy and clematis have been removed from the bluff overlooking the 160-acre refuge and replaced with native shrubs and trees, thereby diversifying habitat for the more than 100 species of birds, mammals, amphibians and reptiles that migrate through or reside year around in the city’s first official urban wildlife refuge.



Oaks Botom Wildlife Refuge (foreground) and Ross Island (Photo M. Houck)

INTERTWINE INITIATIVE UPDATES

CONSERVATION EDUCATION INITIATIVE

The goal of the conservation education initiative is to foster stewardship by ensuring that residents of all ages and socio-economic backgrounds have high quality opportunities to learn about the environment. There are over 230 identified providers of educational programming that bring people to The Intertwine. Providers are beginning to work together to exchange best practices including how to best measure educational outcomes.

CURRENT AND RECENT PROJECTS

OUTDOOR SCHOOL. In 2008 the Metro Council established a fund of \$1.4 million per year for the conservation education petal of The Intertwine, with the specific purpose of making outdoor school available to more 6th graders. A grant is pending to the U.S. Department of Education to extend outdoor school and follow-up programming to even more students, especially the disadvantaged.



Young naturalists on the trail in Oaks Bottom Wildlife Refuge. Photo by M. Houck



WILD IN THE CITY, EXPLORING THE INTERTWINE. The second edition of the highly acclaimed *Wild in the City: A Guide to Portland's Natural Areas* is in progress. The updated edition has a new title: *Wild in the City, Exploring The Intertwine*. The guide will highlight over 100 parks, natural areas, water trails and hiking paths throughout the Portland /Vancouver metropolitan region. Exploring The Intertwine's production

team includes co-editors Mike Houck, director of the Urban Greenspaces Institute and writer M J Cody; Bob Wilson; Martha Gannett, Gannett Design; and Bob Sallinger, Director of Portland Audubon's Conservation Program. Release will be spring, 2011.

ASSESSING OUTCOMES. There are many educational activities currently taking place in the region. For example, over one hundred local friends organizations, park providers and agencies lead field trips, a well established practice for many years. The Conservation Education Initiative is working to ensure that conservation education efforts are leveraged as much as possible, that we use our strengths and assets to reach desired audiences and that we are using state-of-the-art assessment tools to ensure that we achieve greatest impact.



(Photo M. Houck)

INTERTWINE INITIATIVE UPDATES

ACQUISITION INITIATIVE

The goal of the Acquisition Initiative is to purchase and protect the best remaining land in the region to put into public ownership as parks, trails and natural areas. Acquisition is the farthest along of all The Intertwine initiatives, with voters approving Metro regional measures in 1995 (\$135.6 million) and 2006 (\$227.4 million); a Tualatin Hills Parks and Recreation District measure in 2008 (\$100 million); and a Clark County measure in 2005 (approval for seven miles of new trails as part of the creation of the Greater Clark Park District). Since 1996 Portland Parks & Recreation has acquired a total of 1,500 acres, with about half purchased with funds from the City of Portland's Park System Development Charge Program, which was recently increased.

CURRENT AND RECENT PROJECTS

CHEHALEM RIDGE ACQUISITION. Intertwine partners Metro and the Trust for Public Land recently purchased 1100 acres on Chehalem Ridge, near Forest Grove, that will one day be a major new regional park with areas for family picnics and trails.



The view from Chehalem Ridge.



Opening Cooper Mountain Regional Park, 2009 (Photo M. Houck)

COUGAR CREEK WOODS. In 2009 Vancouver-Clark Parks acquired the Cougar Creek Woods, a 10-acre parcel in the Felida Neighborhood of Clark County along the western slopes of the Cougar Creek Greenway. Preservation of the site from development will

provide a community park, trail corridor, riparian habitat, surface water management and protection for threatened plant species.



Family paddle in Ross Island Lagoon (Photo M. Houck)

ROSS ISLAND. In 2007 Ross Island Sand and Gravel donated 45 acres of one of Portland's landscape icons, Ross Island. While the rest of the 300-acre Ross Island archipelago remains in private ownership, it is hoped that once reclamation is completed in 2013 more of the islands will come into public ownership.



COMMUNICATIONS AND BRANDING

The goal of the communications and branding element of The Intertwine initiative is to implement The Intertwine brand such that it becomes a part of everyday life in the Portland/Vancouver metropolitan region. An inter-agency work group is developing and managing The Intertwine branding, marketing and communications strategy.

CURRENT AND RECENT PROJECTS

NEW NAME, LOGO AND “LOOK AND FEEL.” The Intertwine initiative was originally called “Connecting Green.” This name, while perfectly suitable as a name for the initiative, was less than ideal as a name for the place. What was needed was a name that could embody the spirit of our natural and recreational systems and capture the imagination of the region’s residents. “The Intertwine” is a name, logo and brand that accomplishes this. Like all Alliance projects, The Intertwine brand was developed collaboratively, with Travel Portland serving as project manager and creative work by Sockeye Creative.



PUBLIC LAUNCH OF THE BRAND.

“The Intertwine” got its public debut on September 18, 2009 in conjunction with “Park(ing) Day.” Intertwine booklets, buttons, T shirts and directional signs were visible region-wide as Intertwine partners constructed 17 temporary parks in parking spaces throughout the Portland/Vancouver metropolitan area.

The Intertwine was also featured on the backs of TriMet buses.

NEW WEBSITE. TheIntertwine.org (phase one) went live in September 2009, featuring a resource directory, Intertwine maps and 25 rich Intertwine experiences, from bird watching to picnicking to paddling the Willamette Narrows.



From left: Metro President David Bragdon kicks off Park(ing) Day festivities with Metro Councilor Carlotta Collete, Gresham Mayor Shane Bemis, Lake Oswego Mayor Jack Hoffman and City Commissioner Nick Fish. Right: *Portland Monthly* story on Park(ing) Day.

“CO-BRANDING.” Alliance partners began using “The Intertwine” as a way to strengthen their organization’s messaging. This “cobranding” approach, where partner communications continue to carry their organization’s name and logo but also tie to The Intertwine, helps better connect residents with the full range of opportunities available region-wide. The Intertwine is on various partner websites and, thanks to Intertwine partner TriMet who is contributing roughly \$70,000 worth of ad space, will soon appear on TriMet buses.

EVENTS. The Alliance plans to integrate The Intertwine into existing successful events that carry the spirit of The Intertwine, such as Sunday Parkways.

FULLY-FEATURED WEBSITE. The next iteration of the website is underway. The goal is that the next major update will provide interactive tools that help users create their own Intertwine experiences integrating parks, trails, natural areas, waterways and other amenities. The site will also become the hub of Intertwine Alliance activity with interactive forums and project updates.





OUR PREDICTIONS FOR 2010-11

FIVE BIG THINGS THAT WE WOULD LIKE TO SEE HAPPEN IN THE COMING YEAR

1. NEW FEDERAL FUNDING FOR PORTLAND/VANCOUVER CONSERVATION AND PARKS.

In 2009, the Intertwine Alliance joined forces with conservation coalitions in Chicago (Chicago Wilderness), Houston (Houston Wilderness), Cleveland (Lake Erie Allegheny Partnership) and Los Angeles (Amigos De Los Rios) to establish the Alliance of Metropolitan Conservation Coalitions. Intertwine Alliance leaders, along with leaders from our partner coalitions, have been meeting with federal officials and members of Congress to propose that federal investment in urban conservation and parks be increased and that conservation coalitions are the best vehicle to leverage this increased investment. By April, 2011, the Alliance would like to see this work come to fruition in the form of new federal funding for parks, trails and natural areas in the Portland/Vancouver region and in metropolitan regions nationwide.

2. LAUNCH OF AN “ACTIVE LIVING” INITIATIVE.

Recent polling by one of our Intertwine partners shows potential public support for a ballot measure focused on supporting safe, active lifestyles in neighborhoods and communities. Such a measure might provide funding for the neighborhood parks, trails, sidewalks,

.....
“I am enthusiastic about The Intertwine Alliance movement and excited about its future. The Alliance integrates our assets – the City’s parks, trails and natural areas – with those in the broader region and connects our city bureaus with a coalition of allies nationwide. It adds tremendous energy and momentum to our collective cause.”

– Nick Fish, Parks Commissioner, City of Portland
.....

bikeways and other public investments that are essential to The Intertwine. The Intertwine Alliance would like to see such a project lift-off in 2010, with a plan to go to the ballot in November, 2012.

3. \$25 MILLION FOR ACTIVE TRANSPORTATION.

In 2009, the Active Transportation Council submitted a proposal to the US Department of Transportation for \$100 million in economic stimulus funding under the Transportation Investment Generating Economic Recovery (TIGER) program. The proposal was not successful. However, this year offers a new round of funding and another shot at a large federal infusion of active transportation funding. We would like to see the US Department of Transportation approve an Alliance application in 2010, putting in place a new “active transportation corridor” to serve the residents of the Portland/Vancouver region.

4. THE FIRST REGION-WIDE CONSERVATION PLAN IS COMPLETED.

In 2009, an Intertwine work group of natural resource scientists began developing a conservation framework, which will provide the foundational work for the region to set, and implement, regional conservation priorities. Completing a regional, multi-stakeholder conservation plan that identifies strategies and priorities is no small feat. Our counterparts at Chicago Wilderness and Houston Wilderness have done it, and the plans have proven extremely effective at mobilizing, focusing and leveraging investment and collective action. We’d like to see a plan completed in the next year that integrates conservation, climate change, green infrastructure and restoration into a single, strategic conservation plan for the region.

5. THE INTERTWINE BECOMES VISIBLE ON-THE-GROUND.

In 2009, the Alliance launched The Intertwine. However, the average person exploring the region’s parks, trails and natural areas on any given Saturday morning or on a Tuesday lunch hour wouldn’t know it yet. For 2010-11 the Alliance would like to see Intertwine logos showing up at festivals and events, on trails and parks signs and on maps and books. We’d like to see urban explorers wearing Intertwine day packs and children wearing Intertwine shoes. Maybe we are getting a little ahead of ourselves, but we’d like to see The Intertwine as a common fixture in the everyday life of the region’s residents.

