

 **Metro** | *Agenda*

**Date:** February 5, 2009  
**Location:** Council Chambers  
**Time:** 7:30 a.m. to 10:30 a.m.  
**Subject:** Natural Areas Program Performance Oversight Committee

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Welcome (arrival, coffee etc.)	7:30 – 7:35
Natural Areas Program updates	7:35 – 8:30
Break	8:30 – 8:40
Regional acquisition update and discussion	8:40 – 10:30
Adjourn	10:30

Coffee, pastries and fruit will be provided

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## Natural Areas Program Performance Oversight Committee

February 5, 2009

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**Committee Members in attendance:** Linda Craig, Rocky Dixon, Dave Evans, Michele Frank, Helena Huang, Don Jones, Peter Krainock (Committee Chair), Anil Krishnamurthy, Jaquenette McIntire, Segeni Mungai, David Pollock, Sylvia Roll

**Committee Members excused:** Jill Long, Lori Luchak

**Metro Management:** Council President David Bragdon, Kathleen Brennan-Hunter, Jim Desmond

**Metro Staff:** Carrie Belding, Barbara Edwardson, Paul Garrahan, Marybeth Haliski, Ashley Hohimer, Heather Kent, Kaylene Kirchem, Fritz Paulus, Karen Starin, Robert Spurlock, Jeff Tucker, Hillary Wilton

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### Welcome

Committee Chair Peter Krainock welcomed the committee and thanked everyone for attending the meeting. He briefly discussed the committee's October 2008 annual report and Metro's November 2008 progress report.

### Program updates

Kathleen Brennan-Hunter noted that an independent auditor recently found the program in compliance following review of the program's financial statements. A notice will be posted in the newspaper, as required by the bond measure (see attached independent auditor's report).

Jeff Tucker briefly reviewed the current financial report (attached, along with the acquisition report).

Capital Grants. Kathleen updated the committee on the capital grants program. Since her last update, staff has met with more than 30 groups and individuals and more than 50 people attended recent workshops. She noted that staff are looking at ways to collaborate with other Metro programs, such as long-range planning and transit-oriented development. Ten new letters of interest have been received, and three proposers have been asked to submit full applications (two in east Portland and one in West Linn). Kathleen anticipates there may be fewer applications this round due to the financial slow-down and the potential reduction in capital project funding by applicant partners. Peter Krainock asked if any of the proposed federal stimulus package-related projects will translate to potential capital grants projects. Although Council President Bragdon indicated that some trails work may qualify, Jim Desmond noted that most of the stimulus projects are more transportation related and not associated with natural resource enhancement.

Communications. Heather Kent discussed communication opportunities for 2009 (see attached communications plan). She discussed this summer's opening of Cooper Mountain Nature Park. The kick-off celebration is scheduled for June 23 and an invitation-only event for neighbors is scheduled for June 24. David Pollock suggested committee members attend the grand opening celebrations and be available to answer any questions the public may have. Heather agreed that the Cooper Mountain opening celebrations will be a good opportunity to publicize the Natural Areas Program and will send additional information once the dates and times are finalized. Several committee members expressed interest in visiting the park prior to the summer opening; Heather will organize a tour in early May.

Peter inquired about the timetable for installing signage. Heather replied that staff is identifying locations for up to 10 road signs, which are currently being fabricated. Dozens of walk-up signs are already in place. Peter asked that the road signs be installed by the end of the fiscal year.

Peter wondered what type of communication receives the most public response. Heather indicated that newspaper calendar listings and email blasts to specific interested persons groups generate the highest response. She noted that Metro has recently implemented HTML email and last month's HTML GreenScene mailing was very successful. Council President Bragdon said that Metro is currently working on clarifying and enhancing brand management and marketing. Jim Desmond also noted that several regional partners forward our message to their constituency via newsletters and email blasts.

Peter asked what Heather finds to be the biggest challenge in getting the program's message out to the public. She replied that the changing media landscape and the increasing use of social networking and marketing tools are her biggest challenges. How government agencies utilize these tools and how to maintain control are fairly new issues to consider.

Council President Bragdon briefly discussed the St. Louis-area "River Ring," which is a collaboration linking several regional jurisdictions through a series of interconnected greenways, parks and trails. Metro has recently begun discussing a similar project with parks directors from jurisdictions throughout the region. Peter asked that more information on this topic be presented at the next Oversight Committee meeting.

Kathleen invited the group to attend a Connecting Green event at Keen Footwear on February 19 (see attached invitation for information).

### **Regional acquisition update and discussion**

The acquisition team introduced themselves and provided a brief history and job description:

Barbara Edwardson, Real Estate Negotiator  
Paul Garrahan, Senior Attorney  
Ashley Hohimer, Assistant Attorney  
Kaylene Kirchem, Paralegal  
Fritz Paulus, Real Estate Negotiator  
Karen Starin, Paralegal  
Hillary Wilton, Real Estate Negotiator

Barbara Edwardson, Hillary Wilton and Fritz Paulus described the acquisition process from the negotiator's perspective. Each negotiator is assigned to specific target areas:

<u>Barbara Edwardson</u>	<u>Hillary Wilton</u>	<u>Fritz Paulus</u>
Abernethy/Newell Creeks	Johnson Creek and Watershed	Cazadero Trail
Cooper Mountain	Columbia Slough and Trail	Chehelam Ridgetop to Refuge
Fanno Creek Linkages	East Buttes (Scouter Mountain)	Clear Creek
Forest Park Connections	Stafford Basin	Dairy and McKay Creeks Confluence
Lower Tualatin River Headwaters	Willamette River Greenway	Deep Creek and Tributaries
Rock Creek Headwaters	Willamette Narrows/Canemah Bluffs	East Buttes (except Scouter Mountain)
Sandy River Gorge	Tryon Creek Linkages	Killin Wetlands
Springwater Corridor	Clackamas River Bluffs/Greenway	Tonquin Geologic Area
Tualatin River Greenway	Gresham to Fairview Trail	Wapato Lake
Westside Trail		

David Pollack asked if people are unwilling to sell to a government agency. Hillary indicated that they do run across this issue but that personal contact often helps alleviate any reluctance. Fritz discussed sellers' emotional ties to their property and noted that personal contact is also important here. The

negotiators agreed that the market downturn is a current factor, and that many potential sellers are waiting for the market to “bottom out.” Other concerns include Measures 37 and 49, as well as urban/rural reserves, zoning issues and proposed UGB expansion. Continued personal contact is necessary in these cases as well.

Anil Krishnamurthy inquired as to the percentage of cold calling versus potential sellers initiating contact with Metro. Fritz thought the ratio was about 50-50, but Hillary believes she initiates contact more than half the time. The negotiators usually send the targeted owner a letter along with a program brochure. Then they follow up with another letter or telephone call. If no response, they wait perhaps six months and call the property owner again. In addition to cold-calling and seller-initiated contact, the negotiators also receive referrals and introductions from neighbors and community groups. Peter asked if the negotiators have contacted all the potential property owners in the target areas. Fritz indicated he has contacted nearly all Tier I property owners in his target areas (except for the Wapato Lake area). Barbara has property owners in the Rock Creek area still to contact, as well as properties along many of the trails. Fritz indicated that the majority of the desired land is vacant, not people’s homes. Barbara noted that the negotiators nearly always know the “story” behind the property before they contact the owner.

The appraisal process was discussed. Hillary noted that the negotiators stick to the acquisition rules set forth in the bond measure, even when appraisals do not concur with the offer. Paul Garrahan indicated that the COO can approve 10% or \$100,000 above the appraised value of a property, but this option is used very sparingly. Kathleen noted that Metro has paid above appraised value only once for a 2006 bond purchase. Michele Frank suggested Metro explore changing the 10%/\$100,000 threshold if it is too restrictive. Barbara assured the committee that the acquisition team is very good at anticipating appraisal value. Peter expressed concern that the guidelines and restrictions do not allow for potential non-monetary value of the property. The negotiators indicated they agree with the program’s guidelines. Fritz noted there were several exceptions at the end of the 1995 bond measure because in some cases it was critical to complete a sale to achieve connectivity within a target area. The committee agreed with the acquisition team that the program is not yet at that critical stage.

Peter asked if the negotiators had specific goals for the coming year. Fritz indicated that the team had no specific goals, but are ambitious and self-directed. Kathleen agreed that the negotiators are very focused and set far more ambitious objectives for themselves than she would.

Kathleen noted that she meets weekly with the negotiators and legal staff to discuss potential acquisitions, the target area teams routinely meet to discuss specific properties and rate them for performance measurement purposes and the entire natural areas program team meets monthly for overall program updates.

Peter thanked the acquisition staff for their candidness and thorough explanation of their efforts.

### **Next Meeting**

The committee will reconvene and a tour of Cooper Mountain Nature Park will be scheduled in early May.

### **Adjournment**

The meeting adjourned at 10:10 a.m.

## INDEPENDENT AUDITOR'S REPORT

Metro Council and Metro Auditor  
Portland, Oregon

We have audited, in accordance with auditing standards generally accepted in the United States of America, financial statements of the governmental activities, the business-type activities, each major fund and the aggregate remaining fund information of Metro as of and for the year ended June 30, 2008, which collectively comprise Metro's basic financial statements, and have issued our report thereon dated December 12, 2008.

In connection with our audit, nothing came to our attention that caused us to believe that Metro failed to comply with the provisions in Exhibit A to Resolution No. 06-3672B with regard to the Natural Areas General Obligation Bonds, Series 2007. However, our audit was not directed primarily toward obtaining knowledge of such noncompliance.

This report is intended solely for the information and use of Metro, and is not intended to be and should not be used by anyone other than these specified parties.

*Moss Adams, LLP*

Eugene, Oregon  
December 12, 2008

**2006 Natural Areas Bond Fund**

Summary of Resources, Requirements and Changes in Fund Balance  
(Unaudited)

	FY07		FY08		FY09 YTD as of 12/31/08		Program Total
	Amount	FTE	Amount	FTE	Amount	FTE	Amount
Beginning Fund Balance	0		122,299,467		93,975,794		0
<b>Resources</b>							
Bond Proceeds	130,678,369		0		0		130,678,369
Interest Earnings	1,301,230		5,600,503		1,143,150		8,044,884
Other Resources	10,000		27,380		23,345		60,725
<b>Subtotal Resources</b>	<b>131,989,599</b>		<b>5,627,883</b>		<b>1,166,495</b>		<b>138,783,978</b>
<b>Requirements</b>							
<b>Land Acquisition</b>							
Staff Costs	117,956	4.50	206,692	5.50	214,385		539,044
Materials & Services	6,786		2,599		2,462		11,848
Land Costs	7,596,372		25,224,753		2,978,383		35,799,508
<b>Due Diligence</b>							
Staff Costs	0	5.00	412,029	5.00	242,287		654,326
Materials & Services	96,539		199,756		2,118		298,413
<b>Stabilization</b>							
Staff Costs	19,578	3.40	116,534	3.40	87,478		223,596
Materials & Services	667		181,088		8,143		189,897
<b>Local Share</b>							
Staff Costs	0	0.63	36,269	0.63	22,110		58,381
Materials & Services	0		25		0		25
Payments to Jurisdictions	400,000		4,798,366		2,893,044		8,091,409
<b>Capital Grants</b>							
Staff Costs	0	0.87	63,831	0.87	49,864		113,697
Materials & Services	0		1,400		1,162		2,562
Grant Payments	0		0		49,750		49,750
<b>Capital Construction</b>							
Staff Costs	0	0.80	84,071	0.80	56,735		140,808
Capital	455,072		1,513,347		968,332		2,936,750
<b>Administration</b>							
Bond Issuance Costs	295,889		0		0		295,889
Refinement							
Staff Costs	1,477		5,426		0		6,903
Materials & Services	382,030		85,882		0		467,912
Direct Admin Costs							
Staff Costs	230,815	4.83	527,644	4.83	236,484		994,952
Materials & Services	25,980		152,007		72,053		250,040
Indirect Admin Costs*	60,971		472,725		327,037		860,733
<b>Other Requirements</b>	<b>0</b>		<b>0</b>		<b>0</b>		<b>0</b>
<b>Subtotal Requirements</b>	<b>9,690,132</b>	<b>20.03</b>	<b>34,084,444</b>	<b>21.03</b>	<b>8,211,825</b>		<b>51,986,442</b>
Ending Fund Balance	122,299,467		93,842,907		86,930,464		86,930,464
<b>Administration as % of Total Expenditures</b>							
	<b>FY07</b>		<b>FY08</b>		<b>FY09 YTD</b>		<b>Total</b>
	10.29%		3.65%		7.74%		5.53%

\* Indirect Administrative Expenses are those charged through internal allocation, and include services such as Human Resources, risk management, payroll, building rents, etc.

Note: Due Diligence staff costs have been removed from "Indirect Admin Costs" and the FTE for these positions is shown as a direct expense.

# Natural Area Acquisition Report by Target Areas - Including Stabilization Costs

File #	Seller	Date	Acres	Purchase Price	Stabilization Costs	City/ Jurisdiction	Total Stream Frontage (ft)	% Metro Ownership	% Other Ownership	Mgmt. By	% in Tier 1
<b><u>95 Bond Target Areas</u></b>											
<b>Goal:</b> 850 acres											
<b>Dairy and McKay Creeks Confluence</b>											
07.039	Wetter Trust	4/13/2007	93.3	\$700,000	\$8,786	Unincorporated	5,280	100		Metro	100.00%
			<b>93.3</b>	<b>\$700,000</b>							
<b>East Buttes</b>											
02.097	Miller	6/30/2008	20.99	\$3,000,000	\$1,269	Happy Valley	1,404	97	3	NCPRD	100.00%
02.125	Darby Ridge	6/6/2007	37.3	\$3,600,000	\$10,038	Gresham	0	75	25	Gresham	0.00%
02.135	Persimmon	7/20/2007	70	\$3,454,920	\$20,668	Gresham	0	100		Metro	100.00%
02.136	Persimmon	7/20/2007	8	\$198,250	\$819	Gresham	0	100		Metro	100.00%
02.137	McMorihara, Inc	10/14/2008	15	\$379,500		Gresham	0	100			
			<b>151.29</b>	<b>\$10,632,670</b>							
<b>Forest Park Connections</b>											
06.058	Margolis	3/27/2007	57.5	\$1,790,000	\$48,269	Unincorporated	0	100		Metro	100.00%
06.063	Multnomah. Co. Foreclosure	9/25/2008	2.8	\$0	\$20	Portland	0	100			0.00%
06.065	OPF	11/20/2008	86.5	\$86,450		Portland	9,876	100		Metro	0.00%
			<b>146.8</b>	<b>\$1,876,450</b>							
<b>Killin Wetlands</b>											
56.001	Williams	12/11/2008	3.58	\$10,000			560	100		Metro	100.00%
			<b>3.58</b>	<b>\$10,000</b>							
<b>Tonquin Geologic</b>											
08.024	Dammasch DAS	7/25/2008	19.76	\$186,300	\$625	Wilsonville	718	100		Metro	0.00%
			<b>19.76</b>	<b>\$186,300</b>							
<b>Tualatin River Greenway</b>											
11.031	Kapaun	9/28/2007	0.41	\$275,000	\$6,502	Unincorporated	410	100		Metro	0.00%
11.033	Icon	10/24/2008	1.5	\$300,000	\$4,628	Tualatin	75	100	0	Metro	100.00%
			<b>1.91</b>	<b>\$575,000</b>							
<b># of Transactions:</b>	<b>13</b>	<b>Acres:</b>	<b>416.64</b>	<b>\$13,980,420</b>	<b>\$101,623</b>	<b>18,323</b>		<b>Total % Tier 1 Acres:</b>		<b>61.17%</b>	

## **Abernethy and Newell Creeks**

**Goal:** 150 acres

03.053	Evanson/TPL	8/13/2007	106.66	\$1,140,000	\$4,294	Unincorporated	0	100		Metro	100.00%
<b># of Transactions:</b>	<b>1</b>	<b>Acres:</b>	<b>106.66</b>	<b>\$1,140,000</b>	<b>\$4,294</b>	<b>0</b>		<b>Total % Tier 1 Acres:</b>		<b>100.00%</b>	

File #	Seller	Date	Acres	Purchase Price	Stabilization Costs	City/ Jurisdiction	Total Stream Frontage (ft)	% Metro Ownership	% Other Ownership	Mgmt. By	% in Tier 1
<b><u>Chehalem Ridgtop to Refuge</u></b>											
<b>Goal:</b> 400 acres											
48.001	Berry Property (Hamacher/P	2/11/2008	36.3	\$1,146,500	\$21,257	Unincorporated	0	100		Metro	100.00%
48.001A	Berry Property (Hamacher/P	12/31/2007	4.2	\$0		Unincorporated	0	100		Metro	0.00%
<b># of Transactions: 2</b>			<b>Acres: 40.5</b>	<b>\$1,146,500</b>	<b>\$21,257</b>		<b>0</b>			<b>Total % Tier 1 Acres: 89.63%</b>	
<b><u>Clackamas River Bluffs and Greenw</u></b>											
<b>Goal:</b> 450 acres											
18.030	Anderson	2/26/2008	0.689	\$5,000		Unincorporated	0	100		Metro	100.00%
18.033	Thompson	2/27/2008	0.344	\$5,000		Unincorporated	0	100		Metro	100.00%
18.041	ODOT Carver Curves	5/28/2008	16.25	\$335,000		Unincorporated		0	100	Clackamas	100.00%
<b># of Transactions: 3</b>			<b>Acres: 17.283</b>	<b>\$345,000</b>			<b>0</b>			<b>Total % Tier 1 Acres: 100.00%</b>	
<b><u>Columbia Slough</u></b>											
<b>Goal:</b> 50 acres											
28.003	Multnomah C Tax Transfer	10/25/2007	2	\$0		Portland	0	100		Metro	100.00%
28.004	OR Parks Donation	12/10/2007	0	\$0		Portland	1,450	75	25	Metro	0.00%
<b># of Transactions: 2</b>			<b>Acres: 2</b>	<b>\$0</b>			<b>1,450</b>			<b>Total % Tier 1 Acres: 100.00%</b>	
<b><u>Johnson Creek and Watershed</u></b>											
<b>Goal:</b> 200 acres											
29.001	Wong/Gilberts Ridge	6/22/2007	10	\$525,000	\$4,137	Portland	0	100		Portland	100.00%
29.002	Spani/Seely	12/29/2006	1.02	\$240,000	\$9,820	Portland	150	100		Metro	100.00%
29.004	Telford	11/27/2007	20	\$1,200,000	\$34,259	Gresham	3,600	100		Metro	100.00%
29.005	Allesina	7/31/2007	1.28	\$450,000	\$11,982	Gresham	766	100		Metro	100.00%
29.006	Clatsop Buttes	7/13/2007	49	\$5,148,750	\$13,571	Portland	900	100		Portland	100.00%
29.007	Clatsop Buttes 2	1/7/2008	1.54	\$260,000	\$59	Portland	0	100		Portland	100.00%
29.008	Reeves	11/30/2007	52.68	\$5,850,000	\$2,036	Portland	0	100		Portland	100.00%
29.011	Emmert Clatsop	5/30/2008	11.32	\$1,600,000		Portland	350	25	75	Portland	100.00%
29.012	Stickney	7/14/2008	1.98	\$400,000	\$996	Gresham	1,485	100		Gresham	100.00%
29.015	Jones	10/7/2008	0.5	\$350,000	\$2,060	Gresham	30	100		Metro	100.00%
29.017	Gonzales	12/23/2008	0.38	\$25,000		Gresham	0	100		Metro	100.00%



File #	Seller	Date	Acres	Purchase Price	Stabilization Costs	City/ Jurisdiction	Total Stream Frontage (ft)	% Metro Ownership	% Other Ownership	Mgmt. By	% in Tier 1
<b># of Transactions:</b>	<b>11</b>	<b>Date:</b>	<b>Acres:</b>	<b>149.7</b>	<b>\$16,048,750</b>	<b>\$78,920</b>	<b>7,281</b>				<b>Total % Tier 1 Acres:</b> 100.00%

**Local Share**

**Goal:** 0

53312	Knight's Bridge	3/20/2008	17.1	\$289,919		Unincorporated	0		100	Clackamas	0.00%
53344	Lamb	3/6/2008	20.18	\$4,040,000			0		100	NCPRD	0.00%
53501	O'Malley	1/17/2008	0.79	\$325,000		Milwaukie	0		100	Milwaukie	100.00%
53687	Copranis	11/30/2007	0.71	\$401,658		Beaverton	0		100	THPRD	100.00%
53792	Stites	7/23/2007	3.94	\$700,000		Forest Grove	0		100	Forest Grov	100.00%
53872	Schaltz	12/18/2007	1.11	\$580,000		Tigard	275		100	Tigard	0.00%
54211	Waterleaf	2/26/2008	26.85	\$4,000,000		Portland	0		100	Portland	0.00%
<b># of Transactions:</b>	<b>7</b>	<b>Date:</b>	<b>Acres:</b>	<b>70.68</b>	<b>\$10,336,577</b>		<b>275</b>				<b>Total % Tier 1 Acres:</b> 7.70%

**Lower Tualatin River Headwaters**

**Goal:** 400 acres

54.001	Burge Trust	5/2/2007	52.93	\$808,500	\$5,668	Unincorporated	9,240	100		Metro	100.00%
54.003	Holmes	10/17/2008	38.6	\$1,050,000		Sherwood	3,400	100		Metro	100.00%
54.006	Brown	4/30/2007	44.19	\$244,000	\$5,394	Hillsboro	0	100		Metro	100.00%
<b># of Transactions:</b>	<b>3</b>	<b>Date:</b>	<b>Acres:</b>	<b>135.72</b>	<b>\$2,102,500</b>	<b>\$11,063</b>	<b>12,640</b>				<b>Total % Tier 1 Acres:</b> 100.00%

**Stafford Basin**

**Goal:** 200 acres

55.002	Stevens	6/20/2008	24.7	\$1,800,000	\$9,754	Lake Oswego	4,550	100		Metro	100.00%
<b># of Transactions:</b>	<b>1</b>	<b>Date:</b>	<b>Acres:</b>	<b>24.7</b>	<b>\$1,800,000</b>	<b>\$9,754</b>	<b>4,550</b>				<b>Total % Tier 1 Acres:</b> 100.00%

<b>Total Acres Acquired:</b>	<b>963.88</b>	<b>Total Purchase Price:</b>	<b>\$46,899,747</b>	<b>Total Stream Frontage:</b> 44,519 Feet / 8.43 Miles
<b>Total Number of Acquisitions:</b>	<b>43</b>	<b>Total Stabilization Costs:</b>	<b>\$226,911</b>	

# Natural Areas Program Communications 2009

Prepared by: Heather Nelson Kent

For: Natural Areas Program Performance Oversight Committee

January 2009

## **Purpose:**

To increase the visibility and provide greater accountability to the public regarding the Metro Council's Nature in Neighborhoods initiative through community outreach and communications activities about the Natural Areas Program.

## **Overview:**

Voters overwhelmingly approved Metro's program for the protection of natural areas, clean rivers, streams and valuable fish and wildlife habitat in our urban areas. The Metro Council is seeking to fulfill its promise to voters and to exceed citizens' expectations.

To date, the Natural Areas Program has used the following communication tools (2007-08):

- Earned media (stories in print media, radio and TV)
- Direct mail (includes mailers, GreenScene, stories in Metro council newsletters)
- Email "blasts" -- email updates to email lists maintained by Metro
- Paid advertising (for refinement plan open houses, notice of annual audit)
- Outreach from partner organizations or other community newsletters (Audubon of Portland, Johnson Creek Watershed Council, Homebuilders Association of Metropolitan Portland, Oregon Land (Oregon Chapter of Landscape Architects magazine), Three Rivers Land Conservancy, Trust for Public Land, Clackamas Land Trust, Boones Ferry Messenger, North Clackamas Parks & Recreation, Portland Parks & Recreation, CPO 6 newsletter, Skyline Ridgerunner News, etc.)
- "Sneak preview" tours and events on newly acquired sites
- Web site communication tools including video "webisode"
- GreenScene HTML email

## **Communication goals:**

- Focus attention on Metro and the Metro Council's Nature in Neighborhoods initiatives
- Provide citizens with increased transparency about the Natural Areas Program
- Reach a broad variety of audiences using a variety of communication tools
- Effectively generate positive earned media
- Work with partners and local jurisdictions to help leverage Metro's communication objectives by collaborating on outreach activities to their constituents and members.

## **General Messages:**

- The Metro Council is a leader in natural resource protection in the region
- The Metro Council is setting a standard of stewardship of our region's fish and wildlife habitat and water quality
- Natural areas are a good public investment and are valued by area citizens
- Natural areas significantly add to the region's water quality, wildlife habitat and livability
- The Metro Council is a wise manager of the Natural Areas Program funds.

**Primary audiences:**

- Local government partners
- Civic and opinion leaders
- Landowners with valuable natural resources
- Environmental groups, watershed councils, etc.
- Business and development groups and associations

**Secondary audiences:**

- Metro-area residents
- State and national opinion leaders

**Strategies**

- Cultivate targeted community interest across a broad spectrum
- Support earned media communications with paid media and direct mail
- Use viral marketing techniques to spread the news of the program using Metro's website, email and partner's web 2.0 tools
- Install signs on properties that provide information to the public about the program and connect citizens to the land
- Produce or participate in tours and events that showcase the program's objectives and benefits.

## 2009 Activities and Strategies

### General Outreach – January -December (and ongoing)

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#### **Activity: Earned media for new regional acquisitions**

1. Implement media strategies for land acquisition news (see earned media plan for regional land acquisitions).
2. Work to develop longer, deeper stories about the program on a quarterly or annual basis.
3. Work to secure stories about land management and restoration activities.

#### **Activity: Direct outreach to residents about land acquisition and other program news**

1. Send postcards about significant acquisitions to local or regional mailing lists
2. Email blasts and updates about significant milestones sent to local or regional email lists
3. Include program news in communications from partners and other organizations to their members and constituents
4. Direct outreach (letters, newsletters, GreenScene subscribers) to stakeholder or other groups about key activities, accomplishments, milestones, etc.

#### **Activity: Outreach/promotions for local share activities**

1. Continue working with local partners to publicize local share program activities and success stories
2. Work with local project managers to receive early notice about local share project activities and milestones that can be celebrated/acknowledged by Metro officials, stakeholders and residents
3. Jointly create opportunities with local partners for outreach to the community about the benefits of local projects in the larger context of natural area protection, public enjoyment and “Connecting Green” initiatives.

#### **Activity: Outreach/promotions for NIN grant program activities**

1. Continue working with local partners to publicize grant program activities and early success stories.
2. Work with grant program coordinators to identify tools and methods for outreach to target audiences and groups (for details, see plan developed by Grant Review Committee and Staff)
3. Work with grant program coordinators to develop new outreach strategies to engage stakeholders and potential partners.

## **Special Outreach Projects -- 2009**

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### **Activity: Cooper Mountain Nature Park opening June-September 2009**

See event brief and communication plan.

### **Activity: Tonquin Trail master plan public involvement, community and media outreach (Spring 2009 to summer 2010) – more details to be developed with contractors**

The goal for the master planning project is to develop a detailed plan for trail alignment and trail corridor acquisition that is widely supported by the community.

1. Conduct public outreach and involvement activities in coordination with cities of Wilsonville, Tualatin and Sherwood and Washington County
2. Public outreach activities typically include: trail walks and events to gather input from citizens on planned alignments, trailheads, amenities and trail design standards.

### **Activity: Natural Areas Program community outreach (winter-summer)**

Talk to priority organizations to gain support for promotional assistance via web site postings, e-mail to members, including information in publications and newsletters, etc. Focus on partners in Washington County (Cooper Mountain) and in the Tonquin Trail Corridor (includes Graham Oaks Nature Park).

1. Meet with organizations and explore opportunities for cross promotion of Natural Area Program activities.
2. Develop joint communication strategies with partners.

### **Activity: Graham Oaks Nature Park design development and approvals (winter-spring)**

1. Support project management staff at Metro and Wilsonville to secure approvals for construction of Graham Oaks Nature Park
2. Earned media and direct outreach to community for building awareness about the nature park. Park scheduled to open in 2010.

### **Activity: Complete sign fabrication and installation (“Natural Areas, protected by voters”)**

1. Identify up to 10 natural area locations for sign installation.
2. Work with natural area managers and staff to develop schedule for installation.

### **Activity: Natural Areas Program accountability and progress report (fall 2009)**

1. Provide direct outreach and accountability to residents in the Metro region about progress meeting the goals of the 2006 Natural Areas bond measure.
2. Outreach activities to include:

- Sneak preview tours and outreach – produced quarterly in cooperation with local partners
- “Good Neighbor” letter/postcard to be sent to approximately 40,000 households with messaging about natural areas program, stewardship and how to get involved, take a walk or volunteer. Will also include messages about what land owners can do in their own backyard to help protect natural areas, safeguard water quality and improve habitat for wildlife.
- Earned media
- Outreach through other distribution tools (GreenScene, website, partners)
- Advertisement about Metro’s annual financial audit (as required by the bond measure)
- Production and release of Oversight Committee 2<sup>nd</sup> annual report to citizens
- other

**Activity: Raise awareness about restoration activities on Metro natural area sites (ongoing)**

1. Earned media and direct outreach about key projects including: use of prescribed fire at Gotter Prairie, Clear Creek and Cooper Mountain.

**Activity: Natural Areas “interim use”, habitat restoration and land management outreach (ongoing)**

1. Work with science, volunteer and natural resources management staff to support outreach to neighbors and natural area visitors about interim use issues such as “no dog” policy, land management and restoration activities, etc.
2. Outreach tools typically include: temporary interpretive signs, mailings to nearby residents, presentations at community meetings and direct one-on-one communication with neighbors.

**Activity: Reevaluate role of GreenScene, HTML email and other web applications (Google aps) for outreach to constituents and neighbors (spring-summer)**

## **Communication and Outreach major projects completed to date (2007 & 2008)**

### **Outreach and earned media**

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#### **Land acquisitions outreach to media**

Earned media for new regional acquisitions (ongoing)

1. Implemented media strategies for land acquisition news (see Quarterly Reports for details)
2. Worked to develop longer, deeper stories about the program including stories about land management and restoration activities (examples: prescribed burns at Clear Creek, egg mass volunteers at Multnomah Channel).

#### **Natural Areas Program sign design and fabrication (winter-fall) - complete**

Developed designs for signs to be posted at Metro's natural area sites.

Two sign types with similar messages were developed for Metro areas:

1. "Drive by" signs (similar to the concept of "your watershed" signs) that can be posted at strategic points in highly visible locations but are not at easy access points (still developing installation plan).
2. "Entry point" signs to be posted at known points of entry to Metro natural areas.

Signs were also developed for local share partners and are being installed at some project locations.

#### **Metro web 2.0 site development**

1. Developed new and updated existing pages on Metro's web site about activities related to the Natural Areas Program with an emphasis on the land acquisition program
2. Updated and reorganized local share and grant program web pages

#### **Graham Oaks natural area restoration publicity and outreach – first phase**

Outreach to Wilsonville and regional residents about restoration project

1. Developed new video communication tools documenting restoration for future nature park grand opening events and promotions
2. Worked with local partners to place stories (in local news letters, blogs and print media) and host events about new acquisition, restoration and design development at the future park
3. Developed and expanded Metro web pages about rare habitat restoration projects/partnerships on Metro lands.

### **Program Reporting/Accountability**

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#### **Outreach and promotions of Metro Audit results**

Ads placed in Oregonian as directed by bond measure. Information available and highlighted on Metro's web pages – in both the Natural Areas Program section and the financial section.

## **Outreach and promotions of Oversight Committee Report**

Media and editorial outreach conducted in partnership with Metro President David Bragdon  
Distributed news release and a copy of the report with targeted follow up to individual reporters, editorial writers and other news outlets and community partners.

### **Direct outreach to citizens**

1. Included article about the report in Winter edition of GreenScene directing readers to Metro's website for the complete report (25,000 HHs)
2. Included article about the report in Metro Council newsletters (about 4,000 total)
3. Email blast to Natural Areas Program list (about 3,500)
4. Worked with HBA to place an article in their monthly newspaper to members
5. Mailed report directly to partners and key stakeholders (more than 1,000) together with cover letter from David Bragdon and "2008 Progress Report")



**Connecting Green Alliance**  
**Thursday, February 19, 2009**  
**Keen Footwear**  
**926 NW 13th Avenue\***  
**5:30 to 8 p.m.**

**5:30 Registration**

Hors d'oeuvres, wine, beer and other beverages will be provided.\*\*

**6:00 Welcome and Introductions - Mike Houck, Urban Greenspaces Institute**

Cynthia Sulaski, Connecting Green Alliance Coordinator, and the "Core Group" working on Connecting Green Alliance initiatives

**Connecting Green Identity Project - Greg Newland, Travel Portland, and Andy Fraser, Sockeye Creative**

- What's been done - research and focus groups
- What's been learned - highlights from the findings
- The "creative brief"
- Next steps/timeline

**Success Stories from the Region**

- Voter approval of THPRD's November 2008 \$100M bond measure for natural areas, trails and park improvements – Josh Alpert, Trust for Public Land, and Doug Menke, THPRD
- Regional trails successes – David Bragdon, Metro, and Chris Enlow, Keen Footwear
- Long-term funding for Outdoor School approved by the Metro Council in May 2008 – Rex Burkholder, Metro, and Dan Prince, Outdoor School
- 60-second success stories

**Wrap up: What's Next – Geoff Roach, Trust for Public Land, and Carlotta Collette, Metro**

**7:00 Social Hour and "Petal" Opportunity**

Visit Connecting Green members (a.k.a. "petals") at their tables, learn more and get involved.

**Please RSVP by 2/16 at [rsvpcga@yahoo.com](mailto:rsvpcga@yahoo.com)**  
**Pass on this invite to anyone else who should be at this important Connecting Green event!**

**\* Keen Footwear is located at the SE corner of NW 13<sup>th</sup> and Lovejoy (kitty corner from Safeway) on the second floor. As parking is limited, please consider taking the #77 bus or the Streetcar. The bus/streetcar stop is on 13<sup>th</sup> Avenue right across the street.**

**\*\* To keep this a low-impact event, please bring your own cup or glass (BYOC/G)!**