

MINUTES OF THE METRO COUNCIL WORK SESSION MEETING

January 25, 2011
Metro Council Chamber

Councilors Present: Kathryn Harrington, Shirley Craddick, Rex Burkholder, Carl Hosticka

Councilors Absent: Tom Hughes (Council President), Carlotta Collette

Deputy Council President Carl Hosticka convened the Metro Council Work Session Meeting at 2:03 p.m.

1. DISCUSSION OF AGENDA FOR COUNCIL RETREAT, JANUARY 27, 2011/ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS

As Michael Jordan, Chief Operating Officer (COO), and Scott Robinson, Deputy COO, were not in attendance, Reed Wagner, Metro, provided an overview of the Council Retreat Agenda.

2. PRESENTATION OF THE TOD STRATEGIC PLAN – INFORMATION

Chris Yake and Megan Gibb, Metro, provided a PowerPoint presentation with an overview of the Transit Oriented Development (TOD) strategic plan. This presentation included background and history of the TOD centers implementation program as well as the current typology of Metro's TOD. Dena Belzer, Strategic Economics, provided a PowerPoint presentation on the Metro TOD strategy with recommendations for program activities and investments. Ms. Belzer gave an overview of what Strategic Economics saw as activities needed for the different typologies, areas for expansion and potential funding sources. The presentation also provided examples of other TOD programs throughout the nation. Ms. Gibb asked for feedback and reminded the Council there would be presentations at future work sessions and a formal work plan at a future regular Council meeting.

Councilors asked clarifying questions on the presentation including if the transit trips are counted as trips induced on public transit or non-public transit avoided. There was general support for the current direction of the TOD program with some suggestions including an example of a "do-nothing" scenario and using the typology in looking at centers as well as corridors.

3. 2014-15 REGIONAL FLEXIBLE TRANSPORTATION FUNDING ALLOCATION – INFORMATION / DISCUSSION

Ted Leybold, Metro, provided background on the 2014-15 regional flexible transportation funding allocation with the help of handouts. The Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council had previously provided direction to refine the policy direction and modify the process by which regional flexible transportation funds are allocated. A task force was appointed to recommend a new approach to developing and evaluating projects to receive these funds. The task force recommendations will be submitted to JPACT and the Metro Council in February for adoption. Technical staff will be in the process of designing the collaborative procedure to implement the Task Force recommendations for consideration by JPACT and the Metro Council. Mr. Leybold asked the Council if there were any issues or concerns they wished to direct to JPACT members concerning the current direction of the regional flexible funding allocation process.

The Council asked clarifying questions including an explanation of the justifications for allocating money to the various projects, especially in the area of sustainability. There as general support of the direction and a note to meet again at a future work session to discuss improving outreach.

4. BREAK

5. COMMUNICATION ASSESSMENT AND STRATEGY – INFORMATION

Jim Middaugh, Patty Unfred, Pam Peck, and Janice Larson, Metro, provided an overview of the Communications department's strategic management framework, assessments and current priorities for the individual programmatic areas including community involvement, sustainable living, visitor venues, earned media and independent reporting and internal communications. During the last two years Communications established a management team. The team created a strategic communications framework. After detailing each programmatic area staff asked for support of the strategic priorities and asked how the Council would like to be informed of progress in implementing these strategic priorities. Staff also provided a digital disc containing background information and documents to help the Council understand how staff is working to use Metro communications resources strategically in response to the changing communications environment.

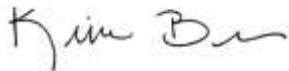
The Council offered general support in the work done by staff and asked to be briefed more frequently at meetings on individual items in the future.

6. COUNCIL BRIEFINGS/COMMUNICATION

Due to a lack of time Councilor Harrington noted she would need to bring up Council Communication at a future meeting. Council Rex Burkholder noted the Climate Prosperity Greenprint is available and to check inboxes for more information on the outdoor school.

Adjourned at 4:59 p.m.

Prepared by,



Kim Brown
Council Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF
January 25, 2011

Item	Topic	Doc. Date	Document Description	Doc. Number
1	Agenda	1/25/11	Agenda: Metro Council Retreat, January 27, 2011	012511cw-1
2	PowerPoint	1/25/2011	TOD Strategic Plan overview	012511cw-2
3	PowerPoint	1/25/2011	Metro TOD Strategy: Recommended Program Activities & Investments	012511cw-3
4	Handout	1/25/2011	2014-15 Regional Flexible Funding Allocation	012511cw-4
5	Handout	1/25/2011	Resolution No. 11-4231	012511cw-5
6	Handout	1/25/2011	Resolution No. 11-4232	012511cw-6
7	Video	10/5/2009	What is Metro?	012511cw-7
8	Handout	6/28/2010	Evolution of Public Involvement	012511cw-8
9	Handout	1/25/2011	Metro Newsfeed Analytics	012511cw-9
10	Handout	1/25/2011	Communications Reference Documents	012511cw-10