

 **Metro** | *Agenda*

Meeting: Council Retreat  
Date: Thursday, Jan. 27, 2011  
Time: 2 to 5 p.m.  
Place: Metro Regional Center, Room 501

**INTRODUCTION**

- |         |  |
|---------|--|
| 2 PM    | 1. <b>OVERVIEW AGENDA</b>              |
| 2:05 PM | 2. <b>2011 WORK PROGRAM</b>            |
| 3:05 PM | 3. <b>REGIONAL ADVISORY COMMITTEES</b> |
| 4:05 PM | 4. <b>MANAGEMENT INITIATIVES</b>       |
| 4:45 PM | 5. <b>NEXT STEPS/OTHER ITEMS</b>       |

**ADJOURN**

Materials following this page were distributed at the meeting.

# Metro | Agenda

Meeting: Council Retreat  
Date: Thursday, January 27, 2011  
Time: 2 p.m. – 5 p.m.  
Place: Room 501

---

2:00 p.m.	Council Organizing Resolution (follow up)	<i>Shaw</i>
2:15 p.m.	Discuss Projects for Council Direction	<i>Jordan</i>
2:45 p.m.	Council 2011 Timeline	<i>Jordan</i>
3:00 p.m.	Planning Department Work Plan	<i>McArthur</i>
3:15 p.m.	MPAC/JPACT – Discussion	<i>McArthur</i>
4:00 p.m.	Metro Compass	<i>Middaugh</i>
4:45 p.m.	Next Steps/ Future Retreats	<i>All</i>

# 2011 Timeline

Budget

Legislative Session

AFSME negotiations

Jan

Apr

July

Oct

Dec

Expo Master Plan

Remote Elephant Center

Reserves IGA

CRC Action on LUFO

Reserves Land Use Decision

Solid Waste Rate Discussion

Cemetery Business Plan

Zoo Master Plan Adoption

UGB Decision

Enhancement Grant Adjustment

GHG Scenarios Discussion

Zoo Master Plan

Partnership Agreement (Intertwine)

GHG Scenarios Discussion

Budget Guidance

Regional Systems Decision

Appointment of New Councilor

OZF Agreement

1

Pocket guide  
to Metro

# The Metro Compass

*Mission and message*

What is Metro's purpose and how do we explain it to family, friends, neighbors and the rest of the world?

Metro is unique. There exists no other directly elected regional government in the United States. As such, we benefit from the opportunity to create a culture exclusive to this agency. Metro's mission, vision, values and relationship to its constituents create the compass that guides the evolution of the agency.

This pocket guide is designed to help you understand Metro's mission, see the line of sight from your job to Metro's mission, and help you communicate Metro's value to the people of the region we serve.

*The Metro Compass diagram is based on concepts developed in "Good to Great and the Social Sectors" by Jim Collins.*

## About Metro

---

### Who are we?

*The directly elected regional government for the Portland metropolitan area.*

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

A regional approach simply makes sense when it comes to making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together, we're making a great place, now and for generations to come.

## Metro Compass

---

### *Vision*

#### **What can we be the best in the world at doing?**

Metro is a leader in civic innovation and services at a regional scale.

### **Making a great place**

#### **What are we passionate about?**

We inspire, engage, teach and invite people to preserve and enhance the quality of life and the environment for current and future generations.

#### **What generates the resources that enable us to serve?**

Metro must build trust with voters, attract volunteers, engage partners, involve the public, welcome visitors and serve customers to generate support for regional plans, programs and services.

*Mission*

*Resource generator*

## Metro goals

---

*Metro goals combine service and operations goals with the six desired outcomes for the region, endorsed by Metro Policy Advisory Committee and approved by Metro Council.*

### **What are our goals?**

**Great communities** Guide growth in an economically vibrant, sustainable and compact metropolitan structure that provides access to jobs, services, centers, as well as great cultural and recreational opportunities

**Vibrant communities** People live and work in vibrant communities where they can choose to walk for pleasure and to meet their everyday needs.

**Safe and reliable transportation** People have safe and reliable transportation choices that enhance their quality of life.

**Economic prosperity** Current and future residents benefit from the region's sustained economic competitiveness and prosperity.

**Equity** The benefits and burdens of growth and change are distributed equitably.

## Metro goals

---

**Healthy environment** Protect and enhance the region's natural assets and ensure that we reduce waste

*Clean air and water* Current and future generations enjoy clean air, clean water and healthy ecosystems.

*Leadership on climate change* The region is a leader in minimizing contributions to global warming.

**Regional services** Contribute to a vital economy by providing highly valued, economically sustainable services at a regional scale

*Public service* People live and work in a region that attracts visitors, lively arts and recreational opportunities.

*Sustainability* Metro is a leader in sustainable practices at its facilities.

**Responsible operations** Use best practices to operate Metro sustainably, effectively and efficiently

*Trust in Metro* Citizens, stakeholders and business leaders actively support Metro's work.

## Metro services

---

*As a regional government, Metro shares the benefits and costs of its services across city and county lines, inspiring greater efficiency and collaboration.*

### What regional services do we provide?

*Parks and natural areas* Metro Metro protects and manages 14,000 acres of parks and natural areas, including 11,000 acres purchased through two voter-approved bond measures.

*Public places* Metro manages public places for the region and its visitors to enjoy including the Oregon Zoo, the Portland Center for the Performing Arts, the Oregon Convention Center and the Portland Expo Center.

*Recycling and garbage* Metro oversees the region's recycling and garbage services, helping prevent, reuse, recycle or compost 57 percent of the region's waste in 2009.

*Sustainable living* Metro is a guide to sustainable living, providing practical tips to reduce waste, keep the air and water clean, and ensure a healthy environment for future generations.

*Transportation* Metro invests in transportation projects and expands travel options for getting around the region by bike, transit and a comprehensive trail system.

*Development* The Metro Council is forging new strategies and innovative partnerships to build vibrant communities, promote economic growth and save wildlife habitat.

*Planning* Metro brings together community leaders to discuss issues, balance regional goals with local aspirations, and foster a collaborative atmosphere.



## Metro values

*To generate support for regional plans, programs and services, Metro must build trust with voters, attract volunteers, engage partners, involve the public, welcome visitors and serve customers. How we demonstrate Metro's values in our day-to-day actions and communicate effectively in our regional roles is central to our continued ability to serve.*

### What core values guide our day-to-day actions and help us build trust with the people we serve?

Public service  
Excellence  
Teamwork  
Respect  
Innovation  
Sustainability

## Metro's regional leadership roles

### How do we demonstrate regional leadership?

*What roles do we play?*

Leader and innovator  
*Inspire*

We represent and respond to the people of the region.

Problem solvers and partner  
*Engage*

We convene and collaborate with public and private partners to define regional policies and priorities.

Catalyst and guide  
*Teach*

We guide regionwide conservation and development strategies and investments.

Steward, host and entrepreneur  
*Invite*

We manage great places that grow our culture and economy.

## Metro message

---

### How do we explain Metro to family, friends, neighbors and the rest of the world?

“As a regional government, Metro crosses city limits and county lines to work with communities to create a vibrant and sustainable region for all.

Together, we’re making a great place.”

The purpose of this “elevator speech” isn’t to make everyone who works at Metro say exactly the same thing in the same way, but rather to make it easier for you to hit the right notes and align your own messages with Metro’s overall mission. The next time someone asks you “What is Metro?” just start by saying “the regional government that crosses city limits and county lines to make our region a great place,” and take it from there.

## Resources

---

[www.oregonmetro.gov](http://www.oregonmetro.gov)

Most of what you need to know about Metro is available on the public website, [www.oregonmetro.gov](http://www.oregonmetro.gov). Visit the About Metro section to learn more about:

- the Metro Council
- Office of the Auditor
- committees, partners and public participation
- Metro’s governance structure, charter and code
- finances and funding
- management and work teams.

<http://immet.metro-region.org>

You can find up-to-date information about Metro publications, communication services and resources on Metro’s intranet under Communications and communication design. Look for the Metro fact sheet and PowerPoint, e-mail signature guidelines, business correspondence, presentation templates, nameplates and more – everything you need to be a great Metro ambassador.



Metro | *Making a great place*