



## MINUTES OF THE METRO COUNCIL WORK SESSION

September 13, 2011  
Metro Council Chamber

Councilors Present: Deputy Council President Carl Hosticka, Councilors Rex Burkholder, Carlotta Collette, Shirley Craddick, and Barbara Roberts

Councilors Absent: Council President Tom Hughes, Councilor Kathryn Harrington (excused)

Council President Tom Hughes convened the Metro Council Work Session at 2:08 p.m.

### 1. **ADMINISTRATIVE/COUNCIL AGENDA FOR JULY 14, 2011/CHIEF OPERATING OFFICER COMMUNICATIONS**

Chief Operating Officer Dan Cooper has no comments. Councilor Burkholder mentioned the work of Ms. Jessica Atwater, Metro Council Policy Assistant, in assisting with Metro's involvement in Moving Planet Day. The event, organized by 350.org, is an act to raise awareness for global climate change and the need to reduce global carbon emissions.

### 2. **SOLID WASTE ROADMAP KEY ISSUES**

Mr. Paul Slyman, Metro Director of Parks and Environmental Services, introduced Mr. Doug Flin and Mr. Steve Hawley, representatives of the Cemetery Planning Resource Alliance. They briefed the Council on the emerging trends of the industry, the long term opportunities of investment in Metro's cemetery resources, and to ask for guidance as they craft a master plan for the cemeteries. Metro currently facilitates 14 cemeteries with 4300 vacant burial lots that represent \$6 million in revenue to the agency. Mr. Slyman also introduced Ms. Rachel Fox of Metro, who presented the Metro Cemeteries Master Plan. The presentation highlighted the work of Metro's Cemetery Program (MCP) in partnering with consultants to identify business plans and possible future development options.

The Operations Assessment and Financial Planning Report, provided in the Work Session packet, examines in detail the broad recommendations made to the Council, ranging from an increase of cemetery usage fees to accelerate revenues and the potential creation of a Cemetery Maintenance District, which could be created in conjunction with potential proposed Park Maintenance District legislation. Ms. Fox also noted the report's recommendation that Metro create an advisory committee to help the Council make decisions on future proposals for the Cemeteries Program.

### 3. **GREATER PORTLAND PULSE**

Councilor Burkholder introduced Mr. Mike Hogelund and Ms. Rita Conrad of Metro and Ms. Sheila Martin of Portland State University to provide an update of the Greater Portland Pulse, formerly known as the Greater Portland Vancouver Indicators project.

Ms. Conrad discussed the formation of the Greater Portland Pulse, noting how the project convened 250 regional leaders from diverse groups to talk about the linkages between regional aspirations and particular quantifiable data indicators; of the 72 indicators, 58 currently have data. She discussed how the Greater Portland Pulse will be able to effectively link how resources are distributed across the region; these methods of connecting data from multiple places helps create linkages between different areas of study. Ms. Conrad spoke specifically to the value these interdisciplinary data bring to studying regional inequity; she stressed that so far, the theme that cut across most of the regional indicators is the importance and relevance of human capital and education. Ms. Conrad then outlined the organization's efforts to meet fundraising targets; Greater Portland Pulse is currently aiming to raise 50% of its funds from the public sector.

The Greater Portland Pulse is also in the process of attempting to find an organization capable of finding a long-term host for the data collected; interested parties include United Way, the Oregon Community Foundation, Ecotrust, and Oregon Solutions. Councilors disputed the assertion that only a nongovernmental organization would be "nonbiased" or "nonpartisan" enough to run this operation, but supported their efforts to find an organization willing to provide the administrative costs for the project. Metro Councilors also agreed to serve as the placeholder grant applicant until host agency is officially established. Councilors also expressed concern that large fundraising nonprofits might have difficulty providing a firewall and might be self-serving.

Ms. Conrad and Ms. Martin presented the Greater Portland Pulse's website, and detailed how the website is able to display data geographically across the region.

#### **4. COUNCIL BRIEFINGS/COMMUNICATION**

Councilor Craddick noted her involvement with the East Metro Connections Plan (EMCP) and stated that the steering committee is seeking another member, preferably someone from either Mount Hood Community College or another education-based representative.

Councilor Collette noted that Multnomah County plans to seek Transportation Investment Generating Economic Recovery (TIGER III) funds for the Sellwood Bridge.

**Adjourn - 4:03pm**

Prepared by,



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**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF**  
**SEPTEMBER 13, 2011**

<b>Item</b>	<b>Topic</b>	<b>Doc. Date</b>	<b>Document Description</b>	<b>Doc. Number</b>
1	PowerPoint	9/13/11	Metro Pioneer Cemeteries – Operations and Market Assessment and Business Plan	91311cw-1
2	PowerPoint	9/13/11	Greater Portland Pulse: Moving Beyond Startup	91311cw-2
3	Pamphlet	9/2011	Greater Portland Pulse Factsheet	91311cw-3