



METRO COUNCIL WORK SESSION
MEETING SUMMARY
Oct. 25, 2011
Metro Council Chamber

Councilors Present: Council President Tom Hughes and Councilors Shirley Craddick, Carlotta Collette, Carl Hosticka, Kathryn Harrington, Rex Burkholder and Barbara Roberts.

Councilors Excused: None.

Council President Tom Hughes convened the Metro Council work session at 2:03pm.

1. ADMINISTRATIVE/COUNCIL AGENDA FOR OCTOBER 20, 2011/CHIEF OPERATING OFFICER COMMUNICATIONS

Councilor Rex Burkholder asked a clarifying question regarding the requirements on the City of Sandy as it pertains to the “Green Corridor” Intergovernmental Agreement (IGA) to be adopted as Resolution No. 11-4302 at Thursday’s Council meeting. Mr. Dick Benner of Metro explained that the IGA does not impose any obligation on the City of Sandy, but that the city along with Clackamas County and Metro will work together in good faith to maintain the green corridor. Mr. Benner also reiterated that Urban Growth Boundaries (UGB) may not expand into rural reserve areas, which preserve separation between Sandy and the Portland metropolitan area.

2. FISCAL YEAR 2010-11 QUARTERLY MANAGEMENT REPORT

Mr. Scott Robinson of Metro presented the Quarterly Management Report and clarified that there would be no “Balanced Scorecard” analysis at this time. The purpose of developing the report is to review strategic budget priorities, council goals and guidance, to summarize Metro’s operations and project-based implementation, and ultimately, to monitor execution and notify council of programmatic and operational issues.

Mr. Robinson reported that Metro has delivered high quality public services, managed its bond programs effectively, executed mandated functions and advanced sustainability initiatives. Specifically, the Zoo and Oregon Convention Center have increased their number of events and delivered better customer service with the addition of credit card payment kiosks, which should boost sales. Since completion the Hoyt Street Café has successfully provided training for employees in food service management and will begin catering soon. Parks and Property Management worked well through a cold season and saw an increase in attendance, but experienced a slight dip in season pass sales.

Mr. Robinson described Metro’s implementation of mandated functions, such as land use planning, transportation system planning and resource conservation, and pointed to Metro’s role in supporting the 2040 Growth Concept Plan, effective UGB expansion analysis as well as the implementation of the Transit Oriented Development Strategic Plan, which includes the SW

Corridor and East Metro Connections plans. Metro's internal sustainability initiatives were also highlighted by Mr. Robinson, who pointed to Metro Regional Center's "green roof" and plans to outfit centers with charging stations for electric cars as innovative projects.

Council Discussion:

Councilors discussed wanting to see more visibility and public outreach efforts made regarding Metro's accomplishments, particularly with conversation efforts.

3. CLIMATE SMART COMMUNITIES SCENARIOS REPORT ON PRELIMINARY FINDINGS AND NEXT STEPS

Ms. Kim Ellis presented the preliminary findings of the Climate Smart Communities Scenarios (CSCS), which is currently in Phase 1, known as *Understanding Choices*, of the project timeline. The 2009 Oregon Legislature Green House Gas (GHG) reduction goals mandate Metro's focus, which are roadway GHG emissions from light-duty vehicles. Ms. Ellis highlighted Metro's efforts to collaborate with internal departments, external partners and the State of Oregon in order to achieve the 2040 six desired outcomes adopted in 2010, which include,

- Vibrant Communities
- Equity
- Economic Prosperity
- Transportation Choices
- Climate Leadership
- Clean Air and Water

Ms. Ellis outlined the three-phase process and overviewed the technical and process analysis, communications and engagement, and tools needed to inform policy discussions throughout the project. Ms. Ellis informed Council of the region's GHG emissions reduction targets for 2035 and overviewed the regionally tailored version of ODOT's metropolitan Greenhouse Gas State Transportation Emissions Planning (GreenSTEP) model to determine policy levers and strategies, which have produced 144 scenarios. A majority of the scenarios either met or exceeded the 20% GHG reduction target.

Council Discussion:

Councilors discussed the need to link CSCS analysis with past findings and current work being done in related programs, such as active transportation and sustainability. Ms. Ellis addressed concerns, reassuring councilors that the CSCS will bring together all relevant research including UGB reports, the Community Investment Strategy and updated Regional Transportation Plan (RTP). Councilors urged Ms. Ellis not to wait to use relevant data, which she agreed is important but challenging.

Councilors also discussed the need to better present the program's findings to the public so that it can effectively link motivating people to improve their communities along with reducing GHG emissions. Councilors agreed that presenting information in a relative sense of scale, such as by miles driven, would make more accessible the CSCS findings. Councilors also made it clear that it the project should focus on actions and not get stuck defending climate change.

Councilors questioned why Metro should look at any scenario that depends on factors out of regional control, such as state gas taxes and pricing factors. Ms. Ellis responded that Metro has the

opportunity to influence state policy, establish a platform to advocacy and to provide useful information to further GHG emission reductions.

Councilors asked that slide 18 use the word “integrated” or “mix of approaches” instead of “balance” in the context of the “best approach is an integrated approach”.

4. Break

Councilors recessed for 5 minutes.

5. GREATER PORTLAND INC: INTRODUCING THE REGION'S NEW ECONOMIC DEVELOPMENT ORGANIZATION

Ms. Chris Deffenbach of Metro introduced Mr. Sean Robbins, CEO of Greater Portland Inc. (GPI) and Ms. Pam Treece and explained Metro's partnership with GPI as an economic development organization. Mr. Robbins summarized findings from a 45-day review of GPI, describing the organization as a “do-tank” focusing on business development, which includes retention, expansion and recruitment, regional marketing, and regional strategy and coordination. Mr. Robbins emphasized GPI's goal to collaborate with private and public sector partners in a regional effort to promote high-quality economic growth. The federally mandated Comprehensive Economic Development Strategy was cited by Mr. Robbins as a rallying point around which regional stakeholders can set a priority list of economic development.

President Tom Hughes expressed his view that there needed to be regional collaboration of how we approach economic development, and that Metro should play a role, but not drive the whole effort. GPI can drive the effort, while Metro can support their work by bringing together regional partners and providing a regional perspective.

Mr. Robbins expressed the need for basic coordination among regional economic strategists and businesses. One of GPI's major roles will be focused on connecting with businesses by making consistent phone calls and visits. Mr. Robbins mentioned several times erasing figurative fences that exist between cities and counties, which make collaboration difficult.

Council Discussion:

Councilors asked for clarification regarding efforts to recruit local companies within a global supply chain. Mr. Robbins cited the statistic that 75% of new job growth comes from companies in the area, and that GPI recruitment strategy is targeted to link supply chains to regional economic development. Councilors also questioned GPI strategies in expanding and retaining local businesses. Mr. Robbins pointed to the ample resources, such as human capital, in the Portland metropolitan area. He also mentioned the need for proactive communication between GPI and local businesses that are projecting layoffs. GPI can do more to support business retention if the phone call is made 12 months in advance as oppose to 3 days.

Councilors expressed appreciation for GPI ambition in making Portland a more connected, regionally collaborative and competitive in the global market.

6. COUNCIL BRIEFINGS/COMMUNICATION

- Councilor Carlotta Collette gave a brief report from Railvolution, and mentioned positive remarks US Secretary of Transportation Ray LaHood made about Portland's public transit infrastructure.
- Natural Areas Oversight Committee met last Oct. 21 regarding the Blue Heron opportunity. Councilor Kathryn Harrington will be drafting a memo for councilors that will provide a recommendation to the region.
- Community College board conference on Oct. 27.
- Councilor Rex Burkholder will speak on behalf of Greater Portland Pulse on Oct. 28.
- Halloween night Tour of Untimely Departures at Lone Fir Cemetery.
- President Hughes and Councilor Burkholder met with Chamber of Commerce from San Jose, California regarding how Metro manages land use regionally.
- Councilor Harrington toured the Port of Portland and the FedEx building

ADJOURN

Seeing no further business, Council President Hughes adjourned the Council work session at 4:55pm.

Prepared by,



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ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF Oct. 4, 2011

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
	Agenda	10/27/11	Council Meeting Agenda	102511cw-01
2.0	Report	N/A	First Quarter Management Report	102511cw-02
3.0	Presentation	10/25/11	Climate Smart Communities Project presentation	102511cw-03
3.0	Table	10/24/11	2010 Base Year and Alternative Scenario Inputs	102511cw-04