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**ADJOURN** 

10:00

Natural Areas Program Performance Oversight Committee **Meeting:** Date: October 21, 2011 8 to 10 a.m. Time: **Location:** Metro Regional Center, Council Chamber 8:00 WELCOME Linda Craig 8:05 **OVERSIGHT COMMITTEE REPORT TAKING MEASURE** Linda Craig 8:15 **PROGRAM UPDATES** Kathleen Brennan-Hunter Acquisition, capital grant and local share Natural Areas Information System database It's Our Nature communications update Handouts 1. Dashboards 2. Financial report 3. Acquisition report with stabilization costs 4. Summer 2011 outreach initiative report 8:50 TARGET AREA PROGRESS REPORT Kathleen Brennan-Hunter Focus on low acreage target areas Conclusions, questions for follow-up and recommendations 9:25 **COUNCIL UPDATE Councilor Harrington** 9:30 OVERSIGHT COMMITTEE WORK PLAN FOR THE YEAR Committee discussion

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### **Natural Areas Program Performance Oversight Committee**

October 21, 2011

**Committee members in attendance**: Drake Butsch, Linda Craig (committee chair), Christine Dupres, Kay Hutchinson, Rick Mishaga, Shawn Narancich, Andrew Nordby, Autumn Rudisel

**Committee members excused:** Dean Alterman, Michelle Cairo, Walt McMonies, Norman Penner, David Pollock, Kendra Smith, Cam Turner, Steve Yarosh

**Metro:** Councilor Kathryn Harrington, Kathleen Brennan-Hunter, Jim Desmond, Brian Kennedy, Laura Oppenheim Odom

#### Welcome

Committee chair Linda Craig welcomed the committee and thanked them for attending.

#### **Oversight Committee report Taking Measure**

Linda presented the committee's report, *Taking Measure*, to the Metro Council on September 8. They were very appreciative of the committee's oversight. Councilor Burkholder inquired about the committee's comments on the stabilization process. Linda said there was no criticism implied, just a suggestion for improvement. Jim Desmond said he spoke with Councilor Burkholder following the meeting to ensure he had no further concerns, and reported that Councilor Burkholder really just wanted to hear Linda make such a statement for the record in case there were any questions from the public. He had no concerns. Linda thanked those committee members who helped review the draft report.

#### **Program updates**

#### Acquisition, capital grants and local share

Kathleen Brennan-Hunter reported that Metro closed on eight acquisitions totaling 403 acres since the last meeting, including two trail projects and six natural area acquisitions in various target areas.

Kathleen and Jim discussed the Willamette Falls opportunity. Metro is exploring whether to submit a bid for the former Blue Heron mill property. Jim said there are four values that a public acquisition could facilitate: bring public access to the scenic value of the falls; improve the natural habitat; honor the cultural and historic value of the property; and expand the potential for economic redevelopment. He acknowledged the project was daunting and complex and that staff are working to put together a partnership with the City of Oregon City, Clackamas County and the State of Oregon. He added that Metro's attorneys are very comfortable about using bond funds to acquire the property, and it falls within the Willamette River Greenway target area.

Seventeen local share projects have seen progress since the last meeting. The local share intergovernmental agreements were set up as three year agreements, so many are scheduled to expire in March. Kathleen noted that staff are actively talking with those jurisdictions who have not yet spent all their funds and will offer one-year extensions to the IGAs.

The next round of capital grants applications are due in January 2012. Kathleen recommended that the Oversight Committee meet with members of the capital grants review committee in the spring, once they

have had an opportunity to review the applications. Performance measures for the capital grants program will be reviewed at that time as well.

#### **Financial report**

Brian Kennedy reported that FY 2011 was the slowest year to date, but only slightly slower than 2010. He noted that in the first quarter of the current year Metro has spent \$10 million, compared to about \$21 million in each of the past two years, which is a good indication that things are starting to pick up. He did qualify this by saying there have been several large regional and local share acquisitions recently. He indicated staff is anticipating a small bond sale in summer or fall 2012, potentially partnering with the Oregon Zoo's bond program to reduce issuance costs. Linda inquired why materials and services costs were so much higher in 2011. Brian said it was mainly due to contracted services in conjunction with the It's Our Nature campaign.

#### **Natural Areas Information System database**

The new database is in the progress of being built. Brian said it is about a nine-month build, and we are about a month into it. Sitka Technology is the contractor, and Kathleen and Brian feel they are doing an excellent job. There is already a working prototype, and Kathleen expects to be able to show some of the tools that are being developed at an upcoming meeting. Linda wondered if the project is something a subcommittee should review. Kathleen said the project is on track and she is very impressed with the initial work that has been done. Linda asked about the potential for cost overruns. Brian indicated the total budget was approximately \$300,000 and that Metro has a not-to-exceed contract, as well as specific prices for each deliverable. The consultant is updating on nearly a daily basis how they are spending their time on each deliverable so staff is able to monitor progress.

#### It's Our Nature communications initiative

Communications coordinator Laura Oppenheimer Odom summarized the events of the It's Our Nature communications initiative (see attached). Laura said there are some activities that staff may strategically continue, such as Metro's presence at area farmers markets. The committee viewed the It's Our Nature video.

#### Target area progress report

Kathleen discussed acquisitions to date in each of the 27 target areas, spending extra time on those target areas with limited or no acquisitions yet (see attached presentation).

Kathleen indicated staff will be organizing tours in the coming weeks for the committee to visit several target areas. Some options include the Columbia Slough, Johnson Creek, Tonquin, Wapato/Tualatin Wildlife Refuge, Cazadero Trail, Rock Creek and the Tualatin/Clean Water Services easements.

#### Council update

Councilor Harrington thanked the committee for their recent report. She indicated that the Council is working to finalize a memo to the committee which will include ideas for topics for committee review.

Councilor Harrington briefly discussed the report on Metro's land portfolio that the Metro Council has requested from staff, and suggested the report be reviewed by the committee at an upcoming meeting. The report is a technical analysis of Metro's current land portfolio and will help the Council develop a long-term strategy for maintenance and potential development.

#### **Oversight Committee work plan**

Linda noted that the committee's recent report sets forth a potential agenda for this year. Review of performance reporting in both the local share and capital grant programs is a top priority. She suggested it

would be helpful to once again have a subcommittee to review performance measures. Christine Dupres volunteered for the subcommittee; Linda and David Pollock will also participate.

Linda said she hoped Rick Mishaga and Kendra Smith will continue their oversight and review of the site stabilization process with Metro natural resource scientist Kate Holleran.

Further work on the 2012 work plan will be done at the December meeting. Linda asked for emails from committee members who have ideas for topics that the committee should discuss.

#### **Next meeting**

Linda suggested holding five meetings more this year, potentially in early December, mid-January, early March, late April and early June. Kathleen noted that morning meetings seem have better attendance and the committee agreed that mornings are preferred.

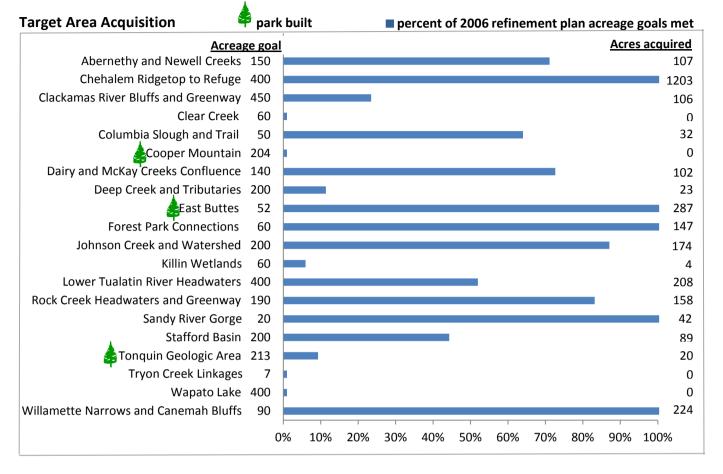
#### Adjournment

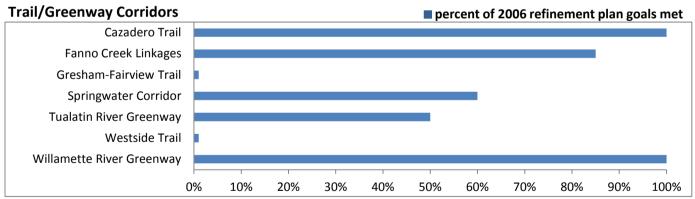
The meeting adjourned at 10:15 a.m.

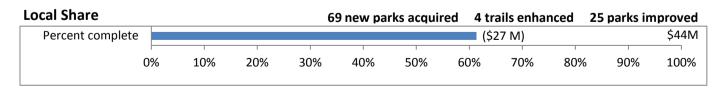
Minutes recorded by Marybeth Haliski.

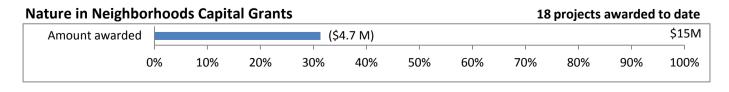
### **Natural Areas Program**

October 15, 2011





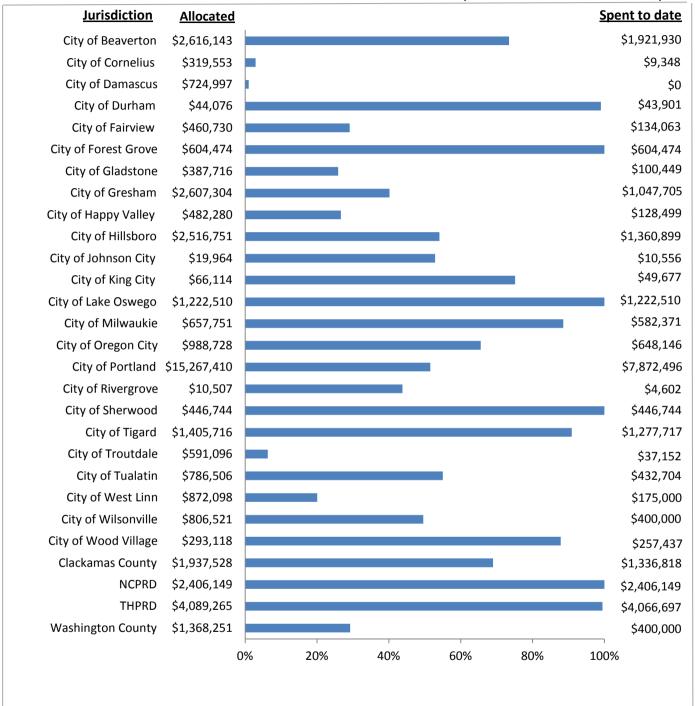




### **Local Share program**

October 15, 2011





### 2006 Natural Areas Bond Fund

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

|  |             |             |            |            |            | ٦   | Γhrough    | Program     |
|--|-------------|-------------|------------|------------|------------|-----|------------|-------------|
|  | FY07        | FY08        | FY09       | FY10       | FY11       | 9   | /30/2011   | Total       |
|  | Amount      | Amount      | Amount     | Amount     | Amount     | FTE | Amount     | Amount      |
| Beginning Fund Balance                       | 0           | 122,299,840 | 93,979,814 | 77,117,027 | 56,800,428 |     | 36,436,243 | 0           |
| Resources                                    |             |             |            |            |            |     |            |             |
| Bond Proceeds                                | 130,678,369 | 0           | 0          | 0          | 0          |     | 0          | 130,678,369 |
| Interest Earnings                            | 1,301,230   | 5,600,503   | 2,538,906  | 940,859    | 322,830    |     | 8,026      | 10,712,354  |
| Other Resources                              | 10,000      | 27,380      | 5,322,056  | 385,730    | 414,009    |     | 49,377     | 6,208,552   |
| Subtotal Resources                           | 131,989,599 | 5,627,883   | 7,860,962  | 1,326,589  | 736,839    |     | 57,403     | 147,599,275 |
| Requirements                                 |             |             |            |            |            |     |            |             |
| Land Acquisition                             |             |             |            |            |            |     |            |             |
| Staff Costs                                  | 117,956     | 206,692     | 425,072    | 465,329    | 512,240    | 6.3 | 166,605    | 1,893,894   |
| Materials & Services                         | 6,786       | 2,599       | 334,980    | 328,153    | 8,506      |     | 10,785     | 691,810     |
| Land Costs                                   | 7,596,372   | 25,224,753  | 14,517,160 | 10,274,472 | 8,457,543  |     | 4,875,411  | 70,945,710  |
| Due Diligence                                |             |             |            |            |            |     |            |             |
| Staff Costs                                  | 0           | 412,029     | 492,589    | 455,774    | 430,237    | 5.0 | 123,062    | 1,913,691   |
| Materials & Services                         | 96,539      | 199,756     | 183,474    | 299,244    | 315,358    |     | 62,209     | 1,156,581   |
| Stabilization                                |             |             |            |            |            |     |            |             |
| Staff Costs                                  | 19,578      | 116,534     | 190,606    | 290,234    | 388,887    | 4.7 | 109,812    | 1,115,651   |
| Materials & Services                         | 294         | 177,441     | 345,330    | 284,874    | 643,569    |     | 105,981    | 1,557,490   |
| Local Share                                  |             |             |            |            |            |     |            |             |
| Staff Costs                                  | 0           | 36,269      | 43,872     | 47,458     | 49,759     | 0.5 | 14,683     | 192,042     |
| Materials & Services                         | 0           | 25          | 188        | 3,500      | 0          |     | 49         | 3,762       |
| Payments to Jurisdictions                    | 400,000     | 4,798,366   | 4,316,165  | 5,399,109  | 6,312,927  |     | 4,410,646  | 25,637,212  |
| Capital Grants                               |             | 22.224      | 22.27      | 107 100    | 21-11      |     | 00.040     | 100 101     |
| Staff Costs                                  | 0           | 63,831      | 89,352     | 125,466    | 91,744     | 0.8 | 33,010     | 403,404     |
| Materials & Services                         | 0           | 1,400       | 1,363      | 811        | 75,621     |     | 40,227     | 119,422     |
| Grant Payments                               | 0           | 0           | 49,750     | 534,899    | 1,211,418  |     | (6,455)    | 1,789,611   |
| Capital Construction                         | 0           | 04.074      | 442.004    | 445.004    | 100.010    | 0.0 | 20.040     | 440,000     |
| Staff Costs                                  | 0           | 84,071      | 113,921    | 115,064    | 100,643    | 0.9 | 28,910     | 442,609     |
| Capital Administration                       | 455,072     | 1,513,347   | 2,503,147  | 1,841,075  | 917,019    |     | (27,305)   | 7,202,356   |
| Bond Issuance Costs                          | 295,889     | 0           | 0          | 0          | 0          |     | 0          | 295,889     |
| Refinement                                   | •           |             | U          |            | U          |     | U          |             |
| Staff Costs                                  | 1,477       | 5,426       | 0          | 0          | 0          |     | 0          | 6,903       |
| Materials & Services                         | 382,030     | 85,882      | 0          | 0          | 0          |     | 0          | 467,912     |
| Direct Admin Costs                           |             |             |            |            |            |     |            |             |
| Staff Costs                                  | 230,815     | 527,644     | 490,722    | 750,704    | 868,127    | 3.7 | 350,171    | 3,218,182   |
| Materials & Services                         | 25,980      | 152,422     | 51,490     | 56,082     | 263,857    |     | 60,486     | 610,317     |
| Indirect Admin Costs*                        | 60,971      | 339,422     | 574,569    | 370,939    | 453,567    |     | 160,853    | 1,960,321   |
| Other Requirements                           | 0           | 0           | 0          | 0          | 0          |     | 10.710.100 | 0           |
| Subtotal Requirements                        | 9,689,759   | 33,947,909  | 24,723,748 | 21,643,188 | 21,101,023 |     | 10,519,138 | 121,624,766 |
| Ending Fund Balance                          | 122,299,840 | 93,979,814  | 77,117,027 | 56,800,428 | 36,436,243 |     | 25,974,507 | 25,974,507  |
|  |             |             |            |            |            |     |            |             |
|  | FY07        | FY08        | FY09       | FY10       | FY11       |     | FY12 YTD   | Total       |
| Administration as % of Total<br>Expenditures | 10.29%      | 3.27%       | 4.52%      | 5.44%      | 7.51%      |     | 5.43%      | 5.39%       |

<sup>\*</sup> 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.

# 2006 Natural Areas Program - Regional Acquisitions - Including Stabilization Costs

| File # | Seller                    | Date       | Acres    | Purchase<br>Price | Stabilization<br>Costs | City/<br>Jurisdiction | Total Stream<br>Frontage (ft) | % Metro<br>Ownership | % Other<br>Ownership | Mgmt. By  | % in Tier 1 |
|--------|---------------------------|------------|----------|-------------------|------------------------|-----------------------|-------------------------------|----------------------|----------------------|-----------|-------------|
| Aberne | ethy and Newell Creeks    | G          | oal: 150 | acres             |                        |                       |                               |                      |                      |           |             |
| 03.053 | Evanson/TPL               | 8/13/2007  | 106.7    | \$1,140,000       | \$4,786                | Unincorporated        | 0                             | 100                  |                      | Metro     | 100.00%     |
| T      | ransactions: 1            |            | 106.66   | \$1,140,000       | \$4,786                |                       | 0                             |                      |                      |           |             |
| Cazade | ero Trail                 | G          | oal:     |                   |                        |                       |                               |                      |                      |           |             |
| 52.001 | OSU Foundation            | 5/19/2010  | 24.63    | \$325,000         | \$37,354               |                       | 0                             | 100                  |                      |           | 0.00%       |
| Ti     | ransactions: 1            |            | 24.63    | \$325,000         | \$37,354               |                       | 0                             |                      |                      |           |             |
| Chehal | lem Ridgetop to Refuge    | e G        | oal: 400 | acres             |                        |                       |                               |                      |                      |           |             |
| 48.001 | Berry (Hamacher/Ponzi)    | 2/11/2008  | 36.3     | \$1,146,500       | \$30,115               | Unincorporated        | 0                             | 100                  |                      | Metro     | 100.00%     |
| 48.001 | Berry (Hamacher/Ponzi)    | 12/31/2007 | 4.2      | \$0               |                        | Unincorporated        | 0                             | 100                  |                      | Metro     | 0.00%       |
| 48.002 | Chehalem Ridge Natural Ar | 1/7/2010   | 1143     | \$6,120,000       | \$214,981              |                       | 5,280                         | 100                  |                      | Metro     | 100.00%     |
| 48.004 | McKenzie                  | 9/22/2011  | 19.17    | \$175,000         |                        |                       | 670                           | 100                  |                      | Metro     | 100.00%     |
| T      | ransactions: 4            |            | 1202.7   | \$7,441,500       | \$245,096              |                       | 5,950                         |                      |                      |           |             |
| Clacka | mas River Bluffs and G    | reenway G  | oal: 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%     |
| 18.039 | Pratt                     | 10/9/2009  | 88.3     | \$404,000         | \$8,398                | Damascus              | 0                             | 100                  |                      | Metro     | 100.00%     |
| 18.041 | ODOT Carver Curves        | 5/28/2008  | 16.25    | \$335,000         | ,                      | Unincorporated        | 2,000                         | 0                    | 100                  | Clackamas | 100.00%     |
| T      | ransactions: 4            |            | 105.58   | \$749,000         | \$8,398                |                       | 2,000                         |                      |                      |           |             |
| Columb | bia Slough                | G          | oal: 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%       |
| 28.009 | Roughton                  | 2/24/2011  | 20.5     | \$1,960,000       | \$44,304               | Portland              | 4,500                         | 33.3                 | 66.7                 | Portland  | 100.00%     |

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| File #  | Seller<br>ransactions: 3 | Date        | Acres 22.5 | Purchase<br>Price<br>\$1,960,000 | Stabilization<br>Costs<br>\$44,304 | City/<br>Jurisdiction | Total Stream<br>Frontage (ft)<br>5,950 | % Metro<br>Ownership | % Other<br>Ownership | Mgmt. By | % in Tier 1 |
|---------|--------------------------|-------------|------------|----------------------------------|------------------------------------|-----------------------|--|----------------------|----------------------|----------|-------------|
| Dairy a | and McKay Creeks Cor     | nfluence G  | oal: 140   | acres                            |                                    |                       |  |                      |                      |          |             |
| 07.039  | Wetter Trust             | 4/13/2007   | 88.05      | \$700,000                        | \$10,770                           | Unincorporated        | 5,280                                  | 100                  |                      | Metro    | 100.00%     |
| 07.040  | McKay Creek Property, LL | C 2/7/2011  | 6.94       | \$0                              |                                    | Hillsboro             | 0                                      | 100                  |                      | Metro    | 100.00%     |
| 07.042  | Saxton                   | 1/22/2009   | 6.7        | \$105,700                        | \$27,655                           | Cornelius             | 673                                    | 100                  |                      | Metro    | 100.00%     |
| Tı      | ransactions: 3           |             | 101.69     | \$805,700                        | \$38,426                           |                       | 5,953                                  |                      |                      |          |             |
| Deep Ci | reek and Tributaries     | G           | oal: 200   | acres                            |                                    |                       |  |                      |                      |          |             |
| 46.002  | Malad Laborator          | 10/20/2000  | 17.0       | Φ0.4 <b>Γ</b> .000               | ф27.27O                            | . /-                  | 2.400                                  | 100                  | 0                    | Mata     | 100 000/    |
| 46.002  | Mabel Johnson Trust      | 10/29/2009  | 17.9       | \$845,000                        | \$27,378                           | n/a                   | 3,400                                  | 100                  | 0                    | Metro    | 100.00%     |
| 46.008  | Homes New to You         | 12/21/2010  | 4.83       | \$344,000                        | \$6,030                            | Boring                | 500                                    | 100                  |                      | Metro    | 100.00%     |
| Tı      | ransactions: 2           |             | 22.73      | \$1,189,000                      | \$33,407                           |                       | 3,900                                  |                      |                      |          |             |
| East Bu | ittes                    | G           | oal: 52    | acres                            |                                    |                       |  |                      |                      |          |             |
| 02.038  | Happy Valley Homes       | 7/26/2011   | 14.7       | \$462,000                        |                                    | Happy Valley          | 6,000                                  | 100                  |                      | Metro    | 100.00%     |
| 02.097  | Miller                   | 6/30/2008   | 20.99      | \$3,000,000                      | \$24,190                           | Happy Valley          | 1,404                                  | 97                   | 3                    | NCPRD    | 100.00%     |
| 02.110  | Scouter Mountain         | 5/5/2011    | 68.3       | \$1,353,000                      | \$11,876                           | Happy Valley          | 0                                      | 100                  |                      | NCPRD    | 100.00%     |
| 02.125  | Darby Ridge/Gabbert Hill | 6/6/2007    | 37.3       | \$3,600,000                      | \$24,496                           | Gresham               | 0                                      | 75                   | 25                   | Gresham  | 0.00%       |
| 02.132  | Sunnyside Brook, LLC     | 6/15/2010   | 22.48      | \$504,500                        | \$22,715                           | Clackamas             | 1,936                                  | 100                  |                      | NCPRD    | 0.00%       |
| 02.135  | Persimmon                | 7/20/2007   | 70         | \$3,454,920                      | \$22,763                           | Gresham               | 0                                      | 100                  |                      | Metro    | 100.00%     |
| 02.136  | Persimmon                | 7/20/2007   | 8          | \$198,250                        | \$902                              | Gresham               | 0                                      | 100                  |                      | Metro    | 100.00%     |
| 02.137  | McMorihara, Inc          | 10/14/2008  | 15         | \$379,500                        | \$1,226                            | Gresham               | 0                                      | 100                  |                      |          |             |
| 02.140  | Rogers                   | 4/8/2011    | 30.02      | \$750,000                        | \$11,283                           | Happy Valley          | 150                                    | 100                  |                      | Metro    | 100.00%     |
| Tı      | ransactions: 9           |             | 286.79     | \$13,702,170                     | \$119,453                          |                       | 9,490                                  |                      |                      |          |             |
| Forest  | Park Connections         | G           | oal: 60    | acres                            |                                    |                       |  |                      |                      |          |             |
| 06.058  | Margolis                 | 3/27/2007   | 57.5       | \$1,790,000                      | \$55,367                           | Unincorporated        | 0                                      | 100                  |                      | Metro    | 100.00%     |
| 06.063  | Multnomah Co. Foreclosur | e 9/25/2008 | 2.8        | \$0                              | \$0                                | Portland              | 0                                      | 100                  |                      |          | 0.00%       |
| 06.065  | OPF - Audubon Lease      | 11/20/2008  | 86.5       | \$86,450                         | \$57,611                           | Portland              | 9,876                                  | 100                  |                      | Metro    | 0.00%       |
| Т       | ransactions: 3           |             | 146.8      | \$1,876,450                      | \$112,978                          |                       | 9,876                                  |                      |                      |          |             |

Johnson Creek and Watershed Goal: 200 acres

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| File #   | Seller                | Date         | Acres    | Purchase<br>Price | Stabilization<br>Costs | City/<br>Jurisdiction | Total Stream<br>Frontage (ft) | % Metro<br>Ownership | % Other<br>Ownership | Mgmt. By | % in Tier 1 |
|----------|-----------------------|--------------|----------|-------------------|------------------------|-----------------------|-------------------------------|----------------------|----------------------|----------|-------------|
| 29.001   | Wong/Gilberts Ridge   | 6/22/2007    | 10       | \$525,000         | \$4,671                | Portland              | 0                             | 100                  |                      | Portland | 100.00%     |
| 29.002   | Spani/Seely           | 12/29/2006   | 1.02     | \$240,000         | \$11,616               | Portland              | 150                           | 100                  |                      | Metro    | 100.00%     |
| 29.004   | Telford               | 11/27/2007   | 20       | \$1,200,000       | \$123,815              | Gresham               | 3,600                         | 100                  |                      | Metro    | 100.00%     |
| 29.005   | Allesina              | 7/31/2007    | 1.28     | \$450,000         | \$19,696               | Gresham               | 766                           | 100                  |                      | Metro    | 100.00%     |
| 29.006   | Clatsop Buttes        | 7/13/2007    | 49       | \$5,148,750       | \$19,738               | Portland              | 900                           | 100                  |                      | Portland | 100.00%     |
| 29.007   | Clatsop Buttes 2      | 1/7/2008     | 1.54     | \$260,000         | \$3,515                | Portland              | 0                             | 100                  |                      | Portland | 100.00%     |
| 29.008   | Reeves                | 11/30/2007   | 52.68    | \$5,850,000       | \$5,917                | Portland              | 0                             | 100                  |                      | Portland | 100.00%     |
| 29.009   | Emmert Lents 2        | 8/6/2009     | 10       | \$1,135,000       |                        | Portland              | 1,300                         | 0                    | 100                  | NCPRD    | 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         | \$37,388               | Gresham               | 1,485                         | 100                  |                      | Gresham  | 100.00%     |
| 29.013   | Parson                | 2/9/2010     | 5.59     | \$378,000         | \$26,409               | Gresham               | 2,100                         | 100                  | 100                  | Metro    | 100.00%     |
| 29.015   | Jones                 | 10/7/2008    | 0.5      | \$350,000         | \$23,614               | Gresham               | 30                            | 100                  |                      | Metro    | 100.00%     |
| 29.017   | Gonzales              | 12/23/2008   | 0.38     | \$25,000          | \$2,048                | Gresham               | 0                             | 100                  |                      | Metro    | 100.00%     |
| 29.019   | Peden                 | 4/8/2011     | 5.85     | \$187,000         | \$3,304                | Gresham               | 1,040                         | 100                  |                      | Metro    | 100.00%     |
| 29.020   | Marston               | 11/18/2010   | 2.97     | \$322,626         | \$12,579               |                       | 1,350                         | 100                  |                      | Metro    | 100.00%     |
| T        | ransactions: 15       |              | 174.11   | \$18,071,376      | \$294,310              |                       | 13,071                        |                      |                      |          |             |
| Killin V | Wetlands              | Go           | oal:     |                   |                        |                       |                               |                      |                      |          |             |
| 56.001   | Williams              | 12/11/2008   | 3.58     | \$10,000          |                        |                       | 560                           | 100                  |                      | Metro    | 100.00%     |
| T        | ransactions: 1        |              | 3.58     | \$10,000          |                        |                       | 560                           |                      |                      |          |             |
| Lower    | Tualatin River Headv  | waters Go    | oal: 400 | acres             |                        |                       |                               |                      |                      |          |             |
| 54.001   | Burge Trust           | 5/2/2007     | 52.93    | \$808,500         | \$9,857                | Unincorporated        | 9,240                         | 100                  |                      | Metro    | 100.00%     |
| 54.003   | Holmes                | 10/17/2008   | 38.6     | \$1,050,000       | \$64,313               | Sherwood              | 3,400                         | 100                  |                      | Metro    | 100.00%     |
| 54.004   | Cole                  | 6/8/2009     | 5        | \$325,000         | \$3,011                | Sherwood              | 1,550                         | 100                  |                      | Metro    | 100.00%     |
| 54.005   | Streeter              | 6/8/2009     | 23.2     | \$680,528         | \$40,571               | Sherwood              | 0                             | 100                  |                      | Metro    | 99.96%      |
| 54.006   | Brown                 | 4/30/2007    | 44.19    | \$244,000         | \$5,956                | Hillsboro             | 0                             | 100                  |                      | Metro    | 100.00%     |
| 54.012   | Massoni               | 12/15/2010   | 10       | \$70,300          |                        | Sherwood              | 1,840                         | 100                  |                      | Metro    | 100.00%     |
| 54.013   | Ralston/Consani       | 8/23/2010    | 34       | \$600,000         | \$10,976               | Unincorporated        | 2,900                         | 100                  |                      | Metro    | 100.00%     |
| T        | ransactions: 7        |              | 207.92   | \$3,778,328       | \$134,684              |                       | 18,930                        |                      |                      |          |             |
| Rock C   | reek Headwaters and   | l Greenwa Go | oal: 190 | acres             |                        |                       |                               |                      |                      |          |             |
| 13.040   | Steinberg             | 9/30/2011    | 39.5     | \$995,000         |                        | Portland              | 0                             | 100                  |                      | Metro    | 100.00%     |
| 13.043   | Keystone Construction | 4/12/2010    | 20.61    | \$245,062         | \$13,231               | Unincorporated        | 3,050                         | 100                  | 0                    | Metro    | 100.00%     |
|          |                       |              |          |                   |                        |                       |                               |                      |                      |          |             |

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| File #  | Seller         |             | Date       | Acres    | Purchase<br>Price | Stabilization<br>Costs | City/<br>Jurisdiction | Total Stream<br>Frontage (ft) | % Metro<br>Ownership | % Other<br>Ownership | Mgmt. By | % in Tier 1 |
|---------|----------------|-------------|------------|----------|-------------------|------------------------|-----------------------|-------------------------------|----------------------|----------------------|----------|-------------|
| 13.044  | Chang          |             | 9/14/2009  | 20       | \$225,000         | \$4,993                | Portland              | 3,800                         | 100                  |                      | Metro    | 100.00%     |
| 13.046  | Cho            |             | 6/4/2010   | 40       | \$838,060         | \$60,396               | Portland              | 3,900                         | 100                  |                      | Metro    | 100.00%     |
| 13.048  | Fernald        |             | 4/21/2011  | 37.39    | \$900,000         | \$14,546               | Portland              | 3,400                         | 100                  |                      | Metro    | 100.00%     |
| T       | ransactions:   | 5           |            | 157.5    | \$3,203,122       | \$93,167               |                       | 14,150                        |                      |                      |          |             |
| Sandy   | River Gorge    |             | Ge         | oal: 20  | acres             |                        |                       |                               |                      |                      |          |             |
| 04.024  | Friberg        |             | 12/1/2009  | 41.8     | \$275,000         | \$65                   |                       | 2,600                         | 100                  | 0                    | Metro    | 0.00%       |
| T       | ransactions:   | 1           |            | 41.8     | \$275,000         | \$65                   |                       | 2,600                         |                      |                      |          |             |
| Staffor | d Basin        |             | Ge         | oal: 200 | acres             |                        |                       |                               |                      |                      |          |             |
| 55.002  | Stevens        |             | 6/20/2008  | 24.7     | \$1,800,000       | \$37,222               | Lake Oswego           | 4,550                         | 100                  |                      | Metro    | 100.00%     |
| 55.003  | Landover Prope | erties, LLC | 6/8/2009   | 63.91    | \$4,473,000       | \$89,357               | West Linn             | 0                             | 100                  |                      | Metro    | 100.00%     |
| T       | ransactions:   | 2           |            | 88.61    | \$6,273,000       | \$126,579              |                       | 4,550                         |                      |                      |          |             |
| Tonqui  | in Geologic Aı | rea         | Ge         | oal: 213 | acres             |                        |                       |                               |                      |                      |          |             |
| 08.024  | Dammasch DAS   | i           | 7/25/2008  | 19.76    | \$186,300         | \$63,455               | Wilsonville           | 718                           | 100                  |                      | Metro    | 0.00%       |
| T       | ransactions:   | 1           |            | 19.76    | \$186,300         | \$63,455               |                       | 718                           |                      |                      |          |             |
| Tualat  | in River Gree  | nway        | Ge         | oal: 100 | acres             |                        |                       |                               |                      |                      |          |             |
| 11.031  | Kapaun         |             | 9/28/2007  | 0.41     | \$275,000         | \$7,195                | Unincorporated        | 410                           | 100                  |                      | Metro    | 0.00%       |
| 11.033  |                |             | 10/24/2008 | 1.5      | \$300,000         | \$12,657               | Tualatin              | 75                            | 100                  | 0                    | Metro    | 100.00%     |
| T       | ransactions:   | 2           |            | 1.91     | \$575,000         | \$19,852               |                       | 485                           |                      |                      |          |             |
| Willam  | nette Narrows  | s and Can   | emah Bl Ge | oal: 90  | acres             |                        |                       |                               |                      |                      |          |             |
| 21.007  | Davis          |             | 3/11/2009  | 24.34    | \$690,000         | \$16,025               | Oregon City           | 0                             | 100                  |                      | Metro    | 100.00%     |
| 21.015  | Reeder         |             | 6/28/2011  | 181.3    | \$2,200,000       | ,                      | Oregon City           | 0                             | 100                  | 0                    | Metro    | 100.00%     |
| 21.019  | Benson         |             | 9/27/2011  | 4.9      | \$330,000         |                        | Oregon City           | 0                             | 100                  |                      | Metro    | 100.00%     |
| 22.025  | Kahre          |             | 3/25/2009  | 13.29    | \$795,000         | \$11,071               | West Linn             | 0                             | 100                  |                      | Metro    | 100.00%     |
| T       | ransactions:   | 4           |            | 223.78   | \$4,015,000       | \$27,096               |                       | 0                             |                      |                      |          |             |

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| File # | Seller                                     | Date           | Acres  | Purchase S<br>Price                | Stabilization<br>Costs | City/<br>Jurisdiction  | Total Stream<br>Frontage (ft) | % Metro<br>Ownership | % Other<br>Ownership | Mgmt. By  | % in Tier 1 |
|--------|--|----------------|--------|------------------------------------|------------------------|------------------------|-------------------------------|----------------------|----------------------|-----------|-------------|
| Willan | nette River Greenway                       | G              | oal:   |                                    |                        |                        |                               |                      |                      |           |             |
| 01.006 | River View Cons. Easement                  | 7/15/2011      | 143    | \$2,250,000                        |                        | Portland               | 12,500                        |                      |                      | Metro     | 100.00%     |
| Т      | ransactions: 1                             |                | 142.96 | \$2,250,000                        |                        |                        | 12,500                        |                      |                      |           |             |
|        | Acres Acquired:<br>Number of Acquisitions: | 3,081.98<br>69 |        | otal Purchase P<br>Stabilization C | •                      | 7,825,946<br>1,403,409 | Total Stream Frontag          | e: 110,683           | Feet / 20            | .96 Miles |             |

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# **2006 Natural Areas Program Trail Acquisitions**

| File#       | Seller                       | Date       | Linear<br>Feet | Acres | Purchase Price<br>(regional share<br>contribution<br>only) | Ownership Type         | City     | County     | Council<br>District | Regional Trail                 | Ownership/ Mgmt.<br>by |
|-------------|------------------------------|------------|----------------|-------|--|------------------------|----------|------------|---------------------|--------------------------------|------------------------|
| Cazadero T  | <sup>r</sup> rail            |            |                |       |  |                        |          |            |                     |                                |                        |
|             |                              | Totals:    | 0              | 0     | \$0  |                        |          |            |                     |                                |                        |
| Columbia S  | Slough                       |            |                |       |  |                        |          |            |                     |                                |                        |
| 28.012 Dia  | amond Beall, LLC             | 4/25/2011  | 750            | 0.42  | \$15,720   | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
| 28.013 The  | e Archaeological Conservancy | 7/26/2010  | 264            | 0.12  | \$648  | Trail Easement         | Portland | Multnomah  | 1                   | Marine Drive Trail             | Portland               |
| 28.014 De   | tz, et al.                   | 3/18/2011  | 238            | 0.14  | \$9,105  | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
| 28.015 89   | 10 Vancouver Properties, LLC | 11/8/2010  | 535            | 0.25  | \$11,454   | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
| 28.017 Zal  | kharyuk                      | 7/20/2010  | 250            | 0.24  | \$14,467   | Trail Easement         | Gresham  | Multnomah  | 1                   | Marine Drive Trail             | Gresham                |
| 28.018 Du   | cks Moorage, LLC             | 7/2/2010   | 175            | 0.17  | \$8,000  | Trail Easement         | Gresham  | Multnomah  | 1                   | Marine Drive Trail             | Gresham                |
| 28.019 Do   | minguez                      | 7/2/2010   | 340            | 0.32  | \$12,675   | Trail Easement         | Gresham  | Multnomah  | 1                   | Marine Drive Trail             | Gresham                |
| 28.020 Cit  | y of Portland - BOM          | 5/12/2010  | 1,750          | 1.21  | \$0  | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
|             | egon Dept. of Corrections    | 11/24/2010 | 725            | 0.50  | \$31,616   | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
| 28.022 Riv  | verside Golf & Country Club  | 12/3/2010  | 1,800          | 1.33  | \$74,162   | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
| 28.023 Sta  | ples Corp.                   | 3/31/2011  | 440            | 0.52  | \$0  | Trail Easement         | Gresham  | Multnomah  | 1                   | Marine Drive Trail             | Gresham                |
| 28.026 Mu   | ılt. Co. Drainage District   | 1/6/2011   | 1,023          | 0.83  | \$0  | Trail Easement         | Portland | Multnomah  | 5                   | Columbia Slough Trail          | Portland               |
| 28.030 Por  | rtland Water Bureau          | 7/11/2011  | 215            | 0.21  | \$2,247  | Trail Easement         | Gresham  | Multnomah  | 1                   | Marine Drive Trail             | Gresham                |
| 28.032 Ma   | islo Commercial, LLC         | 3/23/2011  | 490            | 0.79  | \$25,360   | Trail Easement         | Portland | Multnomah  | 1                   | Marine Drive Trail             | Portland               |
| 28.033 Kil  | ander                        | 8/4/2011   | 300            | 0.72  | \$200,000  | Fee Simple Title       | Portland | Multnomah  | 1                   | Marine Drive Trail             | Metro                  |
| 28.045 Inf  | aith Development, LLC        | 1/14/2011  | 355            | 1.93  | \$90,000   | Fee Simple Title       | Portland | Multnomah  | 1                   | Columbia Slough Trail          | 25% Metro, 75% Ptld    |
|             |                              | Totals:    | 9,650          | 9.70  | \$495,454  |                        |          |            |                     |                                |                        |
| Fanno Cree  | ek Linkages                  |            |                |       |  |                        |          |            |                     |                                |                        |
| 16.064 Elli | iott                         | 4/21/2010  | 115            | 1.07  | \$20,000   | Trail & Grnwy Easement | Tigard   | Washington | 3                   | Fanno Creek Greenway Trail     | Metro                  |
|             | gard Industrial, LLC         | 4/9/2010   | 750            | 2.23  |  | Trail & Grnwy Easement | Tigard   | Washington | 3                   | Fanno Creek Greenway Trail     | Metro                  |
| 10.000 118  | gar a maasaria, 220          | ' '        |                | 3.30  | •  | Trun & drinwy Eusement | 1 igui u | washington |                     | Tumo dreek dreekway Tran       | Pictro                 |
|             |                              | Totals:    | 865            | 3.30  | \$52,300   |                        |          |            |                     |                                |                        |
| Gresham/F   | Fairview Trail               | m . 1      | 0              |       | φ <sub>0</sub>   |                        |          |            |                     |                                |                        |
|             |                              | Totals:    | 0              | 0     | \$0  |                        |          |            |                     |                                |                        |
| Springwate  | er Corridor                  |            |                |       |  |                        |          |            |                     |                                |                        |
| 24.007 Ore  | egon Pacific Railroad (OPRR) | 9/21/2010  | 3,210          | 0.75  | \$617,950  | Quitclaim Deed         | Portland | Multnomah  | 6                   | Springwater Corridor Trail     | Metro                  |
|             |                              | Totals:    | 3,210          | 0.75  | \$617,950  |                        |          |            |                     |                                |                        |
| Tualatin Ri | iver Greenway                |            |                |       |  |                        |          |            |                     |                                |                        |
|             |                              | Totals:    | 0              | 0     | \$0  |                        |          |            |                     |                                |                        |
| Westside T  | rail                         |            |                |       |  |                        |          |            |                     |                                |                        |
|             |                              | Totals:    | 0              | 0     | \$0  |                        |          |            |                     |                                |                        |
| Willamette  | River Greenway               |            |                |       | <u> </u>   |                        |          |            |                     |                                |                        |
|             | -                            | 8/23/2010  | 1 000          | 624   | \$206.667  | Ego Cimple Title       | Dortland | Multromek  | r                   | N. Ptld Willamette Grnwy Trail | 220/ Motro (70/ Dala   |
| 1.002 67    | 10, LLC                      |            | 1,900          | 6.34  | \$396,667  | Fee Simple Title       | roruana  | Multnomah  | 5                   | N. Fuu winamette Grnwy Trall   | 33% Meti 0, 67% Ptia   |
|             |                              | Totals:    | 1,900          | 6.34  | \$396,667  |                        |          |            |                     |                                |                        |

**Totals for Trail Acquisitions: 15,625 20.09 \$1,562,371** 

Linear Ft. Acres Cost

10/4/2011

### **Metro Natural Areas Program**

### Summer 2011 outreach initiative wrap-up report

In less than two decades, two voter-approved bond measures have allowed Metro to protect 11,000 acres of natural areas, safeguard 90 miles of river and stream banks, plant 1.7 million trees and shrubs, open three regional nature parks and support hundreds of community nature projects. After the 2006 bond measure was approved, Natural Areas Program leaders committed to developing a public awareness initiative every several years to engage citizens in the bond measure's progress. This approach was bolstered by recommendations from the Natural Areas Program Performance Oversight Committee and the Metro Auditor, calling for more overarching communications about the bond measure.

Program leaders set aside \$250,000 for a broad-based effort to report back to the community on the land that has been protected and restored. In summer 2011, Metro launched an outreach initiative, branded It's Our Nature – evoking both the places that have been protected and the community ethic that made it happen. The initiative set out to show how voters' investment has made a difference for water quality, wildlife habitat and outdoor recreation opportunities, and to engage people in a conversation about the future of the region's natural areas. Although the initiative was intended to reach a broad cross-section of the public, it focused on a few key groups: people who live in communities where the Natural Areas Program has had a direct impact, particularly in the suburbs; policy influencers and stakeholders; families with children; and newcomers to the region.

Metro strategically invested the outreach budget in three areas.

- Direct engagement: In a recent report, the Metro Auditor called for more interactive, inclusive public engagement across the agency's communications. Whether people are online or at an event, they don't want a lecture they want a two-way conversation. With this in mind, Metro's natural areas team hosted a kickoff tour for stakeholders, made the rounds at farmers markets across the region and staged special events.
- Storytelling capacity: The Natural Areas Program lacked a visual identity, informational
  materials and compelling, dynamic online content. Metro invested a significant portion of
  outreach funds in building capacity to engage the public on an ongoing basis.







**Top to bottom:** Filming at Graham Oaks Nature Park, engaging visitors at a farmers market booth, reflecting on the landscape during an Oregon Humanities event

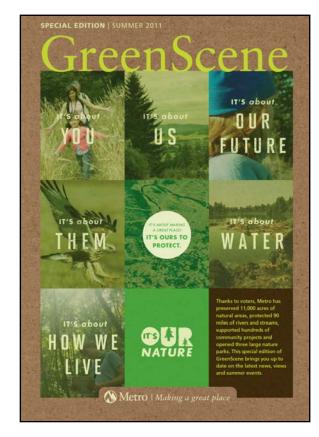
 Advertising: Metro devised a targeted approach that made the most of resources and drove traffic to the natural areas website and events. The strategy centered on film previews and radio ads that humanized natural areas protection and made an emotional connection, as well as online web banners and selective print advertising.

During three months of intensive outreach, the Metro Natural Areas Program connected with a broad cross-section of the region. Some 2,500 people engaged in one-on-one conversations with the natural areas team at farmers markets and community festivals, and hundreds more attended special events such as a kickoff tour and artist and writer presentations co-hosted by Oregon Humanities. Film previews and radio, web and print advertisements accounted for more than 13 million "impressions," or hits, based on audience figures provided by media outlets. This advertising helped produce a five-fold increase in traffic to Metro's natural areas web page, where revamped content and organization, a signature film and an interactive storytelling map enrich visitors' experience. That content, along with a new visual identity and branded products, will last for the life of the bond measure.

The It's Our Nature outreach initiative was, by most measures, a success. However, many lessons can be applied to future engagement efforts:

- Staging a broad-based outreach effort across many mediums requires an intensive level of staff resources. We can now better estimate the hours that will be needed from the communications point person, and the level of outside support necessary to pull off a major outreach initiative while sustaining day-to-day communications.
- An outside media strategist helped devise an advertising approach and lock in rates; as a
  penny-pinching measure, Metro staff coordinated placing the ads, preparing and sending
  files, and handling billing and payment. In the future, it may be worth paying a media
  strategist for full, front-to-back service so Metro can focus staff resources where we have
  the most capacity and expertise.
- Farmers markets provide a unique opportunity to engage a new, but interested, audience in a meaningful way. Public and staff response was almost universally positive. The natural areas team should explore the possibility of hosting market booths every summer, perhaps on a more limited, strategic basis when there's not a major outreach initiative under way.
- The Natural Areas Program and Oregon Humanities will discuss opportunities for future programming that creates and explores sense of place.





**Top to bottom:** A Metro naturalist engages tour participants; the summer edition of GreenScene told the story of the Natural Areas Program.

#### Direct engagement

A portion of summer outreach resources were invested in direct engagement, in recognition that the Natural Areas Program needs to support two-way communication rather than simply pushing out information. The natural areas team engaged thousands of people in conversations about protecting, restoring and publicly opening the region's natural areas, building awareness and trust.

| Component                      | Overview  | Staff resources  | Budget   | Results   |
|--------------------------------|---|--|--|---|
| Kickoff tour                   | Metro Council President Tom Hughes led a half-day kickoff tour, highlighting success stories and future challenges for key stakeholders. Participants learned about the transformation of a community natural area in Fairview, restoration work and future opportunities for public access along Johnson Creek, an innovative partnership to plant trees along Interstate 205 and the newly opened Graham Oaks Nature Park in Wilsonville.   | The natural areas communications coordinator spent about 30 hours planning and executing the tour. It required significant assistance from administrative staff and program leaders. | \$1,061.50   | Approximately 25 elected officials, parks directors, conservation group leaders and business executives attended the tour. Many said the event gave them an important opportunity to understand what Metro's natural areas bond measures have accomplished, ask questions and network with other leaders in their field.  |
| Farmers market blitz           | Metro's Natural Areas Program hosted outreach booths at 15 farmers markets and four community events. Natural areas staff handed out reusable shopping bags and informational materials, engaged visitors in conversations, answered questions and encouraged people to sign up to stay in touch. Markets were strategically selected to reach communities where Metro's Natural Areas Program has had an impact.                             | A half-time outreach assistant organized and staffed the booth, with one or two additional people at each market. A total of 19 staff and two volunteers participated.               | \$8,203<br>(salary for<br>summer outreach<br>assistant)  | About 2,500 people visited Metro's natural areas booth to learn about the land being protected and restored. Most visitors took some program materials, and many engaged in extended conversations with staff. More than 300 people signed up to receive a monthly online newsletter. Scientists, real estate negotiators, planners and program leaders were a key part of engaging the public.                                     |
| Oregon Humanities event series | Metro co-hosted the "Know Your Place" event series with Oregon Humanities, bringing artists and writers to Metro natural areas to lead conversations about place. Metro hosted nature writers Barry Lopez and Debra Gwartney at Graham Oaks Nature Park in Wilsonville, multi-disciplinary artist Linda K. Johnson at Scouter Mountain Natural Area in Happy Valley and filmmaker Matt McCormick at Cooper Mountain Nature Park in Beaverton. | Metro's natural areas communications coordinator devoted approximately 60 hours to this project, and a temporary summer communications assistant assisted.                           | Speaker fees,<br>event materials,<br>etc.: \$2,000<br>Temporary<br>communications<br>staff salary (20<br>hours): \$460 | About 100 people attended the three events, which were free but required registration. Events were scaled for a few dozen people each, because they were interactive. The Metro Natural Areas Program welcomed the crowd, handed out materials and engaged participants in meaningful conversations. Feedback forms were almost universally positive; the two organizations are exploring the possibility of future collaborations. |

| Component | Overview   | Staff resources   | Budget  | Results   |
|-----------|--|---|---------|---|
| Event kit | The Natural Areas Program invested in customized tent materials for summer outreach, which can continue to be used. New elements included a wall-size backdrop, table cloth, banners, and tree-stump stools. | Metro's creative services<br>team supported these<br>materials as part of a<br>broader effort to update<br>Metro's event kit. | \$2,000 | New materials were used at more than 20 events; they held up well and helped the Natural Areas Program present a more professional, cohesive identity. It's difficult to quantify the effect of the booth, but it received many compliments – best summed up by one visitor's remark: "Something just looks cool here. I wanted to learn more." |

Total direct engagement budget: \$13,724.50

#### **Storytelling capacity**

Metro invested in its long-term capacity to tell the story of the Natural Areas Program by developing a visual identity, informational materials and a robust web site. These new materials made their debut as a focal point summer outreach efforts, but they were also developed with an eye to sustainability – most of them can be used for the life of the 2006 natural areas bond measure.

| Component                    | Overview  | Staff resources  | Budget   | Results   |
|------------------------------|---|--|--|---|
| Interactive storytelling map | A new interactive storytelling map allows website visitors to explore stories, photos and videos about Metro natural areas. Users can pan across the region or sort by characteristics such as habitat types, restoration projects, trails and public access. | Launching the map was time-intensive for Metro's creative services and internet teams; the natural areas communications coordinator spent about 100 hours planning the map, creating content and helping launch it.  Refreshing the map with new content over time will require only modest staff resources. | Sockeye Creative concept, design, development: \$40,000 Temporary communications staff salary to enter content and help launch the map (40 hours):\$920 \$40,920 | Map users have been extremely complimentary about the ability to engage with Metro's natural areas in a more meaningful – and user-friendly – way. Hard data is not available, as a programming glitch prevented web analytics from being collected when the map launched. That problem is being corrected so data can be gathered in the future. |

| Component          | Overview   | Staff resources  | Budget  | Results  |
|--------------------|--|--|---|--|
| Web site overhaul  | Natural areas content on the Metro web site was re-imagined, rewritten and reorganized, with an emphasis on telling an overarching story. New features include a science blog, fun facts and a timeline, a "meet the team" feature that introduces natural areas staff and three main storylines: protecting natural areas, restoring natural areas, and planning parks and trails.  | Metro's natural areas communications coordinator spent approximately 100 hours on this project; the web team supported this work with by helping implement the changes.  | Intern salary for<br>video, photo<br>production:<br>\$13,688            | More than 3,500 people visited Metro's main natural areas web page from June through August 2011, compared with just 700 during the same time period the previous year —a fivefold increase. The time spent on the page remained about the same. The one negative: The number of people who left the site after viewing natural areas content doubled.   |
| Natural areas film | A new 8-minute film tells the story of the land that voters have protected, through the lens of three signature places: Graham Oaks Nature Park, Mount Talbert Nature Park and Clear Creek Natural Area. The film is hosted on the Metro web site and used at presentations and events; a one-minute trailer for the film played as a movie preview during the month of July at theaters across the region.  | Metro's natural areas communications coordinator devoted approximately 60 hours to developing the film, attending shoots and reviewing drafts. One scientist, one naturalist and one natural resource technician spent about 12 hours each, providing information and filming. | \$40,000  | The one-minute version of the film was shown at movie theaters 9,632 times, reaching an estimated 660,000 people. The full, eightminute version was viewed approximately 600 times during its first four months on the Metro website, and has been screened for hundreds more people at presentations including the Ecocity World Summit in Montreal, the Oregon Recreation and Parks Association conference in Bend and the quarterly trails forum hosted at Metro. Viewers have said the film makes an emotional connection based on sense of place. |
| GreenScene         | The summer 2011 edition of Metro's quarterly GreenScene magazine was devoted to the It's Our Nature outreach initiative. An overview, features, news updates, essays, photos and factoids told the story of the Metro Natural Areas Program and promoted special summer programming. GreenScene was a staple at the summer outreach booth and, because the content has a long shelf-life, this edition continues to be used by the natural areas team as an outreach tool. | Metro's natural areas communications coordinator spent approximately 80 hours writing and editing content, coordinating visuals and proofing the magazine. Much of the content was leveraged for other communications channels.  | \$2,300<br>(extra printing<br>costs for<br>expanded special<br>edition) | Metro distributed 28,000 print copies of the summer GreenScene, including 1,200 handed out in person by the natural areas team at farmers market booths and other events.  Another 4,000 people received summer GreenScene content by email. Additionally, the cover story was reprinted by the Oregon Recreation and Parks Association for its fall magazine and annual conference program.   |

| Component   | Overview   | Staff resources   | Budget  | Results   |
|---|--|---|---|---|
| Brochures     Reusable shopping bags     T-shirts     Buttons | Metro developed a cohesive storyline and visual identity for the Natural Areas Program – and, from that, a suite of products to engage the public. It's Our Nature outreach materials were a core part of the summer initiative, and they will continue to be useful throughout the life of the 2006 natural areas bond measure.   | Metro's natural areas communications coordinator spent about 80 hours working with the Sockeye Creative team to develop the It's Our Nature materials and shepherd them through production. Metro's creative services team devoted significant time to design review, file preparation and production coordination. | Sockeye Creative branding, strategy, design: \$26,000 Brochures: \$3,110 (quantity 5,000) Bags: \$5,697 (quantity 3,000) T-shirts: \$1,710 (quantity 200) Buttons: \$950 (quantity 5,000) Total: \$37,467 | Reusable bags were critical to attracting attention and getting people to stop by the Metro booth during summer events, and they support Metro's sustainability messages. The Metro Council, the planning department and others have used bags for outreach events.  Brochures are ideal as an entry point to the Natural Areas Program, and will continue to be used for events and business correspondence.  T-shirts were used to identify staff and volunteers, and as prize give-aways and partner recognition gifts; they were so popular, an additional batch was produced to sell at the Metro Store for \$10 each. |
| Natural areas outreach presentation                           | A new presentation format and film footage allow Natural Areas Program leaders and Metro councilors to present the program in a more dynamic, engaging way when they give presentations. Instead of a PowerPoint presentation, speakers now use a modular set of talking points that allows them to tailor presentations, while natural areas footage plays as a scene-setting backdrop. | Metro's natural areas communications coordinator spent about 20 hours developing and writing the new presentation and working with a temporary communications staffer to produce it.  | Temporary<br>communications<br>staff filming,<br>editing time (20<br>hours): \$460  | Metro's Sustainability Center director debuted the new format at the Ecocity World Summit in Montreal. Audience members described the presentation format as "relaxing," "artsy in a good way" and "inspiring and powerful." Metro's communications director is considering modeling other presentations on this format.  |

Total storytelling capacity budget: \$134,835

#### **Advertising**

The It's Our Nature outreach initiative strategically targeted advertising dollars toward its target demographic: citizens who live in communities where the Natural Areas Program has made significant investments. Metro devoted only a small percentage of its budget to print advertising, instead concentrating on radio, film and online opportunities.

| Component     | Overview   | Staff resources  | Budget   | Results  |
|---------------|--|--|--|--|
| Film previews | A one-minute trailer for Metro's new It's Our Nature film played during movie previews at 13 movie theaters across the region during the month of July. The trailer was designed to make an emotional connection, impart high-level messages and drive traffic to the website. | The natural areas communications coordinator spent approximately eight hours coordinating this ad placement.   | \$17,474   | The film trailer played a total of 9,632 times at 13 theaters, reaching a projected 660,000 people. Qualitative feedback was positive.                   |
| Radio spots   | Three 30-second radio spots highlighted the Metro Natural Areas Program. One ad featured a Metro scientist, the second featured a Metro naturalist and the third featured a professional voice talent.   | The natural areas communications coordinator spent about 20 hours developing concepts, working on scripts, attending recording sessions and reviewing ads. | Radio production:<br>\$11,000<br>Radio ad buy:<br>\$20,000<br>Total: \$31,000                                  | Radio ads aired a total of 1,654 times on 19 stations, reaching news, sports and music audiences. The ads were heard by an estimated 9.4 million people. |
| Web banners   | Web banners on two of the region's highest-traffic web sites raised awareness of the Metro Natural Areas Program and drove traffic to the Metro natural areas web page.  | Metro's natural areas communications coordinator devoted approximately eight hours to working on web concepts and coordinating ad placement.               | Sockeye creative web banner production: \$2,275 Comcast.net: \$10,455 OregonLive.com: \$12,075 Total: \$24,805 | Metro's contracts guaranteed 1.78 million impressions on OregonLive and 1.05 million impressions on Comcast.   |

| Component         | Overview   | Staff resources   | Budget   | Results   |
|-------------------|--|---|--|---|
| Print advertising | Metro placed five full-page ads in Willamette Week and one full-page ad in the July edition of Portland Monthly, with a special seeded-paper postcard. Both these publications tend to reach an urban demographic. | Metro's natural areas communications coordinator devoted approximately 20 hours to working on print concepts and coordinating ad placement. | Willamette Week:<br>\$13,472.50<br>Seeded postcard<br>production:<br>\$8,390<br>Portland Monthly:<br>\$5,000<br>Total: \$26,862.50 | Willamette Week has a circulation of 90,000, with some 85 percent of its papers going to the city of Portland. An estimated 405,000 people read the paper at least once a month; 63 percent of readers are between ages 25-44. Portland Monthly has a circulation of about 63,000, with slightly more than half of those copies delivered in the city of Portland and the rest spread through the metropolitan area and beyond. |

Total advertising budget: \$100,141.50

Total outreach initiative budget: \$248,701

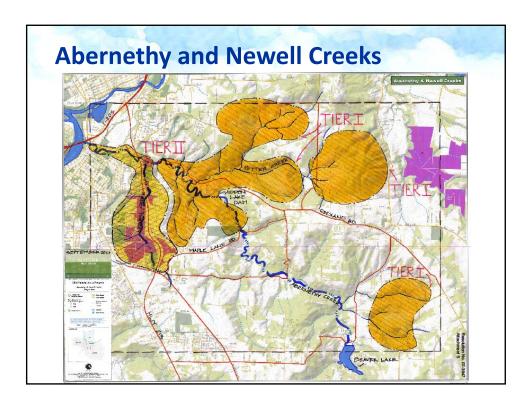


# What is a refinement plan?

The compilation of available information about each target area:

- Biologist field visits and expert analysis of maps
- Interviews with key stakeholders
- Eight public open houses throughout the region
- A "virtual" open house available via the internet





# **Abernethy and Newell Creeks**

### **Refinement Plan goals**

Protect undeveloped lands along lower Newell Creek for future restoration (especially threatened habitat for native steelhead and cutthroat populations) and wildlife connectivity.

Protect natural corridors and uplands along the main stem of Abernethy Creek and its major tributaries to protect water quality and wildlife habitat.

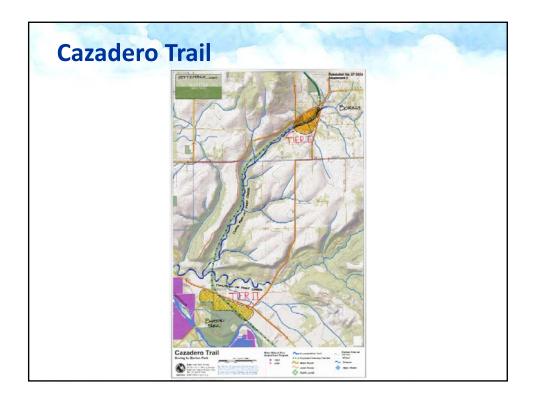
### **Acquisitions to date**

Aug. 2007 Evanson/TPL

106.7 acres

Refinement Plan goal: 150 acres





# **Cazadero Trail**

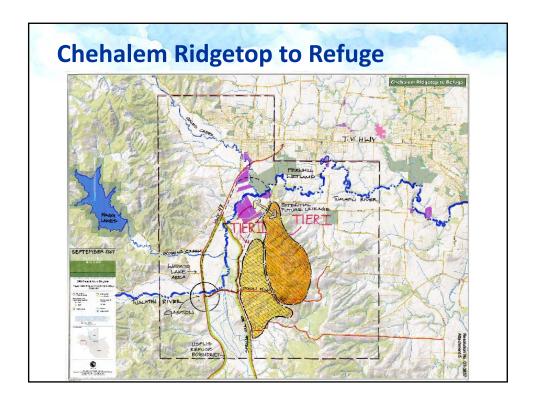
### **Refinement Plan goals**

Acquire lands necessary to complete the Cazadero Trail between Boring and Barton Park.

### **Acquisitions to date**

May 2010 OSU Foundation 24.63 acres





# **Chehalem Ridgetop to Refuge**

### **Refinement Plan goals**

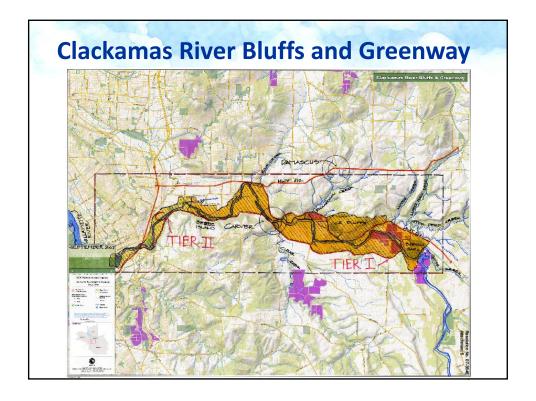
Protect large, undeveloped tracts of forestland to protect water quality, wildlife habitat and connections, and to provide public access opportunities.

### **Acquisitions to date**

| Dec. 2007  | Berry (Hamacher/Ponzi)          | 4.2 acres  |
|------------|---------------------------------|------------|
| Feb. 2008  | Berry (Hamacher/Ponzi)          | 36.3 acres |
| Jan. 2010  | TPL/Chehalem Ridge Natural Area | 1143 acres |
| Sept. 2011 | McKenzie                        | 19.2 acres |

Refinement Plan goal: 400 acres





# **Clackamas River Bluffs and Greenway**

### **Refinement Plan goals**

Protect sensitive riparian areas, wetlands and side channels along the Clackamas River from Goose Creek west towards the confluence with the Willamette River for fish and wildlife habitat protection, enhancement and restoration. Protect water quality and improve fish and wildlife habitat in the lower Clackamas River by acquiring and restoring native plant communities and side channels.

Protect unique geological features, habitat for rare species and lands that could provide a regionally significant nature park on the mostly undeveloped Clackamas River Bluffs.



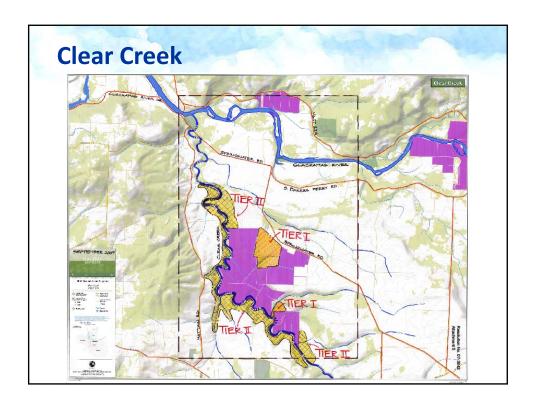
# **Clackamas River Bluffs and Greenway**

## Acquisitions to date

| Feb. 2008 | Anderson           | .7   |
|-----------|--------------------|------|
| Feb. 2008 | Thompson           | .3   |
| May 2008  | ODOT/Carver Curves | 16.2 |
| Oct. 2009 | Pratt              | 88.3 |

Refinement Plan goal: 450 acres





# **Clear Creek**

### **Refinement Plan goals**

Protect the water quality and fish and wildlife habitat of Clear Creek and Clear Creek Canyon.

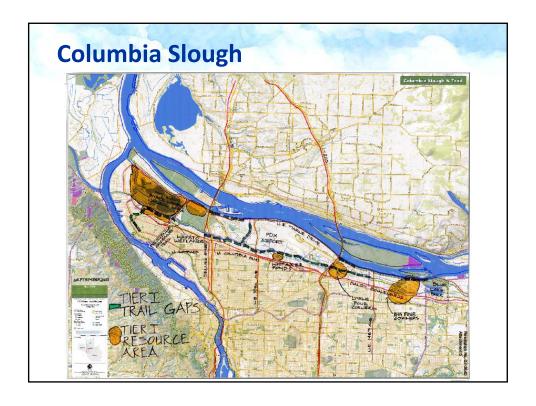
Protect the public investment made to date in establishing a significant, publicly accessible regional natural area.

### **Acquisitions to date**

None.

Refinement Plan goal: 60 acres





# Columbia Slough

### **Refinement Plan goals**

Protect and enhance habitat and linkages along the Columbia Slough.

### **Acquisitions to date**

| Oct. 2007 | Multnomah County tax transfer | 2.0 acres |
|-----------|-------------------------------|-----------|
| Dec. 2007 | Oregon Parks donation         | xx acres  |
| June 2010 | City of Portland easement     | 1.0 acres |
| July 2010 | Dominguez                     | .3 acres  |
| July 2010 | Duck's Moorage                | .2 acres  |
| July 2010 | Zakharyuk                     | .2 acres  |
| July 2010 | Archaeological Conservancy    | .1 acres  |
|           |                               | cont'd    |

Refinement Plan goal: 50 acres

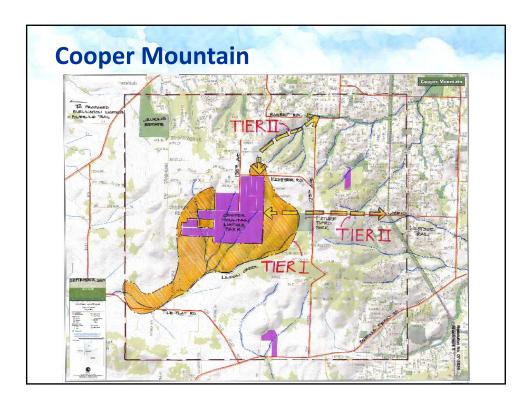


# **Columbia Slough**

# Acquisitions to date (cont'd)

| Nov. 2010  | 8910 Vancouver Properties       | .2 acres   |
|------------|---------------------------------|------------|
| Nov. 2010  | Oregon Dept. of Corrections     | .5 acres   |
| Dec. 2010  | Riverside Golf & Country Club   | 1.3 acres  |
| Jan. 2011  | Multnomah County Drainage Dist. | .8 acres   |
| Jan. 2011  | In Faith Development            | 1.9 acres  |
| Feb. 2011  | Roughton                        | 20.5 acres |
| March 2011 | Maslo Commercial LLC            | .8 acres   |
| March 2011 | Detz, et al                     | .1 acres   |
| March 2011 | Staples Corp.                   | .5 acres   |
| April 2011 | Diamond Beall LLC               | .4 acres   |
| July 2011  | Portland Water Bureau           | .2 acres   |
| Aug. 2011  | Kilander                        | .7 acres   |
|            |                                 |            |

Metro



# **Cooper Mountain**

### **Refinement Plan goals**

Acquire key land parcels in the Cooper Mountain target area to build on Metro's successful efforts using 1995 bond funds to:

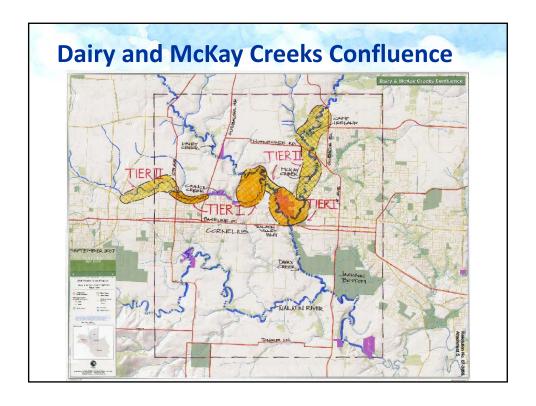
- Expand habitat protection of Oregon white oak and rare prairie habitat and riparian corridors along Lindow and McKernen Creeks.
- Enhance access to Cooper Mountain Nature Park by land acquisition and securing trail connections between publicly-owned properties.
- Keep important wildlife corridors and buffers intact.

### **Acquisitions to date**

None.

Refinement Plan goal: 204 acres





# **Dairy and McKay Creeks Confluence**

### **Refinement Plan goals**

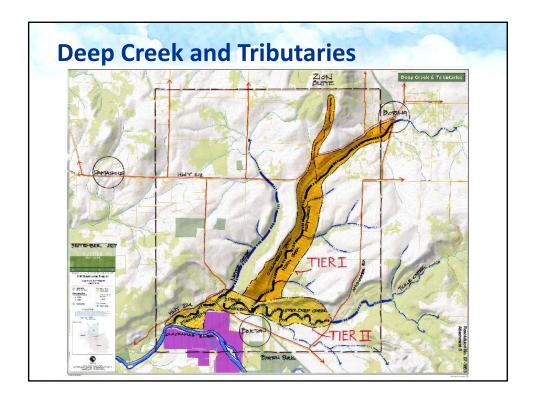
Protect the riparian areas and associated wetlands in the Dairy and McKay Creeks confluence area to contribute significantly to improved water quality in these major tributaries of the Tualatin River.

### **Acquisitions to date**

Apr. 2007Wetter Trust93.3 acresJan. 2009Saxton6.7 acresFeb. 2011McKay Creek Property LLC6.9 acres

Refinement Plan goal: 140 acres





# **Deep Creek and Tributaries**

### **Refinement Plan goals**

Preserve and protect the canyons and streams of Deep Creek that provide vital natural areas and green space for water quality, fish and wildlife habitat.

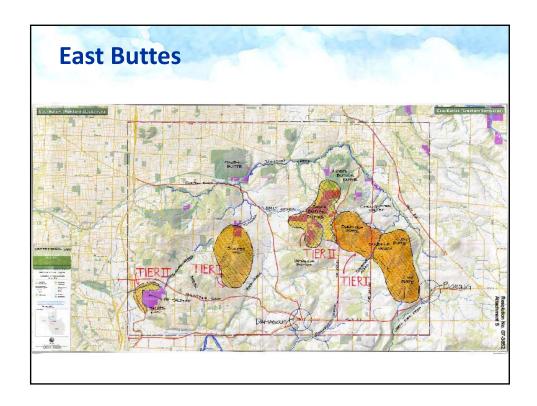
Protect the North Fork of Deep Creek to connect the Clackamas River to the Zion-Tower-Sunshine-Butler Ridge system of linked wildlife habitat.

### **Acquisitions to date**

Oct. 2009 Mabel Johnson Trust 17.9 acres
Dec. 2010 Homes New to You 4.8 acres

Refinement Plan goal: 200 acres





## **East Buttes**

### **Refinement Plan goals**

Connect the substantial Butler Ridge natural area in public ownership to create a wildlife corridor and potential access to the Clackamas River via Sunshine Butte, Tower Butte, Zion Butte and the North Fork Deep Creek.

Protect butte tops and slopes for wildlife habitat and corridors between these wooded slopes and create scenic vistas that provide visual relief to urban residents.

Protect headwaters of healthy streams through acquisition of wooded hillsides on Scouter Mountain and Mount Talbert.



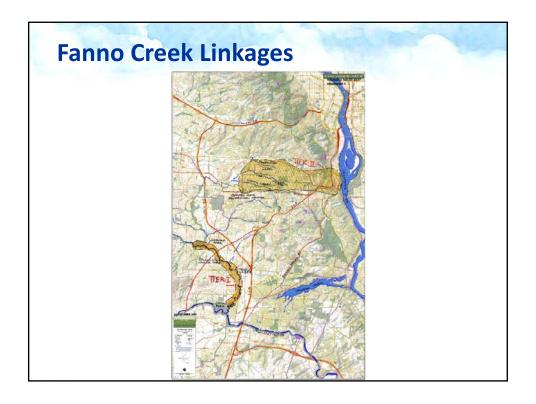
# **East Buttes**

# Acquisitions to date

| June 2007  | Darby Ridge        | 37.3 acres |
|------------|--------------------|------------|
| July 2007  | Persimmon          | 78.0 acres |
| June 2008  | Miller             | 21.0 acres |
| Oct. 2008  | McMorihara Inc.    | 15.0 acres |
| June 2010  | Sunnyside Brook    | 22.5 acres |
| April 2011 | Rogers             | 30.0 acres |
| May 2011   | Scouter Mountain   | 68.3 acres |
| July 2011  | Happy Valley Homes | 14.7 acres |

Refinement Plan goal: 52 acres





# **Fanno Creek Linkages**

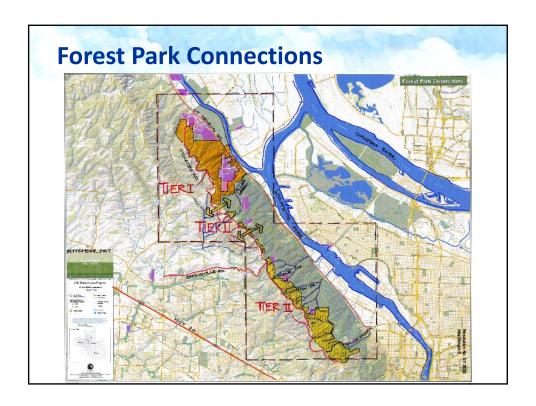
### **Refinement Plan goals**

Complete a continuous greenway trail from the Tualatin River into a highly urbanized, "walker challenged" area of Portland, and further protect water quality along Fanno Creek and its tributaries.

### **Acquisitions to date**

Apr. 2010Tigard Industrial2.2 acresApr. 2010Elliot1.0 acres





## **Forest Park Connections**

### **Refinement Plan goals**

Acquire key properties to connect Forest Park to other public lands.

Connect Forest Park to Rock Creek and the Westside Trail to keep important wildlife corridors intact and provide trail connections between the region's largest urban park and Washington County.

Protect important headwater areas on east side of the ridgeline.

#### **Acquisitions to date**

| Mar. 2007 | Margolis                        | 57.5 acres |
|-----------|---------------------------------|------------|
| Sep. 2008 | Multnomah County foreclosure    | 2.8 acres  |
| Nov. 2008 | Oregon Parks Foundation/Audubon | 86.5 acres |

Refinement Plan goal: 60 acres





# **Gresham-Fairview Trail**

### **Refinement Plan goals**

Complete this important eastern spine of the regional trail system by securing a complete public corridor along the proposed Gresham-Fairview Trail while also looking to provide access and connectivity to and from adjacent parks, greenspaces, trails and a potential regional trailhead.

### **Acquisitions to date**

None.





# **Johnson Creek and Watershed**

### **Refinement Plan goals**

Pursue opportunities to acquire tracts within the remaining upland habitat areas adjacent to the main stem, along major tributary creeks, and within the Johnson Creek floodplain to protect water quality and connect existing public holdings.

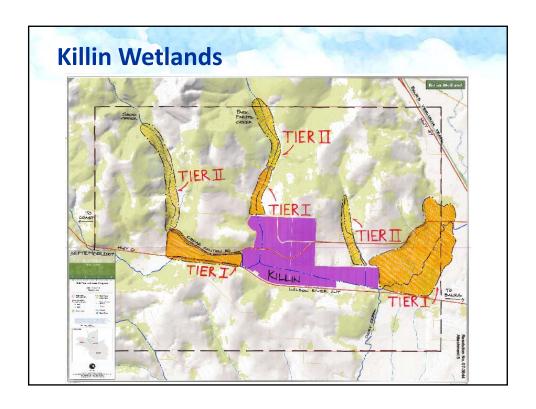
Refinement Plan goal: 200 acres



# **Johnson Creek and Watershed**

# Acquisitions to date

| Dec. 2006  | Spani/Seely             | 1.0 acres  |
|------------|-------------------------|------------|
| June 2007  | Wong/Gilberts Ridge     | 10.0 acres |
| July 2007  | Clatsop Buttes/Jersey   | 49.0 acres |
| July 2007  | Allesina                | 1.3 acres  |
| Nov. 2007  | Telford                 | 20.0 acres |
| Nov. 2007  | Reeves                  | 52.7 acres |
| Jan. 2008  | Clatsop Buttes 2/Hedges | 1.5 acres  |
| May 2008   | Emmert/Clatsop          | 11.3 acres |
| July 2008  | Stickney                | 2.0 acres  |
| Oct. 2008  | Jones/Ambleside         | .5 acres   |
| Dec. 2008  | Gonzales                | .4 acres   |
| Aug. 2009  | Emmert/Lents            | 10.0 acres |
| Feb. 2010  | Parson                  | 5.6 acres  |
| Nov. 2010  | Marston                 | 3.0 acres  |
| April 2011 | Peden                   | 5.9 acres  |
|            |                         | Metro      |
|            |                         | 1,10010    |



## **Killin Wetlands**

## **Refinement Plan goals**

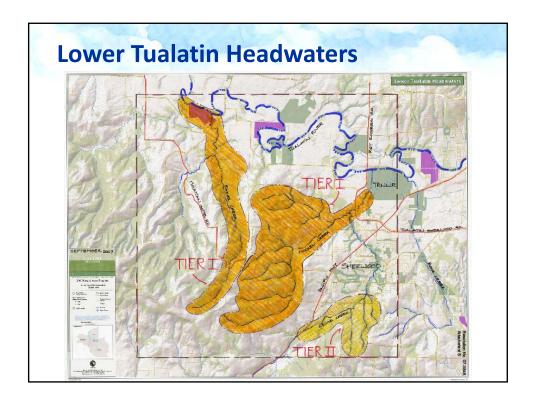
Although much of the Killin Wetlands is currently in public ownership, acquisition of the critical remaining portions of the wetlands and main tributaries will build on the public's investment to date and ensure long-term protection and public enjoyment of the highly valuable fish and wildlife habitat in one of the largest remaining peat soil wetlands in the Willamette Valley.

#### **Acquisitions to date**

Dec. 2008 Williams 3.6 acres

Refinement Plan goal: 60 acres





# **Lower Tualatin Headwaters**

### **Refinement Plan goals**

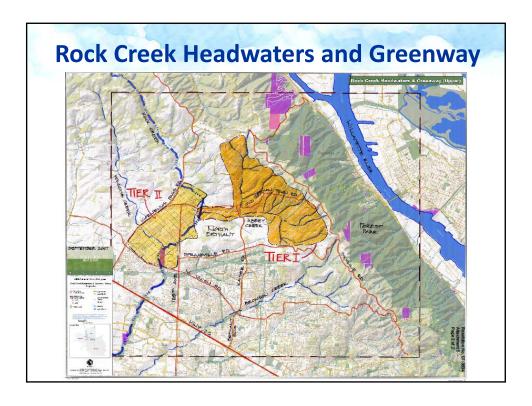
Protect lands within the Baker, Chicken and Cedar creek watersheds in the southwest Chehalem Mountains that retain significant wildlife habitat and contribute to water quality in the Tualatin River Basin.

#### **Acquisitions to date**

| Apr. 2007 | Brown       | 44.2 acres |
|-----------|-------------|------------|
| May 2007  | Burge Trust | 52.9 acres |
| Oct. 2008 | Holmes      | 38.6 acres |
| June 2009 | Cole        | 5.0 acres  |
| June 2009 | Streeter    | 23.2 acres |
| Aug. 2010 | Ralston     | 34.0 acres |
| Dec. 2010 | Massoni     | 10.0 acres |

Refinement Plan goal: 400 acres





# **Rock Creek Headwaters and Greenway**

### **Refinement Plan goals**

Protect the upper watershed to meet water quality protection goals in the lower watershed.

Protect key undeveloped sites in the lower reaches of Rock Creek to buffer growth, protect water quality and provide nature in neighborhoods.

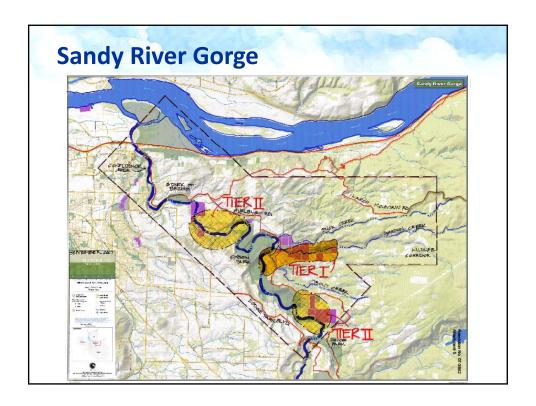
Protect habitat along key tributaries and associated wetlands.

#### **Acquisitions to date**

| Sep. 2009  | Chang                 | 20.0 acres |
|------------|-----------------------|------------|
| Apr. 2010  | Keystone Construction | 20.6 acres |
| June 2010  | Cho                   | 40.0 acres |
| April 2011 | Fernald               | 37.4 acres |
| Sept. 2011 | Steinberg             | 39.5 acres |

Refinement Plan goal: 190 acres





# **Sandy River Gorge**

#### **Refinement Plan goals**

Protect biological linkages by acquiring essential properties along the Sandy River and its tributaries for the protection of fish and wildlife habitat and water quality benefits.

Pursue partnerships throughout the target area to achieve objectives and maximize the leveraging of regional bond funds.

### **Acquisitions to date**

Dec. 2009 Friberg 41.8 acres

Refinement Plan goal: 20 acres





# **Springwater Corridor**

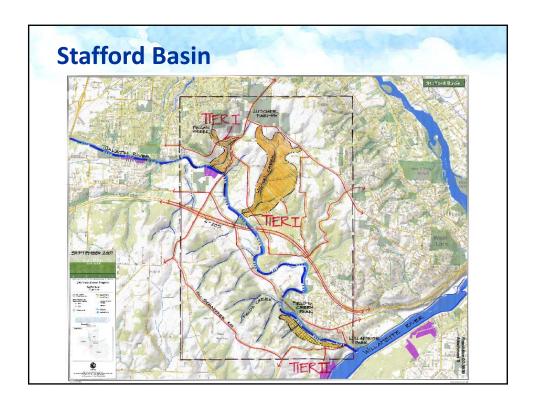
#### **Refinement Plan goals**

Complete the 1-mile corridor between the existing Springwater on the Willamette Trail and the Three Bridges project at SE 19<sup>th</sup> Avenue in Portland. This will provide the final connection of the Springwater Corridor between downtown Portland east through Milwaukie and Gresham to Boring.

### **Acquisitions to date**

Sep. 2010 Oregon Pacific Railroad .75 acres





# **Stafford Basin**

### **Refinement Plan goals**

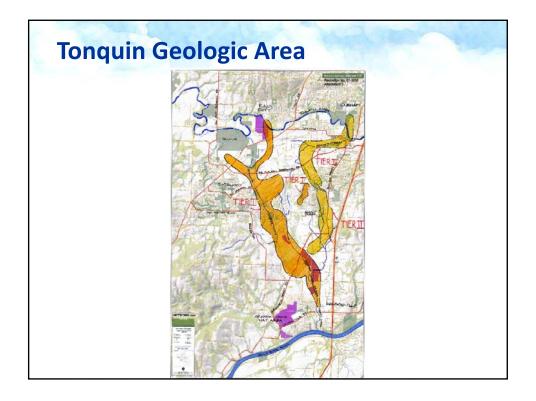
Protect lands in the Stafford basin along tributary creeks to the Tualatin River to enhance water quality protection, provide floodplain storage, secure diverse natural areas for local residents and provide regional trail connections.

#### **Acquisitions to date**

June 2008Stevens24.7 acresJune 2009Landover Properties63.9 acres

Refinement Plan goal: 200 acres





# **Tonquin Geologic Area**

### **Refinement Plan goals**

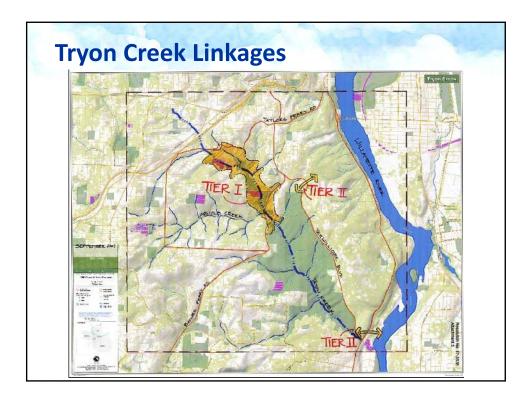
Protect unique geologic features that provide valuable wildlife habitat. Acquire additional lands needed for a future regional trail corridor connecting Wilsonville to Tualatin.

#### **Acquisitions to date**

July 2008 State of Oregon/Dammasch 19.7 acres

Refinement Plan goal: 213 acres





# **Tryon Creek Linkages**

### **Refinement Plan goals**

Acquire few key land parcels to complete the connection between existing public lands and Tryon Creek State Natural Area.

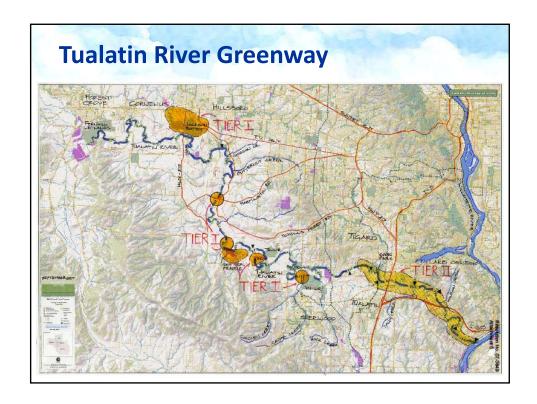
Protect connections to adjacent watersheds to maintain important wildlife corridors.

## **Acquisitions to date**

None.

Refinement Plan goal: 7 acres





# **Tualatin River Greenway**

#### **Refinement Plan goals**

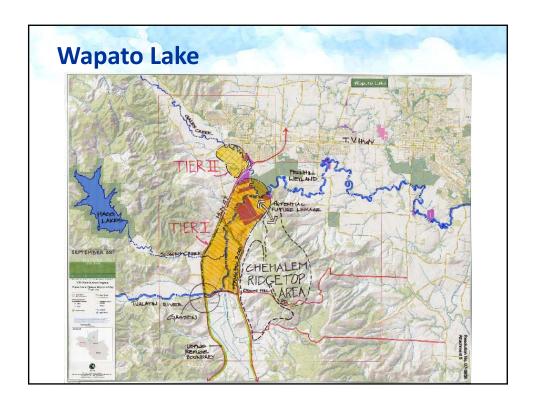
Protect and restore riparian areas and floodplains to improve water quality and to support a diversity of plants and wildlife.

Provide additional or enhanced access that will allow people to enjoy the river.

### **Acquisitions to date**

Sep. 2007Kapuan.4 acresOct. 2008Icon Construction1.5 acres





# **Wapato Lake**

### **Refinement Plan goals**

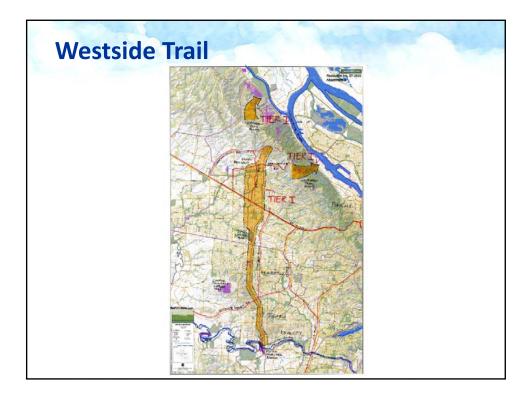
Protect lands in the Wapato Lake area for water quality and wildlife habitat benefits.

### **Acquisitions to date**

None.

Refinement Plan goal: 400 acres





# **Westside Trail**

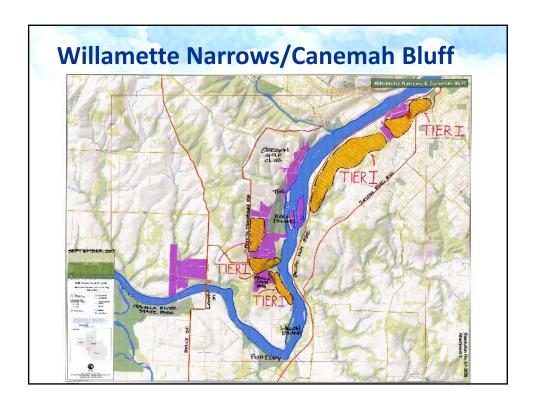
#### **Refinement Plan goals**

Develop a continuous trail corridor from the Tualatin River north to and east through Forest Park to connect to the Willamette River Greenway and 40-Mile Loop Trail.

### **Acquisitions to date**

None.





# Willamette Narrows/Canemah Bluff

### **Refinement Plan goals**

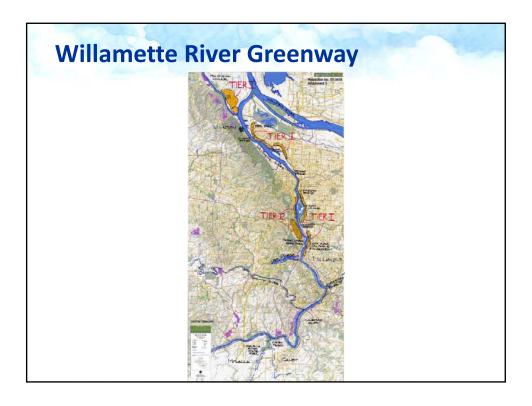
Acquisition of strategic additions in the Willamette Narrows and Canemah Bluff target area will protect the unique biological, geological and scenic values of this area and allow for a publicly accessible regional natural area to be established.

#### **Acquisitions to date**

| Mar. 2009  | Davis  | 24.3 acres  |
|------------|--------|-------------|
| Mar. 2009  | Kahre  | 13.3 acres  |
| June 2011  | Reeder | 181.3 acres |
| Sept. 2011 | Benson | 4.9 acres   |

Refinement Plan goal: 90 acres





# **Willamette River Greenway**

#### **Refinement Plan goals**

Protect fish and wildlife habitat, water quality, scenic resources and improve public access to the river along the greenway from Wilsonville to the Multnomah Channel.

#### **Acquisitions to date**

 Aug. 2010
 6710 LLC
 6.3 acres

 July 2011
 Riverview
 143.0 acres

