

Metro | Agenda

Meeting: Metro Policy Advisory Committee (MPAC)
Date: Wednesday, Jan. 25, 2012
Time: 5 to 7 p.m.
Place: Council Chambers

- | | | | |
|----------------|------------|---|--|
| 5 PM | 1. | <u>CALL TO ORDER</u> | Jerry Willey, Chair |
| 5:02 PM | 2. | <u>SELF INTRODUCTIONS & COMMUNICATIONS</u> | Jerry Willey, Chair |
| 5:05 PM | 3. | <u>CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS</u> | |
| 5:10 PM | 4. | <u>COUNCIL UPDATE</u> <ul style="list-style-type: none">• 2012 Legislative Principles | |
| 5:15 PM | 5. | <u>CONSENT AGENDA</u> <ul style="list-style-type: none">* • Consideration of the Jan. 11, 2011 Minutes* • 2012 MTAC Nominations | |
| | 6. | <u>INFORMATION/DISCUSSION ITEMS</u> | |
| 5:20 PM | 6.1 | # 2012 MPAC Work Program—<u>DISCUSSION</u> <ul style="list-style-type: none">• <i>Outcome:</i> Discussion of 2012 MPAC topics. | Jerry Willey, Chair |
| 5:50 PM | 6.2 | * Greater Portland Metro Export Initiative – <u>INFORMATION / DISCUSSION</u> <ul style="list-style-type: none">• <i>Outcome:</i> Feedback on export initiative strategy. | Noah Siegel,
City of Portland
Chris Harder, PDC |
| 6:20 PM | 6.3 | * “Families Move” – City of Portland Presentation on Human Migration –<u>INFORMATION</u> <ul style="list-style-type: none">• <i>Outcome:</i> Understanding of human migration patterns and current local demographic makeup of our immigrant populations in the region | Ronault LS Catalani,
City of Portland |
| 6:45 PM | 7. | <u>MPAC MEMBER COMMUNICATION</u> | |
| 6:50 PM | 8. | <u>ADJOURN</u> | Jerry Willey, Chair |

* Material included in the packet.

Material available at the meeting.

For agenda and schedule information, call Kelsey Newell at 503-797-1916, e-mail: kelsey.newell@oregonmetro.gov. To check on closure or cancellations during inclement weather please call 503-797-1700.



2012 MPAC Tentative Agendas

Tentative as of Jan. 20, 2012

<u>MPAC Meeting</u> January 11 <ul style="list-style-type: none">Climate Smart Communities (endorse Briefing Book)Industrial Site Readiness	<u>MPAC Meeting</u> January 25 <ul style="list-style-type: none">MPAC 2012 Work Program
<u>MPAC Meeting</u> February 8 <ul style="list-style-type: none">Population and Employment Forecast and Growth Distribution	<u>MPAC Meeting</u> February 22 <ul style="list-style-type: none">Greater Portland Pulse
<u>MPAC Meeting</u> March 14	<u>MPAC Meeting</u> March 28
<u>MPAC Meeting</u> April 11	<u>MPAC Meeting</u> April 25
<u>MPAC Meeting</u> May 9	<u>MPAC Meeting</u> May 23
<u>MPAC Meeting</u> June 13	<u>MPAC Meeting</u> June 27
<u>MPAC Meeting</u> July 11	<u>MPAC Meeting</u> July 25
<u>MPAC Meeting</u> August 8	<u>MPAC Meeting</u> August 22
<u>MPAC Meeting</u> September 12	<u>MPAC Meeting</u> September 19
<u>MPAC Meeting</u> October 10	<u>MPAC Meeting</u> October 24
<u>MPAC Meeting</u> November 14	<u>MPAC Meeting</u> November 28
<u>MPAC Meeting</u> December 12	<u>MPAC Meeting</u> December 19



METRO POLICY ADVISORY COMMITTEE

January 11, 2012

Metro Regional Center, Council Chambers

MEMBERS PRESENT

Matt Berkow
Jody Carson
Steve Clark
Nathalie Darcy
Dennis Doyle
Amanda Fritz
Kathryn Harrington
Jack Hoffman
Carl Hosticka
Annette Mattson
Marilyn McWilliams
Doug Neeley
Wilda Parks
Barbara Roberts
Loretta Smith, 2nd Vice Chair
Jerry Willey, Vice Chair

AFFILIATION

Multnomah County Citizen
City of West Linn, representing Clackamas Co. Other Cities
Trimet Board of Directors
Washington County Citizen
City of Beaverton, representing Washington Co. 2nd Largest City
City of Portland Council
Metro Council
City of Lake Oswego, representing Clackamas Co. Largest City
Metro Council
Governing Body of School Districts
Washington County Special Districts
City of Oregon City, representing Clackamas Co. 2nd Largest City
Clackamas County Citizen
Metro Council
Multnomah County Commission
City of Hillsboro, representing Washington County Largest City

MEMBERS EXCUSED

Sam Adams
Shane Bemis
Michael Demagalski
Andy Duyck
Charlotte Lehan, Chair
Keith Mays
Jim Rue
Steve Stuart
Norm Thomas
William Wild

AFFILIATION

City of Portland Council
City of Gresham, representing Multnomah Co. 2nd Largest City
City of North Plains, representing Washington Co. outside UGB
Washington County Commission
Clackamas County Commission
City of Sherwood, representing Washington Co. Other Cities
Oregon Dept. of Land Conservation & Development
Clark County, Washington Commission
City of Troutdale, representing other cities in Multnomah Co.
Clackamas County Special Districts

ALTERNATES PRESENT

Stanley Dirks
Laura Hudson
Peter Truax
Ron Papsdorf

AFFILIATION

City of Wood Village, representing other cities in Multnomah Co.
City of Vancouver
City of Forest Grove, representing Washington Co. Other Cities
City of Gresham, representing Multnomah Co. 2nd Largest City

STAFF: Jessica Atwater, Nick Christensen, Kim Ellis, Alison Kean-Campbell, Nuin-Tara Key, Robin McArthur, Sherry Oeser, Ken Ray, Ted Reid, Dylan Rivera, Ray Valone, John Williams, Ina Zucker.

1. CALL TO ORDER AND DECLARATION OF A QUORUM

Chair Jerry Willey declared a quorum and called the meeting to order at 5:08 p.m.

2. SELF INTRODUCTIONS AND COMMUNICATIONS

All attendees introduced themselves.

3. CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS

There were none.

4. COUNCIL UPDATE

Councilor Hosticka updated the group on the following points:

- The Blue Heron site is in bankruptcy, and Metro is partnering with Oregon City, Clackamas County, and the state of Oregon to work together to purchase the site. The consortium did not make a formal bid, but submitted a letter of interest to the bankruptcy trustee. There are still many liabilities and “unknowns” with this site that, when taken into account, the value of the property is less than zero. The consortium would like to work to redevelop the site, restore habitat, public access to the falls, and cultural sites that are of interest. There will be updates to MPAC on any progress in the future.

5. CONSENT AGENDA

5.1

- Consideration of the December 14, 2011 MPAC minutes
- 2012 MTAC Nominations

MOTION: Mayor Peter Truax moved, Ms. Wilda Parks seconded to accept the consent agenda.

ACTION TAKEN: With all in favor, the motion passed.

6.0 ACTION ITEMS

6.1 CLIMATE SMART COMMUNITIES SCENARIOS PROJECT—ACCEPT PHASE 1 FINDINGS REPORT

Ms. Kim Ellis of Metro presented the final draft report on the Climate Smart Communities Scenarios (CSCS) Phase 1 findings. MPAC is asked tonight to accept this report and recommend it to the Metro Council. The Council’s approval will allow these findings to be submitted to the Oregon Department of Land Conservation and Development and the Oregon Department of Transportation, which will then allow CSCS to move into Phase 2. Metro is mandated to submit two scenarios to ODOT and DLCD by this month, and those organizations must give a progress report to the state legislature by Feb. 1st.

Presentation:

Phase 1 has allowed us to understand how far current plans and policies get us toward meeting the region’s greenhouse gas (GHG) emissions reduction target. The CSCS project team examined many different building blocks for regional scenarios to reduce GHG: community design, pricing, marketing and incentives, roads, fleet mix, and technology.

Key Findings include:

1. Current local and regional plans and policies are ambitious and provide a strong foundation
2. Targets are achievable but will take additional effort and action
3. The best approach is a mix of policies and strategies
4. Partnerships and collaboration are keys to success

Pages 18 and 19 lay out the policies questions of the project, many of which MPAC and JPACT have raised. Moving forward, the scenarios project will work with local jurisdictions to incorporate current efforts to update or modify existing land use and transportation plans. The goal is to incorporate this work into the scenarios project in Phase 2. Cost-effectiveness still needs to be addressed, and the strongest strategies within each policy area must be identified. The scenarios project still must consider how these policies and plans will impact various levels and aspects of the community (businesses, individuals, etc...). The project must make certain that these policies support a competitive regional economy and enhance the region's quality of life. Equity must also be considered in these findings, as equity is one of the region's six desired outcomes.

Throughout the summer and fall, CSCS has had a number of one on one briefings with elected officials throughout the region. Metro staff has worked closely with staff from various jurisdictions in order to maintain synchronization with jurisdictions' policies.

Phase 2 will begin in early 2012, and will start by sharing findings with stakeholders, including elected officials and jurisdictions within the region as well as business and community stakeholders. The focus of Phase 2 is shaping the direction of the project, and next winter, CSCS staff will evaluate the alternative scenarios.

Chair Willey brought attention a section on page 3 of the Phase 1 findings report, the Metro technical work group, in order to highlight who MPAC members can contact in regards to CSCS. The technical workgroup met 10 times over the course of the last 9 months to advise Phase 1 of the scenarios project.

Mayor Willey requested quarterly progress reports from Ms. Ellis to keep MPAC informed on CSCS's progress.

Group Discussion:

Cost and cost-benefit analysis of the scenarios will begin to be evaluated in Phase 2.

Ms. Ellis discussed that those members on MPAC who represent counties have a responsibility to communicate the scenarios project to their non-represented cities, though Metro staff will also communicate with these cities. Councilors Hosticka and Harrington will also be briefing city councils in their jurisdictions. Members suggested they hold joint meetings with cities, and possibly with planning commissions, where Metro staff can present. Metro staff agreed that planning commissions should be involved. Members encouraged staff and Metro Councilors to hold these meetings separately from Council work sessions and meetings, and for a deadline to be established for when councils receive a briefing from Metro. Some members also expressed that non-government bodies should be included as well, particularly the business community, but also neighborhood associations etc.

Councilor Hosticka plans to present to the Washington County Commission and Planning Commission, and presumes that this will occur in Multnomah and Clackamas Counties as well.

The timeline for 2012 is highlighted on page 9 of the Phase 1 findings report. Scenario project staff will return to MPAC in February to present a draft approach for Phase 2 and provide MPAC members an opportunity to guide the project direction. Metro staff will be back to MPAC in fall 2012 to identify a limited number of preferred strategies to be Tested in Phase 3. Metro staff needs to spend significant time scoping Phase 2 and it was recognized that a large amount of technical research is still needed before further evaluation and narrowing can occur.

Some members discussed that many jurisdictions have sustainability managers, who will help to reduce GHG emissions in those jurisdictions, and expressed concern as to how to measure those GHG emissions reductions against those made by transportation improvements. Ms. Ellis responded that the GreenSTEP model linked with the Vision of Tomorrow planning software will enable Metro staff to observe other sources of GHG emissions aside from light vehicles', however this project may not have the capacity to address all sectors. They are estimates, but they will be able to be factored into the process.

Some members highlighted the fact that the scenarios work is a progression of how we use transportation and land use systems, and thus how we live. Members raised the issue that there may not always be a next step within the transportation sector and that we may eventually find the reductions limit of this sector; this may require changes to how we live. Including private citizens and the business community in conversations about how the scenarios project is bigger than just transportation will be important.

The group unanimously agreed to accept and recommend the Climate Smart Communities Scenarios Phase 1 findings report to the Metro Council. This report will come before the Metro Council on Thursday, January 26th, 2012.

7.0 INFORMATION/DISCUSSION ITEMS

7.1 INDUSTRIAL LANDS

Councilor Kathryn Harrington introduced the regional industrial site readiness project, and the project's presenters, Mr. Ted Reid of Metro and Mr. Bernie Bottomly of the Portland Business Alliance. The project began in light of the results of Metro's 2009 growth report, informing the region that there was a lack of large lot industrial sites 25 acres or greater, and growing concern for the economic health of our region. Large lot industrial sites are essential for the success of a local economy. Our region has high-levels of unemployment, declining long-term wages, and inadequate tax revenues.

Presentation:

Mr. Reid and Mr. Bottomly presented to the group. The purpose of the project was to inventory large-lot industrial sites in the region. This inventory has occurred before, but this project is different in that it takes a market approach to examine the barriers to economic development in large-lot sites, as well as financial tool barriers.

The results presented this evening are the conclusion of phase 1. Phase 2 is currently underway, wrapping up in February. The project is currently looking at 10 strategic sites around the region, and what barriers there are to development readiness at those sites.

Mr. Bottomly presented on the phase 1 results. The study researched areas within the Urban Growth Boundary and a few selected urban reserve areas that may be suitable for large-lot industrial uses. There were three criterion analyzed for each site: 1) Size/zoning (must be 25 acres or larger and zoned for industrial use), 2) site analysis (number of owners, physical features, environmental risks, etc...), and 3) market readiness (owners willing to transact, number of services available, infrastructure, etc...). Sites were then categorized into Tier 1,2, or 3. Tier 1 lands are those that would be shovel-ready in 6 months, Tier 2 lands are those that would be ready in 30 months, and Tier 3 lands are those that are ready in 30+ months. There are 56 industrial sites with developable acres. There are 23 additional user-owned industrial sites held for future expansion. The bulk of all these industrial sites are located on the fringes of the region, in less developed areas where land is cheaper. Washington county holds the majority of tier one and two sites, with Multnomah county after that, and Clackamas county with the fewest sites (these figures do not include cities outside of Metro's jurisdiction).

Overall, it has been confirmed that the region has few market ready sites, and potential firms' choices are constrained. The majority of large lot-development happens in a short window of time when the economy is on the up-tick, after which there is no activity for 5-6 years. If the region is not ready when the market is, it will be passed over.

The project's next steps conclude the more detailed assessment of 10 diverse sites, including development scenarios, investments required, and the economic benefit of development.

Discussion:

Staff clarified that industrial-to-industrial re-development does not typically occur on large sites, it happens more often with office buildings. It is challenging to re-develop manufacturing sites, but the project is interested in learning more. Solar World moving into an existing building is not the typical experience

Members inquired if there is a process for designating additional land as a Regionally Significant Industrial Area. Councilors suggested consulting with Metro staff members Ms. Robin McArthur and Mr. Richard Benner.

Members agreed that the region needs to provide more viable industrial sites. Jurisdictions should take a personal inventory of the actions they can take to make sites development ready.

Urban reserves did not get a designation as acceptable for industrial sites, so those sites that may exist may not be included.

This inventory is a snapshot; staff would like to update the project as information is gathered.

There is not currently a list of businesses that have occupied the industrial sites in the region in the last 10 years, or their products.

Some members expressed concern that focusing on industrial development will harm the region's knowledge sector. Others felt that industry and the knowledge sector are complementary. Knowledge sector industries were included in the studies definition traded sector businesses as identified by Business Oregon and other regional economic development organizations.

The Port of Portland is concerned about the severe lack of 50+ and 100+ acre industrial sites.

Members wondered what the public sector can do to help attract large firms to the region. Mr. Bottomly answered that the public sector can help with this issue by a) recognizing it as an issue, b) recognizing the challenges stakeholders face in bringing these sites to market, c) each site's needs are unique, and d) it currently takes a long time to move sites into market-readiness. Greenlight Greater Portland, the Counties, and Metro have all been important in supporting industrial site transactions.

The Community Investment Initiative Leadership Council has been considering some of these "pipeline issues," in terms of the steps toward making land market-ready.

Members recalled that Governor Kulongoski made a similar inventory, years prior, which has since been dormant.

Members felt that they should invite people from the economy to tell MPAC what our region is good at so we can shape land use around those talents. The group was also reminded that prosperity takes different forms. Every industry has a different definition of success and prosperity. The region needs to be attentive to these differences, as well as its infrastructure investments, and how to protect our infrastructure investments. Having feedback from the state level as well as to what will have positive economic impact on the rest of the state will be beneficial.

Councilor Harrington shared that there are many new techniques to identify industrial lands, and ways to be smarter and wiser about the quantity and type of sites that are available to market. There are also research projects looking at brownfields, the state of affairs on parcelization, and land aggregation.

7.2 MPAC WORK PROGRAM

Chair Willey briefly discussed the survey circulated to members and stakeholders in the region in efforts to better inform the MPAC work program. He asked that members please respond to the survey, but not to limit themselves to the items listed there. Surveys should be returned by Please Friday 1/13/12 to Ms. Robin McArthur or Mr. John Williams of Metro. Members should be encouraged to continue share their thoughts about the work program even after the survey period, though items with substantial lead time, such as neighborhood tours, should be shared as soon as possible to allow staff time to prepare.

8. MPAC MEMBER COMMUNICATIONS

Mayor Truax expressed his appreciation as one of the people who coordinated the welcome event in Washington County for Metro's new Chief Operating Officer, Martha Bennett. Councilors Hosticka and Harrington attended, and it was great to have their presence and input. He encouraged the other counties to host similar events.

Councilor Harrington informed the group that Ms. Bennett is hosting a “regional road show” to meet stakeholders in the region.

9. ADJOURN

Chair Willey adjourned the meeting at 6:41 p.m.

Respectfully submitted,



Jessica Atwater
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR 01/11/12:

The following have been included as part of the official public record:

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT NO.
5.1	Memo	1/11/12	John Williams, MTAC Chair, 2012 MTAC Nominations	011112m-01
5.1	List	1/11/12	2012 MTAC Members and Nominees	011112m-02
6.1	Memo	1/11/12	MTAC Recommendation on Climate Smart Communities Scenarios	011112m-03
6.1	Presentation	1/11/12	Climate Smart Communities Scenarios PowerPoint Presentation	011112m-04
7.2	Memo	1/5/12	MPAC Work Program Topics	011112m-05
7.2	Survey	1/5/12	MPAC Work Program Survey	011112m-06
7.2	Chart	1/11/12	Metro Engagement Committee	011112m-07
7.2	List	1/11/12	MPAC and MTAC 2012 Member List	011112m-08
	Document	1/11/12	Metro Greenscene, Winter 2012	011112m-09



Date: January 20, 2012

To: Metro Policy Advisory Committee

From: John Williams
Deputy Director, Planning & Placemaking
Chair, MTAC

Re: MTAC Nominees for MPAC Approval

Please see the 2012 nominations for the Metro Technical Advisory Committee in the attached table (the 2 new nominations are highlighted). As per MPAC bylaws, MPAC may approve or reject any nomination.

Any vacant positions are still pending and will be submitted for MPAC consideration as soon as they are received.

If you have any questions or comments, do not hesitate to contact me.

Thank you.

**METRO TECHNICAL ADVISORY COMMITTEE
2012 MEMBERS**

	<i>Position</i>	<i>Member</i>	<i>Alternate</i>
1.	Clackamas County Citizen	Jerry Andersen	Susan Nielsen
2.	Multnomah County Citizen	Kay Durtschi	<i>Vacant</i>
3.	Washington County Citizen	<i>Vacant (coming late Jan.)</i>	<i>Vacant</i>
4.	Largest City in the Region: Portland	Susan Anderson	Joe Zehnder (1st), Tom Armstrong (2nd)
5.	Largest City in Clackamas County: Lake Oswego	Denny Egner	<i>Vacant</i>
6.	Largest City in Multnomah County: Gresham	Jonathan Harker	Stacy Humphrey
7.	Largest City in Washington County: Hillsboro	Pat Ribellia	Colin Cooper (1st), Alwin Turiel (2nd)
8.	2nd Largest City in Clackamas County: Oregon City	Tony Konkol	Pete Walter
9.	2nd Largest City in Washington County: Beaverton	Don Mazziotti	Tyler Ryerson
10.	Clackamas County: Other Cities	John Sonnen, West Linn	Katie Mangle, Milwaukie (1st), Michael Walter, Happy Valley (2nd)
11.	Multnomah County: Other Cities	Lindsey Nesbitt, Fairview	Rich Faith, Troutdale
12.	Washington County: Other Cities	Julia Hajduk, Sherwood	Jon Holan, Forest Grove (1st), Aquilla Hurd-Ravich, Tualatin (2nd), Richard Meyer, Cornelius (3rd)
13.	City of Vancouver	Laura Hudson	Matt Ransom
14.	Clackamas County	Dan Chandler	Jennifer Hughes
15.	Multnomah County	Chuck Beasley	Karen Schilling (1st), Jane McFarland (2nd)

16.	Washington County	Brent Curtis	Andy Back (1 st), Joanne Rice (2 nd)
17.	Clark County	Michael Mabrey	Oliver Orjiako
18.	ODOT	Lainie Smith	Kirsten Pennington (1 st), Lidwien Rahman (2 nd)
19.	DLCD	Jennifer Donnelly	Anne Debbaut
20.	Service Providers: Water and Sewer	Kevin Hanway (Water)	Dean Marriott (Sewer)
21.	Service Providers: Parks	Hal Bergsma	<i>Vacant</i>
22.	Service Providers: School Districts	Tony Magliano (Portland Public Schools)	Dick Steinbrugge (1 st - Beaverton); Ron Stewart (2 nd - N. Clackamas)
23.	Service Providers: Private Utilities	Shanna Brownstein	<i>Vacant</i>
24.	Service Providers: Port of Portland	Susie Lahsene	Tom Bouillion
25.	Service Providers: TriMet	Jessica Engelmann	Alan Lehto
26.	Private Economic Development Associations	Peter Livingston	<i>Vacant</i>
27.	Public Economic Development Organizations	<i>Vacant</i>	<i>Vacant</i>
28.	Land Use Advocacy Organization	Mary Kyle McCurdy	Tara Sulzen
29.	Environmental Advocacy Organization	Jim Labbe	Bob Sallinger
30.	Housing Affordability Organization	Ramsay Weit	<i>Vacant</i>
31.	Residential Development	Justin Wood	Ryan O'Brien (1 st), Dave Nielsen (2 nd)
32.	Redevelopment / Urban Design	David Berniker	Joseph Readdy

33.	Commercial / Industrial	Dana Krawczuk	<i>Vacant</i>
34.	Green Infrastructure, Design, & Sustainability	Mike O'Brien	<i>Vacant</i>
35.	Public Health & Urban Form	Moriah McSharry McGrath	Paul Lewis (1st), Jennifer Vines (2nd)
	Non-voting Chair	Robin McArthur	John Williams

Greater Portland Export Plan

Greater Portland Exports At-a-Glance

Exports: \$22 billion; #12

Export Jobs: 125,626; #15

Exports Growth: \$11 billion; #7

Export Jobs Growth: 47,734; #15

Export Growth Rate: 100.9%; #2

Export Jobs Growth Rate: 61.3%; #27

Note: data is for 2008; growth from 2003 to 2008; rank is among top 100 US metros

Greater Portland has a global reputation when it comes to advanced urban planning, leading-edge sustainability, and high quality of life for its citizens; however, its reputation as an economic leader is less recognized. In response, regional leaders are positioning Greater Portland to be a leader in the 'next economy' through a strategic focus on target industry clusters, innovation and international trade.

Export Profile: Over 90 percent of exports and export growth come from the top 10 exporting industries in the region including: manufacturing (computer and electronics, primary metal, machinery and transportation), royalties, professional services, and travel and tourism. The *computer and electronics products* industry dominates local exports (57 percent of total volume; 67.2 percent of total growth). Top markets for exports from Greater Portland include countries in the Pacific Rim and Europe.

State of Export Services: Greater Portland's economy is rich with SMEs that have limited awareness of global opportunities or local export services and programs. Export services are considered good, but the system is fragmented, has gaps and is reactive in nature. Export promotion is not fully integrated into the region's target industry and business development efforts.

Objectives and Strategies: The objectives of the export plan are to create and sustain regional jobs through export growth, promote a strong export culture, increase the number of firms exporting, and solidify Greater Portland's position as a top 10 US exporting metro. Four core strategies drive attainment of these objectives:

1. **Support and Leverage Primary Exporters**

Provide proactive economic development support to the computer and electronics industry, including an intense focus on growing the local supply chain (secondary exports) through strategic recruitment and existing business integration efforts.

2. **Catalyze Under-Exporters**

Target a defined set of high potential regional companies in the advanced manufacturing cluster with outreach and account management services: firm specific market analysis, targeted trade missions and a peer-to-peer export mentoring program.

3. **Build a Healthy Export Pipeline**

Coordinate export services, fill service gaps, and improve market intelligence for new-to-export firms; includes the improvement of the region's export culture through proactive marketing, developing an export web portal ("roadmap") and establishing a regional export accelerator.

4. **Branding & marketing Portland's global edge: 'We Build Green Cities'**

Package Greater Portland's cluster strengths to support new market presence for the most innovative sectors. This begins with a Clean Tech initiative that offers regionally developed solutions to global challenges. Proactive marketing to sell Portland's 'Green City' story

internationally around a set of industries, companies and products with export potential and a travel and tourism component to attract international conventions, meetings and tourists.

[<back page>](#)

Portland

Export Plan Development

The development of Greater Portland's export plan has been led by staff from the following regional coalition organizations:

Office of Portland Mayor Sam Adams (co-lead)
Portland Development Commission (co-lead)
Greater Portland, Inc.
Port of Portland
Portland Business Alliance
Metro
Business Oregon
Portland U.S. Export Assistance Center
Columbia River Economic Development Council
Portland State University
Oregon Export Council

In addition to the work of the strategy development team, Greater Portland sought significant input from a wide range of public sector organizations, higher-education institutions, regional decision-makers, and private sector businesses through working sessions, one-on-one meetings and presentations to regional boards and commissions.



GREATER PORTLAND METRO EXPORT INITIATIVE Presentation to Metro

January 25, 2012

PDC | PORTLAND
DEVELOPMENT
COMMISSION
www.pdc.com



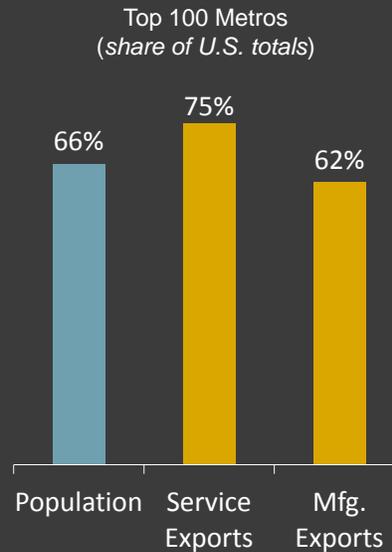
Greater Portland Export Moment



- Economic development strategy focused on job creation
- Link: cluster development, innovation & international trade
- Annual exports = \$22 billion (r. 12)
- 126,000 export jobs (r. 15)
- Emerging markets = economic growth opportunities
- Exports & trade gateways critical to sustained regional growth

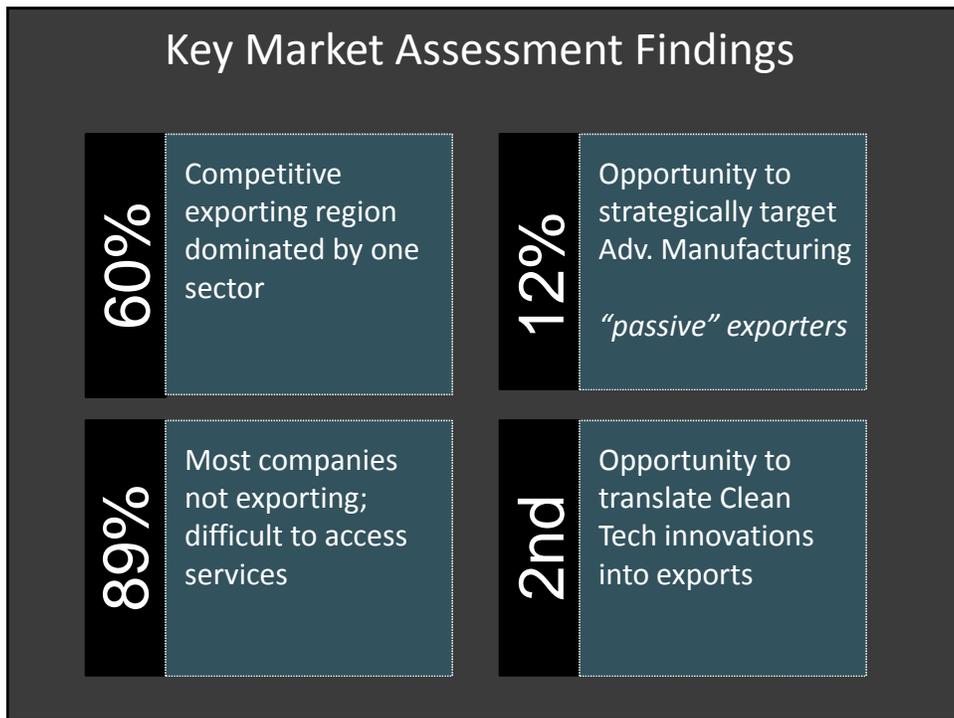
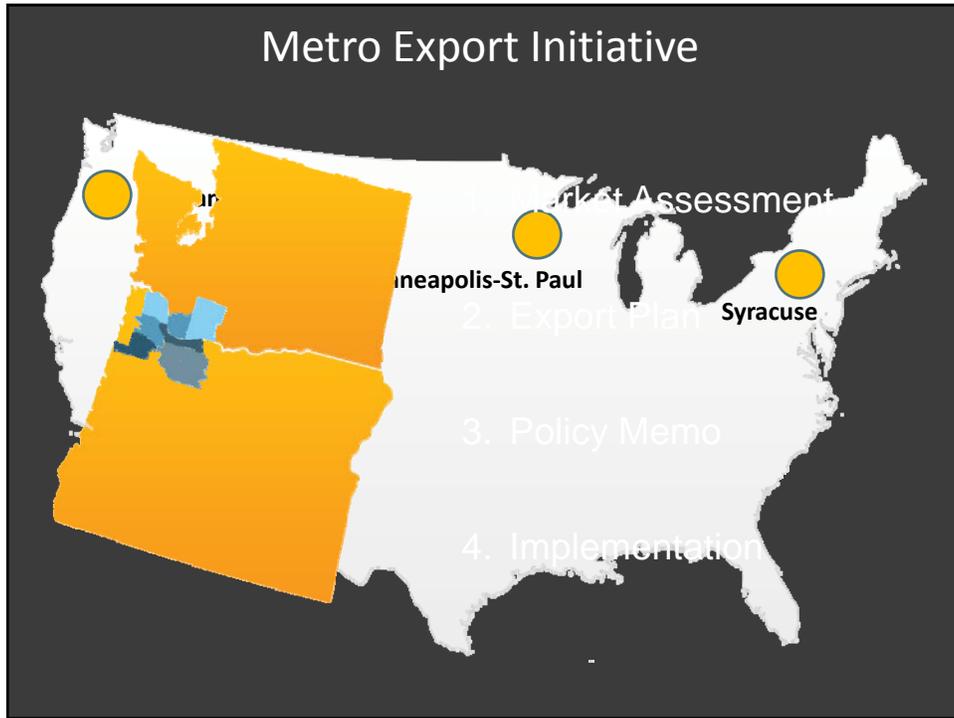
Why the Metro Focus?

- Metro areas drive U.S. exports
- Metro regions lack export strategies



From NEI to MEI

- President's National Export Initiative (NEI)
 - Double U.S. exports over 5 years
 - Deliver economic growth and jobs
 - Good pay to workers at all levels of education
 - Rebalance US economy and lower trade deficit
- Brookings Metro Export Initiative (MEI)
 - Export Nation Study: 100 largest metro areas
 - Connect macro vision to metro reality
 - Develop metro specific export strategies



Export Strategy Goals



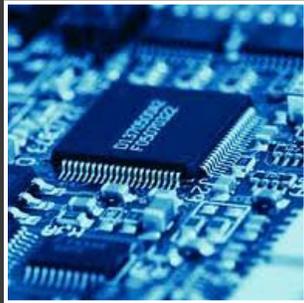
1. Create & retain export-related jobs
2. Diversify export industries & foreign markets
3. Increase number of firms exporting
4. Maintain leading export position in U.S. (jobs, value & intensity)

Strategic Objectives

- Integrate export promotion into ***economic development***
- Celebrate & promote region's export ***culture***
- Encourage use of ***infrastructure*** including air and maritime port services
- Provide a platform for national export ***policy*** positions from the metro region
- Rationalize the use of scarce ***trade resources***
- Build ***C-level support*** at companies for regional export goals

Export Plan Strategies

Leverage Primary Exporters



Capitalize on export strength of Computer & Electronic Mfg. Sector

- Ensure location advantages
- Enhance supply chain (*secondary exports*)
- Reduce leakage of exported products
- Track spin-off and startup companies

Export Plan Strategies

Catalyze Under-Exporters



Develop proactive strategy for select number of manufacturing firms

- Account management
- Customized market analysis
- Peer-to-peer export mentoring
- Tailored export-focused trade missions

Export Plan Strategies

Healthy Export Pipeline



Improve access to services to increase the number of SMEs exporting

- Single point-of-entry web portal (“roadmap”)
- Promote export culture
- Train economic development community
- Manage companies thru export services pipeline
- Export accelerator

Export Plan Strategies

Market Portland’s Global Edge



WeBuildGreenCities.com

Take Greater Portland innovations to global markets

- Roll out “WBGC”
 - Strategic marketing
 - Directory of companies & products
- Evaluate strategy in other industries
- Internationalize regional marketing
- Tourism & education

A Policy Voice for Exports

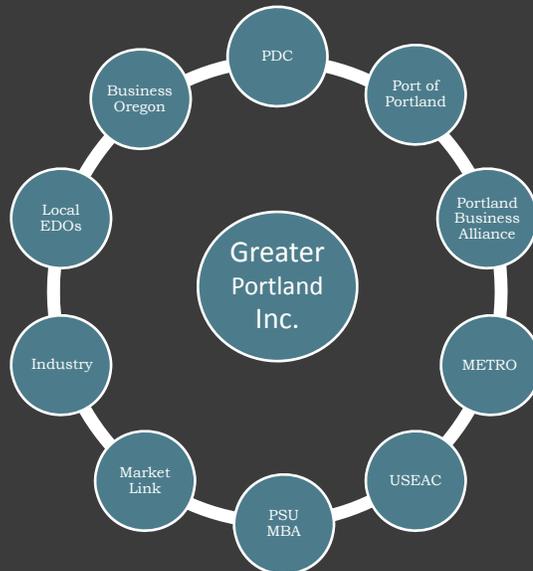


Ongoing discussions with federal, state & local leaders

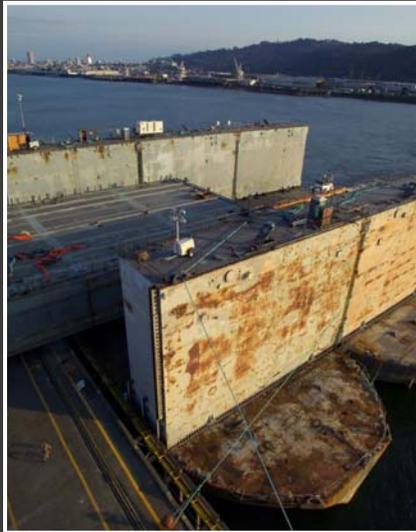
- Funding of export promotion services
- Relevant metro level data
- Freight strategy to address export growth
- Land use and tax issues
- Movement of people and ideas
- Alignment of performance measures

Implementation

- Regional Implementation Team
- Metro Advisory Committee



Next Steps



- Finalize Implementation Strategy & Policy Memo
- Present to Boards & Commissions
- Public Rollout (Feb. 15th)
- Fundraising



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MPAC Worksheet

Agenda Item Title (include ordinance or resolution number and title if applicable): Families Move, Presentation on Human Migration

Presenter(s): Ronault LS Catalani, City of Portland, Office of Human Relations

Contact for this worksheet/presentation: Ronalault LS Catalani

Date of MPAC Meeting: January 25, 2012

Purpose/Objective

(what do you expect to accomplish by having the item on *this meeting's* agenda): (e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

- To learn about human migration patterns and current local demographic makeup of our immigrant populations and outline what some of their needs are

Action Requested/Outcome

(What *action* do you want MPAC to take at *this meeting*? State the *policy* questions that need to be answered; what policy advice does MPAC need to make to Council?)

- Understand demographic shifts

How does this issue affect local governments or citizens in the region?

- Provide valuable demographic information that regional policymakers should consider in their planning and policy work

What has changed since MPAC last considered this issue/item?

- N/A

What packet material do you plan to include?

(Must be provided 8-days prior to the actual meeting for distribution)

- New Portlander Programs flyer

Integrating newcomers into the social, economic, and political life of our city

– New Portlander Programs Mission Statement

US Sen. Jeff Merkley and Dr. Baher Butti, Iraqi Society Of Oregon president Getting down to difficult details.



Civic engagement projects

The counterpart to City services becoming more equitable is newcomer communities getting more effectively organized for participating in local democracy. The projects grouped under our acronym **e3** – for civic **e**ducation, **e**mpowerment, **e**ngagement – lend City bureau resources to Portland’s newcomer community associations.

City resources added to energetic mutual assistance associations (also called MAAs) include help with getting formally organized and getting local grants; accessing neighborhood rec centers and neighborhood associations; introducing parents to their police precincts; and everyone’s favorite: mining bureau volunteer veins for weekend help getting newcomer kids to educational and athletic events.



East Police Precinct Commander Michael Crebs, Polo, and Pan-Burma Community elder Moses Rain building police-parent bonds

CITY OF PORTLAND

NEW PORTLANDER PROGRAMS
Tel: 503.823.6224
Ronault.Catalani@portlandoregon.gov

New Portlander Programs

Families Move presentations

Families everywhere, move. Human movements in the direction of jobs, humans migrations away from disaster, have always happened. What’s relatively recent is borders. Borders drawn between nations are relatively recent; rules for families moving across them are really complex. And Portland has become a gateway city to our increasingly globalized times.

Our Families Move presentations do two things: set out the economic *facts* of Portland’s newcomers, and address our *fears* about our unfamiliar neighbors.

Discussions are invited by our city’s big employers; by civic, professional, and faith associations; by schools, colleges, and universities. We give and take with small staff meetings and packed classrooms, with Rotary luncheons and Sunday congregations, we publish in print and broadcast media.



US President Barack Obama’s family moved from Kisumu to Manoa to Jakarta to LA to Cambridge to Chicago to Washington, DC.

**Human families move like Gray Whale families move.
Like arctic caribou,
like Chapman Elementary’s chimney swifts move.**

**It’s imprinted in cetacea ribs big as a school bus,
in birdie bones light as a feather.**

When asked “How many good cops have you ever met?”

Jah, one of our Sunday Parkways corner cop, said “Zero, before now.”
Same answer for all 47 We Are Portland - Sunday Parkways volunteers.

We are Portland projects

Portland does so many things well. We are a national model of thoughtful urban transportation, terrific parks, and energetic neighborhood associations. Our City makes firm commitments to their success. *We are Portland* projects integrates our newcomer communities into the momentum of these great investments.



Portland Parks & Rec Bureau, for example, in partnership with David Douglas High School, IRCO Africa House and Asian Family Center,

Burmese Associations of Oregon, Nike and OHR, got newcomer kids out of their packed East Portland apartment blocks for last summer’s Refugee World Cup and Girls soccer camp.

Easily the most visible example is all those Somali, Karen, Rwandan, Burmani, Togo, Zori, and Congo kids manhandling intersections closed by Sunday Parkways – a partnership of OHR, Portland’s Bureau of Transportation and Police, IRCO Africa House and Asian Family Center.



Adore data? – New Portlander Programs by the Numbers:

Families Move presentations (Explaining human migration, demonstrating new Portlanders’ cultural capital)

Newcomer culinary, musical, fine, performing artists presented to Portland: 42
Human migration presentations to civic, faith, business groups: 19
Human migration presentations to school auditoria and classes: 9
Human migration presentations to big employers: 6
Articles published in print and broadcast media: 8
Stories or interviewees brokered to media: 5
University papers featuring our work: 3
Live audience numbers: 3540

Civic Engagement (community-up) & We Are Portland (government-down) projects

Partnering Portland public schools, colleges, universities: 8
Participating mutual assistance associations (MAAs): 16
Federal, state, and county agencies involved: 25
City of Portland bureaus joining in: 7
Health care systems too: 2
Local media attended: 5

Planning for a more equitable Portland

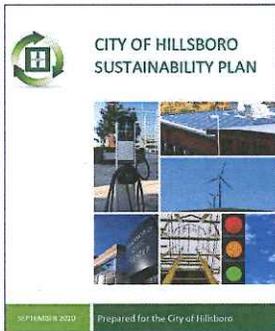
Hours invested in City of Portland planning: 120
Hours invested over last year in other governmental and educational institutions, and civic organizations: 207

New Portlander Programs

Integrating newcomers into the social, economic, and political life of our city

Materials following this page were distributed at the meeting.

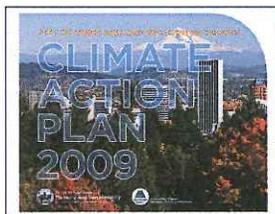
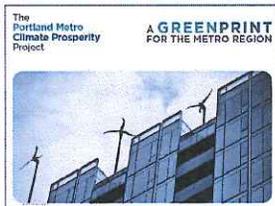
Other local and regional climate initiatives



Local climate initiatives

Communities around the Portland metropolitan region are already taking steps to address climate change.

- In 2006, the City of West Linn developed a strategic plan that recommends specific actions to achieve sustainability, including reducing GHG emissions.
- The cities of Beaverton, Forest Grove, Gladstone, Gresham, Hillsboro, Lake Oswego, Milwaukie, Oregon City, and Portland, which together currently represent 66 percent of the region's population, committed to reducing greenhouse gas emissions as a signatory to the 2007 U.S. Conference of Mayors Climate Protection Agreement.
- In 2008, the Clackamas County developed an action plan that calls for reductions in GHG emissions and specific actions to support meeting the plan's reduction goals.
- In 2008, Washington County completed an inventory of GHG emissions from agency operations.
- In 2009, the City of Portland and Multnomah County adopted a Climate Action Plan to guide policies and programs to achieve reductions in GHG emissions. The plan builds on previous plans adopted in 1993 and 2001.
- In 2010, the City of Hillsboro completed an inventory of GHG emissions from local government operations. The inventory provides a baseline for tracking reductions in GHG emissions called for in the city's 2010 Sustainability Plan.
- In 2011, the City of Gresham prepared a sustainability plan for the city's operations and facilities that includes specific goals for reducing GHG emissions.
- The City of Lake Oswego is developing a community-based GHG inventory. The inventory will provide a baseline for tracking reductions in GHG emissions from all sources and is a component of the city's comprehensive plan update.



Regional climate activities

The Scenarios Project is one element of a larger set of climate-related initiatives at Metro collectively known as Climate Smart Communities:

Regional Greenhouse Gas Emissions Inventory: In 2010, Metro completed a regional GHG emissions inventory for the year 2006. The inventory establishes a snapshot of the region's carbon footprint to focus planning and monitoring efforts to achieve long-term GHG reductions.

Greenhouse Gas Emissions Assessment Toolkit: Metro developed a regional GHG Emissions Assessment Toolkit that establishes a framework for regional climate impact assessments and provides consistent guidance on analysis methods, reporting, and evaluation of Metro projects, programs and policies.

Climate Leadership Initiative: Metro participated in the Climate Leadership Initiative, completed in January 2010, which engaged local experts and stakeholders on how to prepare the lower Willamette Valley River Basin for climate change impacts.

Climate Prosperity Strategy: Metro worked with local governments, businesses, educational institutions, and the Portland Oregon Sustainability Institute to develop the 2011 Portland Metro Climate Prosperity Strategy – a “greenprint” for integrating climate change policy and economic development into a single strategy.



Metro | Memo

Date: Tuesday, January 24, 2012
To: MPAC
From: Mayor Jerry Willey, MPAC Chair
Robin McArthur, AICP, Metro Planning and Development Director
Subject: MPAC Discussion of 2012 Work Program and Topic List

At Wednesday's MPAC meeting, we will be discussing, and hopefully, determining MPAC's 2012 work program. We need a collective decision on a 2012 work program at our January 25 meeting so that Metro staff and I can begin programming a 2012 MPAC agenda schedule.

Earlier this month, a survey was sent to you. We received only nine responses. The attached summary is based in part on those responses. It describes the order in which responding MPAC members thought a topic was important to address. Also included in the summary is our attempt to indicate what resources might be available for each topic. Just as local governments are finding it necessary to prioritize resources, Metro must also set priorities based on available resources.

MPAC of course advises the Metro Council on regionally important land use issues. During the past few years, Metro and MPAC's time has focused on urban and rural reserves, the Regional Transportation Plan and the UGB. However, with major required land use actions completed for now, Metro will focus more on working with local governments to assess what they need and want to develop their downtowns, main streets, and employment areas. **The question really is, therefore, what do communities need to realize their aspirations?**

Please review the summary material prior to the meeting. Think about the work Metro is doing and the work you are doing at the local level. Please come prepared to talk about what you hope MPAC can accomplish this year and to help shape a 2012 MPAC work program based on the summary material as well as your collective discussion at our meeting tomorrow. If placed on our 2012 work program, many of the items/topics listed in the summary likely would come before MPAC several times in 2012.

Summary of 2012 Potential MPAC Topics List Survey

Rank order of topics (+ average score) (1 – 5 scale with 1 being highest)	MPAC Preferred Format	Potential Resources Available		
		Metro	Local	Other
Climate Smart Communities (1.8)	Discussion	X		
Affordable Housing/equity (2.0)	Discussion		?	
Large Site Industrial Inventory (2.0)	Discussion	X		
Brownfield tools, research (2.0)	Outside Speakers			X
TriMet Rail/Transit Briefings (2.3)	Outside Speakers/Staff Report			X
Community Investment Initiative (2.37)	Outside Speakers/Discussion			X
Regional Active Transportation Plan (2.37)	Staff Report	X		
Population & Employment Forecast & Growth Distribution (2.5)	Staff Report/Discussion	X		
Downtowns, Main Streets, Station Community Development (2.5)	Tours		X	
Opportunity Mapping (2.6)	Staff Report/Discussion	X		
Southwest Corridor Planning (2.7)	Outside Speakers		Possible Tour	
East Metro Connections (3.1)	Outside Speakers		Possible Tour	
Coordination with Greater Portland Inc (3.2)	Outside Speakers			X
Greater Portland Pulse (3.2)	Member Report			X
Quarterly MPAC/JPACT Discussions (3.2)	Discussion	?	?	?
Concept Planning (3.3)	Member Report		X	X

WHAT BIG WHALES, SMART SWIFTS, AND AMBITIOUS PEOPLE DO (MOVE)



Families move. Our families have always moved. Since memory began.

Humans move like Humpback whales move. Like arctic caribou, like Chapman Elementary's chimney swifts move. It's imprinted in cetacea ribs big as a school bus, in birdie bones light as a feather.

When whale families move, hushed OSU scientists follow every breath blowing just above our cold Pacific's waves. Caribou migrating have inspired America's kindest conservationists to chill the world's biggest oilmen. Every September, hundreds of families on cozy blankets cheer Chapman Elementary's swifts. Thousands and thousands spew out of that school's tall stack, chattering a mix of English and Spanish, eager to get down to sunnier Mexico. Bigger bugs too.

All ambitious families move across our earth's well-worn face. Take our President's pop, moving from Kisumu to Manoa for school; take Barack's mom moving him to Java for love; take him moving to LA then New York then Chicago then Washington DC, pretty baby girls in tow.

Our elder aunties have a saying back home: "Good boys and real men make their moms and wives proud. Only our lazy and stupid sons stay in our poor kampong." In our village.

That saying's moved with mi familia in an almost complete circumnavigation of our marvelous blue marble.

We've all, always moved. And yet many are fonder of moving fins and feathers than of other folk moving among us.

Portland's planners are easily the West's very best. Tidy MAX leaves hardly a trace of carbon in its swift wake. Our green-roofs carefully return rain to ground to river to ocean. We revere River Columbia's cycles of Sockeye and Steelhead. The intricate weave of our interdependent lives.

But not enough of us figure into our region's health our grand circulatory system of human migration. We move as naturally and perennially as all life moves. It's in these bones.

Borders are not.

Borders we declare by law. Borders we pencil on recyclable paper.

Multnomah County lines used to stop cold Sheriff's boys in hot pursuit of bad guys. Oregon's border used to map where Filipinos could marry white ladies, from where we could not. Where Chinese could own laundries. Where white men could own slaves.

While these jurisdictional lines faded, our national borders hardened. Four generations of excluding and expelling families migrating north, and folks steaming east, have left America oddly homogenous. And mean.

And some of our leaders build futures as if *us moving* is different from what swifts and salmon do. As if what drives families to do what we have always done is distinct from what rain and rivers and oceans have always done. In irresistible cycles. Naturally.

South to north. East to west. And then back again. Perennially.

Beautifully. Al'hamdulillaah.



Families Move

First broadcast December 2008, Oregon Public Broadcasting/NPR

First print publication January 2009, Asian Reporter Publication

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