



METRO POLICY ADVISORY COMMITTEE

**January 25, 2012**

Metro Regional Center, Council Chambers

MEMBERS PRESENT

Matt Berkow  
Jody Carson, 2<sup>nd</sup> Vice Chair  
Steve Clark  
Andy Duyck  
Amanda Fritz  
Kathryn Harrington  
Jack Hoffman  
Carl Hosticka  
Charlotte Lehan  
Annette Mattson  
Keith Mays  
Marilyn McWilliams  
Doug Neeley  
Wilda Parks  
Barbara Roberts  
Loretta Smith, Vice Chair  
William Wild  
Jerry Willey, Chair

AFFILIATION

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

MEMBERS EXCUSED

Sam Adams  
Shane Bemis  
Nathalie Darcy  
Michael Demagalski  
Dennis Doyle  
Jim Rue  
Steve Stuart  
Norm Thomas

AFFILIATION

City of Portland Council  
City of Gresham, representing Multnomah Co. 2<sup>nd</sup> Largest City  
Washington County Citizen  
City of North Plains, representing Washington Co. outside UGB  
City of Beaverton, representing Washington Co. 2<sup>nd</sup> Largest City  
Oregon Dept. of Land Conservation & Development  
Clark County, Washington Commission  
City of Troutdale, representing other cities in Multnomah Co.

ALTERNATES PRESENT

Marc San Soucie

AFFILIATION

City of Beaverton, representing Washington Co. 2<sup>nd</sup> Largest City

STAFF:

Jessica Atwater, Nick Christensen, Alison Kean-Campbell, Robin McArthur, Kelsey Newell, Sherry Oeser, Ken Ray, Ted Reid, John Williams.

**1. CALL TO ORDER AND DECLARATION OF A QUORUM**

Chair Jerry Willey declared a quorum and called the meeting to order at 5:10 p.m.

## **2. SELF INTRODUCTIONS AND COMMUNICATIONS**

All attendees introduced themselves. Councilor Kathryn Harrington highlighted that Michael Brown, new city manager of Hillsboro, was in attendance. Mayor Willey encouraged members to communicate during member communications, particularly in regards to recent local flooding.

Ms. Robin McArthur of Metro passed out a page from the Climate Smart Communities Scenarios Project, Phase 1 Findings report that highlights staffs' work to meet MPAC members' concerns regarding the political and financial feasibility of CSCS. She asked MPAC members to team-up with Metro staff, as well as JPACT and TPAC members to work on this project. She also asked members to please let Metro staff know what they need, and what they want from this project. Metro wants this to be a team effort. Members were encouraged to get in touch with staff to arrange this.

## **3. CITIZEN COMMUNICATIONS ON NON-AGENDA ITEMS**

Mr. Jeff Gudman of the Lake Oswego City Council introduced himself, and informed the group that he was speaking to the group on a personal basis. He is an opponent of the Portland to Lake Oswego Street Car Project, but not the idea of a Portland-Lake Oswego street car, or other alternative transit projects. He is supportive of the Southwest Corridor work Metro and partner jurisdictions are doing, PDX to Sherwood, PCC Sylvania, point of employment. Mr. Gudman thanked the group for their time.

## **4. COUNCIL UPDATE**

- 2012 Legislative Principles
  - Short session begins February 1, 2012.
  - Metro will adopt principles to look to support legislation that:
    - Removes preemptions on local governments and Metro for authority to raise different types of revenue
    - Requires funding with new state mandates
    - Mandate land-use decisions at the local and regional level
    - Looking for opportunities to advance product stewardship in regards to solid waste involvement.
  - Metro is actively involved in 3 bills:
    - Removal of a sunset of authorization Metro currently has to conduct background checks on employees and volunteers who have direct, unsupervised access to children (primarily affects Oregon Zoo)
    - Bill to allow Metro to vacate the ownership of graves in cemeteries when there has been no contact with owner for at least 50 years and owners cannot be found.
    - Resolution honoring the late Steve Apotheker for his contributions to recycling in Oregon
- Metro Attorney, Mr. Dan Cooper, has announced his retirement, planned for November 2012. Deputy Metro Attorney, Ms. Alison Kean-Campbell has been nominated by Metro President Tom Hughes for the position of Metro attorney, subject to confirmation by the Metro Council. MPAC will be informed of an event to celebrate.

- Councilor Harrington announced the Dale Bracewell brownbag event at Metro, and encouraged members to attend.
- Councilor Harrington announced the success of the new veterinary center at the Oregon Zoo, the first project completed with Zoo Bond funds.
- The Metro Exposition and Recreation Commission (MERC) and the Metro Council have been reviewing the Oregon Convention Center's (OCC) role as a venue, how to best accomplish this work. Its primary goal is to host national conventions, it is estimated that our region lost 30 national conventions last year. Having a dedicated hotel room block, of at least 400 rooms, near the OCC would be the best way to book conferences. The Council is considering two approaches, a public private partnership or a privately owned hotel with public incentives. Further discussions on the project will occur, and the Council will keep MPAC updated.

## 5. **CONSIDERATION OF THE CONSENT AGENDA**

- Consideration of the January 11, 2012 MPAC minutes
- 2012 MTAC Nominations

MOTION: Councilor Jody Carson moved, Commissioner Loretta Smith seconded to accept the consent agenda.

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

## 6.0 **INFORMATION/DISCUSSION ITEMS**

### 6.1 **2012 MPAC WORK PROGRAM**

Mayor Jerry Willey, Chair of MPAC, will be gone on March 14<sup>th</sup>, 2012, Vice- Chair, Commissioner Loretta Smith, will chair. Although Mayor Willey would like to avoid canceling meetings in his absence, the March 28<sup>th</sup>, 2012 meeting during spring break, the August 14<sup>th</sup>, 2012 meeting during Metro Council recess, and the November 28<sup>th</sup>, 2012 meeting during Thanksgiving will most likely be canceled [NOTE: The November 28<sup>th</sup> meeting has not been canceled, the December 26<sup>th</sup> meeting has]. The group agreed that if they will be absent at the February 8<sup>th</sup>, 2012 meeting due to the legislative session, alternates will be sent to MPAC.

Chair Willey emphasized that MPAC must identify a funding source for a program topic if the group asks for Metro to take work on in that topic. The number of MPAC work program surveys completed was low, members were asked to please share what it is they'd like to have on the work program. Survey results with an X next to them currently have a proposed funding source in the upcoming Metro budget; if there is not an X next to the item, or you are not sure if it is unclear if an item has funding, members were asked to please still share their idea.

Some members indicated they are interested in broadening the industrial site inventory discussion to touch on sites that may not be regionally significant, but that regional members are still interested in developing. Other industrial site ideas included discussion brownfields, employment lands, satellite cities outside the Metro boundary, and urban renewal as a redevelopment tool.

Some members disagreed with further discussing industrial lands, and would rather focus on discussing developing the knowledge economy.

Members supported the suggestions to tour Oregon City and the St. John's neighborhood in Portland. Oregon City would focus on economic development and main streets, and the St. John's tour would focus on downtown, main street, and neighborhood development. A tour of the proposed North Clackamas light rail line was also suggested. A tour of the Blue Heron site on the Willamette river in Oregon City was also suggested.

Some members expressed they would like a presentation on the relationship between health and land use, specifically from Portland State University professors or Dr. WHO from Vancouver, BC.

Members agreed that asking Ms. Michelle Reeves on downtown revitalization to MAPC would be beneficial.

Some members said they would like to have presentations from jurisdictions' planning directors to discuss their concept plans to inform decisions that will come before MPAC in 2014 or 2015.

Some in the group said they would like to have more discussions on sustainability, such as tracking how City of Portland's plastic bag ban is faring.

Some members agreed that they support the idea of discussing the 'incorporated' vs. 'unincorporated' development and service issue. Though many of these areas are served by special districts, and some members feel that these issues have already been addressed in Washington County.

A couple of members would like a discuss alcohol licensing and Oregon Liquor Control Commission issues.

Some members would like to discuss land use policies and decisions in our region in the context of the state of Oregon, and would like for with state government to weigh in regarding impacts of these policies.

Some members would like to discuss water provisions; several jurisdictions are discussing partnerships.

Some members want to discuss the Intertwine in terms of public access and utilization.

Members agreed they would like to discuss equity issues.

Chair Willey stated that he will be discussing this with Metro staff to filter out and structure issues that come to MPAC.

## **6.2 GREATER PORTLAND METRO EXPORT INITIATIVE**

Mr. Noah Siegel of Mayor Sam Adams office of the City of Portland presented to MPAC on the Greater Portland Metro Export Initiative.

The City of Portland has developed a focused economic development plan. Mr. Seigel began working with the Portland Development Commission to determine an export strategy. There are not many practical examples of export strategies. The Brookings Institute has done a report looking at export economies at a regional level. The City is working with Brookings to apply to their competitive process to turn this report into a pilot project for the export strategies based on the report for the Portland-Vancouver Metropolitan Service Area. This is a special moment to create change. The Portland region is quite successful in exports, but it could be better. The region currently exports \$22 billion worth of goods, and \$1 billion means about 5,400 jobs.

The State organization, Business Oregon, supports exports. The concentration of Oregon's export value is in the Metro region. President Obama launched a national export initiative 2 years ago to double exports in 5 years, and is currently reviewing progress. The current efforts with the Brookings Institute link the National Export Initiative to the Metro Export Initiative (not referring to Oregon Metro). The Portland Development Commission has to follow the four steps of market assessment, export plan, policy memo, and implementation to follow the Brookings' plan.

Key Findings that drove strategy:

1. Competitive exporting region dominated by one sector
2. Opportunity to strategically target advanced manufacturing
3. Most companies not exporting due to the focus on the US market; need to re-focus on foreign markets; difficult to access services
4. Untapped potential in clean tech jobs

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)

Export Strategy Strategic Objectives

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

The strategy will focus on using a cluster strategy. The group is working on defining performance metrics, and defining what an export is. Currently, the focus is on the chain of custody of an export—anything that comes through this region that we add value to, we count as an export.

The best home for the Greater Portland Export Initiative is Greater Portland Inc. There is not a lot of funding available for this—however, the project doesn't believe it needs much additional funding. This project is more about how businesses approach exports. There is a regional advisory committee; Metro Council President Hughes has provided much effective leadership to this project through this Committee. GPEI would like to work as a team with all jurisdictions, and for the project to be included in data gathering by Metro (they will come up with metrics and collect data).

There are many issues that divide us in this region, but most people in the region are pro-exports. It will be necessary and relatively easy to work in partnership with different groups.

The Portland Business Alliance will be hosting a breakfast to roll-out the Initiative.

Next steps for the PEI include finalizing the implementation plan, as well as the strategy & policy memo, presenting to boards & commissions, the public rollout (Feb. 15th), and fundraising.

Brookings will be sharing results of pilot cities on March 8<sup>th</sup>, 2012. The federal government will have representation at this meeting.

*Group Discussion Included:*

Types of exports and their prominence in the region were discussed.

- Intellectual property is an export, Brookings has provided data that no one else has developed; royalties are the second largest export in the region. They are striving to include services in the export category.
- 4% of this region's exports are agriculture, when Intel is excluded Intel out, it's 8%.
- Timber is a less important export for the region, it's more important for the state. Timber exports important in the region are value-added timber products, investments in innovation; there is actually a strong furniture base.
- Wheat is not produced here, it only moves through, so it does not count as an export.

Exporting clusters may not be identical to local business clusters; some industries are more important on the international export scale than on the local scale.

Some members would have like the report to go deeper into the topic of the capacity of the region as a portal for locally produced goods, as well as goods produced in other parts of the state.

### **6.3 "FAMILIES MOVE"—CITY OF PORTLAND PRESENTATION ON HUMAN MIGRATION**

Mr. Ronault Catalani of the City of Portland, Bureau of Equity presented on human migration in the Portland metropolitan area. He is the only staff member working on this project, but believes a model where equity issues are addressed in each Bureau is the model to strive for. He thanked Governor Barbara Roberts for being a good example of reaching out to the large wave of immigrants through voter outreach and education during her time in office.

He presented the poem and video 'What Big Whales, Smart Swifts, and Ambitious People Do (Move).' This poem and video emphasize that movement of populations toward opportunity is an historic truth of humanity, and discussed that while jurisdictional laws separating communities of different ethnicities and races have been prohibited, U.S. national borders have become less permeable.

Mr. Catalani discussed that the poem tries to move away from the "I" word, immigration, to highlight that this could make it easier for politicians to discuss how to welcome and serve these families into our communities. There is a tremendous amount of social, intellectual, and spiritual capital that is not being integrated into our society here. The families moving here circulate in an energetic cycle—money going back to families, going back to visit families. We are looking for a way

to capture this energy, the highly educated, diversely experienced energies to include in the community.

Mr. Catalani discussed the immigrant population in the Portland area. The City of Portland alone has the 12<sup>th</sup> largest immigrant population in the U.S. Portland is very compassionate in accepting newcomers. Russian speakers are the Metro region's largest foreign language minority community. The Chinese population in the region is also large.

Much of the re-settlement effort in the Portland area has been a volunteer effort. Twenty percent of the effort has been carried out by the federal government; they have very few resources devoted to it. The federal government does not offer unemployment benefits for these immigrants aside from specific situations. County level work comes from very specific nonprofits (Immigrant and Refugee Community Organization, Africa House). Much help comes from Mutual Assistance Associations (MAAs)—churches, etc... These organizations work with families and individuals to feel like they are part of their community. They are also engaged in Jeffersonian democracy, helping those who cannot vote participate in other ways. The MAAs are very separate from each other, there is not a strategic, integrated approach. There are many of winter coats available, which is wonderful, but we also need old PCs, people to volunteer to take an adult for a driving lesson in a parking lot. Families begin to deteriorate when there are no services to help new individuals acclimatize to their new home in terms of finding work, language, etc. Members in these immigrant communities often have many problems with drugs, kids acting out, etc.

*Group Discussion Included:*

Members inquired as to how new refugees are introduced into the area. Mr. Catalani shared that the introduction is typically not good. Refugee camps are not comfortable or productive places; when people arrive in the U.S., they are not ready for urban America. They are hard workers, but they are not prepared for the challenges of America, particularly teenagers. Their children are more empowered than they are here, they speak English better and may be able to drive. Adults want to first learn English, then learn to drive.

Members asked if immigrant or refugee children are placed in schools with stronger ties to their culture, and how to prepare them for integration into the school system. The answer is that that is difficult to achieve. Many teachers work very hard to include and support these children, but the kids are not prepared for the “mean kid” culture of America. Better support for families as a unit would better support the children in this transition, and would keep families from unraveling.

**7. MPAC MEMBER COMMUNICATION**

There were none.

**8. ADJOURN**

Chair Willey adjourned the meeting at 7:11 p.m.

Respectfully submitted,



Jessica Atwater  
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR 1/25/12:

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

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT No.</b>
<b>2.0</b>	Handout	1/11/12	Handout: Page 20 from the Climate Smart Communities Scenarios Project, Phase 1 Findings report, January 2012	12512m-01
<b>6.3</b>	Handout	1/25/12	Poem: 'What big whales, smart swifts, and ambitious people do (move)'	12512m-02