



Metro | *Making a great place*

**METRO COUNCIL WORK SESSION
MEETING SUMMARY
Feb. 14, 2012
Metro Council Chamber**

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

Councilors Excused: Councilor Carl Hosticka

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

1. ADMINISTRATIVE /CHIEF OPERATING OFFICER COMMUNICATIONS

Ms. Martha Bennett of Metro shared a request from Andy Cotugno of Metro on how often and in what format he should check in with Council regarding his Columbia River Crossing (CRC) staff liaison assignment. Councilors agreed that work session is their preference for CRC updates. Ms. Bennett then provided a legislative update, mentioning the expected passing of the Steve Apothiker Tribute as well as the bill related to vacating cemetery plots. The Zoo background check bill passed the State House with no opposition. Ms. Bennett also discussed House Bill 4090, which would require cities to provide water and sanitary service to unincorporated property owners within the UGB. Ms. Bennett noted opposition to the bill from the League of Oregon Cities and posed the situation as an opportunity to build partnerships with cities and counties within the UGB.

2. OPT IN PROJECT UPDATE

Mr. Jim Middaugh of Metro provided a project update on Opt In, a Metro initiative launch one year ago. Mr. Middaugh outlined the project's goals and showed a two-minute video clip of citizen comments from focus groups in 2010. Public comments prompted Metro to increase the ease of providing feedback and establish the online survey system, which is less expensive for people. Ms. Patty Unfred of Metro described the agency's broad-based outreach approach, which started with advertising, masses of emails sent to contacts and partners, website postings and print materials. Initial outreach produced an Opt In panel consisting mainly of white, upper-middle class, educated participants. Since then, staff has engaged community-based organizations, built up new partnerships and solicited sponsorships to improve the number, representation and diversity of the Opt In panel. Staff has also done a great deal of grassroots outreach, presenting in front of conservative and progressive organizations, and chambers of commerce and faith-based groups.

Ms. Rebecca Ball of DHM Research reported the real-time numbers of the Opt In panel, counting 10,820 participants at the time of the meeting. Representation remains lower in Clackamas and Washington Counties compared to Multnomah County. The panel is also not proportional by registered republicans in the region. In order to attain a more proportional panel, Ms. Ball explained that researchers have the option to randomly select survey responses. Mr. Middaugh commented that a balanced panel regarding political affiliation is achievable.

Mr. Adam Davis of DHM Research listed the opportunities Metro has had to ask the Opt In panel including the Oregon Zoo, transportation priorities, the Urban Growth Boundary (UGB), and the Portland Center for Performing Arts (PCPA). Mr. Davis described Opt In as a tool for public education as well. Moreover, Mr. Davis cited the panel's use open-ended questions that have elicited significant comments, which provide Metro with verbatim records of peoples' opinions.

Mr. Middaugh explained that Metro needs to improve the Opt In panel's demographics with continued outreach and targeted translation, which can be challenging, but necessary in order to reach minority communities. Furthermore, the Metro Communication's department intends to reach out to the Portland Trail Blazers, Timbers, as well as the Oregon State Legislature and TriMet. With a larger, more diverse panel, Communications staff will have more capacity to analyze and share results so that planners and policy makers are well informed of public opinions.

Councilor Discussion:

Councilors discussed the importance of diversifying the Opt In panel in order to receive more representative feedback to inform policy decisions. There was mention, however, of not obfuscating the panel from overly assertive recruitment strategies. Councilors agreed that efforts to reach out to partners, community-based organizations and other groups should be reinforced.

There was discussion about privacy measure enacted to ensure the protection of Opt In panelists' identities, as well as the assurance when signing up that their personal information is safe. Councilors emphasized the need to communicate an accessible disclaimer to people deciding whether or not to register with Opt In. Councilors then discussed breaking down the panel by Metro districts in addition to by county. There was some disagreement among councilors about the usefulness of viewing panel demographics and survey results by district.

Ultimately, Councilors all praised Opt In with all of its benefits associated with public inclusivity and accessibility to government. There was agreement among Councilors on the need to be well informed of every survey and the results.

3. BREAK

Council recessed for 5 minutes.

4. FISCAL YEAR 2011-12 SECOND QUARTER MANAGEMENT REPORT

Mr. Scott Robinson of Metro delivered the Second Quarter Management Report, citing highlights from Metro's programs and operations. Mr. Robinson reiterated the agency's core duties to deliver of high quality public services, produce exceptional results on essential and mandated functions, to follow through on voter approved bond promises and to continuously improve operations and programs.

Mr. Robinson ran through Metro's top 10 successful programs and projects from the second quarter citing student achievement in Outdoors School, the Oregon Convention Center's positive customer service rating, the completed UGB planning and decision making process, a profitable new pioneer cemetery business plan, among other highlights.

Councilor Discussion:

Councilors expressed appreciation for Mr. Robinson's thorough report and mentioned that having a "how we are doing" page on the Metro website reinforces the agency's accountability to the public.

5. COUNCIL BRIEFINGS/COMMUNICATION

- Councilor Craddick mentioned on the Zoo Bond Oversight Committees diligent annual report, updated Council on the East Metro Connections Plan and described a meeting with Congressman Earl Blumenauer on the Intertwine.
- Councilor Collette informed Council of ongoing quarterly report presentations to partner jurisdictions. Her presentations have highlighted the Climate Smart Community Scenarios project.
- Councilor Collette reported on the tour of Oxbow Regional Park. Councilor Craddick also attended the tour.
- Councilor Collette described a transportation stakeholders meeting with Congressman Blumenauer regarding the current political climate on at federal level.
- Councilor Harrington gave details on the Land Conservation and Development Commission (LCDC) Local Officials Advisory Committee meeting, citing a discussion on Climate Smart Communities.
- Councilor Harrington mentioned the Natural Areas Program Oversight Committee is working on performance measures.
- Councilor Harrington attended a TriMet open house on their budget.
- Councilor Burkholder discussed his position on state transportation planning and the need for increased Green House Gas (GHG) emissions reduction efforts around the state.
- Councilor Roberts reported on a SW Corridor meeting, where partners provided useful feedback and legitimate concerns.
- President Hughes described the Mayors and Chairs meeting where tax reform, annexation, and urbanization issues were all discussed. President Hughes suggested to the group that they form small work groups to address each major topic.

ADJOURN

Seeing no further business, President Hughes adjourned the Council work session at 4:35pm.



Josh Springer
Council Office Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF FEB. 14, 2012

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
	Agenda	2/16/12	21612 Council Meeting agenda	21412cw-01
2.0	Handout	N/A	Opt In Q&A	21412cw-02
2.0	PPT	Feb. 2012	Opt In Panel Members	21412cw-03
2.0	PPT	Feb. 2012	Opt In All Participants	21412cw-04
4.0	PPT	N/A	Second Quarter Management Report	21412cw-05
2.0	Vido	N/A	Community Investments: Public Involvement	21412cw-06