



METRO POLICY ADVISORY COMMITTEE
February 22, 2012
Metro Regional Center, Council Chambers

MEMBERS PRESENT

Matt Berkow
Jody Carson, 2nd Vice Chair
Steve Clark
Amanda Fritz
Kathryn Harrington
Jack Hoffman
Annette Mattson
Keith Mays
Marilyn McWilliams
Wilda Parks
Bill Turlay
Jerry Willey, Chair
William Wild

AFFILIATION

Multnomah County Citizen
City of West Linn, representing Clackamas Co. Other Cities
TriMet Board of Directors
City of Portland Council
Metro Council
City of Lake Oswego, representing Clackamas Co. Largest City
Governing Body of School Districts
City of Sherwood, representing Washington Co. Other Cities
Washington County Special Districts
Clackamas County Citizen
City of Vancouver
City of Hillsboro, representing Washington County Largest City
Clackamas County Special Districts

MEMBERS EXCUSED

Sam Adams
Shane Bemis
Nathalie Darcy
Michael Demagalski
Dennis Doyle
Andy Duyck
Charlotte Lehan
Doug Neeley
Jim Rue
Loretta Smith, Vice Chair
Steve Stuart
Norm Thomas

AFFILIATION

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

ALTERNATES PRESENT

Stanley Dirks
Kathy Roth
Bob Terry

AFFILIATION

City of Wood Village, representing other cities in Multnomah Co.
City of Oregon City, representing Clackamas Co. 2nd Largest City
Washington County Commission

STAFF:

Jessica Atwater, Nick Christensen, Andy Cotugno, Mike Hoglund, Alison Kean-Campbell, Lake McTighe, Kelsey Newell, Ken Ray, Sherry Oeser, and John Williams.

1. CALL TO ORDER AND DECLARATION OF A QUORUM

Chair Jerry Willey declared a quorum and called the meeting to order at 5:08 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 Harrington updated the group on the following points:

- Metro is considering two potential sites for the Tualatin River boat launch. There will be an open house on Thursday, February 23rd from 6:30-8:30pm at the Clean Water Services administration building in Hillsboro.
- Metro will host an open house for the Glendoveer golf course management contract on Thursday, March 8.
 - Councilor Harrington emphasized that while the golf course will remain intact, management will change.
- Council President Tom Hughes has officially appointed, and the Council has confirmed, Ms. Alison Kean-Campbell as the Metro Attorney.

Mr. Andy Cotugno of Metro presented to the group regarding the annual Joint Policy Advisory Committee on Transportation's lobby trip to Washington, D.C. The official lobby dates are March 7th and 8th. This is a pivotal year; current bills are out of date, and Congress is considering scaling back federal transportation funding. There is much at stake, but our region has good representation on important, transportation and funding related committees in Congress. The JPACT meeting to prepare for the trip is on Monday, February 27th at 5pm at the Metro Regional Center.

5. CONSIDERATION OF THE CONSENT AGENDA

- **The February 8, 2012 MPAC Minutes**
- **2012 MTAC Membership Nominations**

MOTION: Ms. Jody Carson moved, Mr. Steve Clark seconded to adopt the consent agenda.

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

6.0 INFORMATION/DISCUSSION ITEMS

6.1 2012 MPAC WORK PROGRAM

Members reviewed the draft tentative work program. Mayor Willey noted that today's agenda is a reflection of the most recent Metro Technical Advisory Committee (MTC) agenda. Mayor Willey reminded the group that MTAC is a technical advisory body to MPAC, and asked the group to use

this working relationship more effectively. The chair of MTAC, Mr. John Williams of Metro, will be coordinating with Chair Willey to facilitate this relationship.

Group Discussion Included

Councilor Harrington highlighted the special MPAC event on the evening of April 19th, a presentation by urban designer, Dr. Michael Freedman.

Mayor Willey will not be present for the March 14th MPAC meeting, Vice Chair Loretta Smith or Second Vice Chair Jody Carson will lead the meeting.

Some members would like for House Bill 4090 to be on MPAC's topic list. It is a Metro bill and will affect the region. They would like to invite Mayor Lou Ogden, who has been very involved in this bill, to present to MPAC. Chair Willey would like Metro to bring other legislation forward for discussion at MPAC as well.

6.2 GREATER PORTLAND PULSE (GPP) FINANCIAL PLAN, PARTNERSHIP AGREEMENTS, NEXT STEPS

Councilor Harrington introduced the Greater Portland Pulse (GPP) project. She highlighted that public agencies need more funding for their regionally vital projects, such as GPP. Private investors are looking for regional data, and they are interested in the tool that GPP is. The GPP advisory team is comprised of members from around the region who have contributed a great deal, along with staff, to shaping this tool over the last two years.

Mr. Mike Hoglund of Metro gave an overview of the GPP project, its financial plan, and public sector contributions to the GPP project. The primary purposes of GPP are to measure the results of the Metro Future Vision Plan, 2040 Plan, city and county plans, measure effectiveness, identify system linkages, sharpen dialogue, and inspire action. GPP focuses on regional indicators. Metro worked with Portland State University as its primary partner, recruited an advisory team, an equity panel, and nine results teams comprised of over 200 people. GPP developed several products: the regional indicators, online data, the first report, and supporting documents.

GPP hired a national indicator expert, Ms. Rita Conrad, formerly of the Oregon Progress Board, to assist in the development of the indicators. To arrive at the indicators, staff considered the outcomes to be measured, for example, prosperity, and then broke them down, for example business prosperity, personal prosperity, etc. From this, staff examined the drivers behind the outcomes, which resulted in identifying which indicators to measure, as well as secondary indicators. Mr. Hoglund highlighted to MPAC that while Metro's six desired outcomes are an excellent starting point, the indicators show there are many factors that create an excellent region. Mr. Hoglund encouraged members to revisit the GPP indicator, interactive website.

Mr. Hoglund reviewed what has been happening with GPP since its last presentation to MPAC in the fall of 2011. Mr. Hoglund highlighted the results in the GPP's first report. The region is in a deep economic recession. The higher a person's level of education, the better off that person is in terms of income and employment. People of color are at more of a disadvantage. He clarified that the GPP data does include Clark County.

Portland State University's Institute of Metropolitan Studies (IMS) is the current home of the GPP. There are currently many training efforts on data access and display, program and indicator alignment. Dr. Sheila Martin of PSU's IMS department emphasized that they are proud to be home to the GPP, it will be a vital governance tool for the region. PSU IMS is currently hosting data workshops on GPP throughout the region. These workshops will teach you how to access the data on the GPP website as well as add in your own geographic-specific data. The GPP will be a more powerful tool as more people use the tool.

GPP is asking grantees to consider how this tool can influence those outcomes that the region has agreed are important. GPP is transitioning from the temporary Advisory Committee to a permanent Board. Some board member positions will have a funding component, others will not. GPP will be developing partnership agreements with board members.

Mr. Hogle discussed the GPP project's funding options. The Project needs approximately \$521,000 to function fully. Metro has put a place-holder in its 2012-2013 budget for \$65,000 for the GPP. Each county in the four-county region needs to make a \$32,500 contribution to the GPP Project; the Project hopes that throughout the region cities and counties will be making proportional, regionally equitable contributions to reach the \$32,500 share. Funders will enjoy specific benefits, including access to workshops, data visualization tools, recognition on materials, among other benefits. Other funding will come from universities, private sector businesses, and foundations.

GPP has also analyzed if its work provides direct or indirect support to current and existing programs and projects, and found that its work does directly support many projects and programs. Dr. Martin encouraged anyone who is interested in influencing the indicators the GPP examines to become involved in the project.

Group Discussion Included

Mayor Willey encouraged everyone to review the 9 drivers and 72 indicators on the GPP website as a responsibility to their communities.

Some members expressed concern that food insecurity and food deserts are not included in the 'Healthy People' category. Dr. Martin shared that there are two closely related indicators in the economic prosperity set and housing set. Mr. Hogle encouraged members to add their own data to the tool.

Some members expressed a desire for the GPP team to return to MPAC in congruence with another presentation and use that topic to give examples. Dr. Martin confirmed that this would be possible, and asked members to please see the 'data story,' on the GPP website.

Some members expressed concern that there is no immediate return on investment in this project. Councilor Harrington explained that this project was initiated to help illuminate what it is this region needs to be doing to attract large investments and businesses, and that this itself is a return.

Councilor Harrington and Mr. Hogle clarified that the 9 indicator categories are the GPP equivalent of the six desired outcomes.

Some members inquired if economic indicators like freight movement are included in the GPP. Some similar indicators are included.

6.3 REGIONAL ACTIVE TRANSPORTATION PLAN PROJECT OVERVIEW

Councilor Harrington introduced the regional active transportation project. She highlighted that our region is currently lacking a regional strategy to advance active transportation and become more competitive to gain access to outside dollars. She emphasized that this project is not about programming jurisdictions' local dollars, it is about being more organized to secure outside dollars, such as federal TIGER grants.

Ms. Lake McTighe of Metro introduced the Active Transportation Plan. Active transportation is defined as any form of transportation that includes walking or bicycling; transit is included in this definition because people often need to walk to or choose to bike in addition to using transit. She emphasized three themes:

1. The timing is right for an ATP
2. The ATP is the implementation of local aspirations, with regional impact
3. The key to success is partnership

The region has already made great progress in active transportation. The ATP is building on a very rich history of planning and implementation.

Theme 1: Why the timing is right

- The region has built momentum, communities want more active transportation.
- Regional groups have demonstrated a long term commitment to strengthening active transportation.
- More investment in trails is necessary and regionally recognized.
- Communities want more active transportation because it is healthier and more pleasant.
- Public support for completing sidewalks and trails in communities is high; support for funding these projects is high as well.

Theme 2: Implementing local implementation aspirations with regional impact

- This will connect the region physically and politically
- The region will be able to speak with one voice when asking for outside funding, making the ask stronger
- The region will be able to achieve impressive mode share targets
- Active transportation will become safer and more convenient, allowing people to actually choose it rather than feel forced onto transit
- When active transportation is a real choice, it increases economic prosperity as more and more people and employers consider these options when considering moving to a new location
- Active transportation helps the region realize Metro's six desired outcomes
- As Congressman Blumenauer pointed out, the ATP will be a forum for discussion so the region may agree on its priorities in active transportation infrastructure and policy.

Theme 3: The key to success is partnership

While there is a technical component to this plan, it is primarily about making decisions and identifying priorities. It is vital this is done through regional discussion. MPAC will play an important role in this process.

The ATP has identified objectives to achieve between now and June of 2013:

1. Develop guiding principles and criteria to prioritize projects and funding
2. Identify tiered priority projects for the Principal Regional Network
3. Recommended policies, performance targets & performance measures
4. Agreed upon implementation & funding strategies

The ATP will reach several milestones during this time frame, and will return to MPAC after reaching each one. The ATP will be highly aware of other local active transportation plans as well as other Metro projects in its work, and will be using the GPP indicators.

Group Discussion Included

Members asked if the Oregon Department of Transportation (ODOT) is involved in this project. Ms. McTighe confirmed that ODOT is funding this project in part and has representation on the Advisory committee. Members expressed interest in lobbying for sidewalks on state highways.

Members encouraged the ATP to prioritize around outcomes as opposed to projects, and to determine those outcomes measurability. The project must build a sense of trust with the public so when the economy recovers the project is in a position to invest. They emphasized that clarity in why the ATP is important is essential to success. Staff agreed that communication will be essential.

Some members asked if planning tools will be available to communities in which implementing cycling and pedestrian infrastructure is more difficult. There will be cycle and pedestrian zone analysis, and the project will analyze the region for different topographies and identify unique approaches.

Members asked Ms. McTighe what success looks like 10 years from now. She responded that she sees success as active transportation being fully recognized as vital to transportation; the 20 minute neighborhood is a reality for many more people; region is much more connected because of biking and walking, manifested in ways we can't imagine; and that the region will be more of a neighborhood.

Members asked if the project will be tracking cycle sales data. Staff responded that it's out there, and the project will make strong effort to do so.

Members inquired as to whether or not the ATP will be looking for additional funding. Staff responded that yes, they will. Fortunately, biking and walking infrastructure is low-cost compared to other forms of transportation. Members suggested posing the ask for more money as the Greenspaces measure was posed, using lots of data, showing what residents will receive in their neighborhood, as well as per capita.

6.4 COMMUNITY INVESTMENT STRATEGY—SITE READINESS—BROWNFIELDS AND PARCELIZATION

Councilor Harrington introduced the topic of site readiness and brownfields. During the previous Urban Growth Report cycle, MPAC requested to have more information on the topics of brownfields and parcelization. Last year, Councilor Harrington proposed two budget amendments to fund brownfields and parcelization scoping projects.

Mr. John Williams of Metro presented on the brownfields and parcelization projects. The common goal of these two projects is to identify barriers to the kind of development local communities want and to overcome them. Both projects seek to identify the opportunity costs of not acting, and both projects intend to leverage existing work as they continue. These programs are an example of the technical assistance happening in the Planning Department at Metro in concert with local communities.

Mr. Williams overviewed the brownfields project. Staff now knows a lot about individual sites and which areas around the region have brownfields, but there is still a lot to be learned. The project will be based on community case studies rather than a detailed regional inventory and will identify potential solutions and next steps. Metro's role is to provide information about brownfields and facilitate policy discussions at the regional and local level. Metro staff is currently selecting pilot project case studies. The brownfields project has hired a consultant to work on this project in conjunction with a technical review team comprised of a diverse group of community stakeholders.

Mr. Williams gave an overview of the parcelization project. Parcelization and multiple ownerships can be challenges to development in local communities. A consultant at EconW has been hired to complete this project, and has been asked to look for best practices inside and outside the region. The project will focus on identifying how parcelization issues are impeding development in downtowns, main streets and employment areas, as well as identifying tools to use to address parcelization.

Mr. Williams asked members to suggest potential case studies for both projects. Staff will return to MPAC in June of 2012 for a deeper conversation on these issues. He plans to return with examples from the selected case studies and staff from the case study's community.

Group Discussion Included

Staff confirmed that the Port of Portland is a key partner in the brownfields project.

Mayor Willey emphasized that these topics are integral to the success of the region.

Members suggested including regional political leaders in future MPAC discussions of this topic.

Councilor Harrington emphasized that Metro is providing resources to the communities that are selected for case studies, and that this work will be different from previously published studies in the region.

7.0 MPAC MEMBER COMMUNICATIONS

Councilor Kathy Roth distributed information on construction on the 'jug handle project,' on Highway 213 during March 22nd-27th.

Mayor Mays shared with the group that the City of Sherwood recently approved a small urban renewal district that will sunset after no more than 21 years.

8. ADJOURN

Chair Willey adjourned the meeting at 7:00 p.m.

Respectfully submitted,



Jessica Atwater
Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR 02/22/12:

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

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
5.0	Minutes	No date	February 8, 2012 MPAC Minutes	022212m-01
5.0	List	No date	Metro Technical Advisory Committee 2012 Member Nominations	022212m-02
6.1	List	2/17/12	2012 MPAC Tentative Agendas	022212m-03
6.2	Brochure	No date	Greater Portland Pulse Brochure	022212m-04
6.3	PowerPoint	2/22/12	Greater Portland Pulse Recommendations and Next Steps	022212m-05
6.2	Flyer	No date	Greater Portland Pulse Data Workshop	022212m-06
6.3	PowerPoint	2/22/12	The Regional Active Transportation Plan	022212m-07
7.0	Flyer	No date	Highway 213 Construction Project Notice	022212m-08
7.0	Information	No date	Highway 213 Construction Project Notice Overview	022212m-09
7.0	Flyer	No date	Westside Economic Alliance Workshop	022212m-10
7.0	Letter	2/22/12	Ms. Nathalie Darcy, Letter to MPAC in response to her 2/8/12 Letter	022212m-11