



Metro | *Agenda*

Meeting: Metro Council Work Session
Date: Tuesday, Feb. 28, 2012
Time: 2 p.m.
Place: Council Chambers

CALL TO ORDER AND ROLL CALL

**2 PM 1. ADMINISTRATIVE/CHIEF OPERATING OFFICER
COMMUNICATIONS**

**2:15 PM 2. CLIMATE SMART COMMUNITIES SCENARIOS PROJECT - Ellis
PHASE 2 WORK PLAN - INFORMATION / DISCUSSION Unfred**

3:15 PM 3. COUNCIL BRIEFINGS/COMMUNICATION

ADJOURN

Agenda Item No. 2.0

**CLIMATE SMART COMMUNITIES
SCENARIOS PROJECT –
PHASE 2 WORK PLAN**

Metro Council Work Session
Tuesday, Feb. 28, 2012
Metro, Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: February 28, 2012 Time: 2:15 p.m. Length: 60 minutes

Presentation Title: Climate Smart Communities Scenarios Project – Phase 2 Work Plan

Service, Office, or Center: Planning and Development Department

Presenters: Kim Ellis, Project Manager (797-1617 or kim.ellis@oregonmetro.gov)
Patty Unfred, Communications Manager

ISSUE & BACKGROUND

Project overview

The Climate Smart Communities Scenarios Project is a multi-year, collaborative effort between Metro, local governments and other regional partners. The project is focused on working together to find the right combination of land use and transportation actions (e.g., policies and investments) that will keep communities vibrant and prosperous. While the project responds directly to state and regional goals to reduce greenhouse gas emissions from cars and small trucks, the project provides an opportunity for Metro, local governments and others to work together to advance the aspirations of each community and implement the Community Investment Strategy adopted by the Metro Council in 2010.

The goal of the Scenarios Project is to work together with local governments and other regional partners to build consensus, ownership and support for state, local and regional investments and actions needed to achieve 2040 and local aspirations, and meet our climate goals. The Project's success will be measured by public support for actions taken on the ground.

Phase 1 Overview

Phase 1 of the Climate Smart Communities Scenarios Project focused on understanding the region's choices by testing broad-level, regional scenarios to learn the GHG emissions reduction potential of current plans and policies and what combination of land use and transportation strategies (grouped in six policy areas) are needed to meet the state GHG targets. While some strategies are new to the region, many of the strategies tested are already being implemented to realize the 2040 Growth Concept and the aspirations of communities across the region.

In addition to the scenarios analysis, staff completed the Strategy Toolbox report. The Strategy Toolbox summarizes published local, national and international research on strategies that can help reduce transportation-related GHG emissions and meet other policy objectives. The report documents benefits of different strategies to a community, synergy between strategies and implementation opportunities and challenges to be addressed in future project phases.

Key findings from the research conducted to date have been summarized in a Phase 1 Findings report (Attachment 1). In January, the Metro Council, the Metro Policy

Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) formally received the findings report and toolbox. The Oregon Department of Transportation and Department of Land Conservation and Development included the findings report and toolbox in their joint progress report to the Oregon Legislature, which was submitted in late January. A summary of Phase 1 has also been prepared to share with project stakeholders (Attachment 2).

Phase 2 – Initial Steps Forward and Challenges

Moving forward, the region's decision-makers will use the Phase 1 information and additional information to be developed during Phase 2 to direct development and evaluation of three alternative scenarios.

Since January, Metro staff and Councilors have begun briefing local elected officials and other stakeholders on the Scenarios Project and Phase 1 Findings. The briefings provide an opportunity for project partners to ask questions, share concerns and provide suggestions for how we can best work together to support their community aspirations and ensure that they are reflected in the region's strategy. These early discussions have informed the draft work plan and communication strategy (Attachment 3 and 4) to be presented to Council. The attachments identify *tentative* upcoming discussions and project milestones. *Dates and timing are subject to further refinement.*

A number of challenges have been identified through these briefings and previous discussions with Metro's advisory committees and local governments as the Phase 1 Findings were finalized.

- The project dynamics are still unfolding; political, communications and technical work must be coordinated and balanced. It is critical for the Scenarios Project to continue building on existing efforts and community aspirations and to make that connection clear. To be successful, the process and, ultimately the preferred scenario, needs to recognize that each community is unique, provide individual and local choice, and work as part of an integrated regional strategy.
- The complexity of the subject matter and the fact that the scenario planning, visualization and other communication tools are still under development make communication of project direction, relevance to local communities and potential outcomes difficult. Some fear the project outcomes.
- To date, there hasn't been a locally-driven mandate for this project to be successful. There are many supporters, local elected officials and staff and other stakeholders are engaged, but more champions will be needed.
- Different messages resonate with different audiences – many are not motivated by state requirements or climate change.
- The fiscal realities of TriMet service cuts, local government budgets and a faltering economy are affecting the project dynamics and highlight the need to develop a preferred scenario that is ambitious, yet implementable and realistic.
- Building trust, consensus and partnerships will take time and resources, but are keys to success.

The success of the Phase 2 is dependent upon Metro staff and Councilors working with partners and facilitating a regional discussion that overcomes these challenges and results

in consensus on directing project staff to develop three scenarios that will be created and evaluated during Phase 3 in 2013. The analysis, evaluation and regional discussion of these scenarios will be used, in turn, to draft a preferred scenario for later adoption.

Phase 2 Coordination with other Metro and Regional Projects

This project will coordinate with other recent and concurrent planning efforts at Metro. These efforts include:

- Community Investment Strategy implementation
- Southwest Corridor Plan
- East Metro Connections Plan (EMCP)
- Metro Parking Management Study
- Metro guidance on TSP updates
- Regional Travel Options Strategic Plan update and work plan
- Transit Oriented Development Strategic Plan and work plan
- Transportation System and Management Operations Plan implementation
- Regional opportunity mapping (2012)

Additionally, the Scenarios Project will track other local and state planning efforts that identify policies and investments that are being considered. These efforts include, but are not limited to, the following:

- Community Investment Initiative (2011-13)
- Oregon Sustainable Transportation Initiative (2011-14)
- Oregon Public Health Division Health Impact Assessment of the scenarios developed during Phase 1 of the Scenarios Project (2012)
- Local comprehensive plan and transportation system plan updates related to periodic review and other locally-led studies (2011-14)
- Tualatin Valley Highway Corridor Refinement Plan (2012)
- Aloha-Reedville Study and Community Livability Plan (2013)
- Oregon Transportation Research and Education Consortium study: Improving the Representation of the Pedestrian Environment in Travel Demand Models (2013)
- TriMet Strategic Plan
- Others as they are identified

OPTIONS AVAILABLE

No options are presented at this time. Future work session discussions will be used to discuss the work plan, and implications for the project budget, staffing and Metro Council role.

IMPLICATIONS AND SUGGESTIONS

Staff will present an update of the Climate Smart Communities Scenarios project activities and share a draft Phase 2 work plan. Metro Councilors Collette, Hosticka and Burkholder are the Council liaisons to the project. Councilors Collette, Hosticka and Harrington may also wish to share what they have heard during the local elected officials briefings they have provided and implications for the Phase 2 work plan.

Staff is seeking Council support to continue developing the Phase 2 work plan with Metro's advisory committees and to prepare options for implementing the work plan in coordination with other Metro activities to best support the Scenarios Project's desired outcomes. Implementation options and budget implications will be presented at a future work session for further discussion.

With Council support, staff will continue to develop the work plan with the technical committees in March for consideration by JPACT, MPAC and the Metro Council in April, tentatively. The Scenarios Project has the potential to coordinate local aspirations and further on the ground implementation of local aspirations and the Community Investment Strategy.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. Does the Council have any suggestions or considerations for the draft Phase 2 work plan tracks and communication plan (see Attachments 3 and 4)?
2. Is the need for this project and the messages surrounding it clear? Will they resonate with local jurisdictions and other stakeholders? (see Attachment 2)
3. This project aligns and overlaps with several projects at Metro and in the region (see project lists above). How can the Metro Council and staff guide coordination and collaboration on these projects?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION __ Yes X No
DRAFT IS ATTACHED __ Yes X No

Attachment 1: Phase 1 Findings Report (*January 12, 2012*)

Attachment 2: Phase 1 Project Summary (*February 2012*)

Attachment 3: Draft Phase 2 and Phase 3 Roadmap (*February 22, 2012*)

Attachment 4: Draft Phase 2 Communication Plan (*February 22, 2012*)



Climate Smart Communities Scenarios Project

Understanding Our Land Use and Transportation Choices

PHASE 1 FINDINGS | JANUARY 12, 2012



February 2012

www.oregonmetro.gov/climatescenarios

Climate Smart Communities

SCENARIOS PROJECT

Phase 1 Summary

Understanding Our Land Use and Transportation Choices

Making a great place



It is as much about jobs, livable neighborhoods and public health as it is about clean air.

Residents of the Portland metropolitan region value choice – where to live, how to get around, what kind of job to have. And we don't want to have to choose between things that are important to our way of life – things like clean air, good jobs, safe neighborhoods, vibrant downtowns, access to nature and cultural activities.

We are faced with many of the problems that others face around the nation and the world – an economic crisis, rising housing and transportation costs, lack of money for public structures, increasing congestion and air pollution. What sets us apart in this region is that we have followed a collective vision since 1995 – the 2040 Growth Concept – that has helped us to build communities with unique identities, save farms and forestland, develop public transit and biking and walking facilities, and work together to make the most of limited public and private dollars.

So when the state directed the region to come up with a plan and actions to reduce greenhouse gas emissions to ensure clean air, we had a good start. It's not just about reducing carbon in the environment, but making sure that we all have choices of great communities in which to live, work and raise a family.

The Climate Smart Communities Scenarios Project is a collaborative effort between Metro and its city, county and state partners to create the kind of communities that residents want. It is as much about jobs, livable neighborhoods and public health as it is about clean air. The goal is to select a combination of land use and transportation strategies and investments that will keep our communities vibrant and prosperous, while also helping our region meet state targets to reduce greenhouse gas emissions from cars and small trucks.

Working together

The scenarios project is characterized first and foremost by collaboration and implementation of local community visions. Policymakers who serve on the region's Joint Policy Advisory Committee on Transportation (JPACT), the Metro Policy Advisory Committee (MPAC), and the Metro Council approved principles to guide the project. A technical work group composed of planning staff from cities, counties and other agencies worked closely with Metro staff throughout the research, modeling, and analytical stages of Phase 1.

What sets us apart

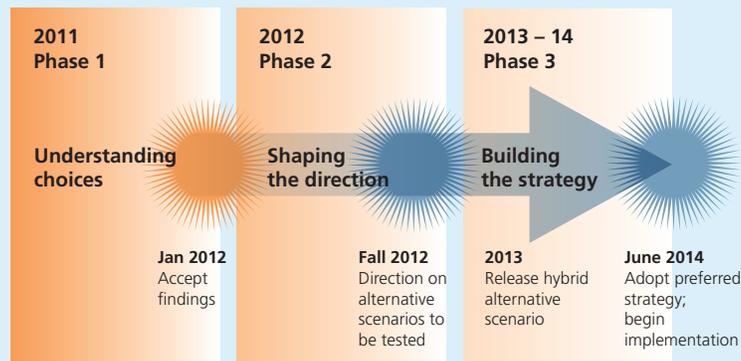
Residents in this region travel 20 percent fewer miles by car every day compared to other U.S. urban areas, annually saving:

2.9 million miles of driving

\$1.1 billion in transportation costs

100 million travel hours

Portland's Green Dividend, 2007



The scenarios project is organized into three phases.

Phase 1 research concluded with an understanding of the region's land use and transportation options for reducing carbon emissions while advancing community goals.

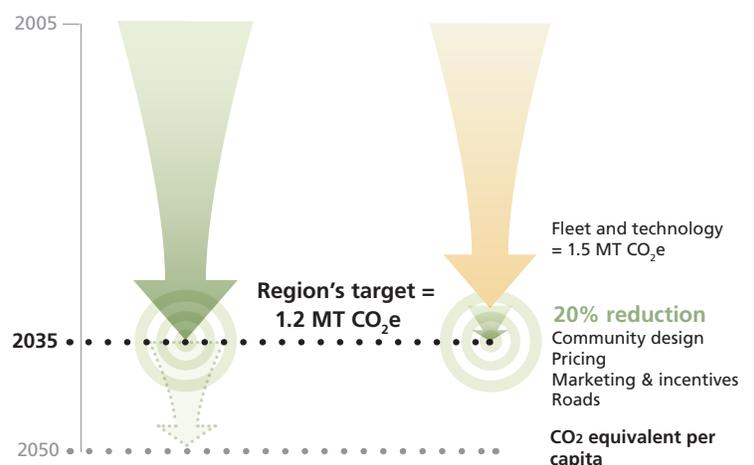
Phase 2 will engage local government, community and business leaders in identifying community visions and shaping scenarios to consider.

Phase 3 includes evaluation of three scenarios and public engagement. Implementation begins once the region adopts a preferred scenario.

Region's 2035 emissions reduction target

To assist the scenarios project, the Land Conservation and Development Commission established a 2005 baseline for the Portland metropolitan region: 4.05 metric tons annual, per capita roadway greenhouse gas emissions. (One metric ton CO₂ equals 112 gallons of gasoline.)

The 2035 target calls for no more than 1.2 metric tons annual per capita roadway emissions. State-provided assumptions on two policy areas, fleet (the type of cars in the region and their age) and technology (hybrid, electric and other carbon-reducing technologies), reduce the region's annual roadway greenhouse gas emissions to 1.5 metric tons per capita. Additional policy actions will be needed to reach the 2035 target.



Phase 1 snapshot

During Phase 1, Metro staff researched land use and transportation strategies that have been implemented in similar communities across the nation and around the world. This work resulted in a toolbox describing major strategy areas and potential results. The toolbox not only identifies successful strategies for providing practical choices to help people drive less, but also describes other community benefits as well.

Increased walking has a beneficial effect on public health and obesity rates. Properly designed shopping areas in combination with transportation choices can increase dollars spent at home while also taking cars off the road. Bike lane construction provides much needed jobs and an option for short outings, which are the majority of trips taken in the region.

Project staff also worked with ODOT and the technical work group to study six different policy areas: community design, pricing, marketing and incentives, roads, fleet, and technology. Each policy area included at least two levels of ambition, and in some cases three, resulting in 144 scenarios tested.

Phase 1: building blocks for regional scenarios

Testing combinations of plausible strategies



Family finance

One of the biggest household expenses for most families is transportation – second only to housing costs. According to AAA, if the average family drove even four fewer miles each day, they would save \$854 a year.



Complete results from Phase 1 are compiled in the findings report, available at www.oregonmetro.gov/climatescenarios. JPACT, MPAC and the Metro Council accepted the Phase 1 Findings Report before it was submitted to the Oregon Legislature in January 2012.

Summary of Phase 1 results

1. Current local and regional plans and policies are ambitious and provide a strong foundation for meeting the region's greenhouse gas emissions reduction target.
2. The target is achievable but will take additional effort and new strategic actions.
3. Most of the strategies under consideration are already being implemented to varying degrees in the region to achieve the 2040 Growth Concept vision and other important economic, social and environmental goals.
4. A range of options can reduce greenhouse gas emissions; the best approach is a mix of strategies.
5. Community design and pricing play a key role in how much and how far people drive each day and provide significant GHG emissions reductions.
6. Fleet, technology and pricing strategies provide similar significant greenhouse gas emissions reductions but no single strategy is enough to meet the region's target.
7. Road management and marketing strategies improve system and vehicle efficiency and reduce vehicle travel to provide similar, but modest greenhouse gas emissions reductions.

About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

Stay in touch with news, stories and things to do.

www.oregonmetro.gov/connect

Metro Council President

Tom Hughes

Metro Council

Shirley Craddick,
District 1

Carlotta Collette,
District 2

Carl Hosticka,
District 3

Kathryn Harrington,
District 4

Rex Burkholder,
District 5

Barbara Roberts,
District 6

Auditor
Suzanne Flynn

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Moving forward

Policy questions to be addressed

- What actions are currently underway to address the livability of local communities? How are those actions consistent with the actions identified by the climate scenarios project? What kinds of investment or support do communities need to fully realize their vision for the future?
- How do we ensure the region's approach is inclusive and equitable, reflecting the diverse needs and interests of all communities, particularly among households of modest income or people of color?
- How do we ensure the regional strategy provides greater economic opportunity for everyone, creating jobs and boosting economic development and competitiveness?
- Which strategies are most cost effective and efficient? Which strategies are easiest to implement both technically and politically? How do we overcome obstacles to the most effective actions that are difficult or expensive to implement?
- What are the benefits and impacts to the region's goals?

Phase 1 was about understanding choice at the regional level. Phase 2 shifts to understanding local community plans and exploring how and where different strategies could be applied to provide local and individual choice as the region meets carbon reduction targets.

Learn more Visit www.oregonmetro.gov/climatescenarios.

Stay connected Sign up to receive periodic updates about the scenarios project at www.oregonmetro.gov/connect.

Communicate Share ideas or suggestions with your local elected officials and your Metro Councilor.

Opt In Voice your opinion by signing up for Metro's online opinion panel at www.optinpanel.org. Upcoming survey topics will include the scenarios project.

DRAFT Climate Smart Communities Scenarios Project Phase 2: Shaping the Direction 2012 Technical Work and Policy Development Roadmap

Jan Feb Mar April May June July Aug Sept Oct Nov Dec

Track 1

Complete additional research on Phase 1 scenarios

- Sub-district reporting of Phase 1 scenarios
- Sensitivity analysis of strategies for potential effectiveness

Track 2

Identify focus areas and community aspirations

- Work with local partners and stakeholders to identify focus areas and community aspirations
- Bring in information from regional and local planning efforts
- Illustrate and frame potential options for how and where to apply strategies and sequencing options for strategies (early, mid-, long-term)

Track 3

Expand outcomes-based evaluation framework

Work with local partners and stakeholders to refine methods to analyze costs and savings (individual/public/private), economic, public health, equity and environmental outcomes

Identify Alternative Scenario Policy Options

Regional discussion to build consensus on alternative scenario options that combine and phase local, regional and state land use and transportation strategies to achieve community visions and 2040 Growth Concept and meet GHG target

JPACT, MPAC, and Metro Council recommend alternative scenarios to be tested



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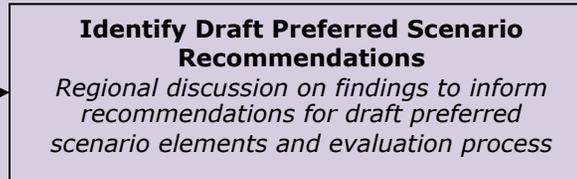
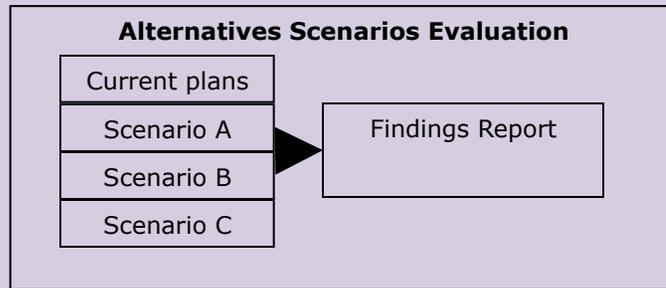
Climate Smart Communities Scenarios Project Phase 3: Building the Preferred Scenario and Implementation Strategy *Technical Work and Policy Development Roadmap*

Jan Feb Mar April May June July Aug Sept Oct Nov Dec

2013

Alternative Scenario Development, Analysis and Reporting

Develop and evaluate alternative scenarios that combine and phase local, regional and state land use and transportation strategies to achieve local aspirations, 2040 implementation, and region's desired outcomes and meet state GHG target

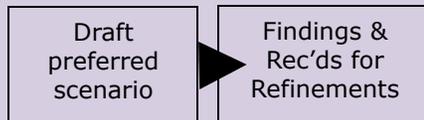


Council, MPAC & JPACT direction on draft preferred scenario to be developed and tested (Nov.- Dec. 2013)

2014

Draft Preferred Land Use and Transportation Scenario Evaluation and Refinement Process

Develop and evaluate draft preferred land use and transportation scenario, and identify refinements



Council, MPAC & JPACT release final draft preferred scenario for final public review (TBD)

Preferred Land Use and Transportation Scenario Final Review and Selection Process

Final analysis, public review and selection of local and regional policies, investments, and short-term and long-term actions needed to implement and monitor as part of regional growth management decision

MPAC recommends; Council and JPACT select preferred scenario and implementation strategy (TBD)



DRAFT Climate Smart Communities Scenarios Project Phase 2: Shaping the Direction 2012 Communications Roadmap



Newsfeed series: through the eyes of the tech work group

Periodic newsfeed updates

Ongoing: periodic background briefings to key print and broadcast media

Materials following this page were distributed at the meeting.

METRO COUNCIL LEGISLATIVE PRIORITIES

2012 Legislative Session

With outcomes as of February 28, 2012



Legislation to be initiated by Metro:

- **Background checks:** Lift sunset on statutory authorization for Metro to require employees and volunteers with direct unsupervised access to children (primarily at the Oregon Zoo) to enroll in Oregon Child Care Division's Central Background Registry.
 - *HB 4024 passed the House 59-0 on Feb. 6; passed the Senate 30-0 on Feb. 20. On Governor's desk.*
- **Disposition of abandoned burial spaces:** Establish process for vacating the ownership of graves when there has been no contact with owners for over 50 years and owners cannot be found.
 - *SB 1537 passed the Senate 28-0 on Feb. 10; passed the House 58-0 on Feb. 22; repassed by the Senate with the House amendments 30-0 on Feb. 24. On Governor's desk.*
- **Steve Apotheker tribute:** Pass legislative resolution honoring Steve Apotheker for his service to the region, state and nation in the field of recycling.
 - *SCR 208 passed the Senate 30-0 on Feb. 17; passed the House 59-0 on Feb. 27. (Concurrent resolutions do not get signed by the Governor.)*

Other potential legislation:

- **Guns and public facilities:** Support legislation that increases Metro's authority to regulate the carrying of firearms on Metro properties, and oppose legislation that limits or reduces that authority.
 - *I worked with OMA to draft language for a possible amendment to gun-related legislation that might be introduced by others. SB 1551, a possible vehicle for allowing regulation of firearms on Metro properties, was not heard and no related legislation moved forward.*
- **Transient lodging tax:** Support legislation requiring internet travel companies to pay transient lodging tax on full consideration paid for lodging.
 - *SB 1519 was heard but attracted opposition from online travel companies. Questions were raised as to whether it should be considered a revenue-raising measure; such measures need to originate in the House and must be approved by a three-fifths majority. While most advocates believed that the proposal did not constitute a new tax, the bill's primary proponent (the Oregon Restaurant and Lodging Association) thought it prudent to seek a House bill. A bill was identified that could accommodate this issue, but that bill did not move forward for other reasons.*
- **Product stewardship for mercury-containing fluorescent lights:** Support legislation based on producer responsibility intended to minimize risk to people and the environment from mercury-containing fluorescent bulbs.

Exhibit A to Resolution 12-4322

- *True stewardship for fluorescent lights based on producer responsibility was never really on the table for 2012 and will have to be pursued in a future session. SB 1512 was negotiated with the National Electrical Manufacturers Association; it creates mercury content standards and state procurement guidelines. SB 1512 passed the Senate 21-8 on Feb. 15; passed the House 57-3 on Feb. 27. On Governor's desk.*
- **Toxics:** Support legislation intended to protect public, especially children, from products containing toxic chemicals.
 - *HB 4123, requiring the creation of a list of chemicals of concern for children's health, received a hearing on Feb. 8 but did not move forward. HB 4151, which could have led to a state procurement preference for environmentally preferable products, did not receive a hearing.*
- **Impacts of diesel garbage and recycling trucks:** Support efforts to align state law with federal policy to enable Metro to leverage with federal dollars investments to reduce the health and environmental impacts of diesel emissions.
 - *This was a late addition to Metro's agenda (after the deadline for requesting bill drafts) and despite broad support and no apparent opposition, we were unable to find a bill with a relating clause that could accommodate this provision.*

Other legislation worth mentioning:

- **HB 4090:** *This bill, which could have undermined orderly and efficient development in areas added to the UGB by allowing landowners to demand services irrespective of local plans and development timelines, brought the local governments of the region together in virtually unanimous opposition. It passed the House on Feb. 20 by a vote of 32-28 (31-29 after one member changed her vote later) but died in the Senate without a hearing.*
- **HB 4115:** *This bill was a rerun of legislation from 2011 that would have imposed a .1% fee on public construction contracts for the purpose of supporting audits by the Secretary of State. I testified in support of an exemption for jurisdictions with elected auditors. The bill did not receive a work session.*
- **HB 4053:** *This bill would have expanded the conditions eligible for use of assistance animals to include "mental impairment." Teri Dresler submitted a letter of concern. The proponents admitted that the bill was overly broad and it did not move out of committee but may return in 2013.*
- **SCR 207:** *Honored Gail Achterman for her service to the state. The Metro Council submitted a letter of support and it passed both houses unanimously.*

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Climate Smart Communities Scenarios Project Phase 2: Shaping the Direction

2012 Technical Work and Policy Development Roadmap

Jan Feb Mar April May June July Aug Sept Oct Nov Dec

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Identify Alternative Scenario Policy Options

Regional discussion to build consensus on alternative scenario options that combine and phase local, regional and state land use and transportation strategies to achieve community visions and 2040 Growth Concept and meet GHG target

**JPACT,
MPAC, and
Metro
Council
recommend
alternative
scenarios to
be tested**



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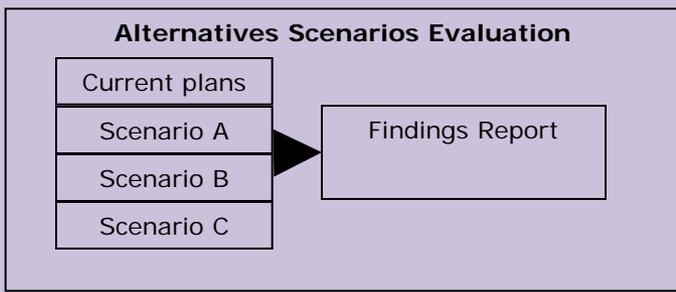
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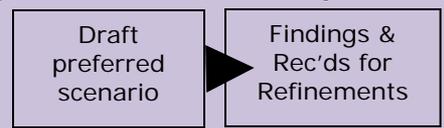


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MPAC recommends; Council and JPACT select preferred scenario and implementation strategy (TBD)

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Climate Smart Communities Scenarios Project Phase 2: Shaping the Direction 2012 Communications Roadmap

