



Metro | *Making a great place*

METRO COUNCIL WORK SESSION

MEETING SUMMARY

Feb. 28, 2012

Metro Council Chamber

Councilors Present: Deputy Council President Rex Burkholder and Councilors Shirley Craddick, Carlotta Collette, Carl Hosticka, Kathryn Harrington and Barbara Roberts

Councilors Excused: Council President Tom Hughes

Deputy Council President Rex Burkholder convened the Metro Council work session at 2:03pm.

1. ADMINISTRATIVE /CHIEF OPERATING OFFICER COMMUNICATIONS

Ms. Martha Bennett of Metro mentioned that TriMet representatives will provide a presentation to Council regarding their budget during a future work session. The impact of the Portland Streetcar's eastside expansion on the Oregon Convention Center (OCC) will also be discussed at that meeting. At the Apr. 3 work session, Ms. Bennett noted that the affect of service reductions on air quality attainment will be addressed. During that meeting, there will be a presentation from the Leadership Council on the Community Investment Initiative (CII).

Mr. Randy Tucker of Metro provided a legislative update on the special Oregon State session. Metro's top three priority bills, background checks at the zoo, reclaiming cemetery sites, and the Steve Apothiker Memorial, passed without a single vote against them. House Bill 4090 on providing municipal services to residents within the UGB died in the senate. Mr. Tucker explained that the HB 4090 concerned and ultimately united the region in opposition to the bill. Mr. Tucker added that discussions about the municipal services issue resurfacing will be had at an informal regional lobby group next week.

2. CLIMATE SMART COMMUNITIES SCENARIOS PROJECT - PHASE 2 WORK PLAN

Ms. Robin McArthur of Metro presented amendments to the organizational structure of the Community Investment Strategy (CIS), and discussed how the Council's role regarding the Climate Smart Communities Scenarios (CSCS) project has evolved to primarily communicate with and convene partner jurisdictions. Additionally, councilors have been tasked with helping to identify specific community based aspirations from conversations with elected officials, stakeholders and citizens. Ms. McArthur explained that since finishing Phase 1, *Identifying Choices*, of CSCS, Metro must invest more time and energy into community outreach.

Ms. Kim Ellis of Metro described CSCS as currently in transition from Phase 1. Staff has continued to learn from lessons and challenges throughout the process, including how to balance local aspirations with a working regional strategy. Ms. Ellis indicated that strategies are considered abstract at times and need to be made more tangible and real in order to build more of a consensus among project partners and stakeholders. Ms. Ellis noted that project messaging to partners needs

to be tailored to their values and interests. Ms. McArthur stated that staff is currently looking for additional funding to expand outreach efforts.

Ms. Ellis explained the technical work to be done in Phase 2, comprising a more detailed analysis of Phase 1 findings, expanding local aspirations work and focus areas and broadening the framework for evaluation. Ms. Patty Unfred overviewed Metro's community engagement strategy, which aims to frame the CSCS project message around shared values such as clean air and water, walkable neighborhoods, good jobs and safety.

Councilor Discussion:

Councilors shared their experiences delivering information and updates to partner jurisdictions on the CSCS project. There was discussion about how to employ effective, targeted messaging by focusing on local, community aspirations. Councilors explained that newly elected city councils need more background information on CSCS before conversations can move forward. Moreover, Councilors stated that more could be done to recognize what communities are doing well, including successful local projects and initiatives. There was agreement that this approach could do more to motivate local engagement with CSCS.

Councilors expressed interest in seeing more engagement with the educational community, citing the opportunity to hold public meetings at schools and colleges. There was discussion about the use of accessible graphics that portray the interconnectedness of the CSCS project with the local and regional aspirations. Councilors then discussed the challenge of addressing local aspirations in unincorporated areas with minimal infrastructure.

Councilors also considered hosting CSCS partner and stakeholder meetings in a work shop format so that people have a chance to engage in more in depth conversations.

3. COUNCIL BRIEFINGS/COMMUNICATION

- Councilor Hosticka reported on the Tualatin River Launch, which was well attended by positive and engaged participants.
- Councilor Harrington described a meeting in Forest Grove with a sustainability community group with ambitious aspirations.
- Councilor Burkholder recounted his visit to Malaysia to speak at a World Bank forum on Urban Sustainable Development.

ADJOURN

Seeing no further business, Deputy President Burkholder adjourned the Council work session at 3:33pm.

Prepared by,



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ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF FEB. 28, 2012

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
	Handout	2/28/12	Metro Council Legislative Priorities	22812cw-01