



METRO COUNCIL WORK SESSION
MEETING SUMMARY
July 26, 2012
Metro Council Chamber

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

Councilors Excused: Councilor Shirley Craddick

Council President Tom Hughes convened the Metro Council work session at 2:05 p.m.

1. ADMINISTRATIVE /CHIEF OPERATING OFFICER COMMUNICATIONS

Ms. Martha Bennett of Metro shared the following points with the group:

- Natural Areas Advisory Committee met on Tuesday, July 24, 2012. The Committee is going to recommend that:
 - Metro proceeds with a 5 year local option levy in the amount of 10 or 12 cents per thousand. They suggested doing polling to determine the final amount.
 - Metro forms a working group to determine the long term regional need, although this may take longer than 5 years, they encourage Metro to continue with this.
 - Ms. Bennett clarified that there are four categories of programming and funding.
 - Some Councilors noted they are concerned about people not using natural areas facilities because they are unaware of the opportunity.
 - There will be a more detailed work session to discuss this on Thursday, August 16, 2012.
- Eight vendors attended the Glendoveer pre-meeting for bids for the operations of the golf course.
- Dr. Manuel Pastor will give a presentation on sustainability and equity on Monday, July 30 from 5-6:30pm, followed by dinner.

2. COMMUNITY INVESTMENT INITIATIVE: METRO COUNCIL ENGAGEMENT

Ms. Bennett overviewed the Community Investment Initiative (CII). The CII Leadership Council presented their strategic plan to Council in June 2012. The Council asked for a budget note for CII that included a Metro-specific work plan. CII is asking Council today what they would like to see Metro do in terms of specific actions related to CII.

The key questions to consider are:

- Can Metro add value?
- Will CII deliver something of value to Metro?
- What role will Metro be playing?

Metro has the opportunity to play a role in the following CII strategies:

- development-ready communities

- transportation funding
- vehicle miles traveled (VMT) tax pilot
- school facilities
- regional higher education funding
- performance and equity management
- regional infrastructure enterprise

Potential roles for Metro are:

- Policy Maker
- Convener
- Investor
- Regulator
- Researcher/Analyst

Ms. Heidi Rahn of Metro clarified that the timeline presented was the CII timeline, and Metro will develop a parallel timeline.

The group discussed Metro's potential role in each strategy.

Development Ready Communities

Ms. Martha Bennett explained that the development ready communities strategy is a pilot project to align communities' codes and financing tools to maximize their jurisdiction's ability to ensure development comes to them when they are ready. CII hopes to do 2 to 3 pilots to examine different issues of development readiness.

Staff Recommendation

This is a good opportunity for Metro to get involved, particularly in the role of convener.

Group Discussion

There was some concern expressed at the fact that Metro has already committed resources to CII in the FY 2012-13 budget, but may be asked to contribute further in that same cycle.

Staff clarified that this discussion is about Metro's role in fleshing out ideas and finding partners. Staff also clarified that in regards to the development ready communities strategy, CII does want to build off what's going on in the Corridors and Centers project. Councilors noted that although the Southwest Corridor project does not identify job creation through economic development as a goal, it does exist within the project.

Some Councilors expressed support for a convening role in this strategy.

Councilors discussed the CII Leadership Council's role to identify value-added opportunities for the private sector. This is Metro's opportunity to respond to those identifications.

Some Councilors suggested that the group rank strategies and ask staff for further details on budgeting and costs associated with each strategy.

There was concern expressed this development ready communities strategy may be duplicative of Metro's work, and that Metro's staff time should not be contributed to a duplicative effort. Staff

responded that CII's goal is to add-value to the processes and work that exists by providing something new.

Council President Hughes clarified that the private side is concerned about development timelines and permitting processes. Jurisdictions can't be competitive because of long timelines when the private sector wants short timelines; the land has been identified, the factors needed to make the property development ready have been identified, but timing is still a significant issue. Metro could deliver this message, but it won't be as effective as if it comes from a private sector agency.

Concern was expressed for the potentiality that only interested parties will utilize these tools, and areas where there may be need may not benefit. Councilors expressed that they would like Metro to ensure the region is making the best use of the land within the Urban Growth Boundary (UGB).

Ms. Bennett emphasized that the Regional Infrastructure Enterprise (RIE) will prioritize those projects that are development ready. Councilors responded that they feel the RIE doesn't need to work that way, that a method that introduces more diversity in project selection could be used. Ms. Bennett clarified that the RIE is not only focused on opening up industrial land but creating jobs as well.

Some Councilors reminded the group that Metro is helping to fund CII with no veto power. The Council needs to establish its direction as a Council then have the CII liaison represent our opinion at the Leadership table.

Councilors discussed that regulating the permitting processes in jurisdictions is not Metro's role. The components that make a property development ready are very different from those that make it permit ready, though long timelines do impact development. Councilors discussed that it would be dangerous for Metro to rank cities development practices against each other as it would imply some community values are better than others.

Staff clarified that the commitment Metro makes to CII on page 4 of the packet is staffing.

Ms. Bennett emphasized that concerns need to be discussed with CII at the Leadership Council. She asked the group if they want Metro to contribute its expertise.

Group Conclusions

- Interested in being involved, though this strategy is not as high priority as other strategies
- Some Councilors expressed support for a convening role in this strategy
- Requested that CII discuss this strategy with the Council as it evolves
- Requested that Metro not be involved in a way that positions it to judge local jurisdictions permitting processes
- Suggested that this strategy have both a technical and political assessment of which jurisdictions have need for assistance with development ready communities so not only those who volunteer for the program are served
- Requested that CII staff provide more detailed budget indications for Metro
- Integrate language on page four paragraph three
- If Metro moves forward with this strategy, consider appointing a liaison

Transportation Funding

Ms. Bennett explained that CII would like to support existing state legislative packages with existing revenue sources to leverage freight mobility, as well as improve safety, access to work, and congestion. The state package is focused on 'livability,' which translates to jobs. The state strategy focuses on increasing the gas tax and vehicle registration fees as the gas tax cannot be replaced immediately.

Staff Recommendation

Metro can play a role by convening JPACT with CII.

Group Discussion

Some Councilors were of the opinion that if CII and the Leadership Council take the lead with Metro's support that this strategy is more likely to be successful. Other Councilors felt that a more partnership oriented approach would be appropriate due to overlap in membership and agendas. Some Councilors expressed that expanding this strategy beyond the region may be helpful, for instance inviting the Oregon Metropolitan Planning Organization Committee (OMPOC) to play a role. There is a larger, statewide coalition working on transportation finance that CII should be connected to. Metro could play the convener role in that scenario.

It was noted that people on the margin are more likely to be supportive of a private sector organization than a government or quasi-government agency.

Some Councilors expressed concern for a lack of momentum behind this strategy to be successful at the 2013 legislature. Other Councilors felt that the Columbia River Crossing (CRC) project will provide the momentum needed for the freight component of this strategy, which will subsequently provide support to the other components. Some Councilors expressed that this strategy will be more successful with private sector involvement, particularly if they are in the lead. Councilors reminded themselves that the CRC calls for a \$0.015 gas tax increase, and that this can be added to.

It was noted that there is some feeling that if President Barack Obama wins the presidential election, those that have been opposing transportation bills and Obama will need something to take to their constituents, and it may be transportation.

Group Conclusion

Councilors support this CII strategy, and would like to support them to become successful.

Vehicle Miles Traveled (VMT) Pilot Project

Ms. Bennett explained that the CII Leadership Council wants to support the state in the voluntary VMT pilot project that will test whether or not a VMT tax should replace the gas tax. Metro is already involved in this state project. There is no agency or group assisting the Oregon Department of Transportation (ODOT) in its advocacy to replace the gas tax structure. The question is if Metro wants to join ODOT in its advocacy of VMT. CII is aware that VMT does not poll well.

Staff Recommendation

Staff recommended that the Metro Council advocate that ODOT lead the implementation of a regional VMT pilot project. The Metro Council should support the design and evaluation of the VMT pilot project.

Group Discussion

Councilors clarified that ODOT is looking for an agency to host these activities, not to fund them, making them revenue neutral. Staff will need to investigate whether or not anyone else has signed onto this effort. It was suggested that if Metro becomes involved, it should be as a pilot.

Councilors noted the issue of using a VMT on electric vehicle and hybrids, and that excluding them may be more politically palatable, though more difficult. Either way, there would also be questions of the differences in urban and rural programs, as well as technical infrastructure.

Councilors agreed that the strategy is not especially innovative, others are already working on it; this is lowest priority. Some Councilors stated that this is a state project, not a regional project.

Some Councilors expressed the opinion that if the federal and state governments do not move forward on VMT then this pilot project will answer whether or not it will be worth it to move forward as a region with VMT. There is an advantage to making the conversion.

Group Conclusion

This is one of the lowest priority strategies for the Metro Council because other groups are already working on this issue, and Metro doesn't need to lead this. The Council is open to discussion of becoming involved at a later time.

School Facilities

This strategy's goal is to support school districts in the development of a strategy to make the most of existing facilities and plan for new infrastructure investments.

Staff Recommendation

Working with CII, Metro would use its tools and data to identify schools in need then find a permanent partner.

Group Discussion

Some Councilors expressed that school funding is not Metro's priority, particularly in light of limited resources. Ms. Bennett noted that there is an Urban Growth Management Functional plan requirement to assess school facilities.

Councilors expressed that they would like for schools to make the most efficient use of land through design type and facilities sharing. There was question as to how Metro would become involved in this. Schools do ask for more land during UGB decision periods, and some Councilors noted that PSU prepares school district forecasting for some schools in Metro districts.

Councilors noted that this is a situation that CII is good for, asking questions that aren't traditionally asked in politics. Support was expressed for this strategy and Metro's role as a data and assistance provider.

Councilors discussed briefly if this is an opportunity to address barriers to the state energy efficiency program for schools. Some Councilors expressed that this is not Metro's jurisdiction.

It was noted that the 2010 Urban Growth Decision debrief is on the docket for October 2012.

Group Conclusion

Councilors agreed with the staff recommendation on the school facilities strategy. They noted that the language needs some improvement, specifically to reflect that there are many land resources

within the UGB that aren't being used, school districts aren't using them, and that this should be reconciled. They would also like to see the value 'promote innovation' reflected in the work with the school districts. If Metro does move forward with this strategy, it was suggested that the Council consider appointing a liaison.

Regional Support for Post-Secondary

Portland State University is taking the lead on this strategy. The question is whether or not Metro wants to become involved or take the lead in funding for higher education, even using its tax authority to do so. Metro has not historically been involved in support for post-secondary funding.

Staff Recommendation

Identify if the Council would like for Metro to be involved in this strategy by using its tax authority.

Group Conclusion

This strategy is a low priority, even lower than the VMT strategy. This is not Metro's jurisdiction, and the case for why Metro should be involved has not been made. The Council would like to see how it evolves.

Performance and Equity Measurement

CII will be developing equity and performance measures, and has drawn on Metro in data collection and analysis. The goal of this strategy is to develop a framework to evaluate equity impacts.

Staff Recommendation

Partner with the CII Leadership Council to learn from its application of the equity framework to a complex set of strategic initiatives.

Group Discussion

Councilors clarified that this strategy is different from the Greater Portland Pulse (GPP) in that GPP is measuring equity, whereas CII's strategy is looking to improve equity and their projects and programs impacts on equity using the data produced by GPP. Councilors noted that the projects should work together, but not be redundant.

Group Conclusion

The group did not reach consensus. Some Councilors support the staff recommendation, but ask that CII refine this strategy's differences with and connection to GPP.

Regional Infrastructure Enterprise (RIE)

This strategy's goal is to make and facilitate investments in the Portland metropolitan region and partner with stakeholders to develop a system that optimizes the region's ability to deliver infrastructure projects. There are three potential roles for Metro's involvement in the RIE: policy maker, investor, and convener. The Council was asked to consider which role, if any, it would like to play. In addition to these roles, Ms. Bennett asked the Council to clarify if the Council would like to be a direct or indirect partner with the RIE. She specified that CII needs to determine the RIE's governance structure, project selection criteria, and how it generates funds, and that if an active partner, Metro would need to be involved in all these.

Group Discussion

Councilors noted that the region is falling behind in developing innovative, flexible financing tools. They noted that it is important to explore these options, but that the Oregon constitution limits

what can be developed. Subsequently, ideas developed with the RIE may have to be put on the ballot. There was general support for moving ahead with the RIE.

Some members of the group expressed concern that if Metro is not involved in the process of creating the RIE that the outcomes may not be what the Council desired. They also noted that if Metro becomes involved at this stage, then it will likely be involved for duration.

Councilors noted that, at a minimum, an additional Council liaison to CII that focuses specifically on the partnering in the development of the RIE is needed. Council President Hughes noted that he is on the CII subcommittee for the RIE.

Some Councilors expressed concern that the RIE will choose which projects to invest in, which would interfere with the role of elected officials.

Councilors confirmed that the RIE's purpose is to fund those infrastructure projects that are in need by increasing access to capital through new avenues.

Some Councilors suggested that the RIE project is reminiscent of Governor Kitzhaber's health care reform two decades ago, and that maybe the RIE experience can learn from the health care experience.

Council President Hughes, liaison to CII, noted that the CII LC is not in agreement on what the RIE should be doing or look like.

Some Councilors expressed that the RIE is the highest priority strategy, which requires more prioritization and work but not further financial investment on Metro's part.

Ms. Bennett asked the Council if the RIE should be a part of Metro. Other options are for it to be part of the state, a different regional agency, its own government agency, or its own non-government agency through a 1-90 agreement. Councilors are open to the RIE being a part of Metro, but agreed not to discount other options at this time.

Ms. Bennett asked the Council if there is anything about the guiding principles that they would like to emphasize with the RIE, and to please respond to her directly. The group generally agreed that the guiding principles were sound.

It was noted that the Metro Policy Advisory Committee discussion of the RIE centered around local projects and the RIE is intended to address regional projects, though 'regional' has not yet been defined in this context. Councilors discussed the idea of 'bundling' local projects.

Ms. Bennett said that she will tag the Council's ideas for CII LC discussion along with the timeline, and that this timeline will be brought forward in September.

Group Conclusions

- Metro should be actively involved in the RIE's development
- Discuss adding an additional liaison for this project
- Open to the RIE being a part of Metro, but not ready to discount other options
- RIE is the highest priority strategy

3. BREAK (Canceled)

4. Fiscal year 2011-2012 end-of-year management report and balanced scorecard

Mr. Scott Robinson and Ms. Cary Stacey of Metro reported on the Fiscal Year 2011-12 end-of-year management report and balanced scorecard. Mr. Robinson reminded the group of the product and its intent. He encouraged Councilors to follow up with him or Cary Stacey if they had questions when reading the report.

Mr. Robinson used the Metro Compass as a lens to evaluate Metro's top fifteen accomplishments of FY 2011-2012. He overviewed the fifteen accomplishments in PowerPoint presentation.

Councilors noted that the accomplishment of acquiring of 1,235 acres of natural areas and a 2006 program total to date of 4,114 acres' is impressive and suggested it may be worth promoting as an excellent use of tax payer dollars.

Councilors also noted that they would like for the Council and Metro to promote the accomplishment of Metro Paint falling \$3 short of \$1 million in recycled paint sales on camera at Council Meeting as well as through other media outlets

Mr. Robinson then presented on the balanced scorecard. This process is unique to Metro. It is a way to track the health of the agency. The six areas of measure include financial health, customer service, business process efficiency, and employee productivity and growth, sustainability, and diversity. Mr. Robinson overviewed Metro's score in each area. Most categories reported a high or increased score, though some individual components of categories showed decline or low scores.

Group Discussion

Councilors asked if Metro should be using a per capita measure for venues rate of recovered and recycled materials. Staff responded that the data does suggest that.

Councilors asked to receive feedback on the 64% internal service rating, and for more information on dollars from Metro to local jurisdictions not spent.

5. COUNCILOR BRIEFING/COMMUNICATION

Councilor Collette shared that she submitted her resignation to the Clackamas County Board of Education. She also shared that Metro has been asked as a major user of electricity to sign a letter to Portland General Electric to reconsider closing the Boardman coal plant due to a potential increase in greenhouse gas emissions from the replacement natural gas facility.

Councilor Roberts shared that the 'Century of Action' women's suffrage event on July 21, 2012 at Lone Fir Cemetery was a great success, with great support from the African-American community to honor suffragist Hattie Redmond. Cemetery staff did a fantastic job making the event happen.

Councilor Harrington participated on the Friday July 20, 2012 policy-makers' bike ride. She shared that it was a great opportunity to see different approaches to bike infrastructure and land use around the region.

ADJOURN

Seeing no further business, Council President Hughes adjourned the Council work session at 5:00 p.m.

Prepared by,



Jessica Atwater
Council Office Policy Assistant

ATTACHMENTS FOR THE PUBLIC RECORD FOR THE MEETING OF JULY 26, 2012

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT NO.
NA	Agenda	None	Revised agenda for the July 26, 2012 meeting	072612cw-01
4.0	Report	7/26/12	FY 2011-12 Management Report and Balanced Score card	072612cw-02
4.0	PPT	7/26/12	FY 2011-12 Management Report and Balanced Score card	072612cw-03