



**METRO COUNCIL WORK SESSION  
MEETING SUMMARY**  
August 7, 2012  
Metro Council Chamber

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

**Councilors Excused:** None

Council President Tom Hughes convened the Metro Council work session at 1:02 p.m.

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

Ms. Martha Bennett of Metro announced that the Council retreat originally scheduled for August 14 has been rescheduled for September 6 and will be held at the Cooper Mountain Nature House. Consequently there will be no Council work session on August 14. Ms. Bennett did note however that there will be a work session prior to the regular Council meeting on August 16.

Additionally Ms. Bennett provided a followed-up on the Community Investment Initiative's work session. Alongside reporting the CII's current progress, Ms. Bennett stated that an additional Metro Councilor would be invited to serve as a liaison to the committee. More details to follow.

**2. CLIMATE SMART COMMUNITIES SCENARIOS: SHAPING LOCAL AND REGIONAL CHOICES IN 2012**

Ms. Robin McArthur, Ms. Kim Ellis, and Ms. Patty Unfred of Metro provided a presentation on the Climate Smart Communities Scenarios project. Since the Council's last briefing in May 2012, staff has modified the project work plan and timeline in anticipation of the extra time that will be needed to engage local communities and conduct case studies. Project staff provided a summary of feedback obtained during recent local government engagement and scorecard workshops, and explained how this information influenced their modified work plan and timeline.

Several common concerns were expressed by local constituents during engagement and workshop sessions. First, constituents from outlying communities were fearful that Metro would take a "one size fits all" approach by using a Portland-oriented framework in smaller communities who may not have the same needs. Second, local constituents were concerned about the cost of implementing recommendations the project. Third, the complexity of the project often stymied local constituents. Fourth, local constituents needed better information on how the Climate Smart Communities project specifically applied to their community, and how proposed strategies would work at ground level. Lastly, local constituents were concerned with the timing of engagement of equity stakeholders and how existing disparities would be addressed in the region.

In response to stakeholder feedback project staff received several revisions were made to the following five key project tasks:

- **Sensitivity Analysis:** Project staff intends build on findings from phase one by summarizing the most effective strategies tested to reduce greenhouse gas emissions. Expanded transit service , parking pricing, and pay as you drive insurance were three strategies that project staff found to be especially promising in helping to reduce greenhouse gas emissions, in addition to the significant reductions anticipated through fleet and technology.
- **Regional Focus Areas**  
Project staff will identify areas that will be the focus of policy tools, investment, and analysis in the future scenarios. Using data such as population growth models, demographic information, and socio-economic trends project staff will pinpoint regional focus areas – typically they represent designated 2040 deign types.
- **Community Case Studies**  
Originally project staff proposed one set of four case studies, the updated work plan calls for two sets of case studies. Project staff desires to research a variety of urban settings in focus areas throughout the region. Case studies enable the project to become more place specific and provide an opportunity to ground-truth strategies in selected focus areas to understand barriers, opportunities and promising strategies to achieve community goals. Project staff has yet to determine what the first four case studies will be, and will continue to work with the technical work group in September to develop a recommendation.
- **Scenario Analysis**  
In order to be successful project staff must take a tailored approach to working with localities. With some communities communication about the project must be conducted on a staff to staff level. In other areas multiple jurisdictions may be working together to reach their shared goals, such as the East Metro Connections Plan and Southwest Corridor Plan efforts.

Additionally, staff will use online surveys and a regional summit as other ways to get feedback on the scenarios the project will test next year. Project staff would also like to hold stakeholder workshops to scope implementation strategies in 2013. Subsequently, project staff will use the feedback obtained to select a preferred scenario and action plan.

- **Scenarios Scorecard**  
The scorecard summarizes feedback obtained from the online survey, summit, business focus groups, and workshops. Taken together feedback from these sources will measure and weigh the potential outcomes of each scenario. The scorecard is intended to tell the story of the process, its successes and failures, and to inform policy choices.

The Metro Council discussion focused on five main areas: engagement, funding, land use, timeline and work plan layout, and proposed case studies. Their discussion included:

- The Council discussed previous efforts by Metro to help meet the needs of local governments as a part of this project. These efforts were at times sporadic and not always explicit. Metro must be more forthcoming and upfront about involving local governments.
- The Council noted that currently there are very few people in outlying communities who fully comprehend the project and are unfairly burdened with educating their colleagues. Elected officials and staff in outlying localities must have more opportunities for exposure to the project's progress and trajectory. Staff anticipated the project summit will help to address this issue by exposing more people to the project.
- The Council suggested including a "sharing time" into MPAC meetings to allow constituents the opportunity to inform other members about the progress being made in their localities as a part of the project.
- In response to the lack of resources available in some communities the Council discussed whether or not Metro was able to provide money to aid localities with portions of the project. Staff clarified that Metro hasn't given localities any money to date, however, related projects such as Downtowns and Main streets, Transportation Growth Management (TGM) grants, and the construction excise tax have distributed money to local jurisdictions.
- Several Councilors mentioned that they knew locally elected officials who have already discussed the funding needed for this project with their state legislators. These locally elected officials have intimated that project funding will come in front of the state legislature in 2013.
- Council conferred about how state and federal government aid will be a challenge to receive, but vital to this project. Staff responded by stating that the project has been more focused on implementation at a regional level. However, lobbying at the state or national level could be a complementary strategy in the future.
- The Council questioned the effectiveness of the pay to park management strategy in suburban areas. Staff agreed that pay to park strategies won't work everywhere and more research into parking strategies must be completed. Staff clarified that strategies such as timed parking and permit parking were alternative options that could also reduce the amount of people who drive, and that all of these issues would be considered if Metro is awarded a TGM grant from ODOT. Notice of the awards is anticipated in the fall.
- The council requested the timeline for the community case studies. Project staff anticipated the first four case studies would be selected and initiated this fall.
- While discussing the timeline the council deliberated whether there might be a better way to visually display the project timeline and work plan to constituents. One suggestion was to use the "thermometer" model often seen in fundraising campaigns. The "thermometer" fills as project goals are met over time, visually representing the progress that has been made. Another idea was that the "thermometer" model could show the amount that greenhouse gases have been reduced through community efforts rather than the progress made in the plan itself. The Council agreed that Metro must develop some sort of method that can give

each community a measure of what they have already accomplished toward the project goal.

### **3. PLANNING AND DEVELOPMENT GRANTS: PROPOSED WORK PLAN FOR CYCLES 2 AND 3**

Ms. McArthur and Mr. Gerry Uba of Metro provided an update on the progress of Planning and Development Grants achieved through Construction Excise Tax (CET) revenues. The presenters summarized the accomplishments from grant Cycles 1 and 2. Cycle 1 focused on concept planning for areas recently brought into the Urban Growth Boundary (UGB), while Cycle 2 focused on community and economic development inside the UGB. Accomplishments included grant funding for 17 regional projects, and intergovernmental agreements to move forward with 10 of the 17 projects. Examples include the Portland Barbur Corridor Concept Plan, Portland Brownfield Redevelopment, Hillsboro old Town Refinement Plan and Forest Grove Redevelopment Plan. Discourse is ongoing to sign intergovernmental agreements for the remaining 7 proposed projects.. Council will have an opportunity to provide policy direction in September on the solicitation of grant applications for Cycle 3. Thereafter staff would initiate meetings for the CET Advisory Committee and the Grant Screening Committee to begin Cycle 3.

Council discussion included:

- The Council discussed the role funded projects could potentially play in solving current challenges facing the region. One example mentioned was the recent controversy in Portland over infill structures with no off street parking.
- The Council recommended compiling a list of issues for framing Cycle 3 work plan. Ideally grant money would help local governments solve problems, and in turn create a model for other jurisdictions with similar issues to follow.
- Council emphasized the quality of projects receiving grants and stated that the projects must be able to expand UGB capacity, increase efficiency, and demonstrate best practice. A high standard must be made for grants in order to best use the regions tax-payer dollars.
- Regarding concept plans for UGB expansion areas the Council considered the current timeframe of the grant program. Some localities are already getting ready for the next UGB expansion. The Council was concerned that funding and the resulting concept plans weren't going to be established far enough in advance of the expansion.
- Additionally the Council discussed potential scenarios where the UGB would not be expanded, making funding unnecessary. However, the current CET Administrative Rules states that 50 percent of grant money must go to new urban areas and urban reserves. The Council recommended taking a look at restructuring the Administrative Rules at a future meeting.

### **4. BREAK**

Council recessed for a short break.

### **5. ESTABLISHMENT OF A CEMETERY ADVISORY COMMITTEE**

Ms. Rachel Fox of Metro provided a presentation on the formation of a Cemetery Advisory Committee. Over the course of the last year, staff has successfully made numerous improvements to Metro's Pioneer Cemeteries as called for in the 2011 business and operations report titled, "Cemetery Business Operations Plan and Financial Pro Forma." These improvements include raising contributions to the Perpetual Care Fund, improved records management, and the upholding of interment and soil management that exceeds industry standards. In addition to these improvements the 2011 report recommended the establishment of a Cemetery Advisory Committee to further enhance cemetery management and communication with the public. The Metro Council is scheduled to consider and vote on Resolution No. 12-4354 which if approved would establish the advisory committee, at their August 16 meeting. Ms. Fox urged Council to support the resolution.

Council discussion included:

- The Council was impressed by the proposed cast of committee members and was enthusiastic about the diverse array of background experience the committee members bring to the table. Several Councilors relayed that they had already had interest from current elected officials who would like to be a part of the committee when their terms expire. Council recommended adding a committee member of the media to help increase the visibility of Metro's Pioneer Cemeteries.
- Additional Council discussion included the cultural, educational and historical importance of the cemeteries. Council members highlighted that the cemeteries provide – and should continue to provide – public space for a variety of uses beyond just burials. Council recommended that the cemeteries' signage be updated to better inform the public about the cemeteries' history and uses.

## **6. COUNCIL LIAISON UPDATES**

Councilor Carlotta Collette informed the Council that the Joint Policy Advisory Committee on Transportation (JPACT) Regional Funding Subcommittee convened a meeting on the morning of August 7. The subcommittee met with Oregon Transportation Commission (OTC) Chair Pat Egan to discuss the new *Fix It* and *Enhance It* categories for state transportation funding. Due to Region 1 not having an Area Commission on Transportation to oversee projects, Chair Egan was asked to come discuss possible solutions. Chair Egan proposed an interim committee that would be comprised of representatives from a variety of institutions across Region 1. More details to follow.

Council President Tom Hughes announced that two proposals have been submitted in response to the Request for Proposals for the Oregon Convention Center Hotel project. The Council will hear staff recommendations on the hotel September 4.

## **7. COUNCILOR BRIEFING/COMMUNICATION**

There were none.

## **8. ADJUORN**

Seeing no further business, Council President Hughes adjourned the Council work session at 3:45 p.m.

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Prepared by,

A handwritten signature in blue ink that reads "Adam Gardner". The signature is written in a cursive, flowing style.

Adam Gardner  
Council Office Policy Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF AUGUST 7, 2012**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT NO.</b>
	Handout	08/07/12	Council Meeting Agenda	080712cw-01
3.0	Handout	08/07/12	Map of Planning and Development Grants Project Locations	080712cw-02
5.0	PowerPoint	08/07/12	Cemetery Images PowerPoint	080712cw-03