



METRO COUNCIL WORK SESSION
MEETING SUMMARY
September 4, 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 1:03 p.m.

1. ADMINISTRATIVE/CHIEF OPERATING OFFICER COMMUNICATIONS

Chief Operating Officer Martha Bennett reported two items to the Council. First, Ms. Bennett announced that she will be out of the office next week and consequently Deputy Chief Operating Officer Scott Robinson will assume her position.

Second, Ms. Bennett notified the Council that staff had been fielding questions from the media and other external constituents regarding the content of the September 6th Council retreat agenda. Constituents were concerned that the Council would be discussing the Oregon Convention Center Hotel proposals. Staff informed those inquiring that the topics on the retreat agenda pertained to equity, not the hotel.

2. REGIONAL ACTIVE TRANSPORTATION PLAN EXISTING CONDITIONS FINDINGS AND OPPORTUNITIES

Ms. Lake McTighe of Metro presented to the Council on the Regional Active Transportation Plan (ATP) *Existing Conditions, Findings and Opportunities Report*. The report concludes Phase 1 of the planning process for the ATP by providing information on the current state of active transportation in the region. These findings provide for the development of an implementation plan to create complete communities that include active transportation options.

Ms. McTighe's presentation focused on the major findings from the report. First, the report found that active transportation investments receive high returns in areas such as tourism, health, equity, and reduced household transportation costs. Second, the active transportation system in the region is incomplete, jeopardizing safety, equity, and health. Lastly, the report highlighted opportunity areas to be targeted in the future.

Moving forward the ATP will recommend policy changes and strategies to bolster investment in active transportation. Future opportunities exist with the Oregon Department of Transportation's (ODOT) *Enhancement* and *Fix-It* programs, Metro's Regional Flexible Funds (RFF) allocation process, and development of Metro's 2013 transportation legislative agenda.

Over the next ten months staff will seek direction from the Metro Council on recommendations developed to address the findings in the *Existing Conditions, Findings and Opportunities Report*.

Council Discussion:

- The Council asked to be refreshed on the structure of the Household Activity Survey that informed much of the report. Staff clarified that the Household Activity survey is an extensive, statewide survey that asked entire families to keep trip journals documenting where they go and how they get there.
- The Council discussed connections between Metro's safety plan and the report's finding that arterials in the region were the most hazardous areas for bicyclists and pedestrians. There are many roads in the region with heavy vehicle traffic that bicyclists and pedestrians have to go on or across to reach their destination. The Council saw redesigning arterials to be more active transportation friendly as an important opportunity area.
- The Council asked staff to clarify whether the present report highlighted the safety opportunity areas so they can be addressed at the next RTP. Staff responded that at this point basic analysis of these areas has been completed, but GIS work hasn't been finished, and there is no map of the opportunity areas included in the report.

3. PARKS AND NATURAL AREAS FUNDING BUDGET AMENDMENT

Ms. Mary Anne Cassin of Metro presented to the Council on the Parks and Natural Areas Funding Budget Amendment. Ms. Cassin described the specific components of the public involvement plan that the budget amendment will fund. The proposed plan will cost approximately \$170,900 and is focused on outreach to three distinct groups: The Intertwine Alliance members, Metro "subscribers" and visitors, and community groups. The public involvement plan aims to receive feedback from a diverse sample of at least 16,000 people on whether the Council should place a parks and natural area levy on the ballot, and if so, when. Subsequently, staff would like to gather more specific information from the public on the language in the proposed levy and the dollar amount it would require households to pay.

The presenters were seeking the Council's approval of the suggested outreach approach as well as the budget amendment itself.

Council Discussion:

- There was a request from the Council for further details on the content of the most expensive components of the outreach effort: the print and web advertisements and direct mail. Staff clarified that \$61,000 would go toward The Intertwine and other partners getting advertisements and mail out to their members in attempt to get their feedback. Additionally, \$30,000 will be going toward online advertisements which are also aimed at directing constituents to a survey for their feedback.
- The Council wanted a more specific explanation of the \$10,000 component of the amendment that will go toward funding sign and banner advertisements. Staff responded that signs and banners would be placed at select events and on select buildings.
- The Council was concerned that the next wave of outreach would be redundant with the polling that occurred at the start of the process. Staff stated that the first outreach effort was

very general. This outreach will begin to be much more specific, asking respondents about things such as the language and dollar amounts contained in the potential levy.

- Having heard the entire presentation the Council wanted to know when the physical budget amendment would come to Council. Staff announced that the amendment will be in ordinance form and the first reading will be at the September 13 Council meeting, with a second reading at the September 20 meeting.

4. BREAK

Council recessed for a short break.

5. HOTEL DEVELOPMENT TEAM

Ms. Teri Dresler and Mr. Dan Cooper of Metro presented to the Council on the Oregon Convention Center Hotel proposals. Proposals were submitted in July of 2012 by two development teams in response to the Request for Proposals issued by Metro in May. Basic requirements for the proposals obligated the hotel to be built directly adjacent to the Oregon Convention Center, have at least a 500 room block for conventions, be of high quality construction, support union work, and participation in the Lloyd Eco District.

The OCC Hotel Evaluation Committee, consisting of representatives from Metro, Multnomah County, the City of Portland, and the Portland Development Commission, reviewed the proposals alongside experts from the hospitality and lodging industries and unanimously recommended one development team over the other. The Hotel Evaluation Committee recommended that Metro staff should proceed to negotiate with the development team including the Hyatt Hotel Corporation and Mortenson Development to see if the project can be achieved.

The OCC Hotel Evaluation Committee and Metro staff believe that the current hotel and convention market is ripe with opportunity and the timing is right to look at the feasibility of an OCC Hotel. A resolution selecting the recommended development team and directing staff to commence project negotiations is expected to be presented to the Metro Council on September 13, 2012.

At this time staff is seeking the Council's acceptance, rejection, or suggestion for modifying the Evaluation Committee and staff recommendation.

Council Discussion:

- The Council asked the presenters to comment further on the basic requirement that the hotel owner shows a preference for union operation. Staff clarified that the proposal that was not recommended for negotiations came with a union operation clause while the Hyatt proposal did not have such a clause. However, the Hyatt-Mortenson team agreed to enter into a labor peace agreement when asked to do so by the evaluation committee.
- Because previous market studies have been done the Council questioned staff's recommendation that another market study be done in conjunction with negotiations. Staff

stated that a market study had not been done since 2008 and they would like a current evaluation.

- The Council requested further details on the timeline for the negotiations and market study. Staff clarified that a resolution to be brought in front of the Council on September 13 will move the project from phase 2 to phase 3, which includes negotiations and the market study.
- The Council was enthusiastic about the increased viability of the OCC once a hotel is constructed to support larger conventions. In the past there has been interest from a number of large conventions that have wanted to utilize the OCC but haven't come because there wasn't an adequate amount of lodging nearby.
- Lastly the Council discussed what will happen when TriMet's free rail zone ends at this end of this year, as transportation is vital in getting convention goers around the city. Staff stated that Tri-Met would give convention attendees a free transit pass for at least the next five years.

6. COUNCIL LIASON UPDATES

Council President Tom Hughes announced that he had attended the first Regional Investment Enterprise (RIE) Subcommittee meeting. President Hughes reported that the subcommittee agreed on a general work plan, and that they would look at opportunities in regional terms, not just individual projects. The subcommittee also requested additional Metro liaisons, and in response Councilor Collette has agreed to serve on the RIE.

7. COUNCIL BRIEFINGS/COMMUNICATION

Councilor Carl Hosticka reported to the Council on the Tonquin Trail. A local constituent wants to add "ice age" to the name of the trail because the historical significance may elicit federal funding. Metro itself is unable to make such a change unless all of its regional partners are in agreement. However, the city of Tualatin has expressed support of the name change.

Seeing no further business, Council President Hughes adjourned the Council work session at 3:08 p.m.

Prepared by,



Adam Gardner
Council Office Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF SEPTEMBER 4, 2012

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Handout	9/4/2012	Council Retreat Agenda	90412cw-01
2.0	PowerPoint	9/4/2012	Active Transportation Plan	90412cw-02
3.0	Handout	8/31/2012	Parks and Natural Areas Levy- Public Involvement Plan	90412cw-03
4.0	Handout	8/31/2012	Parks and Natural Areas Levy- Public Involvement Plan Timeline	90412cw-04
5.0	Handout	Various	OCC Hotel Legislation: Resolution, Staff Report, and Attachments	90412cw-05