



Metro | Agenda

Meeting: Metro Council Work Session
Date: Tuesday, Sept. 4, 2012
Time: 1 p.m.
Place: Council Chamber

CALL TO ORDER AND ROLL CALL

- | | | |
|---------|---|-----------------------|
| 1 PM | 1. ADMINISTRATIVE/ CHIEF OPERATING OFFICER COMMUNICATIONS | |
| 1:15 PM | 2. REGIONAL ACTIVE TRANSPORTATION PLAN EXISTING CONDITIONS FINDINGS AND OPPORTUNITIES – <u>INFORMATION / DISCUSSION</u> | McTighe |
| 1:35PM | 3. PARKS AND NATURAL AREAS FUNDING BUDGET AMENDMENT – <u>INFORMATION / DISCUSSION</u> | Cassin
Nelson-Kent |
| 2:15 PM | 4. BREAK | |
| 2:20 PM | 5. HOTEL DEVELOPMENT TEAM – <u>INFORMATION / DISCUSSION</u> | Cooper
Twete |
| 2:50 PM | 6. COUNCIL LIAISON UPDATES – <u>DISCUSSION</u> | |
| 3:20 PM | 7. COUNCIL BRIEFINGS/COMMUNICATION | |

ADJOURN

Agenda Item No. 2.0

**REGIONAL ACTIVE TRANSPORTATION
PLAN EXISTING CONDITIONS FINDINGS
AND OPPORTUNITIES**

Metro Council Work Session
Tuesday, Sept. 4, 2012
Metro, Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: Sept. 4, 2012 Time: 1:00 p.m. Length: 20 minutes

Presentation Title: Regional Active Transportation Plan Existing Conditions Findings and Opportunities

Service, Office, or Center:
Regional Transportation Planning

Presenters (include phone number/extension and alternative contact information):
Lake Strongheart McTighe, x1660

ISSUE & BACKGROUND

The purpose of this worksession is to provide information and frame the issues identified in the Regional Active Transportation Plan (ATP) *Existing Conditions, Findings and Opportunities Report*, Attachment A, and outline how the project will coordinate with other Metro projects and current funding opportunities.

Increasing levels of walking and bicycling and providing for easy and comfortable access to public transportation are key strategies to achieving many regional desired outcomes. These include *reducing* vehicle miles traveled, congestion, green house gas emissions and household transportation costs and *increasing* safety, access to daily needs, transportation equity, economic prosperity, vibrant neighborhoods and business districts, clean air and water and physical health.

Though active transportation is well represented in regional and local visions and goals for a complete transportation system, the wide ranging benefits and substantial impacts are not yet fully realized. For example, the current list of projects in the 2035 RTP does not achieve many of the region's transportation performance targets. Though 17% of all trips in the region are made by walking and bicycling, only 2% of transportation funding is dedicated to stand-alone active transportation projects.

Phase 1 of the planning process for developing the first regional Active Transportation Plan (ATP) is concluded, resulting in an *Existing Conditions, Findings and Opportunities Report*. The report provides information on the current state of active transportation in the region and sets the context to inform the development of an implementation plan to create complete communities that include active transportation options. The ATP will recommend policy changes and strategies to increase investment in active transportation. The implementation plan will build on and utilize the outcomes based planning approach developed in the 2035 Regional Transportation Plan (RTP).

There are upcoming funding opportunities that the ATP process will coordinate on with local jurisdictions, County Coordinating Committees, other agencies and stakeholders – the Oregon Department of Transportation (ODOT) new “Enhancement” and “Fix-It” programs and allocation process, Metro’s Regional Flexible Funds (RFF) allocation process and development of Metro’s 2013 transportation legislative agenda. The ATP

process will also coordinate with implementation of the active transportation priorities identified in the East Metro Connections Plan, and work with the Metro Safety Program, the SW Corridor Plan and the Climate Smart Communities project to align strategies and priorities.

The Metro Council has supported active transportation through development of the Active Transportation Program and securing a grant from ODOT to develop the ATP.

The February 9, 2012 Metro Council worksession provided an overview of the project objectives, timeline and stakeholder outreach. Councilors provided guidance on what would make the planning process a success and which stakeholder groups should be targeted, Attachments D and E.

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*, including.

Next Steps (Attachment B – Metro Council Check in Points and Attachment E – Committee Meeting Schedule)

- Sept. 6 - Stakeholder Advisory Committee meeting; the SAC provided extensive comments on the *Existing Conditions, Findings and Opportunities Report*
- Sept-Oct workshops to develop Network Concepts and coordinate with local jurisdictions
- Oct. 4, Executive Council for Active Transportation meeting.
- Oct. 25 – Intertwine Summit workshop in Washington County on ATP network concepts
- Nov. 13 – Metro Council worksession, guidance on draft network concepts
- Late November and early December, MTAC, TPAC, MPAC and JPACT presentations on the existing conditions findings and opportunities and draft network concepts

OPTIONS AVAILABLE

Staff will be working with the ATP Stakeholder Advisory Committee and the Executive Council for Active Transportation to engage with local jurisdictions and share the information in the *Existing Conditions, Findings and Opportunities Report* and in coordination with discussions around current funding opportunities.

There will be opportunities for Metro Councilors to utilize the findings and opportunities from the *Existing Conditions, Findings and Opportunities Report* in Councilor messages and meetings and in development of the 2013 transportation legislative agenda, laying the groundwork for development of the ATP.

IMPLICATIONS AND SUGGESTIONS

Staff recommend that Councilors utilize the information provided in the *Existing Conditions, Findings and Opportunities Report* to increase local knowledge and understanding of the far reaching benefits and impacts of active transportation, and of the opportunities to target and increase investment in the regional system.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. There are several findings and opportunities in the report. Metro, in partnership with local jurisdictions, could take the lead on addressing many of the findings, through the ATP and other projects. Are there particular findings and/or opportunities that the Council sees as particularly “ripe” for addressing using existing resources and/or processes?
2. Are there particular opportunities for Councilor engagement with stakeholders on this issue that staff should be aware of and prepare for?
3. The ATP is connected to many regional and local projects. The ATP will incorporate the active transportation priorities and policy changes identified in the East Metro Connections Plan, SW Corridor plan, Climate Smart Communities project and Metro State of Safety Report. Are these connections clear?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION Yes No

No legislation is required at this time. Legislation will be required in June 2013, when the Metro Council is anticipated to consider adoption of the recommended Active Transportation Plan. As part of consideration of adoption of the plan, the Metro Council can direct staff to incorporate the Active Transportation Plan into the Regional Transportation Plan (RTP) as part of the regularly scheduled RTP update. The RTP is scheduled to be updated by the end of 2014.

DRAFT IS ATTACHED Yes No

Attachments:

- A. Executive Summary and Findings and Opportunities excerpted from the *Existing Conditions, Findings and Opportunities Report* for the Regional Active Transportation Plan; full plan available through link on report cover.
- B. Metro Council Check-in Points (updated July 2012)
- C. ATP Committee Meeting Schedule, including proposed presentations to County Coordinating Committees and potentially members of the newly formed State Transportation Improvement Program (STIP) project selection committee.
- D. List of key stakeholders (updated with Council recommendations from Feb. 9 worksession)
- E. Metro Council response to “This plan will be successful if..”

[CLICK HERE FOR FULL REPORT](#)

www.oregonmetro.gov

Existing Conditions, Findings and Opportunities Report

Regional Active Transportation Plan

August 28, 2012

**DRAFT 2 – Advisory Committees and Metro
Council Review Copy**

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

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Kathryn Harrington, District 4

Rex Burkholder, District 5

Barbara Roberts, District 6

Auditor

Suzanne Flynn

EXECUTIVE SUMMARY



Active transportation is increasingly being recognized as a highly sustainable form of transportation that provides a wide range of economic, social and environmental benefits. A growing number of cities and

metropolitan areas, including the Portland region, are seeing more people walking and bicycling for all types of trips. This is due in part to increasing investment in active transportation facilities and programs.

The Portland metropolitan region has demonstrated increasing commitment to creating complete communities with a wide range of transportation options that making walking and bicycling the easy and convenient way to get around. The investments are starting to pay off. Nearly 18% of all trips in the region are made by walking and bicycling, and the region has already met its 2035 bicycling mode share target of 3%. This is a high return on investment considering that, historically, dedicated funding for active transportation projects has comprised approximately 3% of the region's capital transportation funding.

The region enjoys many benefits because of investments in active transportation. People are healthier people and health care costs are lower. Active transportation supports tourism, helps attract new businesses, and is the center of a thriving industry providing jobs and economic development. It is easier for people to drive less, giving them more time and money. The region's environment is healthier and cleaner because of active transportation. Public demand for transportation options is increasing. National and local polls indicate that people want to maintain the current transportation system and provide more opportunities for walking and bicycling.

While progress is being made, however, the 2035 RTP project list does not achieve many of the region's adopted transportation targets. While increasing bicycling, walking and transit are seen as essential to reaching our transportation goals, the 2035 RTP may not have enough stand-alone, high quality active transportation projects to attract the 80-85% of the people that say they would like to walk and bicycle more for transportation. We also may not have all of the policies and tools in place to implement active transportation projects effectively and efficiently.

Transportation equity is a central theme to providing a better system. Young people, people with lower incomes, people with disabilities and non-white households in the region make more trips by walking, bicycle and transit than other groups. These groups drive less and the region benefits. Providing safe, efficient, comfortable and easy active transportation options is providing transportation equity.

This *Existing Conditions, Findings and Opportunities* report provides baseline information to help inform the development for the Regional Active Transportation Plan to help the region achieve its transportation goals and implement the 2035 RTP.

FINDINGS AND OPPORTUNITIES



Photo: Alliance for Biking and Walking

Findings

- A. **Regional levels of active transportation are increasing, especially bicycling.** One in six of all trips in the region are now made by active transportation. The regional active transportation mode share increased by 36% between 1994 and 2011, from 13.1% to 17.8% of all trips. The regional bicycle mode share increased by nearly 191%, from 1.1% to 3.2% and the region has met the 2035 regional bicycle mode share target of 3%. Walking increased by over 14%, and 84% of all transit trips are accessed by foot or bicycle.¹ (Chapter 2)
- B. **Lower income households in the region make more of their trips using active travel, especially walking, than do households with higher incomes.** As level of income increases, so does the percentage of trips made by auto. Households with annual incomes of less than \$35,000 make 20-25% of their trips walking, bicycling and taking transit.² (Chapter 2)
- C. **Non-white householders in the region make a greater percentage of their trips by walking, bicycling and transit than white householders.** Non-white householders make 20.5% of all their trips by walking and bicycling and transit, while white householders make 15% of all their trips by walking and bicycling and transit. The non-white population in the region is growing faster than the white population.³ (Chapter 2)
- D. **Younger people in the region are making more trips by active transportation than older people.** Children under the age of 14 make over 23% of all walking trips (the highest of any age group) and over 15% of all bicycle trips in the region. People between the ages of 25 and 34 make nearly 25% of their trips using active modes, the highest level of any age group. Over 66% of all bicycle trips in the region are made by people between the ages of 25 and 54.⁴ (Chapter 2)

¹ 2011 Oregon Household Activity Survey (OHAS). Active transportation trips: bicycling 3.2%, walking 10.4%, and transit-bicycle and walk access, 4.2%.

² 2011 OHAS.

³ 2011 OHAS (Only Householders (head of household) were asked race.) and 2010 U.S. Census.

⁴ 2011 OHAS.

- E. **People want make more of their trips bicycling and walking in the region.** National, regional and local polls indicate that people support investment in active transportation. In the region 86-91% of respondents in each county were interested in using a bicycle as a transportation mode more often, and between 70-79% of respondents in each county stated that they were interested in walking more for transportation.⁵(Chapter 2)
- F. **The majority of all trips made by auto in the region are for short trips.** Over 66% of all trips made by autos within the 4-county area are less than six miles in length, nearly 44% are less than three miles in length, and nearly 15% are less than one mile in length. ⁶ (Chapter 2)
- G. **Current plans do not achieve regional transportation targets.** The 2035 RTP list of projects does not achieve many of the region’s adopted transportation targets. ^{7, 8} (Chapter 4)
- H. **Levels of investment in active transportation do not match demand or need.** Over 17% of all trips in the region are made by walking or bicycle. Historically, only 3% of capital transportation funds have been dedicated to stand-alone bicycle, pedestrian and trail projects.⁹ (Chapters 5,8)
- I. **Many of the region’s arterial streets are also regional pedestrian and bicycle routes.** Arterials often provide the most direct and efficient route for travel for all modes, especially in suburban areas where there may not be alternative parallel routes. Many essential destinations and services and transit stops are located on arterials. Regional trails and other pedestrian and bicycle routes intersect with arterials. ¹⁰ (Chapter 5)
- J. **Most serious pedestrian and bicycle crashes occur on arterials, at intersections and mid-block crossings.** Over 52% of all serious bicycle crashes and 67% of all serious pedestrian crashes occur on arterials. Arterials have the highest crash incident rate of any facility type for all modes. Nearly 80% of serious and fatal pedestrian crashes occur at intersections and mid-block crossings and 73% of serious and fatal bicycle crashes occur at intersections.¹¹ (Chapter 3)
- K. **Women are still making fewer trips by bicycle than men, but that is changing.** Women and girls are often seen as an “indicator species” for comfort of the bicycling environment. As the comfort

⁵ Metro Opt in Poll. http://panel.decipherinc.com/images/uploads/optin/Metro_Active_transportation--Nov1.pdf
Opt In is an online survey tool open to all residents in the region.

⁶ 2011 OHAS. The 4-county area includes Multnomah, Washington, Clackamas and Clark counties. The analysis includes all trips made by auto less than 30 miles in length (one way).

⁷ Some of the projects may be folded into roadway projects which are more expensive, may take longer to be implemented and may not prioritize pedestrian and bicycle travel.

⁸ 2035 RTP Performance Evaluation findings.

⁹ Metro analysis of transportation funding 200

¹⁰ See the 2035 RTP System Maps for roadway classifications.

¹¹ “Metro State of Safety Report: A compilation of information on roadway-related crashes, injuries, and fatalities in the Portland Metro region and beyond”, Metro, April 2012
http://library.oregonmetro.gov/files//state_of_safety_report_043012.pdf

and safety of the bicycling environment increases, so do the number of women and girls riding bicycles. Women in the region make 1.8% of their trips by bicycle, compared to 4% for men. However, the proportion of women riding bicycles is increasing up 16.5% since 1994.¹² (Chapter 2)

- L. **Existing conditions for cycling vary across the region and present different opportunities and challenges to increasing bicycle ridership.** Large differences exist for factors that influence cycling such as road connectivity, road density, topography, permeability, land use mix/density, as well as the existing bikeways in the region in terms of bike network density, bike network connectivity and bikeway comfort.¹³ (Chapter 6)
- M. **Major regional pedestrian and transit corridors and districts lack sidewalks, have high levels of traffic and high traffic speeds.**¹⁴ (Chapter 6)
- N. **Lack of data on walking and bicycling, especially accurate counts of pedestrian and bicycle activity, make it difficult to adequately measure demand and performance.** What does not get counted, does not count. Current transportation models do not adequately represent walking and bicycling. Adequate data will make sure that investments in bicycling and walking are cost efficient. (Appendix 18)
- O. **People engage in more physical activity and have lower rates of obesity in the region compared to national and state levels.** The region's investment in walkable and bikeable communities is a contributing factor. Among other factors, the built environment, such as street connectivity/density and density and quality of pedestrian and bicycling infrastructure contribute to how much people, walk, ride bicycles and take transit.^{15, 16} (Chapter 3)
- P. **Programs and education help reduce the number of trips made by auto in the region.** Nearly 19% of the Portland area population has reduced their car trips as a result of Drive Less Save More, and a conservative estimate of reduction in vehicle road miles is 21.8 million, which translates into a reduction of about 10,700 tons of CO₂.¹⁷ Beaverton's Findley Middle School reduced the number of autos dropping and picking students up from 800+ a day to 400 cars by introducing a Safe Routes to School Program.¹⁸ (Chapter 7)

¹² 2011 OHAS

¹³ Metro 2012 Cycle Zone Analysis

¹⁴ Metro 2012 Analysis of the Regional Pedestrian Network

¹⁵ Oregon BRFSS County Combined Dataset 2006-2009; Oregon Health Authority, Oregon Overweight, Obesity Physical Activity and Nutrition Facts, 2012

¹⁶ Other determinants of health and weight include education level, parent's education level, access to grocery stores, heredity.

¹⁷ <http://www.drivelessavemore.com/pages/faqs#impact>

¹⁸ Information provided by Beaverton Safe Routes to School Program Coordinator for the 2009-10 year. The program does not have funding secured for 2012-13.

- Q. **There are areas of the region that are underserved by active transportation, have less access to essential services, and have higher environmental justice and underserved communities,** including communities in East Multnomah County, Portland east of I-205, areas of North Portland, areas along McLoughlin Blvd. and 82nd Avenue, areas of unincorporated Clackamas County, including the North Clackamas Revitalization Area, Forest Grove, Cornelius, Aloha and Beaverton.¹⁹ (Chapter 8)

Opportunities

The opportunities below raise policy questions and potential implementation strategies that will be explored in the next phases of the ATP project.

- A. **There is opportunity to support populations that are already driving less by providing better and more transportation options.** Young people, people with lower incomes, people of color and people with disabilities that affect their transportation choices already drive less. Providing more options, programs, access and mobility, provides transportation equity and helps the region achieve its transportation goals.²⁰
- B. **There is opportunity to dramatically increase safety for pedestrians and bicyclists and increase levels of active transportation by focusing improvements for active transportation on arterials, intersections and mid-block crossings.** A high level of walking and bicycle activity and accessing transit occurs on arterials; these roads often provide the most direct and efficient route for all modes. Metro's State of Safety Report recommends, where feasible, improving pedestrian and bicycle crossings particularly on multi-lane arterials, improving lighting and providing protected bicycle facilities along high-volume and/or high-speed roadways such as buffered bike lanes, cycle tracks, multi-use paths, or low-traffic alternative routes.²¹ Alternative cross sections and designs that maintain performance and increase safety would be helpful.
- C. **Replacing just 15% of short auto trips (one to three miles) with walking and bicycling would reduce congestion, reduce green house gas emissions, lower transportation costs, reduce wear and tear on roadways and increase health in the region.** A national study found that replacing 6-21% of short trips under three miles made by auto with walking and bicycling would avoid 21- 52 billion miles of driving annually in the U.S. A three mile bicycle trip takes approximately 20 minutes and it takes about 15 minutes to walk one mile.²² Focusing on areas with high levels of short auto trips could reduce barriers to walking and bicycling and improve access to transit.

¹⁹ Metro, Metropolitan Transportation Improvement Program, 2014-15 Regional Flexible Fund Allocation Transportation Equity Analysis (January 2012, available at www.oregonmetro.gov/mtip)

²⁰ 2011 OHAS

²¹ Metro State of Safety Report: A compilation of information on roadway-related crashes, injuries, and fatalities in the Portland Metro region and beyond, April 2012

²² Pg. 14, Active Transportation for America, the case for increased federal investment in bicycling and walking. Rails to Trails Conservancy. The report notes that these are conservative estimates.

- D. Including bicycle and walking projects in roadway preservation projects, and following best-practice design guidelines, would improve the region's ability to make regional pedestrian and bicycle routes complete streets²³.** The region is missing out on opportunities to improve walking and bicycling conditions in retrofit and preservation roadway projects.²⁴ For example, the 2005, \$38 million renovation and redesign project of the St. John's bridge, which is a critical link in the regional pedestrian and bicycle network and the only bridge spanning the Willamette River for five miles north or south, did not improve the facility for bicyclists or pedestrians. A new highway project, the Sunrise Corridor in Clackamas County, while increasing auto capacity is reducing pedestrian and bicycle connectivity.
- E. Updates to local Transportation System Plans (TSPs), the 2035 RTP and the Regional Transportation Functional Plan (RTFP) provides opportunities to include policies and best practices for implementation.** Current regional and local transportation plans have clear visions, goals, and for balanced transportation systems that include bicycling, walking and taking transit, but not all of the policies and tools needed to implement. Best practices for implementable plans include prioritized project lists, concept level designs, funding plans and performance targets. Specific guidelines for some of the pedestrian and bicycle requirements in the RTFP would support performance measurement and consistent implementation across the region. Active transportation related performance targets may be too low.
- F. Increasing the level of investment in active transportation in the 2035 RTP (walking, bicycle and trail projects) provides an opportunity to reach regional transportation targets.**

²³ Oregon's current complete streets law, ORS 366.51, states that new construction projects or projects that increase capacity for automobiles (such as adding a turn-lane) must include bicycle and pedestrian improvements. Preservation and maintenance projects (e.g. roadway resurfacing) are not required to include bicycle and pedestrian enhancements.

²⁴ *Willamette Pedestrian Coalition, Complete Streets Policy Report Card: A 40 Year Progress Report for Oregon 2012.*

**Regional Active Transportation Plan (ATP)
Metro Council Check in Points**

Updated July 17, 2012 – Subject to change

Below is the proposed timeline of Council Worksession discussions to guide development of the Regional Active Transportation Plan. Councilors Kathryn Harrington and Rex Burkholder are project liaisons. Councilor Harrington will provide the Council with periodic updates on the overall project and Councilor Burkholder serves as liaison to the Council to the Executive Council for Active Transportation. Metro Councilors and Council staff will receive emailed status updates on the project.

Date	PROJECT PHASE AND CHECK-IN POINTS
	PHASE I Existing Conditions and Framing Choices
Feb 9	Project overview, workplan and project approach, stakeholders, and connection to other Metro projects <i>Objective: Metro Council provides direction on communication with partners and messaging and understands role in process</i>
Sept. 4	Findings from Existing Conditions report; provide direction on Network Concepts
	PHASE II Network Concepts and Select Alternative
Nov 13	Network Concepts – what they are, tradeoffs and benefits <i>Objective: Metro Council provides direction on network concepts, initial proposed policy changes, and working with partners to reach agreement on a preferred alternative</i>
Jan 24/28	Outcomes from evaluation and modeling of alternative Principal Regional Networks, proposed policy changes to RTP and RTFP <i>Objective: Metro Council provides direction on working with partners to reach agreement on a preferred alternative</i>
	PHASE III Identifying Priorities and Implementation Plan
April 9	Proposed priorities and phasing, proposed funding strategies <i>Objective: Metro Council provides direction on implementation strategy and financing plan and proposed policy changes</i>
May 7	Draft recommendations <i>Objective: Metro Council provides direction on draft recommendations</i>



METRO

Regional Active Transportation Plan Meetings & Milestone Calendar

Updated August 14, 2012 – Subject to Change

Phase 1: Existing Conditions/Frame Choices, JAN-JUNE 2012

Existing Conditions Report drafted

Phase 2: Develop Network Concepts/Select Alternative, JULY-DEC 2012

July-August –Sept - Share Existing Conditions findings, incorporate changes, set direction for development of network concepts

July 19 – Stakeholder Advisory Committee meeting, review Existing Conditions Report

July 26- Metro Councilor Liaison check in, overview of findings, next steps

Aug. 27 - Final Existing Conditions Report available

Sept. 4 – Metro Council Worksession - Existing Conditions Findings, direction on Network Concepts

Sept. 6- Stakeholder Advisory Committee meeting, response to Existing Conditions revisions, discussion on Network Concepts

*Mid-sept– Stakeholder Advisory Committee Work Groups on Network Concepts

Sept. 24- TPR/RTFP workshop (coordinate ATP elements that inform RTFP)

*Sept. 26 – EMCTC TAC

*Sept. 27 – WCCC TAC

*Sept. 25 - CCC TAC

October –Draft Network Concepts/Evaluation Criteria developed

Oct. 4 – Executive Council for Active Transportation, Existing Conditions findings, Network Concepts

*Oct 18 – Stakeholder Advisory Committee, review Draft Network Concepts

Oct. 25 – Intertwine public even in Washington County, Network Concepts highlighted

Late Oct/early Nov - Public Engagement on Network Concepts, receive feedback

November – Continue to develop and receive feedback on Network Concepts/Evaluation Criteria

Nov 9 – Executive Council for Active Transportation, Draft Network Concepts

Nov 13 - Metro Council Worksession - Draft Network Concepts

Nov. 27 – ODOT Enhancement fund project applications due

Nov. 30 TPAC, findings from Existing Conditions /Network Concepts

December – Continue to develop and receive feedback on Network Concepts/Evaluation Criteria

TBD – SAC Work Group meetings on alternative evaluations

Dec 5- MTAC, presentation on Existing Conditions/Network Concepts

Dec 12 – MPAC, presentation on Existing Conditions/Network Concepts

Dec 13 - JPACT, presentation on Existing Conditions/Network Concepts

Phase 3: Identify Priorities/Implementation Plan, JAN-JUNE 2013

Attachment C

January – Evaluate alternative networks, present evaluation findings, dates TBD

Work with SAC, ECAT and Metro Council on proposed principal regional AT network; understand

February – Regional understanding, dates TBD

Updates to MTAC, TPAC, MPAC and JPACT on outcomes of alternative networks, and direction on preferred alternatives

March - Work towards agreement on final plan, dates TBD

TBD- SAC Work group meetings

Stakeholder outreach (coordinating committees, bike/ped/freight/trail groups, other interest groups) to reach agreement on priorities

April - Work towards agreement on final plan/Finalize plan, dates TBD

SAC – Review proposed phased priorities, funding strategies

ECAT - Review proposed phased priorities, funding strategies

Metro Council - Review proposed phased priorities, funding strategies

TPAC, MTAC – presentation on proposed phased priorities, funding strategies

Public engagement event on proposed phased priorities, funding strategies

May – Draft final plan, dates TBD

Metro Council - review draft plan

MPAC – presentation on plan, recommendation to Metro Council

JPACT- presentation on plan, recommendation to Metro Council

June, dates TBD

Metro Council – *vote to adopt ATP*

ATP Stakeholder Committees

- Executive Council for Active Transportation
- Stakeholder Advisory Committee for the ATP

Business/Economic Development

- East Metro Economic Alliance
- Westside Economic Alliance
- Columbia Corridor Association
- Portland Business Alliance
- Oregon Business Plan
- Greater Portland Inc.
- Portland Development Commission
- Portland Regional Partners for Business

Government and agencies

- Metro advisory and technical committees: JPACT, TPAC, MPAC, MTAC
- City Mayors and Councils
- TriMet leadership
- Trimet Committee on Accessible Transit
- ODOT leadership
- Oregon Transportation Commission
- Oregon Bike and Pedestrian Committee
- Congressional Delegates and staff

Washington County

- Washington County Coordinating Committee and TAC
- Washington County Board of Commissioners
- Tualatin Parks and Recreation District and Board
- Washington County Planning Commission
- Washington County Public Affairs Forum
- Beaverton Bicycle Advisory Committee
- Washington County Health and Human Services
- TV Highway Steering Committee

Multnomah County and Portland

- East Multnomah County Transportation Committee
- Multnomah County Commissioners
- Multnomah County Planning Commission
- Multnomah County Health Department
- City of Portland Bicycle and Pedestrian Advisory Committees
- Portland Parks Advisory Board
- Multnomah County Bike & Ped Committee
- City of Gresham Transportation Sub-committee
- Multnomah Youth Commission (serves City of Portland)

Clackamas County

- Clackamas County Coordinating Committee and TAC
- Clackamas County Board of Commissioners
- North Clackamas County Parks and Recreation District and Board
- Clackamas County Planning Commission
- Clackamas County Pedestrian and Bikeway Committee

Community and Advocate groups

- Accessibility and the Built Environment
- Willamette Pedestrian Coalition and Board
- Bicycle Transportation Alliance and Board
- Organizing People, Activating Leaders - OPAL
- Elder Groups
- Elders in Action
- AARP
- Coalition for a Livable Future
- East Portland Action Plan Committee
- The Intertwine Alliance and Board
- Upstream Public Health
- African American Health Coalition
- Verde
- Latino Network
- Urban League
- Westside Transportation Alliance
- Native American Youth Family Center - NAYA
- Latino Network
- Northwest Health Foundation
- Black United Fund
- Asian Pacific American Network of Oregon - APANO
- Community Cycling Center
- Oregon Public Health Institute
- Regional health care providers

Youth and Schools

- Oregon School Board Association,
- Susan Castillo, Superintendent of Public Instruction
- Confederation of Oregon School Administrators

The Regional Active Transportation Plan

We will be successful if...

- It is not just about transportation – it is also about healthy people and environment, healthy economy
- An inclusive process that grows a broad base of support
- Regional agreement on priorities, translating into more funding and policy changes
- Leads to projects on the ground
- Equity – everyone shares in the benefits and needs of underserved are addressed
- Is an exciting, living document that tells real stories – not a plan on the shelf
- Benefits both local and regional needs, there is local buy-in
- Clear implementation plan, with projects and implementers clearly defined
- Adopted by Metro Council and JPACT, amended to the Regional Transportation Plan
- Results in more and better data on bicycling and walking
- Support is developed for future action
- Includes bold policies to prioritize bicycling and walking projects
- Health indicators are included in performance measures

We will not have succeeded if...

- Plan sits on the shelf, does not do anything
- Priorities are not clear
- Lack of ownership, support – plan is unfunded
- Non-inclusive process limited to the usual suspects – does not grow the base of support
- Polarizes community (e.g. bikes vs. ...)
- Miss an opportunity to integrated with other projects in the region
- Project is not focused

The Regional Active Transportation Plan

List of all of the responses from Executive Council for Active Transportation

We will be successful if...

- Unanimous adoption by JPACT
- Impact greenhouse gas emissions
- Brings public health into the discussion
- Understanding of positive economic benefit of AT
- Argues/makes the case why this matters
- It's also a health/economic/environmental plan
- Environmental/ health/growth/business case
- That we learn from other places
- We have identified the outline of a network
- All cities and communities can see a regional facility (line) in their area
- Supported by community for equity
- Process for input is inclusive (lessons of N. Williams)
- Higher standards for bikeways – e.g. min width bigger
- Will include stories from real people
- “workshed”
- CLF, equity, access
- Support for funding increases
- Vision clear, visual document
- Clear priorities
- Bite size implementation pieces
- We've developed it in the field, not at metro/MRC or Portland only
- Planning as an educational effort
- Uses photos, videos and bring it to life
- Attracting highly educated cohort
- Attracting business investment
- Keeping Portland distinctive
- Multi-modal, multi-media
- If championed by Beaverton and Gresham
- Big projects are “phased” for HCT Plan
- Local plans are synched
- Regional buy in and acceptance from both private and public sectors
- Local advocates are created
- Projects are ID with priorities
- Funding sources are established
- Responsibilities and accountability for implementation clear
- If “rebrands” active transportation
- Establishing patterns young which could remain through life
- Fun, visionary, inspiring

The Regional Active Transportation Plan

- Stimulates endorphins!
- If endorsed by PBA
- Broad based coalitions built
- Great “start-up” projects identified
- Communicates “excitement” over our opportunities

We will fail if...

- On the shelf
- It does not have regional support
- Becomes bikes vs. business
- Local cities and local community grass roots groups can't see themselves in the plan
- Does not outline a long range picture
- Only looks at big projects (ignores local)
- It's a static document – text only
- Ignores safety
- A process limited to advocates
- Usual suspects
- Lacks local ownership
- Lack of focus
- Unfunded
- No funding plan
- If plan is 200 pages of transit speak gobbly gook
- Lack of measureable outcomes
- Value (in AT) isn't seen
- Little money for AT
- Lack of specific project identified
- Opponents are louder
- Lackluster participation from participants
- Polarizes community, bikes vs...
- Lack of clear priorities
- Failure to act on clear priorities
- Too white, too old, too boring
- Peanut butter priorities (spread thin)
- Non inclusive of diverse audiences
- Too many 20th century solutions to 21st century problems

List of all of the responses from the MetroCouncil

We will be successful if...

- We have a plan
- The regional elected support funding to build the infrastructure

The Regional Active Transportation Plan

- More elected support/advocate for active transportation
- More people are bicycling in 5 years by ___%
- People use active transportation to meet daily needs
- There will be a sidewalk at every bus stop
- I can ride my bike directly home without having to detour to feel safe
- Local TIPs (and TSPS) prioritize sidewalks and bike lanes in next 5 years
- Developing funding strategies is more about getting (targeting) new money and not solely focused (only) on redirecting existing sources of \$\$
- We will succeed if people of all ages see themselves as players
- Everyone who wants to bike or walk to work will find a way to do that
- More people feel safe walking or bicycling because of separate sidewalks and paths
- People understand the value of active transportation for the health and economy
- We have some fun along the way...
- The planning program has engagement/meetings out in the field. Let it be done “out there” versus Metro building

We will fail if...

- The language of the plan is not inclusive
- Plan elements are not implemented
- The measurement is more about costs and less about people
- The public sees it as bikes vs. cars
- The % of regional transportation \$\$ has not increased for active transportation
- Number of bike and pedestrian fatalities continues to increase every year
- The planning effort is completed with just Portland stakeholders
- We get a great plan but no money to build it
- People (especially) local elected think that this is about re-programming their local money – putting it under Metro control

List of all of the responses from Metro Staff Project Team

We will be successful if...

- We learn from other places
- Simple, imageable diagram that is easy to “get”
- Lays out clear strategy for implementation
- Collective buy-in that the plan is appropriate
- Leads to projects on the ground
- Products that are incorporated back into the RTP
- Builds on momentum that more and more people value having several transportation choices
- Results in a uniformly high quality experience
- No loose ends
- Regional acceptance of holistic AT approach

The Regional Active Transportation Plan

- Addresses needs of underserved
- Local buy-in
- Dedicated funding source
- Data plan that is very useful
- Defined, funded, maintained trail/bike/ped count program
- AT becomes a funded plan
- Bold policies
- On-street gaps in major regional trails are prioritized as regional bike parkways
- Funding for bike and ped network maintenance and standard products
- Future grant funding is allocated according to this final recommended list of priority corridors
- World class bike network and model outputs/products
- General prioritization of implementation as funding becomes available
- Priorities defined
- Adoption of plan by JPACT and Metro Council
- ATP adopted by JPACT and Council and endorsed by MPAC
- Updated bike/ped data and protocols for maintenance defined
- Support developed for further action
- Health measures are included

We will fail if...

- Continuation of fragmented modal approaches
- Fails to be implemented locally
- Too much on-street
- No clear priorities
- Regional communication breaks down
- Staff are frustrated by process
- Lack of focus
- No plan for ongoing funding
- The public does not support
- Unclear next steps/implementation approach and sits on shelf
- Failure to make difficult decisions, e.g network definition, policy or funding priorities
- Missed opportunity for integrating data/tools with other projects

List of all responses from ATP Stakeholder Advisor Committee:

We will be successful if...

- Active transportation facilities identified in the plan are well-connected and, on some level, equitably distributed in terms of geography and socio-economic status.
- Implementable plan that is equitable in terms of helping communities with infrastructure deficiencies succeed in constructing infrastructure gaps.
- All jurisdictions feel represented.

The Regional Active Transportation Plan

- Quick transition from Plan completion to implementation with relatively steady implementation.
- Neighboring jurisdictions produce well laid-out bicycle and pedestrian visions.
- We have a clear list of priorities and regional buy-in.
- Leads to funds to build and own.
- Safe routes are defined for all constituencies.
- Residents from jurisdictions all over the region come out to volunteer to collect bicycle and pedestrian datasets.
- This strategy can acknowledge the influx and impacts of urban users on our rural transportation systems. The linkages and connections to these rural areas ought to be considered as part of the regional network.
- The recommendations are broadly supported by “the public”.
- The plan recognizes that needs and values differ throughout the region. We’re not all inner-city Portland.
- Identify shovel-ready projects.
- Identify existing successes of concepts.
- Equitable active transportation network region-wide.
- Identified, sustainable funding source.
- Network active transportation gaps minimized.
- Outcomes achieve regional consensus within our group and beyond.
- Local jurisdictional support for plan.
- Commitments to include local plans.
- We (the region) inspire AT planning elsewhere in the United States.
- Understand what needs to be achieved at each step.
- We can gather energy for corridors like we have for rail corridors.
- Clearly identified network that reflects clear criteria that are based on world best practices.
- Guiding principles produce clear differences in ranking and evaluating alternatives.
- Our work incorporates what we’re learning in Climate Smart Communities and what our peer learned in King County (a priority tool): bay area monetizing active transportation impacts.
- Produce a plan that can be adopted into local transportation system plans.
- Network for prioritization and accurately reflect local, already identified priorities.
- Clear framework of regional funding for active transportation.
- We secure a large amount of money from the federal government for a regional active transportation project that crosses jurisdictional lines and includes bicycle and pedestrian components.
- Ability to clearly articulate project findings and results by all involved.
- Jurisdictions and communities feel their efforts and priorities have been respected and Metro has added value to active transportation efforts.
- Develop a plan that becomes a model for other regions around the country.

The Regional Active Transportation Plan

- Our process includes open dialogue, consensus, active communication, and clear messages.
- Tie prioritized projects to projections of aging populations.
- We have a prioritized and agreed upon list of bicycle and pedestrian improvements on or parallel to state highways.
- Develop regional policy for safe routes to school.
- Projects match what may be feasibly funded.
- We include access to and from parks and schools.
- We have a clear understanding of regional and local roles and responsibilities for building and maintaining the AT networks.
- Follow in footsteps or direction of Executive Council.
- We don't over-process.

We will fail if...

- We over-process.
- If Climate Smart Communities initiative and new Regional Transportation Plan doesn't reflect the work and priorities of this project.
- The AT network does not get us all the way to the places we would need to get to, when we want or need to .
- We do not address equity and jobs.
- We don't address values that speak to auto drivers.
- Produce a plan that sits on the shelf that no one wants to read.
- If this doesn't result in a high level policy discussion with our elected where we consider how to raise more money regionally for active transportation and make sure it's a stable source.
- We don't have clear funding sources identified.
- We continue to lose out on federal competitive grants and get chastised for lack of vision.
- We don't consider displacement impacts and include strategies to make sure regional amenities are accessible to all.
- We don't have input from a variety of system users as well as those who are not currently using (or often using) AT facilities.
- Projects do not match TSP project lists.
- Have not developed unified definition of walkable communities, and how integrated transportation and land use planning improve walking.
- Superficial recommendation not well supported by available data and information.
- Metrics/measurements of success aren't outlines, must discuss/strategize ways to quantify plan's benefits.
- Local jurisdictions think of plan as not of use or pertaining to them. Perception of making every area like Portland and not responding to differences in the region and citizen preferences.

The Regional Active Transportation Plan

- New funding not identified.
- Plan does not explicitly account for changes in age demographics (i.e. older and younger) relative to active transportation needs.
- The policy and elected levels cannot get behind the recommended investment strategy.
- Equity is not a central theme and criteria in our project priorities and policy development.
- Slow or lagging implementation.
- Just another plan not implemented.
- Lack of public input/support for the ATP, concept, and vision.
- My neighbors have no idea what ATP is, or why it's important.
- Equity is not front and center.
- Barriers remain unidentified.
- This plan just sits on the shelf.
- Some communities are not represented.
- Community concerns re: urban cyclists who heavily use our rural roads in a manner that is very impactful are not addressed.
- Any components of system fail to be adequately maintained.
- If there isn't a high likelihood of feasibility- implementability.

Agenda Item No. 3.0

**PARKS AND NATURAL AREAS FUNDING
BUDGET AMENDMENT**

Metro Council Work Session
Tuesday, Sept. 4, 2012
Metro, Council Chamber

METRO COUNCIL
Work Session Worksheet

Presentation Date: September 4, 2012 Time: 1:45 pm Length: 30 min

Presentation Title: Parks and Natural Areas Funding Budget Amendment

Service, Office, or Center: Sustainability Center

Presenters: Mary Anne Cassin, staff, x1854
Heather Nelson-Kent, staff, x1739

ISSUE & BACKGROUND

Twice voters have approved bond measures to protect our region's clean air, clean water and our most important natural areas by purchasing land from willing sellers. Today, Metro is responsible for managing more than 16,000 acres- more than a third of all the public parks and natural areas in our region.

The Council authorized the COO to recruit a citizen advisory panel to review the need for on-going investments in our natural areas. The citizens' letter was delivered to Council on August 16, 2012. At that time staff described a fall public involvement effort. The proposed budget amendment would allow the public involvement to take place.

OPTIONS AVAILABLE

The Parks and Natural Areas Levy public involvement plan serves as a guide for outreach activities informing formal consideration by Metro Council of a referral to voters. The plan focuses on three distinct audiences: Intertwine Alliance members, Metro "subscribers" and visitors, and community groups. The goal of the public involvement plan is to encourage a minimum of 16,000 people to consider whether or not the Council should place a parks and natural area levy on the ballot, and if so, when.

The proposed plan will cost approximately \$170,900. More than \$32,000 will be covered by taking advantage of existing program and project outreach. . This \$138,900 request from the Opportunity Fund will supplement and enhance ongoing engagement work to ensure that Council hears from a diverse set of people about a potential levy. The Council can agree with the suggested approach, recommend changes, or reject these recommendations in whole or in part.

IMPLICATIONS AND SUGGESTIONS

An informed public will help shape the final levy package, and the Council may or may not agree with input received from the public. At the end of the public involvement period, Council will have a chance to review what has been learned and make a final decision about moving forward with a levy.

QUESTION(S) PRESENTED FOR CONSIDERATION

- Does the Council agree with suggested approach?
- Does the Council agree to the budget amendment?

LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION X Yes No

DRAFT IS ATTACHED

X Yes No



PARKS AND NATURAL AREAS LEVY – BRIEF 8/8/2012

Key messages

1. Our community values healthy natural areas that protect water quality, provide wildlife habitat and give people places to enjoy time in nature with family and friends.
2. Twice voters have approved funding measures to protect our most important natural areas through a successful land acquisition program. Today, Metro is responsible for managing more than 16,000 acres of land – more than a third of all the public parks and natural areas in the region.
3. The money needed to care for these places has not kept pace with investments to protect them. Waiting is a risk and will cost us all more in the long run.
4. Metro Council values your input and will use it to make a decision about whether or not to refer this measure to voters.

Public involvement goals

- Seek public input about the need for a 5-year general purpose levy to care for Metro parks and natural areas, improve water quality and wildlife habitat, and provide people with more opportunities to enjoy nature. Confirm general priorities for funding and timing of the measure.
- Raise general awareness about the purpose and need for a levy for parks and natural areas.
- Ensure effective coordination and communication between jurisdictional partners and stakeholders regarding the request to voters for new funding for natural area preservation and maintenance.
- Engage local jurisdictions, neighborhoods, citizens, environmental advocates, area nonprofits, businesses, and other stakeholders in review of the funding proposal.

Public involvement activities will include both traditional and social media, a project web site, targeted outreach and coordination with partners focusing on three important audiences:

Intertwine Alliance members

These partners will be asked to engage their members in considering the Council's proposal and providing feedback.

Metro "subscribers" and visitors

These individuals will be contacted through Metro's various direct communication channels including email, website, events, facilities and programs.

Community Groups

Targeted at communities with specific advocacy, political or jurisdictional interests in the levy and Metro's portfolio of natural areas, parks and programs.

Actions desired

Target audiences will be asked to review the levy proposal, share it with those they know and provide comments and input to the Metro Council.

Objectives and outcomes

Early engagement: direct outreach to key stakeholders has been the primary strategy for early involvement, enabling the project team to understand the concerns a funding proposal by Metro presents at a local level. In July a 15-member citizen advisory panel appointed by Metro COO Martha Bennett participated in a deeper study of issues related to the management of lands under Metro's stewardship. This group provided staff with an opportunity to test the support for a funding proposal with a larger group of community leaders representing different perspectives and with different personal and professional expertise. An Opt In survey about natural areas spending priorities resulted in 3,492 completed surveys including hundreds of responses to open ended questions.

Sharing information: Metro will share project information via a number of methods depending on the desired audience, information to be shared, feedback needed and timing. Methods include one-on-one meetings and presentations to targeted groups. Outreach at community events, Metro venues or other community gathering places. A project website will be developed providing information and updates as the public engagement process and decision-making unfolds. Additionally, direct mail, leave-behinds, newsletters and newsfeeds and social media will be used.

Confirming priorities and preferences: throughout the public involvement phase, there will be opportunities in person and on line that will allow interested parties to understand the levy proposal and reflect on its importance to them personally. Engagement tools will provide easy access to project information, the ability to get questions answered and the ability to provide feedback on the proposal and process.

Timeline

Public engagement will be most active Sept. 10 through Oct. 21. Some outreach activities will continue through the time of Council making a decision about referral.

Measurement and evaluation

A summary of the public involvement activities and outcomes will be compiled at the conclusion of the project. The summary will include individual public event records, stakeholder input, public comments, survey responses and also describe how public and stakeholder input helped shape the Council's proposal.

Successful communication will be evidenced by a clear understanding of the project proposal and timeline and participation in opportunities for engagement and the decision-making process.

Activity

Parks and Natural Areas Public Involvement

Design, development, printing

Content development	\$	3,000
Collateral design, development and printing	\$	29,500

Direct mail - partner with venues/Intertwine Alliance	\$	61,000
GreenScene - additional printing	\$	5,000
Photography - park facilities, programs	\$	3,000
Temporary staff (Cassie)	\$	6,400

Advertising

Print and web advertising	\$	30,000
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Outreach events and direct engagement

Event Kits	\$	3,000
Signs and banners	\$	10,000
Temporary staff (tbd)	\$	6,000
Opt In survey - parks (PES)	\$	7,000
Opt In survey - levy	\$	7,000

Public Involvement - Total	\$	170,900
Opportunity Fund - Public Involvement - Phase I	\$	138,900

Post public involvement expenditures

Election Costs	\$	92,000
Statistically valid survey	\$	35,000
Opportunity Fund - total	\$	265,900

BEFORE THE METRO COUNCIL

AMENDING THE FY 2012-13 BUDGET AND)	ORDINANCE NO. 12-XXXX
APPROPRIATIONS SCHEDULE TO PROVIDE)	
FUNDING FOR PHASE 1 OF NATURAL AREAS)	Introduced by Martha Bennett, Chief
FUNDING PUBLIC INVOLVEMENT)	Operating Officer, with the concurrence of
)	Council President Tom Hughes

WHEREAS, the Metro Council has reviewed and considered the need to increase appropriations within the FY 2012-13 Budget; and

WHEREAS, the need for the increase of appropriation has been justified; and

WHEREAS, adequate funds exist for other identified needs; now, therefore,

THE METRO COUNCIL ORDAINS AS FOLLOWS:

1. That the FY 2012-13 Budget and Schedule of Appropriations are hereby amended as shown in the column entitled "Revision" of Exhibits A and B to this Ordinance for the purpose of providing funding for phase 1 of Natural Areas Funding public involvement.
2. This Ordinance being necessary for the immediate preservation of the public health, safety or welfare of the Metro area in order to meet obligations and comply with Oregon Budget Law, an emergency is declared to exist, and this Ordinance takes effect upon passage.

ADOPTED by the Metro Council this _____ day of _____ 2012.

Tom Hughes, Council President

Attest:

Approved as to Form:

Kelsey Newell, Recording Secretary

Alison Kean Campbell, Metro Attorney

**Exhibit A
Ordinance No. 12-xxxx**

ACCT	DESCRIPTION	Current		Revision		Amended	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
Sustainability Center							
Total Personnel Services		25.90	\$2,832,466	0.00	\$0	25.90	\$2,832,466
<i>Materials & Services</i>							
<i>GOODS Goods</i>							
	5201 Office Supplies		29,755		0		29,755
	5205 Operating Supplies		24,219		0		24,219
	5210 Subscriptions and Dues		2,180		0		2,180
	5214 Fuels and Lubricants		2,200		0		2,200
	5215 Maintenance & Repairs Supplies		10,642		0		10,642
<i>SVCS Services</i>							
	5240 Contracted Professional Svcs		241,299		0		241,299
	5246 Sponsorships		6,000		0		6,000
	5250 Contracted Property Services		798,063		0		798,063
	5251 Utility Services		9,326		0		9,326
	5260 Maintenance & Repair Services		4,258		0		4,258
	5265 Rentals		856		0		856
	5280 Other Purchased Services		19,326		138,900		158,226
<i>IGEXP Intergov't Expenditures</i>							
	5300 Payments to Other Agencies		57,516		0		57,516
	5310 Taxes (Non-Payroll)		2,253		0		2,253
<i>OTHEXP Other Expenditures</i>							
	5450 Travel		4,957		0		4,957
	5455 Staff Development		15,946		0		15,946
Total Materials & Services			\$1,228,796		\$138,900		\$1,367,696
Total Capital Outlay			\$25,500		\$0		\$25,500
TOTAL REQUIREMENTS		25.90	\$4,086,762	0.00	\$138,900	25.90	\$4,225,662

**Exhibit A
Ordinance No. 12-xxxx**

ACCT	DESCRIPTION	Current Budget		Revision		Amended Budget	
		FTE	Amount	FTE	Amount	FTE	Amount
General Fund							
General Expenses							
Total Interfund Transfers			\$7,721,525		\$0		\$7,721,525
<i>Contingency & Unappropriated Balance</i>							
<i>CONT</i>	<i>Contingency</i>						
5999	Contingency						
	* Contingency		3,305,375		0		3,305,375
	* Opportunity Account		440,000		(138,900)		301,100
<i>UNAPP</i>	<i>Unappropriated Fund Balance</i>						
5990	Unappropriated Fund Balance						
	* Stabilization Reserve		2,430,861		0		2,430,861
	* PERS Reserve		4,613,474		0		4,613,474
	* Reserve for Future One-Time Expenditures		1,758,931		0		1,758,931
	* Reserved for Community Invest. Initiative		393,000		0		393,000
	* Reserved for Local Gov't Grants (CET)		2,128,369		0		2,128,369
	* Reserved for Cost Allocation Adjustments		382,035		0		382,035
	* Reserved for Future Planning Needs		13,756		0		13,756
	* Reserved for Metro Export Initiative		50,000		0		50,000
	* Reserved for Capital		26,000		0		26,000
	* Reserved for Web Project		225,005		0		225,005
	* Reserve for Future Debt Service		639,414		0		639,414
Total Contingency & Unappropriated Balance			\$16,406,220		(\$138,900)		\$16,267,320
TOTAL REQUIREMENTS		449.50	\$109,974,959	0.00	\$0	449.50	\$109,974,959

Exhibit B
Ordinance 12-xxx
Schedule of Appropriations

	<u>Current</u> <u>Appropriation</u>	<u>Revision</u>	<u>Revised</u> <u>Appropriation</u>
GENERAL FUND			
Communications	2,601,585	0	2,601,585
Council Office	3,964,829	0	3,964,829
Finance & Regulatory Services	4,218,275	0	4,218,275
Human Resources	2,167,032	0	2,167,032
Information Services	3,640,353	0	3,640,353
Metro Auditor	708,748	0	708,748
Office of Metro Attorney	1,927,172	0	1,927,172
Oregon Zoo	30,862,025	0	30,862,025
Parks & Environmental Services	6,761,825	0	6,761,825
Planning and Development	14,477,196	0	14,477,196
Research Center	3,880,935	0	3,880,935
Sustainability Center	4,086,762	138,900	4,225,662
Former ORS 197.352 Claims & Judgments	0	0	0
Special Appropriations	4,896,187	0	4,896,187
Non-Departmental			
Debt Service	1,654,290	0	1,654,290
Interfund Transfers	7,721,525	0	7,721,525
Contingency	3,745,375	(138,900)	3,606,475
<i>Total Appropriations</i>	<u>97,314,114</u>	<u>0</u>	<u>97,314,114</u>
Unappropriated Balance	12,660,845	0	12,660,845
Total Fund Requirements	<u>\$109,974,959</u>	<u>\$0</u>	<u>\$109,974,959</u>

STAFF REPORT

FOR THE PURPOSE OF AMENDING THE FY 2012-13 BUDGET AND APPROPRIATIONS
SCHEDULE PROVIDE FUNDING FOR PHASE 1 OF NATURAL AREAS FUNDING
PUBLIC INVOLVEMENT

Date: August 21, 2012

Prepared by: Brian Kennedy, 503-797-1908

BACKGROUND

In July 2012, staff convened the Natural Areas Advisory Panel at the direction of the Chief Operating Officer. After deliberations, the Panel advised the COO that a long-term solution is needed, but in the meantime the Council should refer a five year local option levy to the voters to restore natural areas, maintain and operate parks, engage the community and improve access so people can safely use more of Metro’s properties.

As part of the process of shaping and evaluating the potential local option levy, staff has proposed conducting a regional public involvement effort to assess residents’ priorities, values, and interest in improving and maintaining Metro’s parks and natural areas. The phase 1 public involvement effort will include content development for direct mailing and other distribution, print and web advertising, and outreach events and direct engagement.

	Cost
Design, Development & Printing	\$107,900
Advertising	30,000
Outreach Events & Direct Engagement	33,000
Project Total	\$170,900

\$25,000 of the total project costs will be funded from the existing Sustainability Center budget and an additional \$7,000 from the Parks and Environmental Services budget. Staff is requesting the remaining \$138,900 be funded from the Council Opportunity Account.

This request funds phase 1 of the public involvement and outreach effort. Should the Metro Council consider moving forward with this effort additional requests will be made for election costs and continued Communication support.

ANALYSIS/INFORMATION

- 1. Known Opposition:** None known
- 2. Legal Antecedents:** ORS 294.450 provides for transfers of appropriations within a fund, including transfers from contingency, if such transfers are authorized by official resolution or ordinance of the governing body for the local jurisdiction.
- 3. Anticipated Effects:** This action increases expenditure authority in the Sustainability Center budget for FY 2012-13 for public involvement activities as described above.

4. **Budget Impacts:** Adds \$138,900 to the materials and services budget for the Sustainability Center. Funding will be provided by a transfer from contingency (Council Opportunity Account) in the General Fund. Should the Council choose to move forward with this effort a second amendment will be brought forward for election expenses and continued Communication support.

RECOMMENDED ACTION

The Chief Operating Office recommends adoption of this Ordinance.

Agenda Item No. 5.0

HOTEL DEVELOPMENT TEAM

Metro Council Work Session
Tuesday, Sept. 4, 2012
Metro, Council Chamber

METRO COUNCIL

Work Session Worksheet

Presentation Date: September 4, 2012 Time: 2:20 Length: 30 minutes

Presentation Title: Hotel Development Team – Information/Discussion

Service, Office, or Center: Visitor Venues

Presenters (include phone number/extension and alternative contact information):

Dan Cooper X 1528

Cheryl Twete X 1774

ISSUE & BACKGROUND

On May 11, 2012, Metro issued a Request for Proposals for the development of an Oregon Convention Center hotel. Prior to the issuance of the RFP, Metro, Multnomah County, City of Portland and the Portland Development Commission leaders entered into a Statement of Principles which described the goals, purpose, need and expected approach and outcomes of the RFP.

The fundamental goals of this RFP were to 1) enable the OCC to better achieve its regional economic development mission, 2) enhance the OCC's package of convention services in order to stay competitive with other cities and bring additional national conventions and meetings to Portland and thereby 3) generate new construction and permanent jobs.

The RFP called for the private development of the hotel with minimal public investment, in addition to other requirements related to union labor, sustainability, M/W/ESB goals and room block agreement. As was reported to the Council on April 26, 2012, hotel and convention market, financial and construction cost factors indicate that timing is ripe for a fresh look at the feasibility of a convention center hotel.

Two proposals were received in July in response to the RFP. The OCC Hotel Evaluation Committee, consisting of representatives of the four jurisdictions as well as professionals from the hospitality and lodging industries, reviewed the two proposals, interviewed the development teams and unanimously recommended to Metro staff that negotiations with one team proceed to determine if a feasible project can be achieved. The details of the recommendation will be presented at the Sept. 4, 2012 work session.

A resolution selecting the recommended development team and directing staff to commence project negotiations is expected to be presented to the Portland Development Commission on Sept. 12, 2012 and to the Metro Council on Sept. 13, 2012.

OPTIONS AVAILABLE

Metro has several potential options:

1. Accept the Evaluation Committee and staff recommendation
2. Modify the Evaluation Committee and staff recommendation
3. Reject all proposals received

IMPLICATIONS AND SUGGESTIONS

The following actions are anticipated to occur in the next 6-9 months:

1. September 2012 - Metro and PDC will select a development team, and after the development team signs a labor peace agreement, will begin negotiations. This action will not obligate Metro nor its jurisdiction partners, but rather initiates the predevelopment process to define the program, scope, budget and public investment in the project.
2. December 2012 - Jurisdictional partners will take action on a Term Sheet describing the proposed project, financing structure, room block agreement and public investment. This action is anticipated to be similar to a detailed Memorandum of Understanding.
3. Spring 2013 – Metro and PDC will approve the negotiated Development and Room Block Agreements with the developer/hotel operator, both of which will define commitments by the private and public partners. These actions are anticipated to be the primary contractual agreements for the project.

In the event that a feasible project is not achievable, then staff will report back Council and seek direction on a revised approach – e.g. modify the project, terminate the project, etc.

The Evaluation Committee recommended that Metro prepare an updated market study to project the anticipated benefit of a convention center hotel in terms of additional meetings/conventions to be generated as well as economic impact to the region. Staff proposes to move forward with this study if Council and PDC accept the recommended development team and direct staff to begin project negotiations.

Communications to key stakeholders, jurisdictional partners, the general public and the media continue to be very important in the coming months to ensure thoughtful deliberations and clear understanding of the project.

QUESTION(S) PRESENTED FOR CONSIDERATION

Does Council have additional questions or seek additional information prior to selecting a development team on Sept. 13th?

Does Council support the process described above for the project approval process?

Does Council have additional conditions or parameters for the project, assuming it moves forward?


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

Agenda Item No. 6.0

COUNCIL LIAISON UPDATES

Metro Council Work Session
Tuesday, Sept. 4, 2012
Metro, Council Chamber

Materials following this page were distributed at the meeting.

 **Metro** | *Agenda*

Meeting: Council Retreat
Date: Thursday, Sept 6, 2012
Time: 2 p.m. to 4:30 p.m.
Place: Cooper Mountain Nature House

I. Background

II. Agency responsibilities and project options

III. Council guidance and agreement

IV. Summary and next steps

Adjourn



Existing Conditions, Findings and Opportunities for the ATP



Metro Council Presentation
Sept. 4, 2012



Lake McTighe
Senior Transportation Planner
Regional Transportation Planning



Metro | *Making a great place*

Major themes from findings

- High return on investment and tangible benefits from investments to date
- Incomplete system with impacts on:
 - **Safety**
 - **Equity**
 - **Health**
- Current investment priorities do not reach transportation goals
- Public demand for more active transportation
- Opportunities and opportunity areas

RTP Vision

A detailed illustration in a sketch-like style. In the foreground, a person wearing a dark helmet and a light-colored tank top is riding a bicycle. They have a large, light-colored backpack on their back. The bicycle is positioned in the center-right of the frame. To the left, a train window is visible, showing two children looking out. The child in the foreground is looking towards the cyclist, while the child behind them is looking away. The background shows the side of the train with windows and doors. The overall scene suggests a mode of active transportation integrated with public transit.

Walking and bicycling are safe, convenient and enjoyable to support walking and bicycling as legitimate forms of travel. The RTP supports this vision with a complete network of on and off-street facilities well integrated with transit.

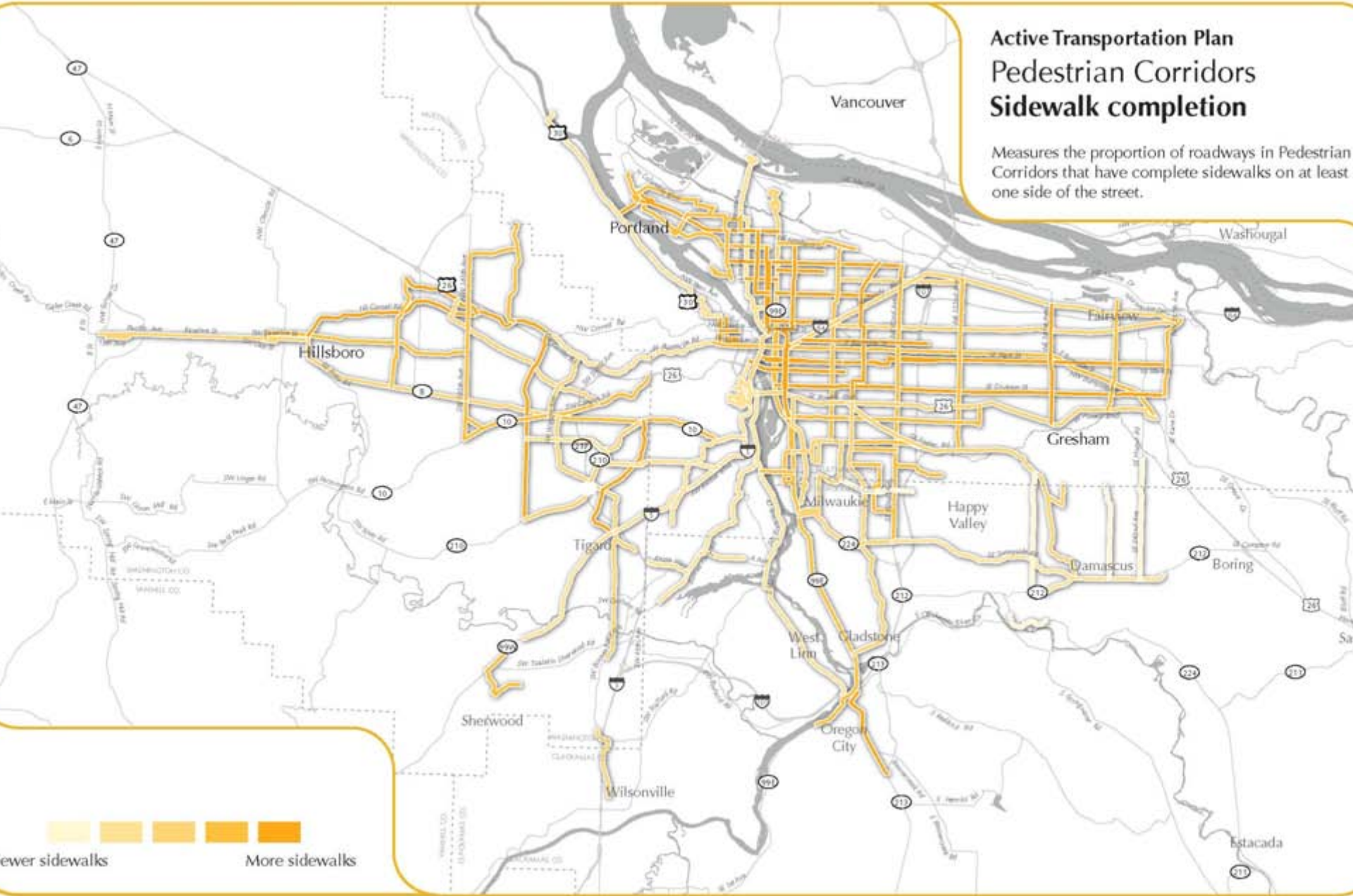
High Return on investment



Rose Quarter rush hour, Portland

Active Transportation Plan Pedestrian Corridors Sidewalk completion

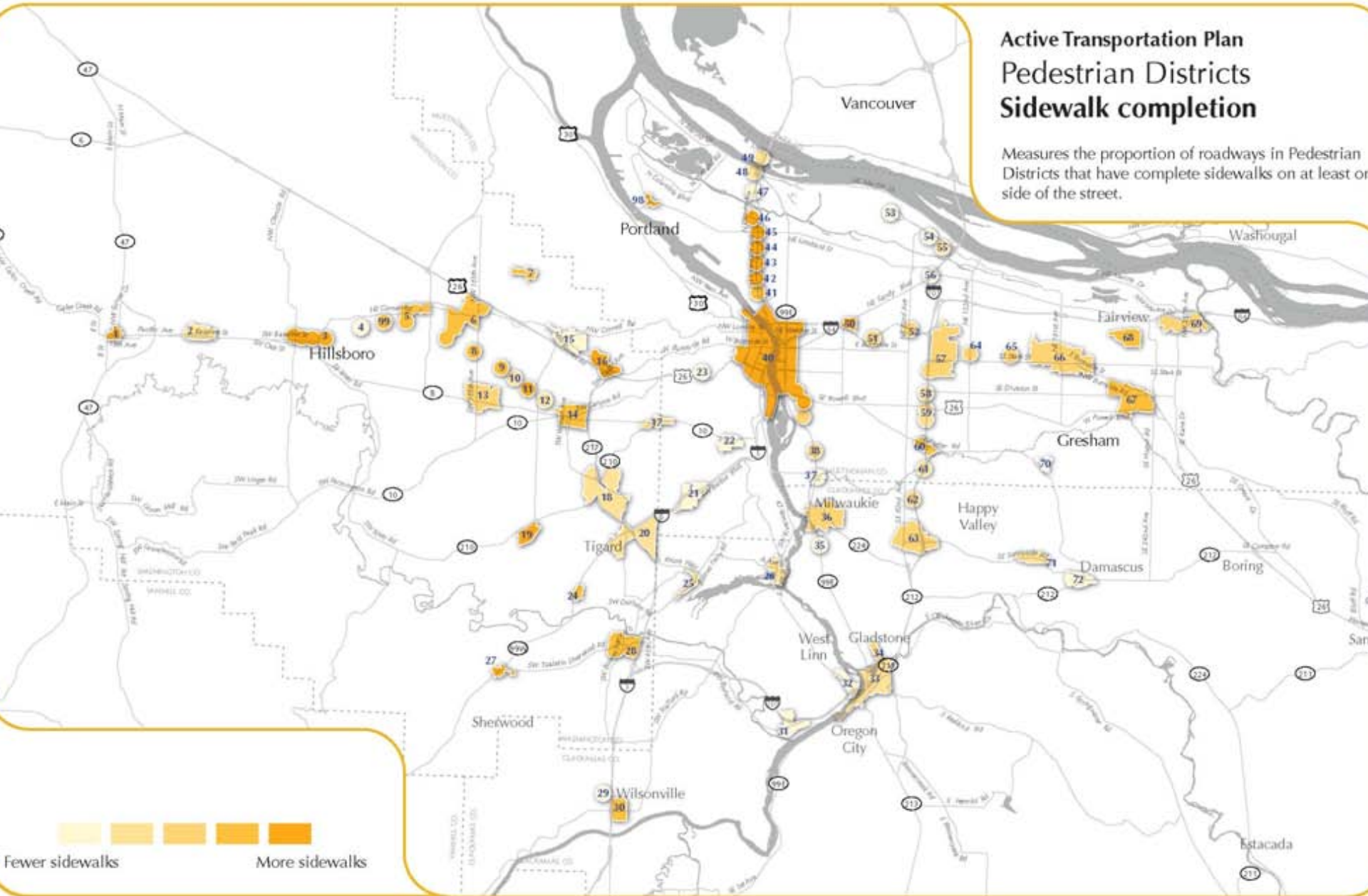
Measures the proportion of roadways in Pedestrian Corridors that have complete sidewalks on at least one side of the street.



Incomplete system

Active Transportation Plan Pedestrian Districts Sidewalk completion

Measures the proportion of roadways in Pedestrian Districts that have complete sidewalks on at least one side of the street.

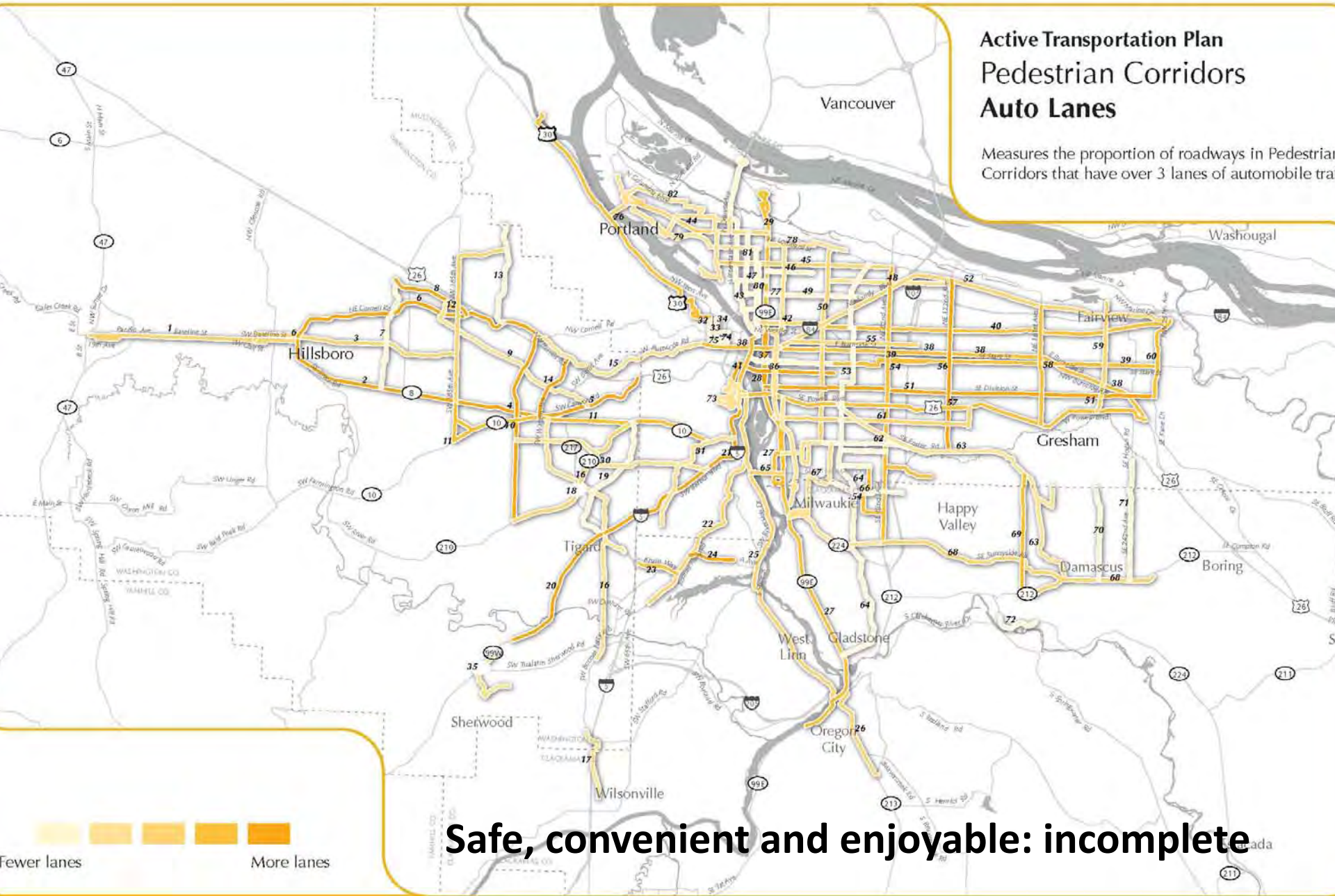


Fewer sidewalks More sidewalks

Incomplete system

Active Transportation Plan Pedestrian Corridors Auto Lanes

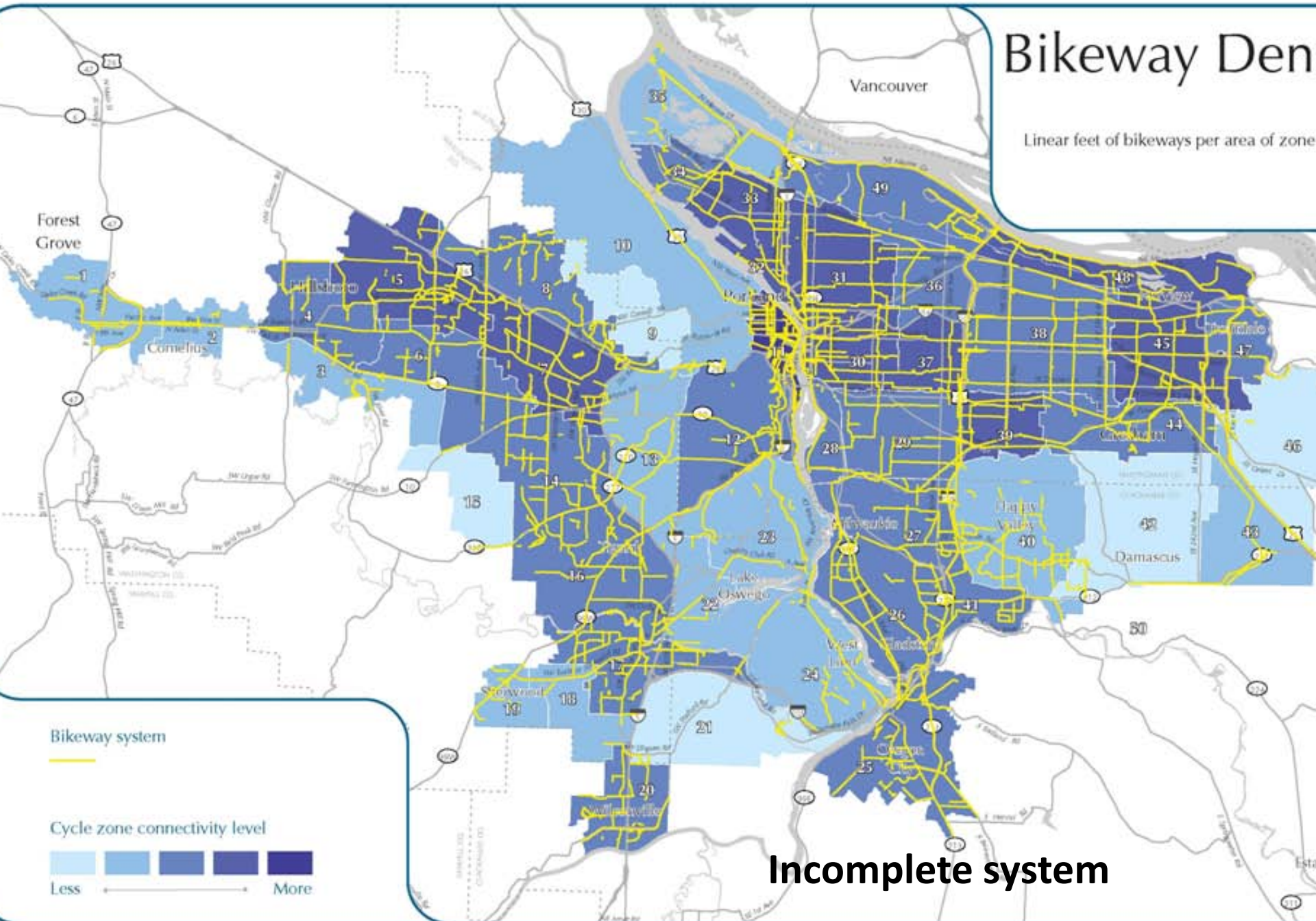
Measures the proportion of roadways in Pedestrian Corridors that have over 3 lanes of automobile traffic



Safe, convenient and enjoyable: incomplete

Bikeway Density

Linear feet of bikeways per area of zone



Bikeway system



Cycle zone connectivity level



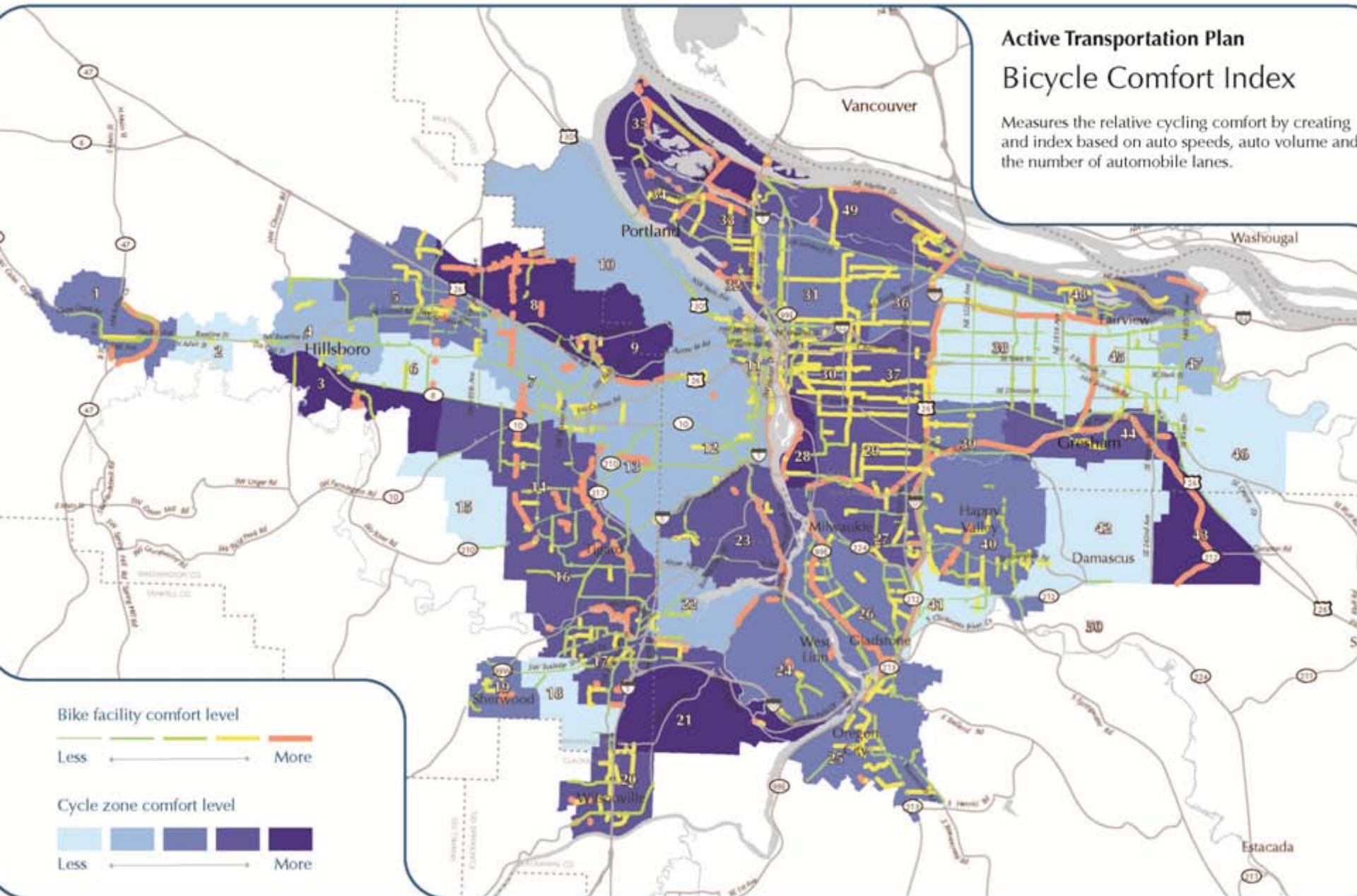
Less

More

Incomplete system

Active Transportation Plan Bicycle Comfort Index

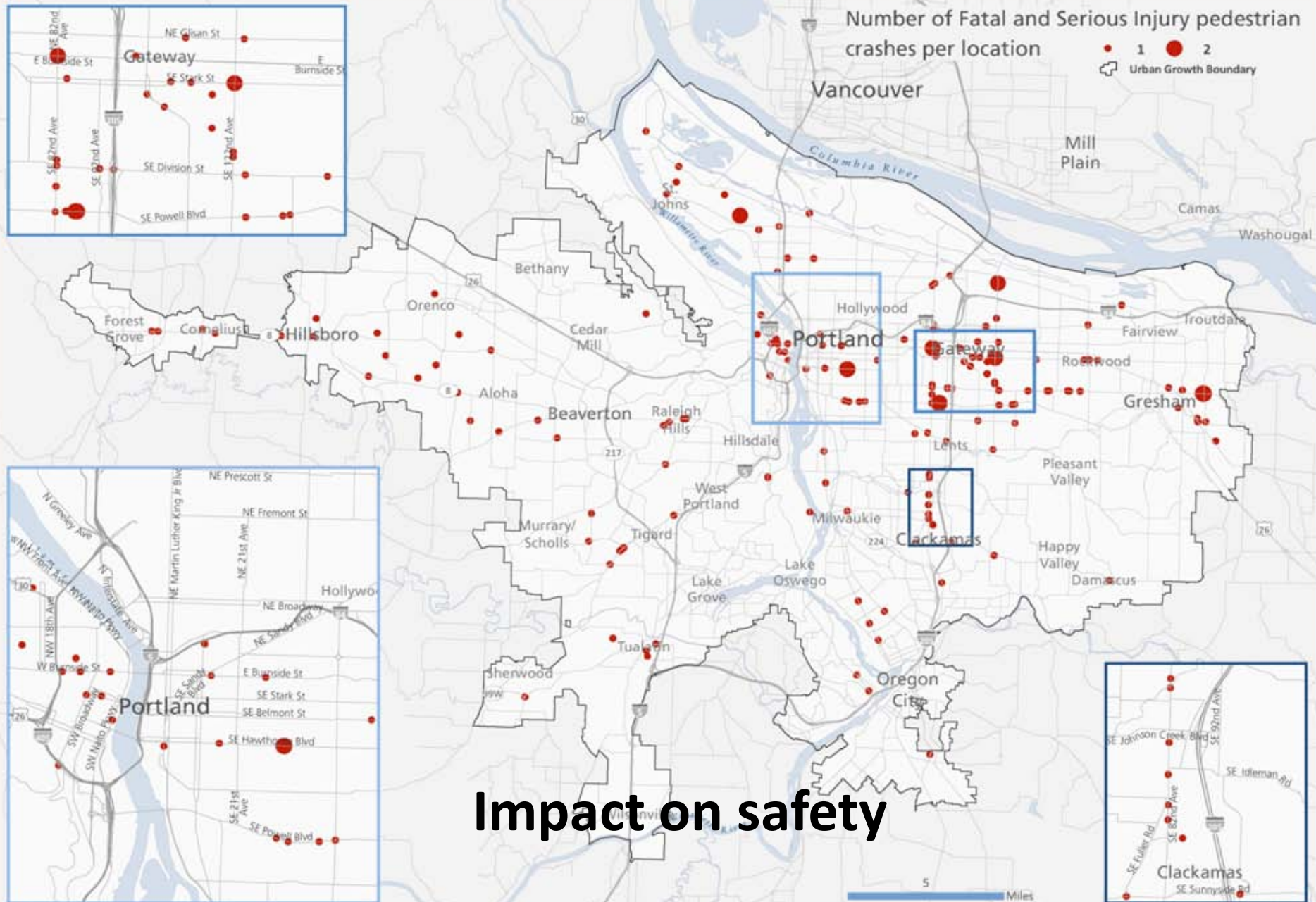
Measures the relative cycling comfort by creating an index based on auto speeds, auto volume and the number of automobile lanes.



Safe, convenient and enjoyable: incomplete

Pedestrian Crashes within the Metro Urban Growth Boundary

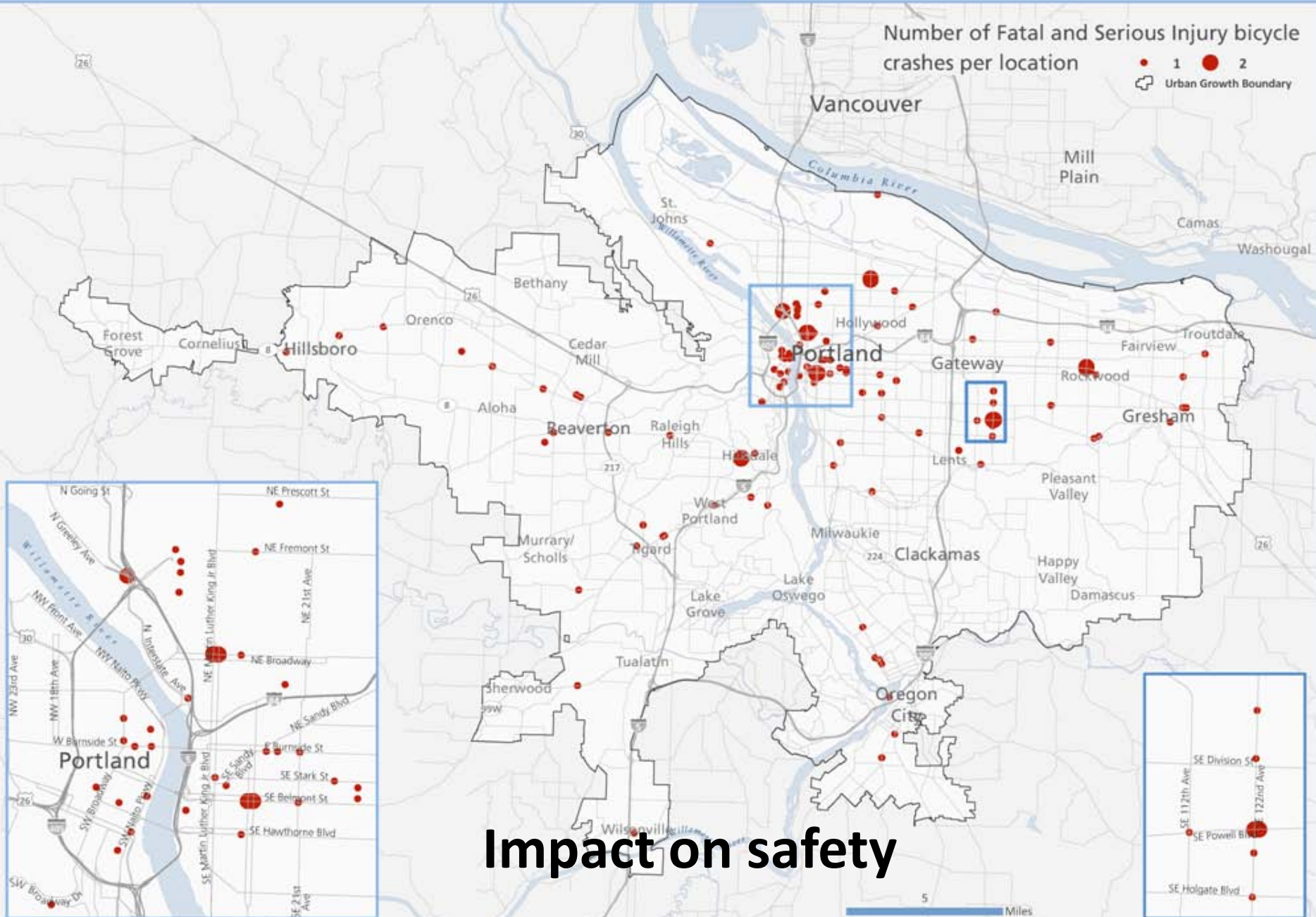
Fatal and Serious Injury crashes only, 2007-2009



Impact on safety

Bicycle Crashes within the Metro Urban Growth Boundary

Fatal and Serious Injury crashes only, 2007-2009



	% Population	Walk	Bike	Transit	Auto
Non-white householder	24%	10.7%	3.3%	6.5%	79.5%
White householder	76%	8.8%	2.7%	3.5%	89.0%

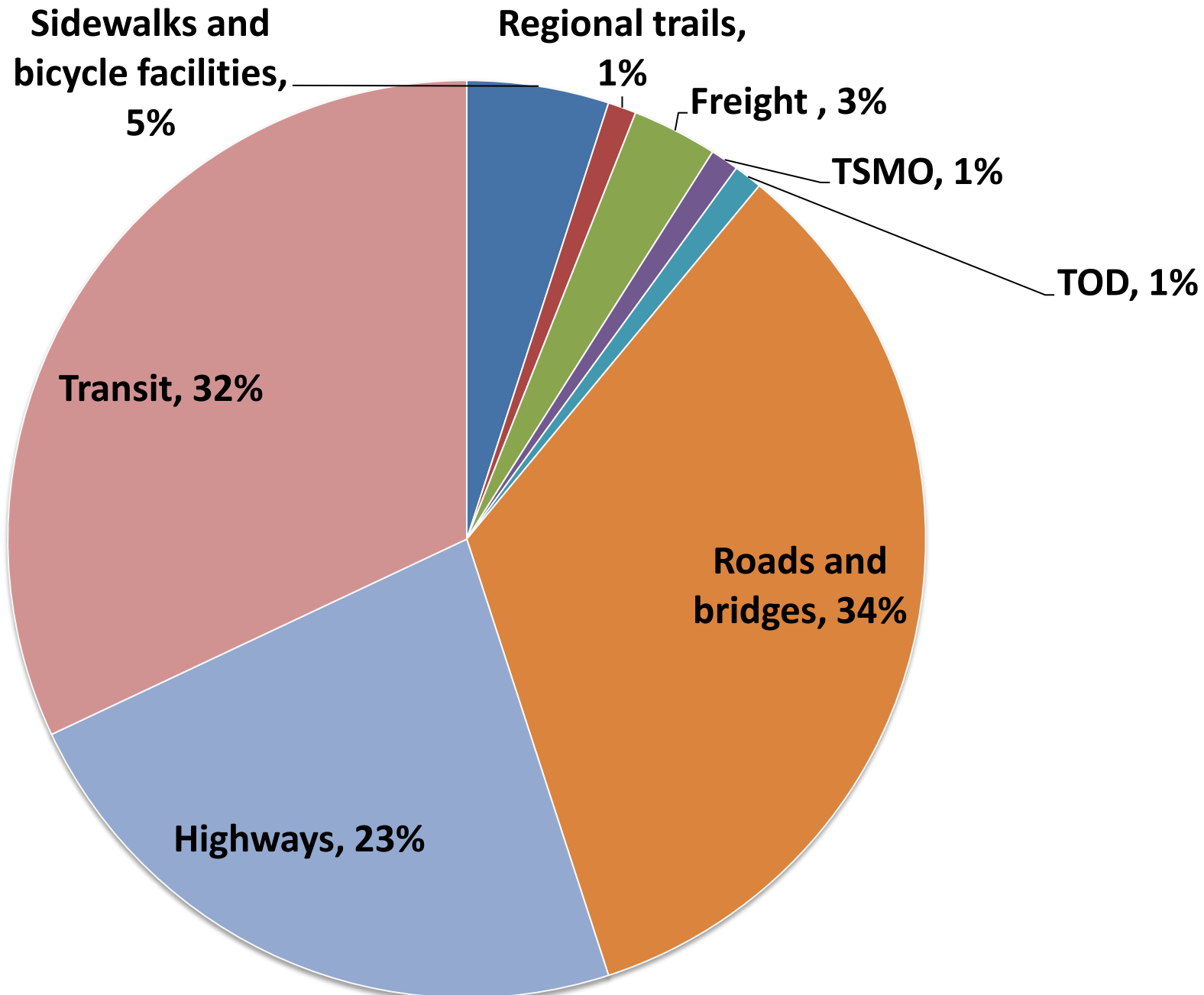
2011 Oregon Household Activity Survey

Impact on equity

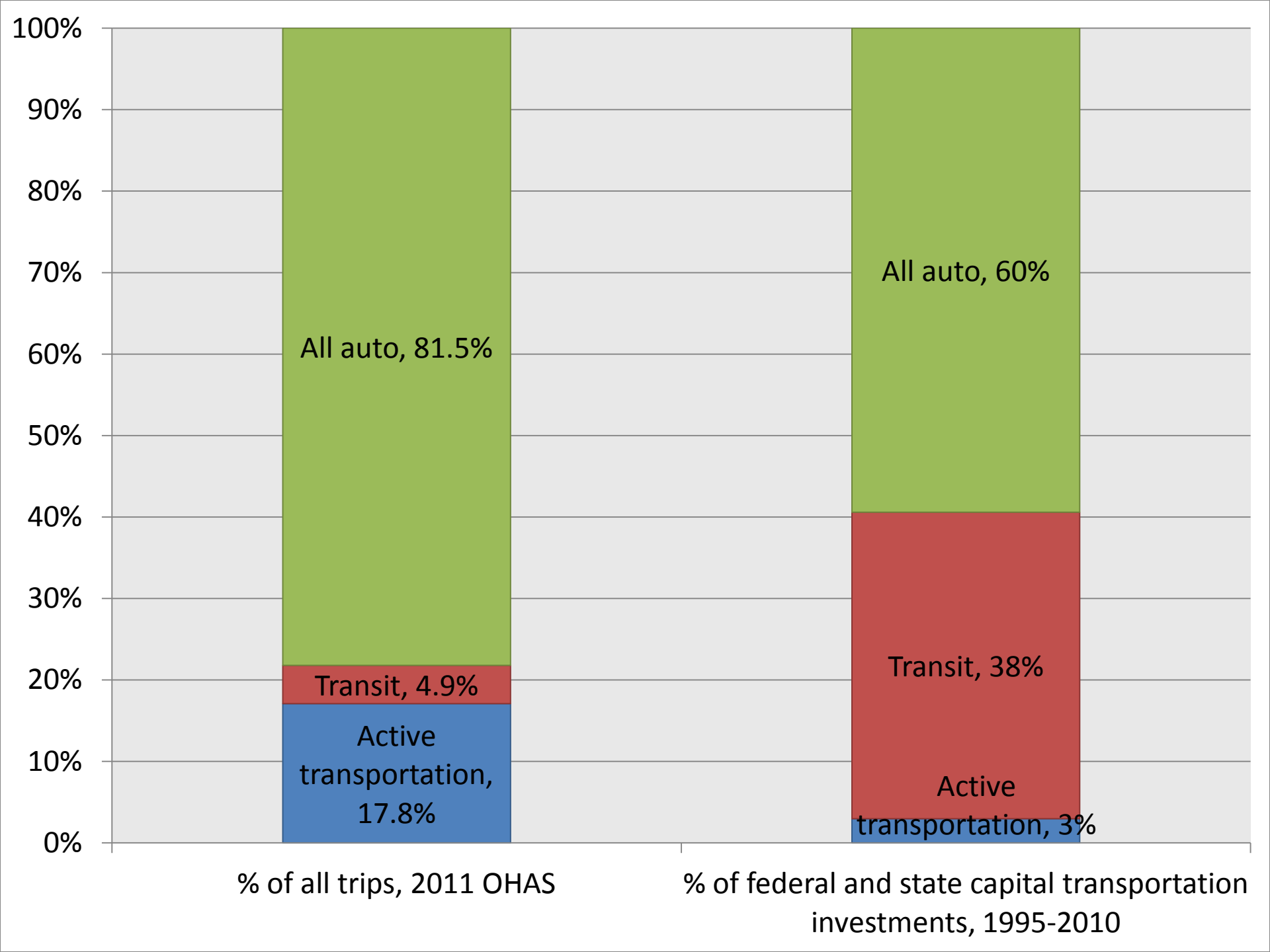
	Nationwide Median	Oregon	Portland – Vancouver-Beaverton MSA
Health Status – Reported as fair or poor	14.7%	15.8%	13.6%
Exercise – Reported no exercise or physical activity in the last 30 days	23.9%	17.5%	15.8%
Diabetes – Told by doctor they have diabetes	8.7%	7.2%	6.5%
Obesity – Reported BMI greater than or equal to 30.0	27.5%	27.6%	26.0%

2010 Behavioral Risk Factor Surveillance System (BRFSS)

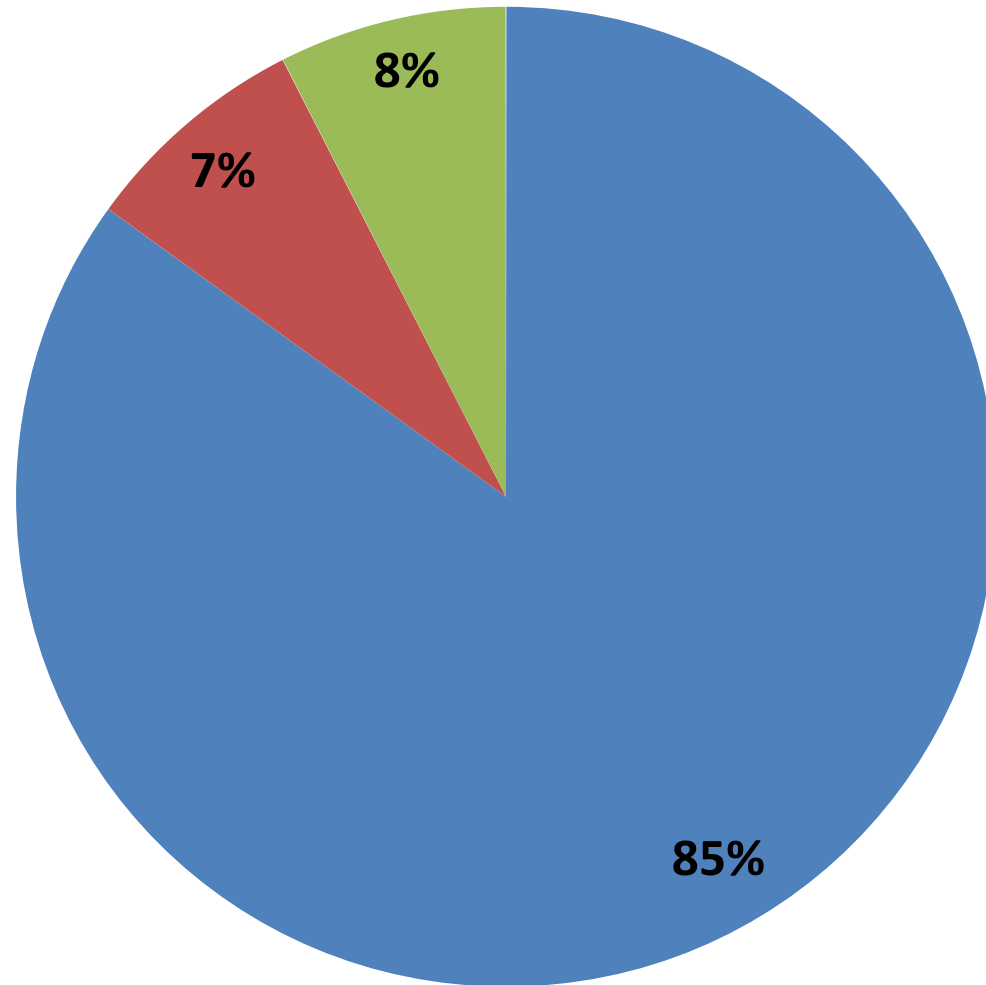
Impact on health



2035 RTP Investments by Mode and Share of Total Cost



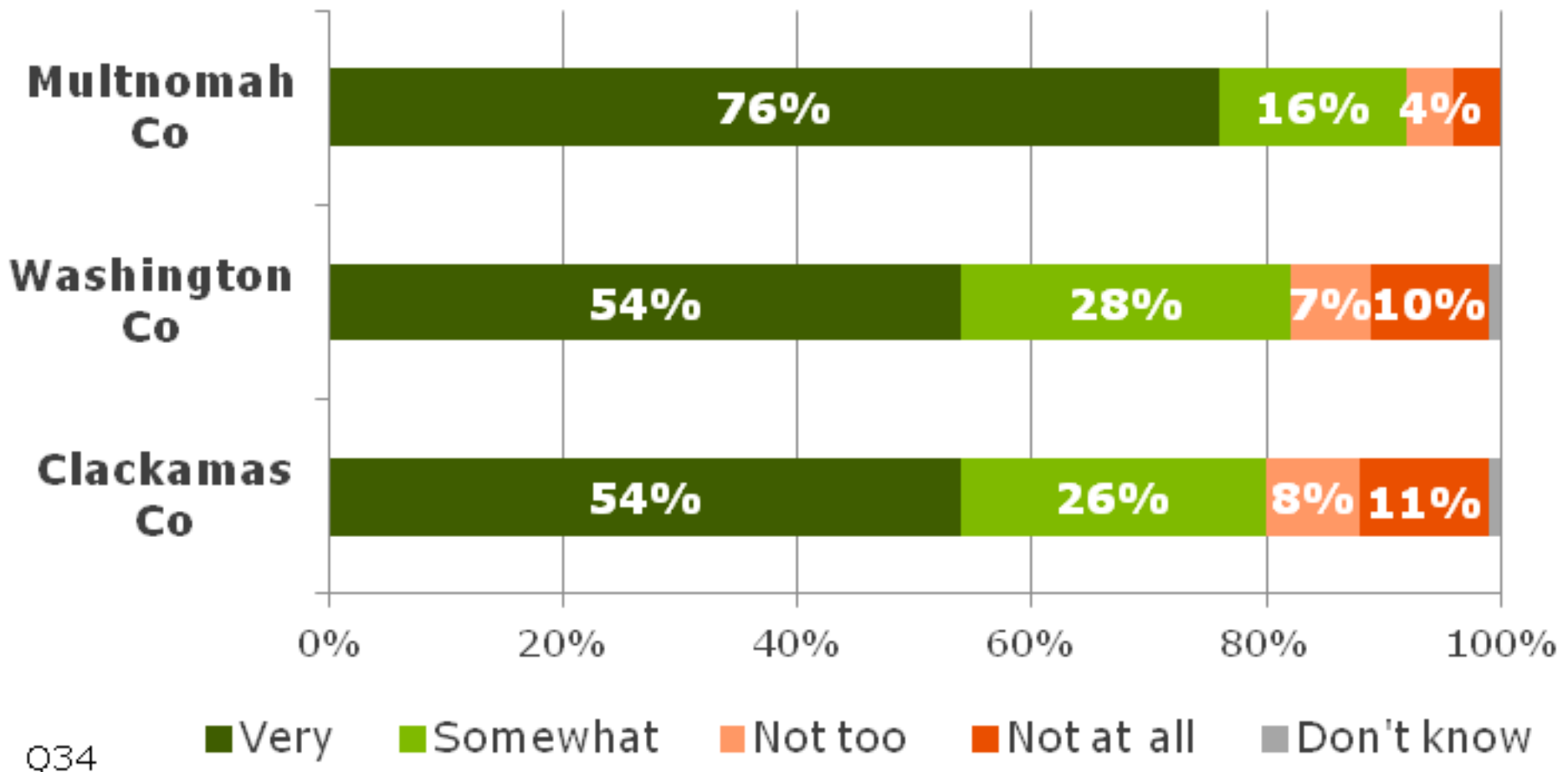
- Federal (TE, RFF, OBAP grants, stimulus, earmarks, light rail enhancements)
- State (1% gas tax allocated to bike and ped)
- Local (SDCs, URA, etc)



Source: Metro, 2010

Based on funding allocations, 1995-2010

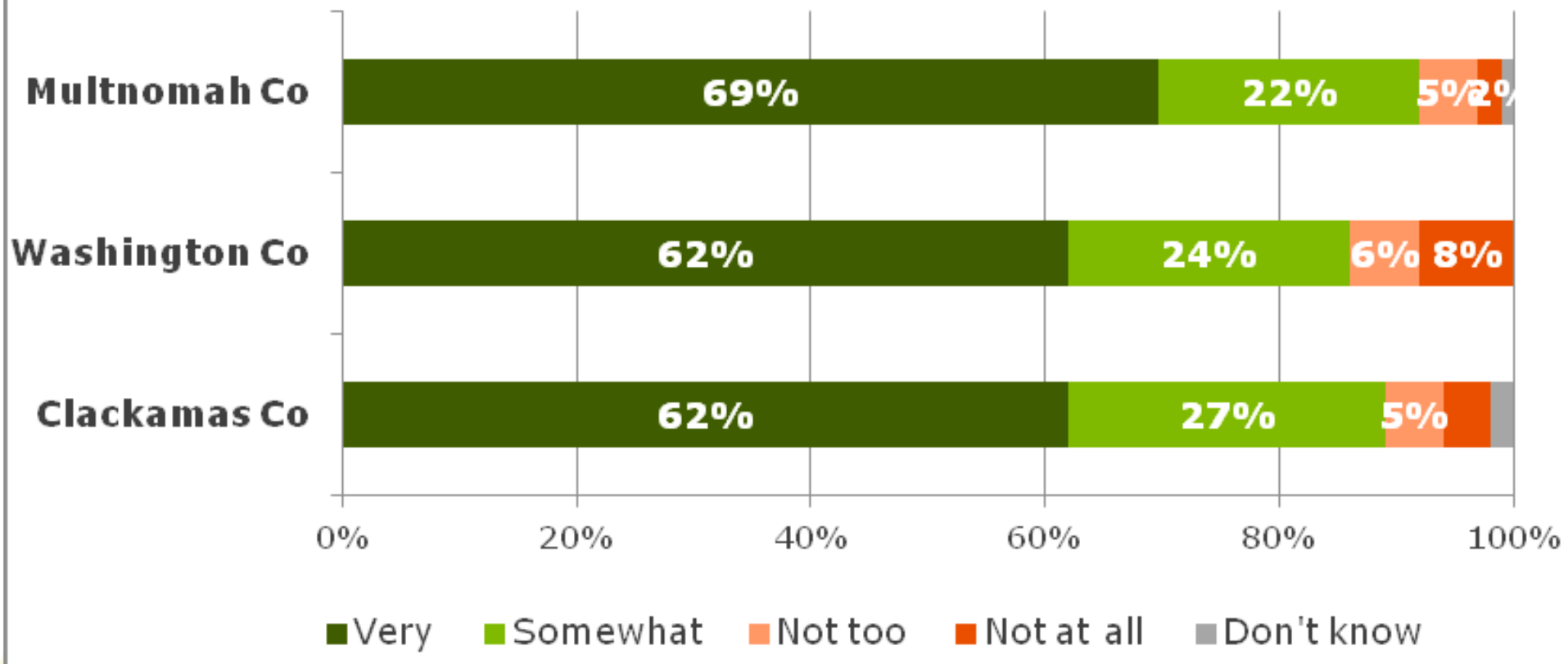
IMPORTANCE OF CONVENIENT WALKING PATHS IN CITY



Metro 2011 Opt-In Survey

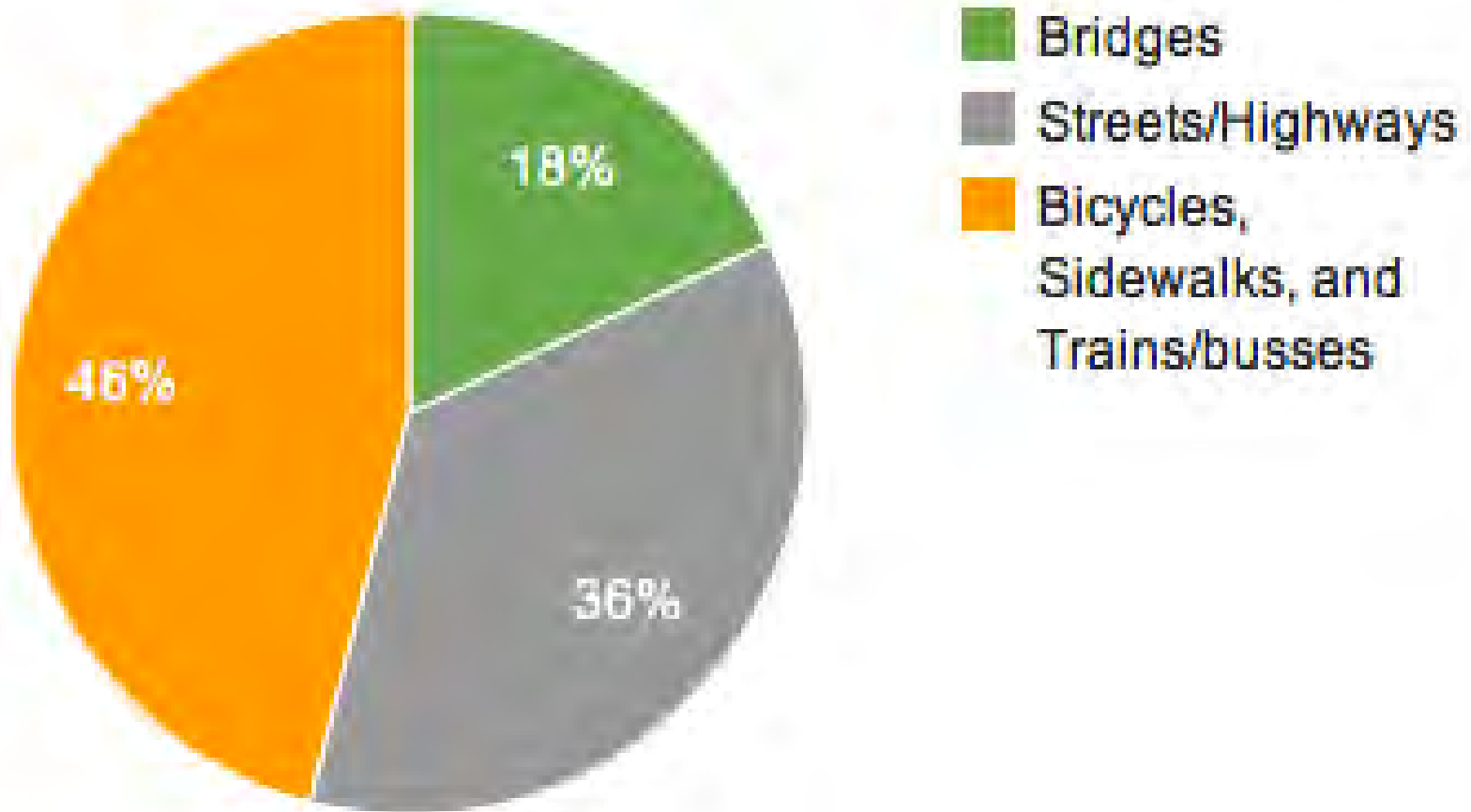
Public demand

LEVEL OF INTEREST IN BIKING MORE OFTEN FOR TRANSPORTATION



Metro 2011 Opt-In Survey

Public demand

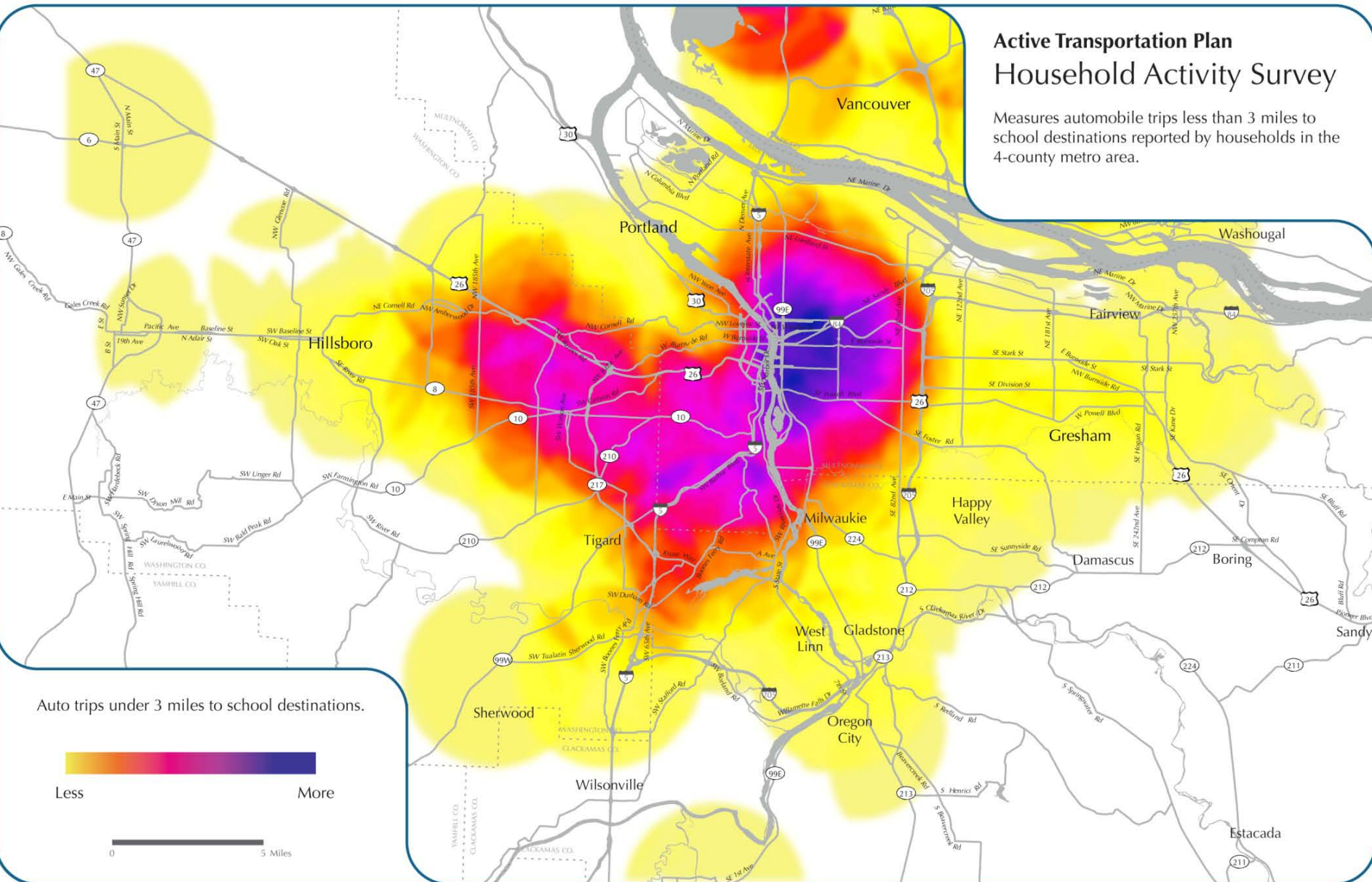


Washington County Residents Average Allocation of Transportation Resources, 2008

Public demand

Active Transportation Plan Household Activity Survey

Measures automobile trips less than 3 miles to school destinations reported by households in the 4-county metro area.



Opportunity areas

Questions and discussion





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PARKS AND NATURAL AREAS LEVY – PUBLIC INVOLVEMENT PLAN 8/31/2012

Key messages

1. Our community values healthy natural areas that protect water quality, provide wildlife habitat and give people places to enjoy time in nature with family and friends.
2. Twice voters have approved funding measures to protect our most important natural areas through a successful land acquisition program. Today, Metro is responsible for managing more than 16,000 acres of land – more than a third of all the public parks and natural areas in the region.
3. The money needed to care for these places has not kept pace with investments to protect them. Waiting is a risk and will cost us all more in the long run.
4. Metro Council values your input and will use it to make a decision about whether or not to refer this measure to voters.

Public involvement goals

- Seek public input about the need for a 5-year general purpose levy to care for Metro parks and natural areas, improve water quality and wildlife habitat, and provide people with more opportunities to enjoy nature. Confirm general priorities for funding and timing of the measure.
- Raise general awareness about the purpose and need for a levy for parks and natural areas.
- Ensure effective coordination and communication between jurisdictional partners and stakeholders regarding the request to voters for new funding for natural area preservation and maintenance.
- Engage local jurisdictions, neighborhoods, environmental advocates, area nonprofits, businesses, equity community and other stakeholders in review of the funding proposal.

Public involvement activities will include both traditional and social media, a project web site, targeted outreach and coordination with partners focusing on three important audiences:

Intertwine Alliance members

These partners will be asked to engage their members in considering the Council's proposal and providing feedback.

Metro "subscribers" and visitors

These individuals will be contacted through Metro's various direct communication channels including email, website, events, facilities and programs.

Community Groups

Targeted at communities with specific advocacy, political or jurisdictional interests in the levy and Metro's portfolio of natural areas, parks and programs.

Actions desired

Target audiences will be asked to review the levy proposal, share it with those they know and provide comments and input to the Metro Council.

Objectives and outcomes

Early engagement: direct outreach to key stakeholders has been the primary strategy for early involvement, enabling the project team to understand the concerns a funding proposal by Metro presents at a local level. In July a 15-member citizen advisory panel appointed by Metro COO Martha Bennett participated in a deeper study of issues related to the management of lands under Metro's stewardship. This group provided staff with an opportunity to test the support for a funding proposal with a larger group of community leaders representing different perspectives and with different personal and professional expertise. An Opt In survey about natural areas spending priorities resulted in 3,492 completed surveys including hundreds of responses to open ended questions.

Sharing information: Metro will share project information via a number of methods depending on the desired audience, information to be shared, feedback needed and timing. Methods include one-on-one meetings and presentations to targeted groups. Outreach at community events, Metro venues or other community gathering places. A project website will be developed providing information and updates as the public engagement process and decision-making unfolds. Additionally, direct mail, leave-behinds, newsletters and newsfeeds and social media will be used.

Confirming priorities and preferences: throughout the public involvement phase, there will be opportunities in person and on line that will allow interested parties to understand the levy proposal and reflect on its importance to them personally. Engagement tools will provide easy access to project information, the ability to get questions answered and the ability to provide feedback on the proposal and process.

Timeline

Public engagement will be most active Sept. 10 through Nov. 19. Some outreach activities will continue through the time of Council making a decision about referral. For more detail, see the next page.

Measurement and evaluation

A summary of the public involvement activities and outcomes will be compiled at the conclusion of the project. The summary will include individual public event records, stakeholder input, public comments, survey responses and also describe how public and stakeholder input helped shape the Council's proposal. Staff's goal, in *addition* to a scientific survey, is to hear from at least:

- At least 600 people from households making less than \$50k a year
- At least 600 people in each age group (18-34; 35-54; 55+)
- At least 600 people without a college degree
- At least 400 people in each county
- At least 400 people in each political ideology

Successful communication will be evidenced by a clear understanding of the project proposal and timeline and participation in opportunities for engagement and the decision-making process and by the diversity of people providing comments.

Context

The attached timeline displays the four planned phases of public involvement. Following is a summary of each phase: what we hope to accomplish, key activities, and how the information will be used.

Phase One: General public involvement

Timing: September 12 through November 9

Main purpose: Information sharing and input on priorities and preferences.

Metro will share project information via a number of methods depending on the audience, information to be shared, feedback needed and timing. Methods include presentations to targeted groups, one on one meetings and selected community events. Pages on Metro's website will provide information and updates as the public engagement process and decision-making unfolds. All community outreach will drive audiences to the Metro website with a request to take an online survey asking for feedback on the proposal. The Opt In panel will be asked to respond to these same questions about the levy proposal. Mailings, newsletters and newsfeeds to Metro audiences will be used. Intertwine Alliance partners and other community and business organizations also will be asked to request that their individual members give the Metro Council feedback about the levy proposal. Engagement tools will provide easy access to project information, the ability to get questions answered and the ability to provide feedback on the proposal and process.

Questions to be asked:

- Are the proposed priorities -- managing invasive plants, basic maintenance, improved access, grants and education programs -- the right ones? Are they in the right order and proportion?
- What criteria should be used to prioritize projects that improve access?
- How should the new grant program be structured?
- Should the Council refer a levy to the voters, and if so, when?

Outcomes:

- High level set of priorities
- Feedback about timing
- Guiding principles on program areas.

Phase Two: Legislative review

Timing: November 9 through 26

Main purpose: Gathering feedback on draft legislation (ballot title, resolution, etc.).

Metro will engage with key stakeholders, The Intertwine Alliance and other community organizations. We also will commission a scientific survey to ensure we hear from a representative sample of our region.

Questions to be asked:

- Do you agree with the structure of the referral legislation, timing and ballot title?

Outcomes:

- Language refinement; final resolution and ballot title

Phase Three: Factual information

Timing: Council referral (if Council takes action) through date of election.

Main purpose: Providing factual information to public and interested parties.

Outcomes: Shared understanding and factual information about the purpose and need for the proposed levy, cost to taxpayers and high-level details about how levy funds will be spent.

Phase Four: Ramp up / refinement period

Timing: Approval of levy through first six months

Main purpose: Continue to refine the levy details and finalize implementation plans.

Questions to be asked:

- What are specific improvements and sites to be improved?

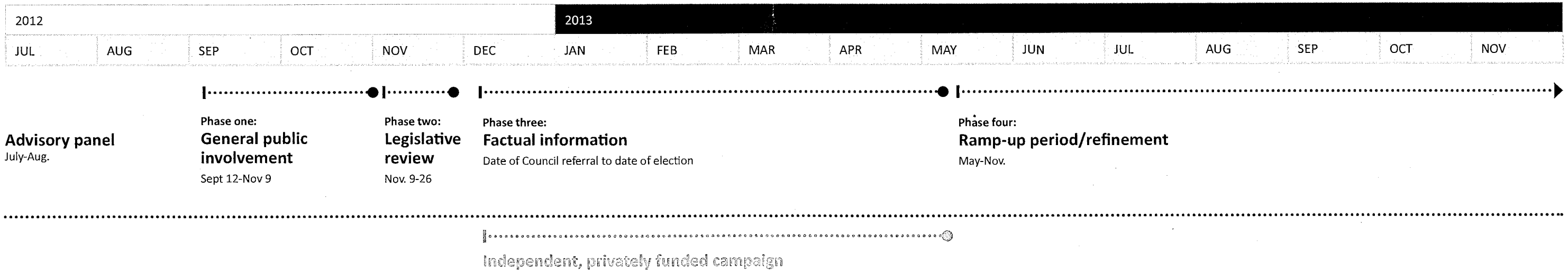
Outcomes: More specific direction on how funds should be spent within framework approved by voters.

PARKS AND NATURAL AREAS LEVY – PUBLIC INVOLVEMENT PLAN

Metro Council actions

2012						2013											
JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	
	<p>● Aug. 16 Council re-views panel recommendations</p>	<p>● Sept. 4 Council reviews public involvement strategy and budget</p>		<p>● Nov. 27 Council reviews public engagement report</p> <p>● Date TBD Conduct public opinion research</p>	<p>● Dec. 4 Council holds work session on referral</p>												
										<p>☆ May 2013 Public vote</p>							

Public process



BEFORE THE METRO COUNCIL

RESOLUTION FOR THE PURPOSE OF SELECTING A)	RESOLUTION NO. 12-4365
DEVELOPMENT TEAM FOR THE DEVELOPMENT OF)	
THE OREGON CONVENTION CENTER HOTEL AND)	Introduced by _____, with
DIRECTING STAFF TO COMMENCE PROJECT)	the concurrence of Council President
NEGOTIATIONS WITH DEVELOPMENT TEAM)	Tom Hughes
)	

WHEREAS, the Metro Council is responsible for the ownership and operation of the Oregon Convention Center (OCC) and does so through the expertise and oversight of the Metropolitan Exposition and Recreation Commission (MERC);

WHEREAS, in October 2011, MERC requested that Metro reconsider a convention center hotel project to enhance the ability to attract additional national convention business to OCC and enable OCC to remain competitive with its peer convention centers;

WHEREAS, on January 17, 2012, the Metro Council and MERC received a joint presentation on the 2011-12 Fiscal and Economic Impact Analysis for the OCC in which the lack of an adjacent convention center hotel was cited as one of the primary reasons the OCC continues to lose national convention market share to its competitors and the two bodies agreed that measures to maximize national convention business at the OCC should be identified and implemented by staff;

WHEREAS, on January 26, 2012, the Metro Council designated the Oregon Convention Center Enhanced Marketing Initiative as a Metro Council Project and directed staff to complete the Phase I Assessment Scope of Work and then return to Council to present findings and recommendations and obtain authorization to proceed with a Phase II Assessment Scope of Work;

WHEREAS, on April 13, 2012, representatives of the four jurisdictional partners signed a Statement of Principles evidencing their collective support of Metro's continued work on the implementation of the hotel project;

WHEREAS, on April 26, 2012, the Metro Council directed staff to commence the Phase II Implementation Scope of Work and issue a Request for Proposals for the development of a privately-owned Oregon Convention Center hotel;

WHEREAS, on May 11, 2012, staff issued the Request for Proposals and, after receiving two responses from qualified development teams, convened an Evaluation Committee to review and evaluate the proposals;

WHEREAS, based on an extensive interview and evaluation process, including the request for additional information from both development teams,

staff and the Evaluation Committee which includes Metro's jurisdictional partners, jointly support selection of the Mortenson development team (consisting of Mortenson Development, Mortenson Construction, Hyatt Hotels Corporation, ESG Architects, Ankrom Moisan Architects, Piper Jaffray & Co., Jones Lang LaSalle Hotels and Star Terra LLC/Schlesinger Companies) with whom to begin negotiations; now therefore

BE IT RESOLVED THAT:

The Metro Council hereby authorizes the commencement of the Phase III Pre-Development Scope of Work, as generally described in the attached staff report, and directs staff to begin Term Sheet negotiations with the Mortenson development team after completion of a labor peace agreement.

ADOPTED by the Metro Council this 13th day of September, 2012.

Tom Hughes, Council President

Approved as to Form:

Alison Kean Campbell, Metro Attorney

STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO.12-4365, FOR THE PURPOSE OF SELECTING A DEVELOPMENT TEAM FOR THE DEVELOPMENT OF THE OREGON CONVENTION CENTER HOTEL AND DIRECTING STAFF TO COMMENCE PROJECT NEGOTIATIONS WITH DEVELOPMENT TEAM

Date: Sept. 13, 2012
Prepared by: Cheryl Twete

BACKGROUND

This section has been organized into 3 categories.

Legislative History

On January 17, 2012, the Metro Council and Metropolitan Exposition Recreation Commission (MERC) received a joint presentation on the 2011-12 Fiscal and Economic Impact Analysis for the Oregon Convention Center (OCC) in which the lack of an adjacent convention center hotel was cited as one of the primary reasons the OCC continues to lose national convention market share to its competitors. Included in the report was an analysis of attendee spending for guests attending international and national conventions. Compared to guests attending state and regional events who spend an average of \$30 per day, national convention attendees spend an average of \$330 per day in local businesses. As stewards of the facility on behalf of the region's taxpayers, the two bodies agreed that measures to maximize national convention business at the OCC should be identified and implemented by staff.

On January 26, 2012, Council approved Resolution 12-4327, which directed staff to proceed with an Oregon Convention Center Enhanced Marketing Initiative work program, including Phase I Assessment of pursuing a privately owned, financed, constructed and operated hotel adjacent to the convention center to serve national convention clients, and report back to the Council by April 30, 2012. The Metropolitan Exposition Recreation Commission (MERC) requested that Council initiate the project in October 2011 and has actively participated in the process during the subsequent months.

On April 26, 2012, Council was briefed by staff on Phase I Assessment conclusions and received a signed Statement of Principles (Attachment 1) executed by Multnomah County Chair Jeff Cogen, Portland Mayor Sam Adams, Portland Development Commission (PDC) Executive Director Patrick Quinton and Metro President Tom Hughes,

The major outcomes of Phase I Assessment included:

- Documented hotel room block deficiency surrounding the OCC
- Defined desired convention center hotel program
- Convened jurisdictional partners to work together to enhance the regional economic impact of the OCC by increasing the number of national conventions at OCC
- Executed a Statement of Principles – a joint declaration of the public goals for the OCC Hotel project

Staff Report, Resolution No. 12-4365

The Statement of Principles reflected a common understanding of 1) the OCC's fundamental competitive disadvantage with other comparable-sized facilities and 2) the regional and statewide economic benefits of OCC. It expressed the shared goal of increasing the size and frequency of national convention business at the OCC, which in turn grows the hospitality market so that hotels and businesses benefit long-term from additional convention-related expenditures, resulting in job creation, economic impacts and fiscal impacts to our region.

The Statement of Principles supported the issuance of a Request for Proposals for the development of a privately owned, financed, constructed and operated hotel adjacent to the convention center to serve national convention clients. The Statement of Principles also recognized that public investment would likely be necessary to achieve a convention-quality hotel of the type and scale necessary to "move the needle" in terms of driving additional national convention business to the OCC.

Based on the satisfactory completion of Phase I Assessment, Council approved Resolution 12-4346 and authorized implementation of Phase II, directing staff to issue a Request for Proposals (RFP) for the development of an Oregon Convention Center (OCC) Hotel consistent with the goals and public resources identified in the Statement of Principles. Also, on April 30, 2012, the Portland Development Commission approved Resolution #6942 endorsing Metro's RFP process and authorizing the Executive Director to enter into negotiations with the selected developer, should a feasible development team be selected through the RFP process.

The purpose of this report is to describe the RFP process and the Evaluation Committee's recommended development team proposal and seek Council approval to select a preferred development team to begin Phase III Hotel Pre-development.

Summary of Phase II Implementation – Request for Proposals Process

The OCC Hotel RFP was issued on May 11, 2012, and two proposals were received on the due date of July 11, 2012. (See Attachment 2)

An Evaluation Committee was established to provide public/private expert analysis of the two proposals and develop a recommendation for staff to forward to Council and PDC. Representatives from the three jurisdictional partners (Metro, City of Portland and Multnomah County) PDC, and the tourism, hospitality, Lloyd District and development communities were included. Two consultants were retained to provide construction cost analysis and financial evaluation to the Committee. Over the course of four meetings, the Evaluation Committee assessed the two development proposals, the details of which are below.

Mortenson – The full development team consists of Mortenson Development, Mortenson Construction, Hyatt Hotels Corporation, ESG Architects, Ankrom Moisan Architects, Piper Jaffray & Co., Jones Lang LaSalle Hotels and Star Terra LLC/Schlesinger Companies. This team has extensive hotel development and financing experience. Hyatt currently does not have a strong presence in the Portland market and a Hyatt Regency hotel could serve national convention clients at the OCC as well as introduce new corporate Hyatt-based group business in Portland.

The Mortenson team proposed four development options, two options for the StarTerra, LLC property (directly north of the OCC) and two options for the PDC-owned site (directly east of the OCC). For each site, Mortenson proposed two different development programs achieving

approximately 600rooms. The development program options include: 1) a 600-room Hyatt Regency or 2) a combination 420+/-room Hyatt Regency and 181-room Hyatt Place.

Mortenson proposed the following financing structure: Mortenson Development will provide construction financing and equity, coupled with public investment (PDC and Metro funding and transient lodging tax re-investment). Hyatt Hotel Corporation provided a Letter of Intent to acquire the hotel for cash on a turn-key basis at completion of construction. This financing proposal was considered by the Evaluation Committee and project consultants to be significant because of Hyatt's interest in buying the hotel from Mortenson with no financial contingencies.

The total project costs for the four options proposed by Mortenson range from \$157 to \$200 million. Public investment was requested for each of the options, including direct investment by Metro and PDC totaling amounts ranging from \$10.3 million to \$36.1 million, as well as reinvestment of 11.5% of the 12.5% transient lodging taxes generated by the hotel over a 30-year period.

Mortenson agreed to meet the public goals and requirements specified in the RFP, such as sustainability requirements, M/W/ESB and Metro's FOTA policies, union construction and operation, and participation in the Rose Quarter/Lloyd District energy system. The team expressed their commitment to meet the project schedule of a late 2015 hotel opening. And finally, the team expressed their commitment to a 500-room, room block agreement that was mutually acceptable.

Langley - The full development team consisted of Langley Investment Properties, Garfield Traub Development, LLC, Starwood Hotels/Sheraton, ZGF Architects, RTKL Architects and Turner Construction Company. This team has extensive hotel development and financing experience. Sheraton currently does not have a strong presence in the Portland market and, as a large international convention hotel, it could serve national convention clients at the OCC as well as introduce new corporate Sheraton-based group business in Portland.

The Langley team proposed two options: a specific proposal for development of a 587-room hotel on the NE corner of the OCC property (referred to as the MLK plaza site), as well as indicating an interest to re-explore development of the hotel on the adjacent PDC-owned property to determine if there were merits to that alternative site. The hotel proposal for the OCC site called for the hotel to be physically integrated into the OCC, sharing OCC parking and meeting room space.

The following financial structure was proposed by the Langley team: a privately-financed hotel with collaborative public investment. The team proposed to explore traditional private debt and equity sources, as well as potential public tools such as EB-5, New Market Tax Credits, PDC/Metro loans, transient lodging tax rebate and a land lease for the OCC MLK plaza site. Because the project was so early in the pre-development process, they did not include letters of interest from prospective lenders or investors in their proposal.

The total project costs for the OCC MLK plaza site were estimated to be \$175 million. A PDC/Metro loan of \$8 million was requested with a 4% interest rate and a 60-year land lease with \$200,000 annual payments was proposed. Site specific transit lodging tax reinvestment calculated at 10.225% of the 12.5% TLT rate was requested for 15 years.

Langley expressed their agreement to meet the public goals and requirements specified in the RFP, such as sustainability, M/W/ESB, Metro's FOTA Policy, union construction and operation and participation in the Rose Quarter/Lloyd District Energy District. The team expressed their commitment to meet the project schedule of a late 2015 hotel opening. And finally, the team expressed their commitment to a 500-room room block agreement that was mutually acceptable.

Evaluation Committee Process - A rigorous evaluation process included review and analysis by Metro and PDC staff in conjunction with thorough evaluation and due diligence conducted by the Evaluation Committee.

The Evaluation Committee included the following members:

- Mark Campbell, Chief Financial Officer, Multnomah County
- Teri Dresler, General Manager for Visitor Venues, Metro
- Ed Dundon, President and Designated Broker, The Dundon Company
- Roy Jay, President and Chief Executive, Roy Jay Enterprises
- Brian McCartin, Executive Vice President, Convention and Tourism Sales, Travel Portland
- Bill Mosher, Senior Managing Director, Trammell Crow Company
- Peter Parisot, Economic Development Director, City of Portland
- Wanda Rosenbarger, General Manager, Glimcher Realty Trust
- Steven Shain, Central City Manager, Portland Development Commission
- Bashar Wali, President, Provenance Hotels

The Evaluation Committee evaluated each proposal according to the evaluation criteria identified in the RFP and conducted an extensive interview with each team, followed by additional written questions/answers.

The RFP evaluation criteria were:

1. Proven ability of development team
 - Success in all disciplines to deliver a high caliber hotel project
 - Demonstrated ability to secure all project financing (debt and equity)
 - Capacity to achieve the project development and construction schedule
 - Historic ability to complete projects of similar scale
 - Success in working in public/private partnerships
2. Scope and quality of development proposal
 - Quality of design, building materials and urban design approach
 - Hotel program, public spaces and amenities
 - Physical and functional relationship to the Oregon Convention Center
 - Distinctiveness and overall quality of project
3. Financial and business terms proposed
 - Feasibility of financing structure - private financing and equity contribution
 - Public financial investment - requested terms/amount minimizes public resources

- Degree to which the proposal increases OCC's competitive advantage
 - Characteristics of the proposed room block commitment
 - Attractiveness of the terms and conditions of business offer to Metro
4. Responsiveness to public goals and requirements
- Green Building Policy – LEED Silver or higher
 - Business and Workforce Equity Policy
 - First Opportunity Target Area Policy
 - Social equity goals; diversity in respondent's employment and contracting
 - Respondent's sustainable business practices
 - Integration with and willingness to participate in Rose Quarter/Lloyd District energy system

The Evaluation Committee held a series of four meetings, including two work sessions and two interview sessions. After reviewing both proposals and interviewing both teams the committee felt it had significant concerns regarding both. These concerns were the basis for a further set of written questions that the teams responded to in a timely fashion.

The Mortenson team was asked to address three critical areas: Hyatt's willingness to enter into a labor peace agreement regarding employees of the proposed hotel; the willingness of Hyatt to enter into a room block agreement acceptable to the OCC's national sales and marketing contractor, Travel Portland; and the team's flexibility on finding ways to close the funding gap between the available public subsidy and the requests contained in the written proposal. In the Committee's judgment, the Mortenson team gave positive responses to each of these concerns and the Committee is confident that these issues can be resolved either before the negotiations begin, in the case of the labor peace agreement, or during the actual negotiations.

The Langley team was asked to be more specific about alternatives to the use of OCC meeting rooms and parking lot as part of their proposal as well as addressing the question of how would necessary pre-development costs be paid prior to completion of enough definitive work to identify actual construction costs and parking program in order to determine whether financing was feasible or available at all. In addition, the financing proposal was considered to be too complicated and speculative to be completed in the schedule presented.

While the team responded with improvements to the original proposal, the Committee concluded that the construction costs and parking package had considerable risk to be more expensive than proposed, and the financing proposal was likely to be much more costly than first presented, thus creating considerable risk on the project schedule as well as the needed public subsidy.

For these reasons, on August 23, the Committee recommended the Mortenson team as the preferred development team, with the expectation that the completion of the labor peace agreement would precede any formal negotiations after the official designation of the team.

Staff was actively engaged in the evaluation process, have reviewed the proposals and all additional information submitted by the development teams, and believe that the Mortenson team is capable of delivering a quality convention center hotel to serve the needs of the OCC and drive additional group meeting business to this community.

Staff, as well as the Evaluation Committee, is not recommending that a specific development option and financing structure be selected at this time. Additional predevelopment planning is necessary to determine which option best meets the public and private goals.

Phase III Pre-development

Phase III is defined as the pre-development, construction and opening of a new hotel in approximately fall 2015. Upon passage of Resolution 12-4365, staff will proceed with pre-development negotiations only and return to Council prior to December 31, 2012 with a status report and recommended next steps for consideration. Metro will continue to serve as the lead partner during this Phase III stage, working closely with the City, County and PDC.

The project schedule includes the following next steps and decision points:

Hyatt/union negotiate labor peace agreement	Sept.-Dec 2012
Metro staff negotiates initial term sheet	Sept.-Dec. 2012
Metro Council, City Council/PDC, County Commission approve term sheet	December 2012
Staff negotiates development/financing agreement	Winter 2013
Metro Council/PDC approve development/financing agreement	Spring 2013
Construction begins	Fall 2013
Construction completed	Fall 2015

KNOWN OPPOSITION

At this early stage of the potential project, there is little known opposition to this approach. However, given previous opposition to the publicly-owned headquarters hotel project in 2007-09, there could be concerns from lodging-industry stakeholders and from some members of the public who may question whether public investment in private development projects is appropriate. During Phases II and III, Metro, as the lead partner will ensure that issues raised by stakeholders are cataloged and addressed. Creating an open and transparent public communication and outreach strategy will be essential to the success of the project.

LEGAL ANTECEDENTS

Marketing of the OCC is a necessary part of the Metro’s charter authority to operate public cultural, trade, conventional and exhibition facilities, Metro Charter Section 6.

BUDGET IMPACTS

The budget impacts of this resolution are staff and Councilor time and professional services in the form of potential updated market and financial studies, pre-development consultants, legal services and communication strategy services, paid for by FY 2012-13 designated funds. Any potential Metro public investment in the hotel project would be budgeted in future years. Budgeted FY 2012-13 funds are expected to be adequate for the project pre-development phase. This resolution seeks authority to approve a selected development team, but does not seek authorization of any specific project agreements, nor does it obligate Metro to commit any hard costs to the project.

ANTICIPATED EFFECTS

Staff Report, Resolution No. 12-4365

Adopting Resolution No. 12-4365 would authorize Metro to proceed with the Phase III effort for the Oregon Convention Center, in partnership with Multnomah County, City of Portland, Portland Development Commission and MERC. The resolution would authorize Metro staff to negotiate with the development team to prepare an initial term sheet for presentation to Metro Council and the other three partner jurisdictions in December 2012, followed by completion of the design, financing and permitting process by fall 2013. Prior to construction start, Metro and PDC would enter into respective development and financing agreements with the selected development team. Staff would provide progress reports to Metro and MERC throughout this phase. Key project decisions by Council include, but are not limited to (after selection of the preferred development team): approval of preferred development concept, necessary development and financing agreements and potential budget amendments.

RECOMMENDED ACTION

Councilor Rex Burkholder recommends adoption of this resolution.

Attachment 1
Statement of Principles

DRAFT

**OREGON CONVENTION CENTER HOTEL PROJECT
STATEMENT OF PRINCIPLES**

Project background

The Oregon Convention Center was a significant public investment in the region and state's economic future. Today, we know that OCC has produced billions of dollars in regional economic impact, generating millions in state and local tax revenues and creating and supporting thousands of jobs. Yet the absence of a privately owned and operated convention center hotel has prevented OCC from reaching its full economic potential to attract more, lucrative national conventions to Portland.

Since OCC opened in 1990 and was expanded in 2003, meeting planners have consistently rated the facility as one of the best convention centers in the country. OCC is widely recognized as a national leader in sustainable operations and excellent customer service. Combined with the region's amenities, which range from fine dining, ski slopes, ocean beaches and wine vineyards, Portland is considered a top destination among our competition for national conventions.

However, meeting planners also say OCC's and Portland's desirability cannot overcome the lack of an immediately adjacent block of at least 500 hotel rooms reserved specifically for larger conventions. As a result, OCC, the community and the men and women who work in the region's hospitality industry lose lucrative national convention opportunities. In 2011 alone, Portland lost 30 conventions to other similarly sized cities and convention centers.¹

National meetings and conventions deliver the greatest return on investment for OCC and the region when compared to local trade shows and events. Studies reveal visitors attending national conventions spend an average of \$330 per day, while individuals attending local events spend \$31 per day.² Large conventions attract attendees who help fill up beds in many Portland hotels of all sizes.

The Portland Development Commission, along with its metropolitan partners, has pursued a headquarters hotel near OCC for a number of years. Economic conditions, the local hotel market and opposition to public hotel ownership thwarted previous attempts.

Since 2011, indicators suggest local and national hotel markets have rebounded from the 2008 economic recession. So have financial markets, even as interest rates remain at historic lows. Slow job growth has kept construction costs relatively low. This is an ideal time to take a fresh look at a convention center hotel that is privately owned and operated and capable of reserving a room block of at least 500 rooms, with associated amenities.

Because Metro owns and operates OCC and is responsible for achieving the facility's fullest economic potential, and as stewards of the public dollars invested to date, it should act as the lead for this fresh look, with support and involvement by the City of Portland, Multnomah County and PDC.

¹ 2011 Travel Portland Lost Business Report

² 2011 Fiscal & Economic Impact Analysis, Crossroads Consulting

Project goals and process

Metro, the City of Portland, PDC and Multnomah County are interested in pursuing private sector development of a hotel that will assist in marketing the OCC for national conventions to ensure that the facility's long-term financial success and regional economic impact are achieved. The hotel will be large enough to commit at a minimum, a 500 room block and shall also have amenities to support national conventions attending OCC (such as meeting rooms, ballrooms, restaurants, etc.). The hotel will be "flagged" with a quality brand with a national reputation familiar to meeting planners. Metro shall act as the lead for this project, with support and involvement by the other jurisdictions.

Additional goals include:

1. Revitalization and activation of the area surrounding the OCC. The hotel will provide active ground floor uses, urban design features that create an interesting and people-oriented place, entrances that relate to the existing OCC facilities, and other key neighborhood connections (such as streetcar stops, light rail stations, etc.);
2. Commitment to a level of a) Minority/Women/Emerging Small Business (M/W/ESB) goals, b) and First Opportunity Target Area (FOTA) employment goals and c) green building standards (LEED or Energy Star certification); and
3. Utilization of union building trades for construction (and potentially represented hotel employees).

The project must be across the street from the OCC and development could occur on any of four potential sites that are known to be available for development or similarly situated privately-owned parcels (See Exhibit A).

The process will include issuance of a competitive development procurement managed by Metro, with the full participation and support of the jurisdictional partners. The competitive development procurement will call for interested development teams to identify their team members and propose a hotel development program, conceptual design, and financial structure.

Metro will accept proposals that meet the project goals with minimal level of required public investment. A joint evaluation process will mutually determine which proposal, if any, should be selected. The competitive development procurement will clearly define and require proposers to commit to a room block agreement and other desirable features, as described below.

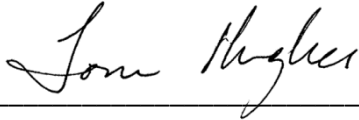
Proposals shall be of sufficient detail to determine that:

1. The development team is capable of a project of this type and scale—and has had past relevant experience with similar projects;
2. The project is financially feasible, based on the respondent's estimated project budget, financing structure, and operating pro forma ,and includes amount of public support requested;
3. The proposed hotel is of sufficient size and quality, with an appropriate associated amenity package, and commits to a minimum 500 room block agreement;
4. The proposed location is directly across the street from the OCC; and

5. The development team is able to complete the project on a reasonable schedule, with an anticipated hotel project opening by summer 2015.

We the undersigned agree to this statement of principles as of April 13, 2012 and pledge our support during the next year to proceed with a developer selection process and to determine if a privately-owned hotel is feasible.

Metro



Tom Hughes, Council President

Multnomah County



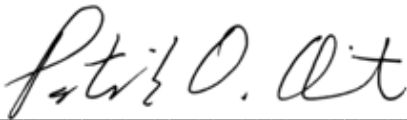
Jeff Cogen, County Chair

City of Portland, Oregon



Sam Adams, Mayor

Portland Development Commission



Patrick Quinton, Executive Director

Attachment 2
Summary of Development Proposals Matrix

Attachment 2, Resolution No. 12-4365

Summary of Development Proposals

Oregon Convention Center Hotel RFP #13-2115

Development Teams	Program and Design					Finance and Business Terms				Business Deal Terms	
	Rooms	Floors	Parking	Site	Additional Features	Owner	Cost	Finance Proposal	Hotel Opens		
Langley Investment/Garfield Traub Turner Construction ZGF Architects RTKL Architects Starwood/Sheraton	Option 1 587 Rooms	17	Shared with OCC	OCC Plaza Site #1	Iconic, curvilinear building Physically connected to OCC Integrated with iconic OCC towers Green glass curtain-wall Materials tie to OCC exterior façade "Green window" in center of bldg Green roof/deck area and living walls Full service restaurant and bar 12,000 sf ballroom 6,000 sf junior ballroom 5,324 sf meeting rooms 12,000 sf of shared meeting rooms w/ OCC 423,820 gsf full service hotel	TBD	\$174,500,000	\$104M Conventional Debt \$ 18.8M Equity \$ 35M EB-5 \$ 5M NMTC \$ 3M Key Money \$ 8M PDC/Metro Loans \$174.5M Total Public Investment 10.225% TLT Rebate - 15 yrs \$8M Loan Interest Only Pmts; Repmt at sale/refi \$200,000 Annual lease pmt to Metro Terms of OCC Space - TBD \$297,274 Per Room \$411.73 Per Square Foot	Fall 2015	<u>Mandatory Elements (Sec 5.1)</u> "High Three Star" Rating yes Room Block Commitment yes Adjacent to OCC yes Fall 2015 opening yes <u>Recommended Elements (Sec. 5.2)</u> Four Star or higher Quality TBD Add'l Rooms in Block Agmt No Energy District Participation Yes <u>Public Requirements</u> Prevailing wage Yes PDC's Equity Policy Yes PDC's Green Building Policy Yes MERC FOTA Yes <u>Other</u> Hotel Project Labor Agreement TBD	
	Option 2 Garage and/or Hotel on PDC Blocks 26/43	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Fall 2015	Same

Attachment 2, Resolution No. 12-4365

Development Teams	Program and Design					Finance and Business Terms				Business Deal Terms	
	Rooms	Floors	Parking	Site	Additional Features	Owner	Cost	Finance Proposal	Hotel Opens		
Mortenson Development Star Terra, LLC Mortenson Construction esg Architects Ankrom Moisan Architects Piper Jaffray Jones Lang LaSalle Hotels Hyatt	Option 1 597 Rooms (preferred)	9 and 15	Below-grade; separate ownership (430 spaces) Parking may be on Block 49	Private; Directly north of OCC	Two separate hotels; single operator 181 room Hyatt Place 416 room Hyatt Regency Phased development Ground floor retail Ground floor outdoor plaza Masonry, stone, metal glass exterior Restaurant/bar 10,000 sf ballroom 4,200 sf junior ballroom 6,224 sf meeting rooms 6,240 sf prefunction space 398,671 gsf	Hyatt	\$156,857,993	Construction Period \$133.5M Construction Loan \$ 10.4M PDC/Metro Loan/Grant? \$ 13 M+/- Land Equity Permanent Financing \$146.5M Hyatt Take-out Equity \$ 10.4M PDC/Metro Loan/Grant? Public Investment 11.50% TLT Rebate - 30 yrs \$ 10.4M Loan/ Terms TBD \$262,743 Per Room \$372.43 Per Square Foot	Fall 2015	Mandatory Elements (Sec 5.1) "High Three Star" Rating yes/? Room Block Commitment yes for Hyatt Regency/Place project only Adjacent to OCC yes Fall 2015 opening yes Recommended Elements (Sec. 5.2) Four Star or higher Quality no Add'l Rooms in Block Agmt no Energy District Participation yes Public Requirements Prevailing wage and Project Labor Agreement yes PDC's Equity Policy yes PDC's Green Building Policy yes MERC FOTA TBD Other Hotel Project Labor Agreement TBD	
	Option 2 600 rooms	21	Same	Same	Single Hyatt Regency Hotel Full service restaurant/bar, amenity pkg Similar building materials 14,000 sf ballroom 4,530 sf junior ballroom 8,407 meeting rooms 13,940 prefunction space 449,535 gsf	Hyatt	\$184,486,794	Construction Period \$145.3M Construction Loan \$26.1M PDC/Metro Loan/Grant? \$ 13 M+/_ Land Equity Permanent Financing \$158.3M Hyatt Take-out Equity \$26.1M PDC/Metro Loan/Grant? Public Investment 11.50% TLT Rebate - 30 yrs \$26.1M Loans/Terms TBD \$307,477 Per Room \$388.48 Per Square Foot	Early 2016		
	Option 3 602 rooms	9 and 15	Below Grade	PDC Site	Hyatt Regency - 421 rooms Hyatt Place - 181 rooms	Hyatt	\$175,096,827	Private Financing/Equity Similar to Option 1 approach Public Investment 11.50% TLT Rebate - 30 yrs \$25.0M Loans/Terms TBD \$290,859 Per Room \$418.20 Per Square Foot			
	Option 4 614 rooms	20	Below Grade	PDC Site	Hyatt Regency - 614 rooms	Hyatt	\$200,806,740	Private Financing/Equity Similar to Option 1 approach Public Investment 11.50% RLT Rebate - 30 yrs \$36.1M Loans/Terms TBD \$327,047 Per Room \$429.65 Per Square Foot			