

 Metro | *Memo*

Date: Friday, June 29, 2012
To: Metro
From: Pam Welch, Records and Information Analyst
Subject: Potential Missing Record – July 2007 Greenspaces Policy Advisory Committee (GPAC) Agenda

An attempt was made to locate the missing record by consulting with staff and going through meeting records from 2007. However, a copy of the agenda could not be found.

**“Flora, Fauna Turf”,
David Bragdon’s Speech, from Connecting Green 2007 Summit June 28, 2007**

The first thing I want us to do is to take a look at this gift.

(Visual: natural map of the Portland metro region without jurisdictional boundaries)

Look: it is a metropolitan region in an exceptional natural setting.

Surrounded by hills and mountains

Laced with rivers and streams.

Look at this gift.

In and around the region, even in its most urban parts: stands of ancient trees, valleys and little canyons, forested buttes.

Now look around this room for a minute: this region has a lot of human resources too. This unusual region is populated by people who love the place. They have an ethic about taking care of it.

(Visual: city boundaries, county boundaries, state boundaries are added to the map, changing it from a “natural” one to “political” one)

Look at this map and you’ll also see that human beings create human institutions: political boundaries, agencies, acronyms. U.S.F&W, T.H.P.R.D., P.P.&R, W.E.S., B.L.M., O.D.F. & W., ODOT, POVA, ORPA! County and city boundaries drawn in the 1850s, congressional districts, a state border.

In some ways, the boundaries are helpful in organizing ourselves – in other ways they keep us apart.

(Visual: maps now go through cycle in reverse, removing city boundaries, county boundaries, state boundaries, etc. Map reverts to “natural” one.)

Today is about making natural connections: not just connections **with** nature, but connections among human organizations. Today I am going challenge you to cross artificial boundaries – public/private, state/local.

Today is about flora and fauna but also about bureaucratic turf.

From the foothills of the coast range on the west, to the banks of the sandy river on the east, from the fifth plain of the Columbia to the French prairie of the Willamette valley -- we live amid remarkable landscapes.

We **could** sit back and boast that when the glaciers receded, nature gave us more stunning natural gifts than what Minneapolis or St. Louis or Chicago

got. But today is not **just** about what nature gave us – it's **mostly** about what **we** do with nature. About not squandering the gift.

Our friends who are here today from Columbus, Ohio or St. Paul, Minnesota or Chicago don't wake up to find alpine streams or towering fir trees in their cities. They don't get to live near the Clackamas River rushing down from the cascade foothills, they don't get to gaze up at the Chehalem Ridge or the Gresham-boring lava domes. The mayor of Chicago has a very impressive city hall, but i bet he doesn't get to see many great blue herons fly past his window the way the mayor of Portland does.

But, my smug Oregonians (and Washingtonians), our visitors today **do** have some things we don't have. Let me be frank about what they've cultivated in their regions. They have three things:

- The ambition to be the best they can be,
- The creativity to innovate across artificial boundaries,
- And a willingness to spend money on their parks, and leverage it – with methods of measuring their performance and return on investment.

Here's the big difference between us and them: Chicago plays to **win**, by improving on what nature gave them; while we Oregonians simply play to not lose what we have. If we change one thing by the end of today, let's change that.

Let's not squander the gift.

Let's talk about what we start with:

In this greater region we have over 60,000 acres of land owned by the public – owned by **you**. If you walked into the assessor's office and asked to see the deeds, the paperwork on about 10,000 of those acres would say metro council is the owner, the paperwork on other acreage would say city of Portland is the owner, some would say u.s. Fish and wildlife service, a few belong to Oregon state parks, many acres would say city of Tigard or city of Fairview or Tualatin hills park and rec district – I could go on, but really the deeds on all of those acres **should** more accurately say the owner is **you**.

You enjoy other assets that don't have ownership deeds – like the Tualatin river, or the view of Mt. Hood in august. Or the osprey who had breakfast at Smith and Bybee lakes this morning, and will have lunch at oaks bottom this noon. Or the steelhead that just finished a good overnight rest near Sellwood and better start swimming upriver toward Gladstone, because if he meets the osprey at lunchtime it's not going to turn out well for the steelhead.

Now, not to be rude to our visitors, but what natural resources did Chicago and St. Louis have to start with: some cornfields and a few ponds? (well, o.k., Mayor Daley, sorry, I guess Lake Michigan is more than a pond, I'm exaggerating.) But look at the gifts we have to start with here. Hills and

buttes with views in all directions, 855 miles of rivers and streams, trees that grow taller than the lights at Wrigley Field, more than 75 extinct volcanoes (at least we **think** they are extinct), 333 playgrounds, thousands of picnic tables, several of the best international public gardens **in the world**, a nationally-acclaimed arboretum, and the one and

(Visual: photo of Hillsboro civic center with kids playing)

Only public plaza in America where kids play in a fountain with a leed-gold certified city hall on one side and century-old giant sequoia trees on the other, Hillsboro civic center. That's downtown Hillsboro in the picture, with the giant sequoias reflected in the energy-efficient windows – shouldn't **every** community in the region have a plaza like that in its downtown?

(Visual: natural map of the region)

When you size it up, we have a lot of natural heritage. But another way to put that is that we have a lot of unrealized potential. Unlike natural systems, sometimes our governmental systems don't work in rational ways. And I am concerned that the way we are organized now, our fragmented non-system will not deliver on the **rare** promise that this region has for **exceptional** parks and natural areas. There are so many oddities in how we do things. The "regional" government, the metro council, operates some parks, but only in the far eastern part of the region, oxbow and blue lake, paid for by a garbage tax. Meantime, the most **truly regional** park, Forest Park, is run by a **city** government, whose unwittingly generous taxpayers provide that free present to the thousands of users who come from all over the region. Our biggest unit of government, the state, runs only two small parks in our region, a few hundred acres, even though 45% of the state's taxpayers live here. And Uncle Sam? The U.S. Fish and Wildlife service owns lands along the Tualatin river on our west side and the U.S. Forest Service owns lands along the sandy river on our east side – but they are each part of different cabinet departments, uncoordinated with each other, and uncoordinated with us.

Our public expenditures and investments are fragmented and rarely leveraged, even though we **are already** spending good money on good things. When you pay your property taxes, you pay a portion of the cumulative \$159 million a year that local governments in our region spend on parks operations, though most of the mayors here this morning could show you they have a backlog of deferred maintenance because those parks are being loved to death. You also pay school taxes which fund (unfortunately shrinking) environmental science and outdoor school programs in those parks.

When you pay your sewer bill in Beaverton or Tigard, some of your money ends up in a tree planting and stream restoration capital fund, well managed

by clean water services. When developers in Sherwood and Oregon City and nearly all other incorporated cities in our region obtain building permits to construct new houses, they also pay system development charges to pay for parks improvements.

When you take out your garbage each week, you pay a small excise tax that helps repair the picnic shelters at oxbow, and when you buy a lottery ticket a few cents go to state parks. When you pay your electric bill there's a surcharge that goes to the Bonneville Power Administration for salmon and riparian restoration.

But as these various intermittent streams and trickles of public money wend their independent channels across the landscape; let's ask ourselves if they are they converging into a common watershed – one that will produce the best network of parks and natural areas we could have. Well, not to give away the ending, but my opinion is that the way we have been going about it will not get us there.

Meantime, on the private side of the ledger, our personal budgets are an even better reflection of how much we value the outdoors. Our **private** spending is growing rapidly, and without regrets - now the recreation industry in Oregon generates \$4.6 billion in retail sales each year. We willingly buy lots of expensive bicycles, hiking boots, baseball gloves, birding binoculars, and soccer balls. In fact, we are much more freewheeling about spending money in our personal budgets than we are in our public budgets. What lesson do I draw from that fact, as someone who is responsible for a public budget? The lesson I draw is that obviously those of us in the public sector need to improve the value proposition our citizens see when they evaluate government spending.

That's why I asked you all to be here today – to form a virtual network to make the most of what we could have, instead of muddling through with what we inherited. To not squander the gift.

I use the word "**network**" deliberately. A network is interconnected and shared, and consists of different components that can be joint, several, independent and interdependent all at the same time. Nobody is "in charge" of a network - a network is not about centralizing control, or creating some top-heavy mega-authority – a network **is** about optimizing overall function, while maintaining variation and specialization among the parts.

(Visual: Air France logo)

What is the Air France logo doing on the screen? Unfortunately, it's not because they sponsored this conference and we are giving tickets away as door prizes - they didn't and we're not. No, this logo represents a parable from the world of business.

Air France has a distinctive image, a geographic territory, a loyal clientele, a certain way of doing things.

(Visual: Aeromexico logo)

So does Aeromexico. It's a very different company from Air France. Different customer base, different territory, different image, different way of doing business, different unions and so on.

(Visual: Delta logo)

Delta airlines is different from either Air France or Aeromexico. In fact, Delta **competes** with Air France and Aeromexico in some markets but connects with them in others. Different nationality, different corporate working style, different logo. Delta is far more different from Air France than Clackamas is different from Beaverton, if you see where I am going with this parable.

(Visual: all three logos with Skyteam logo)

So here's the interesting part: those three companies chose to have something in common: Air France, Aeromexico, and Delta (for all their differences) voluntarily joined an alliance, called Skyteam – a virtual organization with no planes or employees of its own.

Air France, Aeromexico, and Delta did not give up their own distinctive corporate cultures and ways of doing business. Nobody took over anyone else, and nobody worried about turf.

They came together for mutual benefit – to schedule connections, share benefits, agree to handle one another's baggage. Why? Because the alliance made each of them stronger without anyone giving up his autonomy and distinctive specialty because making an alliance served the **customer** better.
The customer.

(Visual: picture of child)

Let's think about the customer. Here is our customer today.

When she and her parents head out for a walk on Saturday morning, does she know the difference between the city of Gresham parks and the city of Troutdale parks? Probably not. Does that mean the city of Gresham parks department should merge with the city of Troutdale parks department, or (perish the thought) be taken over by metro? Not at all. Air France did not have to merge with Aeromexico and Delta to create a virtual network that improved all three distinct companies -- and served the customer better.

(Visual: picture of heron)

Here is another of our customers. He has very sharp eyes, but when she circles to land near forest grove, will he tell the difference between the wetlands owned by the sewer agency, the wetlands owned by the regional government, and wetlands owned by the city or federal government, who all own adjoining parcels? No, the heron's just looking for clean water. The human agencies are starting to think that way too - the city of forest grove, the metro council, and clean water services have all recently mutually undertaken to work together to create an emerald necklace, which will help make the forest grove area one of the top sites in the western u.s. For birds **and** the exotic humans who like watching them. The governmental system **can** begin to emulate the natural system.

Today, let's look at our region with the freshness of that child in Gresham and with the perspective of that heron circling forest grove, and with the kind of thinking that led three distinct airlines to form Skyteam.

Let's not squander the gift.

With the natural resources we inherited and the human resources we could marshal, I believe our region possesses the ingredients for something quite astonishing: **the best urban parks and natural areas network in the world.**

I invited you here this morning, to gather with the other people who have chosen to be in this room, because **you** can make that happen, **if** you **want** it.

So, are you ready to begin?



METRO

600 NORTHEAST GRAND AVENUE
TEL 503 797 1889

PORTLAND, OREGON 97232 2736
FAX 503 797 1793

COUNCIL PRESIDENT DAVID BRAGDON

July 11, 2007

Dear GPAC members:

Please join me at the Connecting Green 2007 follow up event on August 2, 2007 at the Bridgeport Brew Pub (1318 NW Northrup St. in Portland) from 6 to 8 p.m. where your service as a member of the Greenspaces Policy Advisory Committee (GPAC) and the dedication and hard work of GPAC in developing a comprehensive vision of connected parks and greenspaces throughout the region will be acknowledged. This event is co-hosted by Mike Houck, Director of the Urban Greenspaces Institute and several organizations that will play important roles in implementing GPAC's vision.

Since forming the GPAC in 2004, you have been successful in crafting a vision that was adopted by the Metro Council in 2005 as well as mapping the region's existing park and trail systems, the region's most significant natural features and studying how to develop cooperative inter-jurisdictional and interagency relationships that foster an efficient use of public resources. This work will form the foundation for developing an action strategy to build the regional trail system, restore natural areas and in some cases provide access to these areas throughout the region.

Connecting Green 2007 was a huge success due in part to your leadership and was an important step towards implementing the vision. Building on the momentum generated by this event we will talk about what we will be doing next to realize a connected, regionwide parks network.

I look forward to working with you to make our region's park network come together and work for the residents and visitors, and fish and wildlife of this region. Please contact Lake McTighe at 503-797-1560 or mctighel@metro.dst.or.us and let her know if you will be able to join us on August 2 in recognition of your service on GPAC.

Sincerely,

David Bragdon
Metro Council President

***Connecting Green 2007, Regional Parks, Trails, and Natural Areas Update,
Thursday, August 2nd***

6:30 pm to 8:15 pm, bridgeport brewpub + bakery, 1318 NW Marshall*

Please join us for an informal gathering on Thursday, August 2nd, 6:30-8:15 p.m. at the bridgeport brewpub + bakery at 1318 NW Marshall Street in NW Portland to talk about implementing a bi-state regional vision for a comprehensive network of parks, trails and natural areas in the Portland-Vancouver metropolitan region.

We are inviting you as regional leaders, citizens, and organizations that have been working to create and implement a regional vision for a bi-state regional system of parks, trails, and natural areas for many years. Thanks to your efforts, the region took a major step in realizing that vision by passing a bond measure in November 2006, that provides \$227.4 million for continued acquisition and management of the region's most important natural areas and to ensure the regional trail system continues to be built.

But, we all know that a single bond measure will not allow us to fully implement the vision. On August 2nd we will share the broader vision of a connected, green region and discuss the immediate and future steps needed to implement the vision. We will also share some of the highlights of the June 28th Connecting Green 2007 parks summit.

Attached, for those of you who did not attend the *Connecting Green 2007* summit, is David Bragdon's speech and regional parks, trails, and natural areas *Vision* document that was produced by the regional Greenspaces Policy Advisory Committee and adopted by Metro Council in 2005. There were also excellent follow up editorials in *The Oregonian* and *Portland Tribune*, also attached. Please share this invite and supporting materials with your constituents, friends and colleagues and invite them to attend.

We hope to see you on August 2nd,
David Bragdon, President Metro Council
Mike Houck, Urban Greenspaces Institute

Connecting Green 2007 Event Co-Sponsors:

Meryl Redisch, Audubon Society of Portland
Evan Manvel, Bicycle Transportation Alliance
Linda Robinson, Citywide Parks Team
Glen Lamb, Columbia Land Trust
Jane Van Dyke, Columbia Slough Watershed Council
Val Alexander, Friends of Clark County
Gail Snyder, Friends of Forest Park
Michelle Bussard, Johnson Creek Watershed Council
Steve Berliner and Dick Shook, Friends of Kellogg and Mt Scott Creeks
Esther Lev, The Wetlands Conservancy
Jayne Cronlund, Three Rivers Land Conservancy
Geoff Roach, Trust for Public Land
Monica Smiley, Tualatin Riverkeepers

(See next page for agenda and RSVP information)

Agenda

6:30 pm No-hosts bar, Blue Heron Ale, and finger food

6:45 pm Welcome and Sharing The Vision - Mike Houck

7:00 pm Implementing the Vision - Connecting Green 2007 - David Bragdon

7:30 pm Video clips of highlights from Connecting Green 2007

7:45 pm to 8:15 pm Q&A and Socializing

Please RSVP to: Lake McTighe at mctighe@metro.dst.or.us or call 503-797-1560 so we have a head count for ordering food. Questions? Contact Mike Houck, mikehouck@urbangreenspaces.org, 503-319-7155.

Yes, I plan to be there on August 2nd: _____
No, I cannot be there, but keep me in the loop: _____

Name:
Email address:
Telephone:
Affiliation, if any:

***Bridgeport Brewpub + Bakery is Served by #77 TriMet and Portland Streetcar**

The Oregonian

FRIDAY, JUNE 29, 2007

METRO

NEWSROOM •
NEWSROOM@NEWS.ORE

NEWS FROM THE PORTLAND AREA AND THE NORTHWEST

Conversation starts about ecological vision

Quality of life |
Summit participants
will seek money for an
area nature agenda

By LAURA OPPENHEIMER
THE OREGONIAN

Portland's got a lot of green: Our signature natural area, Forest Park. Thousands of acres being purchased with a new regional bond measure. Forest Grove's plans for a hike-and-bike network surrounding the city. And so on.

But there's no grand vision — and no brand — to connect them all. More than 150 political, parks and business leaders gathered Thursday to change that.

"Today is not just about what nature gave us. It's mostly about what we do with nature. About



Daley
Brought nature
into Chicago

stage at the Armory.

Metro, the regional government, hosted the Connecting Green summit as a way to get people talking.

The biggest conversation-starter of the day, though, may have been the special guest: Chicago Mayor Richard M. Daley.

Daley has earned a reputation for bringing nature to

not squandering the gift," Metro President David Bragdon said, standing in front of picnic tables and park benches on the Gerd- ing Theater

America's third largest city — pushing for green rooftops, restoring water quality and creating neighborhood parks. He also led the transformation of Millennium Park, a former parking lot that now houses an outdoor concert pavilion, indoor theater, gardens, sculpture and ice rink. Business and non-profit groups covered about half the cost of the project.

In an interview, Daley said people feel better about coming to work in the morning if they're greeted by green instead of concrete. He encouraged Portlanders to think of nature as an investment.

Businesses can save money in the long run by using energy-efficient building techniques, Daley told the crowd, and it's in their interest to improve quality of life.

"It used to be that people would follow the jobs," he said. "More and more, the jobs follow the people."

Summit participants brainstormed goals before they disbanded, with Bragdon on stage asking for promises to help.

The group agreed to develop a regional nature agenda, lobbying for state and federal money to carry it out. Business organizations are likely to hear a fund-raising pitch from the parks enthusiasts, too. The crowd pledged to develop 500 miles of trails and restore 10,000 acres of natural areas in the next decade, though some admitted it's an ambitious goal.

Rex Burkholder, a Metro councilor, encouraged the group to help him craft a ballot measure that would raise money for parks maintenance

and natural education, including the Outdoor School program for area sixth-graders.

Another popular concept: developing a brand for the region's natural areas — starting with a regionwide map of places to play. One speaker pointed to the "Emerald Necklace" in the Boston area and the "Chain of Lakes" around Minneapolis as examples.

But a slick logo doesn't do any good unless residents buy into the vision, said Karen Macdonald, marking director for the Trust for Public Land.

"Tell people what you're going to do, and make them want it," Macdonald said. "Make them feel it's happening to them."

Laura Oppenheimer: 503-294-7669;
lloppenheimer@
news.oregonian.com

THE OPINION OF THE OREGONIAN EDITORIAL BOARD

Putting Portland in its place

Metro president David Bragdon challenges the region to create the world's best necklace of parks and trails

It's hard to ruffle Portland's placid self-regard, but Metro president David Bragdon did some serious ruffling last week during a Metro conference on parks and green spaces.

Bragdon challenged the region to stop boasting about our natural landscape — stunning buttes, forests, parks, rivers and streams — and, instead, maximize our gifts by linking them.

"Smug Oregonians," Bragdon exhorted, it's time to aim at a moon launch of sorts. The Portland and Vancouver regions should combine forces to create the world's best cityscape of parks and natural areas, connected with bikeable, walkable, kayak-able trails.

A green spaces task force de-

veloped a master plan several years ago, envisioning such a bi-state network of connected parks. And some natural areas in the region are now in public hands with more to come, thanks to voter approval of two Metro bond measures.

But the vision is not just about individual gems, it's about linking them to create a necklace — loops of trails that would be a tourist attraction and economic generator in their own right. Ideally, such a network would be designed not just for fitness buffs and backpackers, but for slow-pokes, too, who want to go from Hillsboro to Gresham — and ultimately from the Oregon coast to Mount Hood — at their own pace, even if it takes years for them to tick off every trail.

If Bragdon hoped mostly to flatter, cajole and inspire at the conference, he also inflicted a touch of humiliation, with help from Chicago Mayor Richard Daley. Daley delivered a gale-force recitation of his city's accomplishments, reducing Portland to a speck of lint on Chicago's brawny shoulders.

Not to sound too competitive, but when Daley finished speaking at the Metro conference, it felt as if Chicago had blown Portland off the map. Chicago has its own geographical gifts, of course, in its spectacular public lake front. But Chicago has something more than gifts — an ambition to capitalize on them.

Daley's goal is to make Chicago "America's greenest city," and

he's made a good start with Millennium Park. New York City Mayor Michael Bloomberg, meanwhile, has announced a goal of opening or restoring a public plaza in every New York City neighborhood and planting nearly a quarter of a million street trees.

And Portland's breathtaking goals? What last week's Metro conference seemed to underscore, if unintentionally, is that Portland doesn't have any.

Portlanders love their parks and open spaces, and they have supported two large bond measures for acquisitions. Still, they're too prone to taking their gifts for granted, and admiring their own reflection.

Daley, beyond delivering a few

boilerplate compliments, didn't seem terribly wowed by Portland. But Portland should be wowed by what Chicago and other Midwestern cities have accomplished, even though they may have started with far less than Portland has.

Becoming an urban park lovers' paradise, even the best in the world, is not a moonshot for this region. That part of Metro's challenge is hyperbole. This goal is well within our powers. In fact, it's an ambition that will stoke Portlanders' imaginations, because it is a perfect match for our region's gifts.

We have the gems.

Now we should turn them into a necklace.



For more opinion at the Editorial Board's blog at <http://blog.oregonlive.com/oregonianopinion/>. Or start your own open thread on the blog by e-mailing your views to editorialblog@news.oregonian.com.

Green steps can keep us ahead

A road map for pointing the Portland region forward in a robust and unique partnership between government, business and environmental interests was initiated Thursday.

Too bad only 150 or so people were there to witness the birth of this effort, which has a chance to help Portland reclaim some of the regional leadership it once boasted as being tops in North America — but now has been overtaken by Chicago, Salt Lake City and Vancouver, British Columbia.

Thursday's event was called **EDITORIAL** Connecting Green 2007 — and was billed as a summit on building a regionwide parks network. Maybe that's why so few people were there. Not enough of us care about parks.

That's too bad. What others missed was an important and ambitious call to action by Metro President David Bragdon, who said it's time for the region to expand its investment in urban parks and the preservation of nature. He said such an effort can leverage cooperation and investments by local governments, as well as businesses and citizens. And Bragdon said these partnerships can achieve important outcomes that are good for people, nature and the economy.

In one of his best speeches in a long time, Bragdon called on the region to not squander Portland's unique natural landscape and the local wildlife that lives here. But while praising past efforts to build and maintain local parks and natural areas, he said more needs to be done. "The way we are going, we are not going to get where we need to be."

He urged local leaders to stop being satisfied with the status quo and instead set an ambitious plan to be the best in the nation in environmental stewardship. "Other U.S. cities play to win. In Oregon, we often play to not lose what we have."

Alliances are needed to get the job done, he said. Fortunately for him, Bragdon had some unusual allies of his own on hand Thursday.

Chicago Mayor Richard M. Daley offered Portlanders a vision of his own city — a once-rusting, decaying metropolis that now is being revitalized and is using sustainability and environmental initiatives to restore quality of life, expand the economy, improve parks and help care for the homeless by putting them to work.

He said Chicago has done this by the leaders of 272 Chicago-area communities adopting and working on a regional "green" agenda.

"But it's not enough for local governments to work with each other," Daley said. "They also have to work with business leaders, not-for-profits, interest groups and community organizations."

Such partnerships also were favored by another speaker, Tim Boyle, the president of Columbia Sportswear. But Boyle also said that vision and plans are not enough.

Plans need to be achieved by being focused and successfully executed, he said. Focusing on the basics can help achieve success, Boyle said, adding that parks are a basic and important element of what defines the Portland area.

We agree with Bragdon, Daley and Boyle. The Portland region must focus on sustainability and environmental stewardship to distinguish itself again as a national leader that not only talks about important values and beliefs but, more important, invests in and achieves significant outcomes.

For the Portland region to excel in the future as a place to live, work and play, a new coalition of leaders needs to act, lead and invest now — in partnership.

Thursday's summit on parks opened the door to such a partnership and the chance for civic and economic success by appropriately caring for Portland's unique urban environment.