



**METRO COUNCIL WORK SESSION**  
**MEETING SUMMARY**  
October 23, 2012  
Metro Council Chamber

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

**Councilors Excused:** Councilor Carl Hosticka

Council President Tom Hughes convened the Metro Council work session at 9:32 a.m.

**1. CHIEF OPERATING OFFICER COMMUNICATIONS**

Chief operating officer Ms. Martha Bennett reported two items to the Council:

- The Thursday October 25 Council meeting has been canceled due to a conflict with the Intertwine Alliance Summit.
- Due to a large volume of items coming to the Council there will likely be more work sessions added to the schedule, including on Thursday's after regular Council meetings.

**2. 2011 HOUSEHOLD TRAVEL SURVEY OVERVIEW AND FINDINGS**

Mr. Mike Hوجلund and Mr. Richard Walker of Metro presented to the Council the 2011 Household Travel Survey Findings.

Conducted by Metro in 2011 The Household Travel Survey was the most in-depth study of local travel behavior since 1995. The survey obtained detailed information about household demographics, persons, vehicles and daily trip-making. The survey was intended to provide data for maintaining and updating Metro's travel forecasting models and analytical methods which are used by localities for transportation system planning, corridor planning and project development.

The Household Travel Survey was administered to 11,000 persons in 4,800 households in Multnomah, Washington, and Clackamas Counties as well as Clark County in Southwestern Washington. To ensure consistency of the data and information, the survey was developed by the Oregon Modeling Steering Committee, which embodies ODOT and all Oregon and Southwest Washington metropolitan planning organizations.

The presenters were seeking to give the Council an overview of the findings from the Household Travel and get the Council's feedback on aspects of the survey they would like to see further discussion on at the JPACT level.

**Council Discussion:**

- The Council discussed the role safety played in the transportation choices that people make. In some cases people might choose to drive because there is not adequate bike or pedestrian facilities in their area.
- The Council asked the presenters about the distribution of the survey between the four regional counties because at first glance it appeared that Clark County had more respondents. Staff responded that the number of people surveyed in each county was appropriately proportional for the statistical analysis.
- The Council discussed the need to bring out the story that is tied to the findings of the survey. Statistics can't speak so it is up to Metro to inform elected officials and constituents of the implications of the data. The reasons people are changing their transportation habits, such as to lower transportation costs, must be represented with the findings.
- The Council questioned whether the survey being administered in Clark County two years prior to it being taken in the tri-counties affected the results. Economic conditions in 2009 were different than in 2011 and the Council felt that discrepancy could have affected the results of the survey.

**3. DEPARTMENT OF ENVIRONMENTAL QUALITY 2050 VISION FOR MATERIALS MANAGEMENT**

Mr. Andy Sloop of Metro Presented to the Council the Department of Environmental Quality 2050 Vision for Materials Management.

The Oregon DEQ is currently updating Oregon's *10-Year State Integrated Resource and Solid Waste Management Plan* (SWMP) which guides DEQ and other governmental agencies policies and programs regarding waste prevention, recycling, collection, processing, composting, energy recovery, incineration, and disposal.

The *2050 Vision and Framework for Action* will serve as the update to the SWMP. The vision describes a viable future where Oregonians live sustainably while being a part of a prosperous economy and leading fulfilling lives.

The 2050 Vision is based on a materials management approach that includes both waste prevention and waste management following the full life cycle of materials and products as the move through the economy- from extraction to disposal. Managing materials holistically will help reduce the environmental impacts of extracting, making, transporting, and disposing goods which damages and depletes ecosystems by releasing toxic chemicals into the air and water.

While technically Metro doesn't have direct influence over the 2050 vision the presenter was seeking to inform the Council of the 2050 vision and gauge their support of its contents, and whether or not the Metro Council should send a letter of support to the Oregon Environmental Quality Commission (EQC) before it considers adoption in December 2012.

**Council Discussion:**

- The Council discussed product stewardship and possible ways manufacturers could reduce the amount of packaging for certain products. Localities have already started banning plastic grocery bags, so perhaps legislation could come about that would ban products with excessive packaging.
- The Council considered how the goals of the 2050 vision aligned well with the goals that Metro has set forth for the region, consequently making it an important initiative. The Council deliberated how the adoption of the 2050 vision would help Metro move toward its regional goals.
- The Council desired to see more specific environmental targets that could be accomplished by the 2050 vision. Examples include targets to reduce greenhouse gas emissions, and targets to increase recycling numbers.
- The Council discussed their support of the 2050 vision. In particular the Council liked the value messaging present in the 2050 vision and wanted to make sure that same messaging was emphasized in the Council's letter of support to the EQC.

**4. BREAK**

The Council recessed for a short break.

**5. REGIONAL BROWNSFIELDS SCOPING PROJECT FINAL REPORT**

Ms. Miranda Bateschell of Metro, Ms. Lorelei Juntunen of EcoNW, and Mr. Seth Otto of Maul Foster & Alongi presented to the Council the Regional Brownsfields Scoping Project Final Report.

The goal of the Regional Brownfield Scoping project was to understand the scale and impacts of contaminated, underutilized properties termed "brownfields" in the Portland metro region. Additionally, the project assessed a range of policy solutions to promote cleanup and redevelopment of the Brownfields. The final report highlighted new information that will allow policy makers to engage in a regional discussion and craft a strategic action plan regarding brownfield development.

The presentation touched on the different types of brownfields that exist throughout the region, their locations, challenges to redevelopment and subsequently possible incentives that could be used to catalyze redevelopment.

The presenters were seeking feedback on whether brownfield redevelopment should be a priority for Metro, and if so, what preferred policy objectives should be prioritized to address Metro's primary goals.

**Council Discussion:**

- The Council asked the presenters about the percentage of brownfield land that is owned by local governments because tax incentives won't work if the local government owns the land. The presenters clarified that the project didn't go into that amount of detail; however, there is brownfield land that is currently government owned.
- The Council had the concern that any regulatory streamlining intended to act as an incentive for the development of brownfields could lead to shortcuts being taken during the process. Staff responded that the streamlining was intended to maximize efficiency, not allow for shortcuts.
- The Council discussed the great potential of brownfield sites located in corridors and town centers have. Using these sites would maximize land use and further the benefits of development in corridors and town centers.
- The Council considered the fact that many brownfields are located in underserved areas. The Council deliberated whether the goal of brownfield development should be to maximize numbers, such as with tax returns, or to maximize visible impact on place, such as in the most dilapidated areas.

**6. COUNCIL BRIEFINGS/COMMUNICATION**

- Councilor Barbara Roberts reported to the Council on the recent Southwest Corridor Committee meeting.
- Councilor Carlotta Collette reported to the Council that the Jughandle ribbon cutting ceremony will be occurring October 24 in Oregon City. Additionally, Councilor Collette asked the Council to look out for a memo providing an update on the Blue Heron site that should be coming to them soon.
- Councilor Shirley Craddick announced an upcoming Oregon Zoo Foundation event that the Council has been invited to at the Lincoln restaurant on North Williams in Portland. Councilor Craddick urged attendance and support from the Council at the event.
- Council President Tom Hughes provided an update on the Oregon Convention Center Hotel. President Hughes announced that Hyatt and the labor union are very close to reaching a labor peace agreement after which negotiations can proceed.

7. **ADJOURN**

Seeing no further business, Council President Hughes adjourned the Council work session at 12:26 p.m.

Prepared by,



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**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF OCTOBER 23, 2012**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT NO.</b>
<b>1.0</b>	PowerPoint	10/23/2012	2011 Household Travel Survey PowerPoint Presentation	102312cw-01
<b>2.0</b>	PowerPoint	10/23/2012	DEQ 2050 Vision for Materials Management Presentation	102312cw- 02
<b>3.0</b>	PowerPoint	10/23/2012	Regional Brownfields Scoping Project Presentation	102312cw- 03
<b>4.0</b>	Handout	10/23/2012	2011 Household Travel Survey Summary	102312cw-04