



**METRO COUNCIL WORK SESSION
MEETING SUMMARY**

April 16, 2013
Metro Council Chamber

Councilors Present: Councilors Shirley Craddick, Kathryn Harrington, Craig Dirksen, Carlotta Collette, Bob Stacey, and Sam Chase

Councilors Excused: Council President Tom Hughes

Deputy Council President Shirley Craddick convened the Metro Council work session at 2:04 p.m.

1. CHIEF OPERATING OFFICER COMMUNICATIONS

Chief Operating Officer Ms. Martha Bennett updated the Council on the following three items:

- The application process has commenced for the Equity Advisory Committee.
- Health benefit plans will remain the same with few minor changes.
- Mike Hoglund's retirement celebration will be on April 29th.

2. COLLECTIVE MARKETING STRATEGY UPDATE

Mr. Jim Middaugh and Ms. Pam Peck, both of Metro, provided the Council with an update on the outreach and marketing strategies for Metro's travel options, recycling, and waste reduction programs. The presentation's purpose was to increase councilor awareness of educational initiatives and outreach programs throughout the region.

Mr. Middaugh explained that Metro has capitalized on community partnerships to raise resident awareness about these programs and to promote Metro throughout the region. Ms. Peck noted that coordinating with other organizations has also allowed for maximization of resources and buying power. Coordinated outreach programs have been more effective and connect program audiences to Metro's policy work.

Ms. Peck explained that research has been done to create a baseline for understanding citizen's awareness of Metro and its programs. She then overviewed key findings from the research which included: public awareness of Metro is high but lower amongst younger/newer residents, the public associates Metro with sustainability, younger residents prefer online information, and key programs have room for growth in awareness and participation.

Ms. Peck then outlined several current program initiatives including:

- Recycle more. Recycle less. - Encourages citizens to recycle, but also to reduce consumption overall.

- Spanish language outreach- Targets Spanish speaking audiences to educate them about Metro's programs and resources.
- National Bike Month- Encourages cycling and provides bike seat covers for wet weather biking.
- Natural Gardening- Encourages non-toxic lawn and garden care.
- MetroPaint- Recycles paint for resale.

Ms. Peck overviewed the collective strategy approach which was designed to meet each program's needs. She stated the shared goals of the travel options, recycling, and waste reduction programs which included: improve regional air and water quality, shift behaviors around consumption, waste and travel, and increase awareness of and engagement in Metro programs and policy discussions. In order to achieve the goals, the programs help residents think ahead. Ms. Peck noted that forethought can lead to more sustainable choices. The business objectives were also outlined; these objectives center on increased engagement in Metro programs and more effective partnerships.

Ms. Peck further overviewed the programs' focus audience. She noted that each segment of the audience has barriers that must be overcome in order to change behaviors.

Ms. Peck explained that the next steps for the marketing strategy include: raising awareness of Metro's suite of how-to advice and "tools for living", using "Ask Metro" as a consistent call to action, and developing collaborative pilot campaigns to market Metro's resources and services.

Council Discussion Included:

- Councilors discussed the popularity of Metro materials (i.e. Greenscene) in their districts. They noted that citizens appreciate it when those materials are provided at in-district meetings.
- Councilors inquired about continuing focus on outreach to underserved populations. Ms. Peck outlined current and upcoming initiatives and research that will help provide support for this population. Councilors noted the comments of appreciation they have received from residents that value this outreach.
- Councilors discussed Metro's role in helping residents change habits and in encouraging local jurisdictions to support these programs. They noted the importance of providing incentives.
- Councilors discussed possible opportunities for providing apartment-dwelling residents with more recycling options.
- Councilors expressed appreciation for the focus on Metro as a resource, not a regulatory organization.

- Per councilor inquiry, Ms. Peck and Mr. Middaugh explained that some complaints had been received related to the Spanish-language outreach.
- Per councilor inquiry, Ms. Peck clarified that the “Green-belt urbanite” population segment is made up of well-educated, well-paid, and middle to upper income citizens.
- Councilors noted that inclusive outreach programs promote the principle that Metro involves everyone and mitigates an “us versus them” outlook.
- Councilors requested that they be notified when program-related events are taking place in local jurisdictions.

3. COUNCIL BRIEFINGS/COMMUNICATION

Councilors Dirksen and Stacey announced that a brownbag will be organized to discuss the takeaways from the Atlanta Best Practices trip.

Councilors invited Tom Kloster to offer clarification on upcoming RTP amendment decisions and processes. Councilors inquired about amending amendments, amendment justification, and when information packets will be available.

Councilor Harrington announced that Councilor Stacey and she will attend the Oregon Active Transportation Summit April 24th.

Councilor Craddick provided an update on the Latino Network Lideres meeting.

4. ADJOURN

Seeing no further business, Deputy Council President Shirley Craddick adjourned the Council work session at 3:43 p.m.

Prepared by,



Camille Tisler

| Council Office Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF April 16, 2013

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Notes	4/3/2013	Notes from Council RTP amendment discussion for JPACT	41613cw-01
2.0	PPT		Coordinated Marketing Strategy PowerPoint	41613cw-02