# Metro | *Agenda*

| | |
|---|---|
| Meeting: | Metro Council Work Session |
| Date: | Tuesday, July 23, 2013 |
| Time: | 2 p.m. |
| Place: | Council Chamber |

**CALL TO ORDER AND ROLL CALL**

**2 PM**     **1.**     **ADMINISTRATIVE/ COUNCIL AGENDA FOR JULY 25, 2013/ CHIEF OPERATING OFFICER COMMUNICATION**

**2:15 PM**     **2.**     **STRATEGIC COMMUNICATIONS INVESTMENTS: WEB AND GREENSCENE – INFORMATION / DISCUSSION**     **Jim Middaugh, Metro**
    **Janice Larson, Metro**
    **Laura Oppenheimer Odom, Metro**

**3:15 PM**     **3.**     **BREAK**

**3:20 PM**     **4.**     **2013 LEGISLATIVE SESSION REPORT – INFORMATION  / DISCUSSION**     **Randy Tucker, Metro**

**3:50 PM**     **5.**     **COUNCIL BRIEFINGS/COMMUNICATION**

**ADJOURN**

**Metro's nondiscrimination notice**

Metro respects civil rights. Metro fully complies with Title VI of the Civil Rights Act of 1964 that bans discrimination on the basis of race, color or national origin. For more information on Metro's civil rights program, or to obtain a Title VI complaint form, visit www.oregonmetro.gov/civilrights or call 503-797-1536.

Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. All Metro meetings are wheelchair accessible. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1536 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 7 business days in advance of the meeting to accommodate your request. For up-to-date public transportation information, visit TriMet's website at www.trimet.org.

**STRATEGIC COMMUNICATIONS
INVESTMENTS: WEB AND GREENSCENE**

Metro Council Work Session
Tuesday, July 23, 2013
Metro, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** Tuesday, July 23, 2013      **TIME:** 2 p.m.      **LENGTH:** 1 hour

**PRESENTATION TITLE:** Strategic communications investments: web and GreenScene

**DEPARTMENT:** Communications

**PRESENTERS:** Jim Middaugh (x1505), Janice Larson (x1527), Laura Oppenheimer Odom (x1879)

## WORK SESSION PURPOSE & DESIRED OUTCOMES

*Provide clear, brief statements for the purpose of the work session and what policy direction you hope to receive from the conversation. Each bullet should not exceed three sentences.*

- **Purpose:** Brief the Metro Council on Metro's top communications initiatives, with a special focus on two key items: the new agency website and strategic improvements to GreenScene magazine, both scheduled to launch in January. Receive feedback on how these two major communications channels can help the Metro Council connect with constituents and achieve the six desired outcomes.
- **Outcome:** The Metro Council is up-to-date on the new website and improved quarterly magazine, and how these communications channels fit into the agency's communications strategy. Both of these communications channels reflect the Metro Council's priorities for connecting with constituents. Staff have a clear understanding of how the Metro Council would like to continue to engage in these projects.

## TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

The communications team is developing new tools to engage the region in top Metro Council priorities such as the parks and natural areas levy, the Community Investment Initiative, the Equity Project and Climate Smart Communities, among others. With this confluence of important projects, it is more important than ever that Metro's communications are strategic, innovative and interactive. We will provide a broad overview, then focus in on two primary communications channels and show how they're working together to engage the region. Future discussions can be scheduled about other communications initiatives, such as Opt In, news reporting and the Public Engagement Review Committee.

Staff members from Metro's Information Services and Communications departments are hard at work rebuilding our website – from the ground up. The new Metro website is due to launch in January 2014. With the completion of the discovery phase at the end of March, the project team is now focusing on design and content. It's not as simple as just rearranging the links and adding new pictures. The new site will be designed with mobile browsing at the forefront, to reach a large and broadening constituent base and ensure that users on all platforms will have a good experience. The team has also developed plans for analytics, accessibility and media.

Stakeholder feedback included an Opt In survey earlier this year and workshops that engaged more than 220 Metro staff. The survey found that the most common thing people were looking for on Metro's site was better design and organization. The project is part of a larger multi-year effort to get all of Metro's sites, including Expo, the zoo, PCPA and OCC, on one platform for greater efficiency, durability and capacity.

Metro is also revamping its quarterly magazine, GreenScence, to strategically engage the public in caring for regional natural areas, parks and trails, as well as related topics such as natural gardening, walking, biking and community investments. Beginning in January 2014, staff proposes that the magazine will debut a 12-page, 11-by-17-inch format that features high-quality photography, an in-depth cover story, a field guide to a Metro site, news round-ups, a columnist and more. The new approach is designed to elevate the quality of writing and visuals, while leveraging content across multiple communications channels and encouraging readers to take the next step in engaging with Metro.

This shift officially changes GreenScene's original mission of publicizing nature events hosted by Metro and its partners – a role now served by websites and, increasingly, The Intertwine. The magazine gradually transitioned toward telling the story of Metro destinations, investments and opportunities to get involved, a mission we can now embrace more formally. The passage of a parks and natural areas levy in May 2013 gives us a chance to fine-tune the publication to strategically advance Metro's work and provide an effective communications tool for the Metro Council.

While revamping the magazine, Metro staff will also develop a detailed plan to expand circulation, with a target of increasing the proportion of readers outside the city of Portland from 47 percent to 60 percent within the next two years.

**QUESTIONS FOR COUNCIL CONSIDERATION**
*List questions for Council's consideration that will help/guide the Council in providing policy direction.*
- How can the communications staff strategically expand magazine readership in your districts?
- Does the content plan for Metro's revamped quarterly magazine meet your needs for engaging the public with a print publication?
- How would the Council like to stay engaged with the web, magazine and other communications projects?

**PACKET MATERIALS**
- Would legislation be required for Council action ☐ Yes   ☒ No
- If yes, is draft legislation attached? ☐ Yes   ☐ No
- What other materials are you presenting today? Website design preview, magazine audience survey, magazine content plan

# Discovery brief

Goals, overall strategy
and creative direction

## PROJECT SUMMARY

The rapid advance of digital technology is shifting the way people expect to get services, do business and engage with public issues. Now that Metro has set up a Drupal platform to allow for continued growth and evolution across all of its sites, it is time to redesign Metro's core website experience.

The goals of the web improvement project are to:
• Create a new online presence for Metro that informs and engages visitors, serves customers, encourages participation and builds trust.
• Develop a web platform and processes that are flexible, efficient, secure and sustainable.

## METRO COMPASS OBJECTIVES

Increase recognition of Metro and its mission, role and priorities.
• Build trust in Metro.
• Build perceived value of Metro's offerings in the mind of the public.
• Attract qualified job applicants reflecting the diverse demographics of the region.
• Inspire, engage, teach and invite.

**OVERALL STRATEGY**

Ensuring stakeholders, the public and the news media have access to and understand the facts about Metro's role and work is essential to trust. Trust is essential to agreement. Agreement is essential to action.

Whether building great communities or buying recycled paint, Metro's partners, voters and customers rely on Metro for information. Equally important is ensuring everyone understands how best to participate in Metro's work. From public hearings to online surveys, Metro needs to listen to ensure it understands our community's opinions and needs.

A prerequisite to listening is someone speaking. And for Metro, it can't just be someone. It needs to be a lot of people – people from all parts of the region, from all walks of life, the old, the young, the conservative and the liberal.

Metro's site analytics indicate that most visitors are likely to be first-time or occasional users who come the Metro because they are seeking an answer to a recycling question, or are looking for a job. Over the next two years, marketing campaigns promoting recycling along with other sustainable living choices will be the primary drivers of new general visitors to the site.

While providing easy access to the most frequently sought information and depth and detail for those who want more, the website will feature content that invites action, highlights key initiatives and promotes Metro's core offerings.
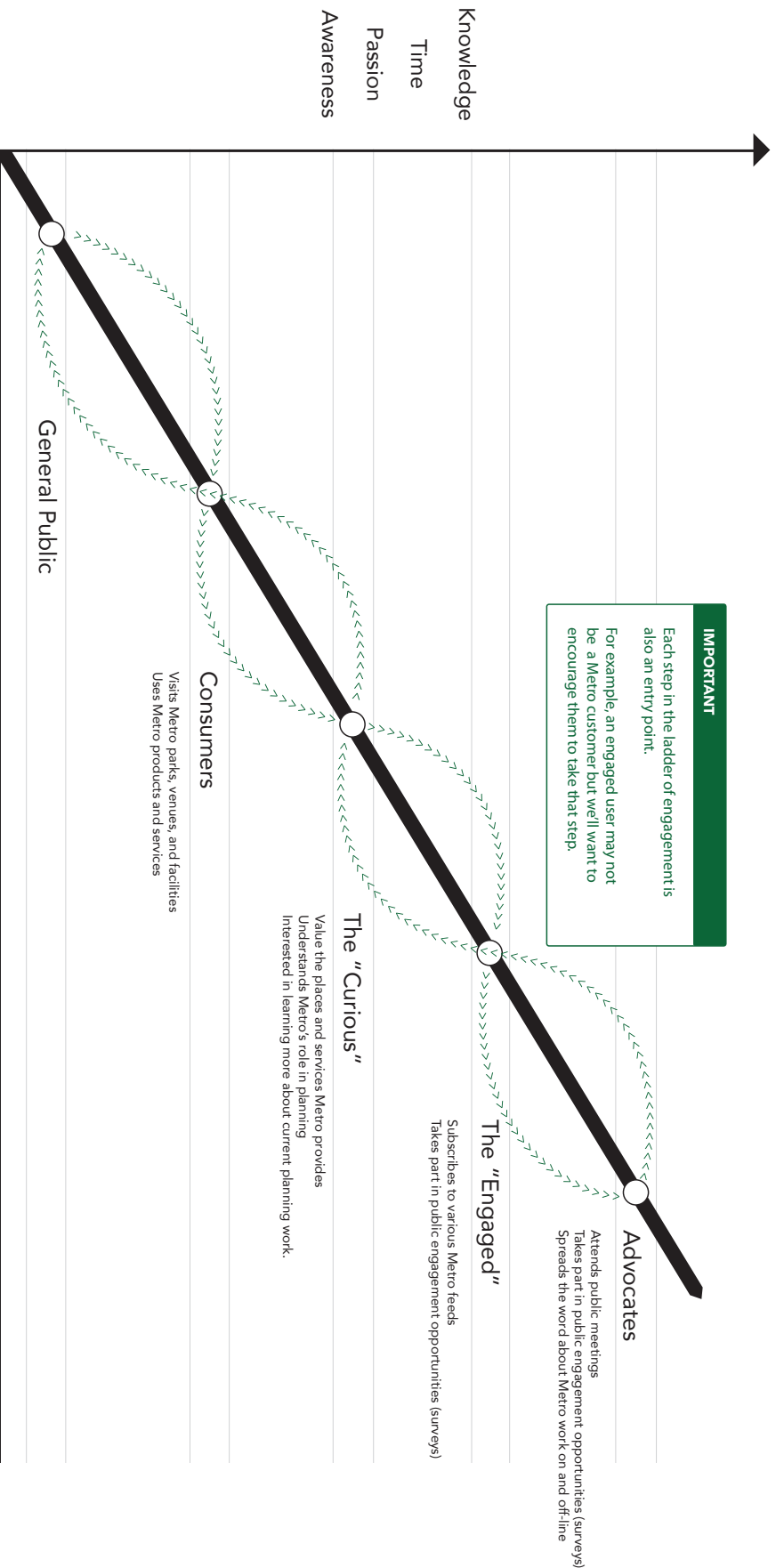
**Our aim is simple:**

Meet our web visitors' needs while creating new customers, engaging more people in Metro's decisions and helping people adopt sustainable practices and build great communities.

**Our strategy is threefold:**

1. Help visitors find what they are seeking and look at Metro from their unique point of view.
2. Feature current opportunities, latest news, key initiatives, helpful resources and core products and services.
3. Make connections that move people up the ladder of engagement and from one relationship with Metro to another.

# Ladder of Engagement

Metro | oregonmetro.gov

Knowledge
Time
Passion
Awareness

General Public

Consumers
Visits Metro parks, venues, and facilities
Uses Metro products and services

The "Curious"
Value the places and services Metro provides
Understands Metro's role in planning
Interested in learning more about current planning work.

The "Engaged"
Subscribes to various Metro feeds
Takes part in public engagement opportunities (surveys)

Advocates
Attends public meetings
Takes part in public engagement opportunities (surveys)
Spreads the word about Metro work on and off-line

**IMPORTANT**

Each step in the ladder of engagement is also an entry point.

For example, an engaged user may not be a Metro customer but we'll want to encourage them to take that step.

**A CLOSER LOOK AT STRATEGY**

1.  Help visitors find what they are seeking and look at Metro from their unique point of view.
    *   user-centered navigation
    *   multiple paths to content
    *   great internal search tool
    *   external search engine optimization
    *   content filtered by topic of interest
    *   content organized geographically
    *   accessible, translated content
    *   tools to report a complaint or concern

2.  Feature current opportunities, latest news, key initiatives, helpful resources and core products and services.
    *   news and updates
    *   events and opportunities
    *   featured projects
    *   tools for work and living
    *   great places
    *   great products
    *   success stories

3.  Make connections that move people up the ladder of engagement and from one relationship with Metro to another.
    *   key related links
    *   campaigns
    *   sharable content
    *   subscriptions
    *   social networks
    *   Opt In
    *   online open houses
    *   Metro Councilor communications

**If we're successful, we will:**

*   answer the question "What is Metro?"
*   entice new visitors and customers to our facilities, services and products
*   engage more people in regional policy and planning decisions that affect them
*   help people and businesses adopt sustainable practices
*   help partners create great communities and implement 2040
*   cultivate Metro's online communities and social networks
*   enlist new subscribers and readers
*   cultivate new ambassadors and messengers
*   showcase different voices and viewpoints
*   connect constituents to their Metro Councilor
*   draw attention to success stories, investments and great places throughout the region
*   satisfy both the wonk and the uninitiated
*   build trust in Metro

**WEBSITE VISION**

*General public experience*

When the site launches in 2014, visitors, whether on a PC in their office or at home on their tablet or phone, will be struck by the clean, welcoming, modern design. The homepage helps answer the question "What is Metro?" but also invites the visitor to see Metro from their point of view. An interactive map highlights opportunities and accomplishments in their neck of the woods, and they find news and stories they can filter by their topics of interest.

Easily finding what they were looking for – the answer to a recycling question, a job application or the hours at Oxbow – they are drawn in by a lively current of related and topical stories, photographs, maps and information graphics that bring Metro to life and make it understandable. Once in, the visitor discovers opportunities to participate, connect or take action. It is easy to share their views on an issue or forward a how-to tip to a friend.

An innovative content structure offers multiple paths to content and helps visitors make connections between topics and offerings. Cyclists looking for the bike map learn about an upcoming comment period for the Regional Transportation Plan. A city councilor from Lake Oswego looking for a meeting agenda buys Metro Paint. A person with a complaint or concern joins Opt In.

*Partner and staff experience*

Partners and Metro staff will be able to quickly and intuitively find the information they seek through clear navigation, quick links and search options. Metro research, plans, policies, maps, data, publications, guides, videos, slideshows, studies and interactive tools live in a library but are featured throughout the site – providing background and context for Metro's current projects. Program descriptions and overview information explain Metro's role and how we work. Forums and platforms for partners facilitate discussion, technical assistance and information sharing.

*Content contributor experience*

New and refurbished online tools help Metro staff meet their business and communication goals. Staff across Metro are tapped as contributors, trained and provided with resources and guides to manage technical and structured content.

*Communications staff roles*

Writers, journalists and marketing experts create strategic content that interprets Metro's work, encourages public involvement, promotes products and services, encourages sustainable practices and celebrates successes. Editors and social media experts manage an editorial calendar, curate and leverage content, build social networks, cultivate online communities and forums, and train and support all content providers.

*What does success look like? How will we know when we've created a great Metro website? What defines success for our internal and external stakeholders? What defines success for our website's visitors? How will we measure our success?*

**PROJECT OBJECTIVES**

We will know we have created a successful website when:

1. **Website content is easy to access.**
   More people can easily access Metro information and services anywhere, anytime, on any device. The website meets accessibility standards. As the use of online tools, social networks, mobile devices and the Internet grows Metro's online content needs to be more:
   • essential
   • findable
   • mobile and tablet-friendly
   • accessible to people with disabilities
   • accessible to limited English speakers
   • accessible to underrepresented communities
   • accessible to everyone.

   *Search engine optimization, responsive design and technical requirements*

2. **Visitors get what they came for.**
   The website is well organized and easy to navigate. All audiences can find answers to their questions and complete desired tasks. It doesn't matter how good our content is if people can't find it. The Metro website needs:
   • stronger organization
   • better navigation
   • better search
   • more scan-able and browse-able content.

   *Information architecture, content*

3. **Visitors get more than what they came for.**
   A lively stream of news and feature stories invites visitors to discover what Metro does and the ways it connects to their life. Content is organized to help people make key connections, discover related information and, over time, become engaged regional citizens.

   *Taxonomy, content types, communication strategy*

4. **The website is flexible**. It is easy to promote featured campaigns, seasonal events and breaking news on the home page and throughout the website.

   *Theme, views, blocks*

5. **The website is welcoming**. A consistent look and feel, clear, accessible voice, clean, beautiful design, strategic messaging and strategic connections across content create an online experience that expresses Metro's core values.

   *Design, content strategy*

6. **The website is interactive.** Most programs would like to be doing more to engage their audiences online. In future phases, Metro's web site needs to provide more:
   • interactivity
   • social media use and integration
   • tools for sharing information and collaborating
   • ways to give input online
   • ways to do business online
   • ways to get assistance online
   • calls to action
   • ways to connect and stay in touch.

7. **The website helps spread the word.**
The website is an effective resource for representatives of the media, who can easily access the information, photos and videos they need to tell Metro stories. Visitors to the site can subscribe to updates and share content via email and social networks.

*Technical requirements*

8. **Social media strategies are supported.**
People and partners are engaged where they are, whether it's on a website, social media, or YouTube. Metro social media specialists follow popular channels of information, including blogs and social media sites, to be aware of trends and conversations relating to Metro and to respond to misinformation.

9. **The website is easy to manage and maintain.** Roles, responsibilities and processes are clearly defined. The website is structured to leverage content and streamline work.

   Communications staff and contributors across Metro need content and publishing processes and tools that can make their jobs easier and their work more effective. These include:
   • more sophisticated analytic tools and more strategic use of measurement
   • better match of skilled staff writers to web content development roles.
   • easier user interface, more access
   • workflow tailored to type of content and user
   • delivery of services online to save time, extend reach.

*Staffing, work flow*

10. **The website supports revenue streams.**
Link to existing or external online tools for making park reservations, applying for licenses, purchasing data or shopping at the store.

11. **Website performance is monitored and measured**

    **Develop performance measurements**
    • web analytics
    • interactions
    • transactions
    • program participation
    • revenue
    • visitor feedback
    • partner feedback

    **Conduct surveys and user tests to guide design.** Metro website visitors and potential visitors will inform site development and evaluation. Online surveys, promoted through Opt In , will solicit input during the discovery phase and feedback after the site launch. Formal user testing will be conducted during the development phase. Baseline questions about Metro in general and the website were included in a survey conducted in August 2012 by DHM/EnviroMedia.

12. **Content is leveraged.**
Content and data is created once, and is published in different ways, and across different channels to reach more people.

13. **Connections to Metro venue sites are supported.** Metro's family-of-sites are identified with consistent logo/tagline location and treatment. News, calendar events and other relevant content generated by the venues are posted on the Metro site.

**AUDIENCES**

**General audiences**

*Regional public*

Voters

Residents

Constituents

Taxpayers

Neighbors

Job seekers

Visitors

General customers

**Specific audiences**

Engaged regional public

Researchers

Government partners

Community partners

Development partners

Businesses

People with a concern or complaint

People with potential barriers

News media

Metro staff

**Current audience profile notes**

In August 2012, EnvioMedia/DHM conducted a survey of 300 residents of the Metro area. 72 percent of respondents reported that they had heard of Metro. Of that group, 64 percent said that Metro was responsible for recycling, waste management and garbage disposal, and 12 percent recognized Metro's responsibility for coordinating regional planning. 51 percent found Metro information very or somewhat trustworthy.

Twenty-four percent of the people who had heard of Metro reported that they had visited the Metro website. Of the 24 percent, 48 percent went to the site for recycling information. In general, the people who visit the Metro website are childless, white, 35-54 years old, have lived in the region for more than 11 years and earn between $25-$75,000.

*As part of the discovery phase we plan to conduct an Opt In/Metro website survey to better understand why people come to the Metro site and what they expect to find. We will also conduct informal in person surveys with representatives of specific audiences, such as Metro's minority, women-owned and emerging small business program stakeholders.*

**Desired responses from the target audience**

**Think, feel and know**
Metro represents me.
I trust Metro to spend public dollars responsibly.
I understand Metro's regional role.
Metro is one of the reasons my neighborhood/this region is such a great place to live.
I love this place

**Do**
Find information easily
Get to know Metro
Become engaged
Become visitors
Become customers
Apply for jobs
Connect as business or community member
Join Opt In
Adopt sustainable behaviors
Tell friends about Metro; pass on tips and news

**Metro living programs target audiences**

**Greenbelt urbanites** – Metro's bread-and-butter early adopters, educated, middle to upper income residents throughout Multnomah County.

**Suburban families** – Households with children often have the highest consumption and most vehicle trips. Concerned with saving money, health and safety.

**People in transition** – People going through significant life-changes are more receptive to making behavior changes ( e.g., new residents, new homeowners or renters, people in new relationships, and new parents.)

**Under-served populations** – Minorities and low-income households who have different barriers and motivations (sometimes cultural) to behavior change.

**Jurisdiction and nonprofit partners** – The organizations Metro collaborates with to create sustained behavior change.

**AUDIENCE DETAIL**

| Audience | Examples | Their stake | Our desired outcomes |
|---|---|---|---|
| **General public** | voters<br>residents<br>constituents<br>consumers<br>taxpayers<br>neighbors<br>job seekers | information<br>programs and services<br>responsible spending<br> of public funds<br>quality of life<br>jobs | find information easily<br>get to know Metro<br>become engaged<br>become visitors<br>become customers<br>apply for jobs<br>connect as business or community member |
| **Engaged public** | interested persons<br>affected residents<br>affected property<br>owners<br>advocates<br>neighbors of our parks<br>and facilities<br>people with questions<br>people with comments<br>do-it-yourselfers<br>nature lovers<br>volunteers<br>people seeking<br>sustainable living info<br>program participants<br>illegal dumping<br>reporters<br>RIC customers | inspiration<br>learning<br>resources<br>access to information<br>access to policymakers<br>participation<br>influence<br>transparency<br>accountability<br>sustainability<br>conservation<br>stewardship<br>clean air and water<br>safe and livable<br>neighborhoods<br>property values<br>clarity about financial<br>impact<br>saving money<br>doing the right thing | find information easily<br>get help online<br>trust Metro<br>understand Metro's role<br>understand trade-offs and choices<br>understand policy decisions<br>know how money is spent<br>know about opportunities<br>participate in decision-making<br>give input and ideas<br>make sustainable choices<br>volunteer<br>see their values and priorities reflected<br>advocate for Metro goals<br>support Metro initiatives<br>join committees |
| **Visitors and general customers** | parks visitors<br>trail users<br>cemetery visitors<br>cemetery customers<br>natural areas<br>MRC<br>special use<br>anglers<br>boaters<br>picnickers<br>paint customers<br>transfer station<br>customers<br>hazardous waste<br>customers<br>roundup customers<br>map and data<br>customers | access to nature<br>places to go<br>things to do<br>quality products<br>quality services<br>quality of life<br>family<br>community<br>customs<br>safety<br>health<br>recreation | feel invited and welcome<br>find information easily<br>buy and value Metro products<br>use and value Metro services<br>visit and enjoy Metro parks and facilities<br>attend events and programs<br>know they are provided by Metro<br>know what to expect<br>know and follow rules and guidelines<br>make sustainable choices<br>trust and use Metro data<br>believe Metro research is unbiased<br>become satisfied customers<br>come back for more |

| Audience | Examples | Their stake | Our desired outcomes |
| --- | --- | --- | --- |
| **Researchers** | professional peers<br>students<br>academics<br>genealogists<br>international visitors<br>delegations<br>nerds | learning<br>best practices<br>history | find and share best practices<br>trust and use Metro data<br>believe Metro research is unbiased<br>build positive reputation for Metro<br>establish Metro as a model<br>meet needs online |
| **News media** | reporters<br>bloggers<br>fact checkers<br>calendar editors<br>editorial boards | accuracy<br>transparency<br>accountability<br>access<br>public awareness | trust Metro<br>find accurate information easily<br>access appropriate sources<br>increase public awareness of Metro<br>establish Metro as accessible experts |
| **Government partners** | local elected officials<br>local government staff<br>state legislators and staff<br>governor and staff<br>state and federal agencies<br>planning commissions<br>special districts<br>financial regulators<br>neighboring cities | regulation and compliance, us<br>regulation and compliance, them<br>technical assistance<br>influence in policy decisions<br>funding<br>validation<br>best practices<br>public process demonstrated<br>clarity about financial impact | trust Metro<br>engage their constituencies<br>use consistent messages<br>see Metro as a helpful resource<br>see Metro as an asset<br>see Metro as a partner<br>find and share best practices<br>adopt best practices<br>find grant opportunities<br>meet needs online<br>understand and support regional goals<br>value Metro programs and policies<br>participate in policy decisions<br>participate in funding decisions<br>trust and use Metro data<br>believe Metro research is unbiased<br>contribute data<br>gain investor confidence<br>give high bond rating |

| Audience | Examples | Their stake | Our desired outcomes |
|---|---|---|---|
| **Community partners** | community leaders<br>business leaders<br>opinion leaders<br>advocacy groups<br>special interest groups<br>schools<br>nonprofits<br>representatives of<br>underserved communities | information<br>representation<br>leadership<br>influence<br>transparency<br>accountability<br>sustainability<br>diversity<br>equity<br>conservation<br>stewardship<br>participation<br>clean air and water<br>safe neighborhoods<br>influence in policy decisions<br>funding resources<br>educating the public<br>mobilizing their networks<br>outside validation of their cause | trust Metro<br>find information easily<br>see Metro as a helpful resource<br>see Metro as an asset<br>see Metro as a partner<br>feel we are in it together<br>believe Metro is committed to<br>diversity<br>believe Metro is committed to equity<br>collaborate<br>engage<br>represent<br>find and share best practices<br>value Metro programs and policies<br>participate in policy decisions<br>participate in funding decisions<br>use consistent shared messages |
| **Development partners** | developers<br>builders<br>contractors<br>realtors<br>downtown property owners<br>large parcel property owners<br>architects<br>investors | investments<br>regulation and compliance<br>technical assistance<br>influence in policy decisions<br>financial resources<br>understanding of effect on<br>market | trust Metro<br>find information easily<br>build successful projects<br>see Metro as a helpful resource<br>see Metro as business-savvy partner<br>find and share best practices<br>adopt best practices<br>build relationships and partnerships |
| **Business** | employers<br>employees<br>green champions<br>child care<br>offices<br>haulers<br>map and data customers<br>property managers<br>commercial and institutional<br>paint customers<br>conditionally exempt<br>generators<br>Metro vendors<br>MWESB<br>map and data customers | good business<br>profit<br>efficiency<br>smart government<br>opportunity<br>fairness<br>transparency<br>credibility<br>endorsement and validation<br>saving time and money<br>return on investment<br>competitive advantage<br>good, free PR<br>employee safety and health | trust Metro<br>find information easily<br>generate revenue<br>adopt sustainable business practices<br>see Metro as fair and transparent<br>trust and use Metro data<br>believe Metro research is unbiased<br>buy and value Metro products<br>buy and value Metro services<br>diversify our pools of vendors and<br>contractors<br>strengthen our pools of vendors and<br>contractors<br>become repeat customers |

| Audience | Examples | Their stake | Our desired outcomes |
|---|---|---|---|
| **People with a complaint or concern** | people with an ethics issue<br>people with a civil rights issue<br>people with a customer service issue<br>people with policy disagreements<br>people with website feedback | accountability<br>being heard<br>response or action taken<br>anonymity (sometimes) | easily find complaint form or process<br>easily find feedback mechanism<br>easily find contact information<br>get a quick response<br>feel heard<br>feel concern was addressed |
| **People with potential barriers** | people with disabilities<br>underrepresented communities<br>limited English speaking communities<br>people with limited computer access or literacy | access to information<br>access to programs<br>access to services<br>access to facilities<br>access to decision-making<br>communication<br>input<br>doing business | get access<br>participate<br>engage<br>Metro is in compliance with state and federal law<br>Metro meets equity and diversity goals |
| **Metro staff** | all employees<br>customer service providers<br>receptionists | information<br>knowledge<br>ability to serve the public<br>ability to do their jobs | improve content<br>contribute content<br>provide feedback about website<br>be good messengers and ambassadors |

**PERSONALITY**

Welcoming
Open
Optimistic
Engaging
Credible, confident, responsive
Easy-to understand
Helpful and friendly neighbor
Informative, trusted expert
Practical problem-solver

**VOICE**

Metro plays many roles, and the website should reflect its chorus of real voices – curators, guides, narrators, subject matter experts – including the voices of the people Metro represents. Although Metro is a government, it shouldn't necessarily sound like one. It can be neutral when covering news or policy or presenting data, and share a point-of-view when talking passionately about what makes this a great place. Its voice shouldn't sound bureaucratic or authoritative, rather it should be approachable, supportive, conversant, credible and sincere – someone you seek out for advice – like a trusted neighbor who shares a genuine interest in the greater good of the community or your favorite teacher, someone with a deep knowledge of complex topics, who is always able to make them easily understood and relatable. Ultimately, someone you will listen to and grow to trust.

**PRIMARY GENERAL MESSAGE**

We're making a great place, together.

**SECONDARY GENERAL MESSAGES**
Metro is working with communities, businesses and residents to support the economy, protect the environment and keep the region a great place to live.

You can help make your neighborhood a great place. Metro has tools and resources that can help.

There are lots of ways for you to connect to Metro and get involved in issues you care about.

Opt in.

Ask Metro!

Metro is a great place to work.

Metro respects civil rights.

**CREATIVE DIRECTION NOTES**

Themes from program studios include:
• more show, less tell
• better writing, less text
• stronger images, more visual
• better presentation and interpretation of data
• less jargon, more readable
• more timely, relevant and useful information.

*Principles and preliminary design concepts*

• Less is more. White space is essential.
• Build on established design and editorial standards.
• Use consistent styles for content types and imagery to create visual continuity and reinforce brand themes (maps, pictographs, photos showing people and places reflecting demographic and geographic diversity).
• Create a timeless, classic, invisible, seamless structure to support vibrant, changing campaigns and time-based content.

**Create a welcoming website**. A consistent look and feel, clear, accessible voice, clean, beautiful, modern design, strategic messaging and strategic connections across content will create an online experience that expresses Metro's core values. Metro's current design and editorial guidelines provide a foundation for a consistent voice and vibrant and appealing visual style.

**Define a distinct color and font palette to reflect the spirit of the region and Metro's Oregon roots.**
• Build on existing color palette and standard Metro fonts.
• Consider the use of color-coding to support navigation.
• Consider refreshing brand with updated web font options.

**Support accessibility through an intuitive structure and visual content.**
• Develop Metro-branded pictographs/icons to identify topics and support navigation for limited English proficiency audiences.
• Use visual demonstrations and instructions in how-to guides**.**
• Static site content should be simple, spare and well written.

**Feature photos of people in action, making a great place.** Vibrant photo images show people from different backgrounds and walks of life in neighborhoods from all parts of the region. Consider using low-oblique aerial photos as a design element.

**Photos and short form videos used in Metro News should follow standards for timeliness, objectivity, fairness, accuracy and narrative.** Define styles for photos used in marketing materials.

**Feature photography and video in interactive storytelling maps.**

**Define conventions to guide the consistent appearance of all maps on the site, including the interactive storytelling maps; address titles, scale, legends, labels, layers and other attributes**. Base conventions on best Metro examples (The *Walk There!* and *Vamanos!* maps are good models).

**Define editorial and design style guides for general content types.** Metro's writing style guide provides the foundation. We need to define style and voice agreements for marketing materials.

**Define styles for illustrations and information graphics.**

**VISUAL REFERENCE SITES**

**greenriverside.com** – use of green color for navigation and readability; vibrant images show lots of different people and environments; great use of icons

**sageflyfish.com** – navigation centered around color, pictures, video; drop-down menu has text as well as icons; less use of lists; in line with how people use the website, especially mobile

**kaiserpermanente.org jobs page** – lots of organizational information but with great pictures, faces of employees; applicant can get a good feel for the organization

**Alabama.gov** – rich imagery; works well on touch screen; image resizes; you can scroll or click to navigate

**goarmy.com** – great imagery

**theintertwine**.org – interactive map

**bikesbelong.org –** mission is featured; sub-pages move away from lists and use images, squares, graphics to navigate

teslamotors.com – breaking the mold on stodgy cars; beautiful, large graphics

**NPR.org music section** – news site has lots of topics to cover; music section can stand alone with same look and feel, yet better suited to audience; NPR homepage has tiny fold on menu header.

*To be further developed*

**Best of Metro style trend references**
Making a Great Place branded materials
It's Our Nature campaign
*Walk There!* Maps
Image asset library of 2012 photos
Ryan Sullivan pictograms (Metro Paint, Climate Smart Scenarios and the Place Palette)

## homepage elements

**feature slider**
- Opt In
- featured campaigns
- featured public comment opportunities
- what is Metro?

**news and events block**
- latest headlines and thumbnails from Metro news
- featured upcoming events and public meetings
- links to the news and events section

**interactive storytelling map view**
- starts with a view of the region
- visitors can enter their address to zoom to their area, find out what Metro is doing in their community
- visitors can filter by topics or categories of interest
- link to the full map tool

**your representatives**
- who is my councilor?
- meet the Metro Council
- meet the Metro Auditor

**library shelf**
- featured items from the library (e.g. slideshows, videos, maps, data, publications, reports or policies)

**announcements** (only appears when needed)
- a place to call out closure information or other important announcements

**global elements**

## global elements

**quick links (part of the wrapper)**
- contact Metro
- connect to Metro
- news and events
- the library
- translation drop-down (where applicable)

**primary navigation menu**
- parks and venues
- tools for living
- tools for business
- tools for development
- what's happening
- about Metro

**alternative navigation menus (possibly in footer)**

services of Metro
Oregon Zoo
Oregon Convention Center
Portland Expo Center
Portland's Centers for the Arts
Metro Cemeteries
Garbage and recycling facilities
Data Resource Center

opportunities
jobs
contracts
volunteering
grants
franchising and licensing

access to Metro
know your rights
report a concern
get language assistance
get directions
get accessibility information
find public records

**best search tool of all time**

## parks and venues

**primary audience:**
 visitors and general customers

**what you can do in this section:**
 find places to go
 find things to do
 get information about Metro parks
 buy a parks pass
 plan a field trip
 make a picnic reservation
 get a special use permit
 connect to Metro's venues' websites
 connect to The Intertwine website
 learn about Metro cemeteries and their services

**embedded tools and dynamic content:**
 storytelling map (filtered by places open to the public)
 news headlines (filtered by parks and venues topics)
 calendar events (filterable by topics of interest and location)
 park announcements

**content that lives here:**
 Oxbow
 Blue Lake
 Smith and Bybee
 Graham Oaks
 Mount Talbert
 Chinook Landing Marine Park
 M. James Gleason Boat Ramp
 field trips at Metro parks
 picnic reservations and special use permits
 park passes
 Metro Cemeteries
 jumping off place for Glendoveer Golf Course and Fitness Trail
 jumping off place for Oregon Zoo
 jumping off place for PCPA
 jumping off place for Expo
 jumping off place for OCC

**important related links:**
 The Intertwine
 volunteering

## tools for living

**primary audiences:**
general public, engaged public, visitors and general customers

**what you can do in this section:**
find out how to get rid of garbage
find out how to get rid of recycling
find out how to get rid of hazardous waste
find information about the transfer stations
find information about Metro Paint
find how-to information on "living" topics
report illegal dumping

**embedded tools and dynamic content:**
find a recycler
find your hauler
Ask Metro! (email form and/or live chat)
videos, photos, media
features and profiles (on related topics; from the newsfeed)
calendar events (filtered by related topics)
publications library

**content that lives here:**
Metro Central and Metro South
guide to hazardous waste
guide to recycling at home
guide to recycling at school
report illegal dumping
community cleanup guide
waste reduction
biking
walking
sharing a ride
gardening
composting
repair, remodel and maintain
green cleaners
pet care
pest control
Metro Paint

**important related links:**
tools for work
volunteering
solid waste road map

## tools for business

**primary audiences:**
>   businesses and workers

**what you can do in this section:**
>   find out how to recycle at work
>   find out about the small business hazardous waste program
>   find out about managing paint waste
>   find out about trip-reduction programs for employers
>   find industry-specific sustainable business tools and resources
>   find resources for solid waste generators, haulers and facilities
>   get a regional contractors' business license
>   find out about contract opportunities and resources
>   learn about RLIS
>   learn about map, data and forecasting services

**embedded tools and dynamic content:**
>   features and profiles (on related topics; from newsfeed)
>   CEG tool

**content that lives here (or is featured from the library):**
>   guide to small business hazardous waste disposal
>   guide to managing paint waste
>   guide to travel options for employers
>   guide to recycling at work
>   guide to construction salvage and recycling
>   guide to sustainable landscaping
>   guide to toxics-free child care centers
>   guide to food donation
>   resources for managers of apartments and condos
>   solid waste franchising and licensing
>   accounts for haulers
>   solid waste information system
>   regional contractors' business license

**important related links:**
>   contract opportunities
>   MWESB resources
>   RLIS and map, data and forecasting services
>   Metro Paint

## tools for development

**primary audiences:**
government partners, community partners, development partners

**what you can do in this section:**
get technical assistance
join in discussions with Metro staff and peers
find grant opportunities and other resources
find how-to guides and case studies
discover success stories and featured investments
learn about RLIS and map, data and forecasting services

**embedded tools and dynamic content:**
partners' discussion forum
storytelling map (filtered by planning and development)
news and events (filtered by planning and development)
what grants am I eligible for? tool
UGB and habitat inventory lookup tools
MetroMap

**content that lives here (or is featured from the library):**
grants and resources
    travel options grants
    community enhancement grants
    nature in neighborhoods grants
    community planning and enhancement grants
    MTIP and RFF (framed as resources for partners)
    brownfields recycling resources
    development opportunity fund and TOD resources (if appropriate)
guides and tools
    street smart guides and tools
    guide to pedestrian-friendly downtowns and main streets
    guide to downtown revitalization
    guide to transit-oriented development
    guide to eco-efficient employment
    guide to financial incentives
    guide to innovative design and development codes
    guides to safe and healthy streets
    guide to wildlife crossings
    guide to protecting habitat and water quality
    guide to nature-friendly development

**important related links:**
RLIS and map, data and forecasting services
Metro advisory committees

## what's happening?

**primary audiences:**
>  engaged public, government partners, community partners, development partners, news media

**what you can do in this section:**
>  learn about current high-priority Metro projects and initiatives
>  discover engagement opportunities for partners and the public
>  participate in online open houses and surveys
>  subscribe to updates or follow the project on social media

**examples of featured projects:**
>  climate smart communities
>  natural areas bond measures
>  parks levy
>  active transportation plan
>  southwest corridor plan
>  community investment initiative
>  solid waste road map
>  *will depend on priorities at launch*

**elements of project pages:**
>  project timelines
>  project overview and background
>  project update activity stream
>  maps
>  information graphics
>  videos
>  photos
>  slideshows
>  how-to-stay-in-touch feature box
>  news (filtered by project)
>  upcoming meetings (filtered by project)
>  surveys and polls (when needed)
>  discussion forums (when appropriate)
>  tools for visitors to submit ideas or share a photo (tentative)

**important related links:**
>  Opt In
>  subscribe
>  follow

## about metro

**primary audiences:**
    all

**what you can do in this section:**
    discover Metro's role, mission and history
    learn about Metro leadership and committees
    find out how Metro is organized and how Metro works
    learn about Metro programs
    find contact information for individuals and programs
    learn about Metro's sustainability, diversity and equity efforts
    get information about Metro finances and funding

**embedded tools and dynamic content:**
    who's my councilor lookup tool
    what is Metro? video or feature
    Metro history timeline
    staff directory and/or org chart

**content that lives here (or is featured from the library):**
    what is Metro?
        role
        history
        charter
        code
        finances and funding
    leadership
        Metro Council general information (with links to their newsfeeds)
        Metro Auditor
        Metro Exposition and Recreation Commission
        Metro advisory committees
        Green Metro
        diversity
        equity
    regional systems
        land
        transportation
        natural areas, parks and trails
        solid waste
        regional research
    working with Metro
        jobs
        internships
        contract opportunities and MWESB resources
        volunteer opportunities

## the library

**primary audiences:**
researchers, partners, news media, engaged public, Metro staff

**what you can do in this section:**
- browse or search for research, resources and documentation of Metro's completed work
- explore media galleries
- explore MetroMap and other interactive tools
- discover and share data and developer resources

**types of content in the library:**
static maps
data
photos
videos
graphics
plans
policies
reports
studies
research
analysis
brochures
publications

**embedded tools:**
interactive maps and tools
MetroMap

**important related links:**
legislation
TRIM
public records requests

*Library items are featured dynamically throughout the site, including the homepage. Project, program and resource pages automatically or manually display relevant library items with short descriptions and/or thumbnail images.

## news and events

**primary audiences:**
researchers, partners, news media, engaged public, Metro staff

**what you can do in this section:**
- view a calendar of upcoming events and meetings
- read Metro news stories
- read news releases and project updates
- connect to Metro Councilors' newsfeeds
- find stories and viewpoints from Metro staff and members of the community
- search, browse or filter by keyword, topic or type of content
- subscribe to content by RSS, email, etc.

**types of content in news:**
alerts and announcements
public relations content
project updates
feature stories and profiles
reporting
analysis
viewpoints or opinion pieces
"blog" posts

**important related links:**
media galleries in the library

*News and events are featured dynamically throughout the site, including the homepage. Project, program and resource pages automatically or manually display relevant news and calendar items with headlines, thumbnail images or teasers.

## the storytelling map

**primary audiences:**
    all

**what you can do in this section:**
- learn about Metro's investments in your community
- find opportunities to participate
- discover places to go
- learn about success stories and highlights
- explore stories, videos and photos by area or topic
- search or filter by name, topic or type

**types of content:**
    stories
    photos
    slideshows
    videos

**featured items:**
    public engagement opportunities
    places to go
    success stories
    grant projects
    development projects
    investments
    natural areas
    restoration stories

**important related links:**
    MetroMap
    RLIS

*Different views of the storytelling map appear throughout the site. Program pages feature related success stories and investments. The homepage invites users to orient the map to their neighborhood or filter by topics of interest. Current projects and opportunities to participate are highlighted in "what's happening?".

# TYPES OF CONTENT AND CONTENT PROVIDERS

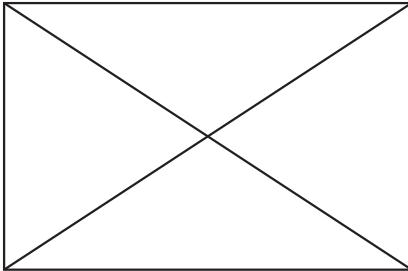| basic | strategic | interactive |
|---|---|---|
| *static, technical, standard or structured content* | *messaged or journalistic content* | *user-generated and curated content, responses, taxonomy* |
| program pages<br>project pages<br>place pages<br>service pages<br>plans + policies<br>library documents + files<br>how-to information<br>technical resources<br>contract opportunities<br>job opportunities<br>announcements<br>project updates<br>committees<br>meetings<br>events + programs<br>photos<br>videos<br>maps<br>data | stories<br>reporting<br>features + highlights<br>marketing campaigns<br>public involvement opportunities<br>milestones<br>information graphics | surveys<br>polls<br>forms<br>open houses<br>forums<br>opt in<br>social media<br>comments<br>posts<br><br><br>leveraged content<br>tags + categories<br>links + connections<br>widgets + quick facts |
| contributors | writers | editors |
| *professional and administrative staff from programs and communications* | *high-level writers (communications staff and contractors), marketing experts* | *content editors and publishers, social media experts, community managers, trainers* |
| communications staff<br>program staff<br>administrative staff<br>procurement staff<br>human resources staff<br>committee support staff<br>parks and facilities staff<br>records experts<br>technical experts<br>photographers<br>videographers<br>cartographers<br>illustrators | in-house reporters<br><br>dedicated writers supporting programs and facilities<br><br>dedicated writers supporting planning, policy and public engagement<br><br>newsroom interns<br>contracted writers | editors and community managers on the media and design team<br><br>digital media specialists |

# Distributable Cores

Publishing a single news item pushes that piece of content out into all related "hubs".

## Community Leaders Meet To Discuss
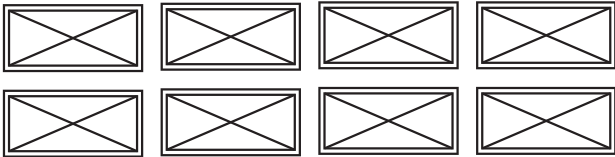
Posted February 27th, 2013



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

An emphasis on dynamic content and intelligent aggregration will reduce content maintenance by enforcing a focus on what's timely and organically archiving the rest.

## Metro News



### Upcoming Events

Lorem Ipsum has been the industry's standard dummy text since the 1500s
Posted February 27th, 2013

Lorem Ipsum has been the industry's standard dummy text since the 1500s
Posted February 27th, 2013

Lorem Ipsum has been the industry's standard dummy text since the 1500s
Posted February 27th, 2013

### Stay Informed

☐ ☐ ☐ ☐

**From The Planning Desk**

### Community Leaders Meet To Discuss

Posted February 27th, 2013

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Metro Venue News**

### The Oregon Zoo Welcomes ...

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

### The Oregon Zoo Welcomes ...

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

## Transportation Systems Planning

### Featured Projects and Policies



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specim

### Stay Informed

☐ ☐ ☐ ☐

### News & Updates

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013
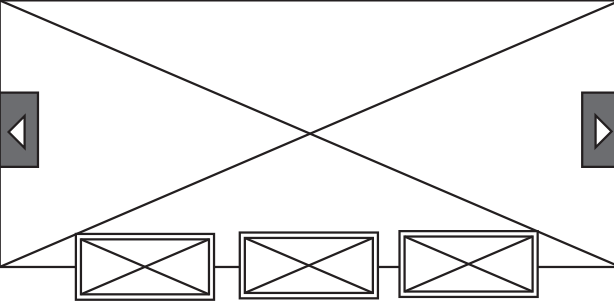
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

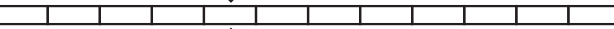Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

### Upcoming Events

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

## Climate Smart Communities

( Overview ) ( Dashboard ) ( Significance )



### Project Timeline
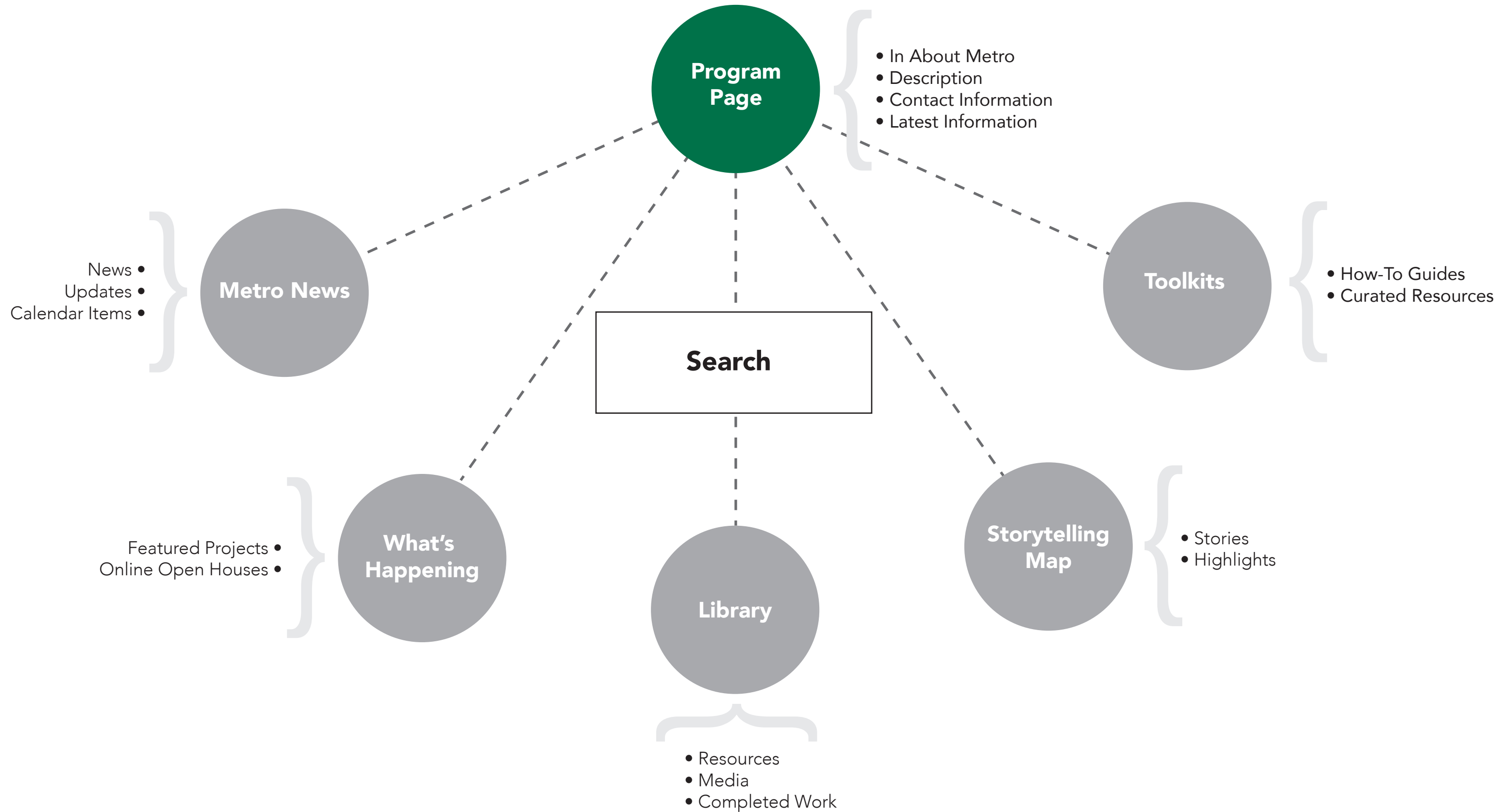
### Project Overview

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

### What's Next

Lorem Ipsum has been the industry's standard dummy text since the 1500s
Posted February 27th, 2013

### News & Updates

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s
Posted February 27th, 2013

### Stay Informed

☐ ☐ ☐ ☐

# Where is my program?



**Program Page**
- In About Metro
- Description
- Contact Information
- Latest Information

**Metro News**
- News
- Updates
- Calendar Items

**Toolkits**
- How-To Guides
- Curated Resources

**Search**

**What's Happening**
- Featured Projects
- Online Open Houses

**Library**
- Resources
- Media
- Completed Work

**Storytelling Map**
- Stories
- Highlights

# Mobile Strategy

## Executive Summary

After careful evaluation of the major approaches for implementing a mobile strategy, the team has concluded that Metro will be best served by a **responsive website design**.

Given that Metro's site will not, at least initially, include mobile-centric features that would require leveraging the mobile devices native functionality the benefits of focusing all available resources on a first-rate responsive design outweigh any potential benefits of the other dedicated mobile options.

Other

83.96%

Mobile

16.04%

Cost is also a key consideration. The cost to create a dedicated mobile, or m-dot, website is roughly equivalent to one-third the cost of creating a responsive Metro website. In addition, maintaining the code base, hardware and content of the separate mobile site would require ongoing staff time and investment.
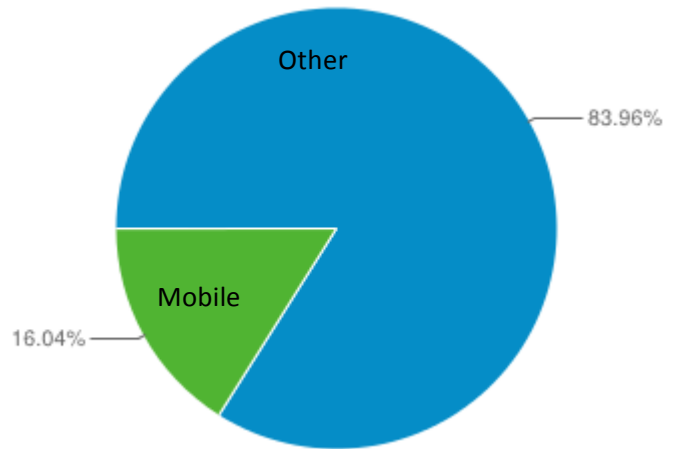
# A closer look at responsive web design

Metro's website will have a single code base that will be built to respond to the growing multitude of devices that are being used to access it. Break points at specific resolutions are used to make the site respond to these different devices. There are established best practices for which breakpoints to target, but as new devices emerge, additional responses, and thus optimal user experiences, can be added with minimal effort.
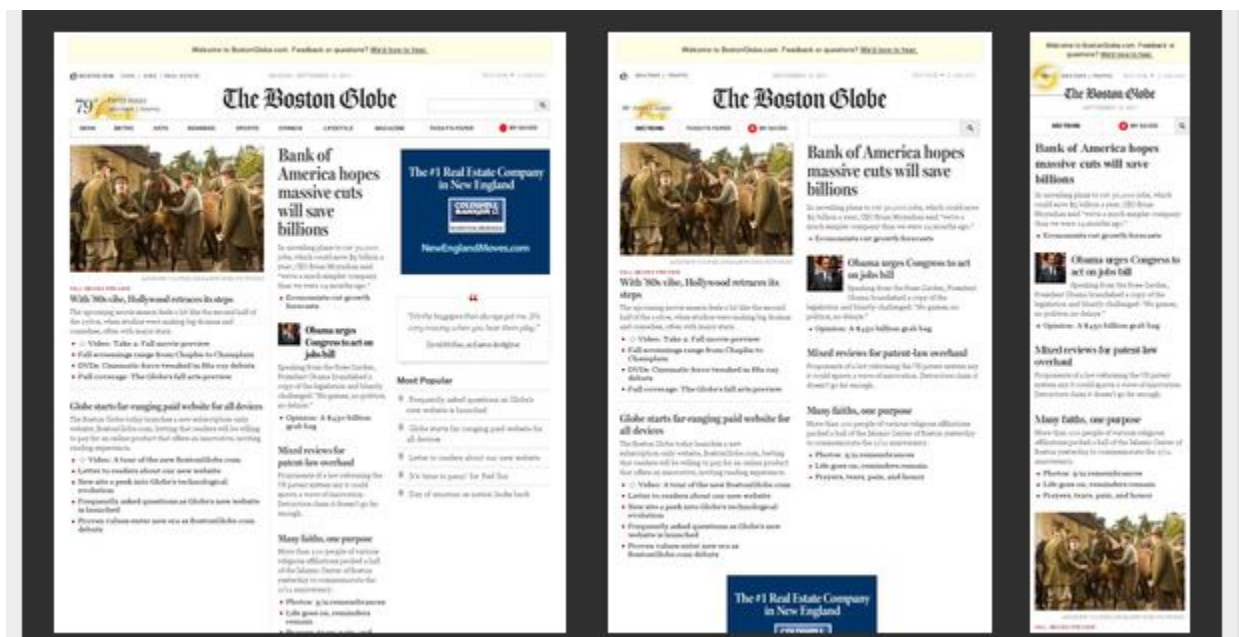
## Mobile first

Metro is in a unique position to take full advantage of responsive web design because it is building a new site from the bottom up, or, more precisely, from the smallest device on up to a wide screen display. Focusing first on the needs of mobile users, in terms of Information Architecture, design, and features, ensures that users with the smallest screens get the content and features they need while progressively layering additional information and functionality as the screen gets larger. This general approach is referred to as mobile first and ensures the most important content and features are made accessible to mobile users while those with larger screens can still reap their benefits. This is very difficult to accomplish when simply modifying an existing site rather than starting from scratch, and is another argument for Metro to pursue a responsive strategy.

## Responsive examples

There are countless examples of responsive websites that create amazing user experiences for users on both mobile and desktop resolutions. Below are a few great examples. In addition, the Media Queries website is a gallery of responsive websites with screen shots for every major breakpoint.

- Homeland Security & Governmental Affairs (http://www.hsgac.senate.gov/)
- Regent College (http://www.regent-college.edu/)
- Travel Oregon (http://traveloregon.com/)
- The Intertwine (http://theintertwine.org/)
- HealthLife (http://heathlife.co.uk/)

Example of responsive design on different size screens:



## Future-friendly

Responsive web design lays a solid foundation for future growth of the Metro website. As the range of devices that access websites grows, Metro can add additional responses as dominant trends emerge. For example, Internet enabled TVs are getting more popular, but it's not yet clear what resolution to target them with, and when Apple finally releases it's iWatch, we may need a pint sized response so users can access Metro content on their wrist!

Additionally, building a responsive website today does not preclude following one of the other options considered at a later time. A Drupal site built using best practices with expandability in mind can act as a hub for mobile applications to access data, content, and other features. Given the assumption above that responsive is necessary regardless of other options, Metro does not lose anything by starting with a responsive website and then waiting to see what its mobile users need/want most, and how its organizational goals evolve, before deciding how else to implement its mobile strategy.

## Benefits of responsive web design

- A single website to build, maintain and promote
- Significantly lower upfront and maintenance costs aligned with the project budget
- Support for a variety of screen sizes, both those that are popular now and in the future
- Better for search engine optimization, confirmed by Google
- No confusion about what site to visit or app to open. It may be obvious to redirect mobile phone users to a dedicated m-dot site, but what about an iPad mini in portrait mode? There are many similar, unclear situations.
- A dedicated mobile site or app requires us to make assumptions about what's most important to mobile users. There will inevitably be cases where those assumptions are wrong, and mobile users will be negatively impacted. Feature parity is easier to achieve in a responsive design.
- Easier to achieve brand and user experience consistency

## Responsive design challenges

- Large page size for mobile users leads to slower load times and contributes to a poor user experience.
- Lack of push notifications
- Some features will not fit into a fluid grid
- Can't fully leverage mobile platform APIs, for example, camera and accelerometer
- Working with a single codebase introduces certain limitations and demands some compromise in order to deliver the optimal user experience possible on all device types.
- More difficult to develop features with a mobile focus

Many of these challenges can be mitigated by taking a mobile first approach to the design of the website.

## Devices to target

As mentioned above, one of the main benefits of responsive design is that you adjust your targeted devices over time. That said, we need a starting point, and today that means focusing initial development on a set of targeted resolutions. Due to the wide range of devices, responses are broken down into general categories based on resolution rather than specific devices. The following data is taken from Twitter's Bootstrap, the leading responsive framework. Other popular frameworks, like Zurb's Foundation follow a similar pattern in establishing the right default breakpoints. Given that Metro's mobile site visitor's lean heavily towards iOS and Android, using established best practices for setting responsive breakpoints is a good approach.

| Large display | 1200px and up |
|---|---|
| Default | 980px and up |
| Portrait tablets | 768px and above |
| Phones to tablets | 767px and below |
| Phones | 480px and below |

## Best practices to keep in mind

The list below touches on some important considerations to keep in mind while implementing Metro's mobile strategy. Many more specifics will flow from the wireframe development.

Page weight

- When possible, use resolution independent assets. For example, SVG (scalable vector graphics) and icon fonts
- Compressive images: use a normal image resolution that will work on all devices and use minimal JPEG (a commonly used image format) compression
- Conditional loading of CSS (cascading style sheets) and JavaScript: load only what's needed for a given resolution
- Consider "lazy" loading of scripts. In short, only load a script when it's needed. A good example is social sharing widgets. Load the necessary JavaScript after they are clicked rather than on page load.

Mobile user experience

- Consider mobile user experience enhancements via HTML5 (the current markup language for structuring web content): geolocation, telephone links, and proper input types (email, password, number, etc).
- Make tables responsive
- Minimize form inputs
- Minimize or eliminate hover interactions
- Strive for minimalist clarity
- Design for touch when possible, but provide alternatives if touch is unavailable. For example, swipe gestures and prev/next navigation
- Avoid modal dialogs

General

- Use a framework like Bootstrap or Foundation
- Design and develop for mobile first

## Other options considered

It's important to note that the evaluation for a mobile strategy started with the assumption that the site needed to be responsive to accommodate the large range of devices accessing the site and situations where the main website is accessed with a mobile device even when alternatives are available. For example, if Metro were to launch a native mobile app, there would still be many instances of the site being accessed by a mobile device and those visitors need to have a minimum viable experience. The mobile strategy decision was really not whether or not the site should be responsive, but whether we needed a mobile strategy *in addition* to responsive web design. After reviewing the mobile strategies outlined below it became clear that Metro's site would not, at least initially, include mobile-centric features that would require leveraging the mobile devices native functionality.

The following mobile strategies were considered in this evaluation:

1. Responsive web design
2. Dedicated mobile site (m-dot)
3. Hybrid native apps using abstractions tools like PhoneGap or Appcelerator
4. Native apps targeting iOS (iPhone Operating system) and Android, the two dominant mobile platforms

# Dedicated mobile

Dedicated mobile, often referred to as m-dot, consists of a separate code base available from a different URL, such as *m.oregonmetro.gov*.

## Benefits of m-dot

- Lighter page weights and decreased load times
- Leverage platform APIs and take full advantage of HTML5
- Design features and content specifically for mobile
- Better user experience for mobile centric features like find a recycler

## m-dot challenges

- You don't always know what's most important to your users (data suggests they behave the same)
- Separate code base and higher costs
- When to redirect users to the mobile site? Content must be shared with the main site
- Build and maintain separate website(s)
- Challenge of targeting different platforms
- Data and features need to be shared with the main site
- Lack of push notifications

# Hybrid native

Tools like PhoneGap and Appcelerator allow you to build native apps for a number of popular platforms from a single code base based on common web technologies like HTML, CSS, and Javascript. This hybrid approach can be a good middle ground in that you can take advantage of many native mobile platform features and distribute through an app store without needing to build a native app for every platform you need to target. The major downside is that the user experience doesn't match a true native app, especially for computing intensive apps like games.

## Benefits of hybrid

- Single code base for all platforms
- Take advantage of most platform APIs
- Push notifications
- Based on familiar web technologies
- Represent a branding opportunity

## Hybrid challenges

- Users must install native apps
- Inconsistencies across platforms
- User experience and performance is not as good a as native apps
- As with dedicated mobile, features and content are based on assumptions about what users want and need on the mobile platform

## Native apps

Native apps written in java for Android or cocoa for iOS provide the smoothest and most polished user experience and are fully able to take advantage of the mobile platforms they're installed on. Those benefits come with a steep cost in development, maintenance, and they face the "install" barrier.

### Benefits of native

- Best available user experience
- Take full advantage of platform APIs
- Push notifications
- App store distribution
- Represent a branding opportunity

### Native challenges

- Significantly higher development and maintenance costs
- Potential update lags
- Users must install native apps
- As with dedicated mobile, features and content are based on assumptions about what users want and need on the mobile platform

# Accessibility strategy

## Recommendation

The Metro website will follow the Web Content Accessibility Guidelines (WCAG) 2.0 level A.  WCAG 2.0 is increasingly chosen by government agencies as their accessibility standard, and is the basis for an updated Section 508 coming out within a year that will apply to federal agencies.  Moving forward all new content will comply with the standard. This will require some changes in how Metro creates content, particularly for video. Legacy content will be made compliant on a priority or user requested basis dependent on resources.

## Assumption

Metro is subject to Title II of the ADA and Section 504.

## Requirements

Commitment and requirement for all video moving forward to be captioned and have transcripts.  All PDF documents will be made accessible using Acrobat Pro moving forward. Our staff can perform the accessibility work for multimedia and Acrobat files, or it can be contracted out (a typical 3 minute video might take an employee 40 minutes to to caption and transcribe or cost $18 using an external service; a PDF can be made accessible by an employee in 5-10 minutes).

## Notes

- Website accessibility is an equity and inclusiveness issue.
- Metro is committed to ensuring equivalent access to information for all residents.
- About 28% of Oregonians have disabilities. Disabled numbers exceed mobile users.
- Migrated web pages will be made compliant to this standard as part of the migration of content.

## Steering Committee action

Confirm direction


## Background attachments

A1. Disability statistics charts

A2. Accessibility backgrounder

A3.  Options for accessibility of legacy multimedia content

# US disability data by category and age
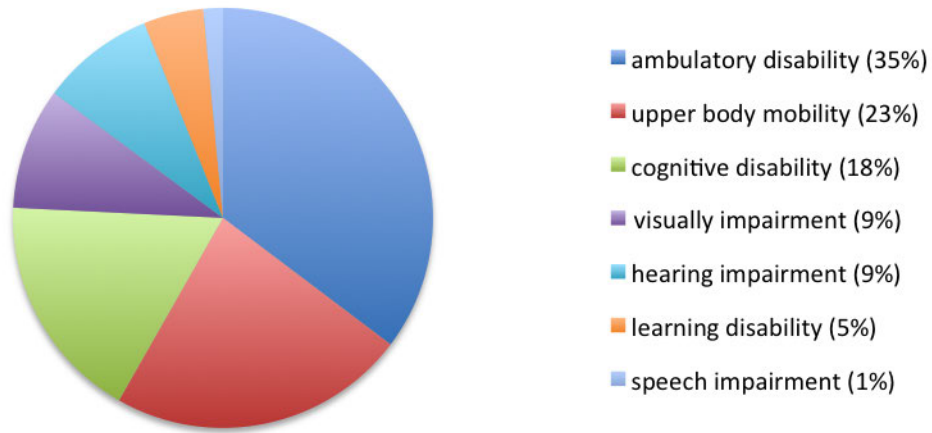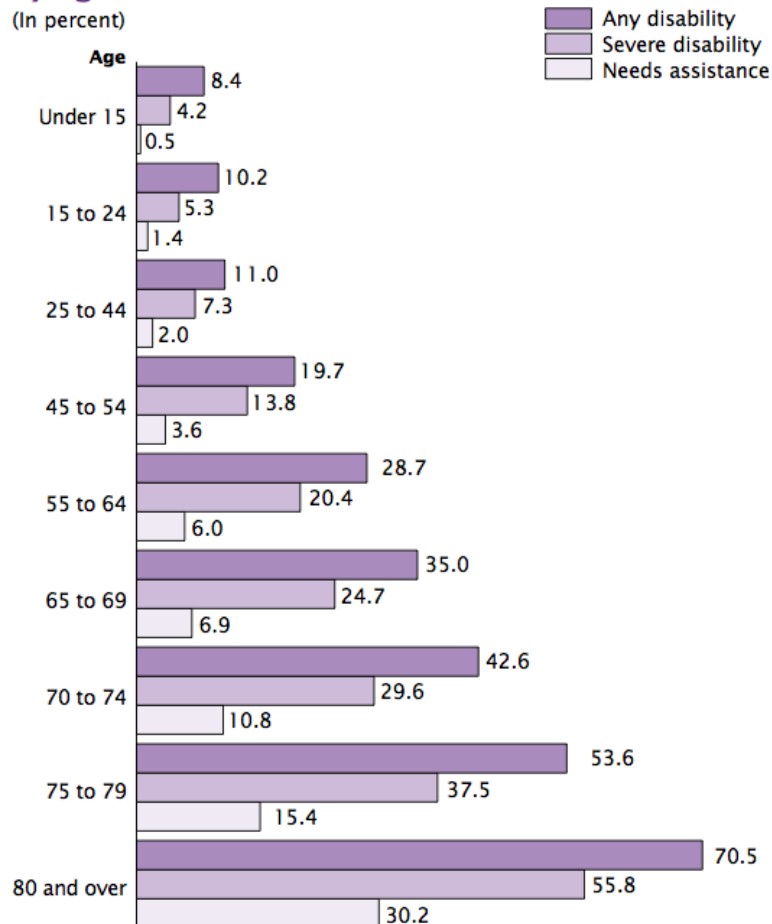## Source: 2010 US Census



**Frequency of disability by category**

- ambulatory disability (35%)
- upper body mobility (23%)
- cognitive disability (18%)
- visually impairment (9%)
- hearing impairment (9%)
- learning disability (5%)
- speech impairment (1%)



Figure 2.
**Disability Prevalence and the Need for Assistance by Age: 2010**
(In percent)

Legend:
- Any disability
- Severe disability
- Needs assistance

| Age | Any disability | Severe disability | Needs assistance |
|---|---|---|---|
| Under 15 | 8.4 | 4.2 | 0.5 |
| 15 to 24 | 10.2 | 5.3 | 1.4 |
| 25 to 44 | 11.0 | 7.3 | 2.0 |
| 45 to 54 | 19.7 | 13.8 | 3.6 |
| 55 to 64 | 28.7 | 20.4 | 6.0 |
| 65 to 69 | 35.0 | 24.7 | 6.9 |
| 70 to 74 | 42.6 | 29.6 | 10.8 |
| 75 to 79 | 53.6 | 37.5 | 15.4 |
| 80 and over | 70.5 | 55.8 | 30.2 |

Note: The need for assistance with activities of daily living was not asked of children under 6 years.
Source: U.S. Census Bureau, Survey of Income and Program Participation, May–August 2010.

**Website accessibility backgrounder**

The Internet has dramatically changed the way state and local governments do business. Today, government agencies routinely make much more information about their programs, activities, and services available to the public by posting it on their websites. As a result, many people can easily access this information seven days a week, 24 hours a day.

Many government services and activities are also provided on websites because the public is able to participate in them at any time of day and without the assistance of government personnel. Many government websites offer a low cost, quick, and convenient way of filing tax returns, paying bills, renewing licenses, signing up for programs, applying for permits or funding, submitting job applications, and performing a wide variety of other activities.

The Americans with Disabilities Act (ADA) and, if the government entities receive federal funding, the Rehabilitation Act of 1973 generally require that state and local governments provide qualified individuals with disabilities equal access to their programs, services, or activities unless doing so would fundamentally alter the nature of their programs, services, or activities or would impose an undue burden. One way to help meet these requirements is to ensure that government websites have accessible features for people with disabilities, using relatively simple steps outlined in web accessibility standards such as providing a textual description of images.

Online barriers faced by people with disabilities

Many people with disabilities use assistive technology that enables them to use computers. Some assistive technology involves separate computer programs or devices, such as screen readers, text enlargement software, and computer programs that enable people to control the computer with their voice.

Poorly designed websites can create unnecessary barriers for people with disabilities, just as poorly designed buildings prevent some people with disabilities from entering. Access problems often occur because website designers mistakenly assume that everyone sees and accesses a webpage in the same way. This mistaken assumption can frustrate assistive technologies and their users. Accessible website design recognizes these differences and does not require people to see, hear, or use a standard mouse in order to access the information and services provided.

# What other government agencies are doing to meet their ADA obligations on website accessibility?

**Multnomah County Library**: "All pages and content on the domain multcolib.org has been tested meets WCAG 2 AA or AAA guidelines. We've tried to ensure that we got to 100% of all content meeting those guidelines."

**City of Portland:** http://www.portlandonline.com/index.cfm?c=43193&a=189727
"Closed captioning should be used wherever possible and in full compliance with ADA laws."

**State of Oregon:** they claim they do not use multimedia on their site.
Courts Dept. "We follow Section 508 and W3C ADA design guidelines for our website."

**City of Beaverton:** our website meets federal government standards for making Web content and applications usable for persons with disabilities and fulfills the mandate of Section 508 of the Rehabilitation Act Amendments of 1998.
Streaming video files have transcripts or a presentation version available (if transcript or a presentation version is available).
http://www.beavertonoregon.gov/index.aspx?NID=989

**City of Seattle:** they use the WCAG 1.0 Priority 1 Accessibility Guidelines. Provide alternative presentation of content as necessary to meet accessibility requirements
http://www.seattle.gov/pan/WebPresentationAccessibilityStandards.htm

**State of Washington:** various agencies follow WCAG 1 or Section 508.
http://www.wsdot.wa.gov/Communications/WebToolKit/AccessibilityTools.htm

**University of Washington:** their site says they are subject to WCAG 2.0:
http://www.washington.edu/accessibility/policies.html
For example video, see http://www.washington.edu/doit/Video/index.php?vid=55

**PSU:** clearly committed to equal access; they cite Section 508 and their checklist asks if videos are captioned
"Equivalent alternatives for any multimedia presentation shall be synchronized with the presentations";
http://www.pdx.edu/sites/www.pdx.edu.recreation/files/Accessibility_Part_1.pdf

**Energy.gov:** they clearly state they are suvject to Section 508: http://energy.gov/about-us/web-policies
Their YouTube videos are closed captioned: http://energy.gov/articles/energy-matters-clean-energy-technology-markets

**Washington County.** "we make best efforts with accessibility and use W3C guidelines in design and usability where feasible." They don't consider themselves subject to Section 508 because of its federal focus.

# Options for accessibility of site multimedia content[†]

| | OPTION 1 | OPTION 2 |
|---|---|---|
| *Approach* | Make accessible all migrated multimedia (100 videos) | Make accessible new, priority, or requested legacy multimedia |
| *Cost or effort* | $4K or 65 employee hrs | $1.5K or ~16 employee hrs |
| *Claimable outcome?* | Site badge shows compliance with WCAG 2.0 Level A or AA | Site aims for compliance but will take years to get there |
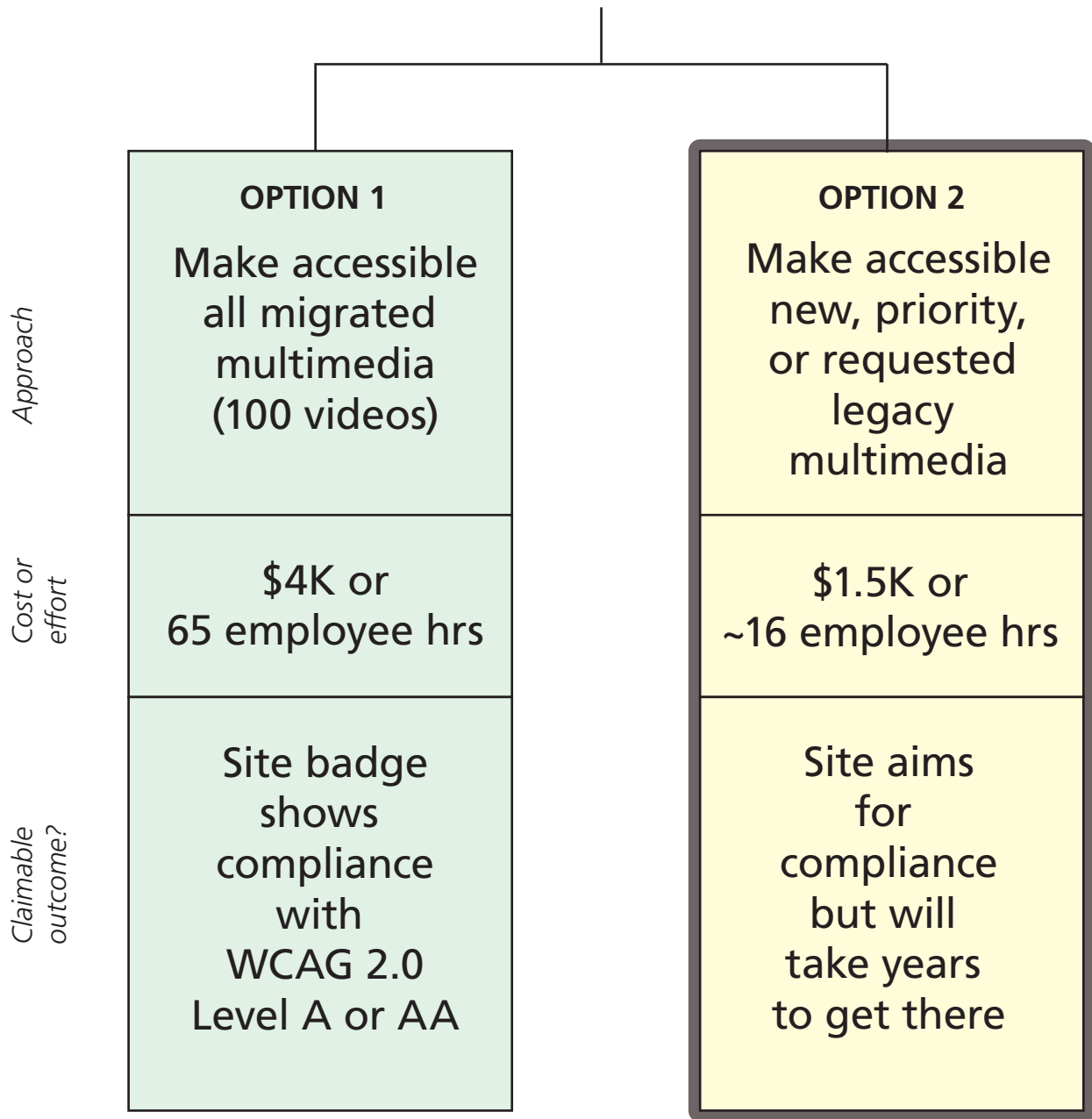
[†] All web page content will meet the WCAG 2.0 standard.

# Language strategy

## Recommendation

In order to meet Metro's Title VI obligations and equity goals, create a hub for language assistance. The hub will include  a landing page for each of the eleven languages identified by the DRC analysis, information about translation services and a menu of content translated in that language including the vital documents identified by federal requirements.  Visitors will be able to link to this section and to individual language landing pages from the global site navigation, through a drop down menu on pages where there is translated content, and by using the site's sophisticated search function.

## Assumption

Metro as an MPO is subject to Title VI. Language translation services provided across Metro

## Notes

- **Title VI Languages** – The DRC analysis found that 11-12 languages meet the Title VI threshold that requires the translation of vital documents. See table A1 for the list of languages.

- **Vital documents** – Title VI vital documents include universal documents such as how to get language assistance, civil rights information and a complaint form and others to be determined on a project basis.

- **Targeted content development** – For non-Title VI projects and services, programs will develop targeted translation strategies based on their resources, priorities and audiences.  The web team will host a Communications studio to develop recommendations about which content is most important for programs to consider translating.

## Steering Committee action

Confirm direction

## Background attachments

Table A1 listing languages

**Table A1: Principal languages eligible for safe harbor provisions in Metro-wide initiatives: Census tracts within Metro region boundary.**

All individual languages with at least 1,000 primary speakers who speak English less than very well. Source: 2006-2010 ACS. Numbers are aggregated estimates from all 331 Census Tracts that are wholly or partly within the Metro region boundary.

| | **Estimated LEP persons older than 5** | |
|---|---|---|
| Spanish, Spanish Creole | 64,692 | 4.60% |
| Vietnamese | 12,417 | 0.88% |
| Chinese | 9,036 | 0.64% |
| Russian | 7,105 | 0.51% |
| Korean | 4,141 | 0.29% |
| Somali * | 1066-3649 | 0.07-0.26% |
| Japanese | 2,378 | 0.19% |
| Ukrainian* | 1400-2493 | 0.10-018% |
| Tagalog | 1,705 | 0.12% |
| Romanian* | 1413-1589 | 0.10-0.11% |
| Arabic | 1,460 | 0.10% |
| Mon-khmer Cambodian | 1,370 | 0.09% |

* *Estimated range, total Metro region LEP population older than 5, based on schools data*

# Metro quarterly magazine strategic improvements | Summer 2013

Project manager: Laura Oppenheimer Odom

**Background:** GreenScene was originally intended to publicize nature events hosted by Metro and its partners – a role now served by websites and, increasingly, The Intertwine. The magazine gradually shifted toward telling the story of Metro destinations, investments and opportunities to get involved, a mission we can now embrace more formally. The passage of a parks and natural areas levy in May 2013 gives us a chance to fine-tune the publication to strategically advance Metro's work and provide an effective communications tool for the Metro Council. Like any magazine, GreenScene can benefit from a reboot to update content, writing style and design. It remains a core communications tool for Metro.

**Mission:** Engage the region in Metro's work to care for regional natural areas, parks and trails, as well as related topics such as natural gardening, walking, biking and community investments. Support Metro's overarching communications strategy by telling stories that create sense of place, resonate with the public and encourage people to get involved.

**Goals:**
- Increase circulation from 18,000 to 20,000 within the first year
- Increase proportion of subscribers outside Portland from 47 percent to 60 percent within two years, targeting key audiences near Metro's parks and natural areas
- Improve awareness of Metro's natural areas, parks and trails work, measured by initial Opt In survey in winter 2014 and follow-up survey in 2015
- Increase event signups by 10 percent during the next two years

**Timing:** The revamped magazine will launch in January 2014, in conjunction with Metro's new website. Quarterly issues will come out as follows:
- Winter issue: early January (covering January, February, March)
- Spring issue: late March (covering April, May and June)
- Summer issue: late June (covering July, August and September)
- Fall issue: late September (covering October, November and December)

**Format and schedule:** The magazine will be 11x17-inch (tabloid size), with paper that is durable but sustainable. A typical issue will be 12 pages, with the option to go down to eight pages when there are fewer events and news stories.

**Tone, personality and look:** The magazine will be engaging, conversational and direct, while giving people a deeper understanding of Metro's work to protect and celebrate nature – and a portal into other Metro initiatives and programs. The design will be bold and colorful, with a more visual focus than the previous GreenScene.

**Guiding principles:** Content for the magazine is designed to be leveraged across Metro's communications channels, whether that means curating newsfeed stories for the magazine, filtering magazine cover stories into Metro's annual levy report or using magazine photography on the website or in other publications. The magazine should respond to a recent audience survey, which showed strong interest in field guides, trails, restoration and sustainability topics, and a high value placed on ease of finding information, strong storytelling and high-quality photography. The magazine should meet the Metro Council's need to engage constituents. And it should be strategic about the role of a print publication in a rapidly changing media environment.

**Process:** A Metro team is crafting a content plan, while working with Sockeye Creative to design a prototype for the revamped magazine. The design will work hand-in-hand with Metro's new website, which will launch at the same time.
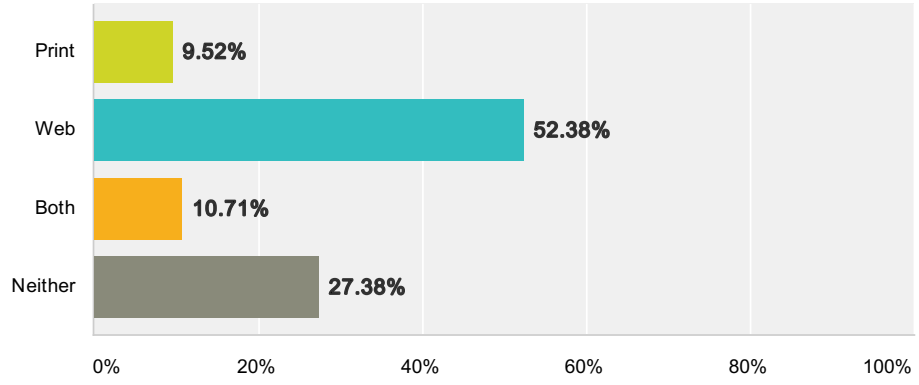
**Big changes:**
- Expanded online content, including slide shows, surveys and links to our interactive map of natural areas, parks and trails; readers should be able to get all the big news in print, but they should also have a reason to go online
- More visual design, facilitated by professional photography and new format
- Detailed plan to strategically expand circulation to key audiences
- The name GreenScene will be evaluated to ensure that it still serves the magazine's mission and audience; other options include developing a new name or rebranding under the It's Our Nature tagline being used by a suite of Metro programs.

**Content:**
- In-depth, magazine-quality cover stories that tell the story of Metro's investments in parks, trails and natural areas; these stories will be used for Metro's annual report about the levy
- Newsy updates about natural area acquisitions, restoration work, trail projects and park improvements, leveraging content developed for Metro News
- Grab-and-go field guides that help people explore Metro parks, trails and natural areas; these will be produced by a naturalist and available as a web download, a special promotion at events, etc.
- Conservation education and volunteer opportunities
- Intertwine "daycation" feature in each issue, helping promote The Intertwine and Metro's role in it while reinforcing its identity separate from Metro
- Destination guide to Metro parks, boat ramps and publicly open natural areas
- "Conserving nature, one acre at a time" column by natural resources scientist Kate Holleran
- Features on lifestyle topics such as natural gardening, green cleaners and recycling
- A regional roundup of news about land-use, transportation and other policy decisions, emphasizing opportunities to get involved; to the extent possible, this content will be filtered through a nature/sustainability lens for this audience
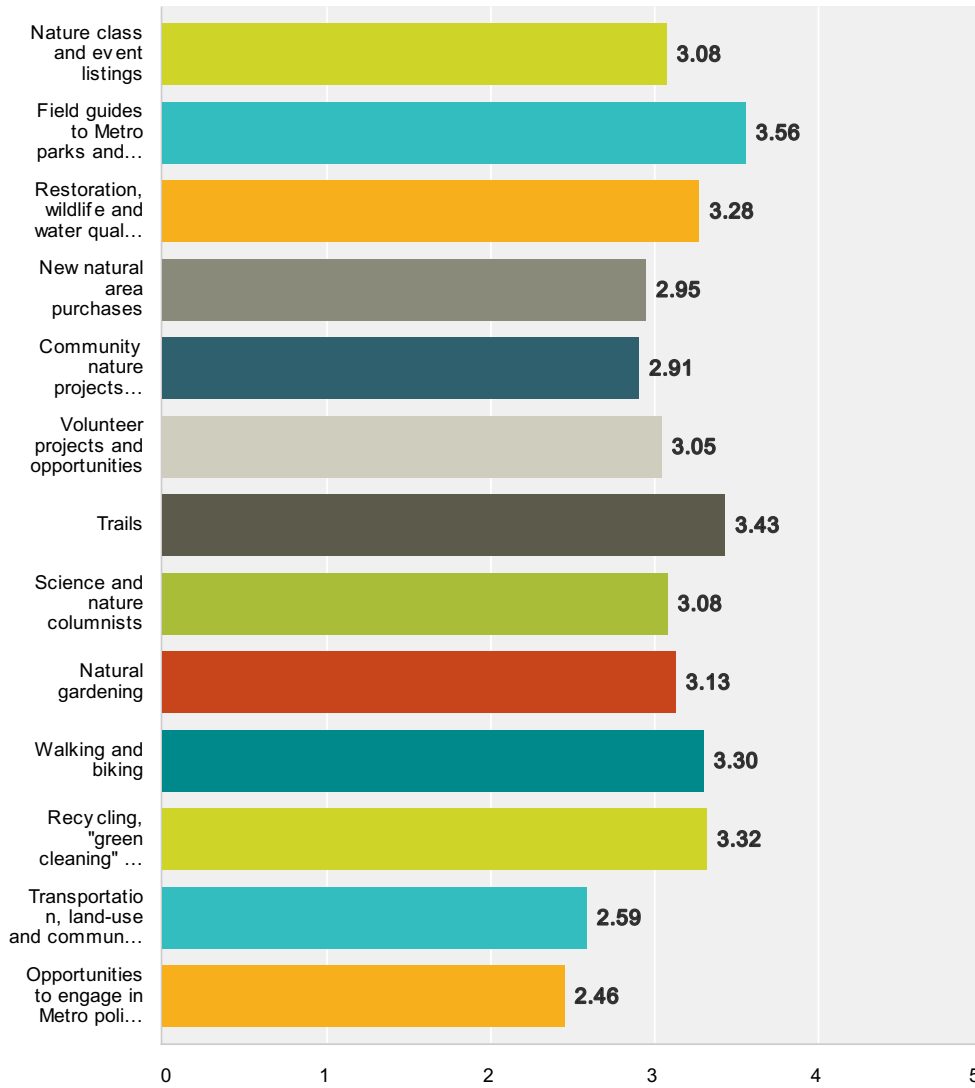
## Q1 How do you read Metro GreenScene?

**Answered: 168    Skipped: 0**



Print — 9.52%

Web — 52.38%

Both — 10.71%

Neither — 27.38%

(X-axis: 0%, 20%, 40%, 60%, 80%, 100%)

# Metro GreenScene feedback

## Q2 Rate your interest in the following topics on a scale of not interested, a little interested, somewhat interested or very interested.
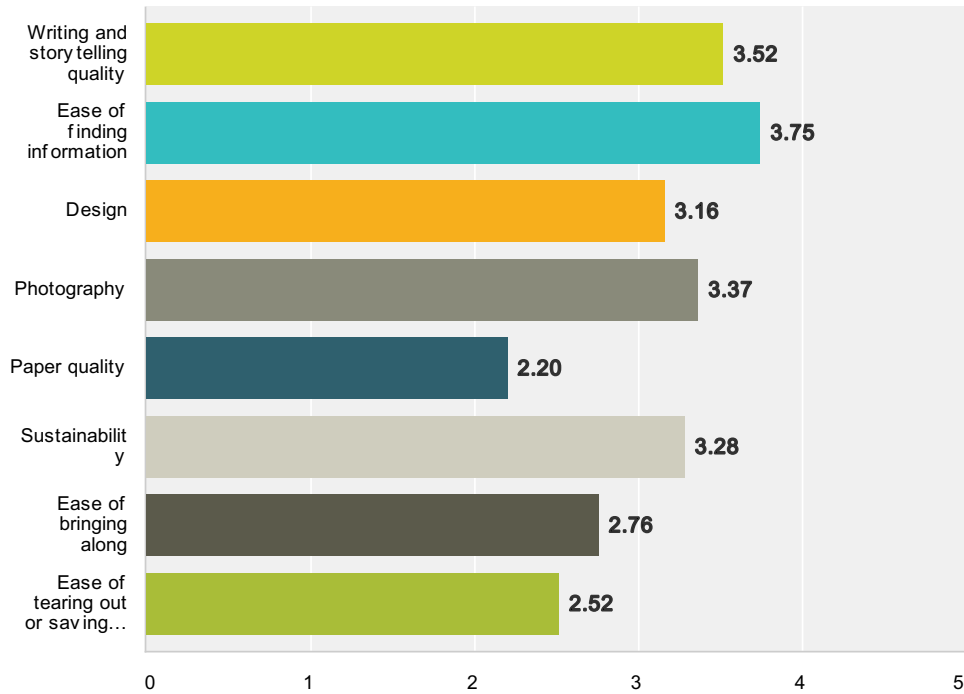
Answered: 168    Skipped: 0



| | Not interested | A little interested | Somewhat interested | Very interested | Total | Average Rating |
|---|---|---|---|---|---|---|
| **Nature class and event listings** | 2.98%<br>5 | 19.64%<br>33 | 44.05%<br>74 | 33.33%<br>56 | 168 | 3.08 |
| **Field guides to Metro parks and natural areas (things to do and see)** | 1.20%<br>2 | 4.22%<br>7 | 31.93%<br>53 | 62.65%<br>104 | 166 | 3.56 |
| **Restoration, wildlife and water quality at Metro parks and natural areas** | 2.41%<br>4 | 13.25%<br>22 | 38.55%<br>64 | 45.78%<br>76 | 166 | 3.28 |
| **New natural area purchases** | 6.55%<br>11 | 23.21%<br>39 | 38.69%<br>65 | 31.55%<br>53 | 168 | 2.95 |
| **Community nature projects funded by Metro grants** | 5.99%<br>10 | 22.16%<br>37 | 46.71%<br>78 | 25.15%<br>42 | 167 | 2.91 |
| **Volunteer projects and opportunities** | 4.17%<br>7 | 19.64%<br>33 | 43.45%<br>73 | 32.74%<br>55 | 168 | 3.05 |

# Metro GreenScene feedback

| | | | | | | |
|---|---|---|---|---|---|---|
| Trails | **1.19%**<br>2 | **10.12%**<br>17 | **32.74%**<br>55 | **55.95%**<br>94 | 168 | 3.43 |
| Science and nature columnists | **2.98%**<br>5 | **23.21%**<br>39 | **36.31%**<br>61 | **37.50%**<br>63 | 168 | 3.08 |
| Natural gardening | **9.09%**<br>15 | **15.15%**<br>25 | **29.09%**<br>48 | **46.67%**<br>77 | 165 | 3.13 |
| Walking and biking | **2.38%**<br>4 | **10.71%**<br>18 | **41.07%**<br>69 | **45.83%**<br>77 | 168 | 3.30 |
| Recycling, "green cleaning" and other sustainable living tips | **1.20%**<br>2 | **14.37%**<br>24 | **35.33%**<br>59 | **49.10%**<br>82 | 167 | 3.32 |
| Transportation, land-use and community investments | **13.86%**<br>23 | **30.72%**<br>51 | **37.95%**<br>63 | **17.47%**<br>29 | 166 | 2.59 |
| Opportunities to engage in Metro policy decisions | **22.16%**<br>37 | **26.95%**<br>45 | **34.13%**<br>57 | **16.77%**<br>28 | 167 | 2.46 |

## Q3 How important is each of the following in a print publication: not important, a little important, somewhat important or very important?
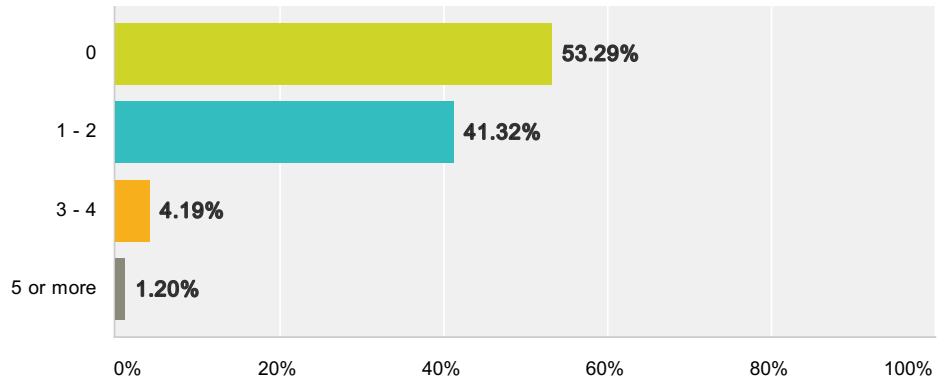
Answered: 167    Skipped: 1

| | Writing and storytelling quality | Ease of finding information | Design | Photography | Paper quality | Sustainability | Ease of bringing along | Ease of tearing out or saving... |
|---|---|---|---|---|---|---|---|---|
| Rating | 3.52 | 3.75 | 3.16 | 3.37 | 2.20 | 3.28 | 2.76 | 2.52 |

| | Not important | A little important | Somewhat important | Very important | Total | Average Rating |
|---|---|---|---|---|---|---|
| Writing and storytelling quality | 1.20%<br>2 | 6.59%<br>11 | 31.14%<br>52 | 61.08%<br>102 | 167 | 3.52 |
| Ease of finding information | 0%<br>0 | 1.81%<br>3 | 21.69%<br>36 | 76.51%<br>127 | 166 | 3.75 |
| Design | 0.60%<br>1 | 16.87%<br>28 | 48.19%<br>80 | 34.34%<br>57 | 166 | 3.16 |
| Photography | 0%<br>0 | 12.65%<br>21 | 37.95%<br>63 | 49.40%<br>82 | 166 | 3.37 |
| Paper quality | 23.95%<br>40 | 37.13%<br>62 | 33.53%<br>56 | 5.39%<br>9 | 167 | 2.20 |
| Sustainability | 1.21%<br>2 | 13.94%<br>23 | 40%<br>66 | 44.85%<br>74 | 165 | 3.28 |
| Ease of bringing along | 14.37%<br>24 | 20.96%<br>35 | 38.92%<br>65 | 25.75%<br>43 | 167 | 2.76 |
| Ease of tearing out or saving content | 22.89%<br>38 | 25.30%<br>42 | 28.92%<br>48 | 22.89%<br>38 | 166 | 2.52 |

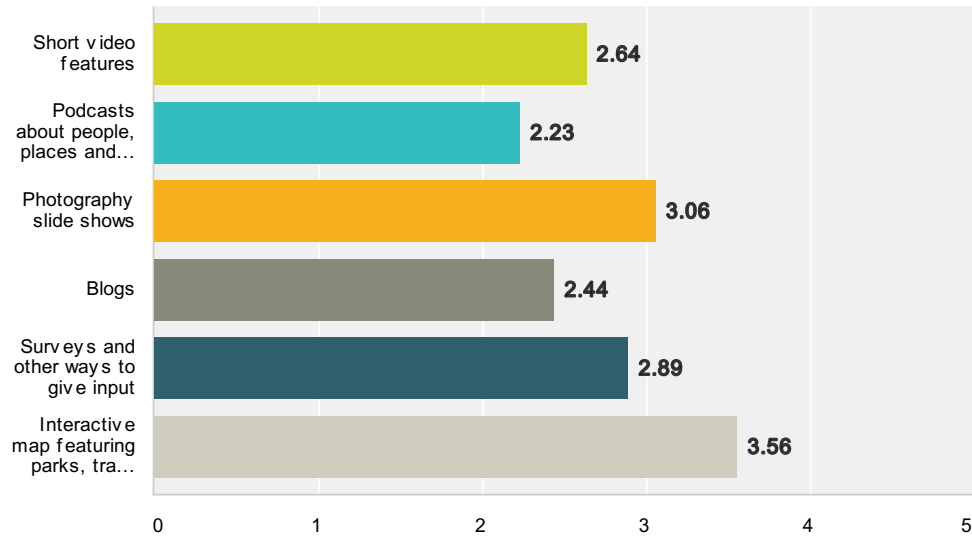**Q4 On average, how many classes or events do you attend each year in response to GreenScene?**

Answered: 167    Skipped: 1

| Category | Percentage |
|----------|-----------|
| 0 | 53.29% |
| 1 - 2 | 41.32% |
| 3 - 4 | 4.19% |
| 5 or more | 1.20% |

## Q5 Rate your interest in each type of multimedia content on a scale of not interested, a little interested, somewhat interested or very interested?
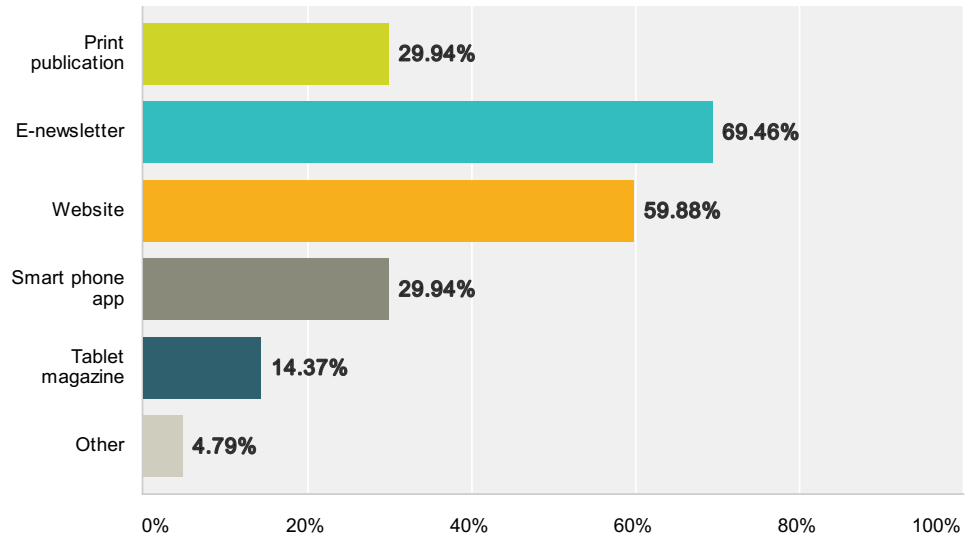
**Answered: 168    Skipped: 0**



| | Not interested | A little interested | Somewhat interested | Very interested | Total | Average Rating |
|---|---|---|---|---|---|---|
| **Interactive map featuring parks, trails and natural areas** | 0%<br>0 | 7.88%<br>13 | 28.48%<br>47 | 63.64%<br>105 | 165 | 3.56 |
| **Photography slide shows** | 4.79%<br>8 | 21.56%<br>36 | 36.53%<br>61 | 37.13%<br>62 | 167 | 3.06 |
| **Surveys and other ways to give input** | 4.17%<br>7 | 28.57%<br>48 | 41.07%<br>69 | 26.19%<br>44 | 168 | 2.89 |
| **Short video features** | 13.69%<br>23 | 31.55%<br>53 | 32.14%<br>54 | 22.62%<br>38 | 168 | 2.64 |
| **Blogs** | 22.02%<br>37 | 28.57%<br>48 | 32.74%<br>55 | 16.67%<br>28 | 168 | 2.44 |
| **Podcasts about people, places and nature** | 26.79%<br>45 | 35.12%<br>59 | 26.19%<br>44 | 11.90%<br>20 | 168 | 2.23 |

## Q6 How would you like to receive nature news, features and events from Metro? (Check all that apply.)

**Answered: 167   Skipped: 1**

| Choice | Percent |
|---|---|
| Print publication | 29.94% |
| E-newsletter | 69.46% |
| Website | 59.88% |
| Smart phone app | 29.94% |
| Tablet magazine | 14.37% |
| Other | 4.79% |

## Q7 What can Metro do to make GreenScene more useful to you?

Answered: 52    Skipped: 116

## Q8 What is your age?

| Age | Percentage |
|---|---|
| 17 and under | 0.60% |
| 18 - 24 | 5.99% |
| 25- 32 | 27.54% |
| 33 - 45 | 25.15% |
| 46 - 55 | 15.57% |
| 56 - 64 | 13.77% |
| 65+ | 10.18% |
| do not wish to disclose | 1.20% |

# Metro GreenScene feedback
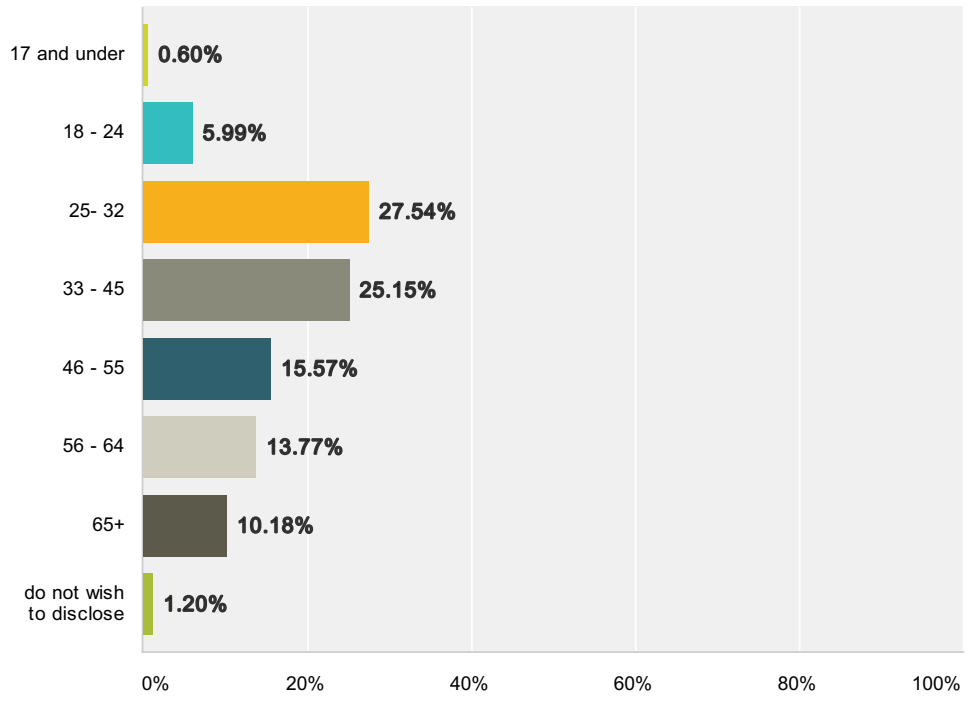
## Q9 What is your race/ethnicity?

| | |
|---|---|
| Black (not of Hispanic origin) | |
| White (not of Hispanic origin) | 86.75% |
| Hispanic | 3.61% |
| American Indian or Alaskan… | 1.20% |
| Asian or Pacific Islander | 1.20% |
| do not wish to disclose | 7.23% |

0%   20%   40%   60%   80%   100%
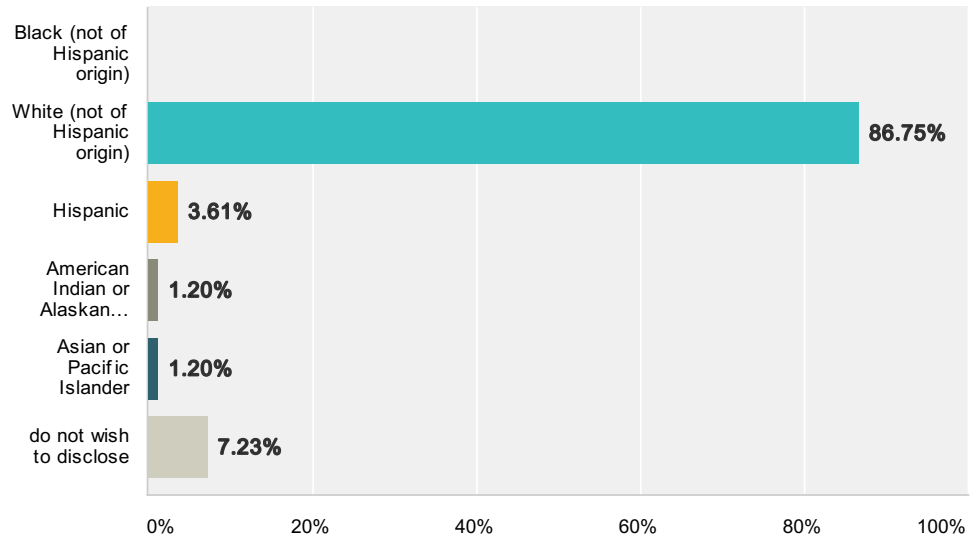
## Q10 What language is primarily spoken at home?

Answered: 165   Skipped: 3

| Language | Percentage |
|----------|-----------|
| English | 98.79% |
| Chinese (中文) | |
| Korean (한국어) | 0.61% |
| Russian (рýсский) | 0.61% |
| Spanish (español) | |
| Vietnamese (tiếng Việt) | |
| Other (please specify) | |
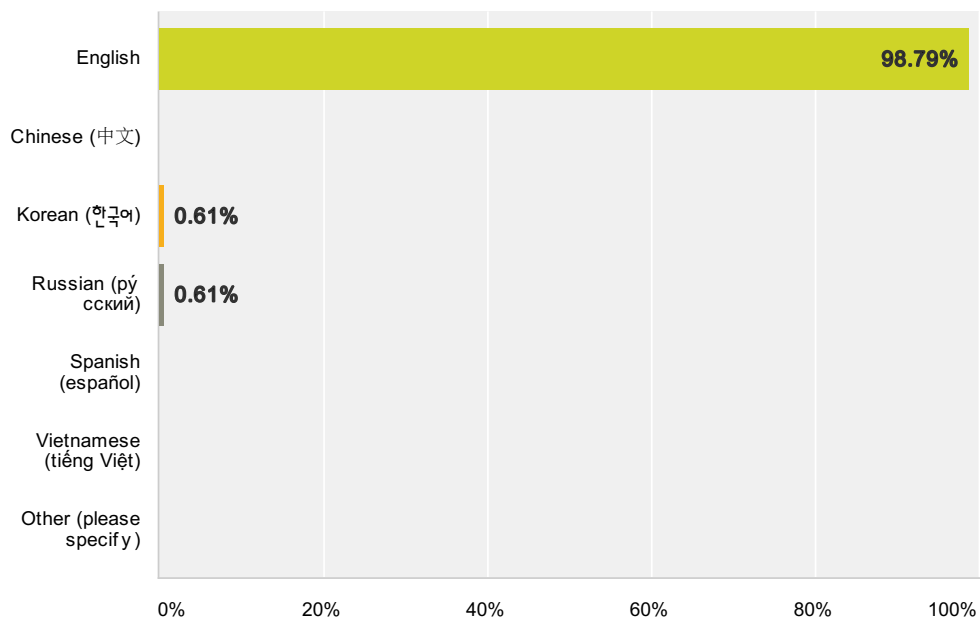
# Q11 How would you describe yourself? (Check all that apply.)

**Answered: 167    Skipped: 1**
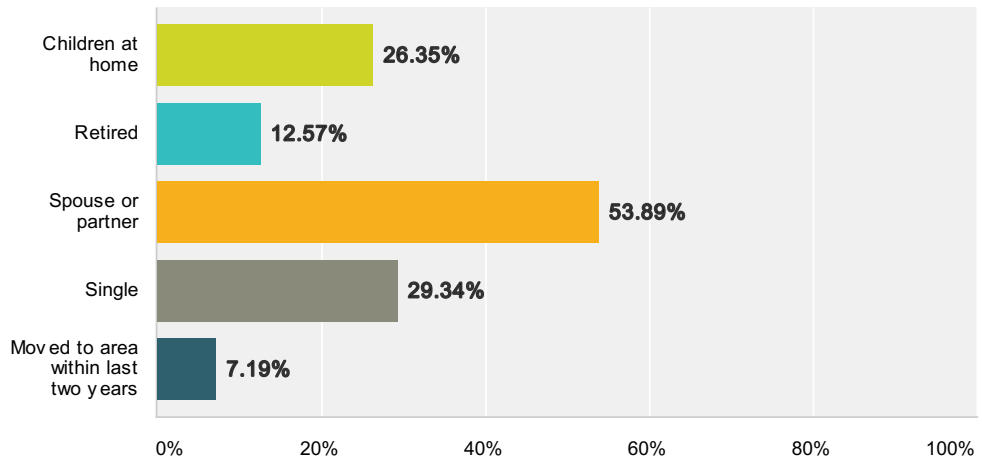
Agenda Item No. 4.0


**2013 LEGISLATIVE SESSION REPORT**


Metro Council Work Session
Tuesday, July 23, 2013
Metro, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date:  July 23, 2013     Time:   3:20 pm    Length:   30 minutes

Presentation Title:    2013 Legislative Session Report

Department:    Government Affairs and Policy Development

Presenters:   Randy Tucker, Legislative Affairs Manager

## ISSUE & BACKGROUND

This work session includes the following discussion items:

- A report on outcomes from the 2013 Oregon legislative session (see July 12 memo included in this packet for a summary).

- A discussion of next steps to follow up the session and potential legislative items for the 2014 and 2015 legislative sessions, with the understanding that legislative rules severely limit the opportunities to introduce bills in the short even-year session.

## OPTIONS AVAILABLE

Council may wish to recommend specific actions in response to 2013 legislative outcomes or discuss specific preliminary legislative concepts for 2014 or 2015.

## IMPLICATIONS AND SUGGESTIONS

## QUESTION(S) PRESENTED FOR CONSIDERATION

No specific Council actions are required at this time. It is anticipated that the Council may formally adopt a legislative agenda for the 2014 session in late 2013 or early 2014.

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION __Yes _X_No
DRAFT IS ATTACHED ___Yes _X_No**

DATE:       July 12, 2013

TO:         **Metro Council**

FROM:       **Randy Tucker, Legislative Affairs Manager**

RE:         **Report on 2013 Legislative Session**

**Metro**

---

**Background:** As you will recall, last winter you adopted Resolutions 13-4402, which came from JPACT and established the region's transportation agenda for the 2013 legislative session, and 13-4403, which incorporated the JPACT agenda and established the Metro Council's overall legislative agenda. Annotated versions of the relevant portions of both of these agendas are attached.

**Outcomes:** The Council identified a subset of issues as their top priority items, and with one exception, all of these priorities were successfully achieved during the session. The issue that did not advance was statewide property tax reform, on which Metro was one member of a broad coalition asking the Legislature to refer changes to Measures 5 and 50 to the ballot. Also, as you know, despite the passage of HB 2800 providing funding for the I-5 replacement bridge over the Columbia River– and our success in getting language into the bill addressing specific issues identified by JPACT and the Metro Council – the failure of the Washington Legislature to authorize an equivalent amount of funding constitutes, at best, a serious setback for the project.

However, we were successful in securing funding for the Willamette Falls Legacy Project and the Oregon Convention Center hotel; lifting the sunset on the paint stewardship program and making other improvements to that program (HB 2048); creating a process for moving Area 93 into Washington County (HB 3067); and establishing the structure of a program to make industrial sites ready for development (SB 246, SB 253).

Attached to this memo are annotated versions of the Metro and JPACT legislative agendas that include outcomes associated with each item. From Metro's perspective, here were a few other selected highlights and lowlights of the session on issues that were not addressed in your legislative agenda:

- Passage of SB 306, which directs the Legislative Revenue Officer to prepare a carbon tax study

- Failure of SB 331, which would have modified the formula under which RV fees are allocated between the state and the counties for campground maintenance and improvement

- Passage of SB 462, which prohibits composting facilities within 1500 feet of schools in exception areas

- Passage of SB 610, which addresses the conditions under which places of public accommodation (e.g., the Oregon Zoo) may restrict assistance animals

- Passage of SB 631, which requires inspections of publicly owned restaurants

- Failure of SB 699, which would have allowed local governments to restrict the carrying of guns in public buildings

- Passage of SB 810, which creates an opt-in pilot program for drivers wishing to pay a per-mile charge instead of a gas tax, and the failure of HB 2453, which would have created a mandatory per-mile charge on highly efficient vehicles

- Failure of SB 845, which would have authorized the so-called "Project Azalea" to be located in north Hillsboro even if the urban reserves decision is reversed or remanded by the Court of Appeals

- Inclusion in HB 2322, the session-ending "program change" bill, of a $1.5 million earmark for Washington County to conduct a study of Westside transportation needs as well as an allocation of $24 million to the Shared Services Fund for the next round of "gain share" distributions

- Passage of HB 2632, which exempts local option levies from urban renewal beginning in 2014, thereby enabling Metro to retain more of the revenues collected under the recently passed natural areas levy

- Failure of HB 2945, which would have created a rural Area Commission on Transportation for Clackamas County (there will be an Oregon Solutions process to explore issues raised by this bill)

**A couple of procedural notes:** Since arriving at Metro, I have relied on a cadre of staff colleagues I call my "legislative operatives." Once again, that system served me well. This session we also contracted for lobbying services with a private government affairs firm, Oxley and Associates, specifically to support our request for funding for the OCC headquarters hotel. I collaborated closely with Oxley and Associates and I believe their services were instrumental to our success.

This session, Council President Hughes served as my legislative liaison to the Council. I had weekly conversations either with him or with Andy Shaw and sent a weekly summary of legislative activity to Andy. This enabled me to bring policy questions that arose during the session to the Council as appropriate and to keep you apprised of events in Salem through Council President Hughes' reports in your work sessions. I hope this arrangement worked well for you.

**METRO COUNCIL LEGISLATIVE PRIORITIES**
**2013 Legislative Session** *(updated with session outcomes)*

**TOP PRIORITY ITEMS**

➢ **I-5 Replacement bridge over the Columbia River:** Support adoption of an equitable state finance package that reflects the importance of this project to the state while protecting the interests of the Portland region and addressing the project's impacts on the local community. *(HB 2800 passed, authorizing the State Treasurer to issue $450 million in bonds to support the bridge replacement project under certain conditions, most notably including the approval of equal funding by the Washington Legislature, which adjourned without providing that funding.)*

➢ **Oregon Convention Center headquarters hotel:** Pursue state participation in finance package for development of headquarters hotel needed to attract national conventions to Oregon. *($10 million was allocated to the project in SB 5533.)*

➢ **Paint stewardship:** Lift the sunset on Oregon's paint stewardship program while incorporating improvements in convenience, public outreach and accountability. *(HB 2048 passed, lifting the sunset on the program and making improvements in all three areas described above.)*

➢ **Willamette Falls Legacy Project:** Pursue allocation of funds identified in Governor's Balanced Budget for redevelopment of Blue Heron paper mill site in Oregon City. *($5 million was allocated to the project in SB 5533.)*

➢ **Industrial site readiness:** Support creation of state financial tools to help make land inside the urban growth boundary available for industrial development and job creation through infrastructure investment, brownfield cleanup, land aggregation, and other means. *(SB 246 passed, creating – but providing no immediate funding for – an industrial site readiness forgivable loan program, and also creating a reimbursement program, to be funded with project-specific income tax revenues, for local governments that finance site readiness investments themselves. SB 253 also passed, creating – but not funding – a program for supporting regional industrial land inventories and due diligence investigations.)*

➢ **Property tax reform:** Support changes in Oregon's property tax system that enhance the fairness of the system and improve the ability of local voters to effectively approve increases in local revenue without inadvertently affecting the ability of other jurisdictions to provide services to their residents. *(HJR 8, HJR 13, SJR 10, and SJR 11 failed.)*

➢ **Service provision in unincorporated areas:** Support legislation moving "Area 93" from Multnomah County to Washington County upon adoption of intergovernmental agreement between the counties. Oppose legislation allowing landowners to demand services outside local planning processes. *(HB 3067 passed, establishing a process for Multnomah and Washington Counties to agree on a boundary change.)*

**OTHER ITEMS, BY ISSUE AREA**

**Transportation Finance and Policy**

➢ **Funding for non-highway transportation:** Support adoption of Connect Oregon V and development of "Connect Plus" package that provides ongoing funding for investment in air, rail, marine, transit, bicycle and pedestrian capital projects as well as transit operations. *(SB 260 passed, providing $42 million for a fifth round of ConnectOregon and adding bicycle and*

*pedestrian facilities to the list of modes eligible for funding. HB 3348 and SB 247 were introduced to begin the discussion of "ConnectOregon Plus" but did not advance.)*

➢ **TriMet collective bargaining:** Support legislation restoring collective bargaining to transit districts. *(HB 2196 failed. HB 3316 passed; in its original form it called for major governance changes at TriMet, but was amended to call for an audit of TriMet.)*

➢ **Clean Fuels Program:** Support legislation lifting the sunset on Oregon's Clean Fuels Program. *(SB 488 narrowly failed in the waning days of the session. However, SB 306 passed, directing the Legislative Revenue Officer to prepare a report on the feasibility of a statewide clean air fee or tax – i.e., a carbon tax – aimed at reducing greenhouse gas emissions.)*

➢ **Local revenue authority:** Preserve and expand local options so local governments have the flexibility to build, operate and fund transportation systems that support prosperous, livable and sustainable communities. *(No new pre-emptions were enacted.)*

## Land Use/Community Development

➢ **Urban growth management:** Oppose efforts to force larger urban growth boundary expansions by legislatively removing certain areas from the buildable lands inventory. *(No such legislation was introduced.)*

➢ **Affordable housing:** Support legislation clarifying that receipt of federal rent subsidies like Section 8 vouchers is not grounds for denying tenancy. *(HB 2639 passed.)*

➢ **Brownfields:** Support creation of policy tools including tax credits and tax abatements to facilitate brownfield redevelopment. *(HB 3030 failed. It would have recapitalized the Brownfield Redevelopment Fund.)*

## Resource Conservation and Recycling

➢ **Product stewardship:** Support creation of systems for collection and recycling of batteries and mercury-containing fluorescent light bulbs based on producer responsibility. *(HB 2938, the product stewardship bill for batteries, failed. Legislation on fluorescent light bulbs was not introduced.)*

➢ **Diesel emissions reduction:** Update state law to allow federal Diesel Emissions Reduction Act funds to be spent on most effective means of reducing diesel emissions. *(SB 249 passed with the support of a broad coalition that included the Oregon Trucking Associations, the Oregon Environmental Council, Northwest Natural, the Oregon Refuse and Recycling Association, the Department of Environmental Quality, and Metro.)*

➢ **Labeling of compostable materials:** Support legislation to improve information to households and businesses about the compostability and environmental impact of products and packaging. *(No such legislation was introduced.)*

➢ **Toxics:** Support legislation requiring disclosure and removal of toxic chemicals in children's products and expanding the use of integrated pest management by state agencies. *(HB 3162, the Children's Safe Products Act, failed; it passed the House but did not get through the Senate, despite being amended to eliminate the requirement that chemicals of concern be phased out of children's products. HB 3364, integrated pest management bill, passed.)*

## Regional Parks and Natural Areas

➢ **Allocation of RV fees:** Support change in the formula for allocation of recreational vehicle fees to increase percentage allocated to county parks, including Multnomah County parks

owned and operated by Metro. *(SB 331 failed. It would have required that RV fees be evenly divided between OPRD and county park providers. An agreement negotiated early in the session to go to 55% state, 45% county dissolved in acrimony, and the OPRD budget barely passed, with a budget note calling for an interim process to resolve this disagreement.)*

➢ **Abandoned vessels:** Support legislation that improves Metro's ability to address problems associated with abandoned or derelict vessels at Metro facilities. *(HB 2233 passed, broadening the definition of who has authority to address these vessels to include Metro.)*

## Smart Government

➢ **Transient lodging tax:** Support legislation requiring internet travel companies to pay transient lodging tax on full consideration paid for lodging. *(HB 2656 passed, clarifying that transient lodging taxes apply to the full retail price of lodging.)*

➢ **Efficient government:** Maintain or enhance local control related to public retirement and benefit costs.

## OTHER BILLS OF INTEREST

### Bills that passed
SB 306:   Carbon tax study
SB 462:   Process for siting composting facilities
SB 610:   Assistance animals at the zoo
SB 631:   Inspections of publicly owned restaurants
SB 810:   Opt-in road user fee pilot program
HB 2322:  Directs $1.5 million to Washington County for study of Westside transportation needs; authorizes allocation of $24 million to Shared Services Fund for "gain share" program
HB 2632:  Exempts levies from urban renewal

### Bills that died:
SB 250:   Employment lands, "big fish"
SB 699:   Guns in public buildings
SB 708:   City needs to approve a comp plan or the county takes over (Damascus)
SB 825:   "Son of HB 4090"
SB 826:   Withdrawl from TriMet
SB 845:   Process for authorizing Azalea project if reserves decision is overturned on appeal
HB 2173:  Prohibition on wetland restoration in EFU
HB 2255:  Employment lands, "big fish"
HB 2453:  Road user fee for highly efficient vehicles
HB 2657:  Limits on rezoning industrial land
HB 2677:  Prevailing wage
HB 2890:  Removes pre-emption on inclusionary zoning
HB 2945:  Clackamas County rural ACT
HB 3030:  Recapitalize Brownfield Redevelopment Fund
HB 3040:  Nonfarm uses on farmland, including landfills
HB 3384:  Supersiting of veterans' center north of Wilsonville
HB 3468:  Task Force on Bridges Across the Willamette River in Multnomah County

**2013 Regional Transportation Agenda:**
**Specific Recommendations,** *updated with session outcomes*

**Columbia River Crossing** – **The Columbia River Crossing represents the most important transportation investment in the Portland metropolitan region in a generation, providing benefits to the economy, the environment and the safety of the traveling public. JPACT and the Metro Council urge the Legislature to commit the state's share of the project finance plan as follows:**

➢ **The funding approach must recognize the statewide importance of this project and not come at the expense of other projects in the region.**

➢ **The funding approach must reflect a commitment to build the full project, including road, bike, pedestrian and transit elements.**

➢ **Improvements intended to mitigate the impact of the project on local communities in the project area should not be deferred until an undefined and unfunded later phase of construction.**

➢ **Follow through on the creation of a Community Enhancement Fund.**

➢ **The funding package must not extend the current pre-emptions against local gas taxes or registration fees.**

*HB 2800 passed early in the session in a form largely consistent with these priorities. However (as every reader of this document undoubtedly knows by now), the $450 million it authorized is contingent on the state of Washington committing a similar amount by September 30. Because this is apparently not going to happen, the project is shutting down.*

**ConnectOregon V** – **Support a fifth round of *ConnectOregon* funding.**

*SB 260 passed, providing $42 million for a fifth round of ConnectOregon and adding bicycle and pedestrian facilities to the list of project types eligible for funding.*

**Non-roadway funding** – **Support the creation of a permanent funding stream for non-highway transportation.**

*The "ConnectOregon Plus" concept (ongoing funding for investments in air, rail, marine, transit, bicycle and pedestrian capital projects as well as transit operations) was embodied in HB 3348 and SB 247. While neither bill moved forward, this legislation, and the inclusion of bicycle and pedestrian projects in ConnectOregon, provide the basis for a conversation that is likely to continue in the context of a possible 2015 transportation package.*

Materials following this page were distributed at the meeting.

# GreenScene magazine
## Strategic improvements

# Mission: Engage the region

# Be strategic about the role of a print publication

## Audience Profile

- GreenScene is delivered to 15,000 households
- 2,600 people pick up GreenScene at libraries, parks and other public places
- 3,700 people receive GreenScene by email

AUDIENCE FEEDBACK
- Top areas of interest: field guides, trails, restoration, walking/biking, sustainable living
- Strongest values: Ease of finding information, storytelling quality, photography
- Magazine is not driving significant class and event signups
- 57% of respondents are 45 or younger
- Nearly one-third want to receive a print magazine

THE NEXT GENERATION
- January launch
- Magazine-quality storytelling
- More content
- More creative ways of packaging content
- Larger, more visual format
- Strategic plan to increase circulation
- Evaluate name to ensure it still works

Making a splash since 1963

Blue Lake and Oxbow turn 50

Cover story
- Explores an important, provocative topic
- Magazine-caliber writing
- Tells the story of places where Metro is protecting and celebrating nature
- Can be leveraged for annual report

# NATURE NEWS

- Restoration
- Trails
- Park improvements
- New natural areas
- Adapts newsfeed content to a magazine style

---

## Get involved

### Weigh in on Westside Trail

The Westside Trail will travel through urban and rural landscapes connecting the Willamette River near Forest Park to the Tualatin River at Tigard and King City – offering commuters and outdoor enthusiasts alike new ways to get to work, stay in shape and connect with nature. And now is your chance to weigh in.

Metro is working with cities, counties, park districts and the community to create a vision for the trail. Once complete, it will allow bicyclists and pedestrians to travel to work, shopping, schools and parks while passing through some of the region's most amazing scenic areas.

Thanks to feedback from the public and project partners, the blueprint for the 25-mile north-south trail is nearly done.

This master plan will guide how the trail connects to portions already completed by the Tualatin Hills Park & Recreation District and include a timeline for construction, potential funding opportunities and a plan to improve habitat for wildlife along the trail.

The trail will be part of the region's connected network of parks, trails and natural areas, with links to the Ice Age Tonquin Trail, the Rock Creek Trail and the Tualatin River National Wildlife Refuge.

Find out more about the Westside Trail and check out the proposed route at an open house in May.

6 to 8 p.m.
Wednesday, May 8
Deer Creek Elementary School, library
16155 SW 131st Ave., King City

6 to 8 p.m.
Tuesday, May 14
Stoller Middle School, cafeteria
14141 NW Laidlaw Road, Bethany

Open house materials and an online comment form are available at
www.oregonmetro.gov/westsidetrail

---

# Nature news

## Metro secures wildlife corridor near Chehalem Ridge

A recent natural area acquisition by Metro provides a critical link in the regional government's habitat preservation areas in Washington County.

Between the Portland metro area and the Coast Range, the Tualatin River National Wildlife Refuge and Chehalem Ridge Natural Area are two undeveloped spaces that provide vital habitat to a variety of species. However, east-west habitat connectivity between the two sites is lacking, limiting the ability of wildlife to move freely from one to the other.

With the latest acquisition of the Natural Areas Program, 147 acres of farmland between Chehalem Ridge and the Tualatin River refuge, Metro hopes to expand the wildlife corridor in the southern Tualatin Valley.

"The longer a habitat is isolated, the more species it loses," said Lori Hennings, a senior natural resource scientist in Metro's Natural Areas Program. "Our goal here is to establish a swath of land to connect existing natural areas, which is particularly crucial for mammals and amphibians. This connectivity is necessary for maintaining a slow flow of genetics and animals back and forth."

At 147 acres, the property is a heavy hitter for Metro's goal of protecting tracts of land and connecting them.

"In a single acquisition, this property secures roughly half of a habitat corridor linking Metro's 1,200-acre Chehalem Ridge Natural Area with the Tualatin River floodplain, the Tualatin River National Wildlife Refuge's Wapato Lake unit and other Metro natural areas below," said Natural Areas program director Kathleen Brennan-Hunter in a memo.

While the property is agricultural, Hennings said it is a valuable candidate for restoration due to its size, the fact that it contains water resources, and its proximity to established natural areas.

"You might look at this land and say, 'It's old farmland, there's not a lot of habitat there right now. Why would Metro buy that?'" said Hennings. "Well, that's why. We want to retain what habitat remains there and increase it. This acquisition is enormous in terms of wildlife connectivity."

## Gleason Boat Ramp gets a makeover

Metro recently received $400,000 from the Oregon State Marine Board and Oregon Department of Fish and Wildlife to construct additional car parking and landscaping at the M. James Gleason Memorial Boat Ramp launch point on the Columbia River.

"These important funds will serve people who enjoy this boat ramp and Broughton Beach," said project manager Lydia Neill. "While we are constructing a new parking lot, we can efficiently add extra single car parking."

In addition to installation of permanent restrooms, stormwater improvements, and a new parking lot, other beneficial improvement features have been installed in previous phases of work. Projects included construction of a new gangway, new boarding floats for transient boaters, and a wave and debris deflection system that allows for efficient fish passage.

Funding was provided by Metro, Oregon State Marine Board and Oregon Department of Fish and Wildlife to enhance boater safety and accessibility, protect water quality and allow for efficient fish passage at this widely used boat ramp.

During construction, boat launch and parking are available at Metro's Chinook Landing Marine Park, at 22300 NE Marine Drive, across from Blue Lake Regional Park. The Gleason boat ramp is one of three public boating facilities operated by Metro.

## Natural areas get Earth Day boost

Metro volunteers celebrated Earth Day by helping care for 16,000 acres of natural areas and parks across the region.

One of the highlights: 26 third and fourth graders from Forest Grove Community School planted native wildflowers at a Metro-protected natural area, which serves as an outdoor classroom and frequent volunteer site.

During their sunny, two-hour expedition, the group infused the natural area with nearly 500 tarweed, blue-eyed grass and Oregon grape plants.

The tarweed had come full circle: in January, first and second graders from the school planted them at Metro's Native Plant Center. Now, the plants were big enough to go out into the natural area in time for Earth Day.

Inspired to get involved? Check out volunteer opportunities at www.oregonmetro.gov/volunteer.

## Trees along I-205 grew from Metro nature grant

If you walk or ride the 16-mile path tracing Interstate 205, you'll pass 1,300 native trees and 16,000 native shrubs — the result of a three-year collaboration between Friends of Trees and the Oregon Department of Transportation.

Funded by a Metro Nature in Neighborhoods grant, this project engaged thousands of volunteers and dozens of community groups . It also created jobs in the nursery industry and expanded environmental education to underserved communities of color.

But benefits don't end with I-205. The greening effort is intended as a model for bringing native landscaping to other major roadways.

- Introduces people to a Metro park, trail or natural area
- Written by a Metro naturalist
- Helps people explore on their own
- Can be downloaded online, handed out at events
- Responds to highest demand in audience survey



Field guide
# Canemah Bluff Natural Area

## Five senses

### See
A blurb about beautiful spring wildflowers goes here. It really makes people want to visit Canemah Bluff Natural Area. It really makes people want to visit Canemah Bluff Natural Area.

### Hear
A blurb about all the amazing birds goes here. It really makes people want to visit Canemah Bluff Natural Area. It really makes people want to visit Canemah Bluff Natural Area.

### Touch
A blurb about how you can learn about the site's geology by touching rock formations. It really makes people want to visit Canemah Bluff Natural Area. It really makes people want to visit Canemah Bluff Natural Area.

### Smell
A blurb about the scent of some special flower goes here. It really makes people want to visit Canemah Bluff Natural Area. It really makes people want to visit Canemah Bluff Natural Area.

### Taste
After expending all that energy at Canemah Bluff, stop in downtown Oregon City for a cupcake at Wrightsberry's. You won't be able to resist flavors like peanut butter cup, marionberry and pink champagne.

## On the trail
Nature lovers know a park best. Hear what a few recent visitors had to say about Canemah Bluff Natural Area.

**Alice Norris**
Former Oregon City mayor

"Quote here about how lovely Canemah Bluff is. Quote here about how lovely Canemah Bluff is. Quote here about how lovely Canemah Bluff is. Quote here about how lovely Canemah Bluff is. . ."

**Jonathan Soll**
Southeast Portland resident

"Quote about the lovely oaks at Canemah Bluff and how critical it is to save them. Quote about the lovely oaks at Canemah Bluff and how critical it is to save them.""

Canemah Bluff Natural Area is a perfect place to experience spectacular views of the Willamette River, explore rare oak habitat, photograph colorful spring wildflowers and learn about the area's rich past. Tucked away in Oregon City's historic Canemah neighborhood, this 330-acre natural area is one of the signature accomplishments of the region's efforts to protect nature.

Start your journey at Oregon City's Canemah Neighborhood Children's Park, where you'll find picnic tables, a playground, a basketball court and restrooms. From there continue into the natural area, where more than a mile of unpaved trails explore a mosaic of habitats.

### A haven for wildlife
Animals love the rich landscape at Canemah Bluff, including rare Oregon white oak and Pacific madrone trees as well as heartier and faster-growing Douglas fir, maple and alder. Metro's science team has removed invasive plants and strategically thinned trees that compete with oaks – part of a broader effort to reverse their dramatic decline in the Willamette Valley. When oak trees thrive, so do the plants and animals that depend on them for food and shelter.

During the spring, Canemah Bluff bursts with wildflowers, including Camas and Brodiaea lilies, white larkspur and rosy Plectritus. Birders can find chipping sparrows, red-breasted sapsuckers, white-breasted nuthatches and orange-crowned warblers, as well as hawks and eagles soaring above the river.

### Steeped in history
Canemah comes from "canim" or "canoe" in Chinook. Situated just upstream of the rushing Willamette Falls, the riverside area of Canemah is where hundreds of generations of Native Americans beached their canoes to portage around the falls.

Beginning in 1844 with Absalom Hedges, settlers in Canemah built warehouses and offered stevedoring and transportation services to move freight and steamboat passengers around the falls. The area along the river below Canemah Bluff soon became a shipbuilding center, with steamboats running between Canemah and upstream farming communities. Some of the earliest settlers, including Hedges, live on through Canemah streets named after them.

The boom ended in 1873, when the Willamette Falls Locks were built across the river; no longer did freight have to be unloaded upstream and reloaded downstream of the falls. Canemah's heyday was past. What's left today is a gorgeous slice of river, old streets, blufftop views and rare habitats.

### Coming up
Here's where we preview an upcoming event that will draw people to the site. Details like time, place, cost will go right here. We also tell people how to register. Here's where we preview an upcoming event that will draw people to the site. Details like time, place, cost will go right here. We also tell people how to register.

### Know when you go
To protect natural habitats and visitors, Metro does not allow pets, fires, bikes, motorized vehicles, alcohol, weapons or hunting at the natural area. Dogs are allowed on leash in Canemah Neighborhood Children's Park and all Oregon City parks.

### Learn more
www.oregonmetro.gov/canemah

### Getting there
Canemah Bluff Natural Area is located at the southern end of Oregon City. Park in the small lot at Canemah Neighborhood Children's Park, at 815 Fourth Avenue in Oregon City. The city park serves as a gateway to Metro's natural area.

Canemah Bluff Natural Area

- Class and event guide will try new ways of engaging people
- "Conserving nature, one acre at a time" will take readers behind the scenes

## Conserving nature, one acre at a time

*As a Metro scientist, Kate Holleran sees nature's biggest challenges and most glorious surprises – and she has the muddy boots to prove it. Read her latest reflections on restoring the land protected by Metro's voter-approved Natural Areas Program.*

### True confession of a planting addict

True confession: I love planting season. It usually means long days that start with cold, wet, foggy mornings – who wouldn't love it? February is the middle of planting season for lands at elevations less than about 1,000 feet, which includes most of Metro's urban and rural natural areas.

On a planting morning we are out in the field at 7 a.m., waiting for the planting crew. Ideally, planting day is the culmination of a thoughtful process of getting to know the land, studying the nuances of the natural area to understand the best mix of species to plant (is it a wet site or a dry site, a sunny site or a shady site?) and determining how many seedlings to plant. By the end of March, when our planting season is over, we'll have added more than 100,000 native trees and shrubs to Metro natural areas.

Today the planters arrive along Johnson Creek while it is still foggy. The crew climbs out of the rig and dresses for the day: muck boots, rain jackets and gloves. Jesus Franco calls out directions, and the crew sorts through the large bags of trees and shrubs to get the right mix of plants: ash and spirea, cottonwood and salmonberry, Douglas-fir and snowberry; the mix depends on the physical characteristics of the land.

Each of these guys has planted thousands of plants and knows the routine. Pull the plants from the bag, dip the roots in water, tuck into a planting bag, sling the bag around their hips with 200-plus plants, pick up the shovel and methodically dig, plant and tuck the soil around a seedling. Repeat.

By the end of the day, a formerly weed-dominated riparian area is full of twinberry, ninebark, willow and other native plants. It could seem like instant gratification when a field of native plants miraculously appears over the course of a day or two, except that I know how much time and hard work went into the preparation and planting. A healthy natural area doesn't blossom overnight.

# Get out and go

## Hike, paddle, bird-watch and wade with Metro guides

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

**Event title**

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

## Special event goes here

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.

Event description and details goes here. Event description and details goes here. Event description and details goes here. Event description and details goes here.
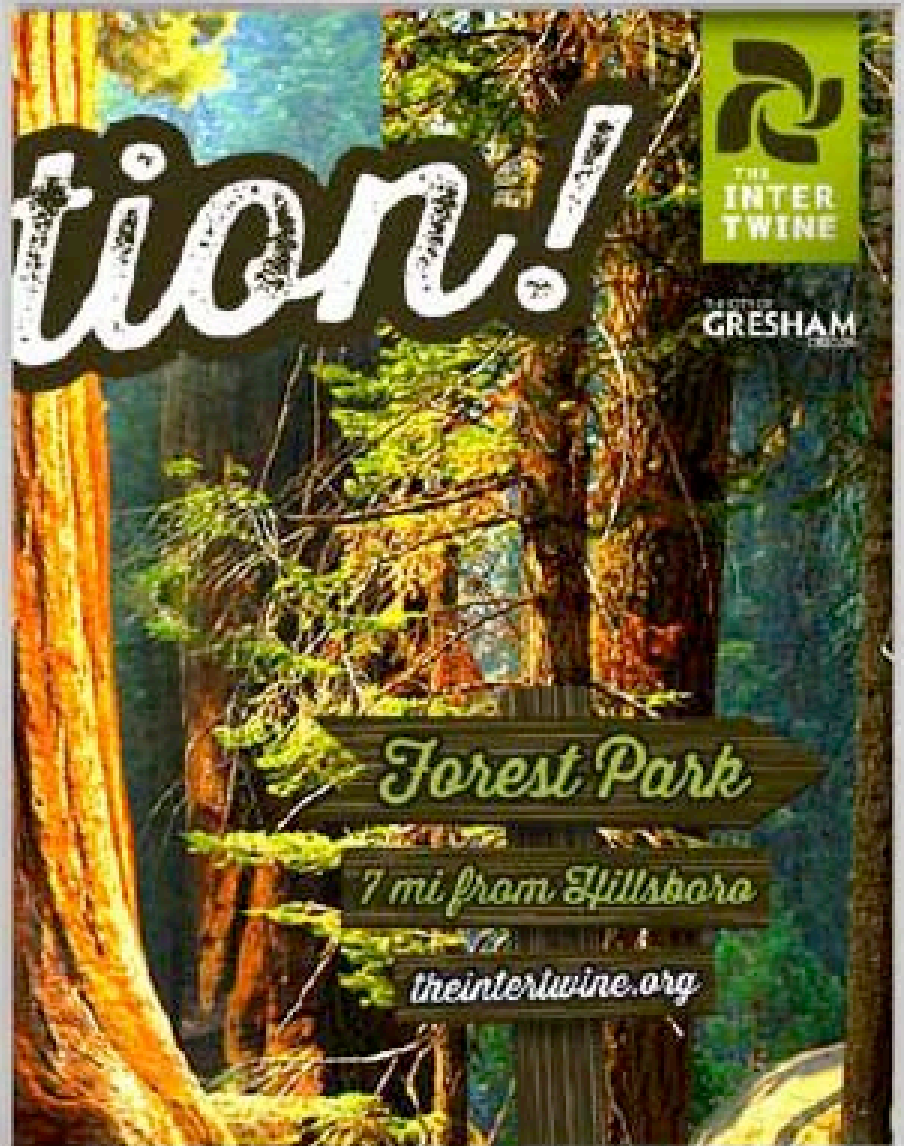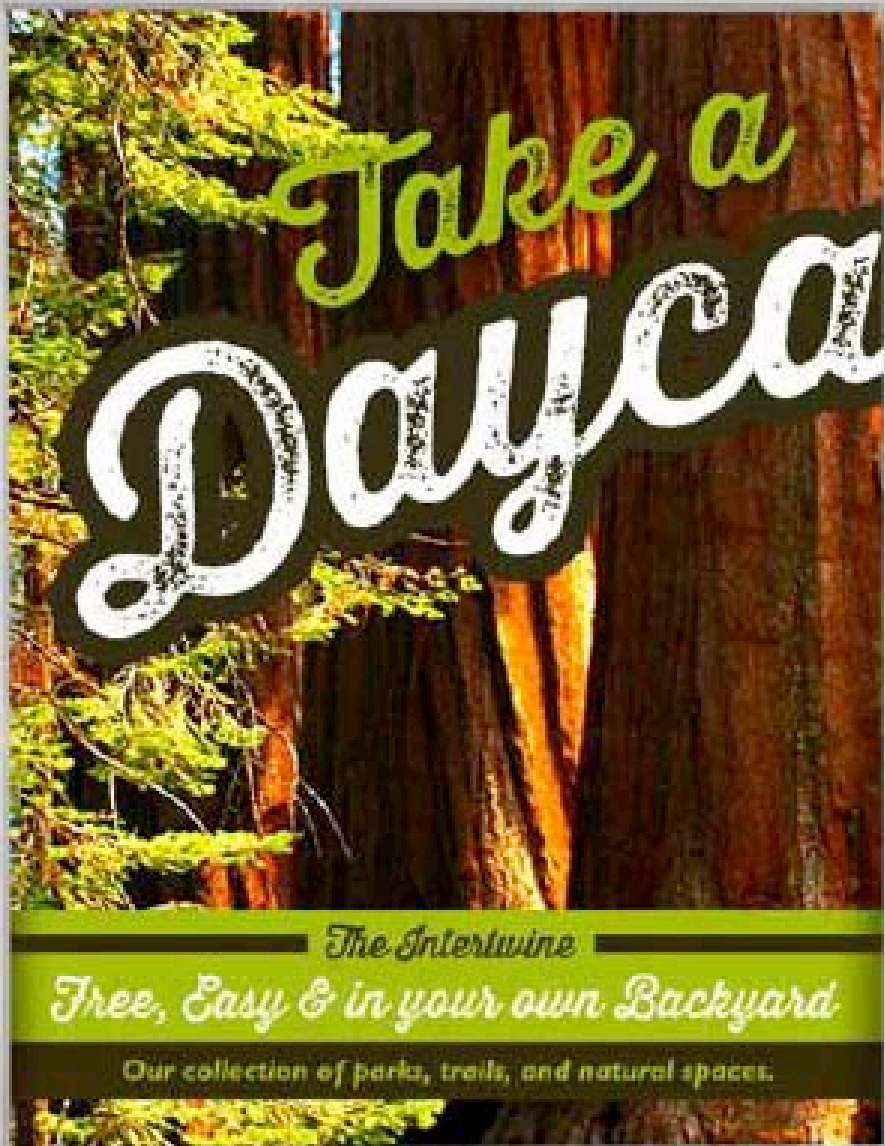
Intertwine 'daycation' feature

- "Tools for living" page with natural gardening, green cleaning, recycling, walking and biking information
- Regional news roundup – portal into the region's important choices about transportation, growth and other topics

# Next steps

# Reimagining the Metro website

## Council update

July 23, 2013

# 1,411,151

# Roles

**Executive sponsor:** Scott Robinson

**Sponsors:** Rachel Coe, Jim Middaugh

**Steering committee:** Paul Couey, Tim Collier, Paul Slyman, Robin McArthur, Kathleen Brennan-Hunter, Matt Korot, Matthew Rotchford, Ina Zucker

**Project manager:** Amy Padilla

**Core project team:** Thomas Yee, Lily Cool, Janice Larson, Lia Waiwaiole, Erik Goetze, Ann Wawrukiewicz, Danielle Kulczyk

# Overall project goals

Create a new online presence for Metro that informs and engages visitors, serves customers, encourages participation and builds trust.

Develop a web platform and processes that are flexible, efficient, secure and sustainable.

# Guiding principles

- Engage, listen, collaborate
- Be driven by communication and business needs
- Plan for sustainability and maintenance
- Put the audience first

# Web trends

# Key recommendations

- Raise our game on accessibility

- Create a hub for language assistance

- Build a responsive site (mobile first!)

- Create valuable content

- Make that content easy to find, easy to use and easy to share

- Make it easier on ourselves too

# Organization strategies

1. Help people get what they came for and see Metro from their point of view.

2. Feature our core services, latest news and current opportunities.

3. Help people move up the "ladder of engagement" and from one relationship with Metro to another.

| DATE: | July 23, 2013 | |
| TO: | Metro Council | |
| FROM: | Randy Tucker, Legislative Affairs Manager | |
| RE: | 2013 Legislative Session: next steps | |

**Metro**

This memo is an addendum to the memo I have submitted summarizing the outcomes of the session. Several legislative outcomes suggest possible follow-up work to do. Here are some thoughts about possible actions you and/or Metro staff might take to address issues that arose during the session or are likely to arise going forward:

- **Area 93:** Work with Washington County to address planning and density issues concurrent with county boundary change negotiations.

- **OCC hotel, Willamette Falls:** Monitor progress of projects to determine whether statutory changes are necessary prior to issuance of bonds in 2015.

- **Transportation funding:** The passage in 2013 of HB 2800, conditionally providing $450 million for the I-5 replacement bridge over the Columbia River, left open the question of where that funding would come from and led to a presumption that a more comprehensive transportation funding package might be forthcoming in 2015. Despite the failure of Washington to provide its share of project funding, transportation stakeholders continue to believe there is an opportunity for a 2015 package. In addition to funding for road construction and maintenance, issues that could be part of such a package include:

  o a broader approach to road user fees (building on SB 810)

  o ongoing multimodal funding along the lines proposed in "ConnectOregon Plus" as well as funding for the Urban Trail Fund (building on the inclusion of bike/ped funding in ConnectOregon V)

  o seismic retrofits for transportation facilities

  Metro should actively participate in all conversations about transportation funding and policy.

- **Area Commissions on Transportation:** Participate in Oregon Solutions process exploring options for local input into state transportation funding and policy decisions.

- **Industrial site readiness:** Collaborate with coalition to build upon passage of SB 246 and 253 by advocating for funding of the programs authorized in those bills.

- **Brownfields:** Participate in coalition working to promote policy, funding and incentive programs supporting brownfield development.

- **Climate:** Monitor SB 306 carbon tax study. Continue to collaborate with coalition in support of Clean Fuels Program sunset repeal. Collaborate with ODOT on 2014 report to the Legislature related to Climate Smart Communities project.

- **Solid waste management:** Monitor political and regulatory activity related to siting of landfills and composting facilities.

- **Product stewardship:** Evaluate opportunities for legislation on fluorescent lights. Continue to collaborate with Call2Recycle and other partners to develop battery recycling legislation.

- **Services in unincorporated areas:** Continue to collaborate with home builders to creatively address Oregon City annexation impasse. Monitor any discussions of changes in annexation policy.

**2013-2014 interim and preparation for 2014 session:**

Legislative leadership has already scheduled interim legislative days and issued deadlines and limits for legislation in the short 2014 session (limited to 35 days by the 2010 constitutional amendment requiring annual sessions). The tight limits on bill introductions (two bills per member, three per committee – down from five per committee in 2012) suggest that only high-priority issues will be advanced, but the 2012 session seemed to feature issues of all kinds (for example, HB 4090, which would have had significant and wide-ranging effects on orderly planning and development). There are also exceptions to the bill introduction limits (e.g., the limits do not apply to measures requested by the President of the Senate and the House Committee on Rules), so we should be ready for anything.

In the coming weeks, we might consider issues that we think should be presented to interim committees.

Interim legislative days:

- September 16 –18, 2013 (Monday – Wednesday)
- November 20 – 22, 2013 (Wednesday – Friday)
- January 15 – 17, 2014 (Wednesday – Friday)

Deadline for submitting drafting requests for 2014 measures to Legislative Counsel:

- November 26. 2013