



**METRO COUNCIL WORK SESSION**  
**MEETING SUMMARY**  
July 23, 2013  
Metro Council Chamber

**Councilors Present:** Council President Tom Hughes, Councilors Shirley Craddick, Craig Dirksen, Kathryn Harrington, Carlotta Collette, Bob Stacey, and Sam Chase

**Councilors Excused:** none

Council President Tom Hughes called the Metro Council work session to order at 2:03 p.m.

**1. CHIEF OPERATING OFFICER COMMUNICATION**

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

- Equipment is being purchased that will enable the online streaming of Council meetings. The equipment will be installed and tested in August, and if tests are successful, September 5 will be the first streamed session.
- COO Bennett invited Ms. Kathleen Brennan-Hunter to update the Council on the Tualatin River Boat Launch project. She explained that staff recently found out they did not receive the state park grant they applied for. She noted that they have spoken to the oversight committee about using natural area bond funds for the project. The committee had no reservations about using the funds, but explained that the project needs to be sensitive to the environment. Per councilor inquiry, COO Bennett explained that bond funds would be used to acquire, design and clean up the site, but construction would not begin until another funding source is located.

**2. STRATEGIC COMMUNICATIONS INVESTMENTS: WEB AND GREENSCENE**

Mr. Jim Middaugh, Ms. Laura Oppenheimer Odom, and Ms. Lia Waiwaiole, all of Metro, provided the Council with an update on the strategic communication investments in Metro's website and GreenScene magazine. The purpose of this presentation was to brief the Council on Metro's top communication initiatives and to allow the Council time to give feedback on how the website and GreenScene allow councilors to connect with their constituents.

Mr. Middaugh introduced Ms. Waiwaiole to discuss the website update and Ms. Oppenheimer Odom to discuss updates to the GreenScene. The presenters played a video that detailed the ways people experience Metro, including visits to the zoo, visits to parks and natural areas, and access to websites and opt-in surveys. It demonstrated the opportunities Metro has to engage with and involve people from across the region.

Mr. Middaugh and Ms. Waiwaiole then provided information about the new Metro website which is slated to launch in January 2014. Ms. Waiwaiole explained that feedback from stakeholders and

Metro staff was gathered, and has given direction to the new design and organization of the site. She outlined the following project goals:

1. Create a new online presence for Metro that informs and engages visitors, serves customers, encourages participation and builds trust.
2. Develop a web platform and processes that are flexible, efficient, secure and sustainable.

She noted that transferring the website to the drupal system will put Metro on the same web system as PCPA, the Zoo, and the EXPO. Ms. Waiwaiole also overviewed the guiding principles of the update which focused on engaging and involving web users. A video was played which gave statistics on how people utilize the web. Ms. Waiwaiole noted that localized opt-in surveys show that the national data contained in the video is consistent with regional user data. She then outlined the key recommendations including: create a hub for language assistance, make the content easy to find, easy to use and easy to share, and build a responsive site (mobile first).

Ms. Oppenheimer Odom presented the Council with information on the upcoming update of the GreenScene publication which is produced four times a year and distributed to 20,000 recipients. She noted that the mission of GreenScene is to engage the region, and the update will further this goal. The history and evolution of the magazine was outlined and the guiding principles for the revamp were reviewed, and included: leverage content across Metro communication channels, support Metro's strategy for parks, trails, natural areas and sustainable living, and meet audience needs while helping Metro Council connect with constituents. She noted that these principles were drawn from feedback received from recipients of the magazine.

Ms. Oppenheimer Odom then explained that the updated GreenScene will be launched in January, 2014. She outlined the additions that will be made to the publication and noted that production of prototypes will take place during the fall.

#### ***Council Discussion:***

- The Council discussed their desire to utilize the GreenScene as a tool for outreach to their district constituents. Councilors suggested that aspects of the GreenScene be used to highlight different districts in order to engage specific audiences on relevant district issues.
- Per councilor inquiry, presenters explained that topics such as transit projects and the urban growth boundary might be included in GreenScene through small articles, but would not receive major focus. Councilors expressed interest in integrating transportation, development, and planning topics into discussions of clean air, clean water, and natural area conservation.
- Councilors expressed interest in remaining informed about potential updates and changes to the magazine.
- Councilors briefly discussed search engine optimization for the website and GreenScene.

#### **3. BREAK**

#### **4. 2013 LEGISLATIVE SESSION REPORT**

Mr. Randy Tucker, of Metro, reported to the Council on the 2013 Oregon legislative session. He noted that his verbal report would focus on issues that Metro had a vested interest in during the

session. He explained that overall, the bills of high interest to Metro were successful during the session and outlined the three successful priority bills. These bills related to Willamette Falls, the Paint Stewardship Program, and the Convention Center Hotel. He noted that all three passed in the legislature and outlined the stakeholders that were involved in each issue. Additionally, he noted that Metro was successful at obtaining its desired provisions in the I-5 replacement bridge legislation, though the project is not moving forward.

Mr. Tucker then overviewed the bills of interest to councilors, but not directly involving Metro. These bills related to:

- industrial site readiness
- Area 93
- Section 8 voucher
- Azalea
- Oregon Resilience Plan
- 2015 transportation package
- levy exemptions
- road user fee

Per councilor inquiry, Mr. Tucker provided clarifications on other bills regarding their status, their time frame, and the extensiveness of their effects. These bills related to issues including: TriMet's audit, the Clackamas County Rural Act, and the clean fuel report.

## **5. COUNCIL COMMUNICATION**

Councilor Kathryn Harrington noted that a redline version of the talking points distributed regarding the ATP will be available to councilors.

Councilor Shirley Craddick updated her colleagues on the status of the Damascus comprehensive plan.

Councilor Bob Stacey asked that the Union Pacific land transaction ordinance be removed from the Council's consent agenda.

Councilor Craig Dirksen updated his colleagues on the Southwest Corridor Plan, which will be moving into Phase 2.

## **6. ADJOURN**

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:42 p.m.

Prepared by,



Camille Tisler

| Council Office Policy Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF JULY 23, 2013**

| <b>ITEM</b> | <b>DOCUMENT TYPE</b> | <b>DOC DATE</b> | <b>DOCUMENT DESCRIPTION</b>                | <b>DOCUMENT No.</b> |
|-------------|----------------------|-----------------|--|---------------------|
| <b>1.0</b>  | PPT                  |                 | GreenScene Magazine Strategic Improvements | 72313cw-01          |
| <b>2.0</b>  | PPT                  |                 | Reimagining the Metro Website              | 72313cw-02          |
| <b>3.0</b>  | Video                |                 | Community Engagement in Metro              | 72313cw-03          |
| <b>4.0</b>  | Video                |                 | Internet Engagment                         | 72313cw-04          |
| <b>5.0</b>  | Handout              |                 | Memo: 2013 Legislative Session             | 72313cw-05          |