



METRO POLICY ADVISORY COMMITTEE

October 23, 2013

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Jody Carson, *1st Vice Chair*
Sam Chase
Tim Clark
Craig Dirksen
Denny Doyle
Maxine Fitzpatrick
Jeff Gudman
Charlie Hales
Marilyn McWilliams
Wilda Parks
Loretta Smith, *Chair*
Bob Stacey
William Wild

AFFILIATION

City of West Linn, Clackamas Co. Other Cities
Metro Council
City of Wood Village, Multnomah Co. Other Cities
Metro Council
City of Beaverton, Washington Co. 2nd Largest City
Citizen, Multnomah Co. Citizen
City of Lake Oswego, Clackamas County, Largest City
City of Portland
Tualatin Valley Water District, Washington Co. Special Districts
Citizen, Clackamas Co. Citizen
Multnomah County
Metro Council
Oak Lodge Sanitary District, Clackamas Co. Special Districts

MEMBERS EXCUSED

Ruth Adkins
Andy Duyck
Amanda Fritz
Josh Fuhrer
Bob Grover
Doug Neeley
Tom Imeson
Charlynn Newton
Craig Prosser
Jim Rue
Martha Schrader
Steve Stuart
Peter Truax, *2nd Vice Chair*
Bill Turlay
Jerry Willey

AFFILIATION

PPS, Governing Body of School Districts
Washington County
City of Portland
City of Gresham, Multnomah County, 2nd Largest City
Citizen, Washington Co. Citizen
City of Oregon City, Clackamas Co. 2nd Largest City
Port of Portland
City of North Plains, City in Washington Co. Outside the UGB
TriMet
Oregon Dept. of Land Conservation & Development
Clackamas County
Clark County
City of Forest Grove, Washington Co. Other Cities
City of Vancouver
City of Hillsboro, Washington Co. Largest City

ALTERNATES PRESENT

Gretchen Buehner
Kris Howatt
Carrie MacLaren
Kathy Roth

AFFILIATION

City of Tigard, Washington Co. Other Cities
Governing Body of School Districts
Oregon Dept. of Land Conservation & Development
City of Oregon City, Clackamas Co. 2nd Largest City

STAFF: Beth Cohen, Andy Cotugno, Kathryn Harrington, Mia Hart, Jim Middaugh, Kelsey Newell, Ted Reid, Nikolai Ursin, Steve Wheeler, John Williams.

1. CALL TO ORDER AND DECLARATION OF A QUORUM

MPAC Chair Loretta Smith called the meeting to order at 5:11 p.m.

2. SELF INTRODUCTIONS & COMMUNICATIONS

All attendees introduced themselves.

3. CITIZEN COMMUNICATION ON NON-AGENDA ITEMS

There were no citizen communications on non-agenda items.

4. COUNCIL UPDATE

Councilor Sam Chase provided an update on the following items:

- Metro Council approved a 40-acre expansion of the Urban Growth Boundary on October 10th. The request was made by the West Linn-Wilsonville School District to accommodate an anticipated need for new elementary and middle schools.
- The public was invited to help name the three African lion cubs at the Oregon Zoo. More than 11,000 votes were received and the name will be released October 24.

5. APPROVAL OF OCT. 9, 2013 MPAC MINUTES

MOTION: Mayor Denny Doyle moved, Ms. Maxine Fitzpatrick seconded, to approve the MPAC Minutes from October 9, 2013.

ACTION: With all in favor, the motion passed.

6. PUBLIC ENGAGEMENT GUIDE

Ms. Patty Unfred of Metro introduced the Public Engagement Guide. Federal requirements under Title VI state the public involvement guide for transportation must be updated every four years. This year, the Public Engagement Guide update uses a broader approach applying to agency-wide programs. Staff worked with the Public Engagement Review Committee (PERC) to develop a draft Public Engagement Guide, which then underwent a 45-day public comment period. The guide is written for three audiences: Metro staff to use as a guide for best practices, local government staff to use as a resource, and the general public to break through mysticism surrounding planning processes.

Ms. Cassie Salinas of Metro stated the guide is divided in six sections: (1) introduction; (2) governing structure; (3) Metro services; (4) public meetings and events; (5) public engagement in regional land use and transportation planning, which addresses Metro's approach, the region's six desired outcomes, public engagement activities for key decisions, and procedures for local public engagement for project sponsors; (6) best practices for inclusive public engagement and outreach, including steps for developing an engagement plan, examples of engagement techniques to reach underrepresented populations, and methods used to consistently measure our effectiveness when engaging the community. Ms. Salinas summarized the local engagement and non-discrimination

check list and provided examples of tools and techniques to engage the public, such as interactive web pages, surveys, open houses, and social media.

The 45-day public comment began August 12th and closed September 30th. Over 1,400 comments were received. TPAC and MTAC member were generally in support of the guide and provided suggestions for improvement, such as additional detail surrounding coordination and outreach to local cities, counties, engagement committees, and broadened regional outreach. Key themes from public comments include building awareness about Metro in communities, building relationships with community-based organizations, and engaging the public through multiple channels.

A revised version of the Public Engagement Guide will be brought to TPAC for final review and recommendation to JPACT on November 1st, JPACT will be asked for approval November 14th, and Council will be asked to approve the guide November 21st. The final guide will be submitted by end of 2013.

Member comments included:

- Councilor Gretchen Buehner highlighted the importance of reaching out to all counties in the region and specifically expressed concern in regards to Washington County. Separately, Councilor Buehner recommended improvements to the website to increase usability. Ms. Unfred stated that although event outreach didn't occur in Washington County, events were one of many outreach tools to ensure expansive outreach. The Public Comment Report outlines the source of public comments, including a breakdown by county. Additionally, Ms. Unfred stated the website is currently undergoing improvements.
- Members stated the importance of including unincorporated areas in public outreach, namely utilizing web-based tools. Ms. Salinas stated staff has been examining a wider outreach base, such as outreach through blogs and newsletters, and acknowledged that Metro's outreach efforts can improve in these areas.

7. REGIONAL EQUITY ATLAS 2.0

Councilor Chase introduced the Regional Equity Atlas 2.0 as an important tool for highlighting disparities in the Portland region. The mapping tool can be a valuable resource for Metro staff and MPAC members when considering recommendations to Council.

Mr. Ted Reid of Metro provided an overview of the Regional Equity Atlas 2.0. The Equity Atlas is a project of the Coalition for a Livable Future (CLF) in partnership with Metro and Portland State University (PSU). The Regional Equity Atlas Mapping Tool will enhance the ability of Metro staff to develop their equity strategy, among other

Ms. Mara Gross of CLF stated the Equity Atlas Mapping Tool provides a visual depiction of disparities across the region and enables a deeper understanding the resources and opportunities available for different neighborhoods and populations. CLF is introducing the tool to local jurisdictions as a resource to help inform policy, planning, and investments for regional decisions. The Regional Equity Atlas 2.0 project includes the web-based mapping tool, a website summarizing findings and gallery of key maps and analysis, and an outreach and education initiative to engage stakeholders to create concrete changes in regional policies and priorities.

The original Regional Equity Atlas, published in 2007, transformed local conversations around equity and the findings have catalyzed changes in regional planning and investment decisions through shaping jurisdictional understanding of the region's needs. For instance, the first Equity Atlas exposed many neighborhoods with minimal access to natural areas, which helped initiate Metro's Nature in Neighborhoods Capital Grant Program. The Regional Equity Atlas 2.0 is an update and expansion to the first Atlas, including extensive research on data sources and best practices as well as a stakeholder engagement process that gathered input from non-profits, government agencies, and community organizations. The mapping tool can organized data by city and county and includes a range of over 150 demographic and access indicators, such as race and ethnicity, income, education, health care and health outcomes, access to food, natural areas, and services and amenities. The online mapping tool can be accessed at www.equityatlas.org.

The Atlas maps highlight significant regional disparities affecting people of color, low-income populations, and other key demographic groups, as well as display positive examples where opportunity is more equitably distributed. Ms. Gross provided examples of the capability of the mapping tool, such as overlapping maps to show the relationship between air quality and toxins with percent students eligible for free or reduced price lunches and proximity to publicly accessible park in relationship to areas with above regional average percent youth. One of the new findings include healthy eating and active living data and BMI distributions. Ms. Gross provided a live demonstration of the mapping tool and provided examples of how the Atlas can be used to inform policy and decision making related to Metro's programs, such as the Regional Transportation Plan and Climate Smart Communities. CLF is working with to set up technical trainings to help local jurisdictional staff use the tool and will be scheduling workshops in the coming months.

Member comments included:

- Members discussed how the Regional Equity Atlas Mapping Tool can be utilized by Metro and other local jurisdictions to inform regional decision making and analysis, for instance decisions surrounding the urban growth boundary and concerns surrounding water availability.
- Members stated their support of the Mapping Tool and encouraged additional presentations of the Equity Atlas at regional coordinating committees and counties. Mayor Doyle stated the City of Beaverton planners expressed their appreciation of the tool. Mayor Doyle stated the Equity Atlas is a valuable tool to save time and provide data support when applying for investments.
- Members asked if brownfields or industrial areas can be included as an indicator on the Mapping Tool. Ms. Gross stated this is a possibility, noting the tool can compile data from to overlap with the Equity Atlas, provided the data is complete throughout the region.
- Members discussed impacts and progress as a result of the Equity Atlas. Ms. Gross stated the tool helps shift the conversation to increase awareness surrounding equity and incorporating questions about race, ethnicity, income and people with disabilities. Additionally, the tool assisted in Metro's Nature in Neighborhoods capital grants, specifically location of investment. Councilor Chase highlighted how the tool can help drive change surrounding urban renewal reform and acknowledging how communities of color historically shift from specific areas.

8. PORTLAND BROWNFIELDS ASSESSMENT

Commissioner Smith introduced Mr. Tom Armstrong and Mr. Tyler Bump of the City of Portland. The Portland Brownfield Assessment addresses the financial and economic development challenges of brownfield redevelopment.

Mr. Armstrong of the City of Portland provided an overview of the Portland Brownfield Redevelopment Assessment. Mr. Armstrong provided a definition of a brownfield and summarized the significance of removing toxins from the soil, namely as a source for economic development, environmental health impacts, public health, and industrial land supply. Barriers to redevelopment include financial barriers, uncertainty and risk, and regulatory process. Brownfields are a regional problem that exist throughout the region and can support regional economic development through utilizing existing regional land supply, for example generating new employment areas.

Mr. Bump of the City of Portland stated the total brownfield area in Portland amounts to 910 acres. The assessment examined the regional revenue potential of small commercial, industrial conversion, ongoing industrial, and rural industry sites through new jobs growth, property tax revenue, and net new personal income. Vacant and underutilized lands were identified, cross referenced with DEQ reported contaminated sites, and brownfield inventory was identified by typology. Typologies are consistent with Metro's work on the Regional Brownfield Scoping project and are driven by historic use and zoning. Buildable land inventory in Portland is 60% industrial and 40% non-industrial. The majority of parcels impacted by potential contamination are located in commercial typologies, while the majority total acreage is attributed to industrial typologies. 40% of sites in the brownfield inventory are also impacted by other constraints such as inadequate infrastructure or other physical site constraints.

Environmental cleanup costs generally have a stronger overall influence on feasibility than the costs associated with market variables. The total feasibility gap is estimated at \$214 million across all employment brownfield typologies or \$307 million when Superfund costs are included for affected properties. High value locations with high allowed density development are much more likely to be market feasible. Industrial brownfields are generally challenging to redevelopment because cleanup costs often exceed the redeveloped value, which is limited by the lower density of development and land prices. 100% redevelopment of the brownfield inventory would create an additional 335 acres of industrial land capacity, a potential for 31,000 jobs, \$240 million per year in potential state and local income, property and business tax revenues, and \$42million annual tax revenue for the City of Portland.

Policy tools include statewide tax incentives, the most efficient being the Remediation Cost Tax Credit, regional-local programs, the most effective being Public Land Bank, and superfund. Key findings of the assessment were that brownfields exist throughout the region; 60% of the Portland brownfield inventory is industrial land and 75% of the financial feasibility gap is on industrial lands. Portland is exploring a City Incentive Program to address the feasibility gap; SB 246 rulemaking may provide this vehicle. The city is coordinating with the DEQ, Port of Portland and Metro to receive tax credits and working to establish a Public Land Bank.

Member comments included:

- Members asked clarifying questions surrounding the feasibility gap, particularly as it relates to the urban renewal area. Mr. Armstrong stated a significant portion of the challenge of

brownfield redevelopment is the upfront capital to perform the cleanup and discussed legislative mechanisms surrounding urban renewal areas.

- Members asked clarifying questions related to the timeline and four-year payback assumption.
- Councilor Stacey asked clarifying questions about the feasibility gap in industrial areas compared to mixed use areas, for example mixed use development on SE Division Street. Mr. Bump stated \$32 million of the total feasibility gap is attributed to mixed use development and noted there are variations depending on the area, for instance potential contamination as a development cost.
- Councilor Buehner asked if there are any available tools for analysis to work with adjacent cities on brownfields next to Barbur Boulevard. Mr. Armstrong stated the available data is often not specific and there is little incentive to pursue research related to the scale of the issue until a phase one and phase two analysis is initiated.
- Members asked clarifying questions related to the financial feasibility gap in the City of Portland, specifically how the feasibility gap is larger than an uncertainty gap. Mr. Armstrong stated the perspective purchasing agreement and limiting risks are inexpensive solutions, but the brownfield clean up is a large cost. A polluter pays system is often utilized, but the City of Portland has to consider providing funds to begin the cleanup and initiate payback. Mr. Bump noted that uncertainty is a financial risk.

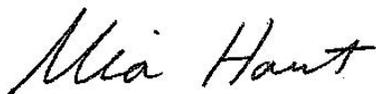
9. MPAC MEMBER COMMUNICATION

Commissioner Smith reminded members to sign up for the MPAC tour of the Oregon Zoo.

10. ADJOURN

Chair Loretta Smith adjourned the meeting at 6:56 p.m.

Respectfully Submitted,



Mia Hart

Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR OCTOBER 23, 2013

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
5	Handout	10/9/2013	100913 MPAC Minutes	102313m-01
6	PPT	N/A	Public Engagement Guide	102313m-02
7	Handout	N/A	Regional Equity Atlas 2.0 Indicators	102313m-03
7	PPT	N/A	Regional Equity Atlas	102313m-04
8	Handout	11/12/2012	Regional Brownfield Scoping Project Final Report Excerpt	102313m-05
8	PPT	10/23/2013	Portland Brownfield Redevelopment Assessment	102313m-06