



**METRO COUNCIL WORK SESSION
MEETING SUMMARY**

Dec. 3, 2013

Metro, Council Chamber

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

Councilors Excused: None

Council President Tom Hughes called the Metro Council work session to order at 2:06 p.m.

1. CHIEF OPERATING OFFICER COMMUNICATION

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

- Talking points on the city of Damascus and Metro, highlighting the coordinated action between Metro and the State.
- The agency's Charitable Giving reached 28 percent employee participation.
- Upcoming holiday events, including Zoo Lights and Festival of Trees.

2. DIVERSITY PROGRAM STATUS REPORT

Mr. Bill Tolbert of Metro provided the annual Diversity Action Plan status report, as required by the Diversity Action Plan adopted in 2012. He identified the four core areas as: internal awareness and sensitivity to diversity issues, employee recruitment and retention, public involvement and citizen advisory committee membership, and procurement. The core teams, formed in 2013, are identifying their priority items to present to the Diversity Advisory Council (DAC).

Mr. Tolbert highlighted the agency's 2013 accomplishments such as participation in the Portland Pride Parade and learning events for Native American heritage month. Other highlights included employee surveys showing growing agreement that diversity is increasing.

Staff is now looking ahead at how inclusion and engagement intersect in making a great work place.

Council Discussion:

- Councilors expressed both an appreciation for the Diversity Action team's work and the success of their events to date.
- Councilors asked staff what accessibility means in the scope of diversity. Staff has met with different representatives to define "accessibility."

- Councilors shared an interest in performance measures and revisiting the program's initial purpose in constructing measurements for success.
- Staff commented that recruitment methods should be evaluated across departments.
- Councilors called for a better gauge in the future for comparing Metro's accomplishments with the rest of the public sector.
- While Councilors supported identifying areas of continued improvement, they also expressed interest in identifying any gaps.

3. FY 2012-13 MINORITY AND WOMEN-OWNED, AND EMERGING SMALL BUSINESSES (MWESB) AND FIRST OPPORTUNITY TARGET AREA (FOTA) ANNUAL UTILIZATION REPORT

Ms. Gabriele Schuster of Metro provided the annual report on program and utilization activities for the Minority and Women-Owned, and Emerging Small Businesses (MWESB) program. The five core categories of the MWESB work are: providing technical assistance and guidance, dividing projects into smaller projects called "right-size projects" to encourage more businesses to bid, advertisement, training, and outreach to MWESB business chambers and organizations. Highlights from the last year include: Identifying barriers such as diversity language in templates , implementing Oregon Procurement Information Network (ORPIN), engaging project managers in the outreach work, and new marketing tools such as brochure and water bottles with the tag-line "Let's get down to business."

Utilization of MWESBs is up from 5 to 13 percent at Metro and 11 percent in MERC. The agency's First Opportunity Target Area dropped from 6 to 4 percent due to shifts in demographics. (Staff are currently in the process of reviewing the FOTA with a hired consultant; details to be shared at a later date.)

Staff learned that some MWESBs have experience with and want work on larger-scale projects. Business owners have voiced that they want to come to Metro Regional Center (MRC) to engage with project managers. Ms. Schuster proposed hosting events such as one to two open houses at MRC each year. The team has partnered with Metro Contractor Improvement Partnership (MCIP) and look forward to continuing to build partnerships that help MWESBs with administrative skills.

Council Discussion:

- Councilors expressed excitement and appreciation in joining ORPIN, a network that helps new businesses.
- Councilors expressed an interest in holding open houses in communities with large immigrant populations.
- Councilors inquired about the longevity of the MWESB program and asked staff to re-evaluate whether it remains responsive to the original purpose since its need has spread geographically.
- Staff explained that goals are set to be attainable, but still a reach to meet. Councilors shared a desire to continue to push forward once goals have been met.
- Staff stated that they are looking for more in-depth ways to evaluate utilization for MWESBs and FOTA.

- Councilors asked about timeframes for review and called for more framing to explain why individuals may take opposition to these efforts.
- Councilor Harrington suggested that the Metro MWESB program look into the potential for Metro be a resource for regional economic chambers that are trying to ensure responsiveness for small businesses.
- Council President Hughes observed that at some point in the future the MWESBs may have to be consolidated to chambers of commerce.
- Council President Hughes commented on the shift in FOTA geographically and the potential for past FOTA-members to feel they still deserve a first-shot at contracting and job placement. He having a consultant looking at the case to expand the FOTA region and advise Metro on the possibility.

4. BREAK

Metro Council recessed for a short break.

5. PUBLIC ENGAGEMENT REVIEW UPDATE

Mr. Jim Middaugh provided an introduction for the Public Engagement Review Update stating that last year Metro Council approved a new approach for public engagement. After thanking Metro Council for their efforts to stay up to date on public engagement, Mr. Middaugh introduced Ms. Patty Unfred.

Ms. Unfred stated that the engagement team has focused a lot in the last year on best principles, practices, and standards as well as Title VI and limited-English proficiency.

Ms. Unfred highlighted key activities over the last year including Metro Transportation Improvement Program (MTIP) and regional flexible funds providing a new opportunity to address limited-English proficiency. Staff provided an online comment tool in four languages. Detailed information and outreach was distributed to community members and organizations in different languages. The feedback was mixed, but all comments were in English.

Ms. Unfred presented four recommendation areas intended to get the agency to effective public involvement.

1. Coordination—coordinating public engagement and outreach for multiple projects
2. Community engagement contracts—paying community organizations for their expertise
3. Title VI and limited-English proficiency implementation—instigating training on Title VI for local jurisdictions including training on expectations and how to meet them
4. Evaluation—recognizing good project management and utilizing citizens' comments

Ms. Unfred introduced three citizen guests who are members of the Public Engagement Review Committee (PERC): Mr. Steven Roberts, a jurisdictional representative from Washington County, Ms. Casey Barnard, community organization representative from Emerald Cities of Portland, and Mr. Greg Greenway, community member at large. PERC members expressed appreciation for the public engagement forums and open dialogue for positive and negative feedback. The guests gave an overview of their work on PERC including reviewing the Public Engagement Guide. Mr.

Greenway shared his belief in three core concepts for public engagement: early involvement of citizens, developing strong, lasting, community relationships, and leadership that supports staff in the field.

Council Discussion:

- Councilors thanked the PERC members for sharing insight at the work session.
- Councilor Harrington recommended that the Community Benefits Agreement be broadcasted and expanded through the Metro-region.
- Councilor Collette asked the PERC members how to best engage advocates alongside opposition, when the latter is much easier to engage. Guests responded that early engagement, relationship building and small group dialogues can bring positive advocates.
- Councilors asked for feedback on what Metro is doing well and what the agency can do better. Guests stated that the agency should ensure that staff resources and support are present and recommended Councilor involvement at meetings.
- Councilor Stacey expressed an interest in the role and effects of Engagement Committees like JPACT in decision-making.
- Councilors asked if PERC members have a sense of understanding of Title VI in communities that calls for their right to engage. Guests shared that there is a wide range in the level of understanding of Title VI.
- Councilor Dirksen asked clarifying questions on the legalities of hiring local organizations to do specific outreach and Staff responded that they would have to work with the Office of the Metro Attorney to lay out specific expectations.
- Staff stated that the Engagement Review is based on the fiscal year because the team is required to give an annual report to ODOT for Title VI.
- Councilors requested that Engagement Staff consolidate objectives and projects more clearly.
- Councilor Stacey asked if Councilors could attend the Annual Community Summit to get familiar with the issues and topics.
- Councilor Harrington requested follow-up from staff as to what she can do as a Councilor, at the local level, to ensure that there is public engagement for projects that are not implemented by Metro.
- Staff requested that Councilors and Council Staff try to identify how to structure public engagement to be most helpful to Council in making policy decisions.

6. COUNCILOR COMMUNICATIONS

There were none.

7. ADJOURN

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:41 p.m.

Respectfully submitted,

Metro Council Work Session

Dec. 3, 2013

Page 5 of 6

A handwritten signature in cursive script, appearing to read "Jill Schmidt". The ink is dark and the signature is fluid.

Jill Schmidt, Council Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF DEC. 03, 2013

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Agenda	12/5/13	Council Agenda for Dec. 5, 2013	120313cw-01
1.0	Handout	12/03/13	Talking Points for City of Damascus Enforcement Action	130313cw-02
2.0	PowerPoint	12/03/13	Diversity Action Plan Presentation	120313cw-03
3.0	PowerPoint	12/03/13	MWESB/FOTA Programs Report 2012-13 Presentation	120313cw-04
3.0	Handout	12/03/13	MWESB "Let's Get Down to Business" Brochure	120313cw-05