



## **METRO COUNCIL WORK SESSION**

Meeting Summary  
Dec. 17, 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 2:02 p.m.

### **1. CHIEF OPERATING OFFICER COMMUNICATION**

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

- Due to the audio failure at the December 12, 2013 Council meeting, Metro Council meetings will be recorded and broadcasted using a mobile unit until the AV system is fixed.
- Metro Council will be on recess from December 20, 2013 to January 5, 2014.
- After the Metro Council's work session on the advisory committee for the sunset of the Construction Excise Tax (CET), there was a question whether the committee is too large to meet the relatively compressed time schedule. Staff is looking for a way to get the tentative elected officials involved rather than electing them to a large committee.

### **2. OREGON VALUES AND BELIEFS**

Mr. Jim Middaugh introduced Mr. Adam Davis with DHM Research for his presentation on the Oregon Values and Beliefs Survey, a statewide survey to determine Oregonians' values and beliefs and views on major issues. The presentation provided an overview of the third installment of the decennial Oregon Values and Beliefs study, extending similar opinion research conducted in 1992 and 2002.

Mr. Davis thanked the survey's sponsors; Oregon Community Foundation, Oregon Health and Science University, Oregon State University, and Oregon Public Broadcasting. One goal of the study was to reach beyond likely voters to learn how all Oregonians feel about the main issues of the day. The report presented was based on three separate surveys averaging 2,200 completed interviews using telephone and online formats to aid in reaching different populations. Demographic quotas and statistical weighting were used to assure representative samples. The researchers also used multiple questions and phrasing to ask participants about the same issue for validation purposes.

Mr. Davis' presentation covered participants' feelings about Oregon and their community, most important state and local issues, and most important public services. He also shared results for questions about land use and transportation, and infrastructure.

The report provides results on what Oregonians value most about living in Oregon: the natural beauty, clean air and water, outdoor recreation opportunities, and the sense of community/neighborliness/people.. Mr. Davis summarized key take-aways for the Council:

1. the importance of education as an issue and its distinctions by grade level
2. importance of clean air, clean water, and protection of forest and farmland
3. on transportation, the preference to direct funding to maintaining streets and highways and development of public transit rather than investing in new roads and highways

Mr. Davis said that the findings brought him to the contention that Oregon has four state regions: Portland, the Metro area and Willamette valley combined, Eastern Oregon, and Southern and Central Oregon. He said that Portland and Eastern Oregon hold the farthest ends of the spectrum of Oregonian opinions, but that regardless of region, Oregonians largely hold the same values for Oregon, care about the same issues, and feel negatively about government.

### ***Council Discussion***

Staff clarified that data for "Metro" was for the tri-county region, not specifically the Metro Regional service district.

In response to Council questions, Mr. Davis explained the presentation and online report in more depth. He stated that mental health services have emerged as a more important issue to citizens since the topic of gun control became more common. He explained that although there is a large amount of citizen resistance to public assistance services, there is a large amount of support for workforce development and vocational education. In relation to support for jobs and growth with resistance to government incentives and tax-breaks, Mr. Davis stated that resistance to economic development is rooted in concern about negative impacts, particularly for small businesses. Key concerns for citizens on economic development are stress on infrastructure and effects on jobs.

In response to Councilor inquiry about the potential to receive more data on the region, Mr. Davis offered to bring forth more data by county and more refined areas for an unknown cost. Councilors expressed interest in the opportunity and Councilor Chase offered his support.

### **3. BREAK**

Metro Council recessed for a short break.

### **4. OREGON ZOO FOUNDATION (OZF) ANNUAL UPDATE**

Ms. Kim Smith, Director of the Oregon Zoo, provided an introduction for an overview of the Oregon Zoo and the Oregon Zoo Foundation's collaboration and introduced Ms. Jani Iverson, Mr. Rob Erickson, and Mr. Mark Loomis. In the 2011-2012 fiscal year, the Oregon Zoo and Oregon Zoo Foundation (OZF) signed a Memorandum of Understanding (MOU), which outlined expectations, goals, and principles for the operations of and collaboration between the two organizations. This

MOU required joint, annual updates to the Metro Council on OZF goals, objectives, strategies, and accomplishments.

Ms. Smith briefed the Metro Council on the revised mission and vision of OZF, the foundation's use of Metro agency values, and the following strategic areas of focus: make animal welfare a guiding principle, be conservation leaders, educate and inspire the community, implement phase one of the master plan, further a culture of organizational excellence, and grow usable net resources to support their mission.

Ms. Iverson provided a briefing on the funding model that OZF has introduced with their 2013-2014 initiatives, highlighting OZF's increases in donations.

Mr. Loomis presented the foundation's main areas of focus; first and foremost, supporting the Oregon Zoo. Mr. Loomis provided a summary of the OZF's key accomplishments:

1. OZF has provided the Oregon Zoo with \$48 million of funding since 1997 for enhancing and supporting the zoo.
2. OZF has raised \$2.4 million for the Elephant Lands project.
3. The foundation has incorporated a culture of philanthropy and has grown as a fundraising organization.

Mr. Erickson shared the OZF funding model, with the goals to: provide alignment with strategic mandates, provide transparency to all stakeholders and actively engage the community. He explained the foundation's funding model as a vehicle to support the zoo through the granting of funds to support conservation, education, and animal welfare strategies of the zoo.

Ms. Iverson provided the Council with a summary of the OZF's corporate sponsorship program, initiated to maximize funding to support the zoo. She stated that this strategy works to deepen OZF's relationships with the business community.

### ***Council Discussion***

- Councilors expressed appreciation to OZF.
- In response to questions from the Council, Ms. Iverson explained the OZF corporate sponsorship program, which provides cross-promotional, mutually-beneficial opportunities with partners.
- Ms. Iverson responded to questions from Councilors about advertisements at the Oregon Zoo, explaining that OZF has the option to accept or decline gifts based on alignment with the mission and OZF's gift acceptance policies.
- Staff expressed a desire to create opportunities for the Metro Council to engage with OZF board.
- Councilor Harrington inquired about the conservation efforts and education at the Oregon Zoo. Staff stated that the zoo's goals have maintained attention to conservation for local species, worldwide species, and the environment.

## **5. METRO ATTORNEY COMMUNICATION**

Ms. Alison Kean of Metro updated the Council on the work of the Office of Metro Attorney.

**6. COUNCIL BRIEFINGS/COMMUNICATION**

Councilor Collette gave the Metro Council an update on the Willamette Falls Legacy Project and the Oregon Metropolitan Planning Organization (MPO) Consortium.

Councilor Craddick stated that she attended the first public event in Gresham for the Powell-Division project.

Councilor Dirksen updated the Metro Council on his meeting with West-Side Economic Alliance.

Councilor Chase shared updates from the Central Transfer Station Enhancement Committee.

**ADJOURN**

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:35 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Jill Schmidt". The signature is written in black ink and is positioned above the typed name.

Jill Schmidt, Council Policy Assistant

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF DEC. 17, 2013**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT No.</b>
<b>1.0</b>	Agenda	12/19/13	Council Agenda for Dec. 19, 2013	121713cw-01
<b>2.0</b>	PowerPoint	12/17/13	Oregon Values and Beliefs Presentation	131713cw-02
<b>2.0</b>	Handout	12/17/13	Oregon Values and Beliefs Summary	121713cw-03
<b>4.0</b>	PowerPoint	12/17/13	Oregon Zoo Foundation Annual Update Presentation	121713cw-04
<b>4.0</b>	Handout	12/17/13	Oregon Zoo Foundation Handout	121713cw-05