

Metro | Agenda

Meeting: Equity Strategy Advisory Committee
Date: Wednesday, July 31, 2013
Time: 2 to 5 p.m., reception to follow (Davis Street Tavern)
Place: White Stag Building, Wayne Morse Suite, 70 NW Couch St, Portland, OR 97209
Purpose: Introduction to Metro; Understanding of Advisory Committee roles and responsibilities and work program.
Attendees: Equity Strategy Advisory Committee; Equity Strategy Steering Committee; Councilor Sam Chase; Councilor Shirley Craddick; Martha Bennett, COO; Scott Robinson, Deputy COO; Nuin-Tara Key, Metro; Neighborhood Partnerships (Janet Byrd)

Welcome and introductions **35 minutes**

Metro overview **25 minutes**

Presentation
Q & A

Program overview and work plan **30 minutes**

Work plan overview
Q & A

Break **10 minutes**

Group discussion **60 minutes**

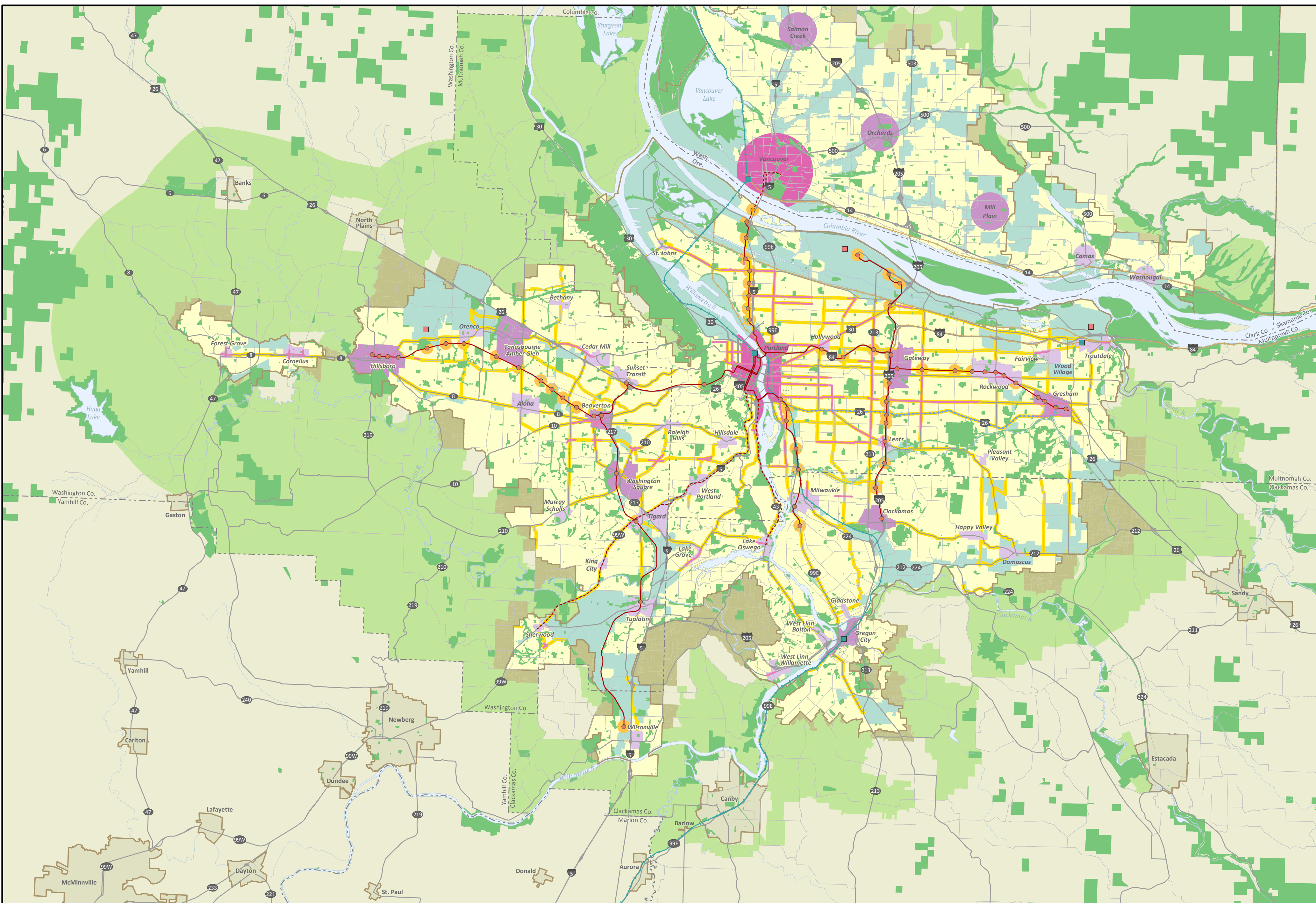
- What personal values bring you to this work?
- What does this work mean to you?
- What do you hope to get from this effort?

Introduction to communication framing (Neighborhood Partnerships) **15 minutes**

Next steps **5 minutes**

Reception (5-6pm)

Davis Street Tavern
500 NW Davis St
Portland, OR 97209



2040 Growth Concept Map

January 2013
 0 1 2 4 miles

The Metro 2040 Growth Concept defines the form of regional growth and development for the Portland metropolitan region. The Growth Concept was adopted in December 1995 through the Region 2040 planning and public involvement process. This concept is intended to provide long-term growth management of the region.

efforts including: the 2035 Regional Transportation Plan that outlines investments in multiple modes of transportation, and a commitment to local policies and investments that will help the region better accommodate growth within its centers, corridors and employment areas.

For more information on these initiatives, visit <http://www.oregonmetro.gov/2040>

The map highlights elements of parallel planning

- Central city
- Regional center
- Town center
- Station communities
- Main streets
- Corridors
- Employment land
- Parks and natural areas
- Neighborhood
- Rural reserve
- Urban reserve
- Urban growth boundaries
- Existing high capacity transit
- Planned high capacity transit
- Proposed high capacity transit tier 1
- Mainline freight
- High speed rail
- County boundaries
- Neighboring cities
- Airports
- Intercity rail terminal



The information on this map was derived from digital databases on Metro's GIS. Care was taken in the creation of this map. Metro cannot accept any responsibility for errors, omissions, or positional accuracy. There are no warranties, expressed or implied, including the warranty of merchantability or fitness for a particular purpose, accompanying this product. However, notification of any errors are appreciated.

Understanding the 2040 Growth Concept map

The 2040 Growth Concept map shows different design types. The design types, described here, are the “building blocks” of the regional strategy for managing growth.



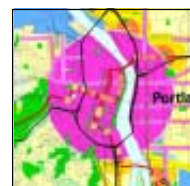
Town centers

Town centers provide localized services to tens of thousands of people within a two- to three-mile radius. Examples include small city centers such as Lake Oswego, Tualatin, West Linn, Forest Grove and Milwaukie and large neighborhood centers such as Hillsdale, St. Johns, Cedar Mill and Aloha. One- to three-story buildings for employment and housing are characteristic. Town centers have a strong sense of community identity and are well served by transit.



Central city

Downtown Portland serves as the hub of business and cultural activity in the region. It has the most intensive form of development for both housing and employment, with high-rise development common in the central business district. Downtown Portland will continue to serve as the finance and commerce, government, retail, tourism, arts and entertainment center for the region.



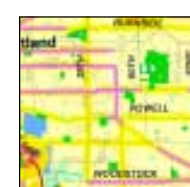
Regional centers

As centers of commerce and local government services serving a market area of hundreds of thousands of people, regional centers become the focus of transit and highway improvements. They are characterized by two- to four-story compact employment and housing development served by high-quality transit. In the growth concept, there are eight regional centers – Gateway serves central Multnomah County; downtown Hillsboro serves the western portion of Washington County; downtown Beaverton and Washington Square serve Eastern Washington County; downtown Oregon City and Clackamas Town Center serve Clackamas County; downtown Gresham serves the eastside of Multnomah County; and downtown Vancouver, Wash., serves Clark County.



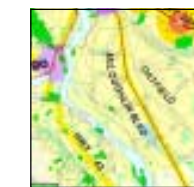
Main streets

Similar to town centers, main streets have a traditional commercial identity but are on a smaller scale with a strong sense of the immediate neighborhood. Examples include Southeast Hawthorne in Portland, the Lake Grove area in Lake Oswego and the main street in Cornelius. Main streets feature good access to transit.



Corridors

Corridors are major streets that serve as key transportation routes for people and goods. Examples of corridors include the Tualatin Valley Highway and 185th Avenue in Washington County, Powell Boulevard in Portland and Gresham and McLoughlin Boulevard in Clackamas County. Corridors are served extensively by transit.



Station communities

Station communities are areas of development centered around a light-rail or high-capacity-transit station that feature a variety of shops and services that will remain accessible to bicyclists, pedestrians and transit users as well as cars.



Neighborhoods

Under the 2040 Growth Concept, most existing neighborhoods will remain largely the same. Some redevelopment can occur so that vacant land or under-used buildings could be put to better use. New neighborhoods are likely to have an emphasis on smaller single-family lots, mixed uses and a mix of housing types including row houses and accessory dwelling units. The growth concept distinguishes between slightly more compact inner neighborhoods, and outer neighborhoods, with slightly larger lots and fewer street connections.



Neighboring cities/green corridors

Communities such as Sandy, Canby, Newberg and North Plains have a significant number of residents who work or shop in the metropolitan area. Cooperation between Metro and these communities is critical to address common transportation and land-use issues. Neighboring cities are connected to the metro area by green corridor transportation routes.



Rural reserves/open spaces

An important component of the growth concept is the availability and designation of lands that will remain undeveloped, both inside and outside the urban growth boundary. Rural reserves are lands outside the UGB that provide a visual and physical separation between urban areas and farm and forest lands. Open spaces include parks, stream and trail corridors, wetlands and floodplains.



Industrial areas and freight terminals

Serving as hubs for regional commerce, industrial land and freight facilities for truck, marine, air and rail cargo provide the ability to generate and move goods in and out of the region. Access to these areas is centered on rail, the regional freeway system and key roadway connections. Keeping these connections strong is critical to maintaining a healthy regional economy.



Metro Equity Strategy Program

Equity Strategy Advisory Committee

Kick-off meeting
July 31, 2013

Nuin-Tara Key, Program Manager




Kick-off meeting | July 31, 2013
Equity Strategy Advisory Committee

Presentation outline

- ❖ **Where we have been** | Background
- ❖ **Where we want to go** | Overview of Equity Strategy Program (2013 – 2016)
- ❖ **Where to start** | Equity Baseline (2013-14)
- ❖ **Your role** | Formal recommendations and communication guidance


Where we have been | Where we want to go | Our first step | Your role 2

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Six desired outcomes

2010 | Adopted six desired outcomes

- Could not speak to how we were advancing equity across the agency
- Recognized the need to understand equity as part of all the work we do, not a siloed issue



Where we have been | Where we want to go | Our first step | Your role 3

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Equity inventory & Council action

2011 | Initiated Equity Inventory Report

- **Finding:** Metro lacks a consistent approach to advancing equity

2012 | Metro Council adopts Equity Strategy Program

2013 (spring) | Work plan development



Where we have been | Where we want to go | Our first step | Your role

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Equity Strategy Program

2013 - 14 | Equity Baseline

- How do we evaluate the six outcomes through an equity lens?

2014 – 15 | Relationship Map

- What is Metro’s role in addressing the issues identified in the Equity Baseline?

2015 – 16 | Equity Strategy & Action Plan

- What is Metro’s equity strategy and how do we implement across the agency?

2016... Ongoing implementation and evaluation

Where we have been | **Where we want to go** | Our first step | Your role


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Equity Baseline (2013-14)...

Definition of Equity

- Actionable
- Measureable
- Informed by our regulatory requirements



Guide our work across the agency

Where we have been | Where we want to go | **Our first step** | Your role

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...Equity Baseline (2013-14)...

Definition of Equity
Equity Indicators

- How do we evaluate the regional outcomes through an equity lens?
- Where are there inequities or disparities in how people experience the outcomes *today*?
- How do existing indicator efforts map to the desired outcomes and how do we prioritize these?

Where we have been | Where we want to go | **Our first step** | Your role

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...Equity Baseline (2013-14)...

Resources - examples

- National research

Where we have been | Where we want to go | **Our first step** | Your role

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...Equity Baseline (2013-14)...

EXAMPLE: Changing Demographics by Racial/Ethnic Group: Portland Metro Area, 1980-2040

Year	White	Black	Latino	API	Other
1980	92%	7%	1%	1%	1%
1990	90%	7%	1%	1%	1%
2000	82%	10%	3%	3%	2%
2010	78%	11%	4%	4%	3%
2020	70%	13%	7%	7%	3%
2030	62%	15%	10%	10%	3%
2040	54%	17%	13%	13%	3%

Where we have been | Where we want to go | **Our first step** | Your role

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...Equity Baseline (2013-14)...

Greater Portland Pulse
Example: Access to jobs

Race/Ethnicity	Portland MSA (2009-2011)	United States (2009-2011)
American Indian or Alaska Native alone	17.5	18.8
Asian alone	7.8	8
Black or African American alone	18.1	13.2
Hispanic or Latino origin (of any race)	13.6	12.4
Some other race alone	14.7	13
Two or more races	18.3	15
White alone	11.1	9
White alone (not Hispanic or Latino)	11.1	8.8

Where we have been | Where we want to go | **Our first step** | Your role

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...Equity Baseline (2013-14)...

Resources - examples

- National research
- Community Investme
- Portland Pulse
- CLF Equity Atlas
- Coalition of Communities of Color - Unsettling Profile reports
- Urban League of Portland - State of Black Oregon
- Opportunity Mapping
- and many more...

Where we have been | Where we want to go | **Our first step** | Your role

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...Equity Baseline (2013-14)...

Definition of Equity
Equity Indicators
Baseline analysis and engagement

- Ground truth results and analysis
- Communicate and engage around issues

Where we have been | Where we want to go | **Our first step** | Your role

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Advisory Committee role

Recommendations

1. Definition of Equity
2. Equity Indicators
3. Baseline analysis and engagement

Guidance

Communication and engagement



Where we have been | Where we want to go | Our first step | **Your role**

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Questions?

Thank you!

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Metro 101

Metro Equity Strategy Advisory Committee

Kick-off meeting
July 31, 2013

Scott Robinson, Metro Deputy COO



Making a great place

As a regional government, Metro crosses city limits and county lines to work with communities to create a vibrant and sustainable region for all.





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Why regional governance?

As far back as the 1950s, Portland area civic leaders saw a need to provide region-wide planning and coordination to:

- manage pressing issues with growth, development and public structures that cross jurisdictional boundaries
- protect adjacent rural lands from urbanization
- provide services that are regional in nature

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Metro's mission

Our mission is to inspire, engage, teach and invite people to preserve and enhance the quality of life and the environment for current and future generations.

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Cities and counties in Metro Region

Clackamas County	Gladstone	Portland
Multnomah County	Gresham	Rivergrove
Washington County	Happy Valley	Sherwood
	Hillsboro	Tigard
Beaverton	Johnson City	Troutdale
Cornelius	King City	Tualatin
Damascus	Lake Oswego	West Linn
Durham	Maywood Park	Wilsonville
Fairview	Milwaukie	Wood Village
Forest Grove	Oregon City	

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How Metro works with local governments

- Engage in development, implementation of regional land use and transportation plans
- Provide grants for natural area preservation, community enhancement, travel options
- Provide tools and technical assistance for implementation of local plans
- Coordinate distribution of federal transportation funds throughout the region
- Assist with implementation of regional recycling, waste reduction goals

6

Metro Policy Advisory Committee (MPAC)

- Created by Metro charter
- Local elected officials, TriMet, citizen representatives
- Advises Metro Council on land use policy decisions
- Meets second and fourth Wednesday of the month, 5 to 7 p.m.



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Joint Policy Advisory Committee on Transportation (JPACT)

- Required by federal transportation legislation
- Local elected officials, Metro Councilors, transportation officials
- Develops regional transportation priorities, funding strategies
- Meets second Thursday of the month, 7:30 to 9 a.m.



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Technical Advisory Committees

Metro Technical Advisory Committee (MTAC)

- Advisory committee to MPAC; meets twice a month
- Local planning directors, citizen and business representatives
- Engages with Metro staff on technical aspects of land use policy efforts

Transportation Policy Alternatives Committee (TPAC)

- Advisory committee to JPACT; meets once a month
- Consists of technical staff from local governments, citizen representatives
- Engages with Metro staff to coordinate, guide regional transportation planning program

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Governance structure

- Seven elected Councilors
 - Council President is elected region-wide
 - Six Councilors elected by districts
- Auditor elected region-wide
- Chief Operating Officer reports to Council, manages agency operations

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Elected officials

Elected officials:

- Sam Chase, District 5
- Bob Stacey, District 6
- Kathryn Harrington, District 4
- Craig Dirksen, District 3
- Tom Hughes, Council President
- Suzanne Flynn, Auditor
- Shirley Craddick, District 1
- Carlotta Collette, District 2

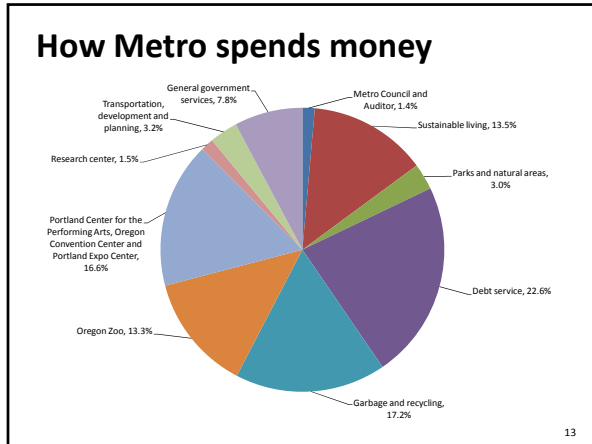
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How Metro is funded

- Enterprise revenues
- Property taxes:
 - Permanent rate for operations: 9.66 cents per \$1000 assessed value
 - Capital bond measures for Zoo, OCC, natural areas acquisitions
- State and federal grants
- Other revenues
- Fiscal year 2011-12 budget: \$415 million

Source	Percentage
Bond proceeds	47%
Property taxes	9.56%
Other revenues	8.5%
Enterprise revenues	26.5%
Interest earnings	0.22%
Grants	2.7%
Other government revenues	4.4%
Interfund transfers	5.3%

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Visitor venues

Metro manages public places for the region and its visitors to enjoy.

These places include the Oregon Zoo, the Portland Center for the Performing Arts, the Oregon Convention Center and the Portland Expo Center.

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Garbage and recycling

Metro oversees the region's recycling and garbage services, helping prevent, reuse, recycle or compost 58 percent of the region's waste in 2010.

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Parks and natural areas



From Oxbow Regional Park to Chinook Landing to Smith and Bybee Wetlands, Metro welcomes more than half a million visitors to its parks each year.

Metro manages more than 14,000 acres of land and 100 miles of river and stream banks.

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Planning...



- 2040 growth concept
- Urban Growth Boundary (UGB)
- Urban and rural reserves
- Regional Transportation Plan (RTP)

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Community Investment



- Invest in safe, livable communities
- Promote economic development and good jobs
- Protect our natural areas

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Maps and data



Metro's Research Center offers state-of-the-art mapping, modeling and analysis used to guide regional discussions around the future of the region.

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Defining a successful region

Our collective efforts are focused on achieving the following six outcomes:

- Vibrant communities
- Sustained economic competitiveness and prosperity
- Safe and reliable transportation choices
- Reduced contributions to global warming
- Clean air and water, healthy ecosystems
- Benefits and burdens of growth shared equitably

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Questions?

Thank you!

AVOID **RECONSIDER** **EMBRACE**

<p style="text-align: center;"><u>Models of Inequality</u></p>	<p>Barrier</p> <p><i>"We have a political system whose agenda has been to <u>pave the way</u> for lots of accumulation of wealth and income among the very few, and <u>set in place obstacles</u> for the rest of the population to <u>move up or let alone stay in place</u>"</i></p> <ul style="list-style-type: none"> +Assumes all people are equally capable and deserving +Indicates inequality comes from structures in place; it's manmade, not natural +Suggests a role for audience: breaking down the barrier 	<p>Vertigo/Internal Imbalance</p> <p><i>"An economy that has gotten <u>off-kilter</u>"</i> <i>"Excessive inequality leads to <u>instability</u>"</i></p> <ul style="list-style-type: none"> +Conveys interdependence—economy is a single, unified thing +Implies the economic system can be externally influenced +Tangible and experiential, people have felt dizziness
<p>Injustice</p> <p><i>"This isn't <u>fair</u>"</i> <i>"If we want to live in a <u>just society</u> we cannot continue to subsidize the rich by exploiting the poor"</i></p> <ul style="list-style-type: none"> + Appeals to values of fairness and justice - Isn't actually a simplifying model; doesn't explain what inequality <i>is</i> - Conveys very little to a broad audience, basically progressive in-group speak 	<p>Concentration</p> <p><i>"Income and wealth <u>concentration</u>"</i> <i>"Inequality is the mal <u>distribution</u> of income and wealth"</i></p> <ul style="list-style-type: none"> +Offers a reasonable tone, makes arguments seem mainstream -Inequality has its own driving force, not man-made -Silent about the causes of inequality, strongly outcome-focused 	<p>Distortion</p> <p><i>"They <u>rig</u> the machine"</i> <i>"Crafting rules for the economy that <u>reinforce inequality</u> throughout the system"</i></p> <ul style="list-style-type: none"> +Inequality is an outcome of bad decision-making by policy makers +Economy as a machine with people causing inequality through how they operate machine -Not a clear simplifying model – doesn't relate inequality to something tangible
<p>Vertical</p> <p><i>"Bring down the <u>top</u>, lift up the <u>bottom</u>; move from <u>one rung</u> to another"</i> <i>"My family was poor... it was the ignorance that allowed lots of people to have <u>power over us</u>"</i></p> <ul style="list-style-type: none"> +Reinforces idea of common fate; economy as a container -Implies poor are inherently inferior -Favorite of conservatives—introduces hierarchy and moral superiority / deservedness 	<p>Horizontal</p> <p><i>"<u>Gap</u> between rich and poor; <u>bridge</u> economic divide"</i> <i>"Our nation and planet are <u>pulling apart</u> economically"</i></p> <ul style="list-style-type: none"> +Very tangible, easy model to understand and visualize -Gaps are about end-states—suggests no reason for why we arrived at this outcome -Offers no role for audience -Implies two separate and therefore separable economies (separate fates) 	<p>Scale/Imbalance</p> <p><i>"Tilted so far <u>in favor of so few</u>"</i> <i>"Fairer policies would help <u>balance the economic burdens</u> among all of us, rather than <u>piling them onto people of color, the poor</u>"</i></p> <ul style="list-style-type: none"> +Profiles interconnection; process of direct cause and effect -When one side goes up, the other goes down -Triggers zero-sum thinking and thus desire to keep status quo
<p>Resource</p> <p><i>"Inequality of wealth and incomes <u>is the cause of the masses' well-being</u>, not of anybody's distress"</i> <i>"Bigness in business does not impair, but <u>improves conditions of the rest of the people</u>"</i></p> <ul style="list-style-type: none"> -Common among conservatives -Inequality framed as an asset to economy -Preaches to <i>their</i> choir—works for conservative in-group speech 	<p>Identity</p> <p><i>"What is inequality but <u>diversity in monetary form</u>?"</i> <i>"The idea of a world where <u>all people are alike</u> is a fantasy for the stupid"</i></p> <ul style="list-style-type: none"> -Inequality as mathematical identity -Lends credence to idea that progressives want to make everyone exactly the same -Traps us in saying what inequality isn't—forces reactive not proactive stance 	<p>Force/Opponent</p> <p><i>"Inequality <u>destroys</u> notion of the common good"</i> <i>"We must confront directly the <u>threat</u> posed by this inequality"</i></p> <ul style="list-style-type: none"> -Presents inequality as an accident, a self-propelled force, not human creation -If inequality is an independent force, it's hard to figure out what to do about it

Resources on Framing Compiled by Neighborhood Partnerships For Metro Equity Advisory Committee, July 2013

Framing (General Theory and Resources)

Topos

<http://www.topospartnership.com/wp-content/uploads/2012/05/Topos-On-Framing.pdf>

Frameworks Institute

Framing Public Issues Toolkit

<http://www.frameworksinstitute.org/assets/files/PDF/FramingPublicIssuesfinal.pdf>

Strategic Communication about Racial, Income, and Other Disparities:

john powell

“Community Change” slide presentation at

<http://www.insightccd.org/communities/Closing-RWG/about-econ/expertPubs.html?expertID=108>

john powell, “Poverty and Race Through a Belongingness Lens”

<http://www.nwaf.org/FileCabinet/DocumentCatalogFiles/Other/PMpowell.pdf>

Anat Shenker-Osorio

Web page with her works on inequality

<http://www.asocommunications.com/html/findings-from-the-field/>

A longer research summary, quite excellent

http://www.asocommunications.com/html/wp-content/uploads/2010/12/Narrowing-the-Gap_shenker-osorio_May2010.pdf

The Role of Government

Public Works Research: Talking about Government

summary

http://www.publicworks.org/uploads/1/1/1/4/11142270/talking_about_government_summary_of_findings.pdf

Full body of research

<http://www.publicworks.org/government.html>