

**A G E N D A**

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**METRO**

**Agenda**

MEETING: METRO COUNCIL WORK SESSION MEETING  
DATE: September 7, 2004  
DAY: Tuesday  
TIME: 2:00 PM  
PLACE: Metro Council Chamber

**CALL TO ORDER AND ROLL CALL**

- |         |    |   |                                  |
|---------|----|---|----------------------------------|
| 2:00 PM | 1. | <b>DISCUSSION OF AGENDA FOR COUNCIL<br/>REGULAR MEETING, SEPTEMBER 9, 2004</b>  |                                  |
| 2:15 PM | 2. | <b>AMERICAN ZOOLOGICAL AND AQUARIUM<br/>ACCREDITATION UPDATE</b>  | Vecchio                          |
| 2:30 PM | 3. | <b>ZOO REVENUE ALTERNATIVES</b>   | Vecchio                          |
| 3:00 PM | 4. | <b>COMPETITIVENESS FUND AT OCC AND POTENTIAL<br/>LEADERSHIP IN ENVIRONMENTAL AND ENERGY<br/>DESIGN (LEEDS) CERTIFICATION AT OCC</b>                                     | Trotter/<br>Williams/<br>Blosser |
| 4:00 PM | 5. | <b>TRANSPORTATION PRIORITIES POLICY BRIEFING<br/>AND STATE TRANSPORTATION IMPROVEMENT<br/>PROGRAM UPDATE</b>  | Cotugno/<br>Leybold              |
| 4:15 PM | 6. | <b>CITIZEN COMMUNICATION</b>  |                                  |
| 4:25 PM | 7. | <b>EXECUTIVE SESSION HELD PURSUANT TO ORS 192.660(1)(i)<br/>AUTHORIZED TO REVIEW AND EVALUATE THE EMPLOYMENT<br/>RELATED PERFORMANCE OF THE CHIEF OPERATING OFFICER</b> |                                  |
| 4:55 PM | 8. | <b>CHIEF OPERATING OFFICER COMMUNICATION</b>  |                                  |
| 5:05 PM | 9. | <b>COUNCILOR COMMUNICATION</b>  |                                  |

**ADJOURN**

*AMERICAN ZOOLOGICAL AND AQUARIUM ACCREDITATION UPDATE*

Metro Council Work Session  
Tuesday, September 7, 2004  
Metro Council Chamber

## METRO COUNCIL

### Work Session Worksheet

Presentation Date: September 7, 2004      Time: 1:00      Length: 15 Minutes

Presentation Title: AZA Accreditation Update

Department: The Oregon Zoo

Presenter: Tony Vecchio

#### ISSUE & BACKGROUND

The accreditation team finished their three day visit in late June. This was a very impressive accreditation team; they were very thorough and well-organized. The team made an exceptional effort to meet as many staff members as possible and to see and spend time in every division of the zoo.

The accreditation hearing is set to occur on September 19<sup>th</sup> at the AZA national conference. The Zoo submitted a report to the accreditation commission on August 16<sup>th</sup> to address the concerns addressed in the exit interview.

The team pointed out many "Points of Particular Achievement" by the Oregon Zoo, including recognition of the great staff. Additionally, they cited the appearance of the zoo as being "Very good, clean, well landscaped, attractive exhibits . . ." They noted our attention to emergency drills and safety training. They lauded our education division, marketing division, OZF, local conservation efforts, and elephant program. The team commended our efforts to get staff and visitors to use public transportation. They urged Zoo management to continue with the brown bag lunches. Also noted was the improved relationship between zoo staff and staff from the Metro Regional Center and between zoo staff and the Metro Council. They also noted the strong support the zoo receives from the Metro Council and the OZF Board of Directors. Some quotes from the exit report include: "Extraordinary use of interns and volunteers. . ." and "Catering and food service is excellent."

The team also, as is required, shared a number of concerns. They noted some of our older exhibits and holding areas are in need of "extensive renovation or replacement." They noted a few areas where our perimeter fence needs attention. The team pointed out a number of concerns with our quarantine building. They noted that the chimp climbing structure needs to be replaced. Additionally, the team observed that the animal record keeping systems needed a higher level of organization.

There were some issues with interpretive graphics and questions about our process for creating new and replacing old graphics. They recognized that animal training and enrichment has improved greatly since our last inspection but urged that we continue to devote more attention to this area. The team recognized that, with the budget cuts the past two years, we have made changes in our organizational structure, particularly in the Living Collections area, and that we have deferred many maintenance projects. They urged that we monitor our operation very closely to ensure that the changes will not have deleterious effects.

Again, these observations are meant to give us some direction as we prepare for our hearing with the commission in September. The inspection team will issue a full report to the commission after the hearing.

**OPTIONS AVAILABLE**

**IMPLICATIONS AND SUGGESTIONS**

**QUESTION(S) PRESENTED FOR CONSIDERATION**

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION** \_\_ Yes  No  
**DRAFT IS ATTACHED** \_\_ Yes \_\_ No

**SCHEDULE FOR WORK SESSION**

Department Director/Head Approval \_\_\_\_\_

Chief Operating Officer Approval \_\_\_\_\_

Agenda Item Number 3.0

***ZOO REVENUE ALTERNATIVES***

Metro Council Work Session  
Tuesday, September 7, 2004  
Metro Council Chamber

# METRO COUNCIL

## Work Session Worksheet

Presentation Date: September 7, 2004    Time: 1:00    Length: 30 Minutes

Presentation Title: Oregon Zoo Revenue Alternatives

Department: The Oregon Zoo

Presenter: Tony Vecchio

### ISSUE & BACKGROUND

This report is in response to the following FY 04-05 budget note for the Oregon Zoo:

#### *Budget Note 4: Revenue Alternatives*

The Council recognizes that this budget projects revenue that cannot be achieved with the pricing structure in effect as of July 1, 2004. The Chief Operating Officer is requested to evaluate two alternatives for addressing this shortfall in revenue. The COO is requested to report to Council by September 1, 2004 on the relative merits of:

Alternative One – an increase in the gate admission charge for all customers, regardless of whether or not they use the automobile parking lot.

Alternative Two – an increase in revenue achieved by charging an additional fee only to those customers who do use the automobile parking lot.

### OPTIONS AVAILABLE

#### Alternative One

Alternative one is an across the board admission fee increase of \$.50 to take effect January 1, 2005. The \$.50 fee increase proposal would bring the adult admission rate to \$9.50. This rate is still the lowest of comparable facilities on the west coast and considerably lower than the other two AZA accredited facilities in Oregon. The fee increase of \$.50 was part of the Zoo's proposed FY 04-05 budget, with an expected increase to revenue at the Zoo of \$120,595.

<b>West Coast Zoos and Aquariums</b>	<b>Location</b>	<b>Adult Admission</b>
Oregon Coast Aquarium*	Newport, Oregon	\$11.25
Wildlife Safari*	Winston, Oregon	\$17.50
Woodland Park Zoo	Seattle, Washington	\$10.00
San Diego Zoo	San Diego, California	\$21.00
San Diego Wild Animal Park	San Diego, California	\$29.50
San Francisco Zoo	San Francisco, California	\$10.00
Los Angeles Zoo	Los Angeles, California	\$10.00
Monterey Bay Aquarium	Monterey, California	\$19.95
<b>Average</b>		<b>\$16.15</b>
<b>Oregon Zoo Proposed January 1, 2005</b>		<b>\$9.50</b>

\* only other AZA accredited facilities in Oregon

## **Alternative Two**

Alternative two involves charging visitors an additional fee to park a vehicle in the parking lot. The Zoo is offering three paid parking options for discussion. All three options presented avoid extensive capital improvements to the parking lot (ticket dispensers, gates, computers, security equipment, and renovations) and significant ongoing operational expenses (cost of an operations contract for staffing). Additionally, the Zoo would like to propose that the new program have a sunset clause with a two year timeline to allow the Council to reassess the results.

### **Option 1:**

Place donation boxes at the 4 parking lot exits with signage describing the impacts parking lot runoff has on the Zoo's ability to handle stormwater. The signage would inform visitors that the donations would help offset the cost of stormwater handling.

#### Advantages:

- No capital investment in parking lot ticketing and gate equipment
- Pay-as-exit program does not negatively impact the Zoo's enterprise revenue
- Not mandatory, thus reducing negative perception
- Provides visitors an educational opportunity

#### Disadvantages:

- Unpredictable revenue stream
- Anticipated reluctance to donate money for parking
- Congestion in parking lot will result when visitors stop at exits

### **Option 2:**

Collect a flat parking fee per car at the Zoo admission gates. This would be an honor system payment method. Oregon Zoo Foundation Members, Zoo Catered Event Clients, Children's Museum guests, and World Forestry Center guests would be excluded.

#### Advantages:

- No capital investment in parking lot ticketing and gate equipment
- Does not impact Oregon Zoo Foundation members, catered event attendees, or visitors to the Children's Museum or the World Forestry Center
- Soft landing approach for parking revenue collection

#### Disadvantages:

- Potential negative impact on the Zoo's other enterprise revenues

### **Option 3:**

Purchase and install smart meters in the parking lot. The meters have the program capability to specify denomination and hours desired. The City enforces and collects money from meters. An IGA would need to be negotiated as to financial terms on collected funds.

#### Advantages:

- Limited capital investment
- Allows price flexibility
- No Zoo enforcement needed

#### Disadvantages:

- Potential negative impact on the Zoo's other enterprise revenues
- Impacts Oregon Zoo Foundation members, catered event attendees, and visitors to the to the Children's Museum and the World Forestry Center
- Negotiated financial arrangement limits revenue possibilities for the Zoo

**Transit Incentive**

The Zoo is proposing to include offering a 50 cent transit incentive at the admission gate for those who have valid proof of transit ridership. This proposal would offer a financial incentive for guests to get out of their cars and take transit.

**IMPLICATIONS AND SUGGESTIONS**

- Recommend approval of the \$.50 increase for admission to the Oregon Zoo effective January 1, 2005 by processing legislation to amend Metro code section 4.01.050
- Recommend including in the amendment of Metro code section 4.01.050 language to give the Council the authority to charge for parking at the Oregon Zoo and to offer financial incentives for those guests using alternative transit. Consider including a provision that the Council will review the success of the program in two years.

**QUESTION(S) PRESENTED FOR CONSIDERATION**

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION  Yes  No**  
**DRAFT IS ATTACHED  Yes  No**

**SCHEDULE FOR WORK SESSION**

Department Director/Head Approval \_\_\_\_\_

Chief Operating Officer Approval \_\_\_\_\_



***COMPETITIVENESS FUND AT OCC AND POTENTIAL LEADERSHIP IN ENVIRONMENTAL AND ENERGY  
DESIGN (LEEDS) CERTIFICATION AT OREGON CONVENTION CENTER***

Metro Council Work Session  
Tuesday, September 7, 2004  
Metro Council Chamber

## METRO COUNCIL

### Work Session Worksheet

Presentation Date: 9/7/04 Time: 3:00 PM Length: 1 Hour

Presentation Title: **COMPETITIVENESS FUND AT OCC AND POTENTIAL LEADERSHIP IN ENVIRONMENTAL AND ENERGY DESIGN (LEEDS) CERTIFICATION AT OCC**

Department: MERC

Presenters: Don Trotter, Mark B. Williams, Jeff Blosser

#### ISSUE & BACKGROUND

On May 20, 2004, the Metro Council passed Ordinance No. 04-1052. This ordinance increased the excise tax on solid waste by \$.50 per ton. Proceeds from the tax are allocated to the Metro Tourism Opportunity and Competitiveness Account, and are intended to contribute to the long term viability and competitiveness of the Oregon Convention Center, helping to enable the center to achieve its intended economic benefits for the region. The Tourism Opportunity and Competitiveness Account will create a fund that will assist the Convention Center in maintaining its competitive position in an increasingly difficult convention and meeting business. The funds generated from the proposed excise tax will be available for specific proposals that will assist with Convention Center operation, maintenance, and marketing. Given the availability of these funds, it is desirable for the Council to adopt criteria for such proposals.

On Wednesday, August 25, 2004, the MERC Commission passed Resolution Number 04-15, recommending that the Metro Council adopt criteria for such proposals.

#### OPTIONS AVAILABLE

Available options include:

- Adopting the criteria recommended by MERC;
- Adopting other criteria;
- Adopting no criteria, and leaving the issue to the annual budget process.

#### IMPLICATIONS AND SUGGESTIONS

MERC has recommended that the Council adopt criteria for the competitiveness fund to ensure that OCC is successful in order to preserve the public investment in the facility, generate the maximum economic return for the community, and maintain OCC in first class condition. Suggestions for specific proposals include Green Building (LEEDS) certification, investments in OCC's capital plan designed to make the facility more competitive nationally, headquarters hotel related investments, marketing investments designed to assist the Visitor Development Fund (VDF) with OCC specific marketing projects; and expenditures designed to maintain OCC in first class condition.

If the policy is adopted, MERC would still have to submit specific annual appropriation proposals to the Council for its consideration and approval. Such appropriations would be handled under the Council's regular budget process with all required opportunity for public comment and Council discussion.

**QUESTION(S) PRESENTED FOR CONSIDERATION**

Should the recommended policies be adopted in whole or in part?

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION  Yes  No**  
**DRAFT IS ATTACHED  Yes  No**

**SCHEDULE FOR WORK SESSION**

Department Director/Head Approval \_\_\_\_\_

Chief Operating Officer Approval \_\_\_\_\_

Agenda Item Number 5.0

***TRANSPORTATION PRIORITIES POLICY BRIEFING AND STATE TRANSPORTATION IMPROVEMENT  
PROGRAM (STIP) UPDATE***

Metro Council Work Session  
Tuesday, September 7, 2004  
Metro Council Chamber

**METRO COUNCIL**

**Work Session Worksheet**

Presentation Date: September 7, 2004 Time: Length: 15 minutes

Presentation Title: Transportation Priorities Policy Briefing and STIP Update

Department: Planning

Presenters: Ted Leybold, Andy Cotugno

**ISSUE & BACKGROUND**

The Transportation Priorities 2006-09 funding process is preparing to release the technical evaluation of candidate applications and a draft narrowing recommendation for public comment. The Oregon Department of Transportation will also be releasing a proposal for how to spend state transportation funds for public comment.

This work session will focus on a review of the policies adopted by the Joint Policy Advisory Committee on Transportation and the Metro Council, the upcoming decision process and an explanation of planned coordination with the State program. This is to prepare the Council for a second work session to review and comment on the Metro staff and Transportation Policy Alternatives Committee recommendation on a First Cut list of projects and programs for public comment.

**OPTIONS AVAILABLE**

Provide any guidance warranted to staff and Council JPACT members on the upcoming decision process and coordination with the State Transportation Improvement Program.

**IMPLICATIONS AND SUGGESTIONS**

None at this time.

**QUESTION(S) PRESENTED FOR CONSIDERATION**

None at this time.

**LEGISLATION WOULD BE REQUIRED FOR COUNCIL ACTION** \_\_ Yes **X** No  
**DRAFT IS ATTACHED** \_\_ Yes **X** No

**SCHEDULE FOR WORK SESSION**

Department Director/Head Approval \_\_\_\_\_

Chief Operating Officer Approval \_\_\_\_\_

**DRAFT**



**METRO**

## **2006-09 Transportation Priorities:**

*Investing in the 2040 Growth Concept*

# **Calendar of Activities**

**2004**

<b>June 30</b>	Applications due to Metro.
<b>August 3</b>	MTIP Subcommittee: Review of project/program applications.
<b>August 12</b>	JPACT: Review of draft ODOT state transportation funding program.
<b>August 16</b>	MTIP Subcommittee review and comment on draft Transportation Priorities technical scores.
<b>August 27</b>	TPAC review of draft Metro Staff recommended First Cut List. (Distribute at meeting)
<b>September 7</b>	Metro Council work session briefing on policies and relationship to State transportation funding program (STIP).
<b>September 9</b>	JPACT review of draft Metro Staff recommended First Cut List.
<b>September 24</b>	TPAC action on First Cut List.
<b>September 29/30</b>	Oregon Transportation Commission work on release of draft STIP for public comment.
<b>October 5</b>	Metro Council work session on release of First Cut List.
<b>October 14</b>	JPACT action on release of First Cut List.
<b>October 15 – December 6</b>	Public comment period, listening posts on First Cut List and ODOT STIP.
<b>December 14</b>	Metro Council work session: policy discussion and direction to staff on narrowing to the Final Cut List.

## **2005**

- January 13** JPACT policy discussion and direction to staff on narrowing to the Final Cut List.
- January** MTIP Subcommittee review of any new information.
- January 28** TPAC action on Final Cut List.
- February 17** Public hearing on draft Final Cut List at Metro Council.
- March 10** JPACT action on Final Cut List pending air quality analysis.
- March 24** Metro Council action on Final Cut List pending air quality analysis.
- April - June** Programming of funds. Air quality conformity analysis.
- July** Public review of draft MTIP with air quality conformity analysis.
- August** Adopt MTIP, including final ODOT STIP and TriMet TIP, and submit to USDOT for concurrence (conditional on EPA approval of new motor vehicle emission budgets in State Implementation Plan for air quality – implementation scheduled for November 1, 2005).
- November** Receive concurrence from USDOT; Printed in final STIP

## **Transportation Priorities 2006-09 Policy Objectives**

The primary policy objective for the Transportation Priorities 2006-09 program is to leverage economic development in priority 2040 land-use areas through investments that support:

2040 Tier I and II mixed-use areas (central city, regional centers, town centers, main streets and station communities)

2040 Tier I and II industrial areas (regionally significant industrial areas and industrial areas), and

2040 Tier I and II mixed-use and industrial areas within UGB expansion areas with completed concept plans

Other policy objectives include:

- emphasize modes that do not have other sources of revenue
- complete gaps in modal systems
- develop a multi-modal transportation system with a strong emphasis on funding bicycle, boulevard, freight, green street demonstration, pedestrian, regional transportation options, transit oriented development and transit projects and programs
- meet the average annual requirements of the State Implementation Plan for air quality for the provision of pedestrian and bicycle facilities



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A G E N D A

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**METRO**

**Agenda**

MEETING: METRO COUNCIL REGULAR MEETING  
DATE: September 9, 2004  
DAY: Thursday  
TIME: 2:00 PM  
PLACE: Metro Council Chamber

**CALL TO ORDER AND ROLL CALL**

- 1. INTRODUCTIONS
- 2. CITIZEN COMMUNICATIONS
- 3. OREGON CONVENTION CENTER BUSINESS UPDATE Trotter/Williams
- 4. FOURTH QUARTER FINANCIALS
- 5. CONSENT AGENDA
  - 5.1 Consideration of Minutes for the August 19, 2004 Metro Council Regular Meeting.
- 6. ORDINANCES – SECOND READING
  - 6.1 **Ordinance No. 04-1057**, For the purpose of amending Metro Code Chapter 5.02 to authorize the Chief Operating Officer to designate certain recyclable materials that can be accepted without charge at Metro transfer stations and to delay repeal of certain payment exemptions for acceptance and collection of household hazardous wastes. Monroe
  - 6.2 **Ordinance No. 04-1058**, For the Purpose of Amending the Putrescible Solid Waste Tonnage Acceptance Limit in Solid Waste Facility Franchise No. F-005-03 Issue to Willamette Resources, Inc. Monroe
- 7. CHIEF OPERATING OFFICER COMMUNICATION
- 8. COUNCILOR COMMUNICATION

**ADJOURN**

**Television schedule for September 9, 2004 Metro Council meeting**

<b>Clackamas, Multnomah and Washington counties, and Vancouver, Wash.</b> Channel 11 -- Community Access Network <a href="http://www.yourtvvtv.org">www.yourtvvtv.org</a> -- (503) 629-8534 Thursday, September 9 at 2 p.m. (live)	<b>Washington County</b> Channel 30 -- TVTV <a href="http://www.yourtvvtv.org">www.yourtvvtv.org</a> -- (503) 629-8534 Saturday, September 11 at 11 p.m. Sunday, September 12 at 11 p.m. Tuesday, September 14 at 6 a.m. Wednesday, September 15 at 4 p.m.
<b>Oregon City, Gladstone</b> Channel 28 -- Willamette Falls Television <a href="http://www.wftvaccess.com">www.wftvaccess.com</a> -- (503) 650-0275 Call or visit website for program times.	<b>West Linn</b> Channel 30 -- Willamette Falls Television <a href="http://www.wftvaccess.com">www.wftvaccess.com</a> -- (503) 650-0275 Call or visit website for program times.
<b>Portland</b> Channel 30 (CityNet 30) -- Portland Community Media <a href="http://www.pcatv.org">www.pcatv.org</a> -- (503) 288-1515 Sunday, September 12 at 8:30 p.m. Monday, September 13 at 2 p.m.	

**PLEASE NOTE: Show times are tentative and in some cases the entire meeting may not be shown due to length. Call or check your community access station web site to confirm program times.**

Agenda items may not be considered in the exact order. For questions about the agenda, call Clerk of the Council, Chris Billington, (503) 797-1542. Public Hearings are held on all ordinances second read and on resolutions upon request of the public. Documents for the record must be submitted to the Clerk of the Council to be considered included in the decision record. Documents can be submitted by e-mail, fax or mail or in person to the Clerk of the Council. For additional information about testifying before the Metro Council please go to the Metro website [www.metro-region.org](http://www.metro-region.org) and click on public comment opportunities. For assistance per the American Disabilities Act (ADA), dial TDD 797-1804 or 797-1540 (Council Office).

## Oregon Zoo

### Points of Particular Achievement

Many staff, Metro Council and Foundation members credited the director's passion and commitment to the zoo as the basis for its current success.

Overall appearance of the zoo is very good, clean, well landscaped, attractive exhibits for the most part, good layout.

The reorganization of upper management is being well received and the relationship with Metro Council and staff is steadily improving. The relationship between the Zoo and Foundation is also much better as a result of the director's efforts.

Public access through light rail is very good and strongly encouraged with staff and visitors.

Safety issues have improved greatly. Attention to emergency drills and safety training has improved. First aid kits, fire extinguishers and MSDS notebooks are prevalent and well labeled.

Extraordinary use of interns and volunteers in marketing, hospital, animal care, education, almost every department.

Brown bag lunches have just started but seem to be well received and should continue.

Life Support Systems position is new since last inspection and is a vital addition.

Dramatic improvement in the elephant program. The team brings many years of experience from a variety of backgrounds and appears to work well together.

Catering and food service is excellent. The facilities are extensive and very attractive and the quality of the food both for visitors and catered events surpasses expectations.

An extensive education program reaches a wide audience and meets a variety of needs. Use of teens is very good.

Marketing does a great job, press coverage is very good and their efforts are recognized by other staff. Community support seems very strong.

Local conservation efforts exceed expectations. The zoo was already heavily involved with many efforts and then took on California condors about 18 months ago. The condor project moved from a concept to reality in a very short period of time especially considering number of partners involved. Foundation stepped up to the funding challenge and has raised 1.7 million to date.

June 30, 2004

Oregon Zoo

List of concerns

Major

The zoo as a whole has been restructured recently and the Zoo Director now has three direct reports. In addition the animal dept has been split recently between two curators. It is too early to judge either change in the organization but in animal care, this should be monitored to ensure the animal keepers have enough supervision. Senior Keepers are not supervisors and the curators appear to need more help in supervising keepers.

The DVM dept has no clerical support and relies heavily on volunteers. Every effort should be made to address this in the next 1 -2 years.

Keeper staff has just been reorganized and needs to be monitored. It appears adequate but the zoo will be opening a new farm area on July 10th with 20+ additional goats and sheep. Other new facilities are planned in the next five years and the staffing needs will require further evaluation.

There is a strong staff perception that routine maintenance and improvements to old facilities are a low priority compared to new projects. Although the zoo as a whole does not appear to be in disrepair, there is a pattern of deferred maintenance projects such as painting that should be addressed. Work orders on even basic repairs, if not an emergency, can take months or longer to be completed.

The building designated for large mammal quarantine presents safety concerns for animals and staff. It is an 1,800 sq ft concrete block building broken into smaller holding areas. The building has inadequate lighting, ventilation and drainage. The structure of the large rooms does not allow for animals (i.e. hoofstock) to be safely contained while being anesthetized. The building could be renovated for small animal quarantine but it is not currently suitable for large animal quarantine. Concerns were noted in the last inspection but without specifics.

The holding areas for bears and cats have areas of rust and peeling paint. The tiger area was noted in the last inspection. The primate building has peeling paint that was noted as a USDA concern and on the last inspection. The primate building should be a high priority for extensive renovation or replacement.

There is a service gate in the perimeter fence near the front that is secured with a chain and lock but leaves an 18" gap. Behind the CSS building the fence is 8' but the soil has built up at the base resulting in a lower barrier. Vehicle gates have an automatic opening system and after a vehicle passes through, the gate remains open too long without being monitored.

Records are not being maintained adequately. The paper files are poorly organized and outdated and even file drawers are mislabeled or not labeled at all. Many old records are still in boxes. A GLT that died ten days ago was not recorded. Even the living collection files included many dead specimens. Keeper notes are not being entered in a timely fashion. One chimp record was pulled and the last keeper note was July 2003. The room is cramped and not well organized

Records are duplicated on disc but last date for Med Arks was July 2003 and Jan 2004 for ARCS.

Minor

The Condor facility has a 6' perimeter fence with 1' barbed wire.

The ornate front gates do not serve the same function as a perimeter fence in reasonably impeding the passage of animals or intruders.

Random inquiries about fire extinguisher training indicate it has been about two years.

Chimp outdoor climbing structures need to be replaced.

Numerous animal areas had outdated drugs and/or other medical supplies (e.g., eye wash, KY jelly, vitamins, outdated prescription in CSS building was thrown away when pointed out by team.)

Penguin fish was being thawed at room temperature under running water in the sink.

Long delay on graphic requests and some confusion on final approval of content.

Improvements have been made to primate enrichment and training but still needs more attention.

090704c-03

**APPROVED**

**METROPOLITAN EXPOSITION-RECREATION COMMISSION**

**Resolution No. 04-15**

**For the Purpose of Recommending to the Metro Council a policy for establishing a process and criteria for proposed investments from the new Tourism Opportunity and Competitiveness Account (MTOCA)**

WHEREAS, on May 20, 2004, the Metro Council passed Ordinance No. 04-1052, increasing the excise tax on solid waste by \$.50 per ton; and

WHEREAS, proceeds from this tax are allocated to the Metro Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, the purpose of Metro's Tourism Opportunity and Competitiveness Account (MTOCA) is to maximize the competitiveness, financial viability, economic impact, and continued success of the Oregon Convention Center; and

WHEREAS, under Chapter 6 of the Metro Code, MERC is authorized and directed by the Metro Council to make recommendations to the Council regarding convention, trade and spectator facilities; and

WHEREAS, it is desirable to have a policy establishing a process and criteria for proposed investments from the new Tourism Opportunity and Competitiveness Account (MTOCA); and

WHEREAS, the Metro Council is MERC's budget authority must make final decisions on all budgetary recommendations made to the Council by MERC,

**BE IT THEREFORE RESOLVED** that the Metropolitan Exposition Recreation Commission respectfully recommends that the Metro Council adopt the policies for establishing a process and criteria for recommending expenditures by Metro from the new Tourism Opportunity and Competitiveness Account as shown on the attached Exhibit A.

Passed by the Commission on August 28, 2004.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Secretary-Treasurer

Approved As To Form:  
Daniel B. Cooper, General Counsel

By: \_\_\_\_\_  
Lisa Umscheid, Senior Attorney

## **METRO TOURISM OPPORTUNITY AND COMPETITIVENESS ACCOUNT**

### **POLICY AND GUIDELINES**

**Purpose:** The purpose of Metro's Tourism Opportunity and Competitiveness Account (MTOCA) is to maximize the competitiveness, financial viability, economic impact, and continued success of the Oregon Convention Center.

**Background:** In fiscal year 2002-03, the \$116 million expansion of the Oregon Convention Center came in on time and under budget. The expansion almost doubled the size of the center, positioning Portland to compete for a much larger share of the national and international convention market, and add jobs to the region's economy. At the time the funding package was assembled for the facility's expansion, operating funds were identified to sustain the facility in the short term, with the recognition that the Metro Council, along with public and private sector stakeholders, would develop a longer term solution.

A recent study performed by a national consultant confirmed that the Oregon Convention Center is under funded. The study by C. H. Johnson and Associates shows that the Convention Center is operating at a fraction of the average subsidy that its competitors enjoy. The lack of additional funding to help pay for the operation and maintenance of the expanded Convention Center has resulted in MERC being required to operate a facility which has been doubled in size with only 5 additional staff persons. Staffing levels now are insufficient to meeting the building's operational and maintenance needs, and no funds are available to contribute to renewal and replacement—thus putting this important public asset at risk for the future.

Since the events of September 11, 2001 and the downturn in the national travel and meeting industries, competition for scarce visitor dollars has become intense. Now, the Metro region must compete with much larger "Tier One" locations such as Las Vegas or San Francisco---parts of the country that never used to compete for the smaller events that typically consider the Portland metro region. These factors led the Council to create the Metro Oregon Convention Center Advisory Committee last year, with representatives from the local hospitality community and civic leaders. That Committee advised Metro to examine the possibility of dedicated excise tax dollars to help fund the Center, so as to keep it competitive with other, better funded jurisdictions.

On May 20, 2004, the Metro Council passed Ordinance No. 04-1052. This ordinance increased the excise tax on solid waste by \$.50 per ton. Proceeds from the tax are allocated to the Metro Tourism Opportunity and Competitiveness Account, and are intended to contribute to the long term viability and competitiveness of the Oregon Convention Center, helping to enable the center to achieve its intended economic benefits for the region. The Tourism Opportunity and Competitiveness Account will create a fund that will assist the Convention Center in maintaining its competitive position in an

increasingly difficult convention and meeting business. The funds generated from the proposed excise tax will be available for specific proposals that will assist with Convention Center operation, maintenance, and marketing.

**Process:** Proposed expenditures from the MTOCA will take place in accordance with the Metro Code and State Budget Law, which require formal supplementary budget proceedings. The MERC Commission will be required at the outset to conduct public proceedings of its Budget Committee, with proper notice and opportunity for public testimony, in order to determine initial proposals for expenditures from the fund. Any proposals will then be subject to a formal MERC Commission resolution recommending such expenditures to the Metro Council. The Metro Council is the ultimate budget authority and final decisions on the recommendations received from MERC will be made as Supplementary Budget actions by the Council with the required notice, public hearings, and opportunity for public testimony and input.

**Priorities:** The top priority of the MTOCA is to ensure that OCC is successful in order to preserve the public investment in the facility, generate the maximum economic return for the community, and maintain OCC in first class condition.

**Goals and Strategies:** The following goals and strategies are identified as major priorities to ensure the greatest returns on investment and success of OCC. Actual ranking of priorities and specific funding proposals for particular years will be made on an annual basis through public meetings of the MERC Budget Committee, the full MERC Commission, and the Metro Council:

**Goal #1: Targeted capital investments in the Oregon Convention Center's physical plant that yield demonstrable marketing advantages.**

Strategy A:      **Green Building (LEEDS) Certification.**

Funds could be expended to obtain official LEEDS certification for OCC. This certification could be used to enhance OCC's marketing advantages, particularly in conjunction with the Portland Oregon Visitor's Association (POVA's) "It's Not Easy Being Green" marketing plan for Portland. Such certification would enhance OCC and Portland's distinctive reputation for environmental quality and build on the State's "Brand Oregon" campaign.

Strategy B:      **Oregon Convention Center Operational Advantages.**

Funds could be expended for targeted capital investments that enhance the visitor experience at OCC, permit OCC to differentiate or brand itself in the national marketplace, or otherwise enhance marketability. Examples could include remodeling old OCC office space into a high tech meeting center desirable for many new potential clients, or creating additional Oregon branded sales points consistent with the State's "Brand Oregon" campaign.

Strategy C:      **Headquarters Hotel Related Investments**



Given the anticipated costs of Headquarters Hotel development, MTOCA funds will be insufficient to make a major contribution. However, certain targeted Improvements in OCC itself will be necessary in the event of successful hotel development, i.e., pedestrian connections, signage changes, security related issues, etc. Funds could be expended to assist with some of these projects.

**Goal #2: Assist the Visitor Development Fund with Oregon Convention Center facility costs.**

Strategy A: MTOCA could provide the ability to offset all or a portion of the Oregon Convention Center facility costs in order to secure business in years in which the Visitor Development Fund does not receive its full allocation of funding from the Visitor Development Initiative. MTOCA is insufficient for and should not be used as a wholesale substitute for the VDF. It can however provide some needed help for this purpose in years in which VDF receives less than a full allocation. In order to qualify for this strategy the OCC Director and POVA Executive Director should certify to the MERC General Manager that the proposed use of funds meets the Return on Investment criteria ordinarily utilized by the VDF board and also constitutes significant usage of OCC exhibit space, or otherwise presents adequate return to both the community and the facility.

**Goal #3: Maintain the Oregon Convention Center in First Class Condition**

Strategy A: **Ensure sufficient funds for basic OCC cleaning, maintenance, and event service.**

MTOCA could be used to support basic OCC cleaning, maintenance, and event service. Lack of sufficient operational support has forced OCC to cut basic programs beyond a level which is prudent or sustainable in the long term. Adding back some of these programs will keep OCC competitive in the long run by avoiding additional deferred maintenance and keeping the building clean, attractive, marketable and events well serviced.

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**METRO**

September 12, 2004

Mr. Bruce Warner  
Oregon Department of Transportation  
355 Capitol St NE, Rm. 135  
Salem, OR 97301-3871

Dear Mr. Warner:

We have reviewed the September 1 draft of the Freight Route Advisory Project staff report, which will inform an update of the Oregon Highway Plan. The report is well written and informative. We have several comments, however, which we would like to see addressed before changes to the OHP freight routes and policies are taken to the Oregon Transportation Commission this fall.

In addition to the tonnage and connectivity criteria used in the 1999 OHP update, a number of "factors for consideration" are proposed for use in the identification of freight routes to be designated as OHP freight routes. While we agree with most of these factors, the report needs to specify how they will be applied. Regional freight routes, in particular should be elevated to a criterion. In areas that have established regional or local freight systems, classification as a major route on these plans should be a prerequisite for designation as an OHP freight route. The various systems need to be consistent and the planning processes established in the State Transportation Planning Rule and federal regulations should be observed.

We are concerned about the characterization of funding as a significant issue for OHP Route Designation in section III B. Elsewhere the report recognizes that there are significant routes, which provide regional and state mobility that are not OHP freight routes. One of the factors of consideration is "major freight routes on local facilities" and action 4A.8 recognizes that local truck routes provide important linkages in the movement of freight throughout the state. It is critical that the State view the freight routes as a system and provide funding where it is most needed to support the efficient movement of freight, regardless of whether it is on a State highway or local facility. We therefore recommend that action 4A.8 be amended to add language indicating that major freight routes on local roads which have regional and/or statewide significance will receive priority consideration for funding along with state routes and NHS intermodal connectors.

As you know, the FRAP was established in response to concerns raised during the designation of Special Transportation Areas last fall. Local jurisdictions asked for more clarity as to the

highway segment management plan requirements and approval process at that time. The September 1 draft outlines the required elements only very generally and provides no review timeframe. It is our understanding that only one management plan has been approved statewide to date. It is critical that a simple and clear process be outlined in detail and reviewed with local jurisdictions. Further, we disagree with the requirement that the management plan must be put in place prior to the STA designation. The local jurisdiction should be required to prepare a management plan before implementing any roadway or streetscape improvements that would impact freight movement and access within the STA segment. The management plan could be developed either in conjunction with a TSP update, or separately. This would be an efficient way to meet planning requirements without placing undue burdens on local jurisdictions.

Finally, we request that the update reference the below listed planned additions to the OHP freight system:

***New US 30 Bypass:*** (from St. John's bridge north to Columbia Boulevard to I-5) As part of the 2000 RTP update, this route was reclassified as a principal arterial and freight route. A process should be initiated to redesignate the US 30 Bypass to the Columbia route to be consistent with the acknowledged RTP. This route should be reflected in the state highway freight system once the US 30 Bypass designation is completed. ODOT and the City of Portland will coordinate to ensure that Lombard Street will continue to accommodate over-dimensional vehicles and locals until the new US 30 Bypass Route has improvement in place capable of supporting this function.

***I-84/US 26 Connector:*** The need for a highway connection in this area is identified in the RTP. As part of the next RTP update, a permanent connection between I-84 and US 26 will be designated. The state highway freight system should include a note that a highway connection in this area is needed and will be designated in the next RTP update.

***I-5/99W Connector:*** The state highway freight system should include a note that a major freight connection between I-5 and 99W is needed and is currently being planned. Washington County, with the support of ODOT and Metro, is leading a study to identify a new highway connection in the Tualatin area. The state highway freight system should include a note about the study and indicate that a future state highway freight route will be added once the route is identified.

Metro will be leading a review of the regional freight system and networks as part of the next RTP update starting in 2006. Additional routes may be identified as part of that process. Once that process is completed more routes may be proposed for addition to the OHP freight system.

Thank you in advance for your consideration of these comments.

Sincerely,

David Bragdon  
Council President

Councilor Rod Park  
Chair, Joint Policy Advisory Committee on Transportation