

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF ENDORSING A) RESOLUTION NO. 92-1669A
PUBLIC AWARENESS PLAN FOR THE)
METROPOLITAN GREENSPACES MASTER) Introduced by
PLAN AND BALLOT MEASURE NO. 26-1) Executive Officer Rena Cusma

WHEREAS, on July 23, 1992, through Resolution No. 92-1637,
the Council of the Metropolitan Service District adopted the
Metropolitan Greenspaces Master Plan; and

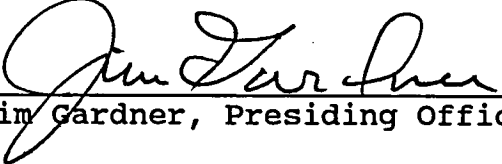
WHEREAS, on July 23, 1992, through Resolution No. 92-1639,
the Council of the Metropolitan Service District, referred Ballot
Measure No. 26-1 to the November 3, 1992, election to ask the
voters of the District if Metro should issue \$200 million of
general obligation bonds to buy, develop, maintain and operate a
park open space and recreation system consistent with the
Greenspaces Master Plan; and

WHEREAS, adoption of the Master Plan and referral of Ballot
Measure No. 26-1 are policy decisions of major significance to
the metropolitan area;

BE IT RESOLVED, that the Council of the Metropolitan Service
Districts finds that it is in the regional interest to initiate a
public awareness effort to promptly inform residents of the
region of the Greenspaces Master Plan and Ballot Measure No. 26-
1; and

That the Council of the Metropolitan Service District endorses the Public Awareness Plan proposed by the Executive Officer and attached hereto as Exhibit A.

Adopted by the Council of the Metropolitan Service District this 10th day of September, 1992.



Jim Gardner, Presiding Officer

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Public Awareness Plan for Metropolitan Greenspaces Master Plan and Bond Measure

The goal of this plan is to provide citizens of the Metropolitan Service District with accurate information about the Metropolitan Greenspaces Program, its Master Plan, and the \$200 million general obligation bond measure on the November 3, 1992, ballot.

I. Public Awareness Plan Objectives

Provide accurate and consistent information from all involved public agencies and officials.

Maximize the communication potential of each agency's routine communication's resources and distribution networks.

A tentative budget is shown on Attachment A.

II. Work Program

A. Priority Information

Objective

To provide information to community leaders, elected officials and candidates, business and civic organizations (including Chambers of Commerce, Rotary groups, business associations, environmental groups, individual business and civic leaders).

<u>Products</u>	<u>Due Date</u>	<u>Staff Lead</u>
Bond Measure Fact Sheet	September 3	Lanier-Phelps
Schedule of Meetings	September 11	EL-P, coord.; MH, Planning; MM, Public Affairs
Standard Speakers Script	September 11	EL-P, MM
MP Newsprint Tabloid	September 15	Text - EL-P, MM Design - TS
MP Executive Summary	September 30	Text - EL-P, MM Design - TS
Full Master Plan	September 30	Text - EL-P, MM Design - TS, MW
Newsletter Articles, etc.	per deadlines	Lanier-Phelps
Other Fact/Q&A Sheets	as necessary	Lanier-Phelps

Tasks

- Identify key groups and individuals (Lanier-Phelps, Matteson);
- Finish fact sheets and summaries (Lanier-Phelps);
- Schedule meetings/presentations through October (Lanier-Phelps, overall coordinator,

- Huie work with government cooperators, Matteson work with Public Affairs network);
- Develop standard "script" (Lanier-Phelps, Matteson); and
- Identify, schedule and train speakers (Public Affairs take lead for Rena, Councilors, Planning take lead with others).

Coordination

Office of General Counsel, cooperating agencies.

Initial Contact

Phone, mailing of mini-summary with bond measure insert.

Follow-up

Phone, offer to supply additional information (executive summary, slide show/video, full Master Plan when available, special requests), respond to questions, speak at public forums.

B. Expand Media Contacts

Objective

Use news media (print, radio, TV) as appropriate to present information about the Greenspaces bond measure and Master Plan. Ensure that reporters have full, accurate and objective information on bond measure.

<u>Products</u>	<u>Due Date</u>	<u>Staff Lead</u>
Standard Media Package	September 11	Matteson
Media Strategy	September 11	Matteson

Tasks

- Develop standard media package;
- Compile list and schedule of press releases, radio/tv/newspaper interviews, ads, public service announcements, potential media "events" (see Attachment C) between now and November 2; and
- refer all requests for advocates for debates, etc. to Executive Officer, Councilors or Citizens Campaign.

Coordination

Metro planning staff, cooperators Public Affairs and Planning staff.

Initial Contact

Phone, mailing of media package.

Follow-up

Phone, offer to supply additional information (executive summary, slide show/video, full master plan, special requests), respond to questions, offer to arrange interviews.

C. Maximize Use of Existing Government and Civic Group Newsletters and Other Information Opportunities

Objective

To place informational articles in as many existing newsletters, activity brochures, utility bill inserts, etc. as possible (see Attachment B), including all Metro publications.

<u>Products</u>	<u>Due Date</u>	<u>Staff Lead</u>
Newsletter Articles	per deadlines	EL-P, coordinator; MH, Planning; MM, Public Affairs
MP and Ballot Measure Information	per deadlines	EL-P, coordinator; MH, Planning; MM, Public Affairs

Tasks

- Identify opportunities and production schedules (Lanier-Phelps overall coordinator, Huie work with government cooperators, Matteson work with Public Affairs Network); and
- Prepare articles and information bytes within production timeframes (Lanier-Phelps).

Coordination

Executive Management and Council (CCI and other opportunities), government cooperators, civic groups, FAUNA.

Initial Contact

Phone, request placement of articles, newsletter inserts, information bytes in utility bills, etc.

Follow-up

Prepare and deliver materials within production timeframes. Phone back to ensure information is included in mailings.

D. Distribute Program-Related Information

Objective

Using existing networks and mailing lists, including those of our government cooperators and individuals helping to organize Metro's own Committee for Citizen Involvement (CCI), distribute information in the form of summaries, fact sheets, newsletter articles, brochures, letters to government, business, citizen and civic groups not addressed in "A" above. Also, place printed media in repositories accessible to the public including libraries, government offices, regional parks, Zoo and other Metro facilities, schools.

<u>Products Available</u>	<u>Date Available</u>	<u>Staff Lead</u>
Greenspaces Brochure	now available	Sample
Slide Show/Video	now available	Sample
Fall "Trips" Brochure	August 28	Sample
Bond Measure Fact Sheet	September 3	Sample
MP Newsprint Tabloid	September 15	Sample
MP Executive Summary	September 30	Sample
Full Master Plan	September 30	Sample
Other Fact/Q&A Sheets	as necessary	Sample

Tasks

- Identify list of information repositories/points of distribution (Huie, Sample, Matteson);
- Provide "camera ready" copies of information pieces to government cooperators willing to copy and distribute at their own expense (Huie/Sample);
- Identify, print and deliver number of copies of information pieces that government cooperators will distribute if Metro provides to them (Sample); and
- Obtain cooperators mailing lists (Huie/Sample) and merge with Metro lists (Shervey) and prepare bulk mailing for direct mail pieces for which Metro has to pay (Sample).

Coordination

Government and civic cooperators, FAUNA, businesses.

Initial Contact

Immediate delivery of materials to known repositories (libraries, cooperators offices and facilities (Sample)). Phone other outlets to determine feasibility of distribution and number of copies needed (Huie, Sample).

Follow-up

Print and deliver informational materials to repositories and distribution points (Sample). Periodically call back to ask if additional copies are needed, restock as necessary (Sample).

E. Displays

Objective

Provide information about Metropolitan Greenspaces and the bond measure in areas that provide for public gatherings.

<u>Products</u>	<u>Due Date</u>	<u>Staff Lead</u>
Stand-Up Greenspaces Display	now available	Lanier-Phelps
Special Displays	as necessary	Lanier-Phelps
"Short List" of Gatherings	September 11	Lanier-Phelps
Greenspaces Poster	September 15	Aushman

Tasks

- Identify "short list" of events where Program should have major presence, including stand-up display, staffed booths, etc. (Lanier-Phelps);
- Identify longer list of other opportunities and locations where informational materials could be distributed, with or without staff/volunteer presence (Lanier-Phelps); and
- Develop poster and special displays as possible (Aushman)

Coordination

Government and civic cooperators, FAUNA, businesses.

TRANSPORTATION AND PLANNING COMMITTEE REPORT

CONSIDERATION OF RESOLUTION NO. 92-1669A, FOR THE PURPOSE OF ENDORSING A PUBLIC AWARENESS PLAN FOR THE METROPOLITAN GREENSPACES MASTER PLAN AND BALLOT MEASURE NO. 26-1

Date: September 9, 1992

Presented by: Councilor Devlin

Committee Recommendation: At its September 8 meeting, the Committee voted 4-0 to recommend Council adoption of Resolution No. 92-1669A. Voting: Councilors Devlin, McLain, Buchanan and Washington.

Committee Issues/Discussion: Pat Lee, Regional Planning Supervisor, gave staff's report. He explained the resolution endorsed a public awareness program to inform citizens about the Greenspaces Master Plan and Ballot Measure No. 26-1. He discussed the survey conducted in April which indicated approximately 30 percent of the public was aware of the Greenspaces Program at that time. He said the public awareness program would increase that percentage utilizing environmental education and citizen involvement in the Greenspaces Program. He said the public should be accurately informed about the ballot measure, its ramifications and how it tied into the Master Plan overall. He said to that effect, the resolution identified past and future work product, public communication efforts, information displays at institutions and other repositories, and speaking engagements to groups.

Mr. Lee said most of the project budget was for postage and printing costs and noted numbers contained in Attachment A were not accurate and said costs would total \$60,310 instead of \$66,915 because some expenses due to the Master Plan and the ballot measure were inadvertently counted twice by staff. He distributed a corrected Attachment A which led to the "A" designation of the resolution. He said costs related to the Master Plan would be approximately \$50,000 and approximately \$10,000 would be related to the ballot measure.

Councilor McLain asked if persons listed in Attachment B would serve as the information contact specialists. Mr. Lee said they would and that most of the persons listed had served on the technical and policy advisory committees and others were involved via local jurisdictions. He said they provided mailing lists for ballot measure fact sheets and said the Cities of Portland and Gresham might mail information inserts in utility billings.

There was no further Committee comment or discussion and the Committee voted unanimously to recommend Resolution No. 92-1669A for adoption.

Staff Report

CONSIDERATION OF RESOLUTION NO. 92-1669, FOR THE PURPOSE OF ENDORSING A PUBLIC AWARENESS PLAN FOR THE METROPOLITAN GREENSPACES MASTER PLAN AND BALLOT MEASURE NO. 26-1

Date: September 8, 1992

Presented by Patrick Lee

PROPOSED ACTION

Resolution No. 92-1669 endorses a public awareness program through which to inform residents and voters of the region of the Metropolitan Greenspaces Master Plan and Ballot Measure No. 26-1.

FACTUAL BACKGROUND AND ANALYSIS

On July 23, 1992, through Resolution No. 92-1637, the Council adopted the Metropolitan Greenspaces Master Plan. Also on July 23, 1992, through Resolution No. 92-1639, the Council referred Ballot Measure No. 26-1 to the November 3, 1992, election to ask the voters of the District if Metro should issue \$200 million of general obligation bonds to buy, develop, maintain and operate a park open space, and recreation system consistent with the Greenspaces Master Plan.

The Public Awareness Plan identifies a number of products that staff will prepare, and the process to be utilized to inform residents and voters of the region about the Master Plan and Ballot Measure. It is hoped that a greater level of awareness will stimulate interest in becoming involved in the Greenspaces Program and will assist voters in making an informed choice on Ballot Measure No. 26-1 in November.

BUDGET IMPACT

A significant amount of staff time, primarily in the Planning and Public Affairs Departments, will be required to carry out the Public Awareness Plan. In addition it is estimated that about \$67,000 in materials and services cost, predominantly associated with product printing and postage, will be required to implement the Public Awareness Plan. A tentative M&S budget is outlined in Attachment A to the Plan. All costs have been anticipated and are authorized in the Adopted FY 1992-93 Budget.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Resolution No. 92-1669.

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Attachment A

Estimated Budget for Master Plan Information

Document	Number Printed	Cost	Number Mailed	Cost	Total Cost
.875 MP Newsprint Tabloid	355,000	\$ 8,500	280,000	\$12,300	\$20,800
.875 MP Tabloid on Better Paper	3,250	700			700
MP Tabloid "Poster"	250	100			100
MP Executive Summary	2,500	7,000	500	850	7,850
Full Master Plan	750	6,375	250	1,025	7,400
Other Informational Mailings as Requested	--	--	--	10,000	10,000
.875 Misc. Fact/Q&A Sheets	25,000	770	14,000	2,450	3,220
Total		\$23,445		\$26,625	\$50,070

Estimated Budget for Ballot Measure Information

Document	Number Printed	Cost	Number Mailed	Cost	Total Cost
.125 Trip Into Nature Brochure	25,000	\$ 790	14,000	\$ 350	\$ 1,140
.125 Newsprint Tabloid	355,000	1,200	280,000	1,540	2,740
Bond Measure Fact Sheet	100,000	3,000	14,000	2,800	5,800
.125 MP Tabloid on Better Paper	3,250	100			100
.125 Misc. Fact/Q&A Sheets	25,000	110		350	460
Total		\$ 5,200		\$ 5,040	\$10,240
Grand Total		\$28,645		\$31,665	\$60,310

ATTACHMENT B

GREENSPACES COOPERATOR ASSISTANCE

Government Cooperator	Greenspaces Staff Contact	Mailing List	Newsletters	Recreation Program Brochures	Utility Bill Inserts	Handouts at Offices/Parks	Media/ Stakeholding Contacts	Individual and Joint Presentations
N. Clackamas Park and Recreation District	Roger Brown	✓	✓	N/A	N/A	✓	✓	✓
Tualatin Hills Park and Recreation District	Jim McElhinny				Not Yet Contacted			
Clackamas County	Dan Zinzer	✓	✓	✓	Ask Utilities Department	✓	✓	✓
Multnomah County	Charles Ciecko	✓		✓	✓	✓	✓	✓
Washington County	Walt Peck	✓	✓	✓	Ask USA	✓	✓	✓
Beaverton	Irish Bunnell				Not Yet Contacted			
Cornelius	Jerry Taylor				Not Yet Contacted			
Durham	Mary Taylor				Not Yet Contacted			
Fairview	Marilyn Holstrom				Not Yet Contacted			
Forest Grove	Connie Fessler				Not Yet Contacted			
Gladstone	Jonathan Block				Not Yet Contacted			
Gresham	Julee Conway	✓	✓	✓	✓	✓	✓	✓
Happy Valley	Randy Nicolai				Not Yet Contacted			
Hillsboro	Mary Ordal	✓	N/A	✓		✓		

Government Cooperator	Greenspaces Staff Contact	Mailing List	Newsletters	Recreation Program Brochures	Utility Bill Inserts	Handouts at Offices/Parks	Media/ Stakeholding Contacts	Individual and Joint Presentations
Lake Oswego	Ron Bunch	✓	✓	✓	Ask City Manager	✓	✓	✓
Oregon City	Denyse McGriff				Not Yet Contacted			
Portland	Linda Dobson	✓	✓	✓	✓	✓	✓	✓
Rivergrove	Annette McFarlane				Not Yet Contacted			
Sherwood	Jim Rapp				Not Yet Contacted			
Tigard	Patrick Reilly				Not Yet Contacted			
Troutdale	Valerie Lance	✓		✓	Ask City Manager	✓		✓
Tualatin	Steve Rhodes				Not Yet Contacted			
West Linn	Ken Worcester				Not Yet Contacted			
Wilsonville	Wayne Sorensen				Not Yet Contacted			
Wood Village	Shelia M. Ritz				Not Yet Contacted			

Attachment C

Potential Media Event Opportunities

1. Completion of First Year Restoration Grants
2. Award of Second Year Demonstration Grants
3. Announcement of Third Year Federal Grant Award
4. Trip Into Nature Fall Kickoff
5. Adoption of Smith and Bybee Lakes Recreation Master Plan
6. Installation of Water Level/Flow Control Structure at S&B Lakes
7. Purchase of Private Property at S&B Lakes
8. Sponsorship of Major Events (Salmon Festival, Streamwalk Conference)
9. Publication of Urban Stream Brochures (Fairview Creek, Mt. Scott/Kellogg Creeks)
10. ISTEA Grant Awards (Springwater Corridor?)
11. Announcement of Intent to Organize "Willamette Festival" (Ausherman proposal)
12. Publication of Final Greenspaces Master Plan
13. Publication of Backyard Wildlife Handbook
14. Announcement of Educational Grant Awards program