



METRO POLICY ADVISORY COMMITTEE (MPAC)

November 12, 2014

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Ruth Adkins
Jody Carson, *Chair*
Sam Chase
Denny Doyle
Andy Duyck
Charlie Hales
Kathryn Harrington
Jerry Hinton
Dick Jones
Keith Mays
Doug Neeley
Wilda Parks
Craig Prosser
Martha Schrader
Loretta Smith
Jeff Swanson
Bob Stacey
Peter Truax, *1st Vice Chair*
Jerry Willey

AFFILIATION

PPS, Governing Body of School Districts
City of West Linn, Clackamas Co. Other Cities
Metro Council
City of Beaverton, Washington Co. 2nd Largest City
Washington County
City of Portland
Metro Council
City of Gresham
Oak Lodge Water District
Washington Co. Citizen
City of Oregon City, Clackamas Co. 2nd Largest City
Citizen, Clackamas Co. Citizen
Trimet
Clackamas County
Multnomah County
Clark County
Metro Council
City of Forest Grove, Washington Co. Other Cities
City of Hillsboro, Washington Co. Largest City

MEMBERS EXCUSED

Marilyn McWilliams
Carrie MacLaren

ALTERNATES PRESENT

Jeff Gudman

AFFILIATION

Washington Co. Special Districts
Oregon Dept. of Land Conservation & Development

AFFILIATION

City of Lake Oswego

Staff:

Alison Kean, Ina Zucker, Ted Reid, Kim Ellis, Jim Middaugh, Jessica Rojas and John Williams.

1. CALL TO ORDER AND DECLARATION OF A QUORUM

MPAC Chair Jody Carson called the meeting to order and declared a quorum at 5:03 p.m.

2. SELF INTRODUCTIONS & COMMUNICATIONS

3. CITIZEN COMMUNICATION ON NON-AGENDA ITEMS

No citizen communications on non-agenda items.

4. COUNCIL UPDATE

Councilor Harrington provided members with an update on the following items:

5. CONSENT AGENDA

- Consideration of Oct. 22, 2014 Minutes

MOTION: Moved by Mayor Denny Doyle and seconded by Mayor Peter Truax.

ACTION: With all in favor, the motion passed.

6. 2015 GROWTH MANAGEMENT DECISION: MPAC RECOMMENDATIONS ON COUNCIL ACCEPTANCE OF THE DRAFT 2014 URBAN GROWTH REPORT

John Williams of Metro provided a brief overview of the Urban Growth Report (UGR) and growth management timeline and included a summary of the work that has been completed.

Ted Reid provided an overview of the draft resolution for Council acceptance of the draft UGR and the next steps in the process. Mr. Reid discussed the draft analysis and the process of adoption by resolution. Mr. Reid explained to members the formal adoption by ordinance in 2015 and shared the timelines for implementation. Mr. Reid shared MTAC's recommendation, to forward the draft resolution text to MPAC as is and offered MTAC's endorsements of technical work in the draft UGR:

- Seven-county range forecast for population and employment growth.
- Residential buildable land inventory
- Employment buildable land inventory
- Inventory of large industrial sites
- Assumptions about employment space usage (sq ft./employee, floor-area ratios, building types)

Mr. Reid reviewed what the proposed actions mean for policy discussions and prompted members to offer recommendations on the resolution language.

Member questions and comments included:

- Members offered comments on looking for an expansion in the Wilsonville area, expressed concern for how this resolution may address this. Members offered comments on the availability of industrial lands in Damascus.

Mr. Reid responded that the challenges in Damascus and what Wilsonville can bring to the table are topics that many stakeholders and the Council wish to discuss in 2015. Mr. Reid suggested that if this group wants to recommend specifically naming them in the resolution as discussion topics then it is MPAC's prerogative to do so.

- Members suggested an addition to the last "whereas" around the Metro equity strategy, to make sure that the equity is integrated to the other policy strategies
- Members asked clarifying questions in regards to assumptions about strike prices for redevelopment growth capacity.

Mr. Reid responded that strike prices refer to how redevelopment potential is estimated in the UGR. The methodology attempts to understand how a developer may approach a site.

- Members discussed the possibility of MPAC providing the Council with a memo summarizing suggested growth management discussion topics for 2015.

Metro attorney Alison Kean offered reminded members that drafting a memo from MPAC would require following formal meeting procedures that could not be completed via e-mail. Ms. Kean suggested instead that the staff report to Council could suggest discussion topics.

- Members offered concerns about the viability of development in Damascus.
- Members offered comments and concerns from on the employment piece and the lack of potential employment land in Damascus.
- Members expressed concern for not having enough land to meet the growth the region anticipates and cited a draft analysis from Clackamas County to identify employment lands.

Chair Carson responded that the topic can be added to the list of items for further discussion.

- Members offered comments in regards to community engagement and asked clarifying questions about the process.

Mr. Williams responded that the full work plan for 2015 hasn't been solidified.

Councilor Harrington offered feedback on the UGR and her experience with using the report and shared what was helpful for her in furthering the policy discussions. Councilor Harrington suggested referring to a previous memo which suggested topics for discussion in 2015.

- Members suggested that the draft resolution could identify future discussions "including, but not limited to."
- Members offered comments on the Housing Preference Study and what it means. Members offered comments on the affordability of homes.
- Members commented on the use of surveys, the variety available and their results that support preservation of farmlands and focusing growth in existing downtowns.
- Members pointed out the need to plan for the housing needs of future households, more than half of which will make less than \$50,000 per year.

Chair Carson reiterated the consensus that staff should list suggested discussion topics for 2015 in its staff report to Council and asked for a confirmation from members that MPAC recommends that the Council adopt resolution No. 14-4582, with the addition of the clause "including, but not limited to" in the section that refers to future discussion topics.

MOTION: Moved by Mayor Truax and seconded by Keith Mays.

ACTION: With all in favor, the motion to approve the passed.

7. CLIMATE SMART COMMUNITIES SCENARIOS PROJECT: DISCUSS POLICY TOPICS IDENTIFIED ON SEPT. 10 & NOV. 7

Chair Carson offered opening remarks, reminded members that this would be the last meeting before make our final recommendation to the Metro Council on December 10th. Councilor Stacey also shared brief remarks in support of the work completed at the joint meeting and for the upcoming recommendation.

Mr. Williams offered comments in support of the work completed by Kim Ellis on the Climate Smart Communities Project, overviewed the purpose of the agenda item and updated members on the timeline for making a final recommendation.

Ms. Ellis shared updated materials and referred members to the memo that summarizes what was heard from members at the joint meeting. Ms. Ellis shared the comments received, referring members to an overview of the comments and who made them. Ms. Ellis acknowledged Mayor Doyle's request receiving materials as the technical committees receive them and referred to the timeline for when the red line version of the draft ordinance and updated exhibits would be available. Ms. Ellis reviewed changes to the draft ordinance and staff report to respond to comments provided at the joint MPAC/JPACT meeting on November 7, highlighting updates to the language describing the Toolbox as a menu of actions that will be continued to be updated.

Member comments included:

- Members expressed satisfaction with the timeliness to requested updates and materials.
- Mayor Doug Neeley shared comments from the Regional Mayors meeting and their satisfaction with the work completed to respond to comments and concerns raised throughout the Climate Smart Communities process.

8. OPT IN AND ONLINE ENGAGEMENT UPDATE

Chair Carson offered opening remarks for Opt In as an online research and engagement tool. Chair Carson introduced Jim Middaugh, Metro Communications Director who provided an overview of the needs assessment project and shared successes and challenges of utilizing Opt In. Mr. Middaugh introduced Dave Nieuwstraten, Mark Fordice and Chelsea Radich from Pivot Group to share with members the ways Opt In has been used.

Takeaways included:

- The tool maintains a panel of about 24,000 participants.
- In addition to use by Metro, other agencies have used the panel to conduct surveys and capture feedback: TriMet, Washington County and Clean Water Services.
- Opt In has provided useful feedback for a variety of projects but there are concerns that have been voiced.
- Opt In has been in use since 2011 with an average of one survey per month conducted. Further use and investments to the tool must reflect stakeholder feedback since initial launch.

- Opt In was utilized in conducting the 2013 Metro Audit, the 2014 Needs Assessment project and as a part of other survey methods in use, alone or in conjunction with Opt In.
- Opt In price point per complete is better than most methodologies and the response rate is above the industry average for online surveys in general.
- Pending member feedback, Pivot will offer recommendations about the make-up, ideal usage, naming, and positioning of Opt In.

Member comments included:

- Members offered comments responded that reflect feelings of being surveyed too much.
- Members offered feedback on the demographics that narrow what they are voting on, suggested the survey questions are slanted to get to a conclusion of a certain kind.
- Members expressed satisfaction with the opportunity to be a part of that survey poll and expressed support for short surveys and a recap of what has been addressed in a survey response before submitting answers.
- Members expressed desire to change answers after a survey has been done, with the ability to revisit a question if wanted.

Councilor Harrington commented on the history of using Opt In and asked members to offer suggestions in making improvements.

- Members commented that they would like to see the sample size and possibly expanding sample size to reflect the region more accurately and suggested approaching culturally specific organizations and schools in garnering feedback.

Mr. Middaugh responded to ways Opt In has been used and the possibility of using it elsewhere, asked members to share how Metro can improve the way they solicit feedback.

- Members spoke to the need to incorporate youth in the face of climate change.
- Members commented to the uncertainty and lacking randomness and offered suggestions as to garnering a robust approach and getting more representative samples.
- Members asked if other samples in representation based on different parts of the region were considered and offered suggestions as to how to do so.

Mr. Middaugh explained that the results are reported by the region and are tracked with each survey receiving a different response based on the topic.

- Members asked questions as to conducting outreach to ensure diversity, based on cultural reasons and neighborhood locations.

Mr. Middaugh shared the process, those who were engaged and offered to share how future engagement will be conducted.

9. MPAC MEMBER COMMUNICATION

Chair Carson adjourned the meeting at 6:48 p.m.

Respectfully Submitted,

Jessica Rojas



Recording Secretary

ATTACHMENTS TO THE PUBLIC RECORD FOR NOVEMBER 12, 2014

ITEM	DOCUMENT	DOC	DOCUMENT DESCRIPTION	DOCUMENT
	TYPE	DATE		No.
7.	Handout	11/12/14	Draft Ordinance No. 14-1346B and Staff Report	111214m-01
7.	Handout	11/12/14	Climate Smart Communities Scenarios Project Public Comment Report	111214m-02
7.	Handout	11/12/14	Memo: Climate Smart Communities Scenarios Project: Next steps for items discussed by MPAC and JPACT on November 7, 2014	111214m-03
7.	Handout	11/2014	Draft Climate Smart Strategy Public comment period snapshot	111214m-04
6.	Handout	11/12/14	Washington County Board of Commissioners Letter to MPAC Chair	111214m-05
6.	Handout	11/11/14	Wilsonville Chamber of Commerce Letter	111214m-06
6.	PPT	11/12/14	PPT: 2015 Growth Management Decision	111214m-07
8.	PPT	Oct/Nov 2014	PPT: Pivot Metro Research Needs Assistance	111214m-08