

Metro | Agenda

Meeting: Metro Council Work Session
Date: Tuesday, December 16, 2014
Time: 2 p.m.
Place: Metro Regional Center, Council Chamber

CALL TO ORDER AND ROLL CALL

- | | | |
|----------------------------|---|----------------------------|
| 2 PM | 1. CHIEF OPERATING OFFICER COMMUNICATION | |
| 2:15 PM
(30 Min) | 2. OPT IN AND ONLINE ENGAGEMENT UPDATE | Jim Middaugh, Metro |
| 2:45 PM
(10 Min) | 3. METRO ATTORNEY COMMUNICATIONS | Alison Kean, Metro |
| 2:55 PM | 4. COUNCIL LIAISON UPDATES AND COUNCIL COMMUNICATION | |

ADJOURN

Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit www.oregonmetro.gov/civilrights or call 503-797-1536. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet's website at www.trimet.org.

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សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានក្បួនលំអររើសអើងសូមចូលទស្សនាការប្រកាស www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការការបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1890 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ ថ្ងៃធ្វើការ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإبداء شكوى ضد التمييز، يرجى زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1890 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من موعد الاجتماع.

Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a www.oregonmetro.gov/civilrights. Si necesita asistencia con el idioma, llame al 503-797-1890 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

Уведомление о недопущении дискриминации от Metro

Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте www.oregonmetro.gov/civilrights. Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1890 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

Avizul Metro privind nediscriminarea

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați www.oregonmetro.gov/civilrights. Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1890 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib www.oregonmetro.gov/civilrights. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1890 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lw m ua nte ntawm lub rooj sib tham.

Agenda Item No. 2.0

OPT IN AND ONLINE ENGAGEMENT UPDATE

Metro Council Work Session
Tuesday, December 16, 2014
Metro Regional Center, Council Chambers



Metro | Memo

Date: October 29, 2014
To: JPACT members
From: Jim Middaugh, Communications director
Subject: Discussion of Opt In at Nov. 13, JPACT meeting

JPACT members:

On Thursday, Nov. 13, I have asked staff from Pivot Group to present information on a needs assessment project of Opt In and Metro's online research and engagement tools. Attached is a project update provided to me that will provide you some context of the project to date.

As a result of a competitive proposal process, Metro awarded Pivot a contract to administer Opt In through June 2018 and provide other research services as needed such as phone surveys, intercepts and focus groups. This fall I tasked Pivot to conduct a thorough needs assessment of Opt In for the agency. Some focus areas for the project include:

- If it's possible to, and the associated costs for, using Opt In for statistically valid research;
- Ways to address representation of underserved residents throughout region;
- Increase representation of residents in all districts;
- Ways to reduce the price to complete;
- Opportunities to leverage tool with other research methods to provide useful and credible information to decision-makers;

After meeting with several work teams of technical, communications and managers at Metro, the project is now presenting to advisory committees to the agency to further inform the project. A final recommendation document is expected this December, and will include a list of improvements to Opt In and investments for other tools.

If you would like to learn more and discuss Opt In, public opinion research and online engagement please contact me.



Pivot Group LLC

To: Jim Middaugh, Communications Director, Metro
From: Mark Fordice
CC: Elizabeth Goetzinger, Metro
Date: 10/22/2014
Re: Metro Research –Assessment Findings

Jim,

As follow-up to our recent discovery meetings across Metro, we wanted to summarize our findings regarding the Opt In panel and other topics. It has been very informative to talk with the 50+ individuals who attended the five discovery meetings Metro has held over the last four weeks. It is clear that Metro appreciates the value of opinion research and public engagement and that the staff wants to use the right methodology to get the information they need. Here, then, are summary points we consistently heard:

- 1) Opt In is a useful tool for both engagement and opinion research.
- 2) For some groups, Opt In has proven to be a great way to gain valuable feedback.
- 3) There is a perception that the make-up of the panel is not as representative of the region as it could be, with lower representation of outlying cities and certain demographic segments being the chief concern. No attendees said Metro should abandon it; consistent sentiment is to enhance and improve both the make-up as well as the participation.
- 4) The price point per complete is better than most methodologies and the response rate is above the industry average for online surveys in general.
- 5) There is an openness to mathematical weighting of the responses in order to produce a more representative sample.
- 6) Staff would like to learn best practices for research projects, regardless of methodology.
- 7) Staff would also like some level of shared visibility into the various research work that is going on across the organization, both to reduce duplicate work and to improve their own understanding. Shared vocabulary, common tools (e.g. research planning tool), and standard questions were identified as important to house in some common repository.
- 8) We heard that surveys, in general, need to be shorter. In essence, if we, ourselves, don't like to take long surveys why do we expect the region's residents to do so?

Another key area discussed by participants was the idea of “engagement” versus research. Many participants in these discussions draw a distinction between Metro’s need to be open and receptive to feedback (“engagement”) versus the requirement to conduct targeted, scientific studies for the purpose of understanding the population’s opinion on important



topics. This dividing line may impact best methodology for individual studies. There may be times when Opt In is useful in either case.

At this time, our opinion is that there is value in the Opt In panel and that the next iteration of this panel can and should address the existing concerns. Pending feedback from the senior level committees at Metro, Pivot will offer recommendations about the make-up, ideal usage, naming, and positioning of Opt In.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Fordice". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark Fordice
Principal
Pivot Group LLC



Metro Research Needs Assessment

In July 2014, Metro contracted with Pivot Group as a vendor for research support. One of the first projects Pivot is conducting under this contract is an initial assessment of Metro's current research needs and recommendations for future research planning.

Who is Pivot Group?

Pivot Group is a full-service marketing and advertising agency located in the Portland area. We help our clients achieve their vision and goals through effective marketing, advertising and training. Services include market research, marketing/advertising, creative and training.

Current Public Opinion Research Metro Conducts

Metro currently utilizes multiple methods for gathering information from area residents: OptIn panel (+/- 24K members), mobile texting at venues, online survey tools, Metro websites, focus groups, in-person intercepts, phone surveys, feedback cards, open house events, etc.

Purposes of Public Opinion Research

Metro project and program managers have expressed a variety of reasons for seeking information from the public. Some include: confirm theories and/or reduce risk, public engagement, mandatory requirement (open comment periods), assess current public behavior and trends, assess public opinion on policy, hear from key influencers and decision makers, collect instant feedback on hot issues, etc. Increasing program awareness and providing information about programs are also goals that have been identified.

Research Areas we are Exploring

- OptIn panel – panel name, panel membership, future uses, increasing the under-represented
- Sharing research results internally and with partners – Online research “hub?”
- Mobile feedback/real time polling
- Representative sampling and/or results weighting = statistically valid results
- Provide process for research project planning (aid in standardization, efficiency, collect data that will meet goals)

Please contact Elizabeth Goetzinger, Metro Communications contract manager for further information about Pivot Group and the Metro Research Needs Assessment project.



Metro Research Needs Assessment

SUBMITTED TO

Metro

Submitted by **PIVOT**

Oct/Nov 2014

Pivot Overview



**Dave
Nieuwstraten**



**Mark
Fordice**



**Chelsea
Radich**

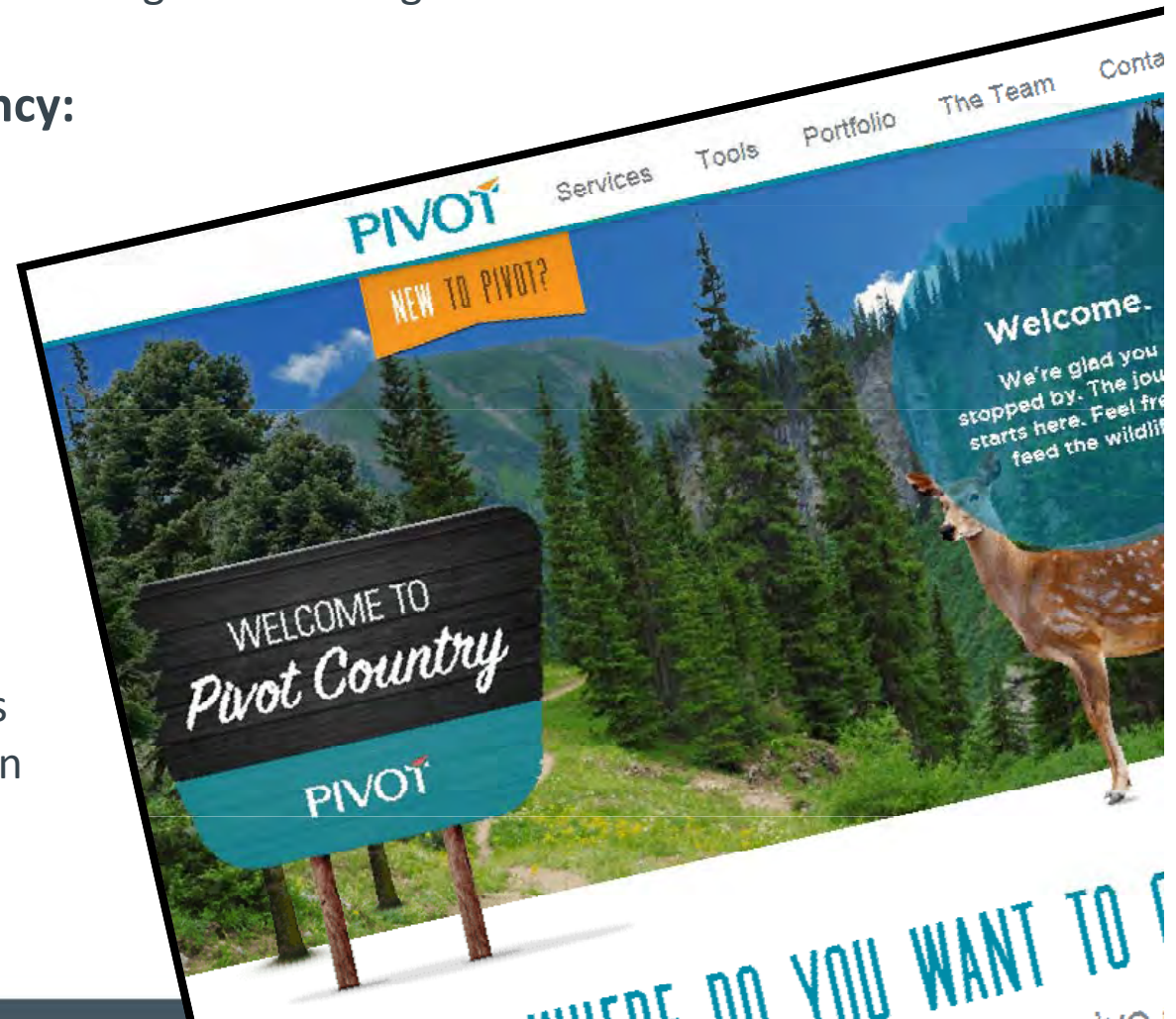


**Steve
Boespflug**



Pivot Overview

- **Where do you want to go?**
 - We exist to help our clients bring to life their goals and dreams.
- **Pivot is a full-service agency:**
 - Research
 - Marketing consulting
 - Creative services
 - Web development
 - Training
- **Key vitals:**
 - PDX Headquarters
 - Founded in 2004
 - Team of 30 professionals
 - Very low employee churn
 - Very low client churn



Sample Clients

Gartner

Alcatel-Lucent



pointb
management consultants



Metaswitch
Networks



AUDIX
MICROPHONES

LINGUAVA

WELL & GOOD
COFFEE HOUSE



BLACK PARENT
INITIATIVE



4

Pivot Group LLC

Marketing / Advertising / Research / Web / Training

How can Metro improve its Opinion Research and Online Engagement?

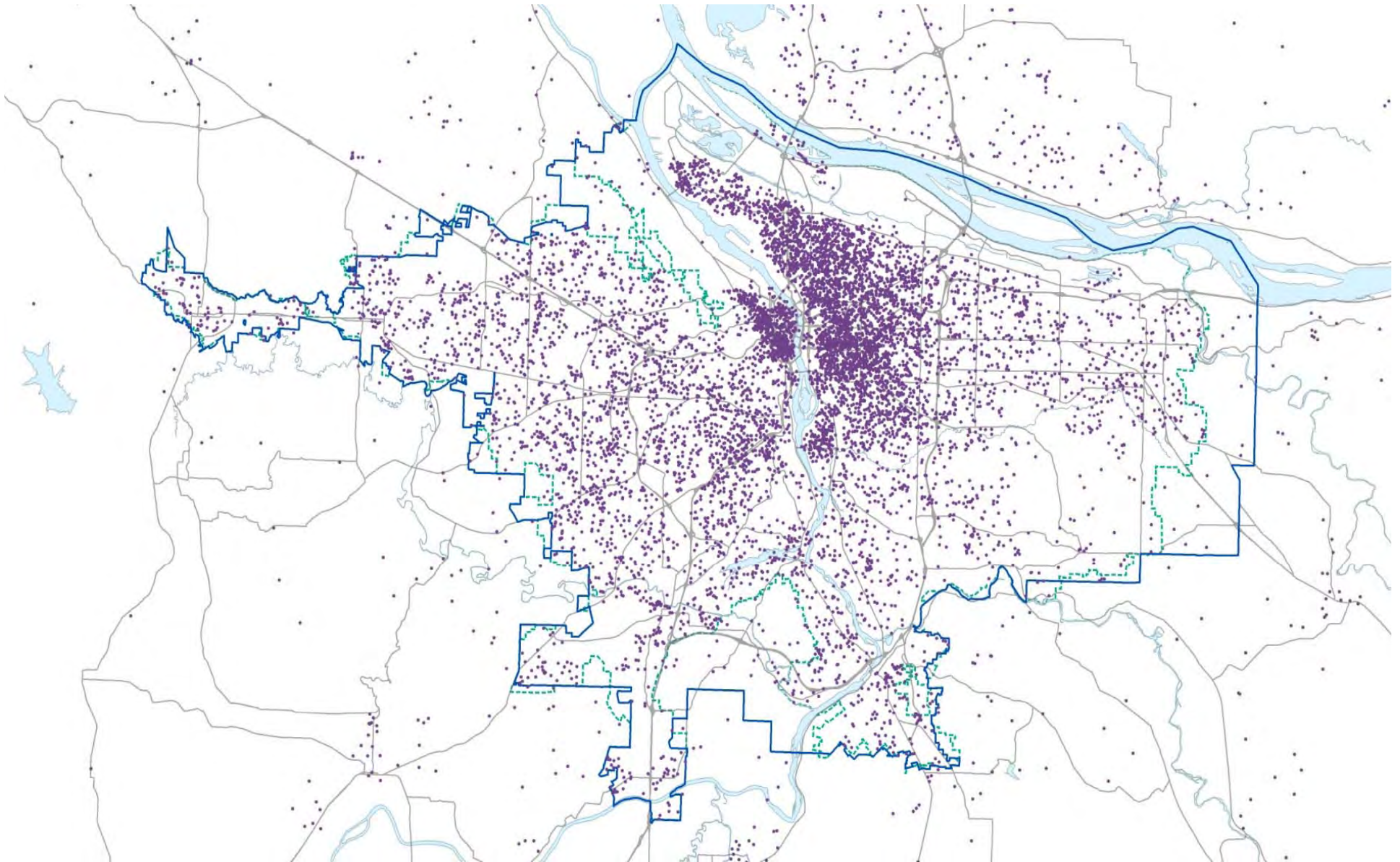


Background info: What is Opt In

- Opt In is an online research and tool
- Developed in 2011
- Cost efficient means to gain feedback on issues
- Currently has 24K members, 16.8K are considered “active”
- Survey issued to panel members about once a month on average



Opt In panel membership



Background info: What is Opt In

- Used by other agencies to conduct surveys: TriMet, Washington County and Clean Water Services to name a few
- 2013 Metro Audit on use, cost and representation of panel
- 2014 Needs assessment project in progress to shape future use and improvements of tool
- Other survey methods in use, alone or in conjunction with Opt In.



What did we hear? Top Findings:

- Opt In is a useful tool
- Panel make-up is chief concern
- Consensus to improve versus abandon Opt In



What did we hear? Top Findings:

- Good value: Opt In price point
- Openness to mathematical weighting
- Next steps regarding recommendations



What did we hear? Top Findings:

- Interest in best practices
- Shared visibility
- Shorter surveys
- Expanding mobile solutions





Discussion



Weighting

- All methodologies have drawbacks. Weighting results can help when the concern is accurate sampling.
- A weighted sample of 1,000 responses can be more accurate than an un-weighted, incorrect sample of 3,000
- **Example:** Suppose we heard from 300 men but only 200 women, but the population is truly 50/50. And 200 were on the west side and we had 300 on the east side yet the population is truly even divided between east and west. Is it better to re-weight or re-sample or re-survey?



Materials following this page were distributed at the meeting.

Metro | Agenda

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Date: Thursday, December 18, 2014
Time: 2 p.m.
Place: Metro, Council Chamber

CALL TO ORDER AND ROLL CALL

1. **CITIZEN COMMUNICATION**
2. **METRO BUDGET PROCESS AUDIT** **Suzanne Flynn, Metro**
3. **METRO BUDGET PERFORMANCE MEASURES AUDIT** **Suzanne Flynn, Metro**
4. **CONSENT AGENDA**
 - 4.1 **Resolution No. 14-4594**, For the Purpose of Metro Council's Acceptance of the Results of the Independent Audit for Financial Activity During Fiscal Year Ending June 30,2014
 - 4.2 Consideration of Council Meeting Minutes for December 4, 2014
 - 4.3 Consideration of Council Meeting Minutes for December 11, 2014
5. **ORDINANCES (SECOND READ)**
 - 5.1 **Ordinance No. 14-1350**, For the Purpose of Amending Metro Code 2.02.010 Personnel Code **Martha Bennett, Metro**
 - 5.1.1 **Public Hearing on Ordinance No. 14-1350**
 - 5.2 **Ordinance No. 14-1346B**, For the Purpose of Adopting a Climate Smart Strategy and Amending the Regional Framework Plan to Comply with State Law **John Williams, Metro**
Kim Ellis, Metro
 - 5.2.1 **Public Hearing on Ordinance No. 14-1346B**
6. **CHIEF OPERATING OFFICER COMMUNICATION** **Martha Bennett, Metro**
7. **COUNCILOR COMMUNICATION**

ADJOURN

Television schedule for December 18, 2014 Metro Council meeting

<p>Clackamas, Multnomah and Washington counties, and Vancouver, WA Channel 30 – Community Access Network <i>Web site:</i> www.tvctv.org <i>Ph:</i> 503-629-8534 <i>Date:</i> Thursday, December 18, 2:00 p.m.</p>	<p>Portland Channel 30 – Portland Community Media <i>Web site:</i> www.pcmtv.org <i>Ph:</i> 503-288-1515 <i>Date:</i> Sunday, December 21, 7:30 p.m. <i>Date:</i> Monday, December 22, 9 a.m.</p>
<p>Gresham Channel 30 - MCTV <i>Web site:</i> www.metroeast.org <i>Ph:</i> 503-491-7636 <i>Date:</i> Monday, December 22, 2 p.m.</p>	<p>Washington County and West Linn Channel 30– TVC TV <i>Web site:</i> www.tvctv.org <i>Ph:</i> 503-629-8534 <i>Date:</i> Friday, December 19, 12 p.m. <i>Date:</i> Sunday, December 21, 11 p.m.</p>
<p>Oregon City and Gladstone Channel 28 – Willamette Falls Television <i>Web site:</i> http://www.wftvmedia.org/ <i>Ph:</i> 503-650-0275 Call or visit web site for program times.</p>	

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 the Metro Council Office at 503-797-1540. Public hearings are held on all ordinances second read. Documents for the record must be submitted to the Regional Engagement and Legislative Coordinator to be included in the meeting record. Documents can be submitted by e-mail, fax or mail or in person to the Regional Engagement and Legislative Coordinator. For additional information about testifying before the Metro Council please go to the Metro web site www.oregonmetro.gov and click on public comment opportunities.

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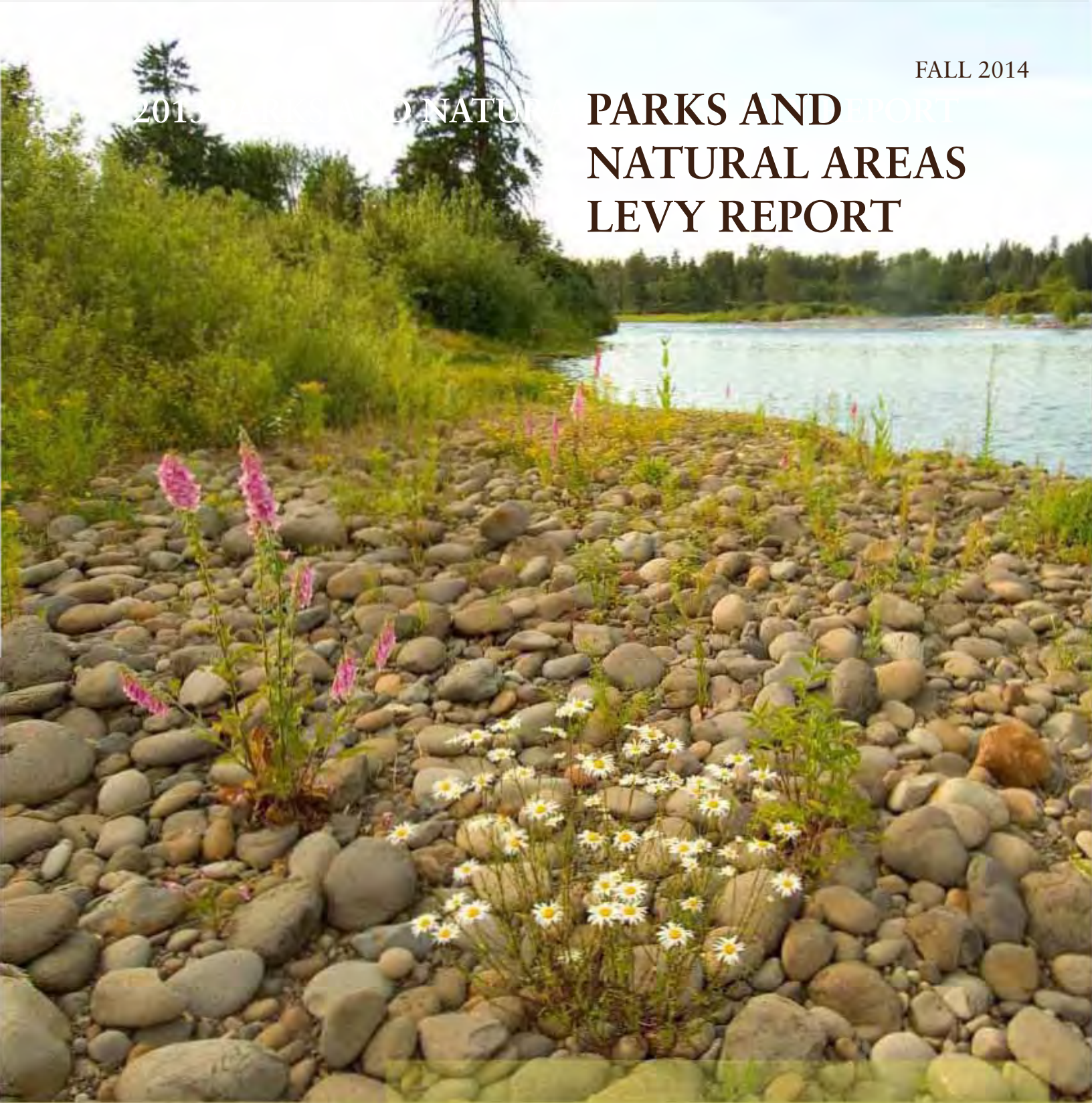
Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib www.oregonmetro.gov/civilrights. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1890 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lw m ua ntej ntawm lub rooj sib tham.

FALL 2014

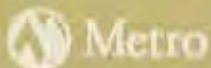
2014

OUR NATURE

PARKS AND NATURAL AREAS LEVY REPORT



IT'S OUR NATURE



Whether you're in the mood for a short hike or a weekend camping trip, a boat ride or a picnic, Metro has a destination for you. You'll share the landscape with salmon swimming in restored streams, birds streaking across the sky and giant old oak trees towering overhead. Thanks to voters, you can explore 17,000 acres of regional parks, trails and natural areas across the Portland metropolitan region. You also have opportunities to take nature classes and volunteer at these special places.



Across the greater Portland region, habitat is getting healthier. Opportunities are growing to volunteer outdoors, learn about nature or receive a grant for your project. New parking lots, playgrounds and other amenities are making regional parks safer and more fun today. And diverse communities are coming together to plan the future of regional natural areas. ■ Voters made these changes possible by approving a parks and natural areas levy in 2013, building on two decades of investment. The levy is designed to make the most of the 17,000 acres of regional parks and natural areas that Metro oversees, from Chehalem Ridge to the west and Sandy River to the east. Most of this land was protected over the past two decades through two regional bond measures. ■ The first year of the levy was about laying the groundwork for a suite of restoration, park improvements, public access, conservation education and community partnership projects to take place over the next few years. Metro has already started implementing many of these projects. The on-the-ground benefits are quickly growing, from improved fish and wildlife habitat to new public access and opportunities for diverse communities to experience nature. ■ Numbers tell part of the story. But to really see how the levy works, you have to meet the people and places where plans are becoming reality.

oregonmetro.gov/nature

Restoration and maintenance

The largest share of the levy – about half of the money – is dedicated to improving habitat and protecting water quality across the region. This year, Metro’s natural areas science and land management teams launched a range of projects, including thinning overcrowded forests, enhancing salmon habitat, treating invasive weeds, and restoring wetland, prairie and oak habitat. In addition to work on the ground, the teams laid the groundwork for long-term restoration and system-wide stewardship across Metro’s portfolio of natural areas.



36 restoration and natural areas maintenance projects were completed or started

Projects took place at **48** of the 100 natural area sites that Metro manages

294 weed treatments were completed at **44** sites

5 stream restoration projects got underway

Native trees and shrubs were planted at **18** sites

Metro’s Native Plant Center provided **168,000** plants and over **200** lbs of seed from approximately 100 species to restore natural areas and keep them healthy

JOHNSON CREEK RESTORATION WORK BENEFITS FISH – AND PEOPLE

Fish are a lot more comfortable in Johnson Creek thanks to levy-funded restoration work that occurred in the summer of 2014.

About \$145,000 of levy money paid for the restoration of crucial fish habitat along a mile of the upper Johnson Creek watershed in east Multnomah County.

Crews dragged logs to the stream and excavated holes along the banks to bury wood and boulders. During heavy winter rains, the logs and boulders will slow and push floodwaters back onto the floodplain.

The carefully engineered wood jams also create shady alcoves for salmon. Large logs, particularly ones with giant rootwads attached, serve as the “furniture” of the creek for sheltering fish. The wood jams – part of a riparian area with trees of many sizes – also provide important habitat for insects and wildlife.

Johnson Creek is just one of the many streams where Metro and partner agencies have targeted restoration efforts. Studies have shown that the Johnson Creek watershed suffers from isolated floodplains, a lack of plants along the banks and low levels of large wood.

Since 1995, Metro has acquired more than three miles along Johnson Creek and its tributaries, creating new natural areas and helping to connect habitat with other protected lands.



NATIVE PLANTS TRANSFORM FLOODPLAIN WETLANDS

Metro converted about 40 acres of floodplain wetlands in Wilsonville from invasive plants to native vegetation that attracts birds and wildlife.

The transformation took place at Coffee Lake Creek Wetlands, where Metro—thanks to voters—is working to restore the full 226-acre area to its natural roots. For decades ditches have traversed the site’s fields. While important for agricultural uses, they also create the perfect conditions for invasive weeds such as reed canarygrass, thistle and blackberry.

In the first year of the levy, Metro partnered with Ducks Unlimited to eradicate the invasive plants. In their place, crews planted about 75,000 native roses, Douglas spirea, Pacific ninebark, several types of willows, red twig dogwood and other native plants. The plantings occurred in two rounds from December 2013 to February 2014.

“Fields covered by reed canarygrass and blackberry don’t have much habitat value,” said Curt Zonick, a senior natural resource scientist at Metro. “Replacing these species with native plants encourages wildlife to come back. By returning willows and other native trees and shrubs, we’re creating a food source for beavers, which in turn build dams and ponds to create habitat for native frogs and turtles.”

Animals benefiting from the native plants include willow flycatcher birds, common yellowthroat warblers, Northern red-legged frogs, Western pond turtles, beavers, blue herons and others.

About \$82,000 of first-year levy funds were used on the project, and \$63,200 in grant money Ducks Unlimited received from the U.S. Fish and Wildlife Service also supported this habitat restoration.



COMMUNITY GATHERS TO PLAN NEXT CHAPTER FOR NEWELL CREEK CANYON

Surrounded by Oregon City neighborhoods and Clackamas Community College, Newell Creek Canyon Natural Area provides spectacular scenery and wildlife habitat – from its namesake creek to groves of Western red cedar trees, from deer to red-legged frogs. This place is so beloved, some neighbors walked door-to-door to campaign for the region’s first natural areas bond measure two decades ago. The measure passed, and Metro swiftly began buying land in the canyon.

But the 215-acre natural area also faces challenges, including transient encampments, littering and unauthorized trails. Until voters passed the levy in 2013, Metro didn’t have resources to plan for the future of Newell Creek Canyon.

In spring 2014, Metro brought together long-time advocates, curious newcomers and a diverse collection of community partners to develop a vision for Newell Creek Canyon and the investments to support it. More than 100 people attended a kickoff open house to share their hopes, ideas and concerns for the natural area.

“People haven’t always realized what a treasure they have at Newell,” says Rita Baker, coordinator of the Greater Oregon City Watershed Council – a key player in restoring the canyon’s habitat. “When you drive up (Highway) 213, you see, ‘Oh, look at all the pretty trees.’ But you don’t really understand that, at the bottom, is a creek.”

Metro continues to work with the community on a blueprint for Newell Creek Canyon, with a plan expected to be finalized in summer 2015. Next up: investing in the work to carry it out.

Even with new trails, signs or native plants, Newell Creek Canyon will never be “done,” says longtime neighbor and supporter Sha Spady. Like all natural areas, it will change over time. “The biggest legacy we could leave after 25 years is, we’ve done nothing except provided the opportunity to heal,” she says. “And this is what it looks like.”



Access to nature

The levy provides the opportunity for people across the region to experience many of the natural areas they have protected over the past two decades through two successful bond measures. Access to Nature projects focus on safety and low-impact improvements, while emphasizing walking and hiking opportunities for visitors. Metro is exploring ways to eliminate community barriers to parks and natural areas so all people feel welcome. This year, Metro also began developing a system plan to guide regional parks, trails, natural areas and nature programs for decades to come – beginning with identifying shared values, strategies and actions to make the most of voter-protected land.

Park improvements

Annually, about 1.3 million visitors enjoy Metro's developed parks, including Blue Lake Regional Park, Oxbow Regional Park, Mason Hill Park, Graham Oaks Nature Park and Cooper Mountain Nature Park, among others. Levy investments at developed parks focus on improving sustainability features, upgrading facilities that have reached the end of their life expectancy, and enhancing safety and security.



12 park improvement projects are completed or underway

At Blue Lake Regional Park, over **53,500** square feet of non-native plantings were converted to primarily native plantings that require less water

Completed upgrades to booths, entry drives and parking lots at **3** parks

Replaced signage and fencing at **3** parks

Renovated playgrounds and site furnishings at **3** parks

Upgraded a radio communications system to make Oxbow Regional Park safer and more accessible



Began work on a regional parks business plan to ensure high-quality customer service and compliance with federal guidelines, such as the Americans with Disabilities Act

LEVY PROJECTS MAKE FOR BETTER (AND SAFER) PICNICS, BARBEQUES AND OTHER FUN AT REGIONAL PARKS

A number of essential improvements at Metro parks and boat launches are on the ground, including new grills, picnic benches, pay stations and parking lots. All of the improvements make it more convenient and safe for park visitors to get out and play.

At Oxbow Regional Park, the levy funded new grills, which means even tastier barbecues. And more people will get to enjoy them, because wheelchair-accessible picnic benches and pathways are now available.

The park is now safer with the installation of a new digital radio communications system. The system makes day-to-day coordination more efficient for park rangers and also provides crucial communications for emergency situations.

Also thanks to the levy, Cooper Mountain Nature Park has a new overflow parking lot with 14 spaces that will help alleviate crowding during popular summer days. The lot has a permeable surface that better absorbs stormwater. Parking improvements also occurred at Glendoveer Golf and Tennis Center at the head of the two-mile fitness trail, which is popular with joggers and walkers.

At Blue Lake Regional Park, several landscape areas were converted to native, low-water-use plants. Planning work was also done on a new entryway and four new restroom buildings, with construction scheduled for next year.



Conservation education and volunteer programs

Thanks to the levy, Metro's conservation education program is engaging more people, nurturing future conservation leaders, and creating opportunities for people of all ages to learn about and experience nature. Opportunities for volunteers also expanded at regional parks and natural areas. For example, Metro's site steward program – through which volunteer stewards care for a specific natural area over time – added nine new sites and implemented new data collection technology to better inform how sites are managed over the long term.



YOUTH ECOLOGY CORPS CREATES A GATEWAY TO NATURE

On a warm summer day, elected officials and regional conservation leaders strolled through Beaver Creek Natural Area to learn about invasive species, salmon restoration, water quality and more. Their teachers: members of Metro’s new Youth Ecology Corps.

This moment in the spotlight underscored a successful launch for the program, which provides paid work opportunities for youths to develop conservation skills and environmental literacy. To run the program, Metro partnered with Project YESS at Mt. Hood Community College.

Project YESS participants have left traditional high schools for a variety of reasons, and they come from families at or below the federal poverty line. To join Metro’s Youth Ecology Corps, they must first participate in entry-level work opportunities and complete their general equivalency diploma through Project YESS.

Corps members work at a variety of Metro sites, and lessons change with the seasons: spring focuses on bird identification and botany, summer centers on wildlife tracking, fall converges on salmon spawning and mushrooms, and winter spotlights geology and wilderness survival skills.

“Just being outdoors, we want to hook them so that they fall hopelessly in love with nature,” Metro naturalist Dan Daly said.

Bradley Fuller, 19, says the program has changed his life. “It’s opened my eyes to the importance of habitat restoration, and even just plain nature restoration,” Fuller says. “I feel like a much healthier person, and in the midst of doing what I love, I gain valuable skills and experience to further my career in this field.”

Fuller says he’s especially interested in learning more about botany and medicinal plants. “I don’t just *want to*, I am *going to* do outdoor work for a living,” he says. “I love, love, love the outdoors. I wouldn’t be myself without it.”

Supported
3,525
young people
participating in
nature education
programs

Developed public,
group and field trip
programming plans
for future levy years

510 hours of
work and education
logged by seven
at-risk youths in
the first cohort for
Metro’s new Youth
Ecology Corps

The Native Plant
Center added **19** new
volunteer assistants,
nearly tripling volunteer
hours from 400 to 1180
this year



Community grants

Metro's Nature in Neighborhoods community grants support habitat restoration, conservation education and other projects that connect people with nature close to home.

The levy expanded this successful program and added a focus on regional trails. During the first levy year, the Nature in Neighborhoods team facilitated two grant cycles – restoration and conservation – to culminate in the Metro Council awarding \$1.5 million in levy funds early in year two.



18 people shared their expertise and passion by serving as grant review committee members

Received **74** preliminary applications for conservation education grants

Received **43** preliminary applications for restoration grants



More than **200** people and groups engaged with the grants team through workshops, outreach events and personal contact

CONSERVATION EDUCATION GRANTS CONNECT PEOPLE WITH NATURE

Thanks to a \$700,000 boost from Metro's Nature in Neighborhoods conservation education grants, immigrants are growing food at community gardens, more Latino children are exploring the outdoors as part of after-school and summer programs, and a new online trail map will help people with disabilities find excursions that are a good fit for them. And that's just for starters.

Metro's popular nature grant program expanded with resources from the levy to include a special round of grants focused on conservation education. The 15 recipients connect people around the region to the natural environment through restoration projects and nature education.

"We are creating a whole generation of informed, educated, caring people who probably wouldn't have had these opportunities," Metro Councilor Carlotta Collette says. "These are multicultural, very diverse audiences. We are learning about how other cultures experience nature, and in order to preserve it, we need to know why they would care."

The conservation education grants have a special focus on diverse and underserved communities. For example, two grants involve partners to engage Native Americans in conservation initiatives.

The Sense of Place program will partner with tribal and urban native communities throughout the region to strengthen partnerships and foster communication and collaboration. Through the Oakquest project, two Native American college students led volunteer crews to map the region's remaining oak habitat through an iPhone app.

"We're doing something significant in terms of educating the public about the environment," said Oakquest crew leader Sequoia Breck, "to remind them to value the habitat we all share."



Equity and inclusion

The levy voiced a strong commitment to expanding opportunities for historically underserved populations to experience nature.

Across program areas, Metro is working to ensure everybody feels welcome at the region's parks and natural areas. Partners in Nature is a new initiative to partner with organizations serving communities of color and low-income families to develop culturally-specific opportunities for experiencing nature.

Metro is also spending levy money more equitably by strategically contracting with more minority- and women-owned and emerging small business firms on levy restoration, park operations and land management projects. Social equity is now also a core aspect of levy-funded Nature in Neighborhoods grant programs, with a goal of granting funds for nature education and restoration directly to community-based organizations that help underserved communities.

PARTNERS IN NATURE

On a brisk, gray day in February, 23 immigrants from countries including Iran, Myanmar and Somalia gathered at Cooper Mountain Nature Park near Beaverton. The group from the Center for Intercultural Organizing explored the oak and prairie landscape and learned about the benefits of native plants, food webs and wildlife habitat, guided by Metro natural resources scientist Kate Holleran and naturalist Deb Scrivens.

The expedition was part of Metro's first Partners in Nature collaboration, designed to enhance the center's year-long Pan-Immigrant Leadership and Organizing Training program with opportunities to learn about nature and civic engagement.

Participants' awareness, engagement and enthusiasm for getting out into nature continued to grow through outings to Smith and Bybee Wetlands Natural Area and Blue Lake Regional Park.

"At the beginning of the partnership with Metro, I wasn't sure how it was going to go," Kayse Jama, director of the Center for Intercultural Organizing, said at the end of the first year. "We weren't sure how interested people would be in it. I have to admit, I was blown away by how folks were very interested and very much enjoyed it."



4 partnerships were formed through Partners in Nature with organizations serving communities of color or low-income families; **340** people – mostly children and teenagers – have participated in opportunities created through these partnerships



Metro contracted with **31** minority- and women-owned and emerging small business firms for levy projects – about **25** percent of all levy business



More than half of the first round of Nature in Neighborhoods conservation education grant funding went to projects led by or partnered with culturally-specific community-based organizations

Metro is working more closely with tribes, including through collaboration with the Native American Community Advisory Council

What's next

Metro hit the ground running during the levy's first year, laying the groundwork for both complex and smaller-scale restoration and public access projects, park operations improvements, conservation education and community partnerships, and grant-making across the region. Many of these projects have already shifted into implementation phases. The on-the-ground results are healthier habitat for fish and wildlife, improved water quality, new public access and amenities at some of the region's premier parks and natural areas, and new opportunities for the region's diverse communities to experience and learn about nature.

The next several years of the levy will build on these early successes. Habitat restoration is underway in streams, forests and oak woodlands, from Beaver Creek Natural Area in the east to Quamash Prairie in the west. Comprehensive planning is underway for Newell Creek Canyon and North Tualatin Mountains natural areas, with opportunities for extensive community participation. At Oxbow Regional Park, Metro is creating "adventure base camps" that guide children and



their families to nature play areas throughout the park, thanks to levy funds and a grant from the Oregon Parks and Recreation Department. Other parks and natural areas will see new restrooms, entry booths and other improvements. More to come about these projects in next year's annual report.



To learn more, log into oregonmetro.gov/nature, Metro's website that includes information on many of the levy projects and opportunities to get involved. Or contact us at 503.797.1545 or naturalareas@oregonmetro.gov.

Also, check out Our Big Backyard, a publication that features Metro nature news and regional issues, including updates on key levy projects and initiatives. Our Big Backyard is available at oregonmetro.gov/our-big-backyard-magazine and by paper subscription.

Online Engagement and Research Needs Assessment Findings

DRAFT RECOMMENDATIONS

Introduction

From September - November 2014, Pivot Group and Metro Communications staff led five meetings with key Metro personnel and partners and attended 4 meetings with community representatives to discuss current online engagement and research needs and to determine a path forward for future research, including the use of Metro's Opt-In panel.

Recommendations

1. **Invest in ongoing panel member recruitment.** Respond to concerns about the current panel by better leveraging partnerships with local cities, counties and community based organizations. Make better use of existing Metro events and channels to improve recruitment. Designate M&S for the specific purpose of targeted recruitment of underrepresented demographic groups. Partner with the DEI team on its community engagement efforts.
2. **Build in scientific weighting when necessary.** Task vendor with providing a mathematical weighting option to surveys to improve representation by known population demographics.
3. **Reduce costs.** Port the database and Opt In tool to a less expensive platform to reduce overhead costs. Use a formal "re-launch" of panel membership to address public records challenges.
4. **Tell respondents about results.** Provide timely feedback/results to survey takers, or a sign-up checkbox to receive results later. Require that every panel use provide at least a one page summary to participants. Require the summary be approved or written by Communications.
5. **Create different segments of the panel for different uses.** Use existing panel data and additional surveys to split the panel into "Metro policy fans," "average citizens," "zoo members," etc. Provide new methods for sampling more specific subsets of the panel, e.g. "I only want to send this survey to seniors," or, "I only want to target this survey at homeowners." Also review collected panel data to determine level of participation, who is involved, which groups are not represented, etc.
6. **Make the questions more relevant to members.** Design future surveys so the first 8-12 questions are basic, and respondents have the option to continue on and answer more in depth questions. Determine in advance if the survey should go to the general public, a more educated/knowledgeable respondent group, or both.
7. **Create standards and guidelines for engagement questions and research studies.** Develop standards/guidelines for length, audience, topic, etc.; standardize classification/demographic questions; require any study with more than 20 questions (30-40 data points) be approved by the panel project manager.
8. **Build an internal "data hub" to share findings and what other groups are doing.** Develop a simple internal page or site that: stores survey results; lists upcoming studies and contact

people; lists recent studies and contacts; and, that includes best practices section, standard classification questions, a decision making tree, and FAQs on research.

9. **Change the name of Opt In.** Respondents overwhelmingly indicated that the Opt-In name is somewhat “tainted” at this point or that it does not convey the overall purpose of the panel well. A new direction is warranted.
10. **Create a fresh new look for the online survey tool.** We recommend a new look and feel for the website, surveys, and communications. Tied to an updated name, more strategic branding could enhance participation and improve external credibility.

Additional enhancements to consider when needed

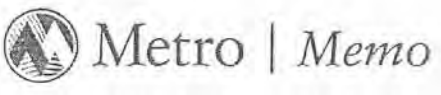
1. **Supplement online engagement and research as appropriate to ensure participation by underrepresented populations.** Add Intercept surveys at strategic locations and/or events to increase participation.
2. **Consider using external parties to develop and/or review surveys.** Using existing technical committees or some other mechanism to support development, review and approval of surveys when appropriate may help address concerns about question bias.
3. **Make all results accessible to the public.** Post results for each survey to a designated site. Could be an optional step depending on the research topic.

Evaluate best uses of text-based surveying

- **Study mixed feedback about awareness and success of existing mobile programs.** Review current mobile feedback and consider ending passive mobile outreach at P’5, Expo Center.
- **The mobile program sometimes is not garnering the feedback departments want.** Test proactive outreach to encourage participation. (e.g. hand out cards at end of event).
- **For many, a mobile surveys is more convenient than an online survey.** Identify existing panel members who would welcome mobile polling.
- **Mobile surveying can be fun and interesting.** Develop methodology so real-time data collection becomes a possibility for Metro.

Questions for Council

1. Are there any concerns we’ve missed?
2. Do these recommendations address your concerns or concerns you’ve heard?
3. Should we pursue a more formal partnership with local cities and counties to improve recruitment?
4. How do you feel about the recommendation to change the name of Opt In?



DATE: December 15, 2014
TO: Metro Council
FROM: Kim Ellis, Principal Transportation Planner
SUBJECT: Climate Smart Communities Scenarios Project: MPAC and JPACT recommendations on Ordinance No. 14-1346B

PURPOSE

Summarize recommendations made by the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) for Council consideration on Dec. 18.

RECOMMENDED AMENDMENT TO EXHIBIT E TO METRO ORDINANCE NO. 14-1346B

On Dec. 10, MPAC recommended that the Metro Council adopt Ordinance No. 14-1346B, "For the Purpose of Adopting a Climate Smart Strategy and Amending the Regional Framework Plan to Comply With State Law" with the following amendment:

Amendment to Exhibit E to Ordinance No. 14-1346B

Add the following toolbox action to the bulleted list of actions identified in Action 3 in Exhibit E (Short List of Climate Smart Actions for 2015 and 2016):

- optimize built road capacity through improved geometric design and other operational improvements to address bottlenecks and improve traffic flow on existing multi-modal arterials.

MPAC ACTION: With 14 in favor and 1 opposed, the motion to recommend the amendment passed.

MPAC ACTION: With 12 in favor and 3 opposed, the motion to recommend that the Metro Council adopt Ordinance No. 14-1346B, as amended, passed.

On Dec. 11, JPACT recommended that the Metro Council adopt Ordinance No. 14-1346B, "For the Purpose of Adopting a Climate Smart Strategy and Amending the Regional Framework Plan to Comply With State Law" with the above amendment.

JPACT ACTION: With all in favor, the motion to recommend the amendment passed.

JPACT ACTION: With 14 in favor and 1 opposed, the motion to recommend that the Metro Council adopt Ordinance No. 14-1346B, as amended, passed.

ACTION REQUESTED

Staff recommends Metro Council adoption of Ordinance No. 14-1346B as amended by MPAC and JPACT. An updated Exhibit E is attached with the amendment incorporated.



Exhibit E to Ordinance No. 14-1346B

December 11, 2014

A SHORT LIST OF CLIMATE SMART ACTIONS FOR 2015 AND 2016

BACKGROUND

The Climate Smart Communities project responds to a 2009 legislative mandate to develop and implement a regional strategy to reduce per capita greenhouse gas emissions from cars and small trucks by 2035. After a four-year collaborative effort, community leaders have shaped a Climate Smart Strategy that exceeds the state mandate while supporting local city and county plans that have already been adopted in the region. When implemented, the strategy will also deliver significant public health, environmental and economic benefits to households and businesses in the region.

WORKING TOGETHER TO DEVELOP SOLUTIONS FOR OUR COMMUNITIES AND THE REGION

Building on existing activities and priorities in our region, the project partners have developed a *Toolbox of Possible Actions* that recommends immediate steps that can be taken individually by local, regional and state governments to implement the Climate Smart Strategy. The toolbox does not mandate adoption of any particular policy or action, and instead was developed with the recognition that existing city and county plans for creating great communities are the foundation for reaching the state target and some tools and actions may work better in some locations than others. The toolbox emphasizes the need for diverse partners to work together in pursuing those strategies most appropriate to local needs and conditions.

The toolbox includes some regional actions that produce particularly high returns on investment, and require local and regional officials to work together. Seeing the opportunity to act quickly, the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) have identified three toolbox actions that are key for the region to work together on now:

CLIMATE SMART ACTIONS FOR 2015 AND 2016

<p>Action 1</p>	<p>Advocate for increased federal, state, regional and local transportation funding for all transportation modes as part of a diverse coalition, with top priorities of maintaining and preserving existing infrastructure, and implementing transit service enhancement plans and transit-supportive investments. <i>This action will advance efforts to implement adopted local city and county plans, transit service plans, and the 2014 Regional Transportation Plan.</i></p>
<p>Action 2</p>	<p>Advocate for federal and state governments to advance Oregon’s transition to cleaner, low carbon fuels, and more fuel-efficient vehicle technologies. <i>This action will accelerate the fuel and vehicle technology trends assumed in the state target.</i></p>
<p>Action 3</p>	<p>Seek opportunities to advance local and regional projects that best combine the most effective greenhouse gas emissions reduction strategies. <i>This action will implement adopted regional, city and county policies or plans and identify locally tailored approaches that integrate transit and active transportation investments with the use of technology, parking and transportation demand management strategies to show how these strategies, if implemented together, can achieve greater cost-effectiveness and greenhouse gas emissions reductions than if implemented individually.</i></p> <p><i>The action means the region will seek seed money for demonstration projects that leverage (1) local, regional, state and federal resources and (2) state and regional technical assistance to plan for and implement community demonstration projects that combine the following elements:</i></p> <ul style="list-style-type: none"> • <i>investments in transit facility and/or service improvements identified in TriMet Service Enhancement Plans or the South Metro Area Regional Transit (SMART) Master Plan, including community-based services that complement regional service, such as the GroveLink service in Forest Grove</i> • <i>local bike and pedestrian safety retrofits that also improve access to transit, schools and activity</i>

centers

- *investments in transportation system management technologies, such as traffic signal timing and transit signal priority along corridors with 15-minute or better service, to smooth traffic flow and improve on-time performance and reliability*
- *parking management approaches, such as bicycle parking, preferential parking for alternative fuel vehicles, and shared and unbundled parking*
- *transportation demand management incentives or requirements to increase carpooling, biking, walking and use of transit*
- *optimize built road capacity through improved geometric design and other operational improvements to address bottlenecks and improve traffic flow on existing multi-modal arterials.*

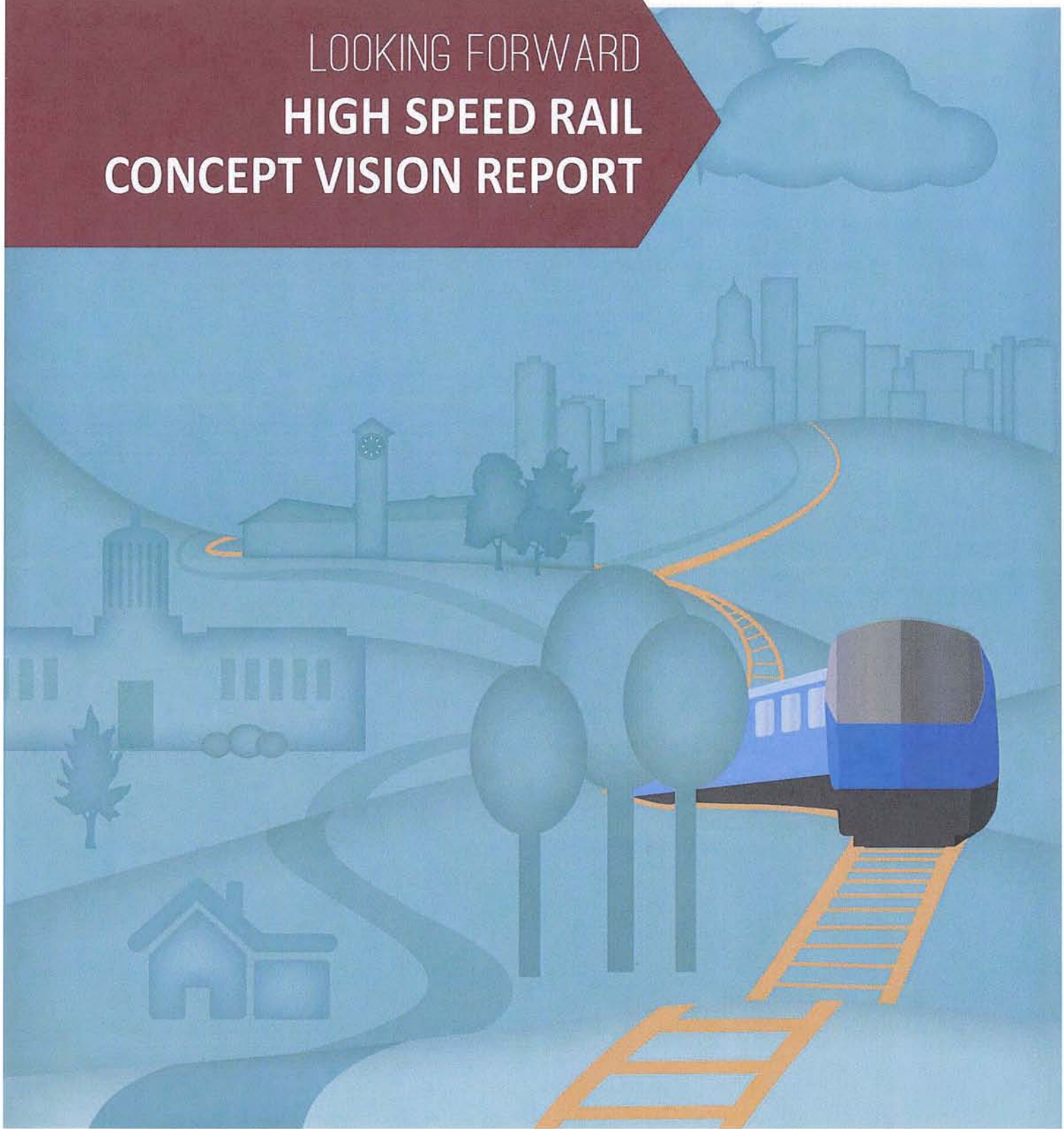
Seed funding could be sought from multiple sources, such as the Regional Flexible Funding Allocation process, Metro's Community Planning and Development Grant program, Oregon's Transportation Growth Management grant program, and federal grant programs such as the Building Blocks for Sustainable Communities.

PARTNERSHIPS TO IMPLEMENT EARLY ACTIONS CAN DRIVE POSITIVE CHANGE

Adoption of the Climate Smart Strategy presents an opportunity for the region to work together to continue demonstrating leadership on climate change while addressing the need to step up funding to implement our adopted local and regional plans. Working together on these early actions presents an opportunity to lay a foundation for addressing our larger shared challenges through a collaborative approach. The actions recommended are achievable, but require political will and collaboration among regional partners to succeed.

This collaborative effort will require full participation from not only MPAC, JPACT, and the Metro Council, but also the region's cities and counties, transit agencies, port districts, parks providers, businesses, non-profits as well as state agencies, commissions and the Oregon Legislature. Coordinated work plans for addressing these priority actions will be developed by MPAC and JPACT and the Metro Council in 2015.

LOOKING FORWARD HIGH SPEED RAIL CONCEPT VISION REPORT



HIGH SPEED RAIL CONCEPT VISION REPORT



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ACKNOWLEDGMENTS

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HIGH SPEED RAIL CONCEPT VISION REPORT

LOOKING FORWARD

INTRODUCTION

Stretching more than a hundred miles north to south in western Oregon, the Willamette Valley is home to 70 percent of the state's 3.9 million residents. The valley is bookended on the south end by the cities of Eugene and Springfield (combined population 220,000) and on the north by the Portland metropolitan region (population 2.3 million). The capital city of Salem (population 158,000) is located 45 miles south of Portland. Numerous smaller cities line the corridor, interspersed with high-value agricultural land that is preserved (and protected from urban development) by Oregon's land use planning laws.

Cities in the Willamette Valley have historically been connected by north-south running railroad lines through the heart of the valley. Today, the main line functions primarily as a freight rail route owned by Union Pacific Railroad. Amtrak interstate passenger rail service is also operated on the route. The sharing of tracks causes schedule conflicts between freight and



passenger service, resulting in slower travel and uncertain arrival times for passenger trains traveling between cities.

The major highway running through the Willamette Valley is Interstate 5 (I-5). The freeway carries both local and long-distance trips, linking the city of Portland with suburban communities just to the south. It connects Willamette Valley towns and cities along the corridor, and serves as the major north-south freight route on the west coast. Traffic congestion





can make travel slow and unreliable throughout the corridor, especially during peak travel times in the northern section between Portland and Salem.

The Oregon Passenger Rail Project

In 2012, the Federal Railroad Administration (FRA) and the Oregon Department of Transportation (ODOT) initiated the Oregon Passenger Rail project (www.oregonpassengerrail.org) to study ways to improve passenger rail service between the Eugene/Springfield area and the Columbia River, a 124-mile section of the federally designated Pacific Northwest Rail Corridor, which extends from Eugene north through Portland and Seattle, Washington, to Vancouver, British Columbia.

As part of the Oregon Passenger Rail (OPR) project, ODOT and FRA are preparing a Tier 1 Environmental Impact Statement (EIS) and Service Development Plan for passenger rail between Eugene and the Columbia River. These documents will help guide future decisions about rail alignment(s), station locations,

and service characteristics, including the number of daily trips, travel time objectives, and whether future service will use diesel or electric technology.

At the start of the OPR project, Oregon's governor appointed a core advisory group known as the Leadership Council, comprised primarily of Willamette Valley elected officials. The OPR Leadership Council advises ODOT at key milestones. Scheduled to be completed in 2017, the EIS and Service Development Plan will serve as a foundation for future project development and help position Oregon to compete for federal funding.

Two "build" alternatives have been selected for study in the Tier 1 Draft EIS: Alternative 1, which includes upgrades to the existing freight rail corridor to better accommodate passenger rail service, and Alternative 2, a new partially-separated alignment alternative that generally follows the I-5 corridor, shifting to the I-205 corridor in the South Portland metropolitan area. These alternatives reflect FRA, Leadership Council and project team efforts to narrow the number of potential



alignments down to a set of feasible options for evaluation in the Tier 1 EIS. Both alternatives are compatible with Washington State's current and planned passenger rail service. With maximum speeds of 110 mph, Alternative 2 would provide the fastest service. More information about the OPR alternatives can be found at www.oregonpassengerrail.org/page/routes.

Why a High Speed Rail Concept Vision?

As alternatives have been developed and narrowed for analysis in the OPR process, members of the Leadership Council and other stakeholders have expressed a desire to look at "true" high speed rail in the Willamette Valley. This would be a faster (greater than 125 miles per hour [mph]), exclusive rail alignment outside the constraints and beyond the 2035 time frame of the OPR project. This report was developed in response to the call for a closer look at high speed rail. It also implements Policy 2.4 in the Oregon Rail Plan, which calls for an exploration of the feasibility and practicality of high speed passenger rail service in

the Cascades corridor through corridor assessment, visioning work, and planning for improvement projects. This Concept Vision also provides a longer term context for investments in the intervening years to upgrade speed, reliability and frequency.

The purpose of this document is to outline an early conceptual vision for high speed rail in Oregon that complements the OPR project and responds to the Oregon State Rail Plan policy previously described. The High Speed Rail Concept Vision is intended to:

- Examine the conditions that support High Speed Rail in other parts of the United States
- Provide a high-level comparison of those conditions to the Willamette Valley
- Articulate potential benefits of future High Speed Rail
- Serve as a foundational document and springboard for future planning efforts

- Help position Oregon for future partnership and funding opportunities to advance more reliable passenger rail service with shorter travel times in the Willamette Valley

Development of this Concept Vision has been guided by an advisory committee comprised of OPR Leadership Council co-chairs, Oregon State Rail Plan leadership, and technical experts. This document it is not intended to be a comprehensive look at options for high speed rail in the Willamette Valley. Rather, it is meant to start a conversation about high speed rail that will undoubtedly continue – and evolve – in the coming decades.

THE POTENTIAL FOR HIGH SPEED RAIL IN THE WILLAMETTE VALLEY

Definition of High Speed Rail

The FRA set out a vision for a national high speed rail program in its 2010 document *National Rail Plan, Moving Forward, A Progress Report* (FRA, 2010). This vision is based on a tiered system of passenger rail corridors that take into account different local conditions – particularly travel markets – throughout the United States. System “tiers” include Core Express Corridors and Regional Express Corridors.

Core Express Corridors

These routes connect large, urban areas up to 500 miles apart with 2- to 3-hour travel times and train speeds between 125 and



250 mph. Service is frequent and would operate on electrified, dedicated track that is publicly owned. Operation would be between large, dense metropolitan regions.

Regional Express Corridors

This network would connect mid-sized urban areas, and smaller communities in between, with convenient, frequent 90- to 125-mph service on a mix of dedicated and shared track, depending on the particular corridor (FRA, 2010).

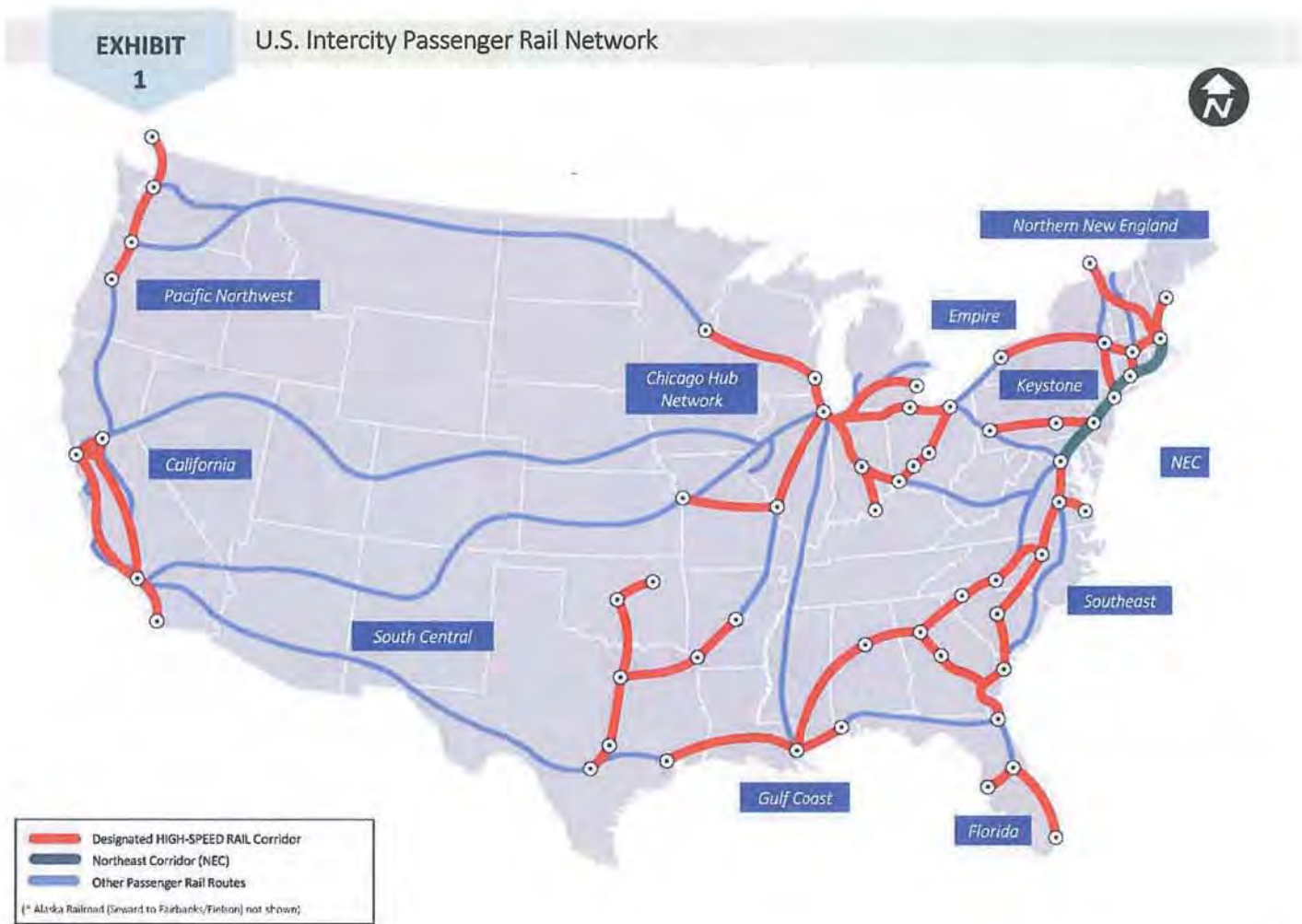
High Speed Rail Corridor Characteristics

Since 2009, a national nonprofit organization known as America 2050 has worked closely with FRA to develop guidelines that focus national high speed rail investments in corridors with the greatest demand for ridership. As outlined by America 2050, FRA guidance emphasizes “megaregions” – large networks of

metropolitan areas where most of the population growth is expected – as corridors most appropriate for high speed rail. With a total population of 8 million, the Eugene, Oregon, to Vancouver, British Columbia, corridor has been identified as the “Pacific Northwest” corridor (see Exhibit 1).

Around the United States, the corridors pursuing Core Express High Speed Rail (which include 125- to 250-mph speeds and primarily dedicated track) connect densely developed and highly populated cities: Washington, DC to Boston; Los Angeles to San Francisco; and Houston to Dallas. Population in these corridors ranges between 11 and 40 million. By comparison, the Willamette Valley corridor is home to only 3 million residents.

Based largely on its population density (and by extension, assumed potential ridership), the Willamette Valley has been identified as a Regional Express Corridor. As noted in the FRA



definition, this “level” of high speed rail includes trains that travel between 90 and 125 mph on a mix of dedicated and shared track.

Exhibit 2 compares a range of United States high speed rail corridors in varying stages of planning and development. It identifies key threshold characteristics (population, route length, and distance between cities) of the corridors, and matches them

with a continuum of high speed rail alignment and service characteristics.

Exhibit 2 provides context to help evaluate both near-term and long-term investments that can help make high speed rail an eventual reality between Eugene and Portland. The rows showing estimated capital and operating costs reveal the order of magnitude differential between Core Express and Regional Express service. This difference, in turn, highlights the

EXHIBIT 2 High Speed Rail Corridors	CORE EXPRESS CORRIDORS			REGIONAL CORRIDORS	
	Washington- Boston (NEC)	Los Angeles- San Francisco	Houston- Dallas	Los Angeles- San Diego	Portland- Vancouver BC
CORRIDOR CHARACTERISTICS					
Population Served in Millions (2013)	40	22	11	16	8
Total Distance in Miles	427	520	240	130	345
Projected Ridership in Millions (Year)	43.5 (2040)	34.9 (2040)	TBD	3.3 (2040)	3 (2023)
Completely Passenger-Dedicated Track (dedicated) or Shared Track with Freight shared)	Dedicated	Dedicated	Dedicated	Shared	Shared
Average Speed in MPH (Top Speed)	145 (220)	195 (220)	160 (205)	65 (110)	65 (110)
Travel Time	3:08 (Super Express)	2:40	1:30	2:00	5:22
Commuter Service	Yes	Yes	No	Yes	Yes
Technology	Electric	Electric	Electric	Diesel	Diesel
Project Status	Preliminary Planning	Under Construction	Preliminary Planning	In Planning	In Planning
Estimated Total Capital Cost/Mile	\$353M/mile	\$105M/mile	TBD	\$15M/mile	\$20M/mile
Estimated Annual O&M Cost/Mile	\$8M/mile	\$2M/mile	TBD	\$870K/mile	\$241K/mile
Estimated Gross Revenue/Mile	\$12M/mile	\$3M/mile	TBD	\$560K/mile	\$238K/mile
Number of Stops	Super Express – 5 Express – 17	11	TBD	9	13
Expected Frequency in Roundtrips Per Day (year)	N/A	4-6 (2030)	2 (2021)	18 (2040)	PDX-SEA 13 SEA-VBC 4 (2023)

NOTE: Reported cost and revenue are in study year dollars

* To be determined by OPR process

** As projected in 2004, in Southeast High Speed Rail Corridor (SEHSR) Feasibility Report

Importance of the threshold conditions – especially population and ridership projections – that define the travel market to be served by different levels of high speed rail investment.

Threshold Conditions for High Speed Rail

As shown in Exhibit 2, the United States regions currently pursuing Core Express High Speed Rail encompass multiple large cities, with corridor populations ranging from 11 to 40 million.

These population densities set the stage for a higher level of passenger rail ridership – a critically important factor given the much higher capital and operating costs of Core Express service.

Like the map in Exhibit 1, the table shows that places with a population and distance comparable to the Eugene to Portland corridor (as well as the Eugene to Vancouver, British Columbia, corridor) — Charlotte to Raleigh, Minneapolis to Duluth, and Madison to Milwaukee — are pursuing Regional Express service, as opposed to Core Express service.

REGIONAL CORRIDORS				
Charlotte-Raleigh	Minneapolis-Duluth	Madison-Milwaukee	Eugene-Portland 2035	Eugene-Portland 2065
4	3	3	3.6	4.5
175	150	80	124	124
0.4 (2015)	0.9 (2020)	0.9 (2010)**	TBD*	N/A
Shared	Shared	Shared	TBD*	N/A
90 (100)	65(110)	70 (110)	TBD* (TBD*)	N/A
2:00	2:17	1:07	TBD*	N/A
No	Yes	No	No	N/A
Diesel	Diesel	Diesel	Diesel	N/A
In Planning	In Planning	Planning Complete	In Planning	N/A
\$3M/mile	\$5M/mile	\$10M/mile	TBD*	TBD
TBD	\$200K/mile	\$125K/mile	TBD*	TBD
TBD	\$185K/mile	\$115K/mile	TBD*	TBD
9	6	5	TBD*	TBD
9 (2020)	6 (2025)	6 (2013)	Up to 7 (2035)	TBD

Consistent with projects in other communities around the United States with smaller cities and lower population density, both of the OPR alternatives anticipate using conventional diesel technology and partially shared track. Absent a significant increase in population or change in transit ridership patterns, it would be difficult to argue for the greater expense and higher impacts associated with Core Express service. Under today's conditions, potential ridership is unlikely to be large enough to make exclusive, electrified service above 90 mph cost-effective for investors or affordable for users.

However, population can change over time – as can individual and community attitudes toward using transit to meet travel needs. While the projected population for the Eugene to Portland corridor in 2065 is still in the “Regional Corridors” range, any number of unknowns could affect that projection. For example, continued severe drought in the southwestern United States could result in a dramatic population increase due to migration into the Pacific Northwest. Other factors could change transit ridership patterns even if the region's population grows at a more modest rate. Such factors could include:



- A **major shift in travel choices** away from automobiles and towards transit and regional passenger rail. Several recent reports have documented a shift from driving to other travel modes among the “millennial generation,” those born between 1982 and 2003 (American Public Transportation Association, 2013). Growth of this trend could result in unprecedented transit ridership increases, setting the stage for more investment in high speed rail.
- Uncertainty about future energy resources in the United States or a **major policy change, such as a carbon tax**, could create greater demand for transit, regional passenger rail, and ultimately high speed rail.
- A **strong desire for more walkable urban living** spaces, reinforced by land use policies, could spur compact development that is more easily served by transit, making high speed rail a more cost-effective infrastructure investment.
- **Congestion on I-5 could worsen.** Projected population and freight increases, coupled with lack of funding to expand the state’s highway system could lead to congestion on I-5 to the point of discouraging automobile trips. Worsening congestion could trigger future policies aimed at preserving highway road capacity for freight and trips that cannot be accommodated by another mode.

While none of these conditions is certain, all are possible. The high speed rail vision (Exhibit 3) is intended to acknowledge those possibilities several decades into the future, and to supplement the OPR nearer-term analysis of alternatives between 2014 and 2035.

Why High Speed Rail?

In an increasingly competitive global economy, the success of cities will depend on efficient connections. Historically, connecting cities has encouraged them to prosper. In the Willamette Valley, future economic growth will depend to an ever greater extent on the ability to move people and goods easily from city to suburb and city to city. Fast, frequent, reliable passenger rail service from Portland to Salem to Eugene would, in effect, bring those cities “closer together.” Shorter travel times and the ability to avoid traffic congestion on I-5 would strengthen connections among employment centers and major educational institutions, reducing barriers and encouraging new technology clusters. Passenger rail, on exclusive tracks, would preserve existing rail for goods movement.

By connecting urban centers and local transit systems, high speed rail can increase the accessibility of cities with a lower cost of living for those working in major employment areas. It can support Oregon’s land use goals by focusing development and redevelopment around stations in existing urban areas, while protecting air quality through lower-emission travel.

Serving both business and leisure travel markets, high speed rail offers safe, “hands free” travel that gives riders the option to work or use communications devices while in transit. By giving travelers an alternative that is competitive with driving (especially between Portland and Salem), high speed rail has the potential to reduce future traffic congestion on I-5 and protect roadway capacity for freight movement and interstate travel.

Finally, future investment in high speed rail can preserve capacity for freight rail movement by increasing the separation of freight and passenger rail infrastructure.

This concept vision considers potential investment in high speed rail as a continuum, from existing conditions to future, fully exclusive, grade-separated electrified Core Express.

A VISION FOR HIGH-SPEED RAIL

To address the conditions and advance the opportunities described above, the High Speed Rail Concept Vision Subcommittee set out the following vision for high speed rail in the Willamette Valley for 2035 and beyond:

Building on a well-connected transit network that includes improved intercity passenger rail service, high speed rail improvements would provide a backbone of fast, efficient, frequent, and reliable service between Eugene, Oregon, and Vancouver, British Columbia. In combination with local transit services and emerging technologies that help users make "last mile" connections, High speed rail service would increase job access, link communities and major educational institutions, and connect potential customers to goods and services.

In response to future population increases or changes in travel patterns that warrant a higher level of service, high speed rail connecting Oregon, Washington, and Vancouver, British Columbia, would serve as an energy-efficient travel option that could reduce pressure on the I-5 freeway system. This is consistent with Oregon land use laws calling for reduced reliance on the automobile, and state policies (including the newly-revised State Rail Plan) that set goals for a balanced, integrated transportation system with modal choices for the movement of people and goods.

EXHIBIT 3

Phased Implementation as Ridership Grows

RIDERSHIP & POPULATION



LEVEL 4

Upgrade to electrified service using the dedicated alignment south of Portland and the tunnel alignment through Portland, allowing for shorter travel time

► Requires a coordinated approach to service and infrastructure upgrades in Washington State that allow for a connected, electrified system



LEVEL 3

Level 2 plus shifting to a tunnel from the south side of Portland, under southwest Portland to Union Station, allowing even shorter travel time and greater frequency and reliability

► Population/ridership increases outstrip the ability to provide adequate service on existing UP tracks in the Portland Metro area



LEVEL 2

Incremental upgrades plus shifting to a separate non-UP alignment south of the Portland region, allowing even shorter travel time and greater frequency and reliability

► Population/ridership/freight volume increases outstrip the ability to provide adequate service on existing UP tracks and justify expenditures and impacts



LEVEL 1

Incremental upgrades to existing tracks allowing improvement in travel time, frequency, and reliability

► Depends on ensuring funding to maintain the service we have now

Implementing the Vision

The vision articulated above is grounded in today's population realities and ridership estimates. At the same time, it embraces the opportunity to "ramp up" both ambitions and investment for high speed rail in the Willamette Valley, incrementally improving the system linking to Seattle and Vancouver, British Columbia. As shown in Exhibit 3 above, greater investment in high speed rail would be triggered over time as population grows, demographics shift, and ridership increases.

Four levels (or phases) of potential investment are presented in Exhibit 3. Each level serves an important function in its own right – and each builds on prior phases toward an entirely exclusive, electrified high speed rail line linking Eugene to Portland and larger cities to the north.

In addition to high speed rail improvements, other transit system investments would reinforce and leverage these investments. Rapid, reliable service on a mainline route is more likely to be heavily used if it is part of a seamless system providing door-to-door connections. Such a system would rely on multi-modal "last mile" connections to high speed rail at both ends of the trip. These could include a range of services, from local transit connections to car and bike sharing to on-demand taxi services and other new technologies.

Finally, given the number of distinct smaller cities in the Willamette Valley and the relatively short distances between them, commuter connections between communities can leverage and complement high speed rail infrastructure. These

could include light rail in the Portland region, commuter rail, and regional bus service throughout the Willamette Valley.

EARLY STEPS TOWARD ACHIEVING THE VISION

By recommending further study of Willamette Valley high speed Rail in the State Rail Plan and leading the OPR planning process, the state of Oregon and ODOT set out the intention to include high speed rail in the conversation about our future transportation system. What lies ahead are stepwise actions to refine, fund, and implement the vision articulated in this report. Important early steps include the following:



Maintain current investment levels in Amtrak Cascades service

Today, Amtrak and the state of Oregon make an annual investment in maintaining passenger rail service and safety on the Union Pacific Railroad-owned freight rail tracks connecting Portland, Salem, and Eugene. This investment is critical to preserve passenger rail access and keep the corridor active into the future.



Make system improvements that build ridership

Since 2005, Washington and Oregon have committed funding toward specific passenger rail improvements. During that period, ridership has grown. Because moving upward on the high speed rail development continuum in Exhibit 3 requires an increase in ridership, near-term investments that make service



more efficient and attractive are critical to the long-term vision for high speed rail.



Work with local transit agencies to coordinate a unified mechanism for fare payment to encourage the linkage of intercity and local transit trips.



Partner with Washington State to examine the potential for bi-state Core Express beyond 2035. Together, establish ridership-based “triggers” for additional investment as conditions change and ridership grows.



Work with freight rail owners to streamline and coordinate existing and future operations with steps such as identifying compatible freight and passenger timetables.



As station area redevelopment occurs around rail stations in Eugene, Salem, and Portland, **preserve space for service expansion** (including parking, transit connections, car-sharing or car rental, and other amenities).



Consider statewide policy direction to **preserve future freight capacity on I-5 by investing in rail improvements.**



Work with local transit agencies to **coordinate station-area access and create seamless, door-to-door travel options.**

The Willamette Valley is at a unique moment in our history. We can look ahead and see how high speed rail can advance future prosperity and economic growth – but seizing that opportunity will require deliberate choices. The steps described in this report outline an early path toward those choices.



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Resources consulted to develop this report included the following:

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American Transportation Association. 2013. *Millennials & Mobility: Understanding the Millennial Mindset*, American Public Transportation Association, 2013.



APPENDIX A
RESOURCES USED FOR
HIGH-SPEED RAIL CORRIDORS
TABLE (EXHIBIT 2)

HIGH SPEED RAIL CONCEPT VISION REPORT

APPENDIX A: RESOURCES USED FOR HIGH SPEED RAIL CORRIDORS TABLE (EXHIBIT 2)

All Corridors

United States Department of Transportation. 2014. *FRA FY 2015 Budget Estimates*. <http://www.dot.gov/mission/budget/fra-fy-2015-budget-estimates>. Accessed July 19, 2014.

Corridor-Specific Resources

WASHINGTON-BOSTON (NEC)

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