



METRO COUNCIL WORK SESSION
Meeting Minutes
December 16, 2014
Metro Regional Center, Council Chamber

Councilors Present: Council President Tom Hughes, and Councilors Shirley Craddick, Kathryn Harrington, Bob Stacey, Carlotta Collette and Craig Dirksen

Councilors Excused: Councilor Sam Chase

Council President Tom Hughes called the Metro Council work session to order at 2:03 p.m.

1. CHIEF OPERATING OFFICER COMMUNICATION

Chief Operating Officer Martha Bennett updated the Council on the following items:

- Ms. Bennett introduced Ms. Hilary Wilton, Metro Senior Development Project Manager. Ms. Wilton introduced Mr. George Heidgerken, owner of Falls Legacy, LLC, and Mr. John Potter, project manager at Falls Legacy, LLC. Mr. Heidgerken discussed with the Council the Willamette Falls Legacy Project.
- Ms. Bennett introduced Ms. Kathleen Brennan-Hunter, Metro Natural Areas Program Director, who distributed Metro's annual Parks and Natural Areas Levy Report.
- Ms. Bennett spoke about two Council retreats being planned for January 2015: The first, on January 15, will focus on Council initiatives; the second, on January 22, will focus on Council's upcoming Urban Growth Management Decision.
- The Oregon Zoo's "Zoo Lights" event has had record attendance this season, with a peak of 12,000 attendees on Saturday, December 13.
- Update on Metro facilities that suffered damage or lost power during the windstorm that affected the Metro region on December 11 and 12.
- Ms. Bennett reminded Council that their winter holiday recess will occur from December 22, 2014 to January 2, 2015. Ms. Bennett informed the Council that she will be out the week of December 22, and that Mr. Scott Robinson, Metro Deputy Chief Operating Officer, will be filling in for her.

2. OPT IN AND ONLINE ENGAGEMENT UPDATE

Mr. Jim Middaugh, Metro Communications Director, presented the Opt In and Online Engagement Update to the Council. Mr. Middaugh distributed the Online Engagement and Research Needs Assessment Findings Draft Recommendations. From September to November 2014, Pivot Group and Metro Communications staff led five meetings with key Metro personnel and partners, and

attended four 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. These draft recommendations include:

- Invest in ongoing panel member recruitment.
- Build in scientific weighting when necessary.
- Reduce costs.
- Tell respondents about results.
- Create different segments of the panel for different uses.
- Make the questions more relevant to members.
- Create standards and guidelines for engagement questions and research studies.
- Build an internal "data hub" to share findings and what other groups are doing.
- Change the name of Opt In.
- Create a fresh new look for the online survey tool.

Other key elements included:

- Additional enhancements to consider when needed:
 - Supplement online engagement and research as appropriate to ensure participation by underrepresented populations.
 - Consider using external parties to develop and/or review surveys.
 - Make all results accessible to the public.
- Evaluate best uses of text-based surveying:
 - Study mixed feedback about awareness and success of existing mobile programs.
 - The mobile program sometimes is not garnering the feedback departments want.
 - For many, a mobile survey is more convenient than an online survey.
 - Mobile surveying can be fun and interesting.
- Questions for Council
- Discerning the strengths and weaknesses of Opt In, with input from Metro's public engagement and technical advisory committees.
- Prioritizing the draft recommendations.

Council Discussion:

Councilor Harrington spoke to the difference between segmenting populations and targeting specific regional populations in efforts to enhance messaging and access for the Opt In program. She also spoke to Communications staff and Pivot working with Council to ensure that information gathered through Opt In is helpful and consistent with Council's engagement goals. Councilor Dirksen spoke to the importance of effective engagement response summaries. He also spoke to the effect of self-selection bias on online survey results. Councilor Craddick spoke to the role of Opt In as a regional government education and awareness tool. Councilor Harrington spoke to redesigning the online engagement recommendations to be more outcome-oriented, utilizing programs to supplement groups with low turnout, optimizing Opt In for mobile devices, and enhancing involvement from Metro's public engagement committees throughout the process. Councilor Collette spoke to allowing engaged citizens to choose their desired level of involvement, and to partnering with local cities and counties to share survey tools and data to enhance online public outreach. Councilor Stacey spoke to assessing the opportunities and barriers for greater participation from low-income populations, non-native English speakers, and people who are not as engaged in the political process. He also inquired about the effectiveness of intercept surveys. Councilor Harrington spoke to providing small grants to targeted groups, with the goal of increasing their participation in engagement efforts.

3. METRO ATTORNEY COMMUNICATIONS

Ms. Alison Kean, Metro Attorney, provided Council with her regularly scheduled Metro Attorney Communications. Topics discussed included:

- Finalization of documents for the Willamette Falls Riverwalk Easement.
- In the Oregon Convention Center (OCC) Hotel case, Metro's opposition has filed all appeals, and Metro will move to consolidate those appeals shortly.
- Metro's new attorney, Mr. Gary Shepherd, is working diligently to implement Metro's 2013 Natural Areas Improvement Levy (passed as Measure 26-152). This includes work to finalize a large community service use application for Oxbow Park, to reconfirm the legality and use of the park under current planning standards.
- The Office of the Metro Attorney is currently awaiting the written order by the Land Conservation and Development Commission (LCDC) remanding urban and rural reserves back to Metro, following the remand of LCDC's 2012 approval of the reserves by the Oregon Court of Appeals earlier in 2014. LCDC chose to orally remand the two reserves affected by the Oregon Court of Appeals action back to Metro at their November 13-14, 2014 meeting.
- Mr. Roger Alfred, Metro Senior Assistant Attorney, is working on the Findings of Fact and Conclusions of Law for Metro's Draft Climate Smart Strategy, ahead of the Council's December 18 decision on the ordinance.
- Metro is negotiating a power purchase agreement with Solar City to install a solar array on top of OCC. Metro is working on a Memorandum of Understanding (MOU) with Pacific Power to receive a grant for the installation costs through their Blue Sky Program.

Council Discussion:

- Councilors inquired about and discussed the timing of LCDC's written order, as well as the implications of further delay between the oral and written rulings.

4. COUNCIL LIAISON UPDATES AND COUNCIL COMMUNICATION

Councilor Craddick spoke about public outreach efforts for the Oregon Department of Transportation (ODOT) Outer Powell Transportation Safety Project.

Councilor Dirksen spoke about the recommendation of the Metro Policy Advisory Committee (MPAC) and the Joint Policy Advisory Committee on Transportation (JPACT) to amend Exhibit E of Metro's Climate Smart Strategy. He also spoke about his attendance of the ODOT Transportation Policy Group, and about scheduling the JPACT trip to Washington, D.C. for late April.

Councilor Collette spoke about outreach efforts for the City of West Linn's Arch Bridge/Bolton Town Center Master Plan, which was funded by a Metro Community Planning and Development Grant (CPDG). She also spoke about the second meeting of the Friends of the Willamette Falls Legacy Project later that night, Barber Walker's memorial at the Portland Art Museum on December 17, and the groundbreaking for The Kenton residential building on December 19, which is part of Metro's Transit-Oriented Development (TOD) program.

Mr. Andy Cotugno, Metro Policy Advisory, spoke to the Council about his attendance of the Oregon Passenger Rail (OPR) Leadership Council meeting on December 15. He distributed a High Speed Rail Concept Vision Report that was discussed at the meeting.

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Council President Hughes spoke about his attendance of the Hillsboro Chamber of Commerce Developers/Real Estate Round Table earlier that day.

Councilor Harrington spoke about her workshop on age-friendly housing, which included participants from AARP, Washington County Department of Health and Human Services (HHS), the Home Builders Association (HBA) of Metropolitan Portland, and the Institute of Aging at Portland State University (PSU), along with Metro's Deputy Director of Planning and Development John Williams.

5. ADJOURN

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:13 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Joel Cvetko', with a long horizontal flourish extending to the right.

Joel Cvetko, Council Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF DEC. 16, 2014

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Agenda	12/18/14	Council Agenda for Dec. 18, 2014	121614cw-01
1.0	Handout	12/16/14	Parks and Natural Areas Levy Report	121614cw-02
2.0	Handout	12/15/14	Online Engagement and Research Needs Assessment Findings: Draft Recommendations	121614cw-03
4.0	Handout	12/15/14	Memo from Kim Ellis to Metro Council RE: Climate Smart Communities Scenarios Project: MPAC and JPACT Recommendations on Ordinance No. 14-1346B	121614cw-04
4.0	Handout	10/1/14	Looking Forward: High Speed Rail Concept Vision Report	121614cw-05