



METRO COUNCIL WORK SESSION
Meeting Minutes
January 20, 2015
Metro Regional Center, Council Chamber

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

Councilors Excused: Councilor Sam Chase

Council President Tom Hughes called the Metro Council work session to order at 2:02 p.m.

1. CHIEF OPERATING OFFICER COMMUNICATION

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

- Ms. Bennett thanked the 50 volunteers who attended the Martin Luther King, Jr. Day of Service at Glendoveer Golf Course.
- Ms. Bennett outlined the agenda and provided materials for the Council retreat on January 22.
- Ms. Bennett invited Mr. Noah Siegel, Policy Advisor, and Ms. Kathryn Krieger, Development Project Manager, both of Metro's "Regional Infrastructure Supporting Our Economy" (RISE) team, to update Council on the Request for Proposal (RFP) for the Willamette Falls Riverwalk Project Schematic Design.

2. OREGON CONVENTION CENTER LANDSCAPE REDESIGN (NORTH PLAZA)

Mr. Scott Cruickshank, Executive Director of the Oregon Convention Center (OCC), and Ms. April Siebenaler, Metro Construction Project Manager, presented the OCC Landscape Redesign (North Plaza). In preparation for the development of the convention center hotel, OCC desires to improve its landscaping and way finding along NE Holladay Street (North Plaza). The desired outcome was to inform Council of the project's status and gather any Council feedback. Key elements of the presentation included:

- Evaluating how hotel visitors will integrate with the OCC plaza, especially in terms of the flow of foot traffic.
- Key components for the future utilization of the plaza space, including the creation of stadium seating, and the facilitation of outdoor event space.
- The size of the budget item to fund the project, as well as the funding source in general.

Council Discussion:

Councilor Craddick inquired about emphasizing the Oregon Ballroom entrance at OCC. Councilor Harrington spoke to the landscaping plan working for OCC and its visitors, while also providing a beautiful backdrop of greenery for the surrounding area. Councilor Collette inquired about the plan for the plot of land north of the OCC North Plaza, and also spoke about the plaza's compatibility with the OCC Hotel design. Councilor Dirksen spoke about the importance of the plaza design in softening the urban façade of OCC.

3. GROWTH MANAGEMENT DECISION: TOPICS AND TIMELINES IN 2015

Mr. John Williams, Deputy Director of Metro's Planning and Development Department, presented the Growth Management Decision: Topics and Timelines in 2015. The purpose of the presentation was to provide Council with an overview of the Metro Policy Advisory Committee (MPAC) and Council's tentative discussion topics that will lead to Council making an urban growth management decision in late 2015. The desired outcome was for Council to provide direction on the tentative sequence of discussion topics leading up to that growth management decision. Key elements of the presentation included:

- Development of a list of topics that Council wants to talk about during the year, in order to better inform their end-of-the-year growth management decision.
- A draft timeline for consideration of growth management topics throughout the year.
- Methods for including local partners and other stakeholders in conversations around key growth management topics.
- Prioritization of growth management discussions.
- Council direction and discussion.

Council Discussion:

Councilor Harrington spoke to including language in the packet materials that references continuing to foster desirable communities in every part of the region, while focusing on how community plans play into growth management, as well as getting reacquainted with current policies as a core policy question. Councilor Collette spoke to the timing and relevance of addressing the Damascus issue, and to developing a timeline for engaging a larger base of community partners. Councilor Stacey highlighted key questions, along with areas of further research and discussion, to be addressed at MPAC and with Council over the coming year. Councilors requested progress reports on post-1979 UGB expansion areas. Councilor Dirksen suggested that another timeline be created to cover June through September 2015, highlighting key dialogue with partners ahead of the Chief Operating Officer's growth management recommendation to Council in Fall 2015. Councilor Craddick spoke to including Damascus in Council's growth management discussions, specifically at MPAC meetings during 2015, and to incorporating the Regional Preference Study into more discussions. Councilors spoke to meeting with Damascus and Portland officials throughout the year to discuss their role in the growth management process. Council President Hughes spoke to focusing on underutilized land within the existing UGB.

4. SOUTHWEST CORRIDOR PLAN UPDATE

As a Council Liaison to the Southwest Corridor Steering Committee, Councilor Dirksen provided opening statements and context for the Southwest Corridor Plan Update.

Ms. Elissa Gertler, Director of Metro's Planning and Development Department, and Ms. Malu Wilkinson, Principal Regional Planner, presented the Southwest Corridor Plan Update. The purpose of the presentation was to review the Southwest Corridor Steering Committee recommendation that defines an 18-month work plan to activate the Southwest Corridor Shared Investment Strategy with a focus on places, and define a Preferred Investment Package that includes High Capacity Transit and local transit, roadway, bicycle, pedestrian, and development projects. The desired outcome was for Metro Councilors to be up to date on the approach defined by the Southwest Corridor Steering Committee, to be implemented by Metro and TriMet's project team.

Mr. Noah Siegel, Metro Policy Advisor, spoke to furthering Southwest Corridor outreach efforts with the general public, and to refining Metro's messaging about the project, in order to develop deeper political infrastructure and public support for the project in the Southwest Metro region. He mentioned that Metro hired CFM Strategic Communications to test public perception of the project.

Ms. Wilkinson spoke to adjusting the Southwest Corridor planning process based on the information that Mr. Siegel gathered. She presented information on the unreliability of transportation in the Southwest corridor resulting from traffic congestion, and highlighted projections on the benefits of a high-capacity transit (HCT) system to this part of the region. Ms. Wilkinson explained that the new approach to this project will involve defining a transportation mode – either light-rail transit (LRT) or bus-rapid transit (BRT) – before beginning the federal Draft Environmental Impact Statement (DEIS) process.

Councilor Stacey, also a Council Liaison to the Southwest Corridor Steering Committee, spoke about the support of Metro's partners in defining a mode before entering the DEIS process.

Council Discussion:

Councilor Collette spoke to enhancing safety and walkability in the Southwest Corridor. Councilor Harrington spoke to reframing the story of the Southwest Corridor through the lens of place-making, as opposed to focusing solely on transportation concerns. She mentioned the importance of highlighting benefits to communities in messaging the Shared Investment Strategy. Councilor Craddick spoke to messaging in order to garner voter support for voter approval of the Shared Investment Strategy in parts of the Southwest Corridor. She also spoke to the variety of transit options being considered for the project. Councilor Dirksen spoke to the storytelling component of the project, with the aim of easing the concerns of constituents and conveying the benefits of HCT in that part of the region. Council President Hughes spoke to the benefits of utilizing different methods for telling the Southwest Corridor story, specifically in terms of conveying how the project will assist in continuing the formation of desirable communities.

5. MY PLACE IN THE REGION

Ms. Elissa Gertler presented the My Place in the Region agenda item. The purpose of the presentation was to provide Council with an overview of the project work plan, communication strategy, and public engagement opportunities that Councilors might foster to promote the My Place in the Region initiative. The desired outcome was for Council to help shape the initiative and move its process forward, utilizing this ideal opportunity to further unite and serve their communities by increasing awareness of Metro's efforts and priorities.

Ms. Gertler spoke to assessing the region's current situation and recalibrating the Metro planning department, with 2015 as a halfway mark towards the region's 2040 Growth Concept Vision. Ms. Gertler presented the My Place in the Region concept as a tree, with deep policy roots, a trunk and branches which link investments to integrated outcomes, all in the pursuit of creating a canopy of great places.

She presented the planning department with cornerstones of regional planning, investment areas, resource development, and the development center, all with partnership and engagement at the center. Further components included:

- Regional Planning: Regional Readiness Report, Growth Management Decision, and RTP Scope and Partnerships.
- Investment Areas: SW Corridor Preferred Package, Powell-Division Small Starts, and Economic Investment Areas.
- Resource Development: Community Planning and Development Grants, Regional Flexible Funds Allocation, and Regional Travel Options and System Management.
- Development Center: Equitable Housing, Enterprising Places, Powell-Division TOD
- Next steps: Policy, Programs, and Projects; Communications and Engagement; Where Are Your Places in the Region?

Council Discussion:

Councilor Collette spoke to creating a poster size version of the tree graphic to be displayed in the Metro lobby, where folks could write their "place in the region" on a leaf and put it on the tree. She also mentioned that local jurisdictions could have their own trees, allowing the region to create a symbolic "forest" of places in the region. Councilor Dirksen suggested that an interactive online version of the tree would be very useful, and allow more people to access it. Councilor Harrington spoke to the importance of models that relate regional policies to places, and mentioned the importance of strategic and holistic communication plans in correctly framing regional policies and decisions. Councilor Craddick spoke to the importance of the symbolic tree in making Metro's actions relatable to real life, allowing people, communities, and cities to reengaged and visualize the direction in which the region is moving. Council President Hughes spoke to analyzing the policy roots of Metro's planning successes and challenges.

6. METRO ATTORNEY COMMUNICATIONS

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

- Update on Councilor-Attorney one-on-one meetings.
- The Willamette Falls Request for Proposal (RFP) is out for the design consultant.
- Metro received the written reserves remand from the Land Conservation and Development Commission (LCDC). The remand order is being examined, in order to understand Metro's options in moving forward with that issue.
- Assisting in developing Council President Hughes' response to the Boring CPO issue.
- The Transit-Oriented Development (TOD) program is very busy, including the interim leasing of the newly acquired TOD property at 82nd and Division to a nonprofit organization.
- Working on methods to encourage Zoo sponsorships with the Oregon Zoo Foundation (OZF), within the public procurement state law requirements.

- Working on an Intergovernmental Agreement (IGA) with the City of Portland regarding the construction of the Zoo Education Center and the associated parking lot, stormwater, and access improvements.
- Working on ongoing natural areas transactions and capital grants.
- Solving legal issues, as they arise, at Glendoveer, relating to Ringside Steakhouse's tentative improvements.
- Currently reviewing responses by underwriters in response to Metro's RFP for underwriting services to sell the OCC Hotel bonds. Metro will be selecting an underwriter in the next couple of weeks.

Council Discussion:

Councilor Harrington inquired about the follow-up for engaging with business and holding workshops, as part of the equity aspect of the natural areas conservation education and community restoration grants.

7. COUNCIL LIAISON UPDATES AND COUNCIL COMMUNICATION

Councilor Dirksen stated that, with Council's permission, he would sign-on to Transportation 4 America's letter on behalf of the Metro Council. He also mentioned that he would like to follow-up with another letter to Transportation 4 America and the region's Congressional delegation, signed by Council President Hughes on behalf of the Metro Council, and by Councilor Dirksen, as the chair of the Joint Policy Advisory Committee on Transportation (JPACT). Councilor Dirksen also mentioned that he attended the Oregon Metropolitan Planning Organization Consortium (OMPOC) Board meeting on January 16, and provided an update on their discussion. Council President Hughes and all five present Councilors gave their "thumbs-up" in support of signing on to the first referenced letter (distributed as a handout).

Councilor Harrington spoke about her attendance of the January 15 Killin Wetlands Natural Area Stakeholder Advisory Committee. She also spoke about messaging for the Solid Waste Roadmap Program. Councilor Harrington also provided an update on the January 16 Regional Disaster Preparedness Organization (RDPO) Policy Committee Meeting.

Councilor Stacey spoke about the existing Community Development Planning Grant (CPDG) for the Portland-Milwaukie MAX line, and mentioned that the lack of achieved development directives around mixed-use and housing developments may fall short of outcomes stated in Title VI of the Civil Rights Act of 1964 in associated station areas. Councilor Stacey proposed including language to designate CPDGs as regional investments, as defined in Title VI, as part of Council's consideration to authorize the next round of CPDG grants.

COO Bennett ensured that a majority of the Council supported this recommendation, as it represented an interruption in the process of adopting the draft CPDG Administrative Rules. Council urged Ms. Bennett to move forward with Councilor Stacey's recommendation.

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8. ADIURN

Seeing no further business, Council President Tom Hughes adjourned the Council work session at 4:59 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 JAN. 20, 2015

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
1.0	Agenda	1/22/15	Council Retreat Agenda for Jan. 22, 2015 (Version 1)	012015cw-01
1.0	Agenda	1/22/15	Council Retreat Agenda for Jan. 22, 2015 (Version 2)	012015cw-02
1.0	Handout	1/20/15	Metro Compass and Six Desired Outcomes	012015cw-03
1.0	Handout	12/2/14	Metro Council Strategic Goals	012015cw-04
1.0	Handout	1/20/15	Metro's Six Strategic Goals	012015cw-05
1.0	Handout	1/20/15	Proposed Phasing of Council Initiatives as of Jan. 2015	012015cw-06
1.0	Handout	1/20/15	Proposed Phasing of Council Initiatives – Status Updates as of Nov. 2014	012015cw-07
2.0	Handout	1/8/15	Draft Schematic Design of the Oregon Convention Center Plaza	012015cw-08
4.0	Handout	1/20/15	Southwest Corridor Plan 2015-2016 Schedule and Shared Investment Strategy	012015cw-09
5.0	Handout	1/20/15	My Place in the Region Tree	012015cw-10
7.0	Letter	1/20/15	Transportation 4 America Letter to Congressional Delegation on Behalf of Metro Council and JPACT	012015cw-11
7.0	Handout	1/20/15	Solid Waste Roadmap 2015 Update E-mail	012015cw-12