

Metro | *Agenda*

Meeting: Metro Council Retreat
Date: Tuesday, December 2, 2014
Time: 1:00 p.m.
Place: Oregon Convention Center, VIP Suite B
777 NE Martin Luther King Jr. Blvd.
Portland, OR 97232

1. INTRODUCTION AND BACKGROUND

2. WHAT SHOULD WE WORK ON TO DELIVER THE SIX DESIRED REGIONAL OUTCOMES?

3. COUNCIL DISCUSSION OF GENERAL DIRECTION

4. OVERVIEW AND DISCUSSION OF GENERAL BUDGET INSTRUCTIONS FOR FISCAL YEAR 2015-2016

5. NEXT STEPS AND DEBRIEF

6. ADJOURN

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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.

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Notificación de no discriminación de Metro

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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 ntej ntawm lub rooj sib tham.



Materials following this page were distributed at the meeting.

Metro | *Agenda*

Meeting: Metro Council Retreat
Date: Tuesday, December 2, 2014
Time: 1:00- 4:00 p.m.
Place: Oregon Convention Center, VIP Suite B

Purpose: Review and discuss the strategies for the region and Metro for the coming four to six years.

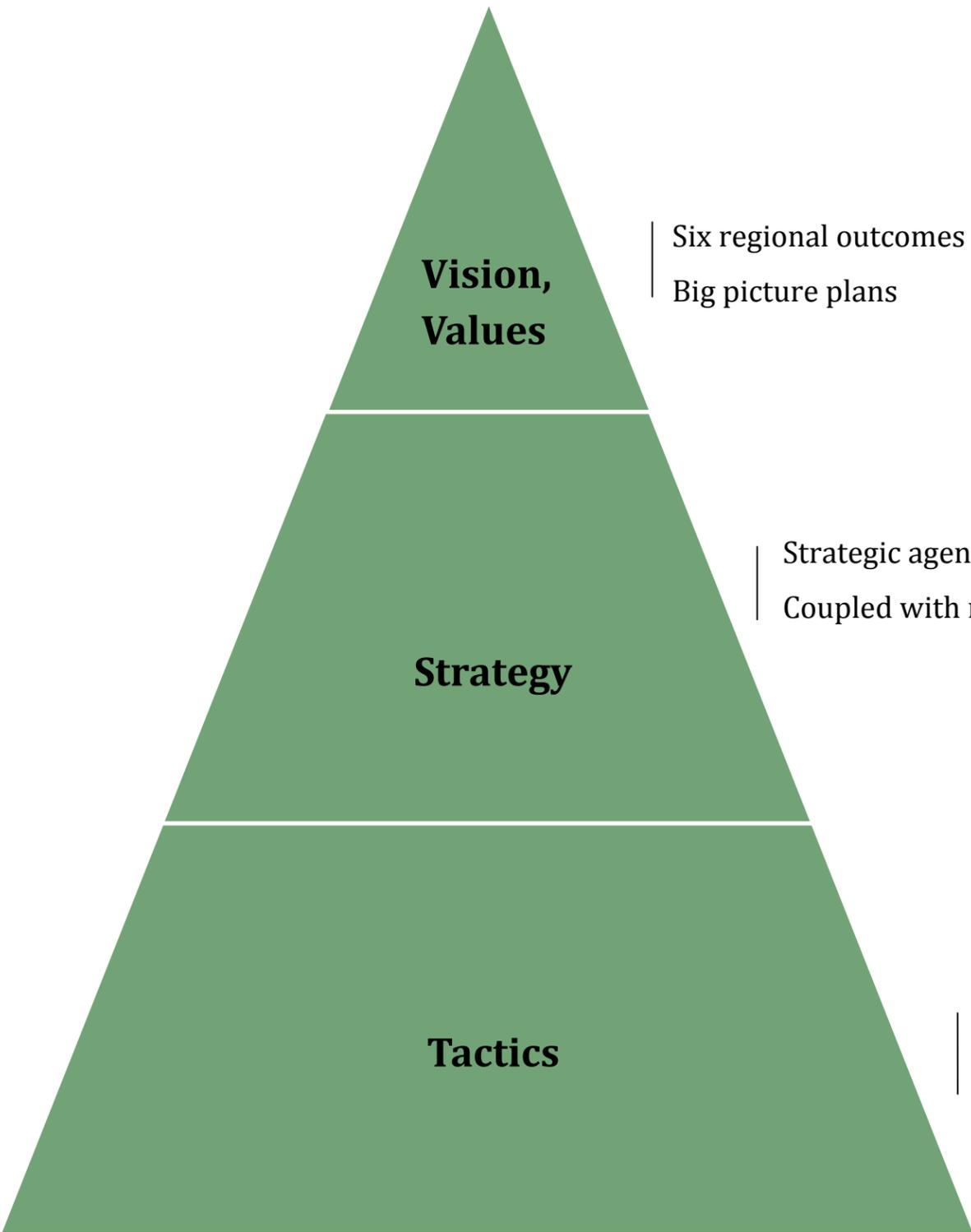
- I. Introduction and Background
 - a. Goals for the day
 - b. Review and follow up on discussion from November 20, 2014.
- II. What should we work on to deliver the six desired regional outcomes?
 - a. What themes emerge from the Council's discussion of strengths, weaknesses, opportunities, and threats?
 - b. What direction does Council have for responding to those themes?
 - c. How do those themes help us as we work on the major policy actions and electoral milestones that are on the calendar for the next few years? How does Council want to phase those milestones?
- III. Council Discussion of General Direction
- IV. Overview and Discussion of General Budget Instructions for FY 2015-2016
- V. Next Steps
- VI. Debrief
- VII. Adjourn

Metro Council Retreat #2 – December 2, 2014

	What are the Key Opportunities/Key Threats	Arguments in Favor	Arguments in Opposition	Council Direction
Infrastructure	<p>Create a “Rivers” agenda that unites Metro’s expertise in natural areas and development projects in centers and corridors.</p> <p>Two ideas:</p> <ul style="list-style-type: none"> Consider a GO bond measure in November 2016 to fund specific projects to be identified that support community/economic development and natural areas e.g. downtown Troutdale/Sandy River, further work on WF LP, Columbia corridor (placemaking) 	<ul style="list-style-type: none"> Trust built around water quality Builds on success 2016 election is a good time to go Could create collaborative effort that brings people and communities together 	<ul style="list-style-type: none"> No good crisis to build on 2016 is a stacked election for Metro (Three counselors plus anti-Metro election) 	<ul style="list-style-type: none"> Work to be done to build sense of regional ownership Will need geographically described - every part of the region needs to connect Additional research needed. Good or bad to run at same time as anti-Metro initiative? Use of excise tax? Are we oversubscribed? <p>Please bring more specific outline back for more council discussion</p>
	<ul style="list-style-type: none"> Direct staff to explore mitigation banking for two specific types of mitigation <ul style="list-style-type: none"> Mitigation bank for Portland Harbor clean up Wetlands bank along Columbia corridor to permit industrial development Willamette cove demonstration project <p>Define role in transportation regional funding strategy (sometime in the future)</p>	<ul style="list-style-type: none"> Partners to assist Don't have to go to voters for authority to do mitigation Have available inventory Could yield money for the program Supports economic development (links jobs and environment) 	<ul style="list-style-type: none"> Public supports Metro’s role in natural areas - not development Lack of staff capacity Interests that support natural areas may not support development 	
Innovative Planning	<p>New planning model that looks at a total portfolio and links together local aspirations. We can only succeed if all partners have the capacity to engage.</p> <p>Need to:</p> <ul style="list-style-type: none"> Build out "My place in the region" story telling method to connect to real people Create incentives for City of Portland to meaningfully engage Use CPDG program to help local governments get ready Work with Tri-Met and ODOT 2018 RTP update <p>Development readiness and policy project after 2015 urban growth decision</p> <ul style="list-style-type: none"> Infrastructure Governance factors Market readiness <p>Integrated strategy for corridor planning that includes funding strategy and clear definition of Metro’s role.</p>	<ul style="list-style-type: none"> Will take repetition. Has worked in some cases Works at staff to staff level Continue to revolve CPDG as incentive to implement regional goals Past success through “State of the Centers” and MGP Need to deal with Damascus, so need to leave space for this discussion We have specific regulatory requirements 	<ul style="list-style-type: none"> CET = 2 million/year (not a lot) The major policy issues are local government responsibilities Wait to be asked by the local communities 	<ul style="list-style-type: none"> Don't have outcomes Need to practice the model two or three times before people are really going to believe it Direct communication with citizens, not just other elected officials Need to discuss six desired outcomes as a part of UGM cycle in 2015 Damascus discussion has two parts -- immediate and long-term and also need to discuss Portland and Amberglen
Parks and Natural Areas	<ul style="list-style-type: none"> See ‘Rivers’ agenda Prepare for renewal of local option Levy and May 2018 <ul style="list-style-type: none"> Complete system plan Ensure tracking of results Next phase of access projects Local share strategy (needed) Funds should be used to get greatest regional need, not just distribution 	<ul style="list-style-type: none"> Need is not going away Very positive in relation to climate change - very important elements to preserving wildlife and habitat (effective strategy) 	<ul style="list-style-type: none"> Need progress report We said some of the work is preventative Voter fatigue Property taxes 	<ul style="list-style-type: none"> Annual report <ul style="list-style-type: none"> Tell a story Especially on grants Need it in 2016 Are there other revenues that could be used? e.g. Increase excise tax? Do we really need to do this? Use of excise tax

Economic Development	<ul style="list-style-type: none"> How can Metro strengthen GPI's role as 'the' place for successful economic development strategy: <ul style="list-style-type: none"> -Active participation in GPI 2020 -Industrial lands, export strategy and Brownfields Quality-of-life economic development strategy <ul style="list-style-type: none"> -Develop clear messages -Address business and capital plans for visitor venues <p>2015 legislative session - what will the region do after the legislature does or doesn't act on brownfields legislation and industrial lands financing tools funding?</p> <p>How do we more effectively leverage all of our relationships with business groups - Business alliances, chambers, and other groups.</p>	<ul style="list-style-type: none"> Ask GPI to focus on their role as regional economic development voice Metro as a participant Metro can help get more parties considered and to the table Makes region distinctive and recruits talent Cortright data tells persuasive story 	<ul style="list-style-type: none"> Very Portland and Washington County centric What value does GPI add? Does GPI advocate for business? 	<ul style="list-style-type: none"> Can Metro encourage GPI to add more regional interests (East Multnomah and Clackamas County) Support connecting businesses to GPI Develop message for council to use about GPI <ul style="list-style-type: none"> Stick to our role Craft the story Ask GPI to weigh in on issues
Changing Demographics	<ul style="list-style-type: none"> Complete the equity strategy as quickly as possible, with a focus on things that Metro has influence over <ul style="list-style-type: none"> -Transportation planning and funding decisions -Grant programs, particularly in planning and development and sustainability -Contracting and employment -Solid waste system Beginning in 2016, address housing issues as it relates to supply meeting demand <ul style="list-style-type: none"> -Changing household types and changing demographics -Connection to employment, transit, climate -Affordability Housing preference research – we need a more holistic picture <ul style="list-style-type: none"> -Role of gentrification 	<ul style="list-style-type: none"> Opportunity for entire region to learn More immediate action Can borrow from others (Portland and Multnomah County) Do more real things like SEI program (not just a paper exercise) 	<ul style="list-style-type: none"> Perceived as Portland centric Don't blow right by it Could just become another report Less foundational analysis Don't assume another jurisdictions strategy will work for the region 	<ul style="list-style-type: none"> Develop short-term versus long-term opportunities Frequent check-in's Do something real Revise and update Perform risks and rewards analysis
Citizen engagement	<ul style="list-style-type: none"> (Threat) Possible state wide initiatives and 2016 – Immediate actions: <ul style="list-style-type: none"> -Update public opinion research -Develop factual messages about Metro's history and successes Medium range actions <ul style="list-style-type: none"> -CMS to track relationships -'My place in the Region' -'Rivers' agenda What assets do we already have? <ul style="list-style-type: none"> -Our place in the world Youth engagement Citizen engagement summit 25 years to go to 2040 Washington county CPO program no longer run by OSU - unincorporated areas 	<ul style="list-style-type: none"> Does Clackamas County really want Washington county to have the authority to expand that UGB? Statewide measure 	<ul style="list-style-type: none"> Statewide measure 	<ul style="list-style-type: none"> Don't miss key opportunities Develop communication strategy Need additional data and research

Six proposed strategy areas



Six regional outcomes
Big picture plans

Strategic agenda
Coupled with roles

Council Initiatives
Programs and Activities

Metros role
Inspire
Teach
Invite
Incent
Invest/fund
Regulate/require
Service provider

- 1. Infrastructure**
 - CII--- CII funding measure
 - Hotel
 - Visitor venues
 - Blue Heron
 - Regional transportation fund
 - Brownfields
- 2. Innovative planning**
 - SW Corridor
 - CSC
 - SWRM
 - UGB/UGR
 - RTP
 - Powell/Division
- 3. Natural Environment**
 - Levy
 - Bonds
 - Behavior change
 - Permanent funding
- 4. Role in regional economic development/ job creation**
 - Develop agency economic development role
 - Develop support regional XXX strategy
- 5. Changing demographics**
 - Equity
 - Affordable housing
- 6. Build increased citizen support**

Black—existing initiative Green—future Council initiative



Metro | *Memo*

Date: Tuesday, November 25, 2014

Subject: November 20, 2014, Council Retreat Bike Rack

1. Housing design (quality of multifamily).
2. How can we talk about revenue raising ideas at some parks?
3. Create value add message on the role of placemaking in attracting and retaining talent.
4. Alignment of investment and grant decisions (overall and with equity goals).
5. What do we mean by infrastructure?
6. How do we explicitly use the six desired regional outcomes?
7. Increase legislative efforts.