

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ENDORSING THE	)	
UPDATING AND REPRINTING OF	)	RESOLUTION NO. 94-2029B
PUBLIC INFORMATION MATERIALS FOR	)	
THE METROPOLITAN GREENSPACES	)	Introduced by Rena Cusma,
PROGRAM AND PRODUCING PUBLIC	)	Executive Officer
INFORMATION MATERIALS FOR THE	)	
1995 GREENSPACES ACQUISITION	)	
BOND MEASURE	)	

WHEREAS, On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan; and

WHEREAS, A goal of the Metropolitan Greenspaces Master Plan has always been to educate citizens about the regional greenspaces system through coordinated programs of information;

WHEREAS, Past education efforts have included informing the public with: copies, summaries and maps of the 1992 Greenspaces Master Plan; a Greenspaces brochure; and over 300,000 copies of an informational tabloid; and

WHEREAS, The Parks and Greenspaces Department was created in January 1994, when Multnomah County Parks was transferred to Metro; and

WHEREAS, Inventory of existing stocks of printed greenspaces materials are in low supply or are out of stock and the need to update and renew those materials was not addressed in the new department's first budget for 1994-95; and

WHEREAS, Updating and reprinting of ongoing greenspaces program materials should reflect the new Metro department, amendments to the 1992 Greenspaces Master Plan, and the restructuring of the Greenspaces Advisory Committee; and

WHEREAS, On July 28, 1994, through Resolution No. 94-2011A, the Metro Council referred a \$138.8 million greenspaces bond measure for voter consideration in spring 1995; and,

WHEREAS, The Metro Council recognizes a need for Metro as the referring agency of a bond measure to provide impartial public information to citizens about the bond measure; and

WHEREAS, The Metro Council intends to separate bond measure public information materials and their funding from ongoing programs relating to the Greenspaces Master Plan and the Greenspaces program; now, therefore,

**BE IT RESOLVED,**

1. That the Metro Council continues to support public awareness efforts to inform citizens about the Greenspaces Master Plan and endorses the updating and reprinting of information products (Exhibit A) used in the past, as well as producing some new materials.

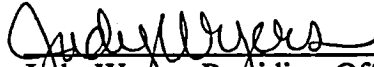
2. That the Metro Council endorses the Public Information Materials for the 1995 Greenspaces Acquisition Bond Measure (Exhibit B) to provide neutral, impartial information to citizens about this Metro-referred measure.

3. That the Executive Officer submit for Metro Council consideration, ordinances amending the FY 94-95 budget for the purpose of funding the updating and reprinting of Greenspaces Master Plan public information materials, and for producing public information materials relating to the 1995 Greenspaces Acquisition Bond Measure.

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4. That the Executive Officer submit for Metro Council review and approval all information materials relating to the 1995 Greenspaces Bond Measure prior to printing and distribution to the public.

ADOPTED by the Metro Council this 22 day of September, 1994.

  
\_\_\_\_\_  
Judy Wyers, Presiding Officer

KLA  
r-o 1185C

**UPDATING & REPRINTING  
PUBLIC INFORMATION MATERIALS  
for the  
METROPOLITAN GREENSPACES PROGRAM**



**Metro Regional Parks and Greenspaces  
September 1994**

## **I. Introduction**

The purpose of updating and reprinting public information materials for the Metropolitan Greenspaces Program is to provide consistent and accurate information to citizens related to the Metropolitan Greenspaces Master Plan. The Metropolitan Greenspaces Master Plan, adopted by the Metro Council in 1992, describes the elements and mechanisms to establish a regional system of natural areas, parks, open space, greenways, and trails for wildlife and people. The plan identifies Metro as the primary coordinator of the program, working in cooperation with governments, nonprofit organizations, land trusts, businesses, and citizens to provide long-term protection to natural areas in the metropolitan area. The primary goal of the Metropolitan Greenspaces Master Plan is to include natural areas as a feature of the urban landscape, now and in the future.

Effective public communications about the Metropolitan Greenspaces Master Plan are vital to establishing a regional greenspace and trails system. Providing information to local government cooperators, businesses, and citizens about the greenspaces program will help in their understanding of the attributes and goals of the greenspaces master plan, and how the greenspaces system will contribute to growth management efforts in the region. Increased public awareness of the Metropolitan Greenspaces Master Plan will lead to greater cooperation and involvement in the development and management of a regional greenspaces and trail system.

This document describes the materials, implementation schedule, and budget necessary to provide timely and accurate public information about the Metropolitan Greenspaces Master Plan.

## **II. Public Information Materials**

The following identifies the primary greenspaces materials needed to provide adequate information to citizens about the Metropolitan Greenspaces Master Plan. With the exception of the Greenspaces Information Sheets and Oblique Aerial Photos, all the other materials are existing low inventory or out of date materials that require revision and reprinting.

- Produce a general *Metropolitan Greenspaces Program Brochure* (30,000 copies) describing the general goals and elements of the Metropolitan Greenspaces Master Plan.
- Produce a 4-page, 11"x17" *Metropolitan Greenspaces Master Plan Tabloid* (400,000 copies). The tabloid would be distributed through This Week Magazine, community events, local government offices, businesses, environmental groups, civic organizations, libraries, and individual requests.
- Reprint *Metropolitan Greenspaces Master Plan Summary* (2,500 copies).
- Update and reprint *Metropolitan Greenspaces Master Plan Map* (4,000 copies).
- Develop a series of *Metropolitan Greenspaces Information Sheets* answering frequently asked questions or reviewing important greenspace issues

- Produce a *Metro Regional Parks and Greenspaces Information Folder* (pee-chee style, 2,500 copies) for greenspaces public information materials.
- Establish a comprehensive *slide file* of key Metropolitan Greenspaces, education activities, and recreational activities.
- Obtain *oblique aerial photos and slides* of the urban/greenspace interface, urban growth boundary, regional metropolitan perspectives, and key metropolitan greenspaces.

### **III. Implementation Schedule**

The public information materials described in this document would require approval and funding by the Metro Council by means of a Resolution and an Ordinance amending the Metro budget. The resolution would go before the Metro Regional Facilities Committee on September 7 and to full Metro Council on September 22, 1994. The budget amendment ordinance would be first read at the Metro Council meeting on September 22, go to the Metro Finance Committee on September 28, and return to the full Metro Council for approval consideration on October 13, 1994.

Other scheduled items include:

- The Metropolitan Greenspaces brochure to be completed by December 31, 1994.
- The Metropolitan Greenspaces Master Plan tabloid to be completed by January 31, 1995.

### **IV. Budget**

The estimated costs of updating and reprinting greenspaces public information materials is shown in Table 1. The budget will cover the costs of designing and producing the printed material, photographic supplies, stationery supplies, and Metro staff labor associated with material production and dissemination. The materials will be produced pending Metro Council approval of an ordinance amending the FY 94-95 budget.

**Table 1**

Estimated budget associated with the revision, production and dissemination of public information materials for the Metropolitan Greenspaces Program.

<i>Product Description</i>	<i>Quantity</i>	<i>Unit Cost</i>	<i>Total Cost</i>
<b>Greenspaces Brochure</b>	30,000; 4-color	30 cents	\$10,000 (\$3,000 for design; \$7,000 for printing)
<b>Master Plan Tabloid</b>	400,000; 11" x 17" 4-page	4 cents	\$16,000 (\$5,760 for design; \$10,240 for printing.
<b>Tabloid Insert in This Week</b>	300,000	\$32 per 1,000	\$9,600
<b>Master Plan Summary</b>	2,500	\$1.80	\$4,500
<b>Master Plan Map</b>	4,000	88 cents	\$3,500 (\$3,000 for printing; \$500 for supplies)
<b>Greenspaces Info Sheets</b>	5 sheet; 5,000 copies each	5 cents	\$2,500
<b>Dept Information Folders</b>	2,500 pee-chee style	90 cents	\$2,250
<b>Slide File Supplies/Processing</b>			\$500
<b>Oblique Aerial Photos</b>	true color; 25 sites; 2- 8" x 10" photos per site	\$100 per site	\$2,500
<b>Postage</b>	10,000 pieces	75 cents per mailing	\$7,500
<b>0.5 FTE Program Assistant I</b>			\$10,600
<b>TOTAL</b>			<b>\$69,450</b>

## **Public Information Materials for the 1995 Greenspaces Acquisition Bond Measure**

The purpose of producing public information materials related to the 1995 Greenspaces Acquisition Bond Measure is to provide consistent, accurate, and impartial information to citizens related to the \$138.8 million bond measure referred by Metro Council on July 28, 1994. The bond measure would fund natural area acquisition within 15 greenspace target areas, 5 regional trail projects, and \$25 million dedicated to local greenspace projects (Table 1).

Providing information to citizens about the bond measure is necessary to the understanding of the ramifications of the bond measure package. Because Oregon regulations prevent public agencies (e.g. Metro) from advocating a referred measure, the materials will be neutral and impartial in nature.

### **I. Public Information Materials**

The following identifies the primary greenspaces materials needed to provide adequate information to citizens about the 1995 Greenspaces Acquisition Bond Measure:

- Produce *Greenspaces Bond Measure Fact Sheets* (8 sheets at 10,000 copies each).
- Reprint *Bond Measure Language and Explanation* from Resolution No. 94-2011A (Exhibit A and B).
- Produce *Greenspaces Public Notice Signs* (200, 2ft x 3ft, corrugated plastic) to install at optioned greenspace target area sites and local greenspace project sites.
- Produce a *GIS Map* depicting the regionally significant target areas in the bond measure package and local greenspace projects (6 copies wall size; 7,500 copies 11"x17").

### **II. Budget**

The estimated costs of the public information materials are shown in Table 2. The budget will cover the costs of designing and producing the printed material, stationery supplies, and Metro staff labor associated with production of the materials. The plan will be implemented pending Metro Council approval of an ordinance amending the FY 94-95 budget.



**Table 1**

**METROPOLITAN GREENSPACE AND TRAIL BOND MEASURE PACKAGE**

<u>Regional Greenspace Target Area</u>	<u>Acres</u>	<u>Cost (millions of \$)</u>
Willamette River Greenway	1,103	17.0
East Buttes / Boring Lava Domes	545	10.5
Newell Creek Canyon	370	6.7
Sandy River Gorge	808	5.7
Cooper Mountain	428	4.2
Buffer & expansion of Forest Park	320	4.7
Jackson Bottom additions	333	1.7
Tonquin Geologic Area	277	3.3
Tualatin River access points	266	4.0
Clear Creek Canyon	342	4.1
Gales Creek	775	3.1
Columbia Shoreline	95	1.7
Fairview Creek / Lake	143	2.8
Rock Creek	300	4.5
Tryon Creek linkages	20	1.0
Greenspaces Subtotal	6,125	\$75.0
<u>Regional Trail Projects</u>		
Peninsula Crossing Trail		
Fanno Creek Greenway		
Sauvie Island to Beaverton / Hillsboro		
Clackamas River Greenway (north bank)		
Beaver Creek Canyon Greenway (Troutdale)		
Trails Subtotal		16.3
Local Greenspace Projects		25.0
Options (sites and trails)		4.0
Total Acquisition (greenspaces and trails)		\$120.3
Acquisition / Administration Costs		14.4
1.5% Bond Issuance Costs		2.1
Contingency & Reimbursable Expenses		2.0
<b>TOTAL GREENSPACE PACKAGE ESTIMATE</b>		<b>\$138.8</b>

**Table 2**

**Estimated budget associated with public information materials for the 1995 Greenspaces Acquisition Bond Measure.**

<i>Product Description</i>	<i>Quantity</i>	<i>Unit Cost</i>	<i>Total Cost</i>
<b>Bond Measure Fact Sheets</b>	8 sheets; 10,000 copies each	5 cents per copy	\$4,000
<b>Bond Measure Language &amp; Explanation</b>	4 pages; 10,000 copies	20 cents per copy	\$2,000
<b>Public Notice Signs</b>	200; 2ft x 3ft	\$7.50	\$1,500
<b>GIS Maps</b>	6 wall size	\$75	\$450
<b>GIS Maps</b>	7,500, 11" x 17"	16 cents	\$1,200
<b>Postage</b>	5,000 pieces	75cents per mailing	\$3,750
<b>TOTAL</b>			<b>\$12,900</b>

## STAFF REPORT

### **CONSIDERATION OF RESOLUTION NO. 94-2029B, FOR THE PURPOSE OF UPDATING AND REPRINTING PUBLIC INFORMATION MATERIALS FOR THE METROPOLITAN GREENSPACES PROGRAM AND PRODUCING PUBLIC INFORMATION MATERIALS FOR THE 1995 GREENSPACES ACQUISITION BOND MEASURE**

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Date: 7 September 1994

Presented by: Pat Lee

#### PROPOSED ACTION

Resolution No. 94-2029B requests the endorsement of the updating and reprinting public information materials for the Metropolitan Greenspaces Program (Exhibit A), and endorsement of the production and distribution of public information materials related to the 1995 Greenspaces Acquisition Bond Measure (Exhibit B). The exhibits describe the materials through which citizens of the region will become better aware of the goals and objectives of the Metropolitan Greenspaces Master Plan, and materials to inform voters, in an impartial manner, of the aspects of the 1995 Greenspaces Acquisition Bond Measure.

#### BACKGROUND AND ANALYSIS

On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan. The plan describes cooperative methods to establish a regional system of parks, natural areas, open space, trails and greenways for wildlife and people. In an effort to begin building a regional greenspace system, Metro Council also passed Resolution No. 92-1639, referring a \$200 million bond measure to voters for the acquisition and enhancement of regionally significant greenspaces. The measure failed on November 3, 1992.

Since the 1992 vote, a number of the greenspaces identified in the master plan have been subject to changes in land use or diminished in size to such a degree that they no longer qualify as regionally significant sites. Decreasing greenspace availability, increasing land costs, and public demand for adequate open space as the region grows are factors leading to the need to increase efforts to inform the public about the Metropolitan Greenspaces Master Plan. Increased citizen awareness will lead to greater involvement and cooperation in the implementation of the Metropolitan Greenspaces Master Plan.

On September 23, 1993, the Metro Council passed Resolution No. 93-1844A stating its intent to submit to the voters in 1994, a general obligation bond measure for the acquisition and development of a regional greenspaces system consistent with the Metropolitan Greenspaces Master Plan. Metro staff and Councilors worked extensively with local governments, Greenspaces Policy Advisory Committee, Greenspaces Technical Advisory Committee, Greenspaces Blue Ribbon Committee, and citizens to identify an appropriate bond measure package. On July 28, 1994, the Metro Council passed Resolution No. 94-2011A, referring a \$138.8 million bond measure to acquire land for a regional system of greenspaces.

Public interest and demand for information regarding the Metropolitan Greenspaces Master Plan has increased as a result of concerns about growth in the region through the Region 2040 program, related stories in the media, and other Metro Regional Parks and Greenspaces Department public education efforts (i.e. Metro GreenScene, greenspace grants program, Green City Data). Production of updated materials will help address this increased need.

It is anticipated that voters of the region will also request information about the greenspaces bond measure. The production of impartial informational materials such as fact sheets, maps, public notice signs, and copies of the bond measure language will meet the need to fulfill public information requests regarding the bond measure.

### BUDGET IMPACT

Additional staff time will be required to accomplish the tasks associated with the production and distribution of updated and reprinted greenspace program materials, and to respond to requests for information. Exhibit A identifies the need for a temporary Program Assistant I position (0.5 FTE) through the end of FY 94-95. The development, production, and distribution of materials related to the 1995 Greenspaces Bond Measure will be managed by current Metro staff.

Cost estimates for updated and reprinted general greenspaces information materials (Exhibit A, Table 1) and public information materials related to the 1995 Greenspaces Acquisition Bond Measure (Exhibit B, Table 2) total \$69,450 and \$12,900, respectively. Although some of the costs are currently identified in the FY94-95 department budget (e.g. greenspaces program brochure, photo supplies), full production and distribution of the materials identified in Exhibits A and B will require approval of ordinances amending the FY 94-95 budget. An estimated \$58,750 from the Metro general fund contingency will be required.

### EXECUTIVE OFFICER RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 94-2029B.

## REGIONAL FACILITIES COMMITTEE REPORT

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### RESOLUTION NO. 94-2029A, ENDORSING A PUBLIC AWARENESS PLAN FOR THE METROPOLITAN GREENSPACES PROGRAM AND A PUBLIC INFORMATION PLAN FOR THE 1995 GREENSPACES GENERAL OBLIGATION BOND MEASURE

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Date: September 12, 1994

Presented by: Councilor McFarland

**COMMITTEE RECOMMENDATION:** At its September 7, 1994 meeting the Regional Facilities Committee voted 3-0 to recommend Council adoption of Resolution No. 94-2029A. Voting were Councilors Hansen, McFarland, and Moore. Councilors Gates and Washington were absent.

**COMMITTEE DISCUSSION/ISSUES:** Regional Parks and Greenspaces' Planning & Capital Development Manager Pat Lee presented the staff report. He said this resolution is the first step in a two-phased process for establishing a public awareness plan for the Metropolitan Greenspaces program and a public information program for the Greenspaces bond measure. The second step will be adoption, by ordinance, of funding for implementation of the two plans, if Council approves the plans in the resolution. Mr. Lee pointed out that the two plans are separate, with the public information program for the bond measure aimed at providing neutral, factual information on the measure to the public. He said there were not funds budgeted in the FY 94-95 budget for an information program on a bond measure, but that the department advised the Council that funds would be requested if a measure were referred.

Councilor McFarland asked if it is allowed for public funds to be spent on advocacy for a bond measure. Councilor Hansen pointed out the difference between the public information on the Greenspaces program, which has been ongoing for several years and needs updating, and public information on the bond measure, which is to be limited to factual, unbiased information explaining the measure. Senior Assistant Counsel Larry Shaw said no public agency may spend public funds to advocate for or against any measure on the ballot, but that the agency has a responsibility to explain to the public - in an impartial manner - what that agency has placed on the ballot. He added that the agency should not be penalized for placing a measure on the ballot that is related to an ongoing program, and shouldn't have to stop activities of the related program. Mr. Shaw cited an incident in 1992, when a Greenspaces bond measure was on the ballot and a complaint was filed regarding the use of federal funds supporting the Greenspaces program. He said Metro's use of those funds to support the ongoing program was upheld by the Secretary of State. He referred to item #4 in the Be It Resolved section of the resolution, which requires Council approval of informational materials related to the ballot measure to ensure their impartiality.

Councilor Moore urged staff more clearly to separate the two plans, including the use of separate logos and titles. She asked staff to find out how much other jurisdictions had spent on brochures for recent money measures and report to Council on those costs. She wants to

limit the amount of public money spent on the informational materials related to the bond measure to the minimum necessary.

Councilor Hansen agreed with Councilor Moore, saying the costs should be limited, and noting that costs for materials related to the ongoing Greenspaces program would likely increase as interest in the bond measure increases.

Councilor Moore said her concern is to make it clear that Metro is only spending a small amount on public information related to the bond measure, and not provide the opportunity for confusion about that amount by tying the two programs - and their costs - together. She said Metro needs to be scrupulously penurious in this process.

Councilor McFarland agreed with Councilor Moore, saying Metro must be above reproach in this matter. Councilor Hansen said that even though Metro has the legal right to use the new Regional Parks & Greenspaces Department's logo on the public information materials, that should not be done in order to keep the two efforts as distinct as possible.

Councilor Moore asked about the proposal to include an insert in This Week magazine. Mr. Lee said it would be an update of the brochure that was inserted in The Oregonian shortly after adoption of the Greenspaces Master Plan in July, 1992. The committee discussed the logistics of including an insert dealing with the Greenspaces program; Councilor Hansen suggested that if an insert in either publication is done, it should be done in December in order to make it clear that it is related to the Greenspaces program rather than a campaign.

Committee Analyst Casey Short asked Mr. Shaw if the Council's approval of material related to the bond measure would have to be done through resolution. Mr. Shaw said it would. Regional Parks & Greenspaces Director Charlie Ciecko raised a concern about coordinating the timing of preparing relevant materials and securing Council approval. Councilor Hansen asked if a fact sheet could be incorporated into a budget amendment for Council review in the next month. Mr. Short and Mr. Lee said that was probably not enough time. Mr. Shaw added that there will be more than one fact sheet: a basic fact sheet explains the ballot measure; others being considered would consist of answers to commonly-asked questions. Mr. Lee said those questions will be determined as more information is disseminated.

Councilor Moore requested that the funding for the two programs come in two separate ordinances, to clearly separate the two programs. She suggested staff work now on reprinting the program materials, and wait to prepare the question-and-answer sheet related to the bond measure until later when the questions are more clearly identified.

Mr. Ciecko said he would appreciate knowing whether Council is going to approve funding for the programs before staff puts in a lot of time preparing the information. Councilor Hansen agreed that made sense, but asked for a "generic" fact sheet that gives an outline of what information would be included. Mr. Ciecko said he could provide rough examples of the materials as exhibits to the budget amendment ordinances.



## METRO

Date: September 20, 1994  
To: Metro Councilors  
From: Charles Ciecko, Regional Parks and Greenspaces *Ray Pattee*  
Subject: Recommendation to amend Resolution No. 94-2029A to  
No. 94-2029B

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On September 7, 1994 the Metro Regional Facilities Committee voted to recommend Council adoption of Resolution No. 94-2029A (Attached). This Resolution requests the Council endorsement of a Public Awareness Plan for the Metropolitan Greenspaces Program and a Public Information Plan for the 1995 Greenspaces Bond Measure.

The exhibits associated with Resolution No. 2029B incorporate comments and suggestions made by members of the Regional Facilities Committee that were not included in Resolution No. 2029A. Committee suggestions included to 1) provide greater clarification in the difference and purpose of the two exhibits, 2) limit the exhibits to scope of work, schedule, and budget to facilitate review, and 3) modify the exhibit titles to better reflect the intent of the exhibits. ***Updating & Reprinting Public Information Materials for the Metropolitan Greenspaces Program*** (2029B, Exhibit A, ) and ***Public Information Materials for the 1995 Greenspaces Acquisition Bond Measure*** (2029B, Exhibit B) incorporate those committee suggestions.

The Resolution before Metro Council is the version A, but the materials in your packet are version B. Therefore, I recommend replacing all Resolution No. 2029A documentation with No. 2029B documentation by Council motion before your consideration of the resolution.

Attachment

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## STAFF REPORT

### **CONSIDERATION OF RESOLUTION NO. 94-2029, FOR THE PURPOSE OF ENDORSING A PUBLIC AWARENESS PLAN FOR THE METROPOLITAN GREENSPACES PROGRAM AND A PUBLIC INFORMATION PLAN FOR THE 1995 GREENSPACES BOND MEASURE**

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Date: 30 August 1994

Presented by: Pat Lee

#### PROPOSED ACTION

Resolution No. 94-2029 requests the endorsement of the *Public Awareness Plan for the Metropolitan Greenspaces Program* (Exhibit A), and the *Public Information Plan for the 1995 Greenspaces Bond Measure* (Exhibit B). The plans describe tasks and materials through which citizens of the region will become better aware of the goals and objectives of the Metropolitan Greenspaces Master Plan, and to inform voters of the aspects of the 1995 greenspaces bond measure.

#### BACKGROUND AND ANALYSIS

On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan. The plan describes cooperative methods to establish a regional system of parks, natural areas, open space, trails and greenways for wildlife and people. In an effort to begin building a regional greenspace system, Metro Council also passed Resolution No. 92-1639, referring a \$200 million bond measure to voters for the acquisition and enhancement of regionally significant greenspaces. The measure failed on November 3, 1992.

Since the 1992 vote, a number of the greenspaces identified in the master plan have been subject to changes in land use or diminished in size to such a degree that they no longer qualify as regionally significant sites. Decreasing greenspace availability, increasing land costs, and public demand for adequate open space as the region grows are factors leading to the need to increase efforts to inform the public about the Metropolitan Greenspaces Master Plan. Increased citizen awareness will lead to greater involvement and cooperation in the implementation of the Metropolitan Greenspaces Master Plan.

On September 23, 1993, the Metro Council passed Resolution No. 93-1844A stating its intent to submit to the voters in 1994, a general obligation bond measure for the acquisition and development of a regional greenspaces system consistent with the Metropolitan Greenspaces Master Plan. Metro staff and Councilors worked extensively with local governments, Greenspaces Policy Advisory Committee, Greenspaces Technical Advisory Committee, Greenspaces Blue Ribbon Committee, and citizens to identify an appropriate bond measure package. On July 28, 1994, the Metro Council passed Resolution No. 94-2011A, referring a \$138.8 million bond measure to acquire land for a regional system of greenspaces.



Public interest and demand for information regarding the Metropolitan Greenspaces Master Plan has increased as a result of concerns about growth in the region through the Region 2040 program, related stories in the media, and other Metro Regional Parks and Greenspaces Department public education efforts (i.e. Metro GreenScene, greenspace grants program, Green City Data). The *Public Awareness Plan for the Metropolitan Greenspaces Program* identifies a variety of communication products to meet the anticipated need for information.

It is anticipated that voters of the region will also request information about the greenspaces bond measure. The *Public Information Plan for the 1995 Greenspaces Bond Measure* recommends the use of fact sheets, maps, public notice signs, and copies of the bond measure language to provide factual, basic information regarding the bond measure.

### BUDGET IMPACT

Additional staff time will be required to accomplish the tasks, develop the communication products, and respond to requests for information. The *Public Awareness Plan for the Metropolitan Greenspaces Program* identifies the need for a temporary Program Assistant I position (0.5 FTE) through the end of FY 94-95. The development, production, and distribution of materials identified in the *Public Information Plan for the 1995 Greenspaces Bond Measure* will be managed by current Metro staff.

Cost estimates for the *Public Awareness Plan for the Metropolitan Greenspaces Program* (Exhibit A, Table 1) and the *Public Information Plan for the 1995 Greenspaces Bond Measure* (Exhibit B, Table 2) total \$86,450 and \$12,900, respectively. Although some of the costs are currently identified in the FY94-95 department budget (e.g. greenspaces program brochure, photo supplies), full implementation of the plans will require approval of an ordinance amending the FY 94-95 budget. An estimated \$81,350 from the Metro general contingency fund will be required.

### EXECUTIVE OFFICER RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 94-2029.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ENDORSING A ) RESOLUTION NO. 94-2029A  
PUBLIC AWARENESS PLAN FOR THE )  
METROPOLITAN GREENSPACES PROGRAM ) Introduced by Rena Cusma,  
AND A PUBLIC INFORMATION PLAN FOR ) Executive Officer  
THE 1995 GREENSPACES GENERAL )  
OBLIGATION BOND MEASURE )

WHEREAS, On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan; and

WHEREAS, A goal of the Metropolitan Greenspaces Master Plan is has always been to educate citizens about the regional greenspaces system through coordinated programs of information;

WHEREAS, Past education efforts have included informing Greenspaces Policy Advisory Committee members, copies, summaries and maps of the 1992 Greenspaces Master Plan; and over 300,000 copies of an informational tabloid; and

WHEREAS, The Parks and Greenspaces Department was created in January 1994, when Multnomah County Parks was transferred to Metro; and

WHEREAS, No inventory of existing stocks of printed Greenspaces Master Plan and tabloid materials that have now run out or are in limited supply was done for the new department's first budget for 1994-95; and

WHEREAS, Reprinting of ongoing greenspaces program materials should reflect the new department, amendments to the 1992 Greenspaces Master Plan, and the restructuring of the Greenspaces Advisory Committee; and

WHEREAS, On July 28, 1994, through Resolution No. 94-2011A, the Metro Council

referred a \$138.8 million greenspaces bond measure for voter consideration in spring 1995;  
now, therefore and,

WHEREAS, The Metro Council recognizes a need for Metro as the referring agency  
of a bond measure to provide impartial public information to citizens about the bond  
measure, and

WHEREAS, The Metro Council intends to separate bond measure public information  
materials and their funding from ongoing programs relating to the Greenspaces Master Plan  
and the Greenspaces program; now, therefore.

BE IT RESOLVED,

1. That the Metro Council finds it in the regional interest continues to support a  
public awareness efforts to inform citizens about the Greenspaces Master Plan and to respond  
to requests for information about the 1995 greenspaces bond measure endorses the *Public  
Awareness Plan for the Greenspaces Program* (Exhibit A) to update and reprint information  
products used in the past, as well as some new efforts.

2. That the Metro Council endorses and the *Public Information Plan for the 1995  
Greenspaces Bond Measure* (Exhibit B) to provide neutral, impartial information to citizens  
about this Metro-referred measure to provide information to citizens of the region.

3. That staff be directed to the Executive Officer submit for Metro Council  
consideration, an ordinance amending the FY 94-95 budget for the purpose of funding the  
*Public Awareness Plan for the Greenspaces Program* and the *Public Information Plan for the  
1995 Greenspaces Bond Measure*.

4. That the Executive Officer submit for Metro Council review and approval all

information materials relating to the 1995 Greenspaces Bond Measure prior to printing and distribution to the public.

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_, 1994.

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Ed Washington, Deputy Presiding Officer

KLA  
r-o 1185

**PUBLIC AWARENESS PLAN  
for the  
METROPOLITAN GREENSPACES PROGRAM**



**Metro Regional Parks and Greenspaces  
August 1994**

## **I. Introduction**

The purpose of the *Public Awareness Plan for the Metropolitan Greenspaces Program* to provide consistent and accurate information to citizens related to the Metropolitan Greenspaces Master Plan. The Metropolitan Greenspaces Master Plan, adopted by the Metro Council in 1992, describes the elements and mechanisms to establish a regional system of natural areas, parks, open space, greenways, and trails for wildlife and people. The plan identifies Metro as the primary coordinator of the program, working in cooperation with governments, nonprofit organizations, land trusts, businesses, and citizens to provide long-term protection to natural areas in the metropolitan area. The primary goal of the Metropolitan Greenspaces Master Plan is to include natural areas as a feature of the urban landscape, now and in the future.

Effective public communications about the Metropolitan Greenspaces Master Plan are vital to establishing a regional greenspace and trails system. Providing information to local government cooperators, businesses, and citizens about the greenspaces program will help in their understanding of the attributes and goals of the greenspaces master plan, and how the greenspaces system will contribute to growth management efforts in the region. Increased public awareness of the Metropolitan Greenspaces Master Plan will lead to greater cooperation and involvement in the development and management of a regional greenspaces and trail system.

The *Public Awareness Plan for the Metropolitan Greenspaces Program* describes the primary communication themes, strategies, tasks, communication products, implementation schedule, and budget. When implemented, the plan will result in timely and accurate public information about the Metropolitan Greenspaces Master Plan.

## **II. Themes and Messages**

Public information material will support or convey key themes and messages about the greenspaces program. Use of greenspace themes and messages will help focus communications to information that will help citizens understand the goals and objectives of the master plan.

Materials developed will include one or more of the following key themes and messages:

- The Metropolitan Greenspaces program is a cooperative regional system of parks, natural areas, open space, trails and greenways for wildlife and people.
- Natural areas or greenspaces provide the metropolitan region a unique identity, educational and recreational opportunities, help maintain water quality, and urban wildlife habitat.
- Establishing a regional greenspaces and trail system will require a number of strategies including acquisition with a dedicated source of funds (e.g. general obligation bonds), cooperative planning with citizens and local jurisdictions, donations of land, citizen volunteer support, and user fees.
- Significant regional population growth is anticipated in the future. Securing a system of greenspaces and trails is a means to provide and maintain a livable urban environment.

### **III. Communication Strategy**

The overall communication strategy will be to focus on neighborhood groups, the business community, church groups, environmental groups, and the printed and electronic media. Within these targeted audiences, opinion leaders will be identified to serve as primary contacts.

Opinion leaders are people active in the community that can convey an issue or topic with credibility. Establishing a communications network with community opinion leaders is an efficient method to disseminate information to the general public. A variety of information and communication products will be developed to carry the information, themes, and messages related to the Metropolitan Greenspaces Master Plan.

Metro employees will also be updated and provided information on the status of the Metropolitan Greenspaces Master Plan on a regular basis through normal communication channels (e.g. employee newsletter, E-mail) and visits to staff meetings. Meetings also will be held with the Metro Executive Officer, Metro Councilors, and Metro department directors as needed.

Media communications and relations will be coordinated through the Metro Office of Public and Government Relations.

### **IV. Tasks**

Several tasks are required for approval of the *Public Awareness Plan*, preparation of the public information materials, and implementation of the plan:

- Seek Metro Council approval of the *Public Awareness Plan* and budget.
- Identify the roles and responsibilities of Metro Regional Parks and Greenspaces staff to carry out the tasks and develop the communications materials of the *Public Awareness Plan*. Contact Metro staff from other departments (i.e. Public and Government Relations, Legal, Graphic Design Services, Planning) to assist in the review and production of materials and public communications. Contract outside assistance as needed.
- Identify the roles and responsibilities between the Metro Regional Parks and Greenspaces Department and the Metro Office of Public and Government Relations in working with the media.
- Prepare opinion leader lists for designated target audiences (i.e. neighborhood groups, the business community, church groups, environmental groups, the printed and electronic media).
- Prepare and produce the public information materials in a timely manner.
- Respond to citizen requests for information and speaking engagements.
- Plan and conduct a series of Metropolitan Greenspaces tours for winter/spring 1995.

- Identify other Metro program communications opportunities (e.g. Region 2040, South/North Light Rail, Community Cable Access).
- Inform Metro employees about the greenspaces bond measure through the employee newsletter and staff meeting briefings.
- Conduct briefings with Metro Executive Officer, Metro department directors, Metro Councilors, local government officials, editorial boards, opinion leaders; and citizen group board meetings.
- Conduct briefings before the Greenspaces Citizen Advisory Committee and Metro Committee for Citizen Involvement.
- Develop media and citizen information packets.
- Cover Greenspaces Master Plan activities in the *Metro GreenScene*.
- Participate in community events (i.e. information booths).

#### **V. Information and Communication Products**

The following identifies the primary greenspaces information and communication products needed to provide adequate information to citizens about the Metropolitan Greenspaces Master Plan:

- Produce a general *Metropolitan Greenspaces Program Brochure* (30,000 copies) describing the general goals and elements of the Metropolitan Greenspaces Master Plan.
- Produce a 4-page, 11"x17" *Metropolitan Greenspaces Master Plan Tabloid* (400,000 copies). The tabloid would be distributed through This Week Magazine, community events, local government offices, businesses, environmental groups, civic organizations, libraries, and individual requests.
- Reprint *Metropolitan Greenspaces Master Plan Summary* (2,500 copies).
- Update and reprint *Metropolitan Greenspaces Master Plan Map* (4,000 copies).
- Develop a series of *Metropolitan Greenspaces Fact Sheets* answering frequently asked questions or reviewing important greenspace issues
- Produce a *Metro Regional Parks and Greenspaces Information Folder* (pee-chee style, 2,500 copies) for greenspaces public information materials.
- Establish a comprehensive *slide file* of key Metropolitan Greenspaces, education activities, and recreational activities.



- Obtain *oblique aerial photos* of the urban/greenspace interface, urban growth boundary, regional metropolitan perspectives, and key metropolitan greenspaces.

## **VI. Implementation Schedule**

The *Public Awareness Plan* and its associated budget must be approved by the Metro Council prior to implementation. The plan would be adopted by Resolution of the Metro Council and the budget would be approved by means of an Ordinance amending the Metro budget.

The resolution would go before the Metro Regional Facilities Committee on September 7 and to full Metro Council on September 22, 1994. The budget amendment ordinance would be first read at the Metro Council meeting on September 8, go to the Metro Finance Committee on September 28, and return to the full Metro Council for approval consideration on October 13, 1994.

Other scheduled items include:

- The Metropolitan Greenspaces brochure to be completed by December 31, 1994.
- The Metropolitan Greenspaces Master Plan tabloid to be completed by January 31, 1995.

## **VII. Budget**

The estimated costs of implementing the *Public Awareness Plan for the Metropolitan Greenspaces Program* is shown in Table 1. The budget will cover the costs of designing and producing the printed material, photographic supplies, stationery supplies, and Metro labor associated with the plan activities. The plan will be implemented pending Metro Council approval of an ordinance amending the FY 94-95 budget.

**Table 1**

**Estimated Budget for the Public Awareness Plan for the Metropolitan Greenspaces Program**

<i>Product Description</i>	<i>Quantity</i>	<i>Unit Cost</i>	<i>Total Cost</i>
<b>Greenspaces Brochure</b>	30,000; 4-color	30 cents	\$10,000
<b>Master Plan Tabloid</b>	400,000; 11" x 17" 4-page	4 cents	\$16,000
<b>Tabloid Insert in This Week</b>	300,000	\$32 per 1,000	\$9,600
<b>Master Plan Summary</b>	2,500	\$1.80	\$4,500
<b>Master Plan Map</b>	4,000	88 cents	\$3,500
<b>Greenspaces Fact Sheets</b>	5 sheet; 5,000 copies each	5 cents	\$2,500
<b>Dept Information Folders</b>	2,500 pee-chee style	90 cents	\$2,250
<b>Slide File Supplies/Processing</b>			\$500
<b>Oblique Aerial Photos</b>	true color; 25 sites; 2- 8" x 10" photos per site	\$100 per site	\$2,500
<b>Postage and Handling</b>	10,000 pieces	75 cents per mailing	\$7,500
<b>0.5 FTE Program Assistant I</b>			\$27,600
<b>TOTAL</b>			<b>\$86,450</b>

**PUBLIC INFORMATION PLAN  
for the  
1995 GREENSPACES BOND MEASURE**



**Metro Regional Parks and Greenspaces  
August 1994**

## **I. Introduction**

The purpose of the *Public Information Plan for the 1995 Greenspaces Bond Measure* is to provide consistent and accurate information to citizens related to the \$138.8 million bond measure referred by Metro Council on July 28, 1994. The bond measure would fund natural area acquisition within 15 greenspace target areas, 5 regional trail projects, and \$25 million dedicated to local greenspace projects (Table 1).

Providing information to citizens about the bond measure will help in their understanding of the ramifications of the measure package. Because Oregon regulations prevent public agencies (e.g. Metro) from advocating a referred measure, information materials will be basic and neutral in nature.

The *Public Information Plan for the 1995 Greenspaces Bond Measure* describes the primary communication strategies, tasks, communication products, implementation schedule, and budget. When implemented, the plan will result in timely and accurate public information about the bond measure.

## **II. Communication Strategies**

The overall communication strategy will be to produce written materials describing the details of the bond measure. The information would be available to citizens, businesses, church groups, neighborhood groups, environmental groups, and the printed and electronic media upon request.

Opinion leaders within the above audiences will be identified and serve as primary contacts to provide updates or new information related to the bond measure. Opinion leaders are people active in the community that can convey an issue or topic with credibility. Establishing a communications network with community opinion leaders is an efficient method to disseminate information to the general public.

Metro employees will also be updated and provided information on the status of the greenspaces bond measure on a regular basis through normal communication channels (e.g. employee newsletter, E-mail) and visits to staff meetings. Meetings also will be held with the Metro Executive Officer, Metro Councilors, and Metro department directors.

Media communications and relations will be coordinated through the Metro Office of Public and Government Relations.

### **III. Tasks**

Several tasks are required for approval of the *Public Information Plan for the 1995 Greenspaces Bond Measure*, preparation of the public information materials, and implementation of the plan:

- Seek Metro Council approval of the plan and budget.
- Identify the roles and responsibilities of Metro Regional Parks and Greenspaces staff to carry out the tasks and develop the communications materials of the plan. Contact Metro staff from other departments (i.e. Public and Government Relations, Legal, Graphic Design Services, Planning) to assist in the review and production of materials and public communications. Contract outside assistance as needed.
- Identify the roles and responsibilities between the Metro Regional Parks and Greenspaces Department and the Metro Office of Public and Government Relations in working with the media.
- Prepare opinion leader lists for designated target audiences (i.e. neighborhood groups, businesses, church groups, environmental groups, the printed and electronic media).
- Prepare and produce the public information materials in a timely manner.
- Respond to citizen requests for information.
- Identify other Metro program communications opportunities (e.g. Region 2040, South/North Light Rail, Community Cable Access).
- Inform Metro employees about the greenspaces bond measure through the employee newsletter and staff meeting briefings.
- Conduct briefings with Metro Executive Officer, Metro department directors, Metro Councilors, local government officials, editorial boards, opinion leaders, and citizen group board meetings.
- Conduct briefings before the Greenspaces Citizen Advisory Committee and Metro Committee for Citizen Involvement.
- Develop media and citizen information packets.
- Cover the greenspaces bond measure in the *Metro GreenScene*.

#### **IV. Information and Communication Products**

The following identifies the primary greenspaces information and communication products needed to provide adequate information to citizens about the greenspaces bond measure:

- Produce *Greenspaces Bond Measure Fact Sheets* (8 sheets at 10,000 copies each).
- 
- Reprint *Bond Measure Language and Explanation* from Resolution No. 94-2011A (Exhibit A and B).
- Produce *Greenspaces Public Notice Signs* (200, 2ft x 3ft, corrugated plastic) to install at optioned greenspace target area sites and local greenspace project sites.
- Produce a *GIS Map* depicting the regionally significant target areas in the bond measure package and local greenspace projects (6 copies wall size; 7,500 copies 11"x17").

#### **VII. Implementation Schedule**

The *Public Information Plan for the 1995 Greenspaces Bond Measure* and its associated budget must be approved by the Metro Council prior to implementation. The plan would be adopted by Resolution of the Metro Council and the budget would be approved by means of an Ordinance amending the Metro budget.

The resolution would go before the Metro Regional Facilities Committee on September 7 and to full Metro Council on September 22, 1994. The budget amendment Ordinance would be first read at the Metro Council meeting on September 22, go to the Metro Finance Committee on September 28, and return to the full Metro Council for approval consideration on October 13, 1994.

Other scheduled items include:

- Bond measure fact sheets and bond measure language and explanation completed by October 31, 1994.
- Final version of the GIS map will be completed by November 30, 1994; printed copies available to the public by December 15, 1994.
- Greenspaces public notice signs available by February 1, 1995.

## **VIII. Budget**

The estimated costs of implementing the *Public Information Plan for the 1995 Greenspaces Bond Measure* are shown in Table 2. The budget will cover the costs of designing and producing the printed material, stationery supplies, and Metro labor associated with the plan activities. The plan will be implemented pending Metro Council approval of an Ordinance amending the FY 94-95 budget.

**Table 1**

**METROPOLITAN GREENSPACE AND TRAIL BOND MEASURE PACKAGE**

<b><u>Regional Greenspace Target Area</u></b>	<b><u>Acres</u></b>	<b><u>Cost (millions of \$)</u></b>
Willamette River Greenway	1,103	17.0
East Buttes / Boring Lava Domes	545	10.5
Newell Creek Canyon	370	6.7
Sandy River Gorge	808	5.7
Cooper Mountain	428	4.2
Buffer & expansion of Forest Park	320	4.7
Jackson Bottom additions	333	1.7
Tonquin Geologic Area	277	3.3
Tualatin River access points	266	4.0
Clear Creek Canyon	342	4.1
Gales Creek	775	3.1
Columbia Shoreline	95	1.7
Fairview Creek / Lake	143	2.8
Rock Creek	300	4.5
Tryon Creek linkages	20	1.0
<b>Greenspaces Subtotal</b>	<b>6,125</b>	<b>\$75.0</b>
 <b><u>Regional Trail Projects</u></b>		
Peninsula Crossing Trail		
Fanno Creek Greenway		
Sauvie Island to Beaverton / Hillsboro		
Clackamas River Greenway (north bank)		
Beaver Creek Canyon Greenway (Troutdale)		
<b>Trails Subtotal</b>		<b>16.3</b>
<b>Local Greenspace Projects</b>		<b>25.0</b>
Options (sites and trails)		4.0
<b>Total Acquisition (greenspaces and trails)</b>		<b>\$120.3</b>
Acquisition / Administration Costs		14.4
1.5% Bond Issuance Costs		2.1
Contingency & Reimbursable Expenses		2.0
<b>TOTAL GREENSPACE PACKAGE ESTIMATE</b>		<b>\$138.8</b>



**Table 2**

**Estimated Budget for the Public Information Plan for the  
1995 Greenspaces Bond Measure**

<i>Product Description</i>	<i>Quantity</i>	<i>Unit Cost</i>	<i>Total Cost</i>
<b>Bond Measure Fact Sheets</b>	8 sheets; 10,000 copies each	5 cents per copy	\$4,000
<b>Bond measure Language &amp; Explanation</b>	4 pages; 10,000 copies	20 cents per copy	\$2,000
<b>Public Notice Signs</b>	200; 2ft x 3ft	\$7.50	\$1,500
<b>GIS Maps</b>	6 wall size	\$75	\$450
<b>GIS Maps</b>	7,500, 11" x 17"	16 cents	\$1,200
<b>Postage and Handling</b>	5,000 pieces	Average 75cents per mailing	\$3,750
<b>TOTAL</b>			<b>\$12,900</b>

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ENDORSING A ) RESOLUTION 94-2029  
PUBLIC AWARENESS PLAN FOR THE )  
METROPOLITAN GREENSPACES PROGRAM AND A ) Introduced by Rena Cusma,  
PUBLIC INFORMATION PLAN FOR THE ) Executive Officer  
1995 GREENSPACES GENERAL OBLIGATION )  
BOND MEASURE )

WHEREAS, On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan; and

WHEREAS, A goal of the Metropolitan Greenspaces Master Plan is to educate citizens about the regional greenspaces system through coordinated programs of information;

WHEREAS, On July 28, 1994, through Resolution No. 94-2011A, the Metro Council referred a \$138.8 million greenspaces bond measure for voter consideration in spring 1995; now, therefore ,

BE IT RESOLVED,

1. That the Metro Council finds it in the regional interest to support a public awareness effort to inform citizens about the Greenspaces Master Plan and to respond to requests for information about the 1995 greenspaces bond measure.
2. That the Metro Council endorses the *Public Awareness Plan for the Greenspaces Program* (Exhibit A) and the *Public Information Plan for the 1995 Greenspaces Bond Measure* (Exhibit B) to provide information to citizens of the region.
3. That staff be directed to submit for Metro Council consideration, an ordinance amending the FY 94-95 budget for the purpose of funding the *Public Awareness Plan for the Greenspaces Program* and the *Public Information Plan for the 1995 Greenspaces Bond Measure*.

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_, 1994.

\_\_\_\_\_  
Judy Wyers, Presiding Officer



## METRO

DATE: September 22, 1994

TO: Councilor Ruth McFarland  
Councilor Terry Moore  
Councilor Sandi Hansen  
Councilor Judy Wyers

FROM: Casey Short, <sup>CS</sup> Council Analyst

RE: Resolution No. 94-2029

I have discussed with those of you on the Regional Facilities Committee the status of Resolution No. 94-2029, which would endorse additional efforts to inform the public about both the ongoing greenspaces program and the greenspaces acquisition bond measure. In summary, the resolution which is in the Council's agenda packets is not the version that was voted on in committee, but reflects suggestions and discussion about the materials that the committee had at its September 7 meeting. You will have distributed to you at tonight's Council meeting a memo from Charlie Ciecko explaining the differences between the "A" version (approved by the committee) and the "B" version (in your packet).

In discussing this with Councilors McFarland and Moore, I was requested to review the "B" version and advise you whether I thought that version should be substituted for the "A" version. I have reviewed the different versions of the resolution, and recommend that some minor changes be made to the draft "B" version that's in the packet. Those changes are included in the attached new draft of the resolution.

The changes I have recommended are all in the text of the resolution itself, and include the following:

- Revise the title, to show that its purpose is to endorse the production of materials for the two distinct purposes discussed in the resolution.
- Clean up language in the fifth "Whereas" to clarify the point being made there.
- Add the word, "produce" in the last line of the first "Be It Resolved" to clarify what is being endorsed.
- Change reference to "an ordinance" to "ordinances" in the third "Be It Resolved" to reflect that two ordinances to fund the two disparate programs will be forthcoming.

Resolution No. 94-2029  
September 22, 1994  
Page 2

With the changes I am recommending, I think the revised "B" version of the resolution is superior to the "A" version that came out of committee, as it better reflects committee members' direction to staff in your September 7 discussion. My recommendation for action at tonight's Council meeting is to amend the "A" version of the resolution by substituting the revised "B" version in its place, and have the Council vote on the revised "B" version.

I realize that this is complicated, so please do not hesitate to discuss it with me before the meeting, or ask me to help explain the situation at the Council meeting.

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ENDORSING ~~ATHE~~ )  
~~PUBLIC AWARENESS PLAN~~ ~~UPDATING~~ )  
~~AND REPRINTING OF PUBLIC~~ )  
~~INFORMATION MATERIALS FOR THE~~ )  
~~METROPOLITAN GREENSPACES PROGRAM~~ )  
~~AND APRODUCING PUBLIC INFORMATION~~ )  
~~PLAN~~ ~~MATERIALS FOR THE 1995~~ )  
~~GREENSPACES GENERAL OBLIGATION~~ )  
~~ACQUISITION BOND MEASURE~~ )

RESOLUTION NO. 94-2029AB

Introduced by Rena Cusma,  
Executive Officer

WHEREAS, On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan; and

WHEREAS, A goal of the Metropolitan Greenspaces Master Plan has always been to educate citizens about the regional greenspaces system through coordinated programs of information;

WHEREAS, Past education efforts have included informing ~~Greenspaces Policy Advisory Committee members~~ ~~the public with:~~ copies, summaries and maps of the 1992 Greenspaces Master Plan; ~~a Greenspaces brochure;~~ and over 300,000 copies of an informational tabloid; and

WHEREAS, The Parks and Greenspaces Department was created in January 1994, when Multnomah County Parks was transferred to Metro; and

WHEREAS, ~~No~~ Inventory of existing stocks of printed ~~G~~greenspaces Master Plan and tabloid materials ~~that have now run out or~~ are in limited ~~low~~ supply ~~or are out of stock~~ was ~~done for~~ and the ~~need to update and reprint those materials was not addressed in~~ the new department's first budget for 1994-95; and

WHEREAS, ~~Updating and~~ Reprinting of ongoing greenspaces program materials

should reflect the new Metro department, amendments to the 1992 Greenspaces Master Plan, and the restructuring of the Greenspaces Advisory Committee; and

WHEREAS, On July 28, 1994, through Resolution No. 94-2011A, the Metro Council referred a \$138.8 million greenspaces bond measure for voter consideration in spring 1995; and,

WHEREAS, The Metro Council recognizes a need for Metro as the referring agency of a bond measure to provide impartial public information to citizens about the bond measure; and

WHEREAS, The Metro Council intends to separate bond measure public information materials and their funding from ongoing programs relating to the Greenspaces Master Plan and the Greenspaces program; now, therefore,

BE IT RESOLVED,

1. That the Metro Council continues to support public awareness efforts to inform citizens about the Greenspaces Master Plan and endorses the ~~Public Awareness Plan for the Greenspaces Program~~ updating and reprinting of information products (Exhibit A) to update and reprint information products used in the past, as well as producing some new efforts materials.

2. That the Metro Council endorses the ~~Public Information Plan for the 1995 Greenspaces Bond Measure~~ Public Information Materials for the 1995 Greenspaces Acquisition Bond Measure (Exhibit B) to provide neutral, impartial information to citizens about this Metro-referred measure. to provide information to citizens of the region.

3. That the Executive Officer submit for Metro Council consideration, an

ordinances amending the FY 94-95 budget for the purpose of funding the ~~Public Awareness Plan for the Greenspaces Program and the Public Information Plan for the 1995 Greenspaces Bond Measure~~ updating and reprinting of Greenspaces Master Plan public information materials, and for producing public information materials relating to the 1995 Greenspaces Acquisition Bond Measure.

4. That the Executive Officer submit for Metro Council review and approval all information materials relating to the 1995 Greenspaces Bond Measure prior to printing and distribution to the public.

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_, 1994.

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Judy Wyers, Presiding Officer

KLA  
r-o 1185AB

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF ENDORSING A )  
PUBLIC AWARENESS PLAN UPDATING ) RESOLUTION NO. 94-2829AB  
AND REPRINTING PUBLIC INFORMATION )  
MATERIALS FOR THE METROPOLITAN )  
GREENSPACES PROGRAM AND A ) Introduced by Rena Cusma,  
PRODUCING PUBLIC INFORMATION PLAN ) Executive Officer  
MATERIALS FOR THE 1995 GREENSPACES )  
GENERAL OBLIGATION ACQUISITION )  
BOND MEASURE )

WHEREAS, On July 23, 1992, through Resolution No. 92-1637, the Metro Council adopted the Metropolitan Greenspaces Master Plan; and

WHEREAS, A goal of the Metropolitan Greenspaces Master Plan has always been to educate citizens about the regional greenspaces system through coordinated programs of information;

WHEREAS, Past education efforts have included informing Greenspaces Policy Advisory Committee members the public with; copies, summaries and maps of the 1992 Greenspaces Master Plan; a Greenspaces brochure; and over 300,000 copies of an informational tabloid; and

WHEREAS, The Parks and Greenspaces Department was created in January 1994, when Multnomah County Parks was transferred to Metro; and

WHEREAS, No Inventory of existing stocks of printed Greenspaces Master Plan and tabloid materials that have now run out or are in limited low supply or are out of stock was done for were not addressed in the new department's first budget for 1994-95; and

WHEREAS, Updating and Reprinting of ongoing greenspaces program materials should reflect the new Metro department, amendments to the 1992 Greenspaces Master Plan,



and the restructuring of the Greenspaces Advisory Committee; and

WHEREAS, On July 28, 1994, through Resolution No. 94-2011A, the Metro Council referred a \$138.8 million greenspaces bond measure for voter consideration in spring 1995; and,

WHEREAS, The Metro Council recognizes a need for Metro as the referring agency of a bond measure to provide impartial public information to citizens about the bond measure; and

WHEREAS, The Metro Council intends to separate bond measure public information materials and their funding from ongoing programs relating to the Greenspaces Master Plan and the Greenspaces program; now, therefore,

BE IT RESOLVED,

1. That the Metro Council continues to support public awareness efforts to inform citizens about the Greenspaces Master Plan and endorses the ~~Public Awareness Plan for the Greenspaces Program~~ updating and reprinting of information products (Exhibit A) to update and reprint information products used in the past, as well as some new efforts materials.

2. That the Metro Council endorses the ~~Public Information Plan for the 1995 Greenspaces Bond Measure~~ Public Information Materials for the 1995 Greenspaces Acquisition Bond Measure (Exhibit B) to provide neutral, impartial information to citizens about this Metro-referred measure. to provide information to citizens of the region.

3. That the Executive Officer submit for Metro Council consideration, an ordinance amending the FY 94-95 budget for the purpose of funding the ~~Public Awareness Plan for the Greenspaces Program~~ and the ~~Public Information Plan for the 1995 Greenspaces~~

~~Bond Measure~~ the updating and reprinting of Greenspaces Master Plan public information materials, and producing public information materials relating to the 1995 Greenspaces Acquisition Bond Measure.

4. That the Executive Officer submit for Metro Council review and approval all information materials relating to the 1995 Greenspaces Bond Measure prior to printing and distribution to the public.

ADOPTED by the Metro Council this \_\_\_\_\_ day of \_\_\_\_\_, 1994.

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Ed Washington, Deputy Presiding Officer

KLA  
r-o 1185AB