

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF CONFIRMING) RESOLUTION NO. 94-2036
CITIZEN MEMBER APPOINTEE,)
BETSY BERGSTEIN, TO THE METRO) Introduced by Rena Cusma,
POLICY ADVISORY COMMITTEE) Executive Officer
(MPAC))

WHEREAS, The voters of the District approved a Metro Charter in the General Election of November 3, 1992, which document establishes a Metro Policy Advisory Committee (MPAC), and;

WHEREAS, The Metro Charter, and Metro Code Section 6.01.030, provides that three citizen members of the Metro Policy Advisory Committee (MPAC) shall be appointed by the Executive Officer and confirmed by the council, and;

WHEREAS, Such members shall reside within the District boundaries but may not be an elected officer of, or employed by Metro, the state, or a city, county, or special district, and;

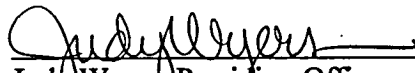
WHEREAS, Metro appointed member Sandra Suran has resigned creating a vacancy on the Metro Policy Advisory Committee (MPAC), and;

WHEREAS, Betsy Bergstein meets all requirements set forth by the Metro Charter, now, therefore,

BE IT RESOLVED,

1. That Betsy Bergstein, a citizen of the Metro area, be confirmed as a member of the Metro Policy Advisory Committee (MPAC).
2. That citizen members representing Metro shall serve indefinite terms until such time as they may be replaced by subsequent appointment or appointments of the Executive Officer and confirmed by the Metro Council.

ADOPTED by the Metro Council this 13th day of October, 1994.



Judy Wyers, Presiding Officer

STAFF REPORT

IN CONSIDERATION OF RESOLUTION 94-2036 FOR THE PURPOSE OF CONFIRMING CITIZEN MEMBER APPOINTEE TO THE METRO POLICY ADVISORY COMMITTEE (MPAC).

Date: October 11, 1994

Presented by Don Rocks

PROPOSED ACTION:

To adopt a resolution naming Betsy Bergstein to serve as a citizen member of MPAC representing Metro. Council approval constitutes confirmation as required by the Metro Charter and Metro Code Section 6.01. 030.

BACKGROUND AND ANALYSIS:

Betsy Bergstein has been interviewed by Executive Officer Rena Cusma, and understands both the commitment she is making and the importance of the MPAC responsibility. Betsy has a history of public service and citizen involvement and a strong knowledge of organizational and conceptual work.

Betsy understands that she will be appointed for an indefinite term and may be replaced if the thrust of MPAC's work or the issues under consideration may benefit from specific or additional expertise.

A copy of Betsy Bergstein's resume marked as Attachment A.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 94-2036

RESUME

Betsy W. Bergstein
2226 S.W. Main
Portland, OR 97205
(503)224-3211

Director, Pacific Northwest Network - Business for Social Responsibility. Recruited businesses, organized and established network (chapter) for Oregon and Southwest Washington of a national business association. **Business for Social Responsibility** represents over 800 businesses throughout the United States. Its activities are focused in four areas: the workplace, the community, the marketplace and the environment, with the intent to promote progressive business policies that benefit business, employees, families, communities, the economy and the environment. The national views Portland as "the model" for organizing and establishing a regional chapter. (January 1994 to Present)

Senior Management Analyst, Metro (Metropolitan Service District). Responsibilities included strategic planning, Tri-Met/Metro Merger Study, government relations at city, county and regional level, Metro Managers, Metro Charter Committee, Metro Committee on Citizen Involvement, Governor's Local Government Committee, conceptual work on "Region 2040." (January 1991-December 1993).

Business Associate, Northwest Strategies Inc. Responsibilities included design, research and production of business plans, industry studies, customer satisfaction studies and strategic planning programs for clients in the energy, health, transportation and finance industry sectors. (1987-1990)

Manager, Strategic Planning Systems, Pacific Power and Light Co. Established and managed annual strategic planning process for corporate officers of seven state electric utility. Included annual review of strategic performance, identification of key issues, management of research process leading to annual executive group meeting. Managed company's planning calendar and process including communication program for senior managers. Responsible for design, implementation and management of annual operations planning process which resulted in action plans for field and corporate operations. Managed information system development, competitive trends process and operation plans training. (1984-1986)

Manager, Banfield Light Rail Community Relations, Tri-Met. Managed community and public information program during construction of the Banfield/Eastside Light Rail Project. Supervised and directed staff of seven community relations and public information professionals. Communicated construction progress, made presentations, briefed elected officials, community and professional groups. Produced public information materials --- maps, brochures, slide shows, community events --- in support of Project. (1983-1984)

Director, Planning Administration and Services, Nerco Inc. Designed, implemented and managed business planning process for four subsidiary businesses. Included annual strategy evaluation, long-range business forecasting, five-year business plans. Instituted and chaired "Planning Coordinating Committee" to coordinate corporate level finance, budget, human resource and regulatory affairs staff. Designed, implemented and managed strategic information system to collect industry, competitor, economic, technological and political information for long term forecast and "environmental scans" for near term forecasts. Hired and supervised information system staff; administered Corporate Planning Department including work programs, performance, annual budget process. (1981-1983)

Corporate Planning Specialist, Nerco Inc. Administered business development program resulting in company diversification. Supported officer-level tasks forces in development of business strategies. Designed and implemented external expert review of proposed business strategies. Communicated results (diversification) and subsequent reorganization. (1981)
Senior Planner, Department of Environmental Services, Multnomah County. Project manager for Community Development Block Grant. Design and implemented research and data base for three-year community development plan. Designed and implemented citizen participation plan; represented County in all intergovernmental and public negotiations; wrote grant application. (1979-1980)

Executive Assistant, Multnomah County Commission Chairman Donald E. Clark, Multnomah County. Supervised and directed staff of ten; liaison to Central Management Team. Developed, monitored and evaluated county policy; coordinated intergovernmental, legislative and political programs; press and public communication activities. Supervised all facets of Chairman's Office. (1978-1979)

Staff Assistant, Multnomah County Commission Chairman Donald E. Clark, Multnomah County. Press and community affairs; internal and external communication; policy and political analysis. Represented Chairman at various public functions; staffed citizen and professional committees; screened appointments to citizen boards and commissions. Hired and directed work of press aide. (1976-1977)

Analysis and evaluation of social services programs -- aging, alcohol abuse, mental health, local and national health care programs. Staffed Blue Ribbon Task Force on Management Classification and Compensation and Chairman's Committee on Affirmative Action (1975-1976)

Social Service Consultant Project Health, Multnomah County. Designed and implemented client intake system; established eligibility criteria and process for entry into a multi-program health care network. Established eligibility forms; hired and trained intake staff; presented program to health care professionals. Negotiated contracts in the fee-for-service program. (1975)

Legislative Assistant, Multnomah County . Researched and prepared County Legislative Program; prepared position statements; reports to BCC, etc. (1975 Legislative Session)

EDUCATION

Masters, Social Policy, Planning and Administration, 1975 (Portland State University)
Honors: **Creative Programming Award**, National Division of Continuing Education.
Thesis: **Performance in Management**, funded by Department of Health, Education and Welfare.

Bachelor of Arts., Sociology, 1971, University of California, Berkeley, California

Additional business training in strategic planning, long-range information systems, competitive intelligence.

RELATED EXPERIENCE

Instructor, Portland State University, Graduate School of Social Work. (1992) Invited to teach required course for graduate students, "Social Policy and History of Social Work." Class covered historical development of social policy in the United States with particular emphasis on the relationship of policy development to social problems.

Guest Lecturer, Strategic Planning, Marylhurst College (1985), Lewis and Clark College (1986).

MEMBERSHIPS

Glady's McCoy Scholarship Fund, Chair, Government Subcommittee
Multnomah Athletic Club
World Affairs Council

PLANNING COMMITTEE REPORT

CONSIDERATION OF RESOLUTION NO. 94-2036 FOR THE PURPOSE OF CONFIRMING CITIZEN MEMBER APPOINTEE, BETSY BERGSTEIN, TO THE METRO POLICY ADVISORY COMMITTEE (MPAC)

Date: October 7, 1994

Presented By: Councilor Gates

Committee Recommendation: At the October 6 meeting, the Planning Committee voted unanimously to recommend Council adoption of Resolution No. 94-2036. Voting in favor: Councilors Kvistad, Gardner, Devlin, Gates, McLain, Monroe, Moore, and Washington.

Committee Issues/Discussion: Don Rocks, Executive Assistant to the Executive Officer, presented the staff report. He apologized that Ms. Bergstein had not been notified to appear before the committee and asked whether the committee wished to postpone the confirmation until a later date. The general consensus was that the committee members knew Ms. Bergstein, felt she was extremely qualified to serve on MPAC, and did not need her present to recommend confirmation. Mr. Rocks said he would be sure to notify her of the Council meeting finalizing the resolution.

There was a question from the committee regarding the term of office for citizen members. Ms. Ryder clarified that the term of office was indeterminate, so that each Executive Officer is free to make their own appointments.

There was an additional question regarding why there was language in the staff report regarding possible replacement if "the thrust of MPAC's work or the issues under consideration may benefit from specific or additional expertise." Councilor Gates recalled that in former confirmation hearings there was discussion regarding the need for specific expertise if MPAC gets into very specific subject matter. This would give the Executive Officer flexibility to replace members if certain expertise were needed that existing members did not have. Mr. Rocks was unsure about the reason for the language in the staff report. *(STAFF NOTE: A check of former confirmation resolutions for citizen appointments to MPAC indicated the same language in the staff reports but no description in the record of why the language was necessary. All terms of office were "indefinite".)*

Councilor Kvistad said that he had received two phone calls from MPAC members expressing some discomfort that Ms. Bergstein was not really a "citizen" but a former Metro staff person transitioning to private life. It was explained that Ms. Bergstein had not been employed by Metro for over a year.

Councilor Kvistad then suggested that since there would be a change of Executive Officer in January that the term of office might be set to terminate in January. Councilor Gates said that termination in January would leave a period of time when the position would be vacant, while the new Executive transitioned and recruited candidates. General consensus was to leave the "indefinite" language regarding term of office.