

 **Metro** | *Agenda*

Meeting: Metro Council Retreat
Date: Thursday, September 10, 2015
Time: 1:30 p.m.
Place: Expo Center, Room D201
2060 N Marine Dr, Portland, OR 97217

1. RETREAT OVERVIEW
2. RESEARCH SUMMARY
3. THREE-YEAR STRATEGIC PLANNING
4. NEXT STEPS
5. ADJOURN

AN EXECUTIVE SESSION WILL BE HELD IMMEDIATELY FOLLOWING THE PUBLIC MEETING PURSUANT TO ORS 192.660(2)(f), TO CONSIDER INFORMATION OR RECORDS THAT ARE EXEMPT BY LAW FROM PUBLIC INSPECTION.

Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit www.oregonmetro.gov/civilrights or call 503-797-1536. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet's website at www.trimet.org.

Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong www.oregonmetro.gov/civilrights. Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1890 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт www.oregonmetro.gov/civilrights або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1890 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

Metro 的不歧视公告

尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 www.oregonmetro.gov/civilrights。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1890（工作日上午8點至下午5點），以便我們滿足您的要求。

Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo www.oregonmetro.gov/civilrights. Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullaan dadweyne, wac 503-797-1890 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

Metro의 차별 금지 관련 통지서

Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 www.oregonmetro.gov/civilrights. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1890를 호출합니다.

Metroの差別禁止通知

Metroでは公民権を尊重しています。Metroの公民権プログラムに関する情報について、または差別苦情フォームを入手するには、www.oregonmetro.gov/civilrights。までお電話ください公開会議で言語通訳を必要とされる方は、Metroがご要請に対応できるよう、公開会議の5営業日前までに503-797-1890（平日午前8時～午後5時）までお電話ください。

សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

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.

Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a www.oregonmetro.gov/civilrights. Si necesita asistencia con el idioma, llame al 503-797-1890 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

Уведомление о недопущении дискриминации от Metro

Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте www.oregonmetro.gov/civilrights. Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1890 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

Avizul Metro privind nediscriminarea

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați www.oregonmetro.gov/civilrights. Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1890 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

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.



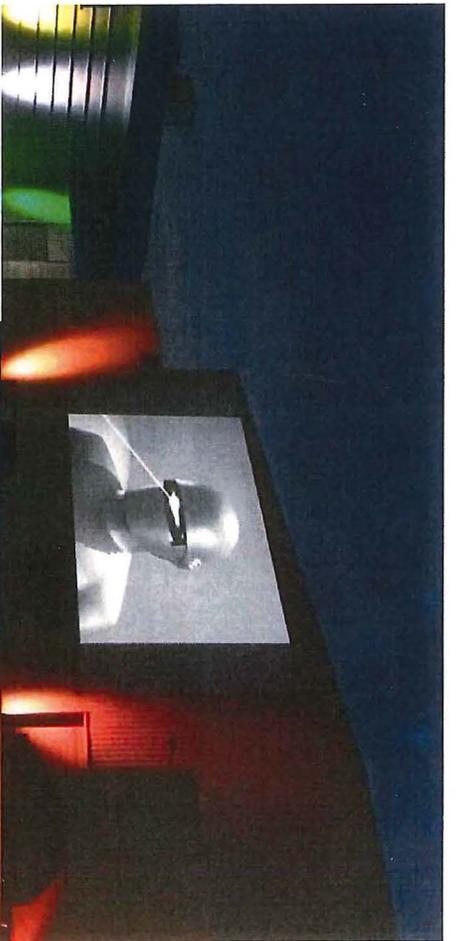
Materials following this page were distributed at the meeting.

 Metro | Agenda

Meeting: Metro Council retreat
Date: Thursday, September 10, 2015
Time: 1:30 – 4:45 p m
Place: Expo Center

1	Welcome and Introductions	Martha Bennett	15 min
2	Election calendar	Andy Shaw	10 min
3	Overview of research Powerpoint (short version)	Noah Siegel	15 min
4	Council discussion – Q&A	Mark Weiner	45 min
5	Break	All	15 min
6 (3pm)	Mission critical exercise	Martha Bennett	20 min
7	Council report out and discussion	Martha Bennett	45 min
8	Calendar with council direction	Martha Bennett	30 min
9	Wrap up and next steps	Martha Bennett	10 min
10 (4:45)	Adjourn		

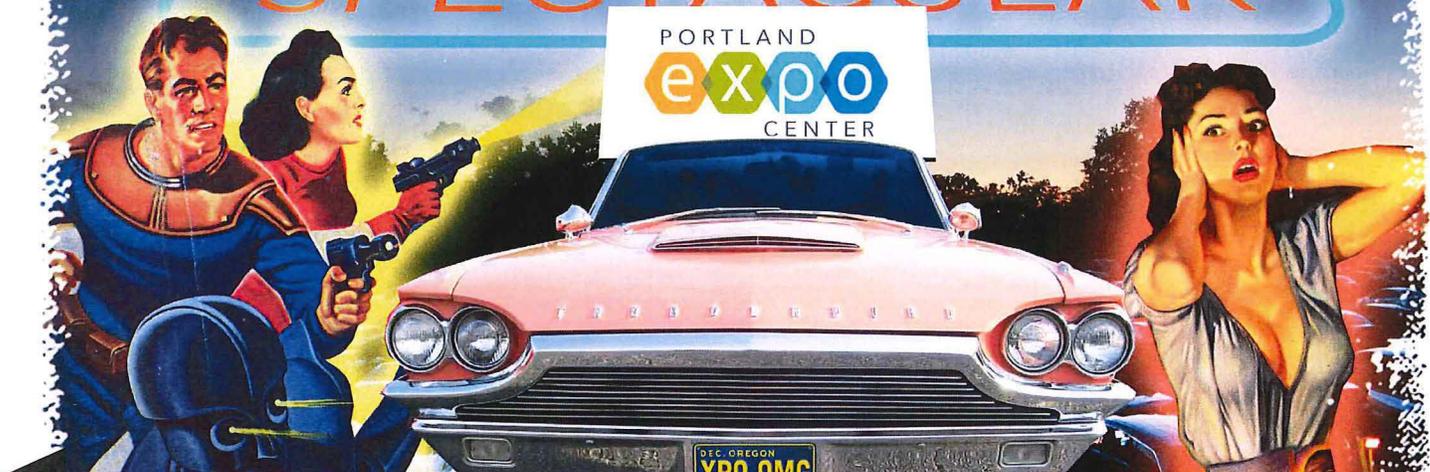
PDX DRIVE-IN MICRO-TRAIL SPECTACULAR



PDX

DRIVE-IN MOVIE

SPECTACULAR



Drive-in movies return to Portland! Come to the Expo Center to relive the fun! Each night supports a local community non-profit partner!

<p>THURSDAY - AUG. 13 DARKA DUSTY 🎵</p> <p>THE DAY THE EARTH STOOD STILL</p>	<p>FRIDAY - AUG. 14 GERLE HAGGARD 🎵</p> <p>GHOSTBUSTERS</p>	<p>SATURDAY - AUG. 15 REVERB BROS. 🎵</p> <p>AMERICAN GRAFFITI</p>
<p>THURSDAY - AUG. 20 THE SATIN CHAPS 🎵</p> <p>YOUNG FRANKENSTEIN</p>	<p>FRIDAY - AUG. 21 THREE FOR SILVER 🎵</p> <p>POLTERGEIST</p>	<p>SATURDAY - AUG. 22 DJ GREGARIOUS 🎵</p> <p>STAR TREK II WRATH OF KHAN</p>

Presale tickets for cars are available online and are **\$10.00** (plus service charge) for carloads up to six people. Tickets day-of event are **\$15** per carload. Those walking, riding their bicycles or taking MAX, the entry fee is **\$5** per person. Package pricing is also available.

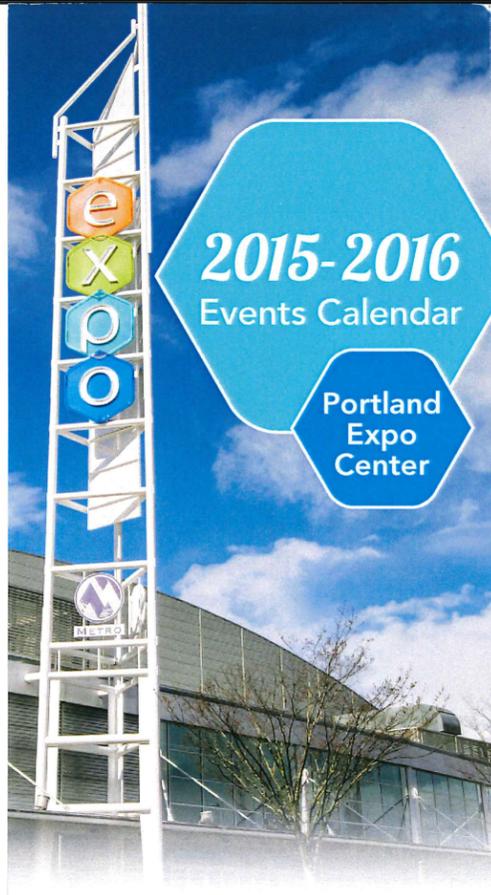
GET YOUR TICKETS NOW!
expodrive-in.com

THANKS TO OUR SPONSORS



PDX Drive-in Movie Spectacular! Recap

- The Expo Center successfully launched *the PDX Drive-in Movie Spectacular!* a two-weekend event that capitalized on an otherwise quiet timeframe for the facility in order to bring attendees and revenue to the month of August. The ticketed event featured six classic movies including American Graffiti and the Ghostbusters. We also screened classic cartoons every night prior to the feature film (Looney Toons and Tom & Jerry). The cartoons became a positive feature of the evening and were thoughtfully selected. **Overall attendance for the series was close to 1,500 people!**
- In addition to a great line-up, the series also featured six local non-profits including, the Columbia Slough Watershed Council, the New Columbia Boys and Girls Club, the Multnomah Hot Rod Council, the Community Transitional School, Oregon Humane Society, and the Red Cross Cascade Chapter. Nightly entertainment was provided by Darka Dusty, Gerle Haggard, the Reverb Bros., the Satin Chaps, Three for Silver and DJ Gregarious.
- Of course, none of this would be possible without our fantastic sponsors - their support of the event was significant with only a 3 month window from concept to execution. Donations totaled close to \$15,000 from Pepsi, TicketsWest, the North Harbour Marriott Collection, Salty's on the Columbia, HUB Brewery and Portland Roasting Coffee. In-kind Sponsorship donations totaled over \$5,000 from KINK FM, JB Lawn, Hollywood Lights, and other partners.
- Aramark / pacificwild catering created a large beer garden and had a variety of concessions. We were successful in experimenting with presale food orders, which included a "date-night deal" of 2 Pepsi products and a large popcorn – we had close to 50 presale orders, which is fantastic for a first year effort. In addition to our food & beverage offerings, we also partnered with the Taste of the Bayou, a local North Portland food cart that features culinary offerings with a Cajun flair. Revenues are still coming in on the F&B side.
- The Expo Center staff did an amazing job of creating the atmosphere by creating and installing the 30'x60' screen on the side of Hall C, setting a 3,000 sq. ft. area of grass sod, building and renting game areas, coordinating all the audio-visual and technical needs, creating a safe parking and seating capacity as well as numerous other event details. Pre-sale ticketing increased revenue for the event and showcased the sales potential for our clients.
- Marketing and Social Media outreach was at an all-time high for the Expo with this event. The initial idea and poster design exceeded all expectations with an amazing outreach on Facebook of over 28,000 hits. As with any first time event, our advertising budget was limited – we would like to expand our advertising mix to include print next year.
- A number of fun and unexpected things took place at this year's event including a family that surprised their mother with a "bucket list" 1965 blue Mustang as a birthday gift during the American Graffiti show. We also had the Oscar Mayer Weinermobile make a pit stop at the Young Frankenstein show.
- For a first-time, self-produced event, the Portland Expo Center and its staff did an amazing job. The revenue and potential for future revenue shows an innovative approach towards varied uses of the unique facility. We had a lot of amazing support from the Metro Council, MERC Commission and several of our wonderful clients and partners. We are looking forward to another successful series next year!



2015-2016 Events Calendar

Portland
Expo
Center

It's all
happening
at

PORTLAND **expo** CENTER

www.expocenter.org

2060 North Marine Drive
Portland, OR 97217
phone: 503.736.5200
fax: 503.736.5201
e-mail: info@expocenter.org

The official
beverage
of the
Portland Expo
Center



AUGUST

- 7 2015 Vans Warped Tour
- 13 PDX Drive In Movie Spectacular *The Day the Earth Stood Still*
- 14 PDX Drive In Movie Spectacular *Ghostbusters*
- 15 PDX Drive In Movie Spectacular *American Graffiti*
- 20 PDX Drive In Movie Spectacular *Young Frankenstein*
- 21 PDX Drive In Movie Spectacular *Poltergeist*
- 22 PDX Drive In Movie Spectacular *Star Trek II: The Wrath of Khan*
- 28-30 National Model Railroad Association Annual Conference and Tradeshow

This calendar is subject to change. Every effort has been made to ensure accuracy through press time. Please visit www.expocenter.org for current list of events.

SEPTEMBER

- 12-13 Rose City Gun and Knife Show
- 12 Rose City Live Model Horse Show
- 17-20 2015 Portland Fall RV & Van Show
- 17-20 Just Between Friends Children's Consignment Sale
- 24-26 Northwest Quilting Expo
- 25-26 Silver Collector Car Auction



OCTOBER

- 1-4 Portland 2015 Fall Home & Garden Show
- 9-11 2015 Portland Tattoo Expo
- 10 Amazing Pet Expos - Portland Pet Expo
- 10-11 Oregon Hemp Convention
- 14 Bravo! Live Tradeshow
- 16-18 Collectors West Gun and Knife Show
- 17 2015 DeafNation Expo
- 23-25 America's Largest Antique & Collectible Show
- 10/31 -11/3 American Rabbit Breeders Association Convention

NOVEMBER

- 6-8 SkiFever & Snowboard Show
- 7 Girl Fest
- 12-15 Portland Metro RV Dealers Present the Fall RV Show of Shows
- 19-21 Rusty Barn Promotion Group
- 21-22 Rose City Gun and Knife Show
- 27-29 America's Largest Christmas Bazaar



DECEMBER

- 4-6 America's Largest Christmas Bazaar
- 18-20 Collectors West Gun and Knife Show



JANUARY

- 13-17 2016 Portland Boat Show
- 20-24 2016 Rose City Classic Dog Show
- 26-28 Northwest Agriculture Show

FEBRUARY

- 6 Marry ME! Wedding Event
- 10-14 Pacific Northwest Sportsmen's Show and Sport Fishing Boat Show
- 25-28 2016 Portland Spring Home and Garden Show

MARCH

- 4-6 America's Largest Antique & Collectible Show
- 9-13 Portland Metro RV Dealers Present the Spring RV Show of Shows
- 18-20 60th Annual Portland Roadster Show

Conveniently located off I-5 in Portland between the downtown core and Vancouver, Washington

APRIL

- 1-3 2016 Portland Auto Swap
- 9-10 Hardy Plant Society of Oregon
- 16 Portland's Largest Garage Sale



Fast, easy access to downtown Portland and Portland International Airport via light rail

MAY

- 21-22 Community Transportation Association "Bus Rodeo"



JULY

- 16-17 America's Largest Antique & Collectible Show
- 22-24 "Stumptown Cluster" Portland Kennel Club Dog Show



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Portland North Harbour Marriott Collection

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OF PORTLAND EXPO CENTER

Advanced tickets now available at
TicketsWest.com

Pre-purchase today
and arrive with tickets in-hand!

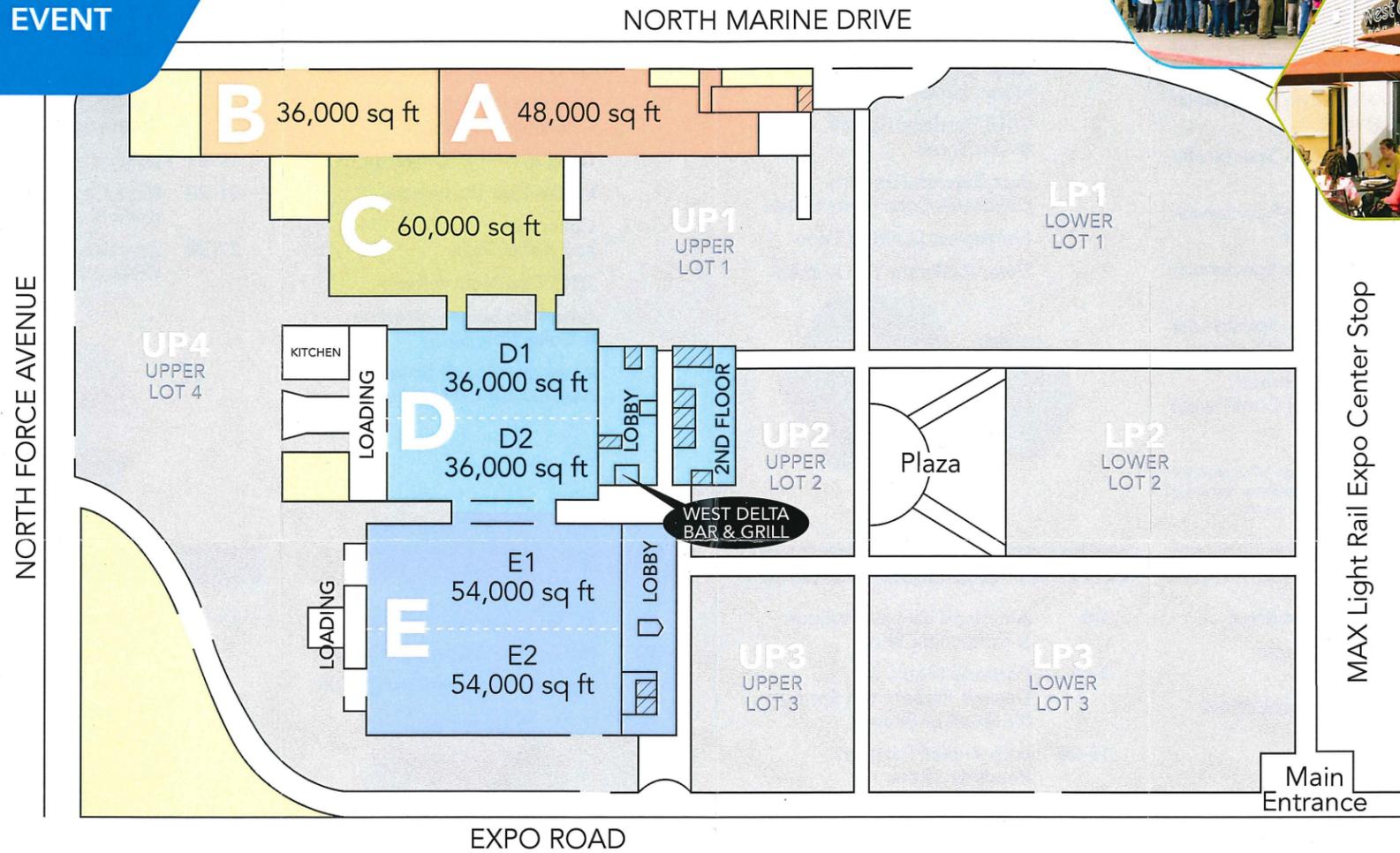


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GREAT
PLACE



Community values and beliefs

Summary of research results

September 10, 2015

Telephone poll methodology

Conducted June 14-23, 2015

1,202 registered voters in Metro district

400 interviews per county, statistically weighted

Landline and cell phones

Margin of error +/- 2.8% at 95% confidence for full sample

+/- 4.9% per county

Margins of error for population subgroups will be higher



Focus group methodology

Date	County	Profile
March 9, 2015	Multnomah	African Americans
March 9, 2015	Multnomah	Latinos
March 10, 2015	Washington	Less Affluent
March 10, 2015	Washington	More Affluent
March 11, 2015	Multnomah	Residents Less Than 10 Years
March 11, 2015	Multnomah	Residents More Than 10 Years
March 12, 2015	Clackamas	Less Affluent
March 12, 2015	Clackamas	More Affluent

Registered voters

Representative mix of age, gender, education, partisanship, homeownership, etc.

Those with strong favorable or unfavorable opinions about Metro excluded

Overall Metro vulnerabilities

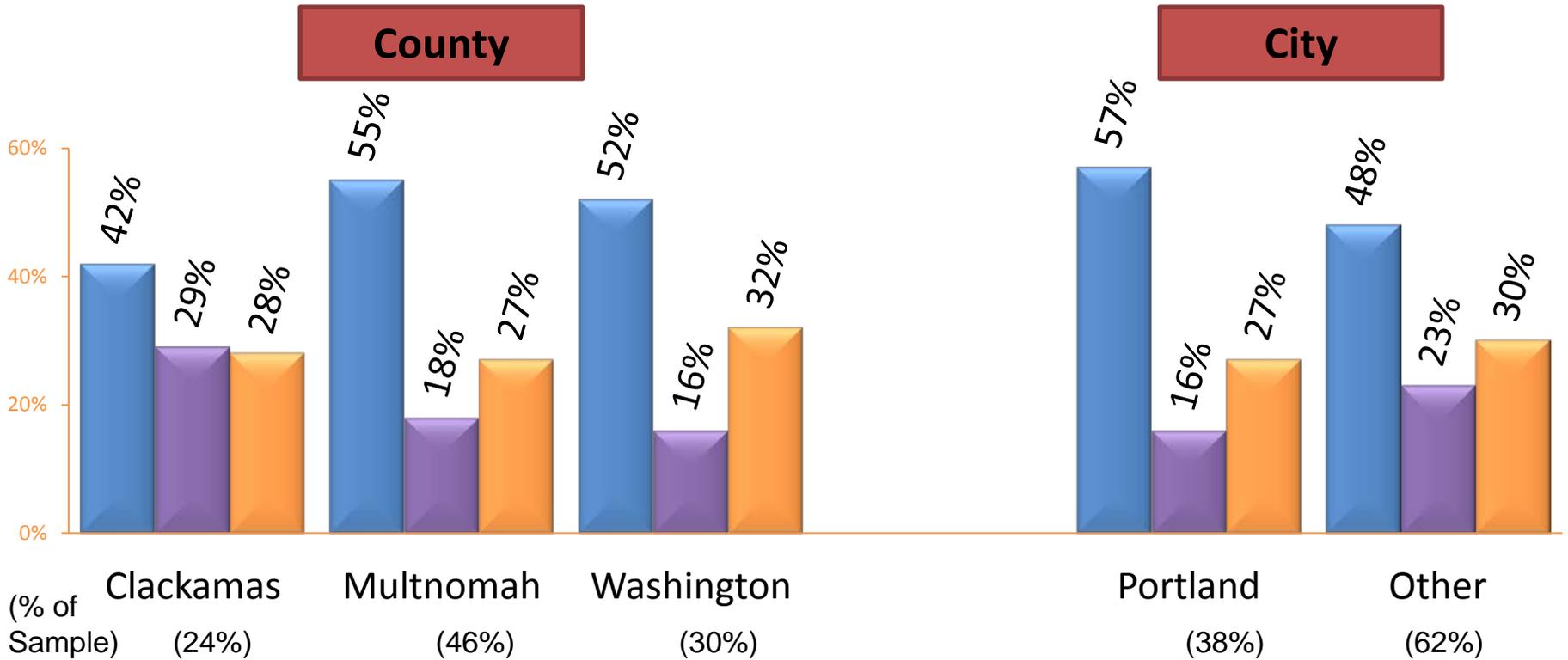
- Voters share little sense of regional identity or pride
 - Generally low awareness of Metro
 - Smart growth principles remain low priorities for most
 - Communities of color feel anxiety about affordability, displacement
 - Even when Metro described, perceptions positive but not strongly felt
 - Many associate Metro unfavorably with bureaucracy and inefficiency
 - Few think Metro has strong leadership, many unsure how Metro is led
 - Many ambivalent about Metro's performance in preparing for growth – at least in part because many see Metro as complicit with developers
- 

Overall Metro strengths

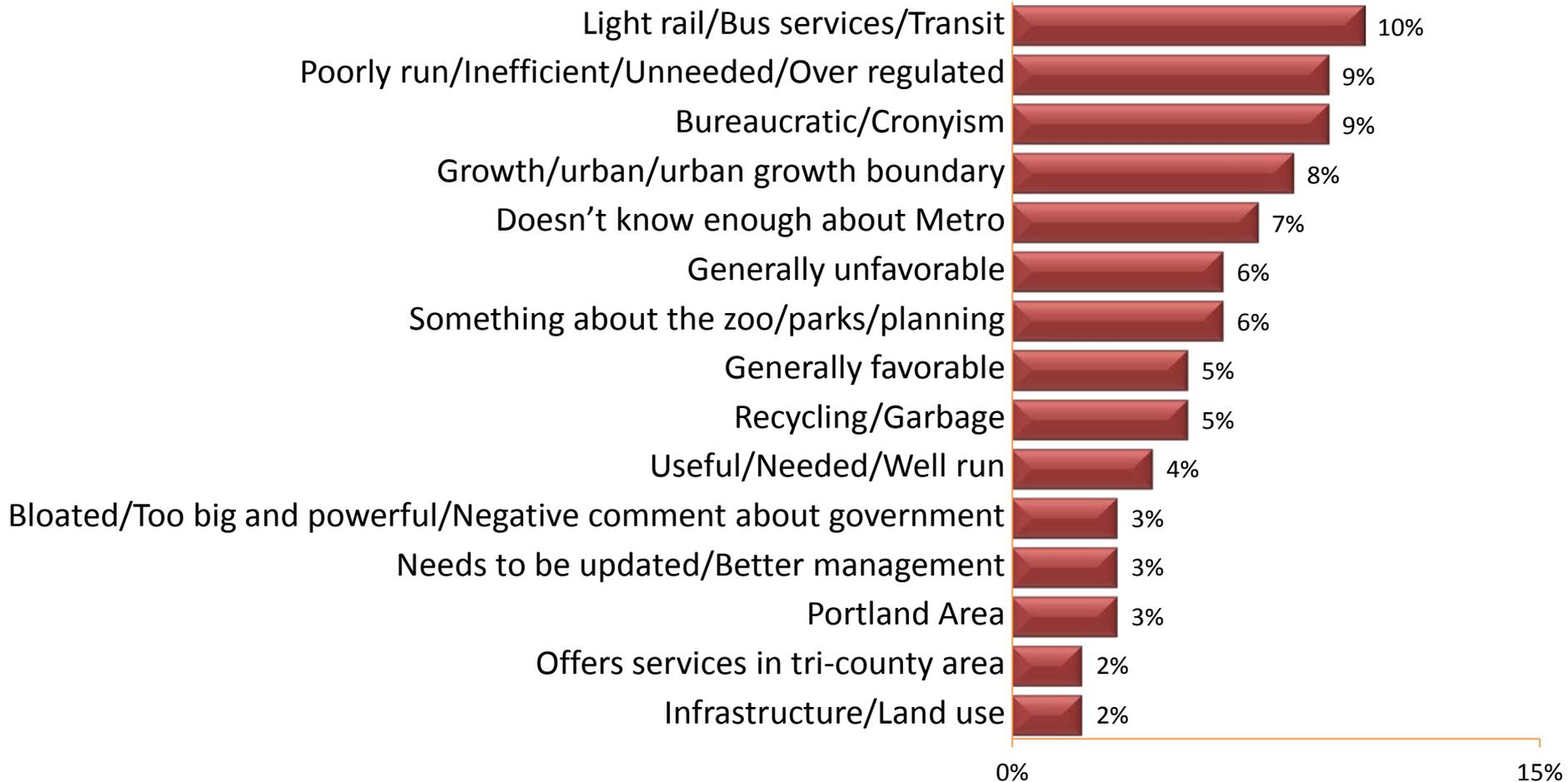
- Sentiments generally positive, with most voters saying Metro has a positive, important role to play
 - Management of parks, waste, recycling and venues are particular areas of approval
 - Voters credit Metro with protecting quality of life; providing an important, big-picture perspective; and inviting input
 - In concept, walkable, transit-friendly neighborhoods are appealing
 - Conceptually, voters comfortable with denser development
 - While many don't know about Metro, when told, they like what they hear
- 

Favorability by county

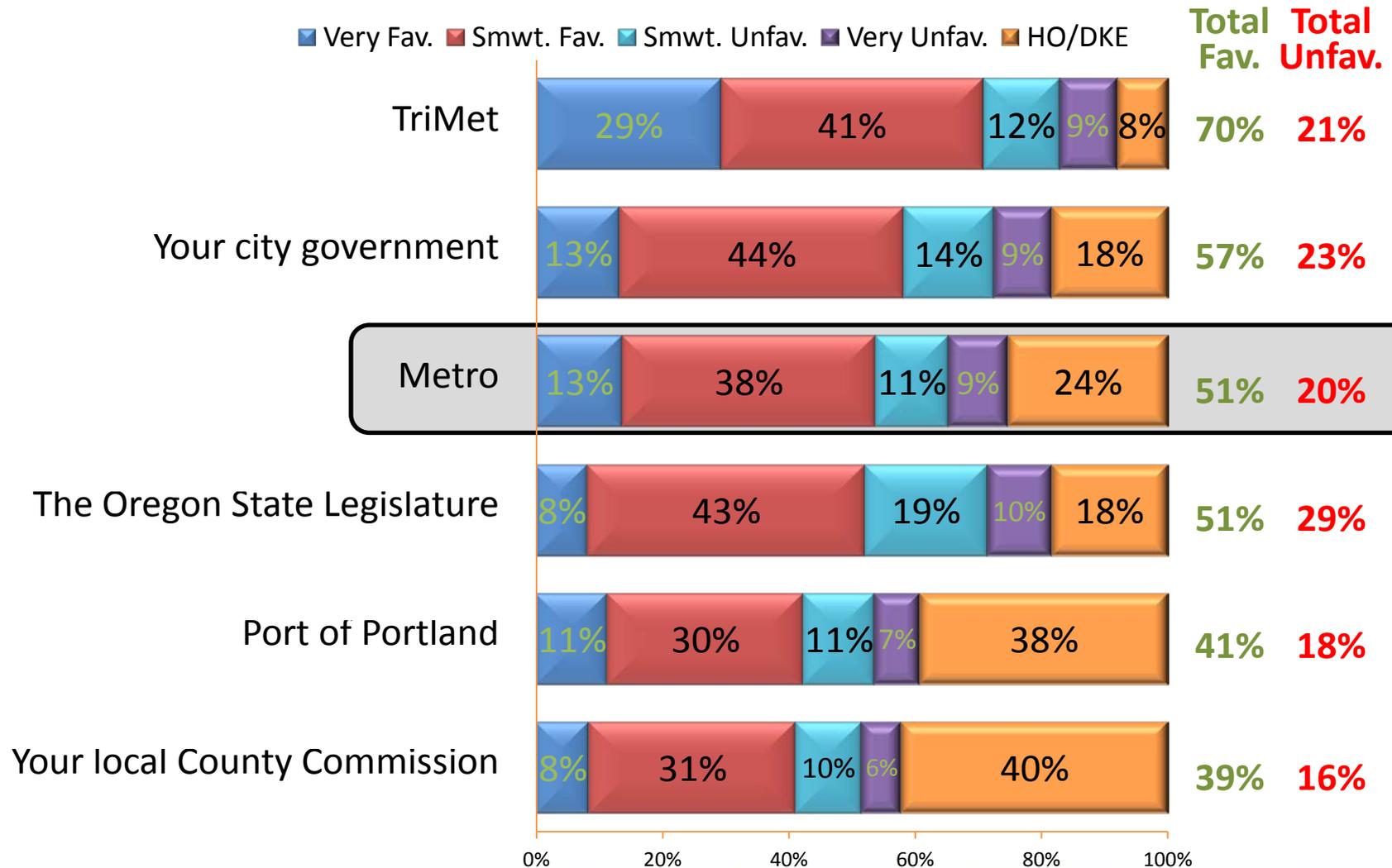
■ Total Favorable ■ Total Unfavorable ■ HO/DKE/NHO



1st things that come to mind about Metro

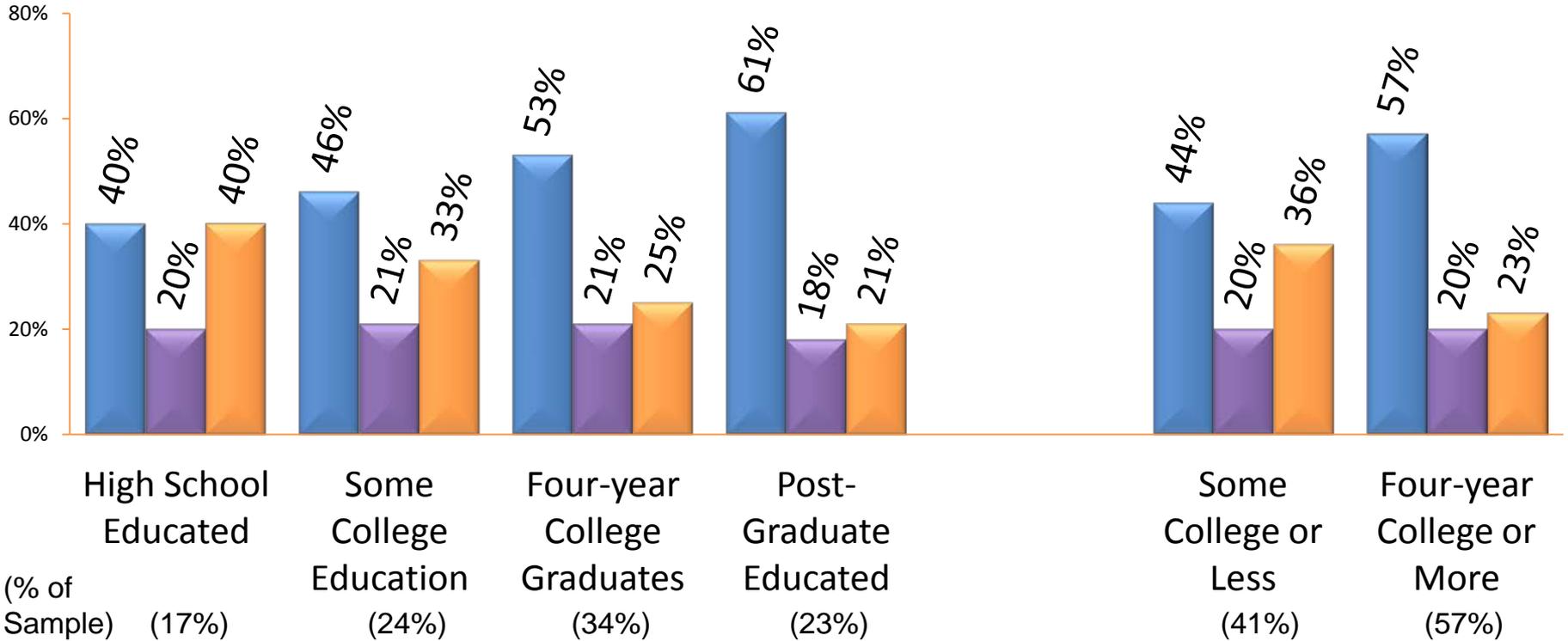


2 to 1 favorable – but low intensity

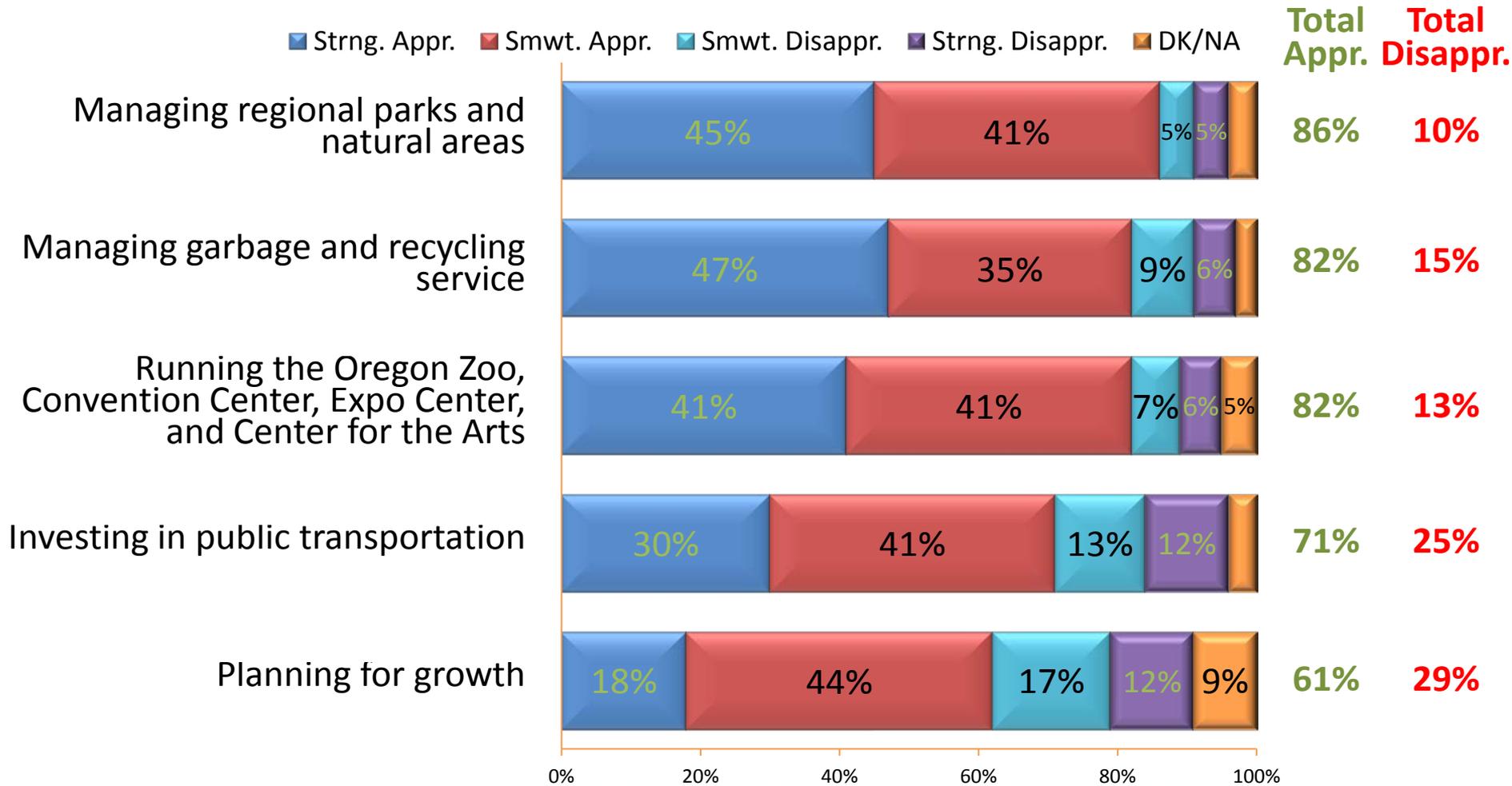


Link: education/positive view of Metro

■ Total Favorable ■ Total Unfavorable ■ HO/DKE/NHO



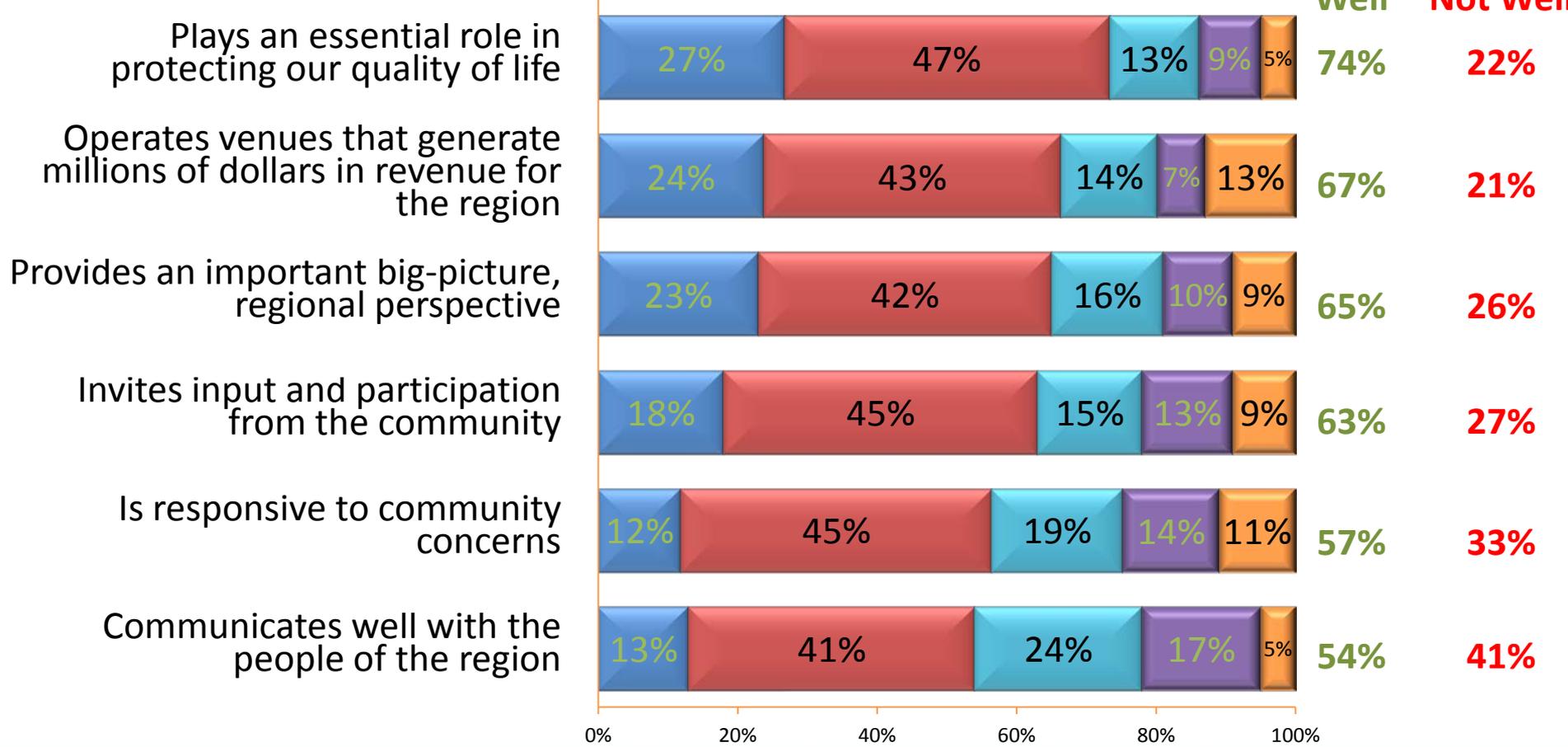
Voters approve work w/varying intensity



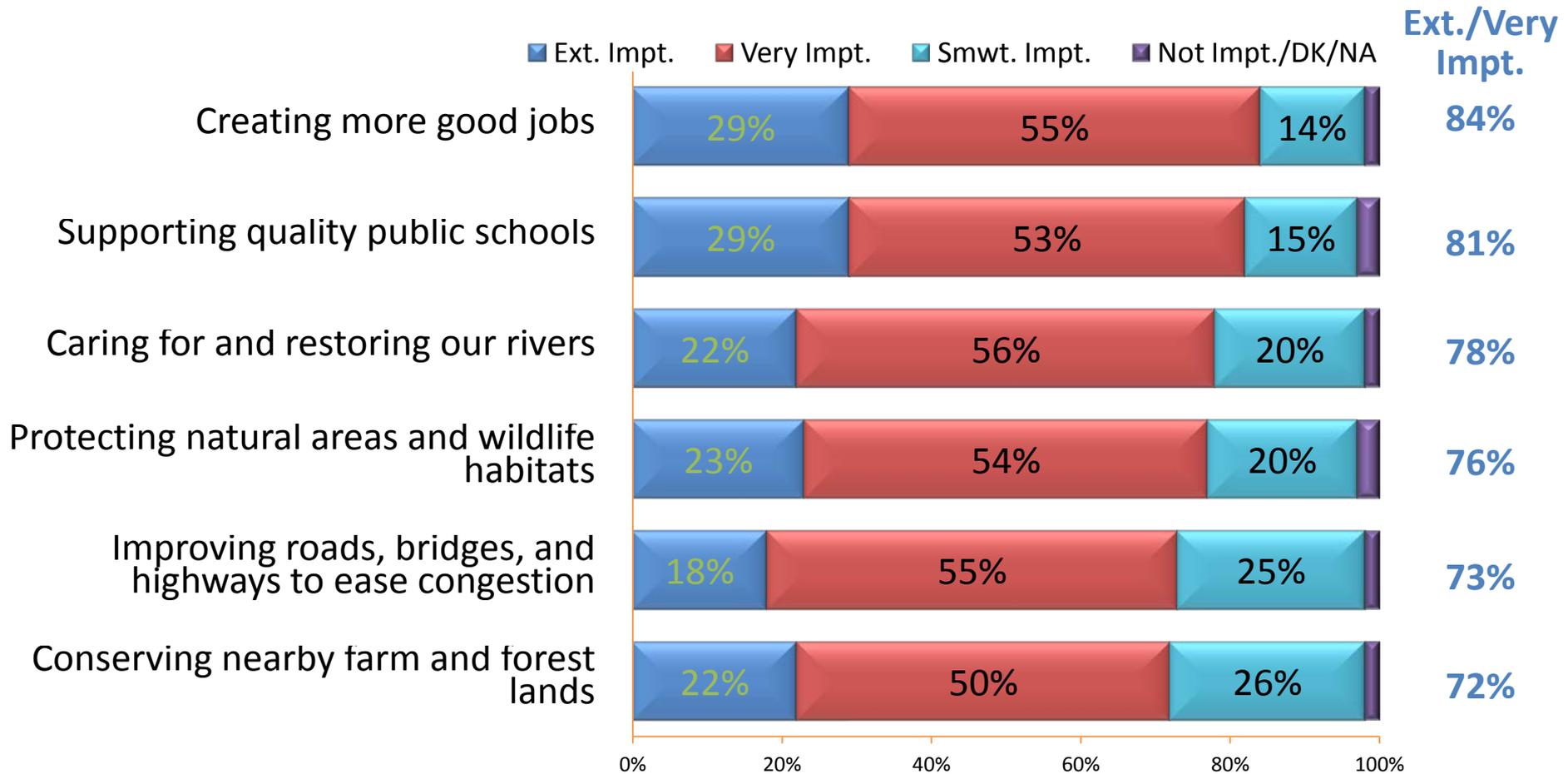
Voters associate positive traits, tentatively

■ Very Well
 ■ Smwt. Well
 ■ Not Too Well
 ■ Not Well at All
 ■ DK/NA

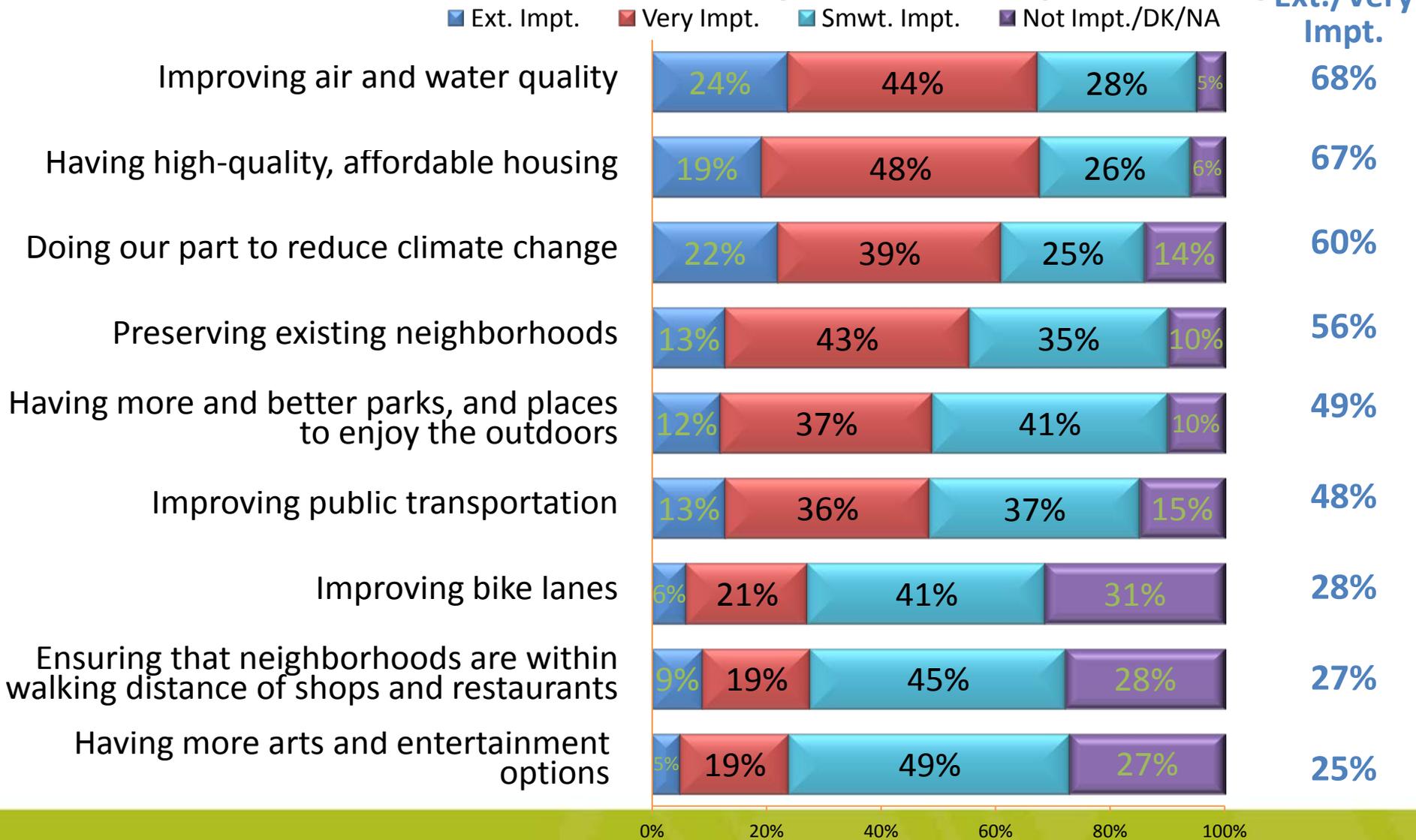
Total Well
 Total Not Well



Voters prioritize job creation, schools



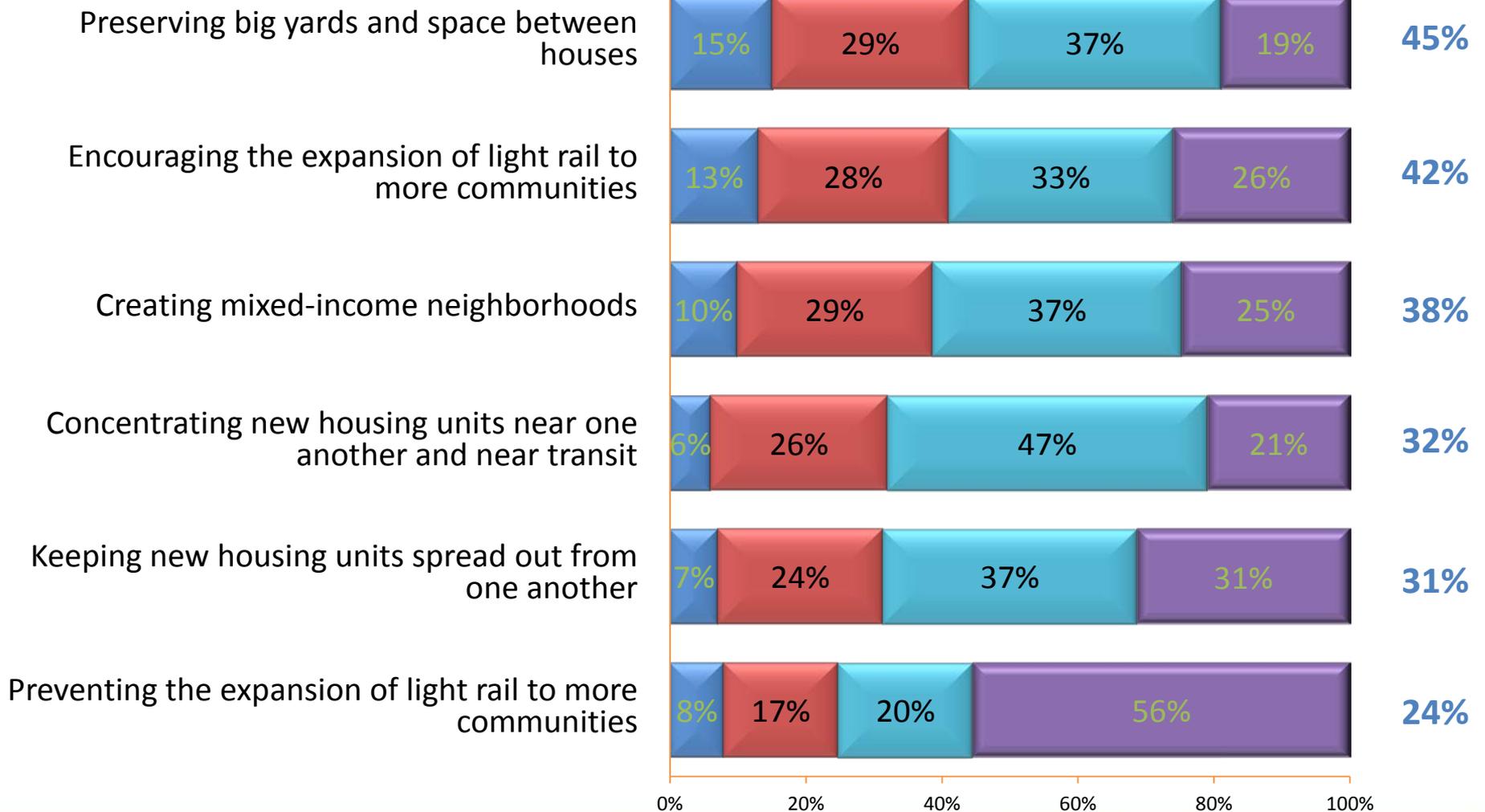
Trans. and walkability lower priority



Majority dismiss anti-rail sentiment

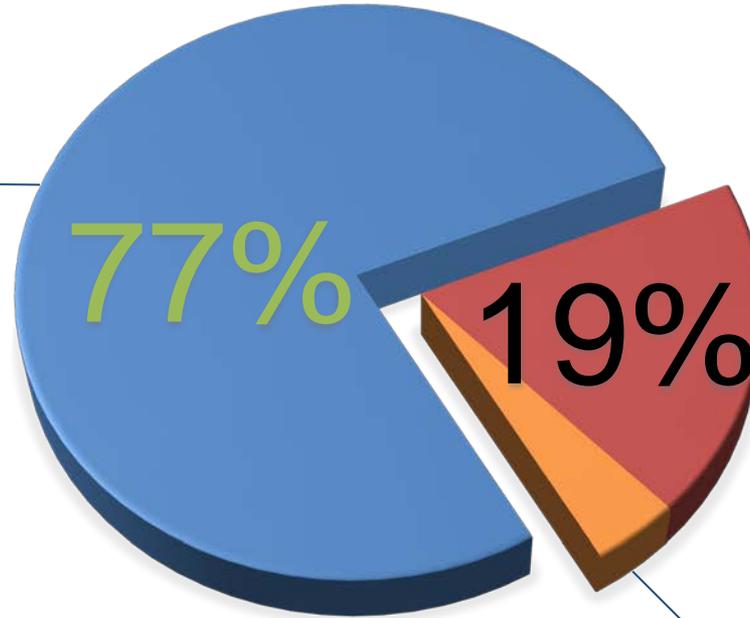
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./DK/NA

Ext./Very Impt.



Voters prioritize protecting farms, forests

We should make it a top priority to protect farm and forest land, even if it means limiting the supply of new homes we can build

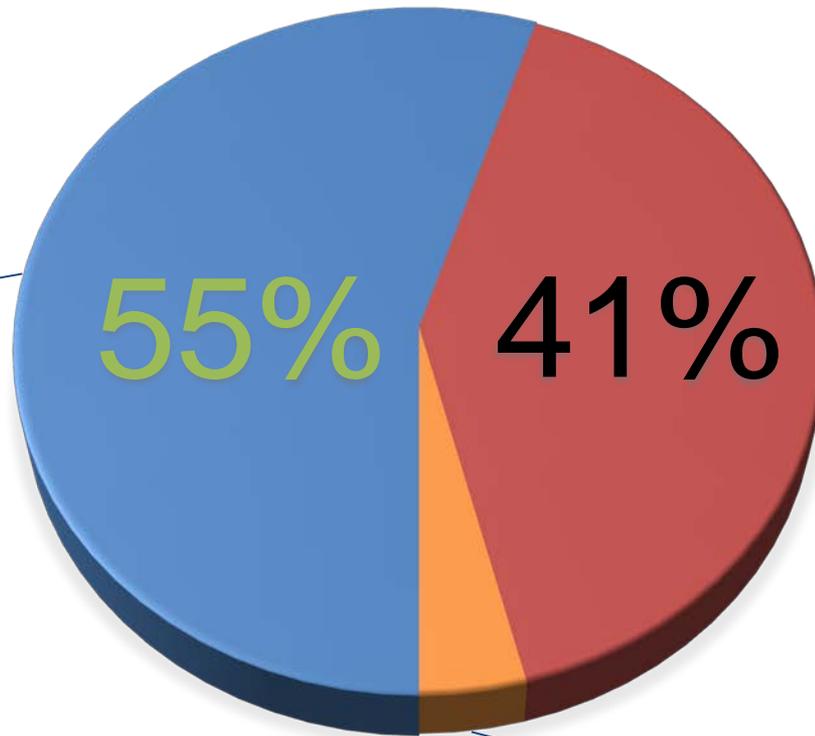


We should make it a top priority to drive housing costs down, even if it means expanding the Urban Growth Boundary and building on farm or forest land

Both/Neither/
DK/NA
4%

Some preference for TOD over roads

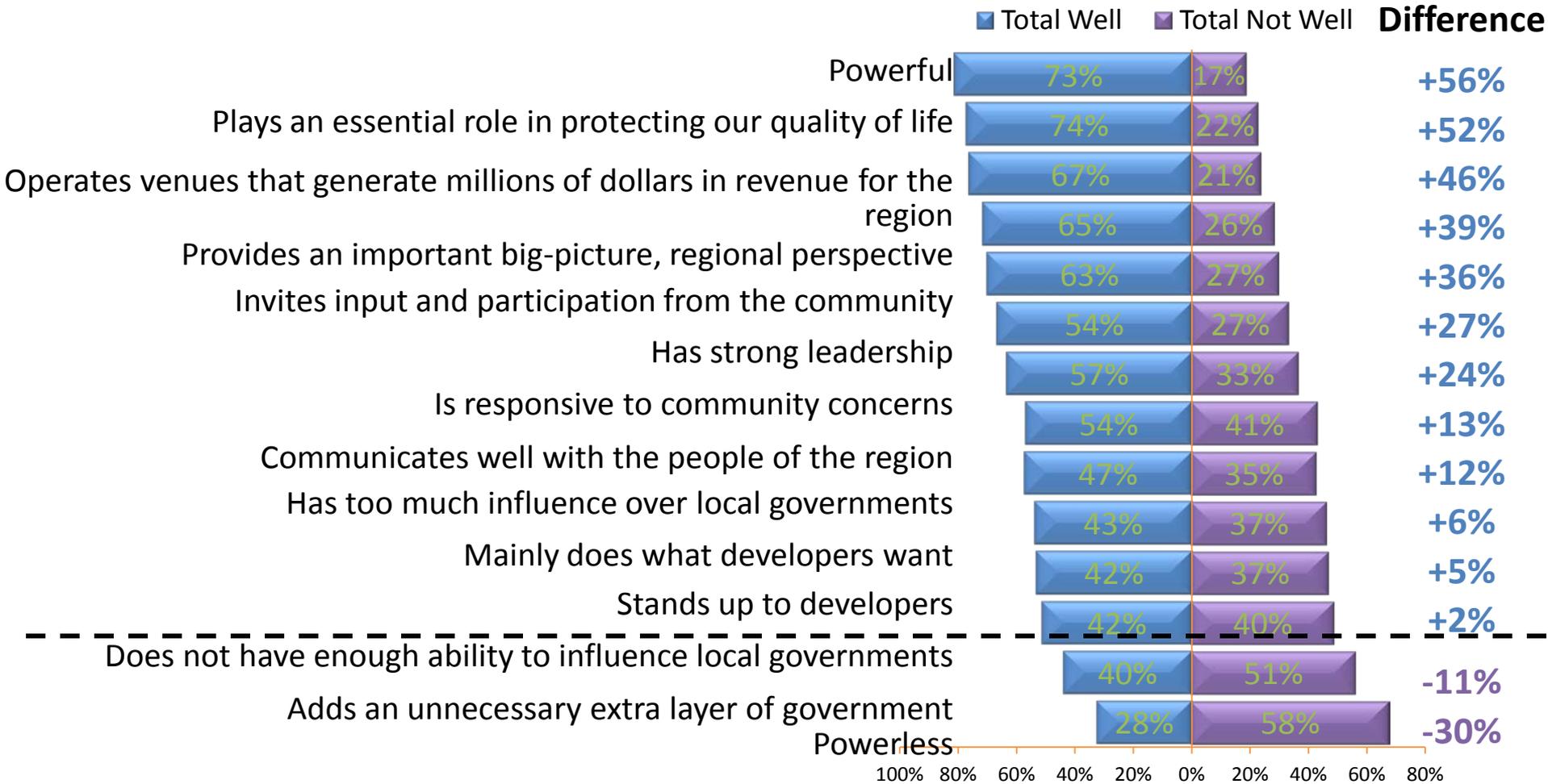
In order to address traffic congestion as the Portland region grows, we should focus new development in existing urban areas near public transportation



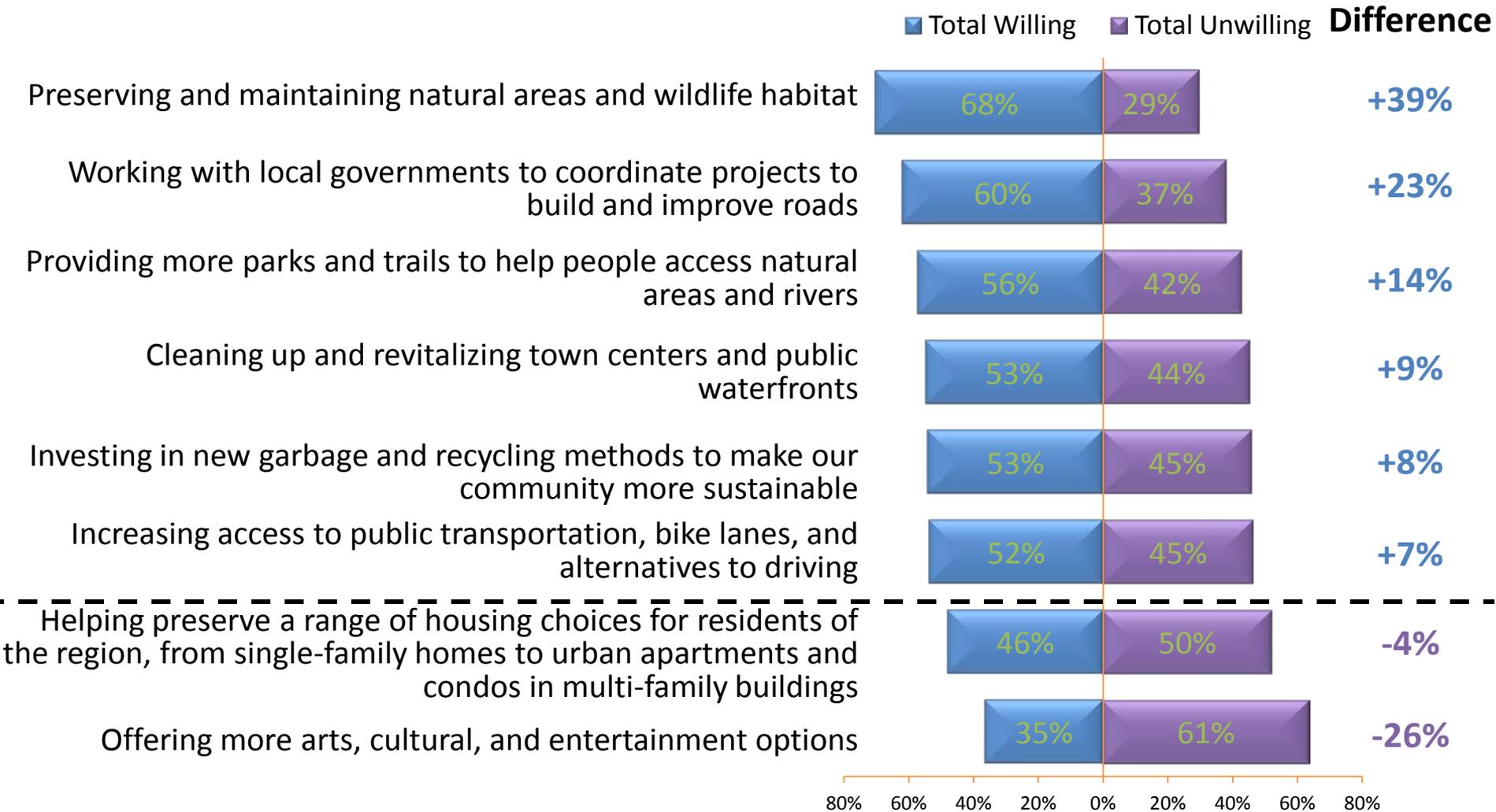
In order to address traffic congestion as the Portland region grows, we should build and expand more roads to connect outlying areas to Downtown...

Both/Neither/
DK/NA
4%

Voters: Metro powerful, focused on quality of life



Higher taxes? Maybe except arts, housing



Voters: prioritize conservation, roads

