



METRO COUNCIL WORK SESSION
Meeting Minutes
April 12, 2016
Metro Regional Center, Council Chamber

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

Councilors Excused: None

Council President Tom Hughes called the Metro Council work session to order at 2:04 p.m.

1. CHIEF OPERATING OFFICER COMMUNICATION

Chief Operating Officer Martha Bennett introduced Stacy Coonfield, the new executive assistant to the Chief Operating Officer and Deputy Chief Operating Officer and updated Council on the several community activist groups expected to testify at the upcoming Council meeting, the two meetings that will be held prior to taking action on the North Tualatin Mountains Access Master Plan, the upcoming briefing on population growth distribution, the Lloyd Eco Fair, and the grand opening celebration of the Kellogg Multi-Use Bridge. Councilor Harrington added that the Orenco Woods Nature Park celebration will be held the following Wednesday.

2. ECONOMIC VALUE ATLAS

Ms. Elissa Gertler, Metro's Director of Planning and Development, and Metro staff, Ms. Malu Wilkinson and Mr. Jeff Raker, presented on the Economic Value Atlas (EVA). Ms. Gertler provided a brief background on the project, and Ms. Wilkinson discussed investment areas and highlighted the team's focus on economic development and efforts to plan in specific parts of the region over time. Ms. Wilkinson also emphasized the objective of gaining understanding about what's going on in the economy at a local level so in order to better align strategies and resources from Metro and its partners to investment areas. Mr. Raker shared the definition of economic development according to the Economic Development Administration (EDA) and emphasized place making as an economic development strategy. He reviewed state and regional objectives and policies regarding economic development and noted that the indicators of success are limited. Mr. Raker also summarized the regional goals for economic development into eight key objectives, discussed the seven targets of the EVA and how to translate those goals into actions, and reviewed the project timeline.

Council Discussion:

Councilors expressed their support for direction that the project is moving and appreciation for the definition of economic development provided by the EDA. Council also emphasized that the EVA tool can only be effective if Metro's partners value the program. Council President Hughes recalled his experience as a founding board member of Greater Portland Inc (GPI), noting his appreciation for the EVA's alignment with GPI's 2020 program, and advised framing Metro as a role of providing support to economic development professionals. Councilor Collette discussed how to best communicate the EVA's message to partners and stakeholders, and requested altering the project language to focus more on specific areas, and including more maps, graphics, and case study examples. Councilor Craddick spoke to the need to clarify the benefits of the EVA for local jurisdictions and counties, and Councilor Dirksen added that the team also inform board and commission members about the program. Councilor Harrington spoke to Metro's role of bringing the region together and facilitating spatial analysis to determine how we're doing as region. She also discussed the six desired outcomes that were adopted into the policy and how EVA can help achieve those outcomes, and spoke to the need to build connections between Metro programs. Councilor Chase noted his appreciation for the deep level of analysis in the EVA and inquired about the ability to see where culturally specific communities are employed and identify areas of investment that focus on underserved communities.

3. 2016-18 MULTI-CRITERION EVALUATION/ LEAST COST PLANNING TECHNICAL WORK PROGRAM

Mr. Jeff Frkonja, Metro's Research Center Director, and Metro staff, Mr. Kyle Hauger, presented on the 2016-18 Multi-Criterion Evaluation/Least Cost Planning Technical Work Program. Mr. Frkonja introduced the Multi-Criterion Evaluation (MCE) program, emphasized its ability to enhance Metro's transportation decision-support methods, and discussed the project's specific objectives. He reviewed the project timeline, discussed the tool's features and benefits to Metro, and requested feedback from Council about how to proceed with technical development. Mr. Hauger discussed the MCE's proposed building blocks, two-phase staging, and deployment strategy. He noted that the MCE was developed using open-source code and was built in a modular fashion to facilitate easy integration of the tool into existing software packages. He also reviewed the development schedule and discussed the estimated costs, including staff costs, travel model integration, and yearly maintenance, and excluding the planning and technical application costs.

Council Discussion:

Councilors expressed their support for the direction the project is heading, raised questions about the reasons for developing this tool, and requested clarification on the tool's intended purpose. Councilor Stacey spoke to the tool's ability to help Council make decisions about regional transportation investments and provide information about the relative benefits and unexpected consequences of potential projects. Councilor Harrington asked clarifying questions about the weighting stage that will take place prior to the technical application, inquired about the projected budget, and spoke to the potential of this tool to help Metro become more competitive in obtaining additional resources such as Transportation Investment Generating Economic Recovery (TIGER) or

Fixing America's Surface Transportation (FAST) Act funds. Councilor Collette expressed her appreciation for the educational focus of the project, and spoke to the importance of having a discussion about what will be measured. She advised developing an explanation of what this tool can accomplish and why it is useful, and using case studies to help people understand its purpose. Councilor Dirksen spoke to the challenge of gaining public confidence in the tools and solutions that Metro offers. Councilor Chase expressed his appreciation for the science-based approach and highlighted the importance of engaging other Metro departments, committees such as JPACT, and other jurisdictions. Council President Hughes spoke to his appreciation for the projected timeline and the slow roll out, and noted that the political aspect will take longer to establish than the development aspect.

4. COUNCILOR LIAISON UPDATES AND COUNCIL COMMUNICATION

Councilor Craddick updated the Council on the most recent Southwest Washington Regional Transportation Council meeting and four upcoming Intertwine Alliance Summits. Councilor Dirksen recalled the Tualatin River Greenway Bicycle and Pedestrian Shared Use Path grand opening and ribbon cutting ceremony, and discussed the Tualatin Chamber of Commerce Annual Key Leaders Breakfast and a joint meeting between Portland Business Alliance Transportation Committee and the Westside Economic Alliance Transportation Committee regarding Regional Flexible Funds. Councilor Collette reviewed the most recent Clackamas County Coordinating Committee (C4) meeting.

5. ADJOURN

Seeing no further business, Council President Tom Hughes adjourned the Metro Council work session at 4:25 p.m.

Respectfully submitted,



Kyra Schneider, Council Policy Assistant

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF APRIL 12, 2016

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
2.0	PowerPoint	04/12/2016	Economic Value Atlas PowerPoint	041216cw-01
3.0	PowerPoint	04/12/2016	Multi-Criterion Evaluation/Least Cost Planning Technical Work Program PowerPoint	041216cw-02
4.0	Handout	04/09/2016	Tualatin River Greenway Bicycle and Pedestrian Shared Use Path Grand Opening and Ribbon Cutting Ceremony Flyer	041216cw-03