

Metro

*600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov*



Metro

Minutes

Tuesday, June 27, 2017

2:00 PM

AGENDA REVISED 6/23/17

Metro Regional Center, Council Chamber

Council work session

1:00 EXECUTIVE SESSION ORS 192.660(2)(E), TO CONDUCT DELIBERATIONS WITH PERSONS DESIGNATED BY THE GOVERNING BODY TO NEGOTIATE REAL PROPERTY TRANSACTIONS

2:00 Call to Order and Roll Call

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 Hughes called the Metro Council work session to order at 2:07 p.m.

2:05 Chief Operating Officer Communication

Ms. Martha Bennett, Chief Operating Officer, introduced a draft letter that would be sent to the U.S. Army Corps of Engineers (USACE), in regards to the Willamette Falls Legacy Project. Ms. Bennett announced that Mr. Jonathan Blasher had been selected as the next Parks and Nature director; he would begin as director in August 2017. Mr. Blasher's background included work as an Executive Director for a non-profit that promoted safe and inclusive opportunities for young people to play outdoors. Ms. Elissa Gertler, Director of Planning and Development, indicated that the process for awarding grants for the Community Placemaking projects had begun; final selection of awards would be announced in early August of this year. Ms. Gertler shared that funding community projects was a national trend and such initiatives were important for development and involvement of regional stakeholders. Also, Ms. Gertler acknowledged that Portland Bureau of Transportation (PBOT) had begun a similar grant program; she discussed the possibility of both Metro and PBOT working together on sharing knowledge and practices that were essential

to their respective programs.

Work Session Topics:

2:10 GPI and Metro Collaboration

Ms. Malu Wilkinson, Investment Areas Manager, indicated that for investment area opportunities, Metro staff applied a partnership planning and investment approach. She noted that economic development was a major component of the regional investment strategy for Metro. In regards to the Economic Value Atlas-a tool that would assist in investment strategies and development-Greater Portland Inc's (GPI) 2020 economic development framework would provide guidance for this project.

Ms. Janet LaBar, President and CEO of Greater Portland Inc, illustrated three main initiatives that GPI was involved with:

1. Working with local partners in talent recruitment and marketing for business expansion.
2. Implementing the Greater Portland Economic Development District to promote strategies and convening with local partners on growing economy of the region.
3. Conducting research and collaboration with partners and stakeholders in association with the economic advancement project by GPI.

Ms. LaBar informed Council that GPI was a coalition of more than 70 public and private investors, including Metro. She briefly introduced GPI's target area i.e. the Portland-Vancouver metropolitan statistical area (MSA).

Some basic stats about this MSA were:

1. 2.4 million population
2. 2 states i.e. Oregon and Washington
3. Seven counties
4. 102 cities

As for GPI itself, Ms. LaBar stated that GPI marketed and

“sold” the region to companies that were considering expanding or relocating their business to the Portland-Vancouver MSA. Ms. LaBar shared strategies that were utilized by GPI:

1. Raise awareness of region as a business location to decision makers
2. Ensure site-selection process is seamless and professional experience
3. Provide original, repurposed, and applied research.
4. Further the aims of community partners and economic development objectives.

According to Ms. LaBar, economic wealth was a resultant of GPI strategy and willing investors. She shared that in 2016 GPI contributed to 692 jobs (437 direct and 255 indirect) in the region. Also, jobs that were spurred by GPI efforts led to \$23 million of direct income, which translated to \$37 million in annual income to the region in 2016. Ms. LaBar conveyed that GPI’s role was to work at the regional level to deliver coordinated economic development response to clients interested in investing in the target MSA. Thus, the goal was to make the site-location process seamless and streamlined in order to encourage investment and long-term economic commitment. As an indication of global reach, Ms. LaBar conveyed that GPI conducted 27 international sales missions since 2014. In regards to Greater Portland 2020, a five-year economic action plan, Ms. LaBar conveyed that the goal was to achieve economic prosperity for all. She acknowledged economic growth, diversity and inclusion, and equity would be the key elements in achieving economic prosperity. Also, Ms. LaBar highlighted three core strategies associated with Greater Portland 2020:

1. Recruit, develop, and advance regional talent
2. Grow business and pioneer innovation
3. Improve infrastructure to meet needs of people and businesses

In terms of aligning of Metro values, Ms. LaBar proposed that by creating quality jobs, increasing standard of living, more distribution of wealth, and promoting vibrant neighborhoods, the Greater Portland 2020 plan would be beneficial to the region.

Mr. Jeff Raker, Regional Planner, noted that it was mutually beneficial for Metro to collaborate with GPI. As a planning organization, Metro would help generate economic development using framework provided by GPI. Mr. Raker acknowledged that alignment between financial institutions and Metropolitan Planning Organizations (MPO) was a common trend in economic development. This partnership was a link to the private sector, along with an opportunity to focus on local businesses. Mr. Raker indicated that Metro would be working with the Brookings Institute to develop economic development strategies.

Councilor Discussion:

Councilor Harrington asked Ms. LaBar about the strategy that would be applied in promoting more wealth distribution (via the Greater Portland 2020 plan).

Councilor Harrington also shared her unfamiliarity with the expectations on Metro in regards to implementation of investment strategies for the Greater Portland 2020 plan. Councilor Craddick wanted to know more about the specific details to the diversity and inclusion component of the Greater Portland 2020 plan. She also requested information about industrial land readiness, one of the components to the Greater Portland 2020 plan. Councilor Stacey and Chase expressed their support for the diversity and inclusion components to the Greater Portland 2020 Plan. Council President Hughes acknowledged that there was an increased initiative in young entrepreneurs of color to perform as Chief Operating Officers or other senior level positions. He indicated the 2020 plan as a strong tool in increasing the

diversity and talent of the metropolitan workforce.

2:40 Operational Sustainability at the Oregon Zoo

Dr. Don Moore, Director of the Oregon Zoo (or the zoo), provided a brief introduction to the balanced budget initiative. According to Dr. Moore, the goal for the presentation was to provide an overview of the zoo's financial situation along with key financial dynamics. Also, Dr. Moore indicated that describing the process that zoo staff was going through in order to create a long-term financial plan would be discussed as well. In regards to budgetary deficit, Dr. Moore shared that the expense growth rate at the zoo was larger than the revenue growth rate. Also, Dr. Moore shared a graph that showcased how attendance trends would vary greatly on the season and zoo operations i.e. whether there was construction going on during popular zoo events.

Ms. Sarah Keane, Finance Manager for the Oregon Zoo, provided an overview of zoo financials based on a three year average. She noted that roughly 33% of financial support was provided by the Metro General Fund transfer, whereas 60% of support is generated from zoo operations. Ms. Keane shared that roughly 54% of the expenses are from personnel expenses.. Ms. Keane emphasized that as an enterprise fund, the zoo kept operations surplus and absorbed any deficits. Currently, the zoo was facing a revenue shortfall due to inclement weather. However, Ms. Keane indicated that zoo staff had worked on narrowing the budget gap for the current year (Fiscal Year 2016-17) in order to hold a strong position going into the next fiscal year. Moreover, Ms. Keane indicated that for Fiscal Year (FY) 2018, expenses were projected to balance revenues. In terms of FY 2019, she expressed that expenses were forecasted to exceed revenues by \$600k.

Dr. Moore shared several strategic initiatives that would sustain current zoo operations as well as providing a strong foundation for future endeavors. Among such

initiatives were:

- Financial sustainability
- Employee engagement and audit response
- Analysis of construction impacts on visitor attendance and experience
- Support for sensitive operations such as: Polar Passage, Primate Forest, and rhino habitat design. Dr. Moore emphasized that by developing specialized programs, the zoo would be able to concentrate resources on specific species and their various needs.

In regards to the long-term financial plan for the zoo, Dr. Moore proposed that structural budget balance, conservation priority spending, infrastructure investment, and financial reserves would act as the cornerstone(s) of the zoo's operational sustainability. Moreover, Ms. Keane recounted that program evaluation frameworks would be implemented in order to minimize overspending and prevent the possibility of exhausting zoo resources. Ms. Keane also introduced various modes of establishing and maintaining zoo resources: grow existing revenue channels via seasonal pricing etc, create new revenue streams via event spaces and grants, host revenue brainstorming workshops, and partnering with the Oregon Zoo Fund (OZF).

Councilor Discussion:

Councilor Harrington wanted to know how zoo volunteers and members of the Oregon Zoo Fund were being kept up to date on financial and operational changes. Councilor Chase inquired staff about best practices or other operational strategies that have been applied by regional or other zoos that could benefit the Oregon Zoo. Councilor Collette advised that changes to parking lot design would aid in bringing in more zoo visitors. She also mentioned that strategic planning for construction projects could prevent a decrease in attendance.

Mr. Andy Shaw, Government Affairs Manager, conveyed that the last day of the legislative session would likely be July 7, 2017. In respect to House Bill 2017- or the transportation bill- Mr. Shaw noted that there had been several amendments to the working package. Also, there had been a compromise on low carbon fuels legislation that allowed the transportation bill to move forward to the House of Representatives. Instead of a 12 year plan that would incorporate the increases for vehicle registration fees, gas tax, and title fees, the timeframe had been changed to reflect a seven year window. Mr. Shaw highlighted that the amended transportation bill/package would now provide maintenance money for various infrastructures in the metropolitan region and there would be \$100 million in transit funding as well. Mr. Shaw added that a new piece to the transportation package included a rebate system for electric and other low carbon emitting vehicles in order to promote their use in Oregon. There was also a bicycle excise tax that would initiate a tax of \$15 on adult bicycles that cost \$200 or more; this would provide funding for bicycle and pedestrian projects in Connect Oregon. Other changes that Mr. Shaw communicated were that funding out of the vehicle privilege tax in order to fund congestion projects had been removed from the package along with the regional surcharge. Mr. Shaw noted that the package would generate around \$400 million annually to fund transportation projects and initiatives; Mr. Shaw emphasized that an additional \$100 million would be provided for transit operations. Mr. Shaw highlighted a jurisdictional transfer for Powell Boulevard in Portland to local governments would take place as a condition of the transportation bill.

Councilor Discussion:

Councilor Harrington verified whether \$10 million annual funding for Safe Routes to School was still in the

transportation bill. She also asked about funding dynamic between the transportation bill and the South West Corridor project. Councilor Craddick requested a document that would compare elements of the final transportation package to an early draft of the proposed bill, before it appeared to the Oregon State legislation. Council President Hughes inquired about other legislative news besides the transportation bill.

3:45 Councilor Liaison Updates and Council Communication

Mr. Joel Morton, Senior Metro Attorney, indicated that Mr. Roger Alfred was working on code amendments for the mid-cycle urban growth boundary expansion process. Ms. Michelle Bellia was working on code language and a request for proposal in regards to food processing. Mr. Morton stated that Ms. Joyce Wan was advising the Diversity, Equity, and Inclusion department on protocol to be used by Metro staff related to customer disputes regarding the first amendment (freedom of religion). Councilor Collette attended a tour at the old paper mill buildings near Willamette Falls (she didn't specify a date). Council President Hughes and Ms. Bennett attended the Tualatin River Boat launch; the date was not specified.

3:50 Adjourn

Seeing no further business, Council President Hughes adjourned the Metro Council work session at 4:57 p.m.
Respectfully submitted,



Amaanjit Singh

ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF JUNE 27, 2017

ITEM	DOCUMENT TYPE	DOC DATE	DOCUMENT DESCRIPTION	DOCUMENT No.
2.0	Handout	06/27/17	Councilor Hughes Willamette Falls Letter	062717cw-01
3.1	Handout	06/27/17	GPI informational handout	062717cw-02
3.1	PowerPoint	06/27/17	PowerPoint: GPI and Metro Collaboration	062717cw-03