



600 NE Grand Ave.  
Portland, OR 97232-2736

## Council work session agenda

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Tuesday, July 24, 2018

2:00 PM

Metro Regional Center, Council Chamber

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**2:00 Call to Order and Roll Call**

**2:05 Chief Operating Officer Communication**

**Work Session Topics:**

2:10 Elected Officials Survey Update

[18-5054](#)

Presenter(s): Jim Middaugh, Metro  
Michelle Neiss, DHM Research  
Anne Buzzini, DHM Research

Attachments: [Work Session Worksheet](#)  
[Metro Elected Officials Annotated Questionnaire](#)

2:45 Emerging Technology Strategy Implementation Actions

[18-5049](#)

Presenter(s): Eliot Rose, Metro

Attachments: [Work Session Worksheet](#)  
[PILOT Funding Overview](#)

**3:30 Councilor Communication**

**3:45 Adjourn**

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### សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬស្នើសុំទទួលបានកម្មប្រព័ន្ធរើសអើងសូមចូលទស្សនាគេហទំព័រ [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights)។ បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ ថ្ងៃធ្វើការ មុនថ្ងៃប្រជុំស្នើសុំអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

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**Elected Officials Survey Update**

*Work Session Topics*

Metro Council Work Session  
Tuesday, July 24, 2018  
Metro Regional Center, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** July 24, 2018

**LENGTH:** 30 minutes

**PRESENTATION TITLE:** Elected officials' survey results

**DEPARTMENT:** Communications

**PRESENTER(S):** Jim Middaugh, x1505, [jim.middaugh@oregonmetro.gov](mailto:jim.middaugh@oregonmetro.gov); Michelle Neiss, 503.220.0575, [mneiss@dhmresearch.com](mailto:mneiss@dhmresearch.com); Anne Buzzini, 503.220.0575, [abuzzini@dhmresearch.com](mailto:abuzzini@dhmresearch.com)

### WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: To provide a briefing on the results of the elected officials survey
- Outcome: Council awareness of elected officials' current attitudes and beliefs about Metro; Council awareness of new program offerings and communications tactics resulting from the survey

### TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

The elected officials' survey is part of Metro's Balanced Scorecard. The survey has been conducted 4 times during the last seven years. The survey is conducted online with follow up phone calls to those who do not respond to emails. The survey attempts to cover a variety of topics of interest to the Council and staff. Metro uses an independent contractor to conduct the survey to ensure anonymity.

### QUESTIONS FOR COUNCIL CONSIDERATION

1. Does the Council have questions for the vendor?
2. Are there other questions Councilors would like to include in the next survey?

### PACKET MATERIALS

- Would legislation be required for Council action  Yes  No
- If yes, is draft legislation attached?  Yes  No
- What other materials are you presenting today? PowerPoint with survey results, PDF with methodology and annotated questionnaire

June 1, 2018

To: Jim Middaugh, Metro  
From: Michelle Neiss, DHM Research  
Re: Metro Elected Officials Survey, #00728

## INTRODUCTION & METHODOLOGY

From May 1-27, 2018 DHM Research conducted an online survey of city and county elected officials in the metro area (Clackamas, Multnomah, and Washington counties). The purpose of the survey was to assess elected officials' awareness and perceptions of Metro's programs. Results will help Metro evaluate services.

**Research Methodology:** The online survey consisted of 70 elected officials and took approximately 14 minutes to complete. This is a sufficient sample size to assess the officials' opinions generally, although any demographic comparisons should be interpreted with caution (for example, differences by county).

Metro provided DHM with a list of all eligible elected officials (N=154). Metro Council President Tom Hughes sent officials an email to notify them that DHM would be conducting the survey. This was followed by an initial invite by DHM asking them to take the survey online. Two reminder emails and two reminder phone calls were sent to those who did not respond to the survey (or did not provide their name in a tracking question). One survey was administered by phone and one survey was administered in paper form.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 8.7%.

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**Metro Elected Officials Survey**  
**May 1–27, 2018**  
**N=70 Elected Officials**  
**14 minutes; margin of error ±8.7%**  
**DHM Research #00728**

\*\*\*Indicates new question this year or notable change in wording.

**LANDING PAGE**

Thank you for taking the time to answer these questions. This survey is to gather information from elected officials. Your feedback is very important and will help Metro make better decisions about how to serve you and the community. We value your candid responses.

This study is being conducted by DHM Research, an independent, nonpartisan public opinion research firm. The survey may take up to 15 minutes to complete and will be available until May 23.

Your responses are completely confidential and no name or identifying information will be associated with your responses. For us to know who has completed the survey, we will be asking for your name at the end. Please share this information to help us with logistics and save you from multiple reminders. Again, your name and office will never be associated with your responses to the survey.

Thank you for providing your feedback!

**[new page]**

**DEMOGRAPHICS**

1. In which county is the jurisdiction you represent?

<b>Response Category</b>	<b>n=70</b>
Multnomah	27%
Washington	39%
Clackamas	34%

2. What type of elected office do you hold?

<b>Response Category</b>	<b>n=70</b>
County commissioner	14%
Mayor	19%
City councilor/commissioner	67%

**[new page]**

## EVALUATIONS

To what extent do you agree or disagree with the following statement:

3. Metro provides valuable services that have positive impacts on my constituents.

Response Category	n=70
Strongly agree (Go to Q4)	13%
Agree (Go to Q4)	43%
Somewhat agree (Go to Q4)	23%
Somewhat disagree (Go to Q5)	9%
Disagree (Go to Q5)	7%
Strongly disagree (Go to Q5)	6%

[new page]

4. **IF AGREE:** What are the primary reasons you agree Metro provides valuable services that have positive impacts on your constituents? (OPEN)

Response Category	n=55
<b>Natural Resource Protection (Net)</b>	<b>44%</b>
Parks, greenspaces	29%
Land use, farming	16%
Natural resources, generally	7%
Climate change	2%
<b>Infrastructure (Net)</b>	<b>44%</b>
Transportation	20%
Waste management, recycling	13%
Housing, affordability	11%
Coordinating regional resources, planning	11%
Growth, urban growth boundary	5%
<b>Facilities, management (Net)</b>	<b>15%</b>
Zoo	13%
Facilities generally	2%
Convention, Expo Center	2%
Theaters	2%
Good at handling core mission	13%
Equity	4%
Grants	2%
No answer	25%

5. **IF DISAGREE:** What are the primary reasons you disagree Metro provides valuable services that have positive impacts on your constituents? (OPEN)

Response Category	n=15
Poor transportation management	n=4
An extra layer of government, little value	n=4
Poor housing, growth management	n=3
Overstepping their mission	n=3
Poor budgeting, financial management	n=2
Poor waste management	n=1
Too focused on Portland	n=1
No answer	n=3



[new page]

To what extent do you agree or disagree with the following statements? (**Randomize; Programmer note: present in list form**)

Response Category	Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree	Strongly disagree
6. Metro provides information in a timely manner	7%	37%	31%	13%	7%	4%
7. Metro provides useful information	14%	40%	29%	9%	6%	3%
8. Metro provides trustworthy information	10%	41%	24%	13%	7%	4%
9. Metro provides the right amount of information	4%	41%	26%	14%	9%	6%

[new page]

The following are five of Metro's primary areas of responsibilities. How would you rate Metro's efforts in each area? (**Randomize; Programmer note: present in list form**)

Response Category	Excellent	Very good	Fair	Poor	Not sure
10. Regional land use, development and transportation planning	4%	30%	34%	30%	1%
11. Protecting natural areas and managing regional parks	21%	47%	24%	3%	4%
12. Managing solid waste, garbage and recycling	16%	44%	23%	10%	7%
13. Managing and operating regional visitor and entertainment venues	11%	54%	19%	4%	11%
14. ***Regional trail planning	14%	40%	33%	4%	9%

[new page]

On the following pages are sets of more specific Metro responsibilities and efforts. Please rate Metro's effort for each. (**Randomize sets & items within**)

**Questions were divided into blocks. Blocks and question orders within each were randomized.**

How would you rate Metro's efforts in each of these areas?

Response Category	Excellent	Very good	Fair	Poor	Not sure
15. Ensuring an adequate supply of land for <u>homes</u> through management of the Urban Growth Boundary	1%	24%	30%	40%	4%
16. Ensuring an adequate supply of land for <u>business</u> through management of the Urban Growth Boundary	6%	24%	36%	30%	4%
17. Planning the Portland region's transportation system	3%	26%	27%	43%	1%
18. Promoting alternatives to driving alone	4%	14%	39%	27%	16%
19. Convening partners on funding affordable housing	9%	13%	43%	29%	7%



Response Category	Excellent	Very good	Fair	Poor	Not sure
20. ***Planning and constructing regional trails	9%	42%	35%	6%	9%
21. ***Protecting and managing natural areas	20%	43%	26%	3%	7%
22. Managing rate and taxpayer dollars	1%	19%	46%	28%	6%
23. ***Helping ensure every person in the region has access to nature	17%	43%	25%	6%	9%
24. ***Working with partners to advance racial equity	7%	30%	17%	13%	32%
25. Operating Metro Central and Metro South garbage transfer stations	17%	29%	20%	4%	29%
26. Hosting household hazardous waste collection events in the region	17%	35%	20%	10%	17%
27. Processing and selling recycled Metro Paint	20%	29%	16%	0%	35%
28. Providing recycling and waste reduction education programs for grades K-12 throughout the region	7%	17%	19%	3%	54%
29. Promoting recycling and waste reduction throughout the region	16%	43%	28%	9%	4%
30. Cleaning up illegal dumpsites through the Regional Illegal Dumping (RID) program	6%	9%	29%	9%	48%
31. Operating the Oregon Convention Center	18%	49%	13%	0%	21%
32. Operating Portland Expo Center	15%	41%	16%	3%	25%
33. Operating the Oregon Zoo	44%	46%	4%	1%	4%
34. Operating Portland's arts and entertainment venues, such as the Arlene Schnitzer Concert Hall and the Keller Auditorium	15%	57%	10%	1%	16%

[new page]

35. \*\*\*What specific suggestions do you have for Metro to improve its investments in parks and natural resources? (OPEN)

Response Category	n=67
Protect natural areas	9%
Concentrate on areas within Metro's boundary	6%
Increase and improve neighborhood, dog parks	4%
Maintain parks, facilities	4%
Stop asking for bond money, manage funds better	4%
Increase, improve pedestrian, bike areas	3%
Provide community grants	3%
Engage with local jurisdiction, allow local control	3%
Distribute resources equally	3%
All other responses	1% or less
None, nothing	10%
No answer	45%

36. What other suggestions do you have for Metro to improve its services? (**OPEN**)

Response Category	n=67
Engage with local jurisdiction, allow local control	21%
Improve transportation management	12%
Improve urban growth boundary management	4%
Distribute resources equitably	4%
Concentrate on their core mission, avoid mission creep	4%
Better, more flexible housing management	3%
Reduce bureaucracy, scale back mission	3%
All other responses	1% or less
No answer	51%

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## COMMUNICATION

37. Where do you typically get information about Metro? Choose all that apply. (**randomize order**)

Response Category	n=67
Emails from Metro	63%
From colleagues	54%
Metro website	43%
Metro News	40%
The Oregonian/OregonLive	36%
At Metro meetings	30%
Social media (Facebook, Twitter, etc.)	15%
Local TV	13%
Willamette Week	6%
Radio	6%
Other (open)	30%

[new page]

38. What specific suggestions do you have for Metro to improve its communications, public engagement processes, or services? (**OPEN**)

Response Category	n=66
Solicit input from, work with local officials	15%
Host community listening sessions, listen to public	9%
Use email, phone, apps targeted marketing	6%
Publicize what their purpose is, keep informed, increase transparency	5%
Reduce bureaucracy, scale back their mission	3%
More representation from outlying communities	3%
None, nothing	12%
All other responses	<1%
No answer	52%

[new page]

39. \*\*\*Do you have any final words of advice for Metro on how to better support communities, businesses, and residents in our region? (**OPEN**)

Response Category	n=66
Stop imposing their agenda, collaborate with local jurisdictions, citizens	21%
Improve transportation management	9%
Improve urban growth boundary management	5%
Distribute resources equitably	5%
Improve waste management, recycling	3%
Concentrate on their core mission, avoid mission creep	3%
Stop asking for bond money	2%
Metro meetings need more efficiency	2%
None, nothing	11%
No answer	48%

[new page]

40. (**OPEN TEXTBOX**) To help us track reminder calls and emails, please provide your name below. DHM will not share your name and all responses will be anonymous.

[new page]

**Thank you for your time!**

Your feedback has been successfully collected. Feel free to close this window or browse to another site.

## **Emerging Technology Strategy Implementation Actions**

*Work Session Topics*

Metro Council Work Session  
Tuesday, July 24, 2018  
Metro Regional Center, Council Chamber

# METRO COUNCIL

## Work Session Worksheet

**PRESENTATION DATE:** July 17, 2018

**LENGTH:** 45 min.

**PRESENTATION TITLE:** Partnerships and Innovative Learning Opportunities in Transportation (PILOT) funding program overview

**DEPARTMENT:** Planning and Development

**PRESENTER(S):** Eliot Rose, 503-797-1825, [eliot.rose@oregonmetro.gov](mailto:eliot.rose@oregonmetro.gov)

### WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: To update Council on the draft program structure and selection process for the Partnerships and Innovative Learning Opportunities in Transportation (PILOT) program and receive feedback on the program.
- Outcome: Council provides feedback on the program structure and selection process for the PILOT program.

### TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

Metro's Emerging Technology Strategy outlines how Metro and its partners can harness the potential of new technologies – ride-hailing (Uber and Lyft); car and bike sharing; and automated, connected, and electric vehicles – to create a more equitable and livable region. In June 2018, JPACT approved the Emerging Technology Strategy and the Metro Council directed staff to release it as part of the public comment draft of the Regional Transportation Plan.

The Emerging Technology Strategy calls for Metro to develop a technology pilot funding program in the next two years. In order to shape how technology affects our region, Metro and our partners need to take a more active role in testing new technologies while collecting information about how these technologies affect our communities and developing stronger partnerships with the companies who are developing these technologies. Transportation agencies across the U.S. have found that pilot projects – which engage public agencies, private companies, and community organizations to collaboratively testing a new technology and see whether it supports community goals – are a cost-effective way to develop the necessary information and partnerships to successfully plan for emerging technologies.

Since Council directed staff to release the Emerging Technology Strategy for public comment, staff have been holding conversations with representatives of organizations working at the intersection of transportation and technology in the Metro region and reviewing information from current technology pilots in the region. Based on this work, Metro staff have developed a draft program structure that is tailored to the opportunities and challenges in the Portland region and that builds on best practices.

### QUESTIONS FOR COUNCIL CONSIDERATION

- What questions or feedback does Council have on the draft PILOT program structure?

### PACKET MATERIALS

- Would legislation be required for Council action  Yes  No
- If yes, is draft legislation attached?  Yes  No
- What other materials are you presenting today? Memo, presentation

# Memo

Date: July 17<sup>th</sup>, 2018  
To: Metro Council and interested parties  
From: Eliot Rose, Senior Technology Strategist  
Subject: Partnerships and Innovative Learning Opportunities in Transportation (PILOT) funding program overview

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## **PURPOSE**

To update Council on the draft program structure and selection process for the Partnerships and Innovative Learning Opportunities in Transportation (PILOT) program and receive feedback on the program.

## **ACTION REQUESTED**

Council provides feedback on the program structure and selection process for the PILOT program.

## **BACKGROUND**

The Emerging Technology Strategy is intended to help Metro and our regional partners prepare for new developments in transportation and technology and to harness innovation to help us meet our regional goals. It is a new component of the Regional Transportation Plan. The Emerging Technology Strategy identifies steps that Metro and our partners can take to harness new developments in transportation technology – including automated, connected and electric vehicles; new mobility services like car share, bike share, and ridehailing services (e.g., Uber and Lyft) – to create a more equitable and livable region. In June 2018, JPACT approved the Emerging Technology Strategy and the Metro Council directed staff to release it as part of the public comment draft of the Regional Transportation Plan.

Successfully implementing the Emerging Technology Strategy requires a different approach than Metro takes to many of our planning and developing transportation projects. Most of the technologies covered by the strategy have only been available for a few years, so we have limited information to inform planning efforts. These technologies are evolving rapidly, so if we want to influence how they are deployed, Metro and our partners need to take an active role in testing and shaping new products and services. Private companies are largely responsible for developing and deploying new technologies, and public agencies typically lack the strong partnerships with these companies that can help inform implementation and product development.

Transportation agencies across the U.S. have found that pilot projects – which engage public agencies, private companies, and community organizations to collaboratively testing a new technology and see whether it supports community goals – are a cost-effective way to develop the necessary information and partnerships to successfully plan for emerging technologies. The draft Emerging Technology Strategy calls for Metro to develop a technology pilot funding program in the next two years.

During spring and early summer of 2018, Metro staff held conversations and conducted research in order to develop a detailed set of guidelines for the PILOT program that both builds on lessons learned from other agencies' experience with technology pilots and considers the unique opportunities and challenges in the greater Portland region. Staff interviewed representatives of over 30 organizations working at the intersection of transportation and technology in the Metro region, including public agencies, non-profit organizations, and private firms. Staff also reviewed documentation and interviewed public agency staff about current technology pilots in the region and around the country, focusing on projects that are aligned with the Emerging Technology Strategy's focus on supporting shared and active transportation choices and providing more equitable transportation options. These examples, summarized in the table below, help us anticipate some of the types of projects that might be submitted for PILOT funding, and to structure the program so that we build on others' successes while avoiding missteps.

*Table 1: Example pilot projects reviewed by staff in developing the PILOT program*

<b>Project</b>	<b>Lead organization</b>	<b>Partner firm</b>	<b>Description</b>	<b>Approx. cost and duration</b>
BIKETOWN for All	City of Portland	Motivate	Offered a discounted fare, cash-based payment option, a free helmet, and free bicycling safety education to low-income residents	\$75,000 / one year
Community Electric Vehicle / e-Bike pilot	Forth and Hacienda CDC	N/A	Made a fleet of electric vehicles and bicycles available to the largely low-income and Latinx population served by Hacienda CDC	\$150,000 / one year
Ride-hailing / transit partnerships	Various agencies	Uber or Lyft	Over a dozen public agencies across the U.S. have entered into partnerships with Uber or Lyft to subsidize ride-hailing trips to and from transit stations or use ride-hailing to supplement public demand response transit. In several cases pilots have been targeted toward underserved people.	Varies; a six-month pilot typically involves \$25,000-\$50,000 in public costs
Flex	Alameda-Contra Costa Transit	N/A	Supplemented two low-ridership transit routes serving suburban areas with an on-demand service	\$60,000 per year / ongoing
On-demand Transit	City of West Sacramento	Via	Launched a microtransit service to connect residents to destinations within the city of West Sacramento and to the regional rail system	\$750,000 / ongoing (including a \$150,000 regional grant)
Clean Car Sharing program	California Air Resources Board	Varies	Supported multiple projects that launch electric vehicle car sharing options in communities of color / low-income communities	Varies
Microtransit Pilot	Los Angeles County Metropolitan Transportation Authority	Via, RideCo, and Transdev	Developed on-demand transit services in areas of Los Angeles County that are challenging to serve with traditional fixed-route service	\$885,000 / ongoing
RideKC	Kansas City Area Transportation Authority	Bridj	Provided on-demand service designed to connect commuters with employment centers	\$1,500,000 / one year



Project	Lead organization	Partner firm	Description	Approx. cost and duration
FLEX	Santa Clara Valley Transportation Authority	RideCell	Provided on-demand transit service in suburban areas	N/A / six months

The conversations and research informed the draft program structure outlined below.

## DRAFT PILOT PROGRAM STRUCTURE

### *Program goals*

- **Test** how different emerging technologies can help advance Metro’s goals to advance equity and improve transportation choices
- Collect and share **information** on how projects perform
- Develop **partnerships** between public agencies, community groups, new mobility companies, and others that support ongoing success in the region’s work on emerging technologies

### *Program funding overview*

- Total funding available: \$150,000 in one-time competitive grants. Based on a review of pilot projects and conversations with partners, we expect to fund between one and three projects.
- Amount individual applicants are allowed to request: \$25,000-\$150,000
- Eligible applicants: Cross-sector project teams consisting of public agencies, non-profits, and/or private firms.
- Grant period: Two years, from July 2019 through June 2021

### *Selection criteria*

Successful PILOT projects will:

- Identify a **challenge** based on sound data and community outreach
- Test a **solution** that has not previously been tried in the Portland region and that supports the policies in Metro’s Emerging Technology Strategy.
- Build cross-sector **partnerships** between public agencies, non-profit organizations, and/or private companies.
- Identify a plan to conduct **outreach** to the community the project is designed to serve.
- Conduct a thorough, unbiased, and transparent project **evaluation**.
- Leverage additional **resources** to implement the project and to continue it if it is successful.

Technology is developing rapidly, creating new ways to travel and changing how people use the transportation system. The PILOT program gives Metro a new approach to testing emerging technologies and developing the information and partnerships that we need to proactively shape how emerging technology affects our region.

Materials following this page were distributed at the meeting.

# Metro Elected Officials Survey

May 2018



## Research Purpose

- Assess elected officials' awareness and perceptions of Metro's programs
- Help Metro evaluate programs

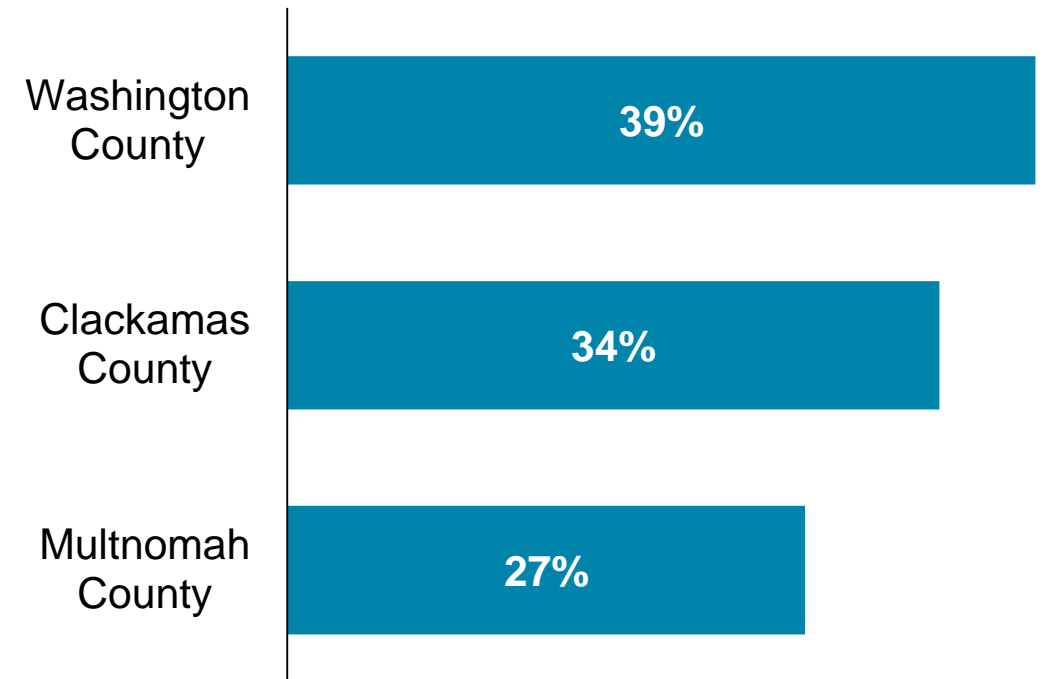
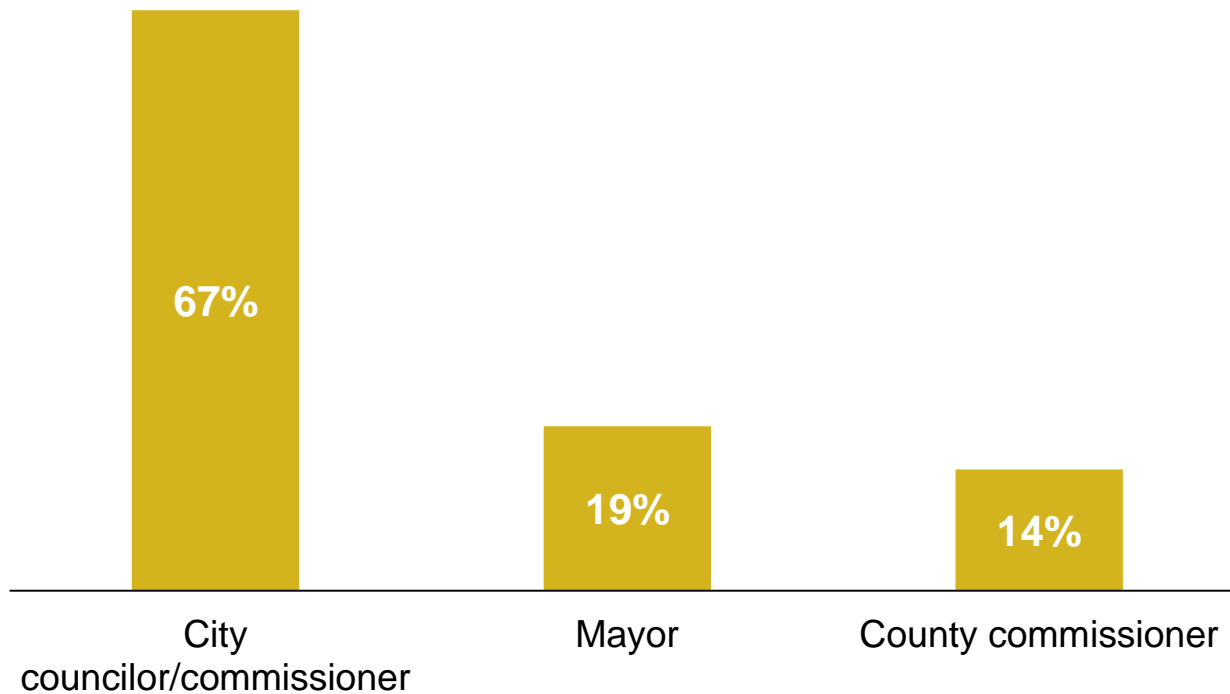


## Methodology

- Online survey of 70 elected officials in the metro area
  - Invited all eligible officials (N=154)
  - One person completed survey via phone interview, one person completed paper version
  - Up to three email invitations and two phone calls
  
- Conducted May 1–27, 2018; 14 minutes to complete
  
- Margin of error  $\pm 8.7\%$
  
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate portions.



# Responses are largely representative of the pool of elected officials.

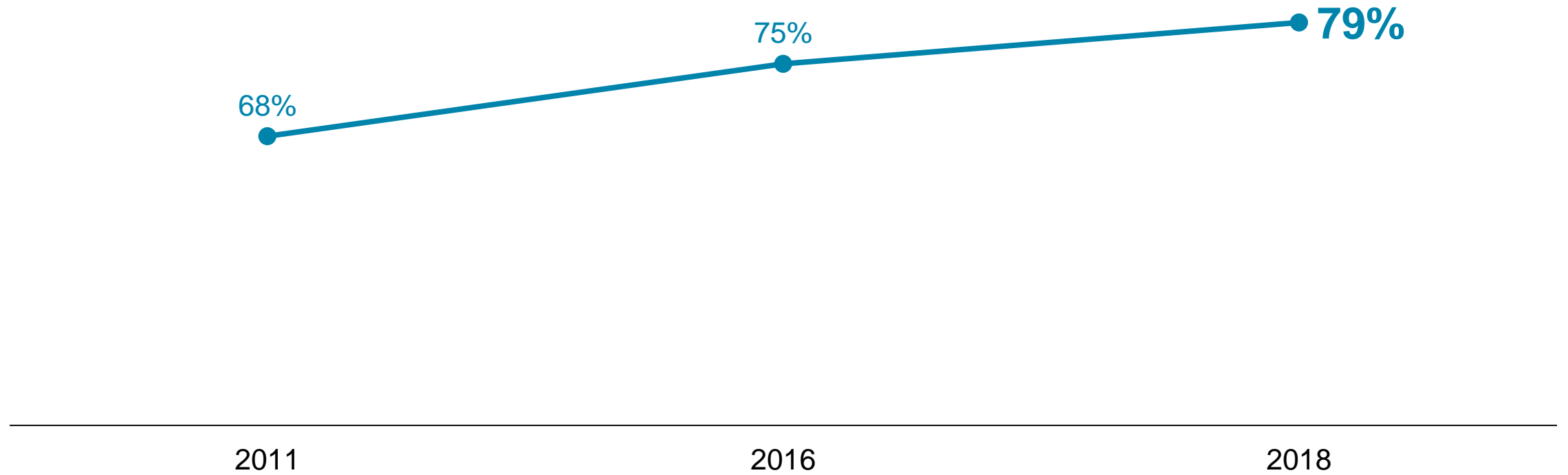


# General Evaluations





# Over 7 in 10 agree that Metro provides valuable services and this has risen steadily over time.





**Overall, officials see the most value in Metro's protection of natural resources and infrastructure planning.**

**44% Natural Resource Protection**

**44% Infrastructure**

**15% Facilities Management**

**13% Good at handling their core mission**

**4% Equity**

**2% Grants**



# One in five officials question the value of Metro's service; transportation and overreach are top concerns

**n=4** Poor transportation management

**n=4** Unnecessary layer of government with little value

**n=3** Poor housing/growth management

**n=3** Overstepping their mission

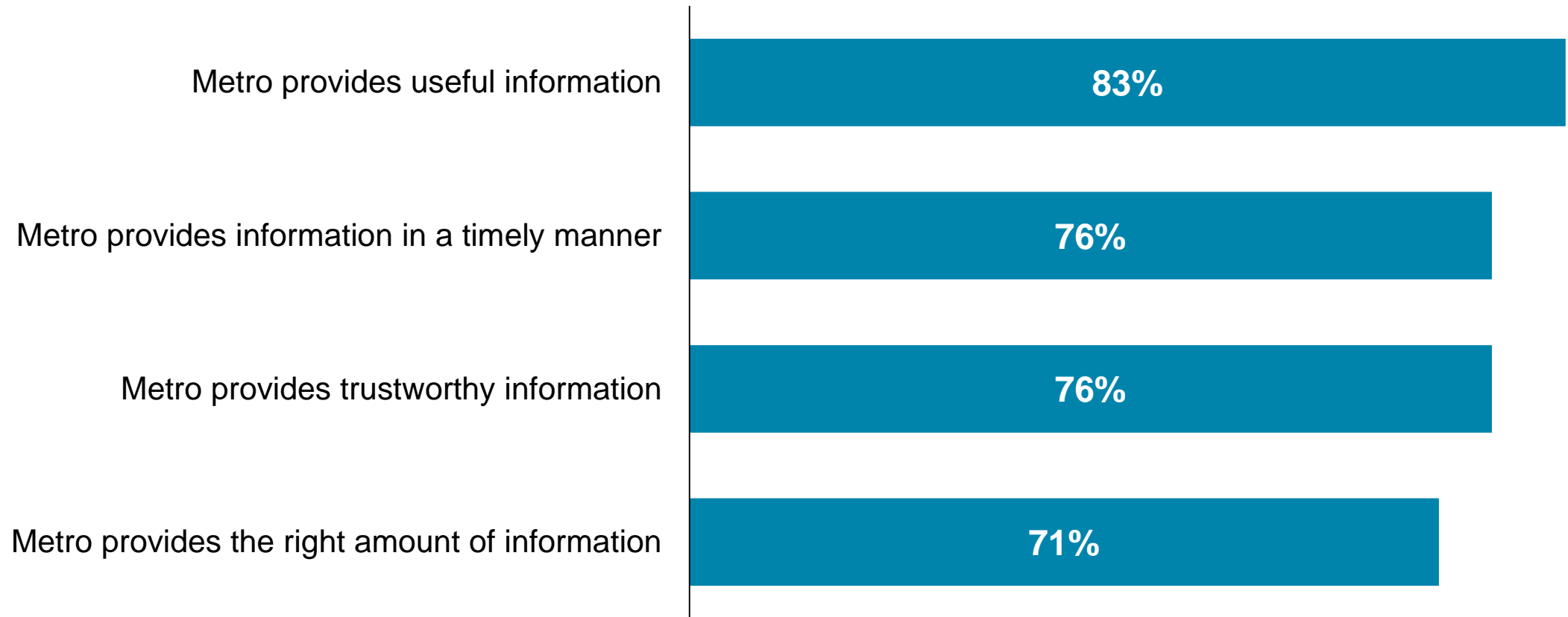
**n=2** Poor financial management

**n=1** Too focused on Portland

**n=1** Poor waste management

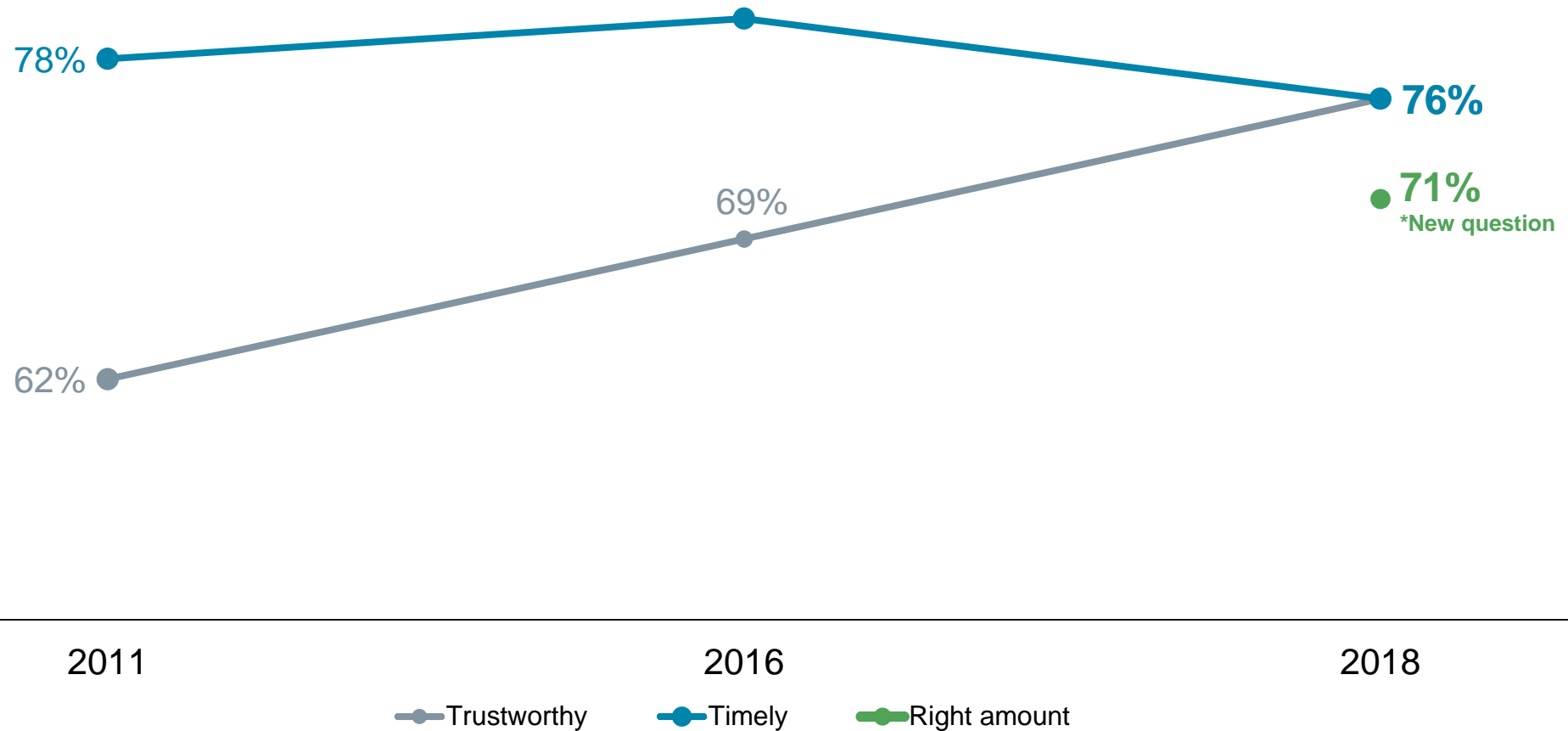


# Majorities agree that Metro's communication outreach to officials is effective.



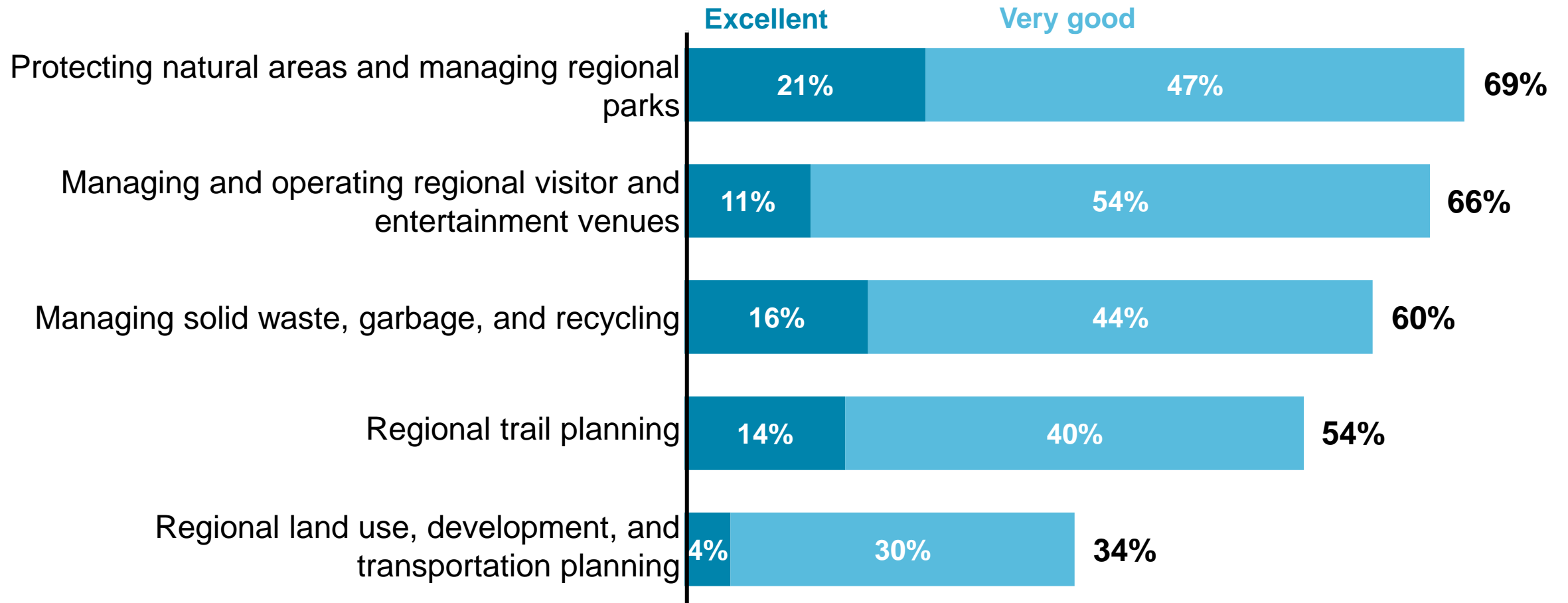


# Agreement that Metro provides useful and trustworthy information has gone up over time.





# Elected officials see Metro as doing better at protecting natural resources and managing entertainment venues compared to managing transportation and growth.

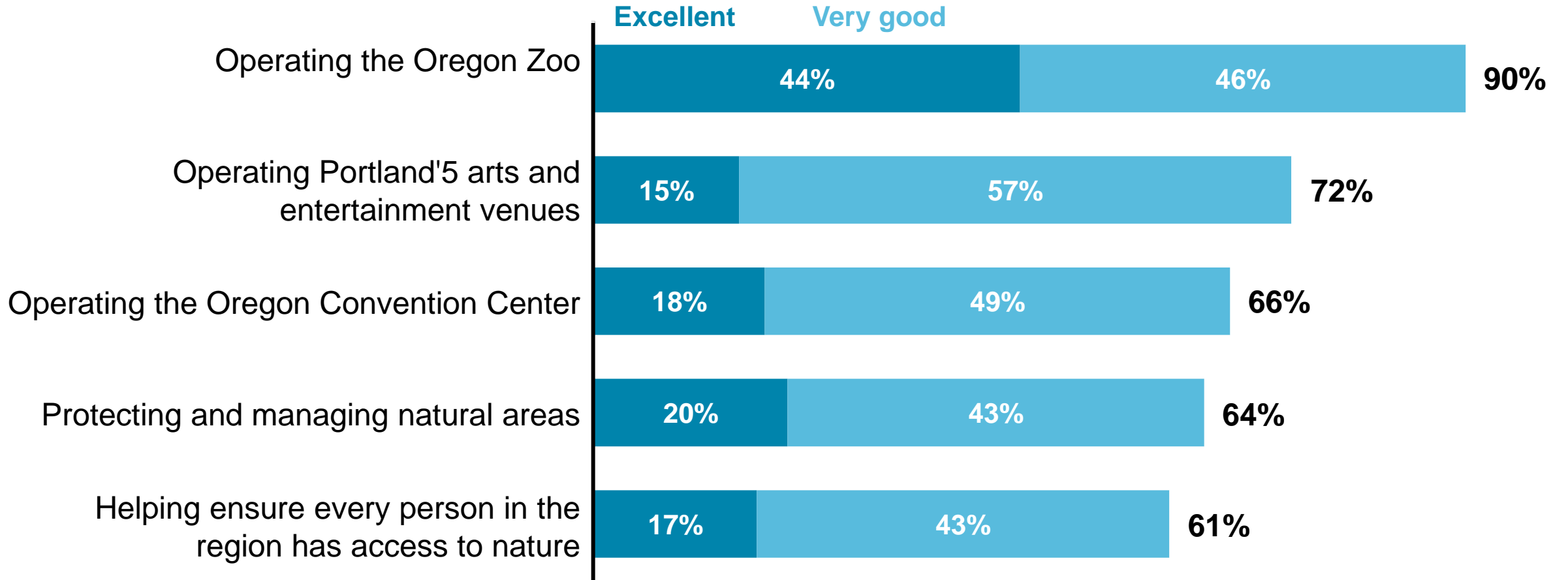


# Specific Evaluations



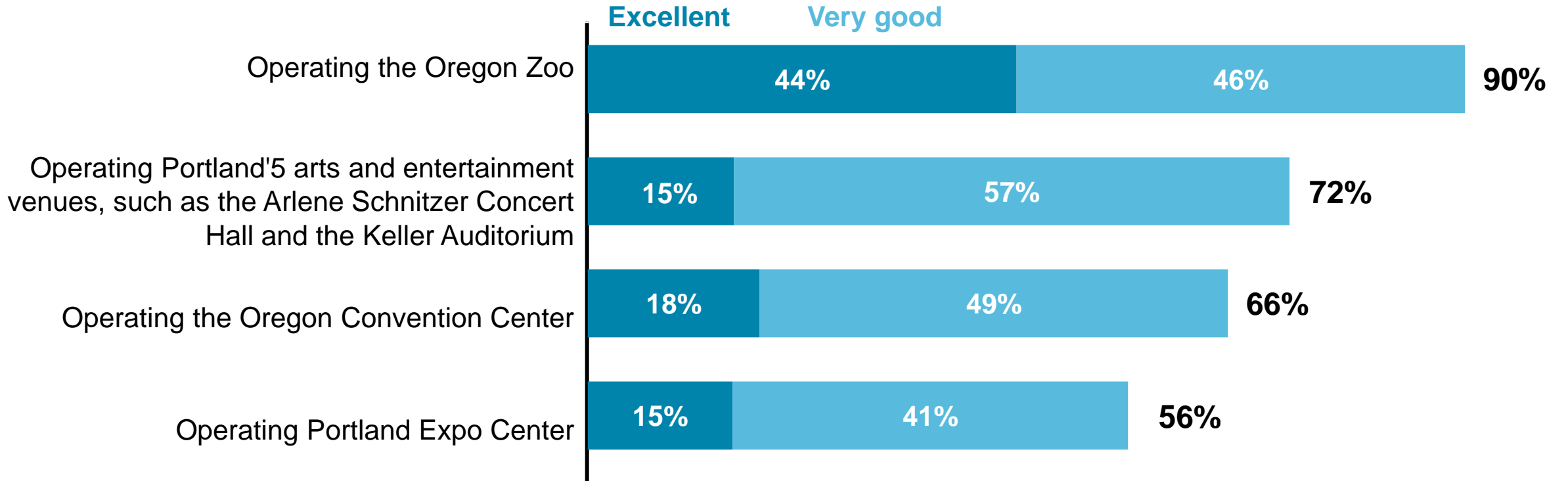


# Officials think Metro is best at responsibilities related to operating entertainment venues and managing natural resources.



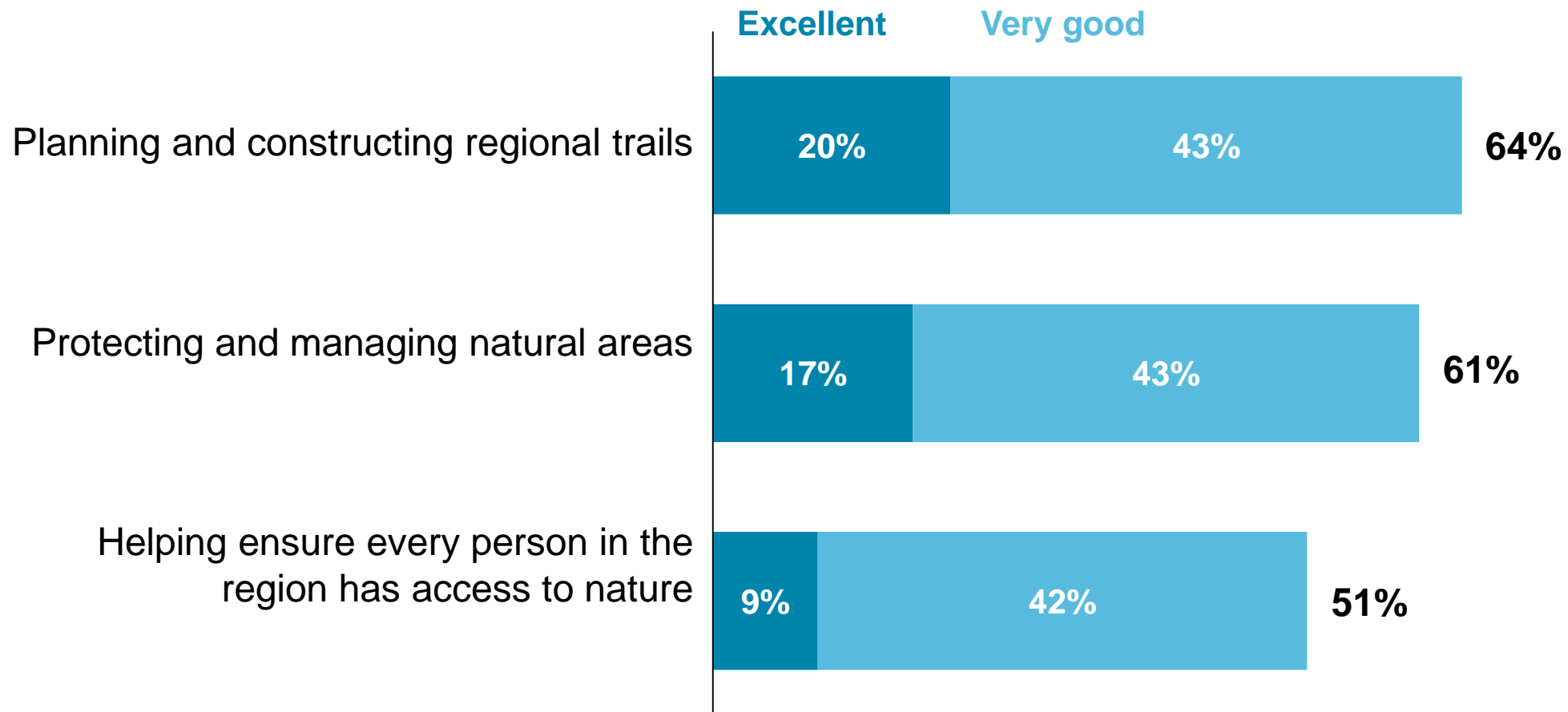


# Officials believe Metro operates each specific entertainment venue well.



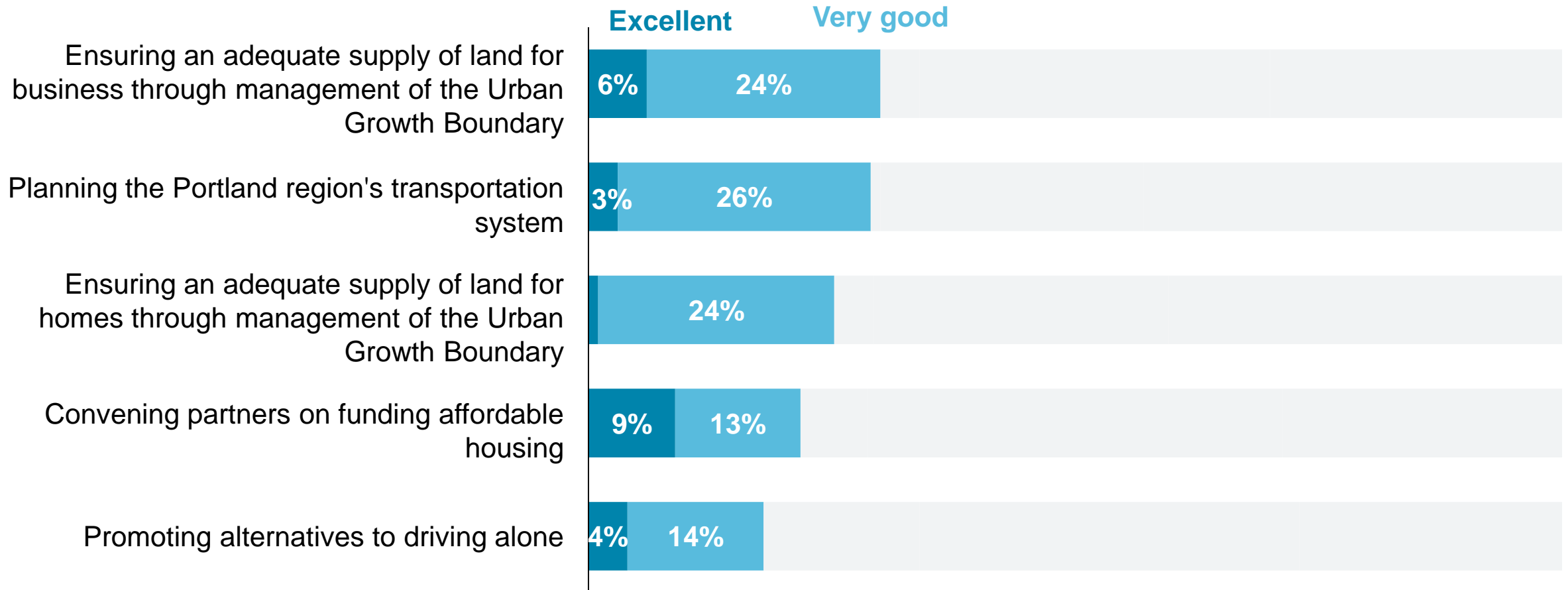


# Overall, officials think Metro does well at developing, managing, and protecting natural resources.



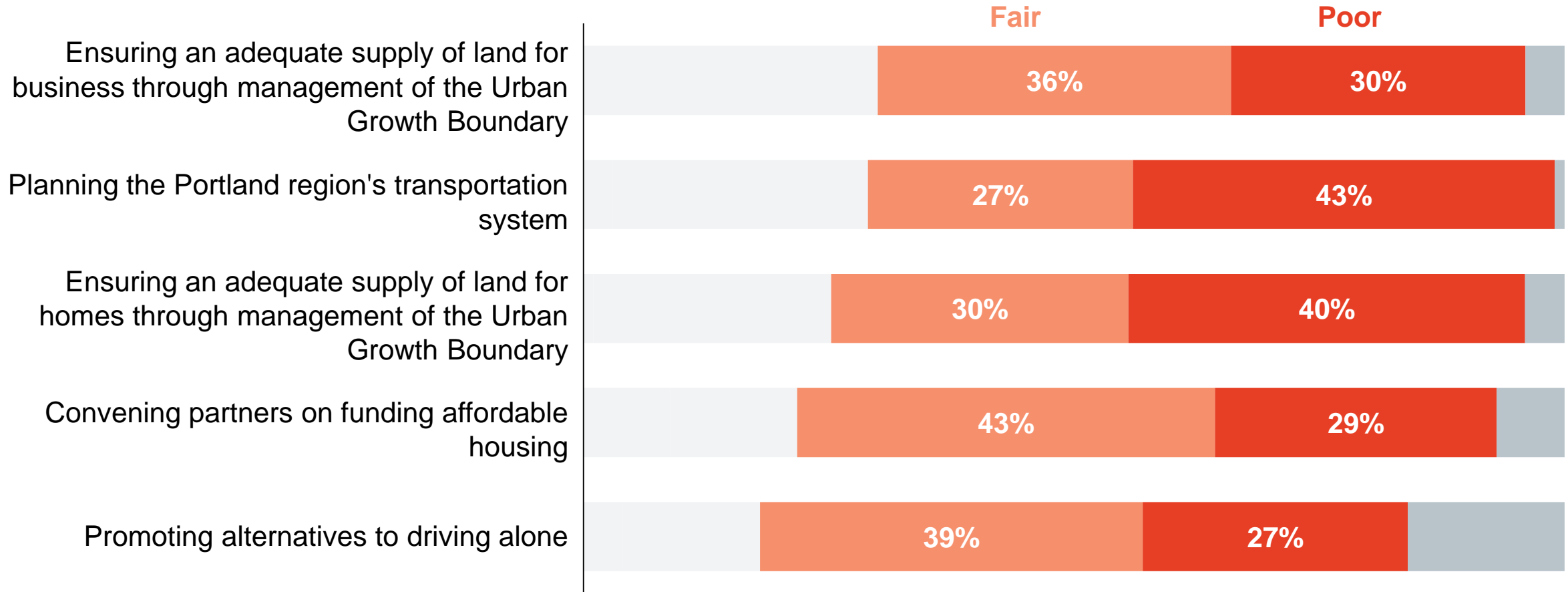


# About three in ten say that Metro is doing well at ensuring supply of land for business and regional transportation planning.



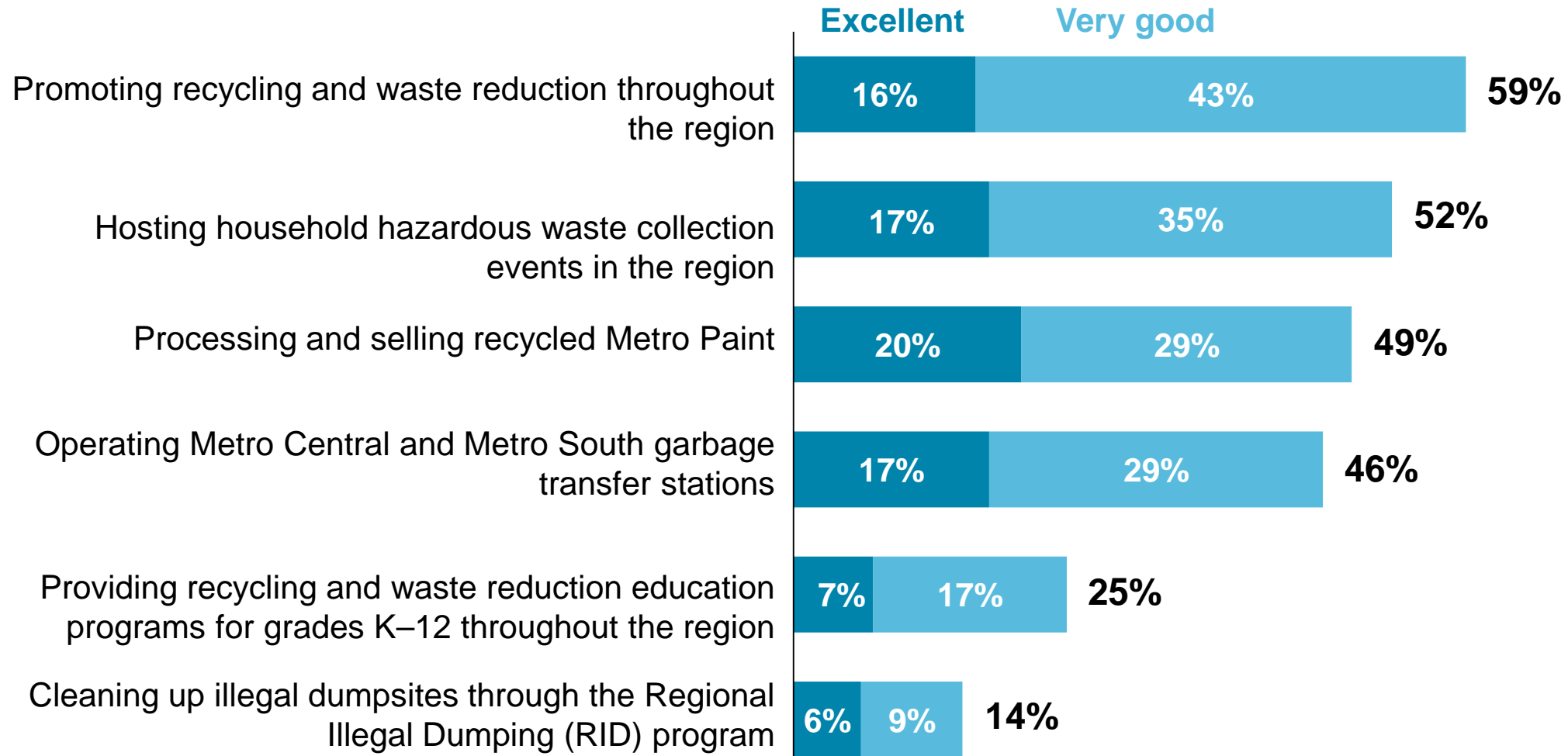


# But overall, officials have concerns about how Metro is handling growth and transportation.



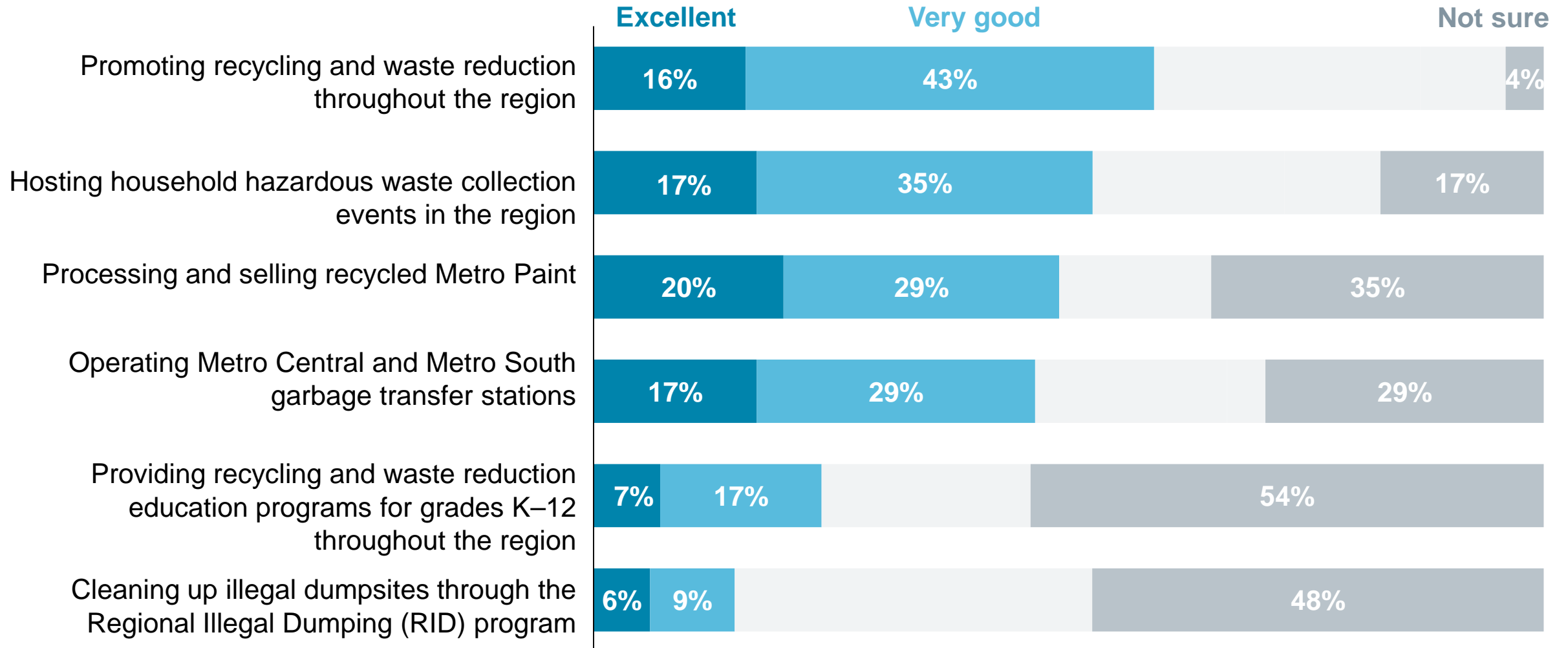


# Officials are largely positive about Metro's management of waste.





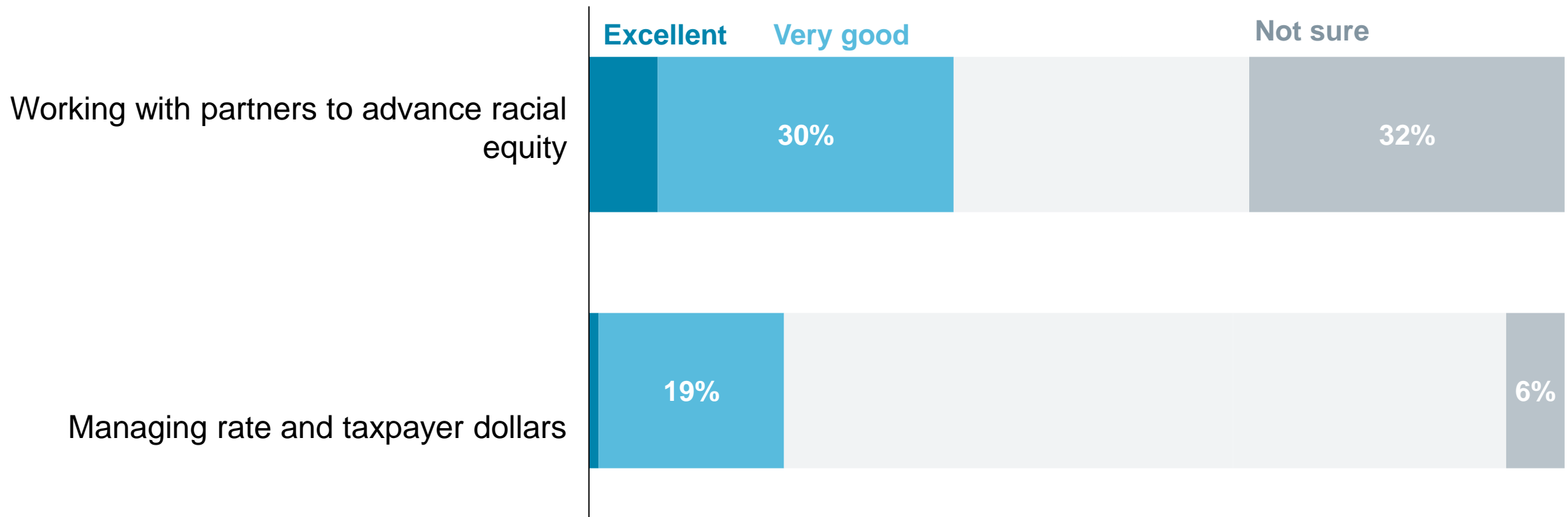
# But a majority don't know about education programs and many don't know about other efforts.







# Officials are not sure how well Metro advances equity and are less positive about how well Metro manages funds.





# There is no clear mandate about how Metro could best improve investments in parks and natural resources.

**9%** Protect, control natural areas

**6%** Concentrate only on area within Metro boundary

**4%** Improve dog parks

**4%** Maintain parks, facilities

**4%** Manage funds better

**3%** Improve pedestrian, bike areas

**3%** Provide community grants

**3%** Engage with local jurisdictions

**3%** Distribute resources equitably

**10% Nothing**



# Officials would like Metro to engage more with local jurisdictions and address transportation challenges.

- 21%** Engage with and share control with local jurisdictions
- 12%** Improve transportation management
- 4%** Improve UGB management
- 4%** Distribute resources equitably
- 4%** Concentrate on core mission
- 3%** More flexible housing management
- 3%** Reduce bureaucracy



## Officials seek opportunities to have meaningful input.

*“I would appreciate more input from local officials on regional issues. I understand not everyone can get their way, but it sometimes feels like not enough elected official input occurs.”*

*“Utilize the the knowledge each city has and use them as partners when making plans that affect them.”*

*“I would like to see Metro launch an education campaign for all city councils and all city planning commissions within its jurisdiction, so that elected officials can first be educated on the Metroscope models and the forecasting, to be true partners with Metro in figuring out what works best for our region.”*

*“Stop attempting to force its will on local government. Remember, there are citizens who do not wish to live in Portland.”*

**Communication**



**Top suggestions to improve Metro's communications are to foster engagement with officials and the larger community.**

**15% Solicit input from, work with local elected officials**

**9% Host community listening sessions**

**6% Use email, phone apps, targeted marketing**

**5% Increase transparency**

**3% Reduce bureaucracy**

**3% More representation from outlying communities**



**Echoing previous comments, officials' parting advice was for greater collaboration between local and regional government.**

**21% Collaborate with local jurisdictions**

**9% Improve transportation management**

**5% Improve Urban Growth Boundary management**

**5% Focus less on Portland**

**3% Improve waste management**

**3% Concentrate on core mission**

## Key Takeaways

- Majorities agree Metro provides valuable services and approval has risen steadily over time
- Metro is given highest ratings for managing entertainment venues and protecting natural resources (parks, trails)
- Officials express increasing concern over land use management and transportation planning





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June 1, 2018

To: Jim Middaugh, Metro  
From: Michelle Neiss, DHM Research  
Re: Metro Elected Officials Survey, #00728

## INTRODUCTION & METHODOLOGY

From May 1-27, 2018 DHM Research conducted an online survey of city and county elected officials in the metro area (Clackamas, Multnomah, and Washington counties). The purpose of the survey was to assess elected officials' awareness and perceptions of Metro's programs. Results will help Metro evaluate services.

**Research Methodology:** The online survey consisted of 70 elected officials and took approximately 14 minutes to complete. This is a sufficient sample size to assess the officials' opinions generally, although any demographic comparisons should be interpreted with caution (for example, differences by county).

Metro provided DHM with a list of all eligible elected officials (N=154). Metro Council President Tom Hughes sent officials an email to notify them that DHM would be conducting the survey. This was followed by an initial invite by DHM asking them to take the survey online. Two reminder emails and two reminder phone calls were sent to those who did not respond to the survey (or did not provide their name in a tracking question). One survey was administered by phone and one survey was administered in paper form.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 8.7%.

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**Metro Elected Officials Survey**  
**May 1–27, 2018**  
**N=70 Elected Officials**  
**14 minutes; margin of error ±8.7%**  
**DHM Research #00728**

\*\*\*Indicates new question this year or notable change in wording.

**LANDING PAGE**

Thank you for taking the time to answer these questions. This survey is to gather information from elected officials. Your feedback is very important and will help Metro make better decisions about how to serve you and the community. We value your candid responses.

This study is being conducted by DHM Research, an independent, nonpartisan public opinion research firm. The survey may take up to 15 minutes to complete and will be available until May 23.

Your responses are completely confidential and no name or identifying information will be associated with your responses. For us to know who has completed the survey, we will be asking for your name at the end. Please share this information to help us with logistics and save you from multiple reminders. Again, your name and office will never be associated with your responses to the survey.

Thank you for providing your feedback!

[new page]

**DEMOGRAPHICS**

1. In which county is the jurisdiction you represent?

<b>Response Category</b>	<b>n=70</b>
Multnomah	27%
Washington	39%
Clackamas	34%

2. What type of elected office do you hold?

<b>Response Category</b>	<b>n=70</b>
County commissioner	14%
Mayor	19%
City councilor/commissioner	67%

[new page]

## EVALUATIONS

To what extent do you agree or disagree with the following statement:

3. Metro provides valuable services that have positive impacts on my constituents.

Response Category	n=70
Strongly agree (Go to Q4)	13%
Agree (Go to Q4)	43%
Somewhat agree (Go to Q4)	23%
Somewhat disagree (Go to Q5)	9%
Disagree (Go to Q5)	7%
Strongly disagree (Go to Q5)	6%

[new page]

4. **IF AGREE:** What are the primary reasons you agree Metro provides valuable services that have positive impacts on your constituents? (OPEN)

Response Category	n=55
<b>Natural Resource Protection (Net)</b>	<b>44%</b>
Parks, greenspaces	29%
Land use, farming	16%
Natural resources, generally	7%
Climate change	2%
<b>Infrastructure (Net)</b>	<b>44%</b>
Transportation	20%
Waste management, recycling	13%
Housing, affordability	11%
Coordinating regional resources, planning	11%
Growth, urban growth boundary	5%
<b>Facilities, management (Net)</b>	<b>15%</b>
Zoo	13%
Facilities generally	2%
Convention, Expo Center	2%
Theaters	2%
Good at handling core mission	13%
Equity	4%
Grants	2%
No answer	25%

5. **IF DISAGREE:** What are the primary reasons you disagree Metro provides valuable services that have positive impacts on your constituents? (OPEN)

Response Category	n=15
Poor transportation management	n=4
An extra layer of government, little value	n=4
Poor housing, growth management	n=3
Overstepping their mission	n=3
Poor budgeting, financial management	n=2
Poor waste management	n=1
Too focused on Portland	n=1
No answer	n=3

[new page]

To what extent do you agree or disagree with the following statements? (**Randomize; Programmer note: present in list form**)

Response Category	Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree	Strongly disagree
6. Metro provides information in a timely manner	7%	37%	31%	13%	7%	4%
7. Metro provides useful information	14%	40%	29%	9%	6%	3%
8. Metro provides trustworthy information	10%	41%	24%	13%	7%	4%
9. Metro provides the right amount of information	4%	41%	26%	14%	9%	6%

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The following are five of Metro's primary areas of responsibilities. How would you rate Metro's efforts in each area? (**Randomize; Programmer note: present in list form**)

Response Category	Excellent	Very good	Fair	Poor	Not sure
10. Regional land use, development and transportation planning	4%	30%	34%	30%	1%
11. Protecting natural areas and managing regional parks	21%	47%	24%	3%	4%
12. Managing solid waste, garbage and recycling	16%	44%	23%	10%	7%
13. Managing and operating regional visitor and entertainment venues	11%	54%	19%	4%	11%
14. ***Regional trail planning	14%	40%	33%	4%	9%

[new page]

On the following pages are sets of more specific Metro responsibilities and efforts. Please rate Metro's effort for each. (**Randomize sets & items within**)

**Questions were divided into blocks. Blocks and question orders within each were randomized.**

How would you rate Metro's efforts in each of these areas?

Response Category	Excellent	Very good	Fair	Poor	Not sure
15. Ensuring an adequate supply of land for <u>homes</u> through management of the Urban Growth Boundary	1%	24%	30%	40%	4%
16. Ensuring an adequate supply of land for <u>business</u> through management of the Urban Growth Boundary	6%	24%	36%	30%	4%
17. Planning the Portland region's transportation system	3%	26%	27%	43%	1%
18. Promoting alternatives to driving alone	4%	14%	39%	27%	16%
19. Convening partners on funding affordable housing	9%	13%	43%	29%	7%

Response Category	Excellent	Very good	Fair	Poor	Not sure
20. ***Planning and constructing regional trails	9%	42%	35%	6%	9%
21. ***Protecting and managing natural areas	20%	43%	26%	3%	7%
22. Managing rate and taxpayer dollars	1%	19%	46%	28%	6%
23. ***Helping ensure every person in the region has access to nature	17%	43%	25%	6%	9%
24. ***Working with partners to advance racial equity	7%	30%	17%	13%	32%
25. Operating Metro Central and Metro South garbage transfer stations	17%	29%	20%	4%	29%
26. Hosting household hazardous waste collection events in the region	17%	35%	20%	10%	17%
27. Processing and selling recycled Metro Paint	20%	29%	16%	0%	35%
28. Providing recycling and waste reduction education programs for grades K-12 throughout the region	7%	17%	19%	3%	54%
29. Promoting recycling and waste reduction throughout the region	16%	43%	28%	9%	4%
30. Cleaning up illegal dumpsites through the Regional Illegal Dumping (RID) program	6%	9%	29%	9%	48%
31. Operating the Oregon Convention Center	18%	49%	13%	0%	21%
32. Operating Portland Expo Center	15%	41%	16%	3%	25%
33. Operating the Oregon Zoo	44%	46%	4%	1%	4%
34. Operating Portland's arts and entertainment venues, such as the Arlene Schnitzer Concert Hall and the Keller Auditorium	15%	57%	10%	1%	16%

[new page]

35. \*\*\*What specific suggestions do you have for Metro to improve its investments in parks and natural resources? (OPEN)

Response Category	n=67
Protect natural areas	9%
Concentrate on areas within Metro's boundary	6%
Increase and improve neighborhood, dog parks	4%
Maintain parks, facilities	4%
Stop asking for bond money, manage funds better	4%
Increase, improve pedestrian, bike areas	3%
Provide community grants	3%
Engage with local jurisdiction, allow local control	3%
Distribute resources equally	3%
All other responses	1% or less
None, nothing	10%
No answer	45%

36. What other suggestions do you have for Metro to improve its services? (**OPEN**)

Response Category	n=67
Engage with local jurisdiction, allow local control	21%
Improve transportation management	12%
Improve urban growth boundary management	4%
Distribute resources equitably	4%
Concentrate on their core mission, avoid mission creep	4%
Better, more flexible housing management	3%
Reduce bureaucracy, scale back mission	3%
All other responses	1% or less
No answer	51%

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## COMMUNICATION

37. Where do you typically get information about Metro? Choose all that apply. (**randomize order**)

Response Category	n=67
Emails from Metro	63%
From colleagues	54%
Metro website	43%
Metro News	40%
The Oregonian/OregonLive	36%
At Metro meetings	30%
Social media (Facebook, Twitter, etc.)	15%
Local TV	13%
Willamette Week	6%
Radio	6%
Other (open)	30%

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38. What specific suggestions do you have for Metro to improve its communications, public engagement processes, or services? (**OPEN**)

Response Category	n=66
Solicit input from, work with local officials	15%
Host community listening sessions, listen to public	9%
Use email, phone, apps targeted marketing	6%
Publicize what their purpose is, keep informed, increase transparency	5%
Reduce bureaucracy, scale back their mission	3%
More representation from outlying communities	3%
None, nothing	12%
All other responses	<1%
No answer	52%

[new page]

39. \*\*\*Do you have any final words of advice for Metro on how to better support communities, businesses, and residents in our region? (**OPEN**)

Response Category	n=66
Stop imposing their agenda, collaborate with local jurisdictions, citizens	21%
Improve transportation management	9%
Improve urban growth boundary management	5%
Distribute resources equitably	5%
Improve waste management, recycling	3%
Concentrate on their core mission, avoid mission creep	3%
Stop asking for bond money	2%
Metro meetings need more efficiency	2%
None, nothing	11%
No answer	48%

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40. (**OPEN TEXTBOX**) To help us track reminder calls and emails, please provide your name below. DHM will not share your name and all responses will be anonymous.

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**Thank you for your time!**

Your feedback has been successfully collected. Feel free to close this window or browse to another site.





Metro

# PILOT program overview

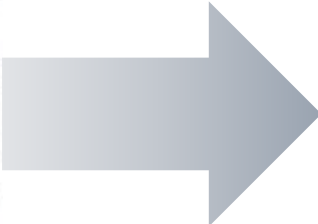
Metro Council Work Session

July 24, 2018

## **Our purpose today:**

Update Council on the draft program structure for the **Partnerships and Innovative Learning Opportunities in Transportation (PILOT)** program and receive feedback.

# How we got here



PUBLIC REVIEW DRAFT

## 2018 Regional Transportation Plan

*A blueprint for the future of transportation in the greater Portland region*

June 29, 2018

[oregonmetro.gov/rtp](http://oregonmetro.gov/rtp)

PUBLIC REVIEW DRAFT

2018 Regional Transportation Plan

## Emerging Technology Strategy

*A strategy for guiding innovation to support the greater Portland region's goals*

June 25 2018

[oregonmetro.gov/rtp](http://oregonmetro.gov/rtp)

# Emerging technologies



Automated vehicles (AVs)



Connected vehicles (CVs) and CV infrastructure



Electric vehicles (EVs)



Ride-hailing



AV/EV transit vehicles



Microtransit



Car share



Bike share



Travel information and payment



New data sources





The Emerging Technology Strategy aims to **guide innovation in transportation technology** toward creating a more equitable and livable region.



In order to guide **innovation** we need **information** and **partnerships** – which we can get through **pilots**.



**Pilot testing has become a best practice**



# Why fund technology pilots?

- **It's effective:** The best (and maybe the only) way to figure out how to make emerging technology work for our communities is to try it for ourselves.
- **It's affordable:** Technology lowers the cost of trying new ideas.
- **It's equitable:** We need to intervene to bring technology to people and communities that the market doesn't serve.



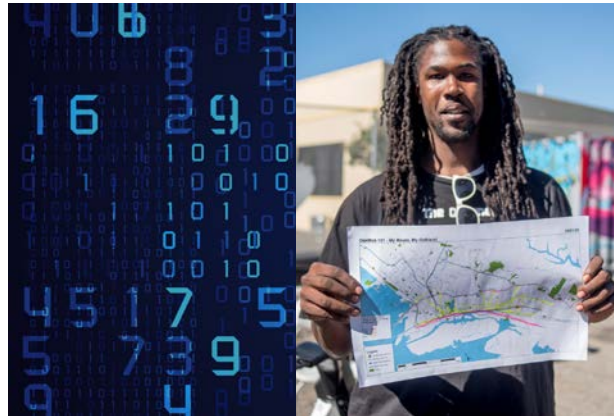
# We want to move ahead because we're already behind.

- Over 10 million Uber/Lyft rides in the City of Portland in 2017.
- 300,000 bike share trips in Biketown's first year.
- 1,000 car share vehicles in the region.
- Dockless sharing vendors have approached at least six cities in our region in the past four months.

# Partnerships and Innovative Learning Opportunities in Transportation (PILOT)



**Goal 1: Test**



**Goal 2: Collect information**



**Goal 3: Develop partnerships**

# Pilots can improve travel options for underserved people



**BIKETOWN for All**  
\$75K to start up an ongoing project



# Pilots can improve travel options for underserved people



**Forth-Hacienda Community EV Pilot**  
Approx. \$165k for a 9-month pilot

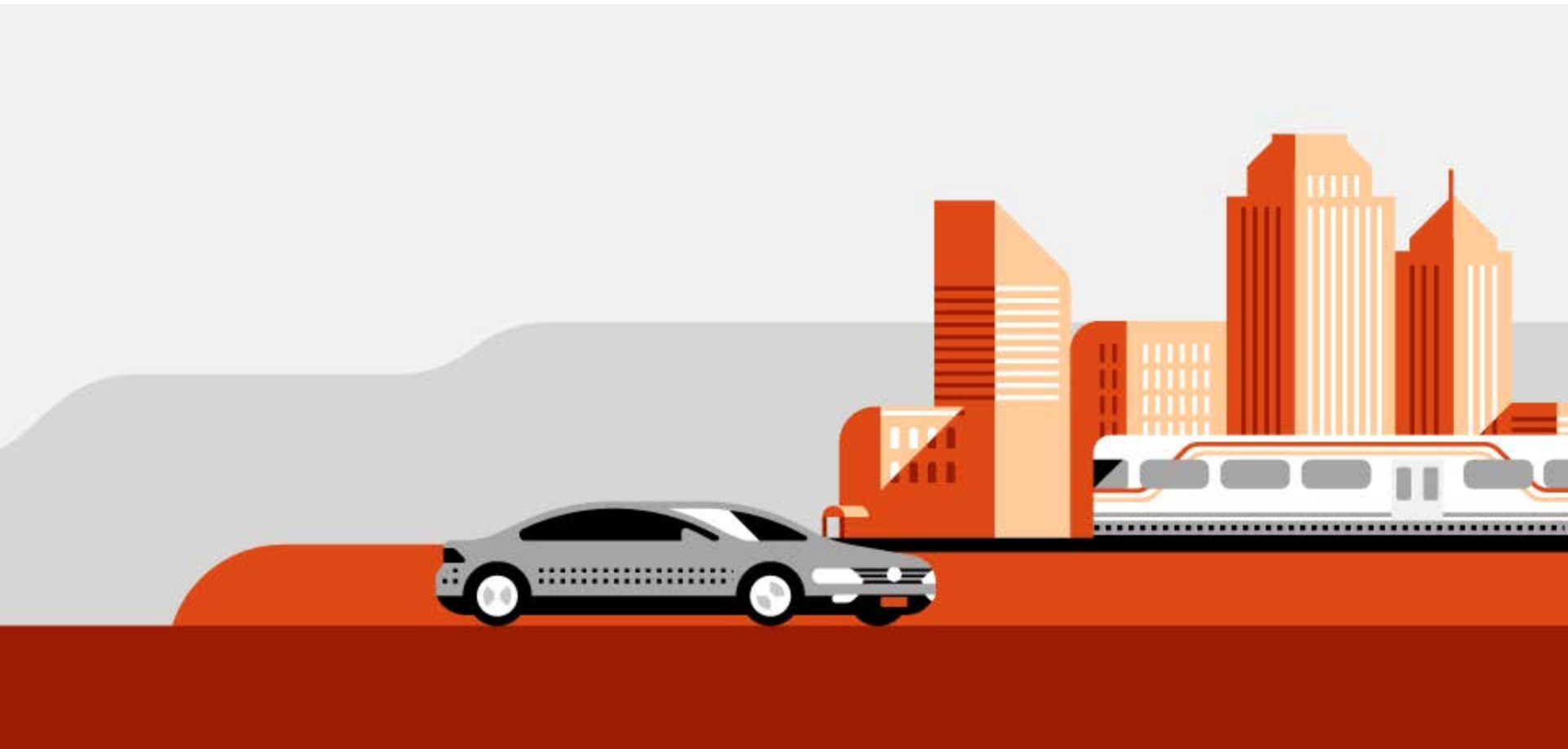
# Pilots can offer people alternatives to driving alone



**OHSU tram closure alternatives**  
**\$10-35k per alternative, per month**



# Pilots can connect people to transit



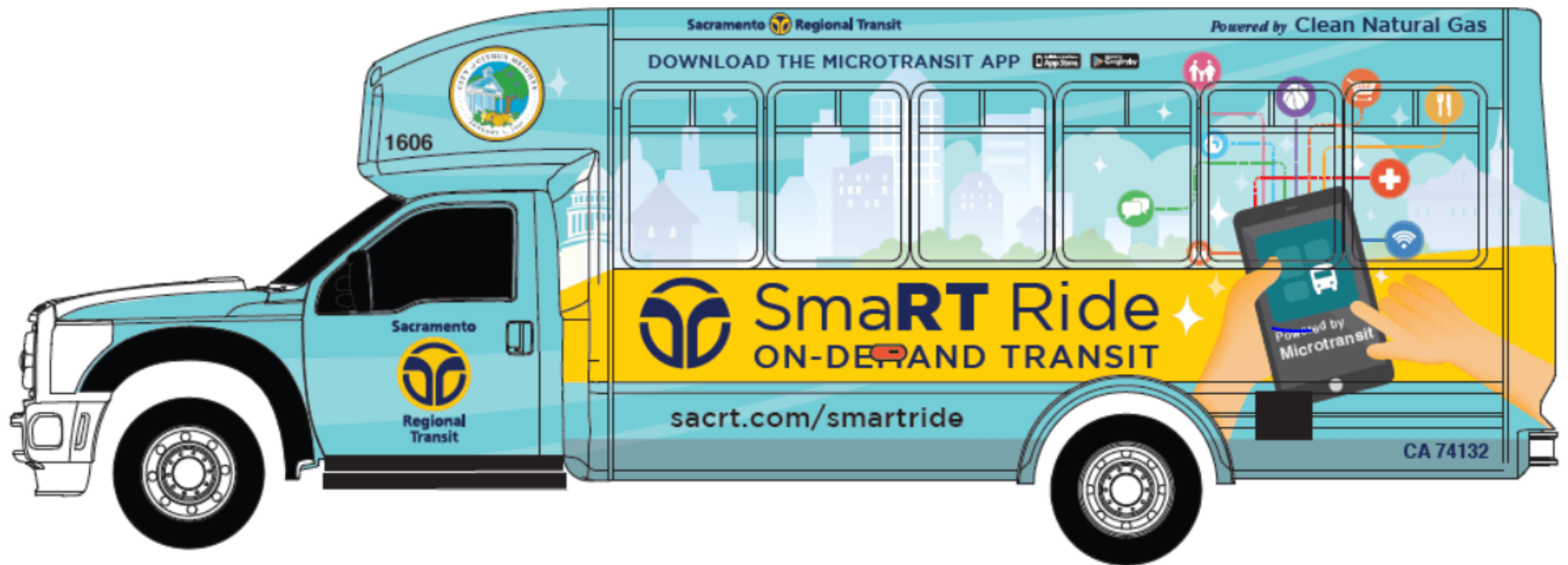
**Transit agency –Uber/Lyft partnerships**  
Approx. \$50K for a 6-month pilot

# Pilots can improve transit service – especially in suburban / rural areas



**AC Transit Flex**  
\$60K per year

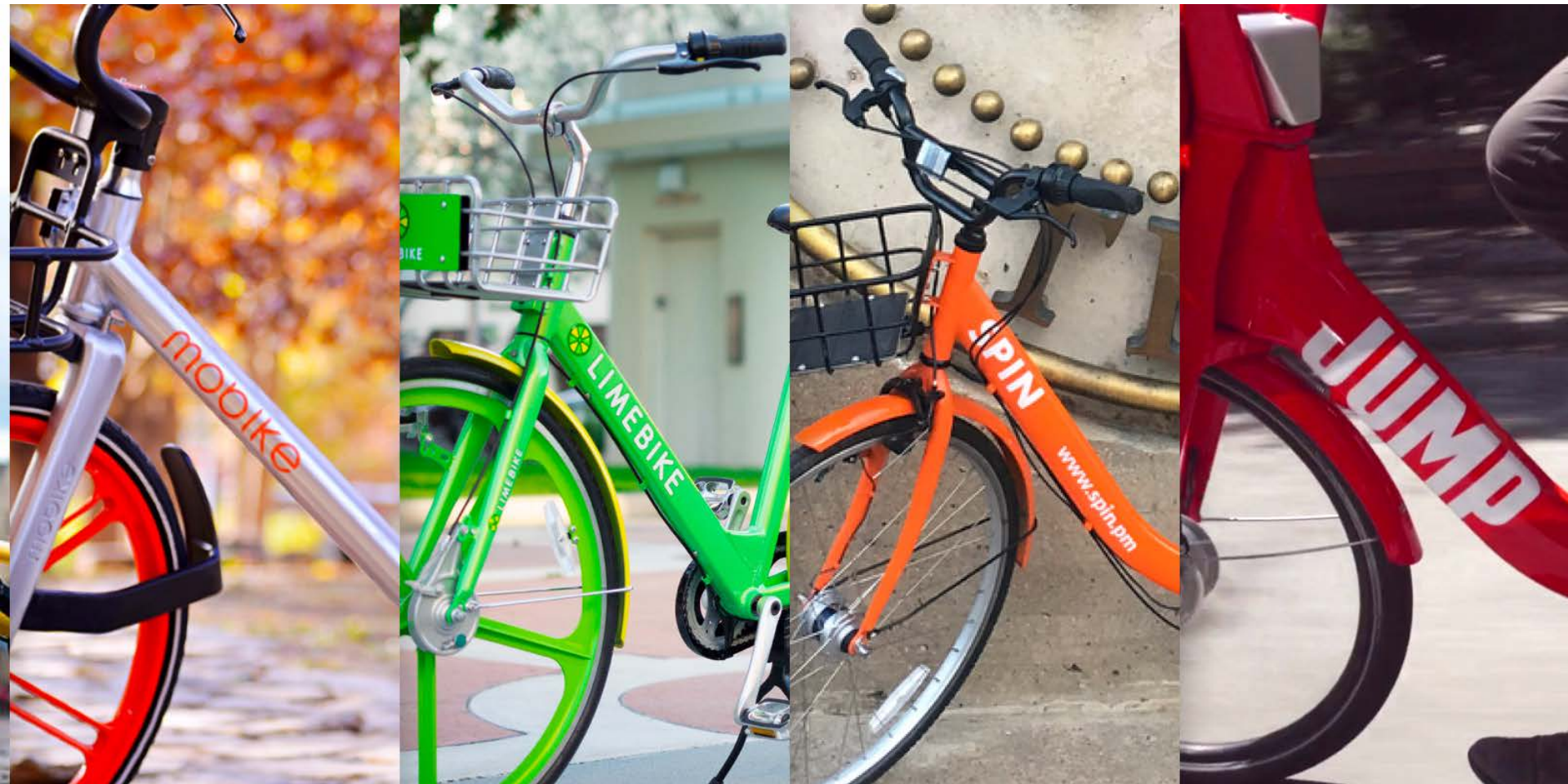
# Pilots can improve transit service – especially in suburban / rural areas



**Sacramento / LA microtransit**  
**\$750-850k for a multi-year pilot**



# Pilots are a way to make sure that new services benefit communities



**Seattle / Washington DC dockless pilots**  
**Staff time to administer programs**

# How we developed the draft program framework

Preliminary conversations with 40+ organizations potentially interested in launching a pilot:

- Included representatives from public agencies, non-profits, and technology companies
- What type of projects are we likely to see?
- How do we nurture success?
- How do we support innovation while managing risk?

Research on pilot projects and funding programs in other U.S. communities

# We explored many different options for how to set this program up

- **Focus:** deploying new services vs. more incremental innovation
- **Structure:** grant program vs. procurement process
- **Phasing:** supporting project development vs. focusing on implementation
- **Support:** stipends, technical assistance, etc.
- **Outreach and engagement:** how much, and in what form?



# What projects are partners most interested in?



**Dockless sharing**



**New first/last-mile connections**



**Community-based solutions**



**Better special-needs options**

# What local efforts could lay the groundwork for pilot projects?

- Ride Connection One Call/One Click
- TriMet Mobility on Demand Sandbox
- Washington County First/Last Mile Study
- Portland Smart Autonomous Vehicles Initiative
- Regional dockless sharing coordination
- Greater Portland, Inc. Tech Mobility Challenge
- Technology Association of Oregon Smart Cities Lab
- Gresham-UO Urbanism Next Collaboration
- Hack Oregon / Civic Projects

# Lesson 1: Focus on solving a problem, not deploying a new technology.





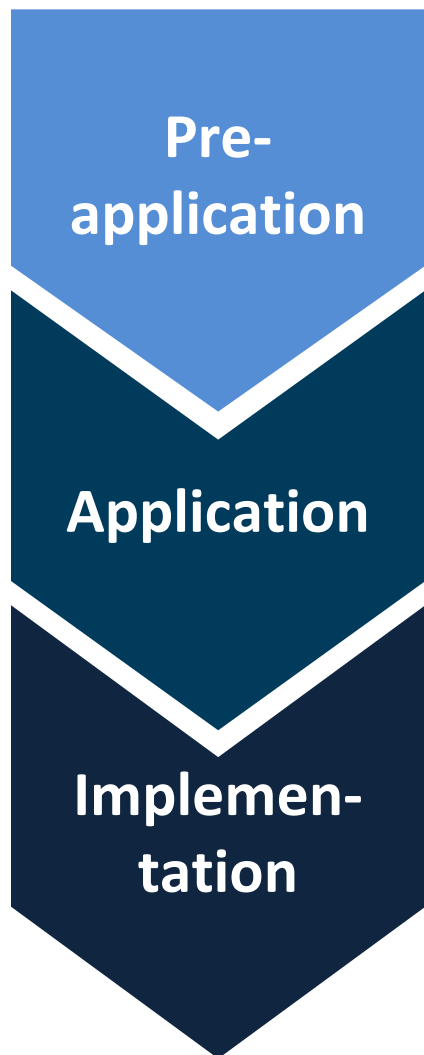
# Lesson 2: Focus on the how, not the what.

The selection process needs to focus on encouraging best practices:

- Clear understanding of need
  - Ample marketing and education
  - Ongoing monitoring and evaluation
  - Flexibility to adjust if the pilot doesn't go as planned
  - A plan to continue the pilot if it's successful
- ...while allowing for a wide range of project types.

# Lesson 3: Devote time and resources to developing projects.

## Examples of how peers nurture successful pilots



- Conduct outreach and collect feedback
- Offer networking for applicants
- Require letters of interest and offer feedback
- Offer technical assistance and/or stipends
- Innovative contracting and procurement
- Offer technical assistance
- Provide networking and learning opportunities
- Allow for flexibility



# Lesson 4: Integrate equity throughout the program.

- Favor projects that:
  - Include organizations with equity in their mission on project teams
  - Are based on outreach to historically marginalized community groups
  - Are designed to benefit historically marginalized communities
- Require project evaluations to consider equity.
- Provide technical assistance to help form equitable partnerships.

# Successful PILOT projects will:

- Identify a **challenge** based on data and outreach
- Test a new **solution** that supports Metro's Emerging Technology Strategy.
- Build cross-sector **partnerships**
- Conduct **outreach** and market the pilot
- Conduct a thorough, unbiased, and transparent **evaluation**
- Leverage additional **resources**
- Help Metro and our partners understand how we can use technology to achieve our regional **goals**

# PILOT program basics

- Total funding available: \$150,000 (likely 1-3 projects)
- Amount applicants are allowed to request: \$25,000-\$150,000
- Eligible applicants: Teams consisting of public agencies, non-profits, and/or private companies.
- Grant period: Two years, from July 2019 through June 2021

# Selection process (and Metro role)



- Conduct education and outreach
- Form project and technical review panel
- Hold kickoff event
- Offer feedback
- Suggest partnerships
- Offer feedback and technical assistance
- Convene project and technical review panel
- Technical review panel advises project review panel
- Project review panel recommends projects
- Convene grantees to share experiences
- Report on progress to Council and project review panel

# Questions for Council (and a favor)

- What questions or feedback do you have?
- Do you have recommendations for project review panel members?
- Can you help us raise interest in the program?

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