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**METRO POLICY ADVISORY COMMITTEE (MPAC)**

Meeting Minutes

May 22, 2019

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Martha Schrader (Chair)

Sam Chase

Christine Lewis

Juan Carlos Gonzalez

Ed Gonke

Mark Gamba

Dick Schouten

Don Trotter

Rachel Lyles Smith

Pete Truax

Denny Doyle

Theresa M. Kohlhoff

Gordon Hovies

Terri Preeg Riggsby

Mark Watson

Steve Callaway

ALTERNATES PRESENT

Carrie MacLaren

John Griffiths

MEMBERS EXCUSED

AFFILIATION

Clackamas County

Metro Council

Metro Council

Metro Council

Citizen of Clackamas County

City of Milwaukie, Other Cities in Clackamas County

Washington County

Clackamas County Fire District #1, Special Districts in Clackamas County

City of Oregon City, Second Largest City in Clackamas County

City of Forest Grove, Other Cities in Washington County

City of Beaverton, Second Largest City in Washington

City of Lake Oswego, Largest City in Clackamas County

Tualatin Valley Fire & Rescue, Special Districts in Washington County

West Multnomah Soil & Water Conservation District, Special Districts in Multnomah County

Hillsboro School District Board of Directors, Governing Body of a School District

Second Vice Chair, Largest City in Washington County

AFFILIATION

Oregon Department of Land Conservation and Development

Tualatin Hills Parks and Recreation District, Special Districts in Washington County

AFFLIATION

OTHERS PRESENT: Adam Barber, Jennifer Donnelly, Daniel Eisbeis, Gretchen Buehner, Karen Buehrig, Mary Phillips, Laura Weigel, Anna Slatinsky, Jeff Gudman.

STAFF: Elissa Gertler, Ted Reid, Jeff Raker, Ernest Hayes, Sara Farrokhzadian, Ramona Perrault, Marlene Guzman, and Sima Anekonda

**1. CALL TO ORDER, INTRODUCTIONS, CHAIR COMMUNICATIONS**

Chair Martha Schrader called meeting to order at 5:05 PM.

**2. PUBLIC COMMUNICATIONS ON AGENDA ITEMS**

*There were none.*

**3. COUNCIL UPDATE**

Councilor Christine Lewis stated that there was a survey on the potential corridors for the transportation ballot measure. She stated that nearly 400 people submitted comments on 82<sup>nd</sup> Avenue, 150 people provided comments on TV Highway, and less than 50 comments dealt with 181<sup>st</sup> Avenue.

Councilor Lewis provided an update on the Oregon Zoo regarding condor births. She said that eight condor birth occurred over the previous year through the condor program. She stated that in 1987, there were only 27 California condors in existence, and by 2017 there were 463 condors. She said that the Oregon Zoo played a critical role in restoring the condor population. She said that historically, condors lived on the West Coast. Councilor Lewis highlighted that if the plan was approved, the northwest condors would be deemed an experimental nonessential population.

**4. CONSENT AGENDA**

MOTION: Mayor Peter Truax moved and Mayor Denny Doyle seconded to approve the consent agenda.

ACTION: With all in favor, motion passed.

**5. INFORMATION/DISCUSSION ITEMS**

**5.1 2040 Growth Concept: Employment Trends Draft Work Program Overview**

Councilor Lewis stated the need to stay on the path of compact growth as well as improve the focus on racial equity. She discussed the importance of engaging diverse

populations that have not been traditionally involved in the planning process as well as create substantial community capacity.

Ms. Elissa Gertler summarized the contents of the previous MPAC meeting and discussed how the Portland-metro area has changed since the mid-1990s. She said that growth had exceeded what was initially planned for and that the needs of people of color were not considered. She said that those were the major reasons for updating the 2040 Growth Concept.

Mr. Reid stated that the 2040 Growth Concept needed to be updated because the regional plan was almost 25 years old, the economy had changed, and more focus needed to be placed on racial equity and climate change. Mr. Reid shared a video discussing the efforts of the Metro Growth Concept in the 1990s.

Ms. Gertler asked that MPAC members consider how future generations would consider car ownership, parks and nature, full-time work, racial disparities in housing opportunities, and a long-range regional plan.

Mr. Reid mentioned that the overarching focus of the growth concept was on climate change mitigation and adaptation along with racial equity. He said that these focuses are being considered because they are Metro's current interest areas and are areas which are not being addressed by the private market. He said that there were three themes that were proposed to the Council: planning for a new economy, great places, and community resilience. Mr. Reid said that planning for a new economy focused on improving understanding around disruptive economic trends to inform planning and investment as well as outline a more strategic approach to leverage our land to support a thriving regional economy. He said that creating great places focused on urban form typologies, housing opportunities, reducing carbon emissions from buildings, and access to parks and nature. Mr. Reid stated that the community resilience focus centered on climate change adaptation, disaster resilience, and how to build and maintain social capital.

Mr. Reid discussed program phasing and the four-year work program. He said that phase one sought to better understand economic trends and that phase two would update the future vision. Mr. Reid discussed that phase three would center on engaging the public to update the Growth Concept and that the last phase would create a path forward.

Mr. Reid asked if MPAC had feedback on the scope and timeline. He also asked if MPAC had ideas on how to help shape future community engagement.

*Member discussion included:*

- Commissioner Dick Schouten said that he did not see enough focus on affordable housing during the presentation. He mentioned the need to allow for different housing types. He discussed that Portland needed to avoid becoming Los Angeles or the Bay Area and that Portland should provide an immense amount of housing. He inquired about job growth and discussed his experiences working as an attorney in the 1980s. He said that during the 1980s, it was challenging for companies to complete building projects. He also stated that need for MPAC to understand events occurring at the legislative level and what impacts those would have. Ms. Gertler thanked Commissioner Schouten on his comments on housing and mentioned that there were efforts underway that dealt with housing types. Mr. Reid indicated that the Growth Concept work would return to MPAC and the Council throughout the planning process to assess immediate implementation measures.
- Mayor Mark Gamba said that he wished the Growth Concept refresh had come sooner. He said that that region had already committed a substantial amount of investment in housing and transportation. He expressed that there should have been this level of deep thought before we had invested funds in infrastructure. Mayor Gamba also stated that this refresh would still guide planning and implementation efforts. Ms. Gertler said that not every issues was a land use issue. She said that planning efforts had been setting the stage for a refresh and that there was room to consider this.
- Mayor Peter Truax spoke to order of the second and third phases of the plan. Mr. Reid stated that the phases were set up based off of Metro's charter, stating that it required a Future Vision Commission. Mayor Truax expressed interest in providing a public piece in one of the phases to provide adequate engagement during the process. Ms. Gertler appreciated the feedback and said that engagement would be conducted at every point during the planning process. She said that the Future Vision was a prescribed body of work in the Metro Charter.
- Ms. Terri Preeg Riggsby asked if the trends would include public engagement. Ms. Gertler discussed how public engagement would be utilized and that there needed to be a more robust marketing campaign for what the 2040 Growth Concept planning work would be. She then provided further detail on what phase three would entail.

- Mayor Denny Doyle inquired how phase one would include economic trends. He asked if national experts were to be engaged to ensure that planning was on the correct track. Ms. Gertler stated that economic trends would be discussed later in the presentation then spoke to work with the Brookings Institute on the Economic Value Atlas (EVA). Ms. Gertler also offered that the EVA be brought back to MPAC for further discussion.
- Mayor Steve Callaway asked what the relationship would be between the Future Vision and the 2040 Plan. Mr. Reid explained what the Future Vision was, mentioning that it served a conceptual narrative. Ms. Gertler stated that the Future Vision resembled a mission statement.
- Commissioner Schouten stated the need for a robust public input that included individuals who were hoping to become homeowners or were just entering into their career. He spoke to the Bay Area in the 1980s and stated that there was a constituency that was not typically reached out to. Ms. Gertler said that there would be an emphasis on including young individuals in the conversation. Commissioner Schouten noted that the procedure and substantive issues were closely related.
- Chair Schrader asked if updating the Future Vision could be completed in under a year. She also requested clarification on what trends would be analyzed. Ms. Gertler stated how trend analysis would continue and how it related to engagement. Ms. Gertler emphasized the desire to conduct policy work that was based on research and engagement.
- Mayor Callaway spoke Metro's diversity goals and inquired about MPAC's oversight and their work with the Council. He also asked about the structures of community engagement and how to better involve younger generations in the discussion. Mr. Reid spoke to creative colleges and the work conducted by Ms. Dana Lucero with the community placemaking grants. Ms. Gertler stated the need to advertise the creation of MPAC as well as research the way to ensure MPAC was useful and connected.
- Mr. Mark Watson asked if anyone on MPAC was under 40-years of age. He then stated that there needed to be a systematic method of increasing participation for MPAC and to better facilitate the role of younger generations.
- Ms. Carrie MacLaren said that people typically have not made the connection between what was planned for and what actually occurred. She said that this connection needed to be emphasized. She suggested that there be a greater connection between the Future Vision and a modal community.
- Mayor Truax stated that another focus that Metro should consider was to develop a regional plan and to modernize the regional vision. He said that it was

important that future generations remember the positive effects of regional governance as well as consider changes that needed to be made.

- Mr. Ed Gronke reflected on when the Future Vision and 2040 Growth Concept was created. He said that when these documents were initially developed, many details were not considered. He said that Metro needed to continue their work on public engagement and noted how Metro had already improved.
- Chair Schrader asked how to engage with the new communication framework. Councilor Gonzalez expressed his faith in Metro's communications team and their ability to conduct broad engagement. He spoke to his experience with working with Metro as a part of a community based organizations. Councilor Gonzalez stated that young people were extremely engaged with the news and data and stated that people across the region were having conversations on housing. Councilor Lewis stated that deep thinking did not occur via social media. She said that the millennial generation were less likely to join specific groups, and therefore marketing needed to be more flexible. She stated that various hiking groups could be engaged or that Metro could consider reaching out to an office happy hour event. She said that the lines between one's social life and professional life were blurring and that there needed to be a number of methods to engage. Councilor Gonzalez said that community engagement for the Regional Waste Plan utilized a stipend model. He said that incentivizing engagement was effective. He also mentioned that the Regional Waste Plan created an equity workgroup which consisted of young individuals who helped direct the plan.

Mr. Raker stated that planners try to link transportation and land use and mentioned the language gap between planning and business development. He highlighted that economic development was concerned with efforts that encouraged growth in the business sector, however it did not consider the hollowing out of the middle class. Mr. Raker requested that MPAC consider how land use shapes the economy. He also questioned what disruptive trends changed economic expectations. He then asked how to utilize a strategic approach to planning.

Mr. Raker described the different areas in the region's economy, including workforce and client movement, supply chains and firm-to-firm relationships, and business climate and local markets. Mr. Raker provided examples of economic disruptions that could change expectations surrounding the economy. He said that disruptions included automation, micro-scale manufacturing, and co-working economy. He said that these disruptions needed to be better understood.

Mr. Raker provided recommendations on what sites or policies that could be test for a new path forward. He highlighted ideas surrounding retooling retail developments, scaling up makers, and an innovation district.

Mr. Raker explained the following methods of planning for a new economy: testing cases and new approaches, assessing disruptive economic trends, or taking inventory of economic activity. He described the shared economic values derived from the economic values. He said that the values included businesses, people, and places. He mentioned that businesses included job activity, market connectivity, target industries, and labor access. Mr. Raker then provided the following definition for the Economic Value Atlas: A collaborative project to establish tools and analysis aligning planning, infrastructure, and economic development to build agreement on investments to strengthen our regional economy. He added that economic disruptions made future planning unclear.

Mr. Raker stated how the Economic Value Atlas would provide conditions assessment and would evaluate programmatic activity. He then summarized the three major tasks of the Economic Value Atlas.

*Member discussion included:*

- Mayor Doyle stated the challenges of planning for the future. Mr. Reid expressed how considering the future would help determine values.
- Chair Schrader sought clarification on the concept of economic disruptions. Mr. Raker provided examples of economic disruptions including e-commerce and the evolving retail industry. Chair Schrader asked what the major clusters were. Mr. Raker pointed to a map on his presentation and discussed targeted industries. Chair Schrader asked what the implications to land use were. Mr. Raker stated that there was a lack of understanding regarding the future of land use and issues occurring at the industrial level. He emphasized the need to increase knowledge in these areas.
- Mayor Gamba asked if there was any consideration on coping with the evolving retail sector. Mr. Raker stated that the topic required more research.
- Councilor Kohlhoff asked about data surrounding the retail sector. Mr. Raker mentioned that there was national evidence which indicated that particular areas in the retail sector were being isolated. Councilor Kohlhoff asked if more data was being gathered on this issue and how changes in retail would affect younger generations and women. Mr. Raker stated that more work needed to be done in order to get a better idea of what the future would potentially look like. Ms. Gertler mentioned the participation of the Urban Land Institute and their research on the evolution of retail and the affect it would have on land use plans.

- Mr. Watson expressed concerns that technological advancement would outpace the ability to plan policies. He stated that guiding principles would provide planners with direction, even with an uncertain future. He stated that the government was not as nimble as technological disrupters and highlighted the need for this to change.
- Commissioner Schouten asked about individuals with capital. He spoke to the land opening up in Beaverton and private capital. Commissioner Schouten raised concerns over the changing retail landscape for men and women. Chair Schrader suggested that MPAC should host a panel of individuals from the economic development community. Commissioner Schouten mentioned that Roy Kim should be engaged. Mr. Raker stated that there were opportunities to collaborate with alternative finance organizations and the Federal Reserve Bank.
- Mayor Callaway asked if the EVA would provide the opportunity to engage in scoping and providing feedback. Mr. Raker confirmed. Ms. Gertler stated that a broader technical oversight committee would also be engaged.
- Councilor Lewis asked that individuals around the MPAC table not revert to gender essentialism. She referenced the death of the American mall and stated that this planning would help adapt to the changing retail environment. She described the importance of planning locally.
- Mayor Doyle spoke to a K-Mart site in Beaverton and affordable housing.
- Councilor Kohlhoff spoke to the intentions of capital and provided examples of various title and real-estate companies. She commented on the gig economy and discussed issues with stable housing and paying different expenses. She supported the need to adequately determine values.
- Commissioner Schouten stated that there were values that needed to be pushed forward. He stated they the government also needed to be proactive to the changing economy rather than reactive.
- Mayor Gamba asked about the top ten occupations and wondered if there was a local list. Mr. Raker stated that he could send out information.  
Mayor Callaway asked how professional services were being incorporated in the analysis. Councilor Anthony Martin provided further clarity on the question. Mr. Raker stated that the research considered all forms of employment.

## **6.0 ADJOURN**

Chair Schrader adjourned the meeting at 6:55 PM.



Respectfully Submitted,



Sima Anekonda  
Recording Secretary

**ATTACHMENTS TO THE PUBLIC RECORD FOR THE MEETING OF MAY 22, 2019**

<b>ITEM</b>	<b>DOCUMENT TYPE</b>	<b>DOC DATE</b>	<b>DOCUMENT DESCRIPTION</b>	<b>DOCUMENT No.</b>
<b>1.0</b>	Handout	5/22/19	Experience Tiny House Living	052219m-01
<b>5.1</b>	Presentation	5/22/19	Growth Concept Refresh Presentation	052219m-02