



Metro  
600 NE Grand Ave.  
Portland, OR 97232-2736

## Metro Policy Advisory Committee (MPAC)

### agenda

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**Wednesday, July 8, 2020**

**5:00 PM**

**<https://zoom.us/j/94227899559>**

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Please note: To limit the spread of COVID-19, Metro Regional Center is now closed to the public.

This meeting will be held electronically. You can join the meeting on your computer or other device by using this link: <https://zoom.us/j/94227899559> or by calling 346-248-7799 or 877-853-5257 (toll free).

If you wish to attend the meeting, but do not have the ability to attend by phone or computer, please contact the Legislative Coordinator at least 24 hours before the noticed meeting time by phone at 503-797-1916 or email at [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov).

**1. Call To Order, Declaration of a Quorum & Introductions (5:00 PM)**

**2. Public Communication on Agenda Items (5:05 PM)**

Public comment may be submitted in writing and will also be heard by electronic communication (videoconference or telephone). Written comments should be submitted electronically by emailing [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov). Written comments received by 4:00 pm on Tuesday, July 7 will be provided to the committee prior to the meeting.

Those wishing to testify orally are encouraged to sign up in advance by either: (a) contacting the legislative coordinator by phone at 503-797-1916 and providing your name and the agenda item on which you wish to testify; or (b) registering by email by sending your name and the agenda item on which you wish to testify to [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov). Those requesting to comment during the meeting can do so by using the "Raise Hand" feature in Zoom or emailing the legislative coordinator at [legislativecoordinator@oregonmetro.gov](mailto:legislativecoordinator@oregonmetro.gov). Individuals will have three minutes to testify unless otherwise stated at the meeting.

**3. Council Update (5:10 PM)**

**4. Committee Member Communication (5:15 PM)**

**5. Consent Agenda (5:20 PM)**

- 5.1 Metro Technical Advisory Committee (MTAC) Nominations  
for Member/Alternative Member Positions

[COM](#)

[20-0347](#)

Attachments: [MPAC Worksheet](#)

[Memo: MTAC Nominations for MPAC Consideration](#)

- 5.2 Consideration of February 26, 2020 Minutes [COM](#)  
[20-0346](#)

Attachments: [February 26, 2020 Minutes](#)

**6. Information/Discussion Items**

- 6.1 COVID-19 and Our Economy: Regional Recovery, Resilience, and the 5-Year Comprehensive Economic Development Strategy (CEDS) (5:25 PM) [COM](#)  
[20-0339](#)

Presenter(s): Jeff Raker, Metro  
Brittany Bagent, Greater Portland Inc.

Attachments: [MPAC Worksheet](#)  
[CEDS Project Summary](#)

- 6.2 Regional Supportive Housing Services Program Overview and Implementation Readiness (6:10 PM) [COM](#)  
[20-0338](#)

Presenter(s): Anneliese Koehler, Metro  
Jill Smith, Clackamas County

Attachments: [MPAC Worksheet](#)  
[Exhibit A to Resolution No. 20-5083](#)

**7. Adjourn (7:00 PM)**

**Upcoming MPAC Meetings:**

- *Wednesday, September 23, 2020*
- *Wednesday, October 14, 2020*

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

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Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights). Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev sawv ntov txog 5 teev tsaus ntuj weekdays) 5 hnuv ua hauj lwm ua ntej ntawm lub rooj sib tham.



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 Portland, OR 97232-2736  
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## 2020 MPAC Work Program

*as of 07/01/20*

*Items in italics are tentative*

<p><b><u>Wednesday, July 8, 2020</u></b></p> <ul style="list-style-type: none"> <li>• <i>Metro Technical Advisory Committee (MTAC) Nominations for Member/Alternative Member Position (Consent Agenda)</i></li> <li>• <i>Regional supportive housing services program engagement plan update (Jes Larson, Metro; 30 min)</i></li> <li>• <i>COVID-19 and Our Economy: Regional Recovery, Resilience, and the 5-Year Comprehensive Economic Development Strategy (CEDS) (GPI/Metro; 45 min)</i></li> </ul>	<p><b><u>Wednesday, July 22, 2020</u> – cancelled</b></p>
<p><b><u>Wednesday, August 12, 2020</u> – cancelled</b></p>	<p><b><u>Wednesday, August 26, 2020</u> – cancelled</b></p>
<p><b><u>Wednesday, September 9, 2020</u> – cancelled</b></p>	<p><b><u>Wednesday, September 23, 2020</u></b></p> <ul style="list-style-type: none"> <li>• <i>Building Blocks Workshop (Sasha Pollack, Metro; 45 min)</i></li> <li>• <i>Regional Mobility Policy Update: Case Studies and Policy Approaches (Kim Ellis, Metro/Lidwien Rahman, ODOT; 40 min)</i></li> <li>• <i>State housing legislation rulemaking update (DLCD; 30 min)</i></li> <li>• <i>Regional forecast distribution (Metro staff TBD; 30 min)</i></li> <li>• <i>Regional Site Readiness Toolkit (Alex Joyce, Cascadia Partners/ Lise Glancy, Port of Portland /Brittany Bagent or Matt Miller, GPI/ Jeff Raker, Metro, TBD)</i></li> </ul>

<p><b><u>Wednesday, October 14, 2020</u></b></p> <ul style="list-style-type: none"> <li>• <i>Metro's role in planning and investing in our economic future (Jeff Raker, Metro; 60 min)</i></li> </ul> <p><u>October 15-17: League of Oregon Cities Annual Conference, Salem, OR</u></p>	<p><b><u>Wednesday, October 28, 2020 - cancelled</u></b></p>
<p><b><u>Wednesday, November 11, 2020</u></b></p> <ul style="list-style-type: none"> <li>• <i>Regional Emergency Transportation Routes Update: Draft Map and Recommendations for Future Work (Kim Ellis, Metro/ Laura Hanson, RDPO40 min)</i></li> <li>• <i>Regional supportive housing services program update (Jes Larson, Metro; 30 min)</i></li> <li>• <i>2040 Planning and Development Grants: Tigard Triangle Urban Renewal Implementation Project (TBD; 45 min)</i></li> </ul>	<p><b><u>Wednesday, November 25, 2020 - cancelled</u></b></p>
<p><b><u>Wednesday, December 9, 2020</u></b></p>	<p><b><u>Wednesday, December 23, 2020 - cancelled</u></b></p>

Parking Lot:

- 2020 Census Follow Up
- Community Partnerships Program
- Regional Data Strategy

**5.1 Metro Technical Advisory  
Committee (MTAC) Nominations for  
Member/Alternative Member  
Positions**

*Consent Agenda*

Metro Policy Advisory Committee  
Wednesday, July 8, 2020  
Metro Regional Center, Council Chamber

# MPAC Worksheet

**Agenda Item Title:** Metro Technical Advisory Committee (MTAC)

Nominations for Member/Alternative Member Positions

**Presenter:** Tom Kloster, Regional Planning Manager

## **Purpose/Objective**

The purpose of this presentation is to forward nominations from regional jurisdictions, agencies and community partners to fill vacant positions on the Metro Technical Advisory Committee (MTAC). MTAC is an advisory committee of MPAC that provides technical recommendations on growth management subjects as directed by MPAC. The candidates nominated to fill these positions are excellent professionals and knowledgeable in the subject matter of this committee.

## **Action Requested/Outcome**

Action to approve the nominations presented for the Metro Technical Advisory Committee.

## **What has changed since MPAC last considered this issue/item?**

Vacancies on the committee have left positions open. These nominations help fill the committee roster for review of subjects and technical recommendations to MPAC.

## **What packet material do you plan to include?**

A memo that describes the nominations and positions being considered for confirmation on the committee.



Metro

600 NE Grand Ave.  
Portland, OR 97232-2736

# Memo

Date: June 30, 2020  
To: Metro Policy Advisory Committee (MPAC)  
From: Tom Kloster, Metro Technical Advisory Committee (MTAC) Chair  
Subject: MTAC Nominations for MPAC Consideration

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## BACKGROUND

The Metro Technical Advisory Committee (MTAC) is an advisory committee to the Metro Policy Advisory Committee (MPAC). MTAC's purpose is to provide MPAC with technical recommendations on growth management subjects, including technical, policy, legal and process issues, with an emphasis on providing policy alternatives.

## PURPOSE

Nominations to fill MTAC member and alternate member positions are submitted for consideration and approval by MPAC according to committee bylaws. MPAC may approve or reject any nomination submitted.

## RECOMMENDED MTAC APPOINTMENTS

Per Martha Bennett, City Manager and Scott Siegel, Planning & Building Services Director, the City of Lake Oswego has nominated **Erik Olson, Senior Planner as Largest City in Clackamas County: Lake Oswego alternate member**. Scott Siegel will remain as primary member.

Per Jennifer Hughes, Planning Director, Clackamas County has nominated **Jamie Stasny, Regional Transportation and Land Use Policy Coordinator as Clackamas County primary member**. Martha Fritzie will remain alternate member.

Per Adam Barber, Interim Planning Director, Multnomah County has nominated **Kevin Cook, Senior Planner as Multnomah County alternate member**. Adam Barber will remain primary member.

Per Glen Bolen, Interim Planning Manager Region 1, Oregon Department of Transportation has nominated **Nicholas (Cole) Grisham, Senior Transportation Planner as ODOT alternate member**. Glen Bolen will remain primary member.

Per Matt Utterback, Superintendent North Clackamas School District has nominated **Cindy Detchon, Assistant Superintendent of Operations North Clackamas School District as Service Providers: School Districts alternate member**. Steve Sparks, Beaverton School District will remain primary member.

Per Portland General Electric, **Randy Ealy, PGE Director of Government Affairs has been nominated for Service Providers: Private Utilities as alternate member**. Nina Carlson, NW Natural will remain primary member.



Per Matthew D. Miller, Interim President & CEO Greater Portland, Inc. has nominated **Brittany Bagent, Vice President of Strategy as Public Economic Development Organizations primary member.**

Recommendation to nominate **Rachael Duke, Executive Director of Community Partners for Affordable Housing as Housing Affordability Organization alternate member.** Ramsay Weit will remain primary member.

Per Ezra Hammer, Director of Policy and Government Affairs Home Builders Association of Metro Portland has nominated **Andrew Morphis, Roost Homes LLC, Principal as Redevelopment/Urban Design primary member.**

**5.2 Consideration of February 26, 2020 Minutes**  
*Consent Agenda*

Metro Policy Advisory Committee  
Wednesday, July 8, 2020  
Metro Regional Center, Council Chamber



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

**METRO POLICY ADVISORY COMMITTEE (MPAC)**

Meeting Minutes

February 26, 2020

Metro Regional Center, Council Chamber

MEMBERS PRESENT

Susheela Jayapal  
Martha Schrader  
Christine Lewis  
Juan Carlos González  
Mark Watson

Rachel Lyles Smith  
Don Trotter

Dick Schouten  
Ed Gronke  
Theresa M. Kohlhoff  
Gordon Hovies  
Linda Glover  
Peter Truax  
Kathy Hyzy

MEMBERS EXCUSED

Denny Dole  
Sam Chase  
Amanda Fritz  
Steve Callaway  
Jim Rue

ALTERNATES PRESENT

Jeannine Rustad  
Kirstin Greene

AFFILIATION

Multnomah County  
Clackamas County  
Metro Council  
Metro Council  
Hillsboro School District Board of Directors, Governing Body of a School District  
City of Oregon City, Second Largest City in Clackamas County  
Clackamas County Fire District #1, Special Districts in Clackamas County  
Washington County  
Citizen of Clackamas County  
City of Lake Oswego, Largest City in Clackamas County  
Tualatin Valley Fire & Rescue, Special Districts in Washington County  
City of Vancouver  
City of Forest Grove, Other Cities in Washington County  
City of Milwaukie, Other Cities in Clackamas County

AFFILIATION

City of Beaverton, Second Largest City in Washington County  
Metro Council  
~~City of Portland~~  
City of Hillsboro, Largest City in Washington County  
Oregon Department of Land Conservation and Development

AFFILIATION

Tualatin Hills Park & Recreation District  
Oregon Department of Land Conservation and Development

OTHERS PRESENT: Jennifer Donnelly, Dick Schouten, Adam Barber, Sara Ryan, Terra Wilcoxson, Laura Weigel and Jeff Gudman

STAFF: Marlene Guzman, Nellie Papsdorf, Jes Larson and Andy Shaw

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

Chair Susheela Jayapal called meeting to order at 5:00 PM.

**2. PUBLIC COMMUNICATIONS ON AGENDA ITEMS**

*There were none*

**3. COUNCIL UPDATE**

Chair Jayapal announced that MPAC was going to transition from using paper packets to digital packets on IPADs. She explained that Councilor Christine Lewis and Mayor Peter Truax were piloting two IPADs at the meeting.

Councilor Lewis explained that Ms. Marissa Madrigal was selected by the Metro Council President Lynn Peterson to be the next COO. She noted that Ms. Madrigal was previously the COO at Multnomah County and had served in county government for nearly 14 years.

**4. COMMITTEE MEMBER COMMUNICATION**

Mayor Truax honored the late Councilor Ronald Thompson and noted his commitment to the City of Forest Grove City Council. Councilor Thompson also served on the board of directors for Ride Connection, as well as the liaison to the Forest Grove Senior and Community Center Board of Directors. Mayor Truax noted that the City of Forest Grove extended its deepest sympathies to Ron's wife, Donna, and his family.

**5. CONSENT AGENDA**

**MOTION:** Mayor Peter Truax moved and Commissioner Dick Schouten seconded, to approve the consent agenda.

**ACTION:** With all in favor, motion passed

## 6. INFORMATION/DISCUSSION ITEMS

### 6.1 Regional Barometer

Councilor Jayapal announced the presenters Ms. Cary Stacey, Organizational Performance Improvement Manager and Mr. Jeff Frkonja, Research Center Director. She noted that Metro's Research Center and Metro's COO Office partnered to develop the Regional Barometer to show metrics relevant to the Six desired outcomes adopted by the Metro Council in 2008, including Vibrant Communities, Economic Competitiveness, Safe and Reliable Transportation, Leadership on Climate Change as well as Clean Air, Water and Equity.

*Key elements of the presentation included:*

Mr. Frkonja explained that the Metro Council asked the Research Center and the Office of COO to create a communications tool and a data hub. He noted that the purpose was to help increase Metro's accountability and facilitate regional collaboration around data. Mr. Frkonja stated that the data was accessible to the community members and decision makers. He explained the process for which the data was selected and gathered.

Ms. Stacey she explained the scope of the project which included Metro's six desired outcomes. She emphasized that the website did not make a case for specific policies but does include some narrative to provide context. Ms. Stacey discussed the five topic areas, including Transportation, Economy, Environment, and Community. She shared that there are measures specific to racial equity. Ms. Stacey noted that phase 1 of the site was available on March 31<sup>st</sup>. She gave MPAC members a tour of the draft site and showed them how to navigate the site. Ms. Stacey shared that the site offered links to contextual stories and she worked with staff to provide more storytelling, including information about the impacts of redlining in neighborhoods.

*Key elements of the discussion included:*

- Commissioner Dick Schouten asked about the original Regional Equity Atlas site. Ms. Stacey noted that the original site was inactive due to resource constraints. Commissioner Schouten asked if the data from the original Regional Equity Atlas site was preserved. Ms. Elissa Gertler noted that the Regional Equity Atlas laid the ground work for Metro's Regional Barometer. She emphasized that Metro's Regional Barometer provides more up to date information and data resources. Commissioner Schouten noted that it was useful to have information about older data sets. Mr. Frkonja noted that Metro was providing data sheets with information that dated back to several years.
- Mr. Mark Watson expressed his appreciation for Metro's work on the Regional Barometer. Mr. Watson asked about how Metro verified the data. Ms. Stacey noted

- that Metro was working with state agencies to compile data.
- Councilor Theresa Kohlhoff discussed the link between redlining and climate change.
  - Commissioner Rachel Lyles Smith expressed her appreciation for Metro's work on the Regional Barometer and raised concerns about maintaining the data hub in the future. She asked if Metro informed constituents each time a data set was updated. Commissioner Lyles Smith also asked how other MPAC members plan to use the site. Mr. Frkonja noted that the budget allocated to the project by the Metro Council allowed them annually update data. He expressed the importance of sharing resources in light of funding constraints.
  - Ms. Kirstin Green asked about how Metro accessed information on limited English proficiency. Mr. Frkonja noted that Metro worked with community partners to access accurate data.
  - Mayor Peter Truax discussed the importance of regional coordination. He also noted the importance of fulfilling basic needs, especially within the context of food insecurity.
  - Mr. Schouten urged MPAC members to consider the linkage between access to parks and equity concerns. He asked if Metro had considered charging subscription services for data hub in order to sustain the project in the long term. Ms. Gertler noted that Metro aimed to act as a data hub to the public. She noted it was important to consider the public sectors role in providing access to data resources.
  - Councilor Kathy Hyzy asked for Metro's support in figuring out how to address active transportation gaps in Clackamas County. She also discussed opportunities to promote active transportation connectivity by effectively coordinating funding sources. Mr. Frkonja noted the importance of building in feedback loops.
  - Mr. Juan Carlos González expressed his appreciation for Metro's work on the Regional Barometer. He expressed Metro's commitment to open data and to representing where funding was allocated.
  - Chair Jayapal noted that MPAC members discussed recommendations at a later meeting once the site was published.

## 6.2 Regional Supportive Housing Measure

Councilor Jayapal invited Councilor Lewis and Councilor González to present on the Regional Supportive Housing Measure. She noted that the Metro Council referred a measure that funded supportive housing services to people experiencing or at risk of homelessness, through an income tax on high earners and large businesses. Councilor Jayapal explained that the measure provided \$250 million per year for programs such as access to mental health care, addiction treatment, job training and rental assistance to keep people out of homelessness.

*Key elements of the presentation included:*

- Councilor González provided information about the funding mechanism for the measure. He noted that there were two taxes funding the measure, a high income earners tax and a one percent business tax on business making a gross income of \$5 million or more. Councilor González noted that the process for referring this bond was different than a typical Metro process of crafting a measure within a year or months. He stressed the HereTogether Coalitions efforts to prioritize this issue and to mobilize policy makers. He described Metro and HereTogether's efforts to engage community members during three community forums. Councilor González also noted HereTogether's community engagement work over a fourteen month period. He described this measure as a groundbreaking effort in addressing the Metro region's homeless crisis.
- Councilor Lewis noted that homelessness looked different in the core and outer edges of the region and therefore stressed the importance of regional collaboration. She expressed that homelessness disproportionately affected communities of color. Councilor Lewis noted the importance of community engagement in the implementation stages of the measure.
- Chair Jayapal addressed the criticism that the measure was rushed to the ballot, she explained that HereTogether had worked on the framework for two years prior to its referral by Metro Council.
- Councilor Kohlhoff asked about ECONorthwest's accounting of people in need of housing and services overtime. Councilor Lewis clarified and stated that data from ECONorthwest reflected several different groupings of homelessness, including the difference between HUD definition of homelessness and other definitions of homelessness. Councilor González noted that the measure aimed to service the 5,000 people who are chronically experiencing homelessness and preventing people from experiencing homelessness.
- Commissioner Lyles Smith raised concerns about the messaging of the measure and if the measure was going to be duplicative of the states work on middle housing. She

also asked about the distribution of monetary resources from the measure. Councilor Lewis noted that this measure prioritizes the Metro region. She noted that people move across the region to reach services in the core of the region. Chair Jayapal explained that the resources raised will remain where they were raised, allowing each part of the region to address their population's specific needs. Councilor González noted that the scale of the problem was congruent with the distribution of resources from the measure.

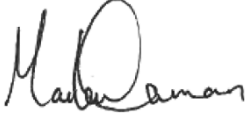
- Commissioner Schrader raised concerns about access to services for people outside of the urban growth boundary. Councilor González noted that the measure was a massive step to provide resources for people in the Metro service district. Ms. Gertler noted that people who experience homelessness do not have specific addresses and travel to services. Commissioner Schrader asked about what people get taxed and where. Mr. Andy Shaw noted that the income tax was applicable to residents of the region and those who earn income in the region. Commissioner Schrader asked about how Metro decided the funding mechanism for the measure. Chair Jayapal noted that EcoNorthwest developed several scenarios in order to determine the final funding mechanism for the measure.
- Mr. Ed Gronke expressed his concerns about the way the revenue base was structured. He noted that he would have preferred more people to be included in the revenue base.
- Commissioner Schouten expressed his appreciation for the measure.
- Mayor Truax expressed his appreciation for the measure and described the importance of economic sustainability.
- President Gordon Hovies asked if people drawing from pensions contributed to the funding source for the measure. Mr. Gertler noted that only residents with earned income considered as part of the funding source for the measure.



**6.0 ADJOURN**

Chair Jayapal adjourned the meeting at 7:00 PM.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Marlene Guzman". The signature is fluid and cursive, with the first name being more prominent.

Marlene Guzman  
Recording Secretary

**THERE ARE NO ATTACHMENTS TO THE PUBLIC RECORD FOR  
THE MEETING OF FEBURARY 26, 2020**

**6.1 COVID-19 and Our Economy: Regional Recovery,  
Resilience, and the 5-Year Comprehensive Economic  
Development Strategy (CEDS)**

*Information/Discussion Items*

Metro Policy Advisory Committee  
Wednesday, July 8, 2020  
Metro Regional Center, Council Chamber

# MPAC Worksheet

**Agenda Item Title** COVID-19 and Our Economy: Regional Recovery, Resilience, and the 5-Year Comprehensive Economic Development Strategy (CEDS)

## **Purpose/Objective**

(what do you expect to accomplish by having the item on *this meeting's* agenda):(e.g. to discuss policy issues identified to date and provide direction to staff on these issues)

Discuss policy issues in connection to the 5-year Comprehensive Economic Development Strategy (CEDS) and economic recovery efforts in connection to COVID-19.

1. What issues are important to MPAC to see addressed in the Comprehensive Economic Development Strategy (CEDS)?
2. Are there additional stakeholders that Council wants to ensure are engaged in the CEDS/Economic Recovery work?
3. How would MPAC like to receive updates about the CEDS and economic recovery strategy?

## Background:

### 5-Year Comprehensive Economic Development Strategy (CEDS)

The Portland Metropolitan Region has a history of regional collaboration on economic development, transportation, land use and planning. The development of the CEDS is guided by the Greater Portland Economic Development District (GPEDD) housed at Greater Portland, Inc. (GPI) and Metro has developed a strong partnership with GPI as part of the Economic Value Atlas and an increased interest in further coordination between economic development and planning.

Work to update the current CEDS has initiated and a consultant team was hired as part of a joint procurement effort with Metro. The consultant team has largely completed an assessment of economic conditions and they are in process in evaluating expectations for the region's economy and implications public investment. This work will reference shared economic values established as part of the Economic Value Atlas and result in a defined of actions to support different sectors and populations in the region. Importantly, the focus of this work incorporates an emphasis on economic resilience and a look at economic impacts from key disruptions and transformative trends. Since the project already is providing a forum for gathered expertise on economic development it is a natural extension of this work to support our region's more immediate economic recovery.

### Regional Economic Recovery Strategy

The outcomes from the region's work on the CEDS are elevated during this unprecedented pandemic and everyone is looking for solutions and resources in an uncertain and scarce environment. Now is a critical time for regional coordination and collaboration to ensure we are able to quickly and strategically bring needed resources to communities across our region, to help businesses, workers, and those who are most vulnerable. Economic development practitioners at every level are stepping into action, seeking to create and deploy resources and advocate for more. The GPEDD represents a cross-section of economic development practitioners and leaders who are already working together to plan for the region's economic future. This group is well-positioned to play a coordinating role for the economic recovery from the COVID-19 pandemic.

Metro is now collaborating with GPI and the consultant team to establish a Regional Economic Recovery Strategy (and CEDS Action Items) focused on regional coordination of Greater Portland's equitable economic assessments and recovery from the COVID-19 pandemic. This pivot has created a space for leaders and practitioners to work together to organize and mobilize the region's economic recovery activities. The project team will work in close partnership with regional public

health and emergency management organizations to align recovery efforts with the reopening of businesses and the economy in accordance with public health guidelines and recommendations.

Since multiple public and private agencies are already creating and deploying economic development and workforce support resources, the Recovery Strategy is establishing an inventory of available resources, sources, processes, and players to serve as a central information point, helping to communicate and advocate. The Recovery Strategy is already focusing on Federal and State funding and policy needs to create a shared agenda, strengthened by the unified participation of multiple entities.

The intention is to bring together public and private sector regional leaders to strengthen our region's ability to advocate for our needs at all levels, whether it be in the state and federal legislative processes, ensuring access to capital, and prioritizing the needs of those who are already economically underserved, including communities of color who are suffering disproportionately from the impacts of the COVID-19 pandemic.

The Recovery Strategy will be developed by leaders currently serving on the GPEDD Board as well as additional advisors. Economic recovery activities include:

- Inventory existing economic recovery activities to identify gaps in coordination
- Build on existing principles among city, county, and regional economic strategies to establish a guide for securing and deploying resource in support of economic recovery with an equitable approach.
- Coordinate with public health and emergency management on how to support and resource businesses to address reopening needs.
- Coordinate city and county economic and community development practitioner input.
- Procure new resources and align economic recovery funding and assistance over the next 6-12 months (Including private and philanthropic organizations; lenders and alternative finance organizations; and other local partners)
- Formalize identified actions and policy or program recommendations into the 5-year Comprehensive Economic Development Strategy (CEDS).

### **Action Requested/Outcome**

(What action do you want MPAC to take at *this meeting*? State the **policy** questions that need to be answered.)

- Review and provide input on progress to develop the 5-Year Comprehensive Economic Development Strategy (CEDS).
- Provide input on Regional Economic Recovery Action Strategy (and 5-Year Comprehensive Economic Development Strategy Action Item) focused on regional coordination of the Greater Portland region's equitable economic recovery from the COVID-19 pandemic.

### **What has changed since MPAC last considered this issue/item?**

In past meetings, MPAC has introduced to a proposed project to explore the future of our regional economy and align planning for the future economy with the development of the bi-state region's 5-year Comprehensive Economic Development Strategy (CEDS) - a requirement by the Economic Development Administration for local projects to access federal assistance. Due to COVID-19, this work is incorporating a focus on more immediate economic recovery efforts that have adjusted both scope and timeline for this work.

### **What packet material do you plan to include?**

(Must be provided 10 calendar days prior to the actual meeting for distribution)

- One page description of 5-year Comprehensive Economic Development Strategy
- Metro and GPI PowerPoint presentations



# CEDS 101

## CRAFTING OUR REGION'S FUTURE

### What is a CEDS?

A Comprehensive Economic Development Strategy is an action-oriented strategy for regional economic development. It is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of our region.

### Greater Portland Economic Development District

Greater Portland Inc develops the region's CEDS every five years on behalf of the Greater Portland Economic Development District (Multnomah, Washington, Clackamas and Clark counties). The CEDS currently underway is being developed in direct partnership with Metro.



### OUR CORE PILLARS

**Equity:** ensure under-represented and under-resourced people have the same level of access to the economy and wealth creation as all other residents.

**Resilience:** capacity of regional assets and diverse labor force can respond to chronic stresses and acute shocks the region experiences.

**Strong Economic Growth:** increasing GDP over time and at higher rates than peers. Realized by a globally connected economy tied to emerging technologies.

### BENEFITS OF DEVELOPING A REGIONAL ECONOMIC STRATEGY



#### ADDITIONAL FUNDING

Positions the region for U.S. Economic Development Administration grants, local philanthropic and federal monies



#### 5-YEAR RESET

Opportunity to revisit priorities and strategically grow new partnerships every 5 years.

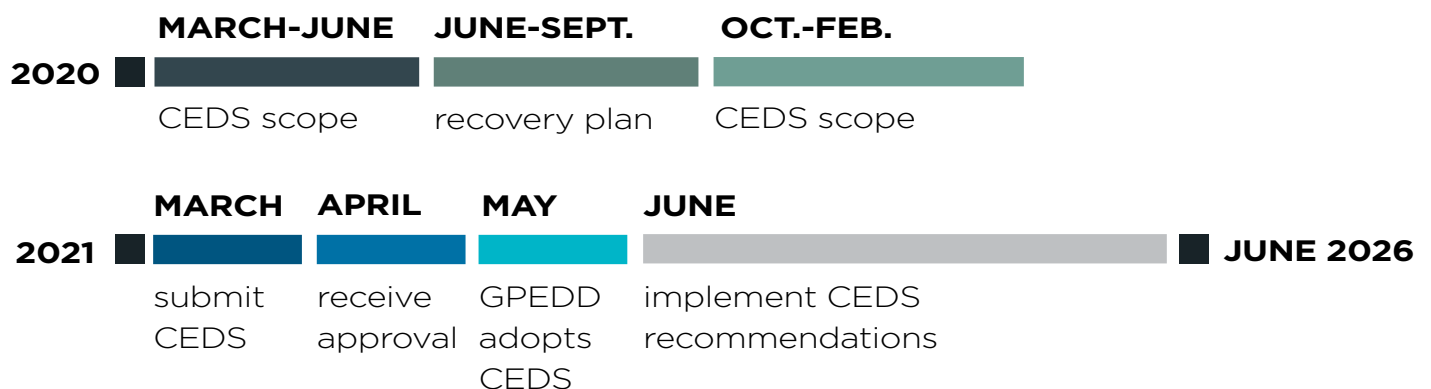
# Project Management



## PIVOTING TO A RECOVERY PLAN

The COVID-19 pandemic has intensified structural deficiencies in our economy tied to **income inequality, wealth creation** and **skills and educational attainment**. These systemic issues have been developing over decades and are key vulnerabilities that limit economic growth and resilience. The project team and GPEDD Board of Directors will address this by developing a **short-term business recovery plan** for the region that will target those unemployed from COVID-19 and small businesses.

### Timeline



**6.2 Regional Supportive Housing Services  
Program Overview and Implementation Readiness  
Plan**

*Information/Discussion Items*

Metro Policy Advisory Committee  
Wednesday, July 8, 2020  
Metro Regional Center, Council Chamber

# MPAC Worksheet

## **Regional Supportive Housing Services Program Overview and Implementation Readiness Plan**

**Presenter:** Anneliese Koehler and Jill Smith, Clackamas County

**Contact for this worksheet/presentation:** Ash Elverfeld

### **Purpose/Objective**

To introduce the programmatic structure and implementation plans of the Regional Supportive Housing Services program and receive feedback related to presentation.

### **Action Requested/Outcome**

To receive feedback related to the presentation.

### **What has changed since MPAC last considered this issue/item?**

MPAC has never had this item presented to them.

### **What packet material do you plan to include?**

Exhibit A to Resolution 20-5083



The People of Metro ordain as follows:

**SUPPORTIVE HOUSING SERVICES OVERVIEW**

**SECTION 1. Title**

The provisions contained herein are to administer the Metro Supportive Housing Services Revenue, referred to as the “Supportive Housing Services Revenue.”

**SECTION 2. Finding of Metropolitan Concern**

Homeless and housing services is a matter of metropolitan concern over which Metro may exercise jurisdiction.

**SECTION 3. Purpose**

The Supportive Housing Services Revenue will fund services for people experiencing homelessness and housing instability.

**PROGRAM IMPLEMENTATION**

**SECTION 4. Services and Priorities**

Supportive Housing Services Revenue will fund Supportive Housing Services, including: street outreach services; transition and placement services; in-reach, basic survival support, and mental health services; interventions and addiction services (crisis and recovery); physical health services; interventions for people with physical impairments and disabilities; short and long-term rent assistance; eviction prevention; financial literacy, employment, job training and retention education; peer support services; workplace supports; benefits, navigation and attainment (veteran benefits, SSI, SSDI, other benefits); landlord tenant education and legal services; fair housing advocacy; shelter services; bridge/transitional housing placement; discharge interventions; permanent supportive housing services; affordable housing and rental assistance and other supportive services. Supportive Housing Services Revenue and Supportive Housing Services will first address the unmet needs of people who are experiencing or at risk of experiencing long-term or frequent episodes of homelessness. Supportive Housing Services Revenue and Supportive Housing Services will be prioritized in a manner that provides equitable access to people of color and other historically marginalized communities.

## **SECTION 5. Oversight Committee**

1. **Committee Established.** A 20-member regional oversight committee (hereafter, “Supportive Housing Services Regional Oversight Committee” or “Regional Oversight Committee”) will oversee the Supportive Housing Services Program.
2. **Purpose and Authority.** The purpose and authority of the Supportive Housing Services Regional Oversight Committee is to:
  - a. Evaluate local implementation plans, recommend changes as necessary to achieve program goals and guiding principles, and make recommendations to Metro Council for approval;
  - b. Accept and review annual reports for consistency with approved local implementation plans;
  - c. Monitor financial aspects of program administration, including review of program expenditures; and
  - d. Provide annual reports and presentations to Metro Council and Clackamas, Multnomah, and Washington County Boards of Commissioners assessing performance, challenges, and outcomes.
3. **Membership.** The Supportive Housing Services Community Oversight Committee is composed of 20 members, as follows:
  - a. Five members from Clackamas County.
  - b. Five members from Multnomah County.
  - c. Five members from Washington County.
  - d. One representative from each of the Clackamas, Washington, and Multnomah County Board of Commissioners and the Portland City Council to serve as *ex officio* members.
  - e. One member of the Metro Council to serve as a non-voting delegate.
4. **Membership Representation.** The membership must be composed of persons who represent the following experiences, organizations and qualities:
  - a. Has experience overseeing, providing, or delivering Supportive Housing Services;
  - b. Has lived experience of homelessness or severe housing instability;
  - c. Has experience in the development and implementation of supportive housing and other services;
  - d. Has experience in the delivery of culturally-specific services;
  - e. Represents the private-for-profit sector;
  - f. Represents the philanthropic sector;
  - g. Represents communities of color, Indigenous communities, people with low incomes, immigrants and refugees, the LGBTQ+ community, people with disabilities, and other underserved and/or marginalized communities; and
  - h. Represents a continuum of care organization.

A person may represent more than one of the subsections above. The membership must have broad representation and geographical diversity.

5. Terms. Nine of the initial Committee members will serve a one year term, and the Council may reappoint those nine members for up to two additional two-year terms.
6. Oversight Committee Review. Metro may conduct a review of the regional oversight committee's role and effectiveness as appropriate.

## **SECTION 6. Local Implementation Plans**

1. Local implementation plans are intended to document the proposed use of funds and how these uses align with the purposes of the Supportive Housing Services Measure. A plan must be submitted to the Oversight Committee for review and approval before the Metro Council approves it.
2. Local implementation plans must be developed using locally convened and comprehensive engagement processes that prioritize the voices of people with lived experience and from communities of color.
3. The locally convened body that develops the local implementation plan must include a broad array of stakeholders to develop the plan. Each county may convene a new committee or use a standing committee if the standing committee can demonstrate a track record of achieving equitable outcomes in service provisions to regional oversight committee.
4. Members of the convened body that develops the local implementation plan must include:
  - a. People with lived experience of homelessness and/or extreme poverty;
  - b. People from communities of color and other marginalized communities;
  - c. Culturally responsive and culturally specific service providers;
  - d. Elected officials, or their representatives, from the county and cities participating in the regional affordable housing bond;
  - e. Representatives from the business, faith, and philanthropic sectors;
  - f. Representatives of the county/city agencies responsible for implementing homelessness and housing services, and that routinely engage with the unsheltered population;
  - g. Representatives from health and behavioral health who have expertise serving those with health conditions, mental health and/or substance use disorder from culturally responsive and culturally specific service providers; and
  - h. Representation ensuring geographical diversity.

5. Local implementation plans must include the following:
  - a. A strategy for equitable geographic distribution of services within the respective jurisdictional boundary and the Metro district boundary.
  - b. A description of how the key objectives of Metro's Strategic Plan to Advance Racial Equity, Diversity, and Inclusion have been incorporated. This should include a thorough racial equity analysis and strategy that includes: (1) an analysis of the racial disparities among people experiencing homelessness and the priority service population; (2) disparities in access and outcomes in current services for people experiencing homelessness and the priority service population; (3) clearly defined service strategies and resource allocations intended to remedy existing disparities and ensure equitable access to funds; and (4) an articulation of how perspectives of communities of color and culturally specific groups were considered and incorporated.
  - c. A review of current system investments or capacity serving priority populations, an analysis of the nature and extent of gaps in services to meet the needs of the priority population, broken down by service type, household types, and demographic groups.
  - d. A description of the planned investments that includes: (1) the types of services, and how they remedy the service gap analysis; (2) the scale of the investments proposed; (3) the outcomes anticipated; and (4) the service delivery models that will be used in each area of service.
  - e. A plan for coordinating access to services with partnering jurisdictions and service providers across the region.
  - f. A plan for tracking and reporting outcomes annually and as defined through regional coordination.
  - g. A plan to evaluate funded services and programs.
  - h. A description of how funds will be allocated to public and non-profit service providers, including transparent procurement processes, and a description of the workforce equity procurement standards.
  - i. A commitment that funding will be allocated as follows: (a) 75 percent for people who have extremely low incomes and one or more disabling conditions, who are experiencing long-term or frequent episodes of literal homelessness or are at imminent risk of experiencing homelessness; and (b) 25 percent for people who are experiencing homelessness or face/have substantial risk of homelessness.
  - j. A description of how the plan will remove barriers to full participation for organizations and communities by providing stipends, scheduling events at accessible times and locations, and other supportive engagement tactics.
  - k. A description of how the plan will prioritize funding to providers who demonstrate a commitment and delivery to under-served and over-represented populations, with culturally specific and/or linguistic specific services, as well as those programs that have the lowest barriers to entry and actively reach out to communities often screened out of other programs.
6. Each county must provide a report annually on its progress under the local implementation plan to the regional services oversight committee that will discuss progress towards outcomes in each of the service areas identified in the local

implementation plan and a separate analysis of progress toward the implementation of the county's racial equity strategy. Reports will also include municipal investments from cities within Metro who have either increased or decreased contributions to homeless services for the priority population. Existing reports may be used.

7. Metro recognizes that each county may approach program implementation differently depending on the unique needs of its residents and communities. Therefore, it is the policy of the Metro Council that there be sufficient flexibility in implementation to best serve the needs of residents, communities, and those receiving Supportive Housing Services from program funding.

## **SECTION 7. Allocation of Revenue**

1. After Metro has first retained funds necessary to pay for collection of the taxes, Metro may retain up to five percent of the remaining collected funds for administration and oversight as more fully described in Section 14(1).
2. After the funds have been allocated for collection, administration and oversight as set forth in subsection (1), Metro will then allocate the remaining Supportive Housing Services Revenue within each county using the following percentages: 21 1/3 percent to Clackamas County, 45 1/3 percent to Multnomah County and 33 1/3 percent to Washington County.
3. The percentages set forth in subsection (2) apply to revenue for the first two tax years. Thereafter, the percentages may be adjusted to reflect the portion of Supportive Housing Services Revenue actually collected in each county.

## **SECTION 8. Equity and Community Engagement**

1. Metro has adopted a Strategic Plan to Advance Racial Equity, Diversity, and Inclusion which includes specific goals and objectives to ensure that all people who live, work and recreate in the greater Portland region have the opportunity to share in and help define a thriving, livable and prosperous region. A key objective throughout the strategy is a commitment to advance equity related to stable and affordable housing.
2. In implementing the Supporting Housing Services Measure, Metro will rely on the goals and objectives within the Strategic Plan to:
  - Convene regional partners to advance racial equity outcomes in supportive housing services.
  - Meaningfully engage with communities of color, Indigenous communities, people with low incomes and other historically marginalized communities in establishing outcomes and implementing the Supportive Housing Services Program.
  - Produce and provide research and information to support regional jurisdictions in advancing equity efforts.
  - Increase accountability by ensuring involvement of communities of color in establishing goals, outcomes, and implementation and evaluation efforts.

- Increase participation of communities of color in decision-making.
  - Use equity criteria in resource allocation for the Supportive Housing Services Program.
3. Metro will actively work to remove barriers for organizations and communities to ensure full participation by providing stipends, scheduling events at accessible times and locations, and other supportive engagement tactics.

**SECTION 9. Prohibition on Displacement of Funds Currently Provided**

1. The purpose of the Supportive Housing Services tax is to provide revenue for Supportive Housing Services in addition to revenues provided for those services by the local governments within Metro.
2. In the event that any local government within Metro reduces the funds provided for Supportive Housing Services by that local government, Supportive Housing Services Revenue may not be provided to that local government or be used to provide Supportive Housing Services within the boundaries of that local government. This section is intended to prevent any local government from using Supportive Housing Services Revenue to replace funds currently provided by that local government.
3. A local government may seek a temporary waiver from this section for good cause, including but not limited to a broad economic downturn.

**TAX COLLECTION REQUIREMENTS**

**SECTION 10. Voter Approval Ordinance No. 20-1442; Rates; Exemptions**

Metro Council Ordinance No. 20-1442 is approved as follows.

1. Personal Income Tax; Rate.  
Beginning tax year 2021, a tax of one percent is imposed on the entire taxable income over \$200,000 if filing jointly and \$125,000 if filing singly on every resident of the district subject to tax under ORS chapter 316 and upon the taxable income over \$200,000 if filing jointly and \$125,000 if filing singly of every nonresident that is derived from sources within the district which income is subject to tax under ORS chapter 316.
2. Business Profits Tax; Rate.  
Beginning tax year 2021, a tax of one percent is imposed on the net income of each person doing business within Metro.
3. Exception for Small Businesses. Persons whose gross receipts from all business income, both within and without Metro, amount to less than or equal to \$5 million are exempt from payment of the business profits tax.

4. Exemptions Required by Law. Persons whom Metro is prohibited from taxing under the Constitution or laws of the United States or the Constitution or laws of the State of Oregon, or the Metro Charter are exempt from payment of the taxes set forth in this section.

#### **SECTION 11. Tax Must be Re-Authorized or Discontinued After Ten Years**

1. Metro may assess the taxes imposed by section 10 through the tax year ending December 31, 2030.
2. After December 31, 2030, the tax will expire unless reauthorized by the voters on or before that date. After the tax expires, Metro or the entity authorized to collect the tax may continue to take all reasonable and necessary actions to ensure that taxes still owing are paid in full.

#### **SECTION 12. Collection of Funds**

1. It is Metro's intent to enter into an intergovernmental agreement with an Oregon taxing agency to collect Supportive Housing Services Revenues.
2. If Metro is unable to enter into an intergovernmental agreement for the collection of Supportive Housing Services Revenues after good faith efforts to do so, Metro may collect the funds.

#### **SECTION 13. Use of Revenues**

Unless expressly stated otherwise in this measure, Supportive Housing Services Revenues may only be used for the purposes set forth in Sections 3, 4, 12, and 14. Metro may establish a separate fund or funds for the purpose of receiving and distributing Supportive Housing Services Revenues.

#### **SECTION 14. Administrative Cost Recovery**

1. After Metro's tax collection costs are paid, Metro may retain up to five percent of the remaining funds to pay for the costs to disburse the funds and administer and oversee the program. This includes convening and supporting the regional oversight committee; establishing a regional homelessness data collection and reporting program; and supporting tri-county regional collaboration.
2. At least annually the Regional Oversight Committee will consider whether Metro's collection and administrative costs and each county's administrative costs could or should be reduced or increased. The Regional Oversight Committee will recommend to the Metro Council at least once a year as to how Metro can best limit its collection and administrative costs.

3. In establishing a new Supportive Housing Services Revenue fund, it is the policy of the Metro Council to ensure public transparency and accountability regarding the funding, creation and implementation of this program. It is further the policy of the Metro Council to maintain low administrative costs to ensure that the maximum amount possible of the tax revenue is used to achieve the purposes of Supportive Housing Services.

#### **SECTION 15. Use of Funds in Metro Jurisdictional Boundary Only**

Although some portion of each of the three recipient counties (Multnomah, Washington and Clackamas) are outside of the Metro jurisdictional boundary, Supportive Housing Services Revenues collected may be spent only for Supportive Housing Services provided within the Metro jurisdictional boundary.

#### **SECTION 16. Accountability of Funds; Audits**

1. Each county or local government receiving funds must make an annual report to the Metro Council and the oversight committee on how funds from the taxes have been spent and how those expenditures have affected established homelessness metrics.
2. Every year a public accounting firm must conduct a financial audit of the revenue generated by the taxes and the distribution of that revenue. Metro will make public the audit and any report to the Metro Council regarding the results of the audit. Metro may use the revenue generated by the taxes to pay for the costs of the audit required under this subsection.
3. The revenue and expenditures from the taxes are subject to performance audits conducted by the Office of the Metro Auditor.

#### **SECTION 17. Ownership of Taxpayer Information**

Metro is the sole owner of all taxpayer information under the authority of this measure. The Chief Financial Officer has the right to access all taxpayer information for purposes of administration.

#### **SECTION 18. Confidentiality**

1. Except as provided in this measure or otherwise required by law, it is unlawful for the Chief Financial Officer, or any elected official, employee, or agent of Metro, or for any person who has acquired information pursuant to this measure to divulge, release, or make known in any manner any financial information or social security numbers submitted or disclosed to Metro under the provisions of this measure and any applicable administrative rules.
2. Nothing in this section prohibits the disclosure of general statistics in a form that would prevent the identification of financial information or social security numbers regarding an individual taxpayer.



## **SECTION 19. Examination of Books, Records or Persons**

The Chief Operating Officer or its designee may examine any books, papers, records, or memoranda, including state and federal income tax returns, to ascertain the correctness of any tax return or to make an estimate of any tax. The Chief Operating Officer or its designee has the authority, after notice, to require verification of taxpayer information in order to carry out the provisions of this measure.

## **SECTION 20. Conformity to State Laws**

1. For the personal income tax, it is Metro's policy to follow the state of Oregon laws and regulations adopted by the Department of Revenue relating to personal income tax. The Supportive Housing Services Revenue will be construed in conformity with laws and regulations imposing taxes on or measured by net income.
2. For the business profits tax, it is Metro's policy to utilize, as guidance, the Multnomah County Business Income Tax rules and procedures.
3. If a question arises regarding the tax on which this measure is silent, the Chief Operating Officer may look to state law for guidance in resolving the question, provided that the determination under state law is not in conflict with any provision of this measure or the state law is otherwise inapplicable.

## **SECTION 21. Tax as a Debt; Collection Authority**

1. The tax imposed by this measure, as well as any penalties and interest, becomes a personal debt due to Metro at the time such liability for the tax is incurred.
2. Metro is authorized to collect any deficient taxes, interest and penalties owed. This includes initiating and defending any civil actions and other legal proceedings.

### **FURTHER IMPLEMENTATION**

## **SECTION 22. Administrative Rules**

The Chief Operating Officer or designee may adopt administrative rules, forms, guides and policies to further implement the provisions of this measure. Any rule adopted by the Chief Operating Officer has the same force and effect as any Metro Code provision. In adopting administrative rules, the Chief Operating Officer or designee may seek guidance from the Oregon Department of Revenue's rules and procedures and Multnomah County's business income tax's rules and procedures.

## **SECTION 23. Tri-County Planning**

1. Metro will annually allocate a portion of resources from its administrative costs to provide the staffing and logistical support to convene and maintain a tri-county homeless services planning body. This body will develop and implement a tri-county initiative that will be responsible for identifying regional goals, strategies, and outcome metrics related to addressing homelessness in the region.
2. The counties must present to the regional services oversight committee for its approval a proposal to implement the tri-county planning requirement.
3. Each county must annually contribute no less than five percent of each of the counties' share of the Supportive Housing Services Revenue to a regional strategy implementation fund.
4. The proposed governance structure of the tri-county planning body must be inclusive of people representing at least the perspectives required in Section 6(4).
5. Within one year of the adoption of the tri-county initiative plan, and as needed thereafter, each county will bring forward amendments to its Local Implementation Plan that incorporate relevant regional goals, strategies, and outcomes measures.

## **DEFINITIONS**

### **SECTION 24. Definitions**

For the purpose of this measure, the terms used are defined as provided in this section unless the context requires otherwise.

**Nonresident** means an individual who is not a resident within the Metro jurisdictional boundary.

**Person** means, but is not limited to an individual, a natural person, proprietorship, partnership, limited partnership, family limited partnerships, joint venture (including tenants-in-common arrangements), association, cooperative, trust, estate, corporation, personal holding company, limited liability company, limited liability partnership or any other form of organization for doing business.

**Resident** means a taxpayer domiciled within the Metro jurisdictional boundary for any portion of the taxable year.

**Supportive Housing Services** means homeless prevention, support services and rent assistance that stabilize people experiencing homelessness and housing instability, including those specific services described in Section 4.

**Supportive Housing Services Revenue** means all funds received from the taxes imposed by Section 10.

**Tax Year** means the taxable year of a person for federal or state income tax purposes.

**Taxpayer** means any natural person, or married couple or head of household filing a joint return, whose income in whole or in part is subject to the tax imposed by this measure.

**SECTION 25. Severability**

If a court of competent jurisdiction finds any part, section or provision of this measure to be unconstitutional, illegal or invalid, that finding affects only that part, section or provision of the measure and the remaining parts, sections or provisions remain in full force and effect.

Materials following this page were distributed at the meeting.



GREATER  
PORTLAND



Metro



# COVID-19 + OUR ECONOMY: REGIONAL RECOVERY, RESILIENCE, & THE 5-YEAR CEDS

# Metro and GPI Collaboration

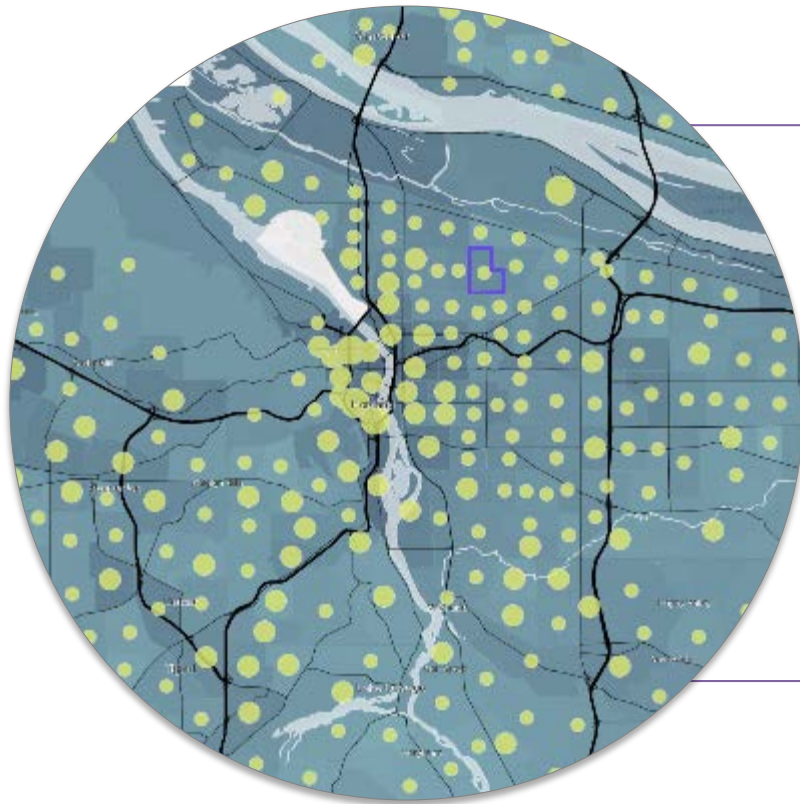
How to position Greater Portland for competitiveness and prosperity

- Shared values and desired outcomes
  - Planning and implementing equitable strategies
  - Provide region-wide coordination that crosses jurisdictional boundaries
  - Coordinate data and research activities for community partners
- Recent collaboration and partnership
  - Economic Value Atlas
  - Greater Portland Global
  - Large Lot Industrial Sites
  - Site Readiness Toolkit
  - Columbia Connects
  - Comprehensive Economic Development Strategy

# Value of Collaborating now

- Opportunity to **align common goals** to advance actions and policies to benefit our region
- **What would happen** if we didn't convene, coordinate, and collaborate now?
- Identify **regional strengths** that are occurring and leverage for the next stages in economic recovery from the pandemic
- Opportunity to speak with **one voice** and display regional leadership
- Define and transition to a new normal which will require **regional systems change**

# Shared Economic Values from Economic Value Atlas



**Business:** job activity, market connectivity, target industries, and labor access



**People:** diversity, inclusivity, and access to opportunity

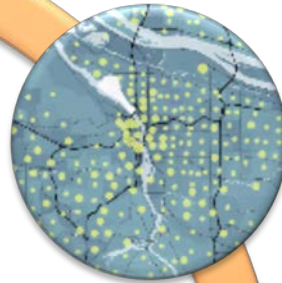


**Place:** developability, livability, affordability, and market activity



# Exploring the Future of Our Regional Economy

Charting A New Approach To Land Use + Planning For Our Future Economy



**How are we using our land today and what do we expect our economy to look like?**



**How do transformative economic trends and disruptions change these expectations?**



**What can we test now? How can we advance a more strategic approach?**

# Regional Economic Development

- Greater Portland Inc
  - Bi-state, public-private partnership with 90 investors committed to advancing regional economic development
  - 7 county bi-state region
- Greater Portland Economic Development District
  - Federally designated via the U.S. Economic Development Administration
  - Clackamas, Multnomah and Washington Counties, Oregon & Clark County, Washington
  - Housed at Greater Portland Inc

# GPEDD Board of Directors

**Jennifer Baker**

Columbia River Economic  
Development Council

**Mike Bomar**

Port of Vancouver USA

**Bernie Bottomly**

TriMet

**Kimberly Branam**

Prosper Portland

**Ryan Buchanan**

Thesis

**Maria Caballero Rubio**

Centro Cultural

**Dr. Tim Cook**

Clackamas Community College

**Dan Dias**

City of Hillsboro

**Chad Freeman**

Henningsen Cold Storage Co.

**Alan Garcia**

NW Natural

**Elissa Gertler**

Metro

**Jason Green**

CBRE

**Stephen Green**

PENSOLE

**Jarvez Hall**

East Metro STEAM

**Ashley Henry**

Business for a Better Portland

**Andrew Hoan**

Portland Business Alliance

**Dwayne Johnson**

Civic Software Foundation

**Tamara Kennedy-Hill**

Kennedy-Hill Strategies

**Debbie Kitchin**

InterWorks LLC

**Jon Legarza**

Clackamas County

**Andrew McGough**

WorkSystems Inc

**Matt Miller**

Greater Portland Inc

**Mel Netzhammer**

Washington State University  
Vancouver

**Skip Newberry**

TAO

**Amanda Osborne**

Oregon Entrepreneurs Network

**Chad Paulsen**

Blount International

**Matt Ransom**

Southwest Washington  
Regional Transportation Council

**Curtis Robinhold**

Port of Portland

**Miguel Sossa**

Delta Air Lines

**Shannon Stadey**

City of Gresham

**Graham Trainor**

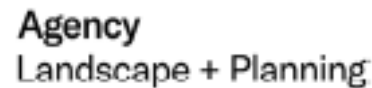
Oregon AFL-CIO

# Comprehensive Economic Development Strategy (CEDS)

- U.S. Economic Development Administration five-year regional strategy
- Opportunity to identify common economic goals and align institutions
- Cities and jurisdictions use as guiding document
- Qualifies for Public Works & Economic Adjustment Assistance grant programs
- Will serve as an economic recovery and resiliency role
- **Nesting in with Metro Planning for our Future Economy**

# Current CEDS/Future Economy Project Timeline

	2020												2021						
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J
<b>Task 1: Startup + Analysis</b>		█	█	█															
<b>Task 2: SWOT + Focus Groups</b>				█	█	█	█												
<b>Task 2a: Economic Recovery</b>						█	█	█	█										
<b>Task 3: CEDS Vision + Action Plans</b>									█	█	█	█							
<b>Task 3a: Columbia Connects</b>										█	█	█	█	█	█				
<b>Task 4: CEDS Evaluation Frames</b>													█	█	█				
<b>Task 5: Investment Frames</b>													█	█	█	█	█	█	
<b>Task 6: Final Report</b>																	█	█	█



# Core Pillars of Strategy

- 1) Economic Growth
- 2) Equity
- 3) Resilience

# Economic Growth

## **Measure**

- Economic Vitality and Innovation benchmark data indicators (e.g. export growth)
- Industry cluster strength

## **Listen**

- Industry roundtable meetings
- Regional survey

## **What it Tells Us**

- Private business industrial strengths, challenges and opportunities to foster a strong economy

# Equity

## Measure

- Equity data indicator (e.g. business startup rates)
- Small business opportunity within traded clusters
- Occupations and skills growth (traded and local industries)

## Listen

- Town Halls – MESO and 2<sup>nd</sup> small business
- Regional survey

## What it Tells Us

- Opportunities for under-represented/under-resourced individuals to build wealth



# Resilience

## **Measure**

- Talent, Diversity, Quality of Place data indicators (e.g. percent foreign-born)

## **Listen**

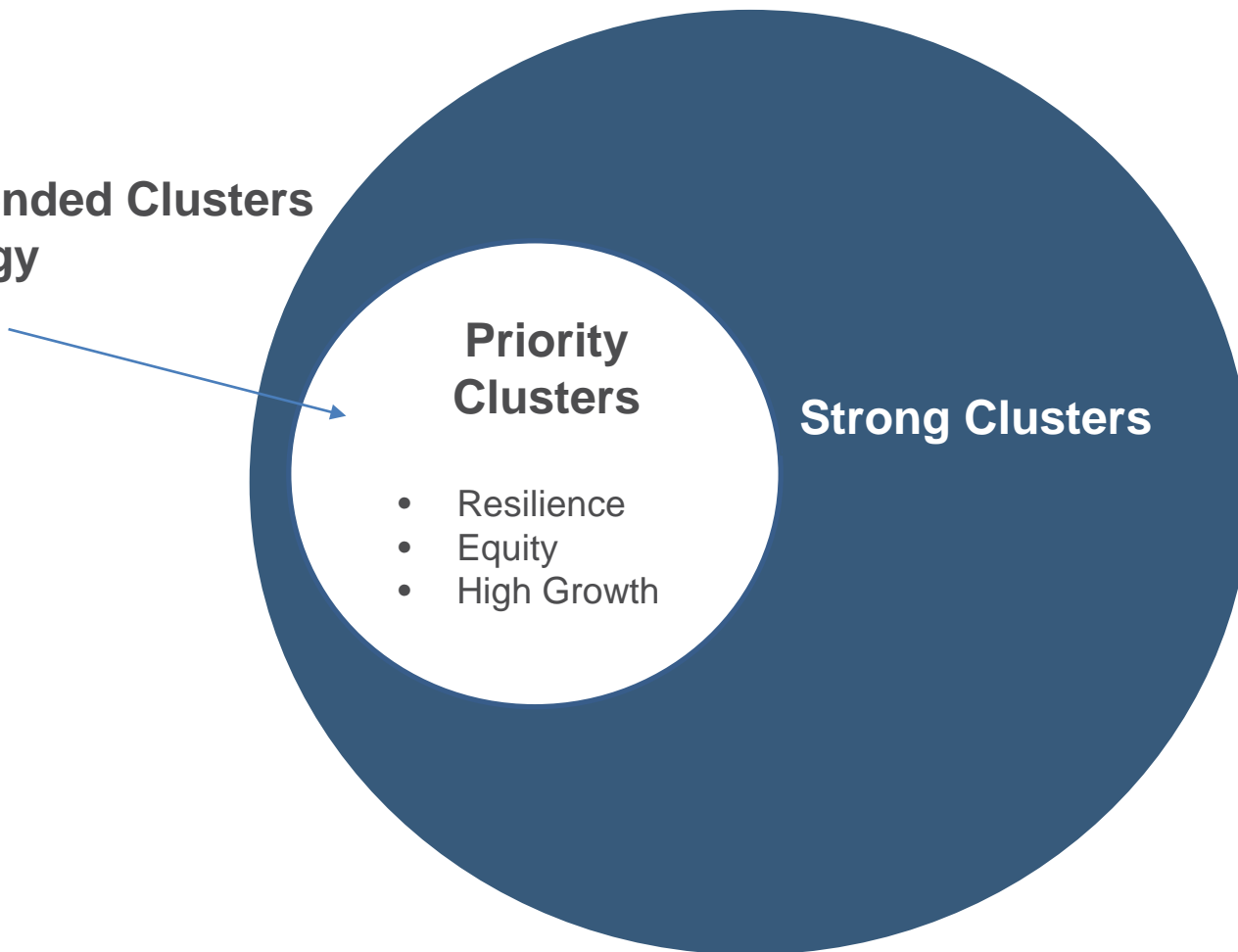
- Regional service providers
- ED stakeholders

## **What it Tells Us**

- Capacity of regional assets and level of diversity to respond to chronic stresses and acute shocks the region experiences.

# A Framework for Cluster Strategy

**Recommended Clusters  
for Strategy**



This charts serves as a guide for evaluating cluster competitiveness; it's one tool.

Sector	Final Rank	Location Quotient 2019	2019 Jobs	5-Year Growth, 2014-2019	New Jobs Jobs 2014-2019	GRP 2019 (In Billions)	Earnings Per Worker	Businesses	Employ Per Biz
Computer and Electronics	1	1	3	7	5	1	1	8	1
Software	2	6	1	1	2	2	2	2	9
Design and Media	3	7	2	3	3	4	4	3	7
Food and Beverage	4	4	4	2	4	6	9	5	3
Distribution and E-Commerce	5	8	5	5	1	3	8	1	8
Clean Tech	6	5	6	6	6	7	3	4	5
Apparel and Outdoor	7	2	7	4	7	8	5	7	6
Metals	8	3	9	9	9	5	7	6	2
Health and Technology	9	9	8	8	8	9	6	9	4

In addition to competitiveness, we're evaluating clusters for resilience and equity too.

	ECONOMIC STRENGTH		EQUITY					RESILIENCE			
	Industry Strength	Innovation Ecosystem	Gender Diversity	Racial Diversity	Automation Likelihood	Required Skills	% Small Business	Scalability	Higher-Ed Degree Alignment	K-12 CTE Programs	K-12 Internships
Computer and Electronics											
Software											
Design and Media											
Food and Beverage											
Distribution and											
E-Commerce											
Clean Tech											
Apparel and Outdoor											
Metals & Machinery											
Health and Technology											



This chart will help us guide cluster prioritization, as resources are limited.

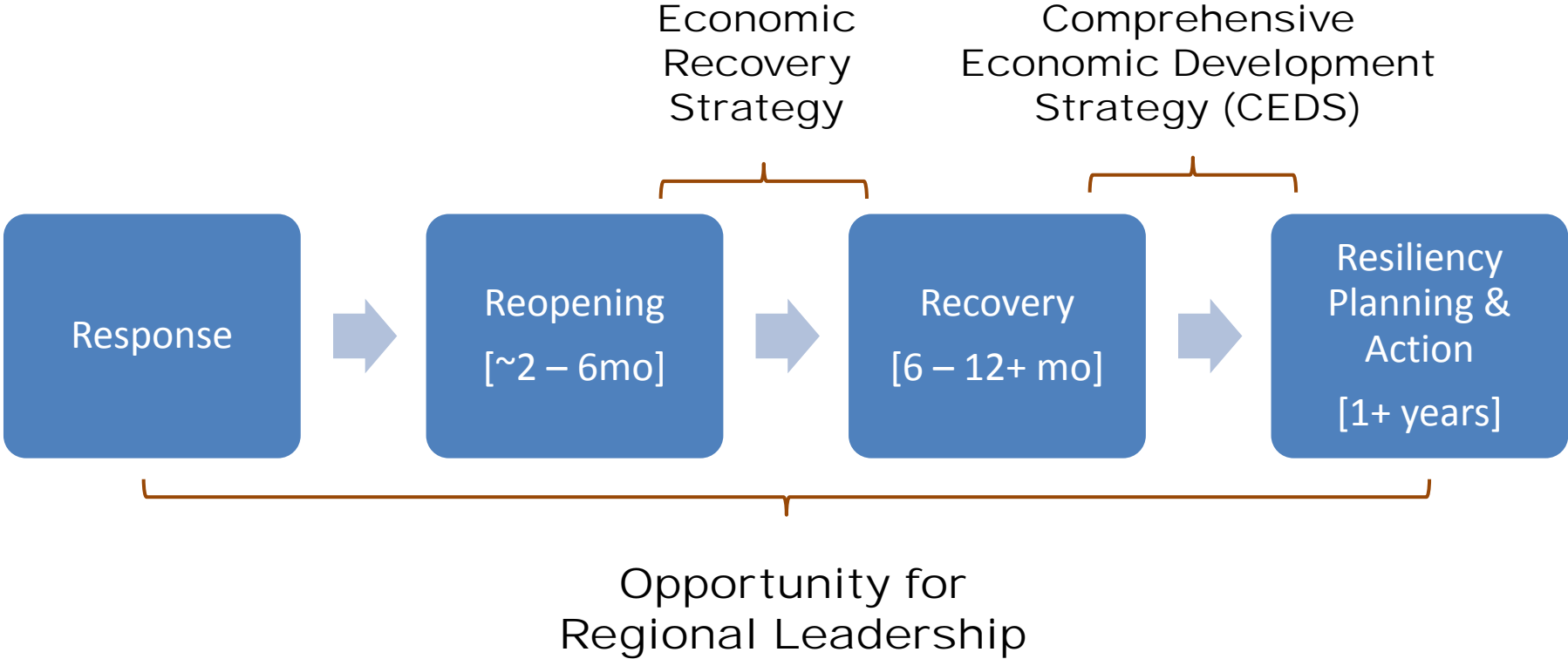
# Upcoming Focus Groups on Economic Disruptions + Trends

- 1) Automation/E-Commerce**
- 2) Future of Work (Gig/sharing economy, remote work, co-working)**
- 3) Natural disasters (climate, pandemic, earthquake)**

# Next Steps

- ✓ Industry cluster focus groups
- ✓ Grant/loan request
- ✓ Conditions assessment
- ❑ July 7 – 10 partner presentations
- ❑ July 15 – 16 disruption focus groups
- ❑ July 15 BIPOC business relief RLF application
- ❑ July 30 – GPEDD Board Meeting (recovery)
- ❑ August 25 – GPEDD Board Meeting (recovery)
- ❑ Sept 22 – GPEDD Board Meeting (recovery)

# Steps in Our Economic Recovery



# Greater Portland Economic Recovery Strategy

- **Research, outreach and direction** (quantify impacts)
- **Plan focus** (vision, principles and goals)
- **Regional implementation** (action plan and organizational alignment)



# Tracking Regional EcDev Response to COVID-19

- **Grant and Loan Assistance**
  - Over **\$29.7 Million** in grant and loan assistance directed to businesses, nonprofit organizations, and dislocated workers.
  - More than **50 programs** from **39** different local, regional, and state municipalities and nonprofits.
- **Webinars/Online Convenings**
  - At least **27 organizations** offered different types of online webinars or convenings to educate businesses or allow businesses to share new learnings.
- **Marketing Campaigns**
  - At least **13 organizations** created campaigns or websites to promote impacted local businesses, such as lists of open businesses, buy local promotions, etc.
- **Technical Assistance**
  - At least **12 organizations** created new trainings or technical assistance focused on COVID response and recovery.

# Next Steps

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# Contacts

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**oregonmetro.gov**



# Questions + Discussion

- What issues are important to MPAC to see addressed in the Comprehensive Economic Development Strategy (CEDS)?
- Are there additional stakeholders that MPAC wants to ensure are engaged in the CEDS/Economic Recovery work?
- How would MPAC like to receive updates about the CEDS and economic recovery strategy?