



PAULETTE ALLEN  
PLANNING DEPARTMENT  
METRO

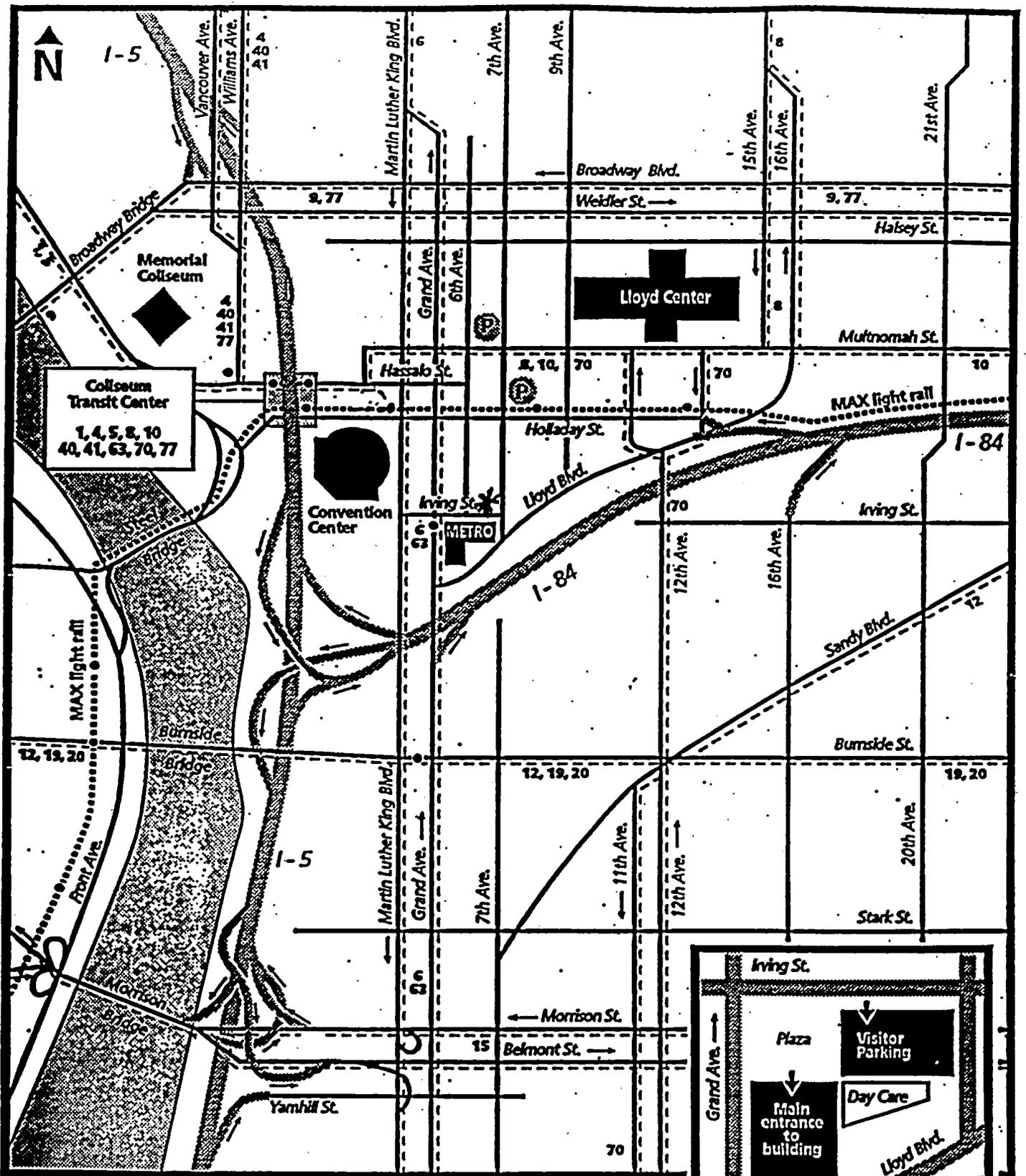
**METRO**

**Meeting:** FUTURE VISION COMMISSION  
**Date:** January 23, 1994 *5*  
**Day:** Monday  
**Time:** 4:00 p.m. - 6:30 p.m.  
**Place:** Metro, Room 370

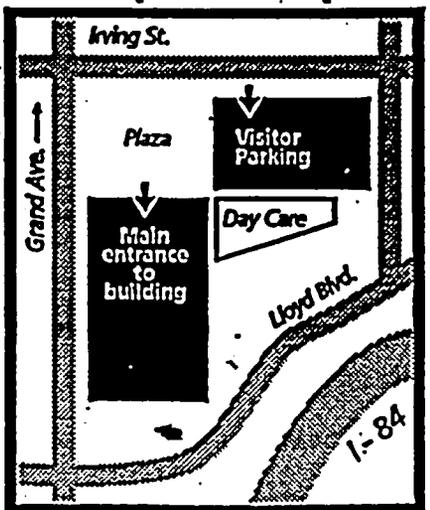
	<u>Approximate Time</u>
1. CALL TO ORDER	5 minutes
2. ROLL CALL	
3. PUBLIC COMMENT and OTHER BUSINESS	10 minutes
4. MINUTES <ul style="list-style-type: none"><li>• Approval of Notes from December 5</li><li>• Approval of Minutes from December 19, 1994</li></ul>	
5. TIMELINE AND SCHEDULE REVIEW	20 minutes
6. DISCUSSION OF JANUARY 30TH MEETING WITH THE METRO COUNCIL <ul style="list-style-type: none"><li>• Public Involvement - strategy and budget</li></ul>	115 minutes

**Upcoming Meetings:**  
January 30 (Joint meeting with the Council)  
February 6

**Questions? Call 797-1562.**



**Coliseum Transit Center**  
 1, 4, 5, 8, 10  
 40, 41, 63, 70, 77



**Legend**

- = bus route
- 70 = bus number
- = street
- Ⓟ = public parking; \$2 half day, \$4 full day
- ▨ = freeway
- ..... = max
- = bus/max stop



Enter Metro visitor parking from Irving Street (time limit 4 hours per visit). Enter Metro Regional Headquarters from the plaza.

**FUTURE VISION COMMISSION**  
Work Session Summary - December 5, 1994

In attendance: Len Freiser, Chair; Judy Davis, Mike Gates, Mike Houck, Wayne Lei, Peggy Lynch and Susan McLain.

Others in attendance included: David Ausherman, Glen Bolen, Barbara Duncan and Ethan Seltzer.

**I. Call to Order**

Chair Freiser began the work session, sans a quorum, at 4:15 p.m.

**II. Public Comment/Other**

Members discussed the Metro Council's pending vote on Region 2040. Mike Houck requested a detailed response to the Future Vision Commission's amendments and comments.

Mike Gates stated that every comment or amendment was addressed, if not specifically then the amendment that addressed the same issue was referenced. Several issues were referred back to MPAC (Metro Policy Advisory Committee), so work and analysis of the amendments will continue.

Susan McLain agreed that MPAC, JPACT and FV should receive explicit details on the results of each of those committees' input.

**III. Work session**

A non-quorum work session was held, members and staff present reviewed the December 5th draft of the FV. There was discussion of potential writers and the difference between a writer and an editor. Various edits were made from Commissioner's suggestions and from a memo from the Metropolitan Arts Commission. Members agreed with the above edits, the Vision document was ready to be handed over to an editor.

With no further business, Chair Freiser adjourned the work session at 5:40 p.m.

Respectfully submitted by Barbara Duncan.

**FUTURE VISION COMMISSION**  
**Meeting Summary - December 19, 1994**

Members in attendance: Len Freiser, Chair; Judy Davis, Mike Houck, Wayne Lei, Robert Liberty, Peggy Lynch, Peter MacDonald, Susan McLain, Ted Spence, Bob Textor and Marilyn Wall.

Others in attendance: Glen Bolen, Barbara Duncan, Ken Gervais, Loretta Pickerell, Ethan Seltzer

**I. Call to Order**

The meeting was called to order at 4:12 p.m. by Chair Freiser.

**II. Councilor Contact Meetings**

Mike Houck stated that he had met with Councilor Ed Washington, they discussed the Council's level of support of the Future Vision process. Councilor Washington had expressed concern with the focus on children.

Bob Textor stated that he and Wayne Lei had met with Presiding Officer Ruth McFarland. The meeting went well, they discussed a five year "check-up" approach to the review of the FV progress.

Susan McLain stated that she had followed up with Bill Bullick of the Metropolitan Arts Commission regarding their comments on the draft.

Judy Davis stated that she had met with Councilor Rod Monroe. He was appreciative of the shorter length of the draft Vision and that a yearly review of the FV progress might be too often.

Ethan Seltzer stated that the Commission staff is working to arrange a FVC/Council meeting (dinner?) For late January.

Susan McLain stated that she is trying to arrange a meeting with Executive Officer Burton, Ken Gervais, Len and herself.

**III. Other**

Members briefly discussed public involvement opportunities and budgets.

**IV. Implementation Section**

Ethan Seltzer led a discussion of "benchmarks" or leading indicators. Members reviewed ways to measure or indicate success of the Future Vision. Rather than a specific level or number, stating that "more or less than 1990" an improvement or decrease in an indicator. Members discussed what types of information are available, what will be available for years to come to use as a measurement factor. Members brain stormed on how to measure and indicate benchmarks for the following topics:

- children in poverty
- family health
- readiness to learn upon entry into school
- participation in free lunch program at schools
- percentage of the population at poverty levels

- skill level of work force, amount of professional workers "imported" from other regions
- high school drop out rates
- newspaper circulation rates, adult literacy indicators
- participation in community, election participation rates
- existence of community newspapers, neighborhood newsletters
- health or activeness indicator for the population
- school security issues, existence of school police officers

With no further business the meeting was adjourned 6:30 p.m.

Respectfully submitted by Barbara Duncan.

**METRO**

January 17, 1995

**TO:** Future Vision Commission  
**FROM:** Concilor Susan McLain  
**RE:** Future Vision Public Involvement

At your request, I met with staff to review the budget and our plans for public involvement in the next six months and we have agreed on the following suggestions for informing the public on Future Vision. I believe that this program will be the most cost effective way to communicate with the general public regarding this issue.

Our recommendations are as follows:

1) The Future Vision Map - apparently, the lack of production of the map is the result of unclear direction as to what pictures should be included, and who should pick them. Mike Houck has volunteered to lead the effort to select some potential candidates, and the Commission can select them on the January 23 meeting. Once the pictures are selected, the final map can be produced in two to three weeks.

2) Newsletter. I strongly recommend that we combine forces in one newsletter. There are several very good reasons. First, we have developed a large mailing list of about 43,000 people. In addition, as part of our effort to integrate the components of the Regional Framework Plan, the next newsletter will be mailed to the transportation mailing list containing an additional 20,000 people for a total mailing of over 60,000 people in the region. These are people who, at one time or another, have contacted us and expressed an interest. This is more than 10% of Metro households. I believe that our mailing list includes the majority of people who are engaged in this issue. In addition to the mailing list, Metro distributes 10,000 additional copies, and each newsletter brings several thousand new names to the list. Therefore, the use of the list is the best tool for communication, short of a mass media campaign.

Second, the costs of a mailing (printing and postage) are around \$30,000 for a 16 page, four-color newsletter. A separate mailing requires a great deal of additional staff time in its preparation and layout and would cost an additional \$25,000 to \$30,000. The cost of adding a few pages to an existing newsletter is a couple of thousand dollars. It is much more efficient in both costs and staff time to combine forces.

Third, the combination of all of Metro's planning efforts in a newsletter allows us to deliver one consistent message. Many people are concerned that the public can be

easily confused by the many separate programs -- 2040, Future Vision, RUGGO, RTP, Regional Framework Plan, etc. This newsletter allows us to set each program in perspective, and explain the entire Charter-based program.

The contents of the newsletter, which would be distributed mid-March, would be:

- The Adoption of the 2040 Growth Concept - what the Council did (includes a color map)
- The Future Vision (2 to 3 pages, with a color map and some illustrations)
- Urban Reserves and the Growth Concept Refinement
- The Transportation Plan update
- The Regional Framework Plan - Introduction of the new logo and what comes next
- Response Sheet (This would include Future Vision issues)

We expect a press run of about 70,000, and a mailing of about 60,000. This would leave 10,000 for other distribution.

3) We would be able to produce the Future Vision report in a format similar to the 2040 Decision Kit with a color map. Once the text is finalized, production would take six to eight weeks. About 1,500 copies of the report would be distributed to local governments, CPOs, and other interested parties.

4) The budget includes additional funds for printing more newsletters if needed. The Commission could use these newsletters to distribute at meetings or other forums. We need to insure that we have a distribution plan prior to printing additional newsletters.

5) The budget also includes postage for the mailing 10,000 pieces of mail. This assumes that the Commission may want to do some mailings outside the Metro district, and to additional groups within the Metro boundary.

6) Funding for three "listening posts" is included for the Commission. These forums should be coordinated with the Metro Council and should be joint Commission/Council meetings.

7) The Commission should use Metro's Government Affairs staff to develop a media strategy for the Future Vision so a consistent message is sent.

8) I would recommend that Lisa Creel (the 2040 editor) be given the task of editing the Future Vision, with a budget of \$2,500 to hire and supervise a journalistic editor to clean up the draft, and insure that it has a consistent voice.

All of the above can be accommodated in the existing budget. I believe that this will allow the Future Vision Commission to finish our work and communicate effectively.

January 9th, 1995

To: Future Vision Commission  
From: Mike Houck  
Re: Future of the Future Vision Commission & My Role

I have given some thought about where we are headed during the coming few months and what I am willing to commit to the Commission, given we have already committed considerable time and energy to this effort.

The Future Vision Commission: As far as I am concerned, my understanding about where we are headed is as follows:

1. We have essentially **finished** our "document" with the exception of the following:
  - a. An editor will polish it up; b. We need to finalize our "indicators" or benchmarks and recommendations for a monitoring scheme; c. We need to finish the map (I have committed to Metro staff to help select photographs that will help put a people, community and landscape "face" on the map that will replace the illustrated icons David Ausherman provided us).
  - b. The function of our document is not for broad public review, although we welcome review and we should print 500+ copies so that they are available. It is for the Metro Council to use to go forth with RUGGO amendments and development of a Regional Framework Plan, etc. The public review will come from the March/April mailing---probably a joint mailing with Metro document? We will ask the public to respond back to Metro staff/Council what they think of the FVC piece/portion of the mailing---whether it is a separate piece or part of the "newsletter" will be determined during our January meeting (30th) with Council and staff (I think Fregonese needs to be there as he has definite ideas about how it should be handled).
  - c. While FVC will participate in the production of the mass publication, my strong feeling is that we will have to "trust" the graphic folks a lot. My usual way of dealing with production of those sort of documents is to give the graphic people the copy and let them have pretty free rein with respect to layout, illustrations/photos, map layout, etc. As a practical matter, March---if our Jan. 30 discussion concludes that we do a joint mailing in March---is very near, from a graphic perspective---too near for us to become too involved in editing, re-writing, etc---and that we're going to have to be exceedingly clear about what we want, what we've agreed to and then let the graphic folks have at it. That's the only way it'll get done.

This document will be given to Metro Council after we have done a., b. and c. The Council will then decide which "pieces" of the document are most appropriate for the

the various components of a FV-RUGGO-RFP "package." That decision, we have agreed, will be up to Metro Council, Executive and staff.

2. FVC will meet with Metro Councilors, and I hope staff as well, to discuss how this information can best be gotten to the public and how we can best solicit public input. My understanding is the following:

a. FVC members are open as to how the information will be packaged, including packaging our tabloid or document (which would be a more mass public version of the finished product as described above). From a discussion I had with John Fregonese yesterday it is clear to me that staff preference would be that we combine our "tabloid", request for public input **with** and not separately from the Metro tabloid, or whatever form it takes, in **March**.

b. There would be a separate piece, aside from the March mailing (to approx. 50,000 people), that would be the map on one side and on the other side a graphically pleasing description of Future Vision which would probably be a tabloid in format and three to four color which we would produce several thousand of.

c. There is a **very limited** budget from what I have learned and that, unless the Future Vision comes up with additional money from the private sector---an effort I am not willing to engage in---we will have to be very cost conscious.

d. FVC members at the last meeting expressed an openness to exploring options with Metro Council and staff on how best to package the above so that the integrity of the FVC process is maintained, we spend money wisely and we don't confuse the public with multiple mailings, too divergent messages, etc.---although FVC made it very clear to staff that our charge is different than 2040 and our geographic scope is larger as well.

e. On the last point, although FVC members felt there was some merit to asking Oregon and WA governors to become involved in helping us reach Willamette Valley and WA communities outside Metro's sphere of influence, the political and practical reality is that this is not likely to happen. We left unresolved exactly how to do outreach to these other communities but people seemed to think this would be beneficial.

After the meeting with Metro Councilors I think it will be doubly critical that we have a "flow chart" or something in writing that charts out the specific steps and timelines we are following to keep us all on track and communicating.

My Future Involvement: When I agreed to sit on the Commission I did so with the commitment to see the task through. However, I will be working intensely on Region 2040 through both the Coalition for A Livable Future which Robert Liberty and I have helped form and the Lower Willamette River Watershed Alliance--which I hope will

help push much of the watershed, restoration and water quality issues that need to be brought into 2040. I know that Robert's time commitment and attendance will be much diminished as he spends more time in Salem dealing with legislative issues. From my perspective, it is going to become increasingly important that we be task oriented and have a very clear understanding of what the agenda is, who is responsible for what and when tasks will be finished. I put my vote in for a review of where we are, where we are headed and what our milestones are going to be.

I am committing to work on the following tasks: a. Refining discussion about the indicators; b. Finalizing discussions about monitoring recommendations; c. Assisting Metro staff in finding appropriate photographic images/icons (I've suggested several Portland area professional photographers as sources); d. Meeting with Council to resolve public involvement; e. Participating in agreed on public outreach and outreach to outlying communities.

The photographers I've recommended we work with (we'll need to pay a fee to some, others might donate and others have already contracted with Metro for photos):

Michael Wilhelm, 692-5744---great wildlife and some with wildlife viewed by people  
Kristin Finnegan, 241-2701---does a lot of contract work, good wetland scenes, built environment, transit, etc.

C. Bruce Forrester, (Sue Gemmell has #), did contract for Greenspaces

Bill Burkett, Wildlife and I think also did a video for Greenspaces, 647-0941

Steve Terrill, great shots of Columbia Slough and other Oregon scenics---does calendars and has coffee table books of Oregon scenes

# Panel looks to metro area's future

■ The Future Vision Commission says a nine-county watchdog group should steer Portland's growth in the next 50 years

By R. GREGORY NOKES  
of The Oregonian staff

A commission charged with looking 50 years into the future is recommending a nine-county watchdog group to help make sure growth doesn't overwhelm the Portland region.

This growth watchdog would help safeguard unobstructed views of Mount Hood and make certain that a park is in walking distance of every home and a library within reach of every child.

It wouldn't be a super-Metro, at least not yet.

But members of a 17-member Future Vision Commission say someone needs to watch over a much broader area than the existing Metro regional government, whose jurisdiction extends over the urbanized portions of three counties, Multnomah, Clackamas and Washington.

The nine counties included in the bigger picture are: Clackamas, Columbia, Marion, Multnomah, Polk, Washington and Yamhill, all in Oregon; and Clark and Cowlitz in Washington.

"Our natural, ecological and economic region stretches from the crest of the Cascades to the crest of the Coast Range, and from Longview on the north to Salem on the south," the commission said. "Any vision for a territory as large and diverse as this must be regarded as both ambitious and a work in progress."

## THE FUTURE VISION COMMISSION

Future Vision's goals include:

■ **CHILDREN:** Children get a good-quality high school education that prepares them for college.

■ **SAFETY:** Residents feel safe without relying on guns or physical violence.

■ **ECONOMY:** New businesses are "attracted to our landscape and to the human resources already here ..." and don't demand something in return.

■ **POVERTY:** Chronic poverty is attacked through targeted public investments, revisions in tax codes, and metropolitan tax-base sharing. Tax-base sharing involves pooling a percentage of the region's new commercial and industrial tax base and distributing it according to a formula, with fast-growing communities helping those with slower growth.

■ **RURAL LAND:** No additional farm and forest land will be eaten up by urban, suburban or rural residential development.

■ **COSTS:** Environmental and social costs of new growth and change will be "paid by those both new to the region and already present ..."

■ **FOLLOW-UP:** An annual state-of-the-region report to track progress toward the goals of Future Vision, using a list of indicators, such as literacy, poverty, crime, voting rates and educational achievement.

■ **BACKGROUND:** Future Vision is one of three major planning studies in Metro's in-basket. The others are the 2040 plan, which establishes 50-year growth guidelines, and the Regional Framework Plan, which will be the basic planning document for the region, incorporating both the 2040 plan and Future Vision.

The Future Vision report was required by the 1992 voter-approved Metro charter. It's intended to be the foundation for Metro's regional growth planning. The commission includes both citizen and government members.

So far, the concept of a structure to unite the nine-county region has been left purposefully vague.

"This is a vision document talking about what's possible," said John C. Magnano, a commission member who's also chairman of the Clark County Commission in Vancouver. "Stage two is how to join forces institutionally when we have been tra-

ditionally wary of each other."

The possibility of new entities that span the Columbia, sharing everything from snowplows to police forces, shouldn't be ruled out for the future, he said.

Susan McLain, a commission member who's also on the Metro Council, said, "I don't think we were suggesting a particular type of government structure. It was more just an acknowledgement that we are connected."

The draft is subject to revision by the Metro Council, which is expected to consider it on Jan. 30. Public hearings will be scheduled. The

council is supposed to approve a final report by July.

Len Freiser, the commission chairman, said Future Vision members decided to embrace the nine-county area because it's united by economy, geography and population, and because events in one part of the region have an impact on the entire region.

"The interest here is not in government per se taking over," said Freiser, a musician and library administrator who once helped launch the Klamath Falls Symphony orchestra. "The interest is in interconnections and cooperation."

Although the report addresses such goals as the need for quality education and viable neighborhoods, it's heavily weighted toward preserving the environment, occasionally using language more familiar to poets than planners.

"We live in a landscape of great variety and beauty, a stage for an enviable range of possibilities," it says. "Preserving that vast sense of diversity must be the core of our legacy of inhabitation."

Although questions have been raised about whether the study is anything more than 30 pages of wishful thinking, those involved argue it has a great deal of relevance for the region's future.

"It is not a legal document; it's a moral document," said Ethan P. Seltzer, an urban specialist at Portland State University. "It's about what we profess to care about."

R. Gregory Nokes covers government and politics in the Portland metropolitan area. He can be reached at 221-8409 or by mail at 1320 S.W. Broadway, Portland 97201.

# School: People who know Parks say he's brilliant

life

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