

Metro

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Metro

Minutes

Tuesday, October 3, 2023

10:30 AM

**Metro Regional Center, Council Chamber,
[https://www.youtube.com/live/qVaDQNK1
EOo?si=R29GPdjs-YtFgZn-](https://www.youtube.com/live/qVaDQNK1EOo?si=R29GPdjs-YtFgZn-), <https://zoom.us/j/615079992> Webinar
ID: 615 079 992 or 888-475-4499 (toll free)**

Council work session

Call to Order and Roll Call

Council President Lynn Peterson called the Metro Council Meeting call to order at: 10:30 a.m.

Councilor Mary Nolan joined at 10:33 a.m.

Present: 7 - Councilor Gerritt Rosenthal, Councilor Mary Nolan, Juan Carlos Gonzalez, Duncan Hwang, Christine Lewis, Lynn Peterson, and Ashton Simpson

Work Session Topics:

10:30 Strategic Targets Discussion

Presenter(s): Marissa Madrigal (she/her/ella), Chief Operating Officer, Metro
Andrea Celentano (she/her), Policy Advisor, Metro
Val Galstad (they/them), Program Director, Metro
Ina Zucker (she/her), Program Director, Metro

Attachments: [Staff Report](#)
[Attachment 1](#)

Council President Peterson introduced Marissa Madrigal (she/her/ella), Metro, Andrea Celentano (she/her), Metro, Val Galstad, Metro, and Ina Zucker (she/her), Metro to present on the topic.

Staff pulled up the Strategic Targets Discussion PowerPoint to present to Council.

Summary of Presentation:

The Presentation went over the development of Metro’s strategic targets for the environment, economy, and housing for the upcoming five years. It addressed the input of the stakeholders as well as the needs of the region to help create the guiding goals for the region. This presentation was with the intention of workshopping the “North Star”, or guiding principle, of Metro. Presenters noted that they wanted these goals to be of high impact, measurable and

actionable, as well as bold and visionary. They also discussed direct and indirect influences being incorporated into the strategic targets and asked the councilors for advice on which method would be most impactful.

Council Discussion

Councilor Nolan requested to view a slide of the strategic targets.

COO Marissa Madrigal responded by asking Connor to print out handouts outlining the strategic targets.

Councilor Gonzalez noted that he felt impressed by the progress of the presenters' work. He discussed that focus is important in the values, even if tradeoffs are necessary. He remarked that Metro cannot be everything to everyone all at once, and he would like to ask at the town hall if these measures are relevant and puts Metro in a position to be actionable.

Madrigal asked if Councilor Gonzalez had any feelings about the spectrum of balancing the targets to be direct versus indirect.

Councilor Gonzalez showed appreciation for the way the spectrum was framed.

Madrigal responded that because the direct/indirect model is a spectrum, they can have a mix of both direct and indirect.

Councilor Gonzalez noted that they should focus on the priorities of the regional goals and where they can help change the narrative. He suggested that there is a lot of work that is already in motion. In terms of the regional goals and where they can help change the narrative to, Councilor

Gonzalez remarked that the main area of the spectrum would be ideal.

Councilor Rosenthal agreed generally with Councilor Gonzalez's remarks. He noted that there are lots of strategies to unpack. Councilor Rosenthal added that many of the goals are good, but they only manage a small number of certain jurisdictions, such as housing. He remarked that education encompasses many areas of these goals, and he recommended education should be more specifically included in the strategic targets. Councilor Rosenthal also noted that Metro provides predictability among multiple jurisdictions.

Councilor Hwang remarked that the metrics make sense. However, he questioned how that gets Metro to a "North Star". He mentioned that he wanted to be able to have a concise phrase to use with constituents that highlights what Metro's North Star is. He suggested the phrase "Hi I am with Metro and we are working to build the most affordable climate resilient region in America where everyone has a chance to thrive".

Councilor Hwang remarked that internal collaboration would be very important and expressed excitement for the 82nd street project. While noting that the work Metro is doing in terms of climate goals, transit, economy goals, workforce development, housing, and anti-displacement is happening, Councilor Hwang suggested it be talked about more cohesively. He questioned how all the departments can have more cohesion to bring all the work they are doing together and work together.

Madrigal asked Councilor Hwang what if he had any thoughts about the upcoming town hall meeting on October 12, 2023.

Councilor Hwang stated that he wanted people to leave the town hall feeling inspired and unified, not feeling in competition with different priorities. He also mentioned that he wanted this to create a region that people are proud to live in.

Councilor Lewis expressed that the goal of creating a “North Star” had not been accomplished yet and the presentation showed more of a constellation, rather than a North Star. She acknowledged that the areas of focus and definitions are correct. Councilor Lewis suggested that the arts and culture aspects of the region would be an important addition to the priorities. Councilor Lewis explained that the region used to be a destination for people to move to, and now people are leaving at high rates. She suggested that there needs to be accessible information about the efforts being made in the region. For the upcoming town hall, Councilor Lewis suggested that the influence of Metro is important to achieve this.

Councilor Simpson agreed with the North Star comments from the previous councilors. He also expressed that he wants to create pathways to homeownership and have conversations about what a home will look like in 30 years in the Metro area. He stated that he would love to hear about what communities think about in relation to home ownership.

Madrigal followed up asking Councilor Simpson what he thinks about using direct control rather than influence and persuasion.

Councilor Simpson responded that using both would be the best.

Councilor Nolan proposed that a single town hall is not adequate for this strategic targets discussion because not everyone in the region will have access to attend.

Madrigal reminded Councilor Nolan that the town hall would be held virtually, not in person.

Councilor Nolan expressed that it would be better for people to be able to attend face-to-face, explaining that different regions have different ideas about homeownership, and there also could be an availability issue with the virtual session. Councilor Nolan stated that some people would prefer an evening meeting, and others would prefer mornings, so there should be options for different town hall times. Also, Councilor Nolan suggested that education is necessary about Metro's ideas. Councilor Nolan also relayed that the North Star needs to have precision and meaning, and needs to be fixed, but not rigid. Councilor Nolan also pointed out that the town hall connotes making choices and some points may be in the strategic plan, but others should not. Councilor Nolan agreed with Councilor Hwang's notion that internal collaboration is important and highlighted that every councilmember is representing a nuanced set of people. Councilor Nolan also highlighted that the metrics should be knowable and findable, and remarked that trying to please everyone begins to turn into mush.

Madrigal noted that the language and ideas of what should be in or out of the strategic targets are welcomed and can be sent by email.

Council President Peterson remarked that if there is a regional North Star, short term tasks should be completed and the long term goals should be prioritized. She noted that the affordable housing measure is a Band-Aid to the central problems and emphasized the need to get to the larger

ideas, such as land readiness. Council President Peterson asked if they could start putting long term goals into priority. She also remarked that they need to highlight how clean the region is, not how much trash has been picked up, and how people in the region should feel heard. Council President Peterson reminded people that wrap-around services are very important to meet the region's goals, ensuring that all things that feed into the overarching goal of issues such as housing are recognized. For the town hall, Council President Peterson suggested that there should be polling options available.

Madrigal responded that they are already planning to do polling.

Councilor Rosenthal remarked that one town hall may not do it. Councilor Rosenthal asked how the presenters were planning to focus the town hall.

Val Galstad remarked that they are planning to give a high-level presentation and receive feedback from people after the presentation and that they would have a general feedback section at the end of the town hall meeting.

Councilor Rosenthal asked if breakout rooms would be utilized.

Ina Zucker stated that some people do not like breakout rooms, and they do not want it to be off-putting.

Madrigal asked if there were any more questions. Then Madrigal remarked that these strategic targets help people understand Metro and noted that communicating these targets and operationalizing them is important. Finally, Madrigal remarked that she hopes that the Metro employees feel like they are a part of these strategic targets

and thanked the councilors.

Council President Peterson stated that the guiding principles should be disaggregated.

Seeing no further discussion on the topic, Council President Peterson moved on to the next agenda item.

11:30 Oregon Recycling Modernization Act

Presenter(s): Marta McGuire (she/her), WPES Director, Metro
Pam Peck (she/her), Policy and Compliance Division Director, Metro
Jenna Jones (she/her), Policy and Program Development Manager, Metro
Jill Hrycyk (she/her), Program Manager, Metro

Attachments: [Staff Report](#)

Council President Peterson introduced Marta McGuire (she/her), WPES Director, Metro Pam Peck (she/her), Policy and Compliance Division Director, Metro Jenna Jones (she/her), Policy and Program Development Manager, Metro Jill Hrycyk (she/her), Program Manager, Metro to present on the topic of Oregon Recycling Modernization Act.

Council President Peterson honored Pam Peck for the work she contributed for Metro and wished her well as she begins her well-deserved retirement.

Staff pulled up the Oregon Recycling Modernization Act PowerPoint to present to Council.

Council President Peterson excused herself from the meeting at 11:59am.

Presentation:

The presenters gave an informational overview and update

on the Recycling Modernization Act, which will be implemented in July 2025 and is in the process of getting the region ready for these new regulations. Examples of the Recycling Modernization Act include ease in recycling harder-to-recycle products such as Starbucks cups, plastic bags, and aerosol cans, and creating more drop off locations. The presenters ended the presentation asking for feedback on the implementation efforts of the Recycling Modernization Act from the council.

Council Discussion

Councilor Nolan asked if funding has been appropriated by the legislature to DEQ for dissemination to local governments.

Jenna Jones responded that it will not be DEQ who will be administering the funds, it will be the Producer Responsibility Organization (PRO) that will do so. Jones remarked that the recycling council will be approving the different plans for the funds from the Producer Responsibility Organization (PRO). Jones also noted that there has been money allocated from the legislature to the DEQ which gives funds for implementation activities, but the increased recycling capacity comes from producer responsibility organizations.

Councilor Nolan asked if, under the assumption that the funds come from the PRO, that means this is paid into the PRO by the producer.

Jones responded that that is correct.

Councilor Nolan then followed up asking if PRO is setting the fee structure for that.

Jones responded that that is correct and the way that the PRO sets their fees must be approved by the DEQ.

Councilor Nolan noted that the presentation discussed that there would be 43 depots in the region. Councilor Nolan asked how that information works with the different scenarios under the WPES facilities plan.

Jones responded that while there will be 43 facilities, that does not mean that they are collecting every material, and each depot may have different collection items based on how the community responds.

Marta McGuire added that some facilities will accept RMA materials, and the idea of convenience is important. McGuire added that the recycling council will have to make some decisions on what the RMA facilitation role should be, and if the facilities should be a collector.

Pam Peck expressed that a convenient standard is needed and there should be a plan for that. Peck added that the idea of 43 depots were decided under the idea that it could be just as convenient as postal offices. Also, she noted there are conversations about other materials being available through curbside pick-up. Peck finally added that first the PRO has to have the plan, then the recycling council and DEQ will give feedback on the plans, and finally the EQC will give approval.

Councilor Nolan responded that the consumers would give feedback on the Act's efficacy by either behaving properly or not following the orders of the recycling rules. Councilor Nolan relayed skepticism that the education programs will be effective due to the little funding they have for education.

Jones agreed that it will be a big change and a lot of education for folks to follow. Jones also mentioned that

incentives for the reduction of contamination will also be present.

Councilor Gonzalez noted that Metro's role should be creating convenience through one-stop shops, and that these convenient locations should be regionally distributed. Further, Councilor Gonzalez emphasized the importance of education. Councilor Gonzalez also requested more updates as this project progresses, and asked how they are approaching education and awareness plans to make the project successful.

Jill Hrycyk responded that communication plans have been facilitated and the data has found that that people surveyed have lost trust in the recycling plans and also responded that they want to do something about climate change. Hrycyk noted that public comment and written comments are helpful for stakeholders, but they want to engage with the education and community rollout only when the time comes. Recycling councilors are there to make sure information distributed to the public is easy to read.

Councilor Gonzalez nodded in approval and followed up saying that there are many sites that exist with private sectors already. He asked if Metro has opportunities to invite partners to help with the efforts, or if they are creating new things in new areas.

McGuire responded that they are doing both, because it is a spectrum and there is an opportunity to consider all of that. McGuire also noted that nonprofits and governments coming together to build systems will be discussed.

Councilor Rosenthal asked if education on reduction is something that can also be funded.

Presenters nodded to signify that the answer to Councilor Rosenthal's question was yes.

Councilor Rosenthal asked if California is working on a similar act as the Recycling Modernization Act.

Peck responded that California passed an act in 2022, and Washington will have an act discussed in their next session. Also, Maine and Colorado and enacted similar things recently.

Councilor Rosenthal asked where the junk haulers and the Ridwell company fit in to the new Act.

Jones explained that junk haulers and Ridwell will have to fit their actions into the regulations, and that they will have to change their work to fit the goals and be more transparent about where their waste is going.

Councilor Rosenthal clarified if the haulers have until July 2025 to figure out the regulations.

Jones stated that yes, July 1, 2025 is when they need to adhere to the regulations, and that they can make tweaks when necessary.

Peck responded to Councilor Rosenthal's question about education, stating that Oregon requires that recycling education involves conversations about reducing and reusing. Peck also noted that there is also a grant program flowing from producers to the State that is focused on waste reduction, such as giving reusable items available to schools and restaurants. Peck could not recall the exact name of the grant program.

McGuire added that one of their primary goals is waste

reduction education.

Deputy Council President Lewis wanted to share that West Linn lost a post office and it was turned into a parking lot but they eventually got one back, noting that comparing the new depots to post offices may not be the best comparison to use when talking to the public. Deputy Council President Lewis also noted that the depots should not be too far from unincorporated urban areas.

Seeing no further discussion on the topic, Deputy Council President Lewis moved on to the next agenda item.

12:15 Chief Operating Officer Communication

Marissa Madrigal provided an update on the following events or items:

- Reminded people that at 11:20am tomorrow, FEMA will conduct nationwide test of emergency systems. Cellphones will receive text. No action is needed. It will last approximately one minute.
- There was a small fire at central transfer station. We have evacuated the facility and fire members will give more information. Please do not throw away lithium batteries.

Deputy Council President Lewis asked if Metro Central has a fire robot.

Madrigal did not know the answer.

12:25 Councilor Communication

Councilors provided updates on the following meetings and events:

- Councilor Rosenthal reported that there was a gala and Councilor Gonzalez received an award and it was well received.

- Councilor Nolan reported that they attended Urban League’s annual event. They stated that it was a remarkable and engaging conversation between CEO of urban league and the recipient of their Outstanding Citizen Award. Councilor Nolan remarked that the clip of their discussion is worth the watch.
- Councilor Gonzalez noted that he attended the Our One Act meeting yesterday, but they did not finish all of the points of discussion. He remarked that important things were taken off agenda will need to be looked at in November. Councilor Gonzalez noted that a revenue discussion was held, as well as a discussion on the Hood River Bridge project. There was talk of Revenue Share Project prioritization and a misalignment of policy priorities, based on the comments made by the people.
- Deputy Council President Lewis reminded folks that ODOT is going to legislature to discuss Right Of Way clean up on Friday and the councilors may need to intervene if they will be stopping graffiti cleanup and litter removal.
- Deputy Council President Lewis noted that there is an opportunity to comment on tolling as the 205 project implementation progresses. Everyone should have copy of that in their inbox and should be reviewed. She requested that councilors should say something about their values and how they align with the project.

Adjourn

There being no further business, Deputy Council President Lewis adjourned the Metro Work Session at 12:46 p.m.

Respectfully submitted,

Georgia Langer

Georgia Langer, Legislative Assistant