

Metro

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Metro

Minutes

Tuesday, January 23, 2024

10:30 AM

Metro Regional Center, Council Chamber,
<https://www.youtube.com/watch?v=5XGrvSwmpQY>,
<https://zoom.us/j/615079992> Webinar ID: 615 079 992 or
888-475-4499 (toll free)

Council work session

10:30 Call to Order and Roll Call

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

10:35 Work Session Topics:

10:35 Draft Update of Metro's Public Engagement Guide

Attachments: [Staff Report](#)
[Attachment 1](#)
[Attachment 2](#)
[Attachment 3](#)

Council President Peterson introduced Gloria Pinzon Marin (she/they), Principal Community Engagement Lead, Metro Lia Waiwaiole (she/her), Director of Communications, and Metro Kimberlee Ables (she/her), Strategic Communications and Crisis manager to present on the topic.

Staff pulled up the Updated Public Engagement Guide, Phase 1 PowerPoint to present to Council.

Presentation Summary:

The presenters shared the past and future Council touchpoints for the public engagement guide, and the project timeline. They discussed the breakdown of the core guide sections that are in draft for review, including the introduction, information for community members, businesses, and partners, as well as guidance for staff. They shared what they have heard from future guide users. Presenters asked what outcomes the Council would like to see related to the application of guiding principles.

Council Discussion

Councilor Rosenthal stated that he appreciates the work they have done, and asked if there is a way to make it clear what and how communities need to be involved in this work, noting that the communities involved differ by area.

Gloria Pinzon Marin responded they have the racial equity framework which will help them identify audiences.

Kimberlee added that they use the power-mapping tool to look at different audiences and determine how they fit into which quadrant of impact and influence. She noted that this tool will come into play in section three.

Councilor Lewis noted that on page 8, there are references to the Tribal Policy Liaison. She stated that they should be more explicit about how they will engage when they are doing government to government relationship work and how only when they are engaging with community members should they proceed with this guide.

Councilor Hwang asked what the next steps are in terms of adoption, and asked what the potential consequences are for noncompliance.

Pinzon Marin responded that this work is already being done, and this engagement guide will allow them to standardize what they are doing. She added that this tool will be a supplement and support for that, and it is not intended to supersede the other things that they are supposed to comply with. Pinzon Marin stated that how they hold each other accountable internally will be developed in the next stage of the guide. She stated that she is happy to discuss what expectations, and that many departments are informing the content of this guide.

Lia Waiwaiole noted that Gloria Pinzon Marin's ongoing goal is to support the work of public engagement and to keep everything connected to the principles and Council.

Councilor Hwang responded that he would like to see consistency across the agency, especially because the community has felt like there has been inconsistencies depending on what part of the organization they are interacting with.

Kimberlee Ables added that not all organizational work needs to be adopted by Council, but they want it to be adopted to go above and beyond the expectations to ensure they have the Council's support in implementation. Metro chooses to have Council's approval because it allows for them to drive innovative things forward and to make sure that the values of Metro Council are included in the document.

Councilor Gonzalez noted that this document is for more than just compliance, and Metro has really worked hard to set the bar for what good engagement looks like. He added that he feels confident about this document. Councilor Gonzalez noted that one of the most important things is to reduce barriers for people to engage. Councilor Gonzalez discussed removal of barriers through stipends for committees and asked about community compensation.

Pinzon Marin responded that she conducted a study about how departments are using stipends and to practice relationship building, and that will be part of the work as the project continues.

Councilor Gonzalez noted that he would like to see designated equity seats where they are able to assign and

appoint people who can remove barriers for participation. He acknowledged that he does not know how that will be impacted by civil rights, but it is important to take these things into account.

Pinzon Marin responded that they could discuss that further at a later date.

Councilor Simpson thanked the staff for their work. He uplifted the work done for multiple languages and how this document is being translated and highlighted how great attachment 3 is. Councilor Simpson thanked their efforts in getting low-income people to participate.

Pinzon Marin noted that they will be translating the documents into Spanish and added that there are five other languages that they will translate the document to, and she added that section two will also be translated. Pinzon added that they want to make sure that their website is accessible.

Waiwaiole added that they will be updating their language access strategy, which determines what they translate and how. They will also update the Metro website to add translation there as well. Waiwaiole noted that they want to make sure that accessibility is at the forefront of their mission.

Pinzon Marin discussed that it is important to understand how non-English speaking communities prefer to be engaged and get reached out to. Some communities prefer face-to-face engagement, others prefer social media, and others prefer email. She remarked that the ability for Metro to build relationships through these strategies is important.

Councilor Simpson added that as they dive deeper into the specific parts of the region and organization, illustration is a

very important way to convey information and is an important piece to include.

Ables added that they are looking at accessibility for neuro divergent people and other community members who need specific accessibility needs.

Council President Peterson stated that she is very proud of the work they are doing and that it has played out very well. She noted that they should ensure that they are bringing diverse groups together, and making sure that all voices are heard is very important. She added that looking at how everyone does their jobs and makes decisions are important, and that everyone wants access differently. Council President Peterson noted that they should look at how they are reaching out to folks and creating consistency, and that this is another opportunity for the region and the staff members to learn.

Pinzon Marin stated that she is excited about continuing to collaborate, and the way to collaborate is part of what Metro can continue to engage on. She noted that this is what the Public Engagement Committee wants them to do.

Council President Peterson responded that she would like to see those key points mentioned prior to adoption, to ensure that they know what the minimum criteria is.

Pinzon Marin noted that they will make sure that the minimum requirements are done before they adopt this initiative.

Council President Peterson noted that she understands the options are in 2 and 3 but wants to know that they look at the minimums for the first part as well as expectations for

the second part.

Pinzon Marin clarified that they are not adopting this initiative in two different parts, but rather, they are adopting it all together, and the entire document brought forward is in draft form.

Council President Peterson clarified that everything will be adopted together. She added that they need to promote a culture of learning.

Ables noted that they want to continue to learn the messages that they are learning, and they will be promoting this culture of learning.

Pinzon Marin added that in the draft document for guiding principles, in regards to being accessible, there are very specific desired outcomes they can write into guiding principle numbers two and four.

Council President Peterson noted that they can bring those desired outcomes to them prior to the adoption.

Councilor Rosenthal asked about the role of AI as a tool for translating.

Ables noted that while AI is getting better, it is not always culturally competent. She stated that they want to make sure they stay on the forefront of technology while being as culturally competent as possible.

There being no further discussion, Council President Peterson moved onto the next agenda item.

11:20 2024 Urban Growth Management Decision: Work Program Status Updates

Attachments: [Staff Report](#)
[Attachment 1](#)
[Attachment 2](#)
[Attachment 3](#)
[Attachment 4](#)

Council President Peterson introduced Malu Wilkinson (she/her), Planning, Research, and Development Deputy Director, Metro Josh Harwood (he/him), Fiscal & Tax Policy Director, Metro Eryn Kehe (she/her), Urban Policy and Development Manager, Metro Ted Reid (he/him), Principle Regional Planner, Metro to present on the topic.

Staff pulled up the 2024 Urban Growth Management Decision: Work Program Status Updates PowerPoint to present to Council.

Presentation Summary:

Presenters shared the project timeline as well as some of the elements of the decision-making framework. They discussed the stakeholder roundtable discussions and the decisions that are made with MPAC, the Council and CORE. They shared that the group has expanded to include organizations, farmers, academics, and people in the CORE committee. Presenters noted that they have worked to have a better gender and racial balance. The presenters shared what discussions were held at the different stakeholder roundtables and shared the economic and demographic forecasts. The presenters shared that population growth was slowing even prior to the pandemic. They mentioned that manufacturing will do better than the rest of the Country because of semiconductors, but that does not necessarily mean there will be a lot more jobs. They also discussed that there have been structural changes to the economy over the last decade. Presenters also shared that

migration is more important than ever to sustained economic growth. They discussed Sherwood's letter of interest for UGB expansion, and the future updates that will come soon.

Council Discussion

Council President Peterson asked what the team has heard regarding the concerns, as well as hopes and dreams, of the participants of the roundtable.

Eryn Kehe responded that people have been less critical and more curious than they expected. She noted that one of the concerns that has been raised is that there is already an outcome, but she noted that they have been daylighting this process and sharing that this outcome is not yet determined. Kehe noted that there have been many questions regarding how a land is determined to be ready. Kehe mentioned that stakeholders discussed costs, and buildable land as well.

COO Marissa Madrigal added that they have had a lot of discussions about how the UGB is going to be determined by what can happen, rather than what should happen. COO Madrigal also noted that the UGB is only one part of creating a vision for the future and implementing it across the region, which is something that the roundtable is grappling with.

Council President Peterson responded that forecasting for the future is different than determining what exactly needs to happen in the future, and she noted that they may end up with folks being unsatisfied because it is difficult to get from a forecast of the future instead of back casting.

COO Madrigal responded that that is why daylighting is so important, as they are helping folks understand that

everyone shares this unsatisfied feeling.

Councilor Rosenthal asked about how they will prioritize concerns that were highlighted on the presentation graphic.

Kehe stated that they are working on that and noted that they bring the graphic to every meeting. Kehe added that they work hard to make sure to have that incorporated, but they often run out of time. She noted that they try not to forget about the issues on the graphic, while also working on the other things that are important to get done in the meetings.

Councilor Nolan complimented the staff on getting this done and educating the members about the legal parts of the UGB. Councilor Nolan also discussed that in the meetings, it was particularly helpful for the group to understand that many acres have been added to the growth boundary in the past, yet they have not filled up the space yet.

Councilor Hwang mentioned the data presented that one of the reasons they are slowing growth is high cost of living. He asked if they were able to meet housing production goals, if there would be a tipping point where that would change demographic outlooks.

Josh Harwood responded that if that were to meet those goals, then on the margins, it would mean that population could increase. He added that currently, deaths are outnumbering births, but if they attracted a large sum on 25-year-olds due to an easier cost of living, they would get an increase, but it is not likely. Harwood noted that it would change a handful of things, but it depends on the model.

Councilor Hwang followed up, asking if they were to reach

the housing goals as outlined by Governor Kotek, if that would change the model.

Harwood responded that that question is hard to answer, but that generally speaking, yes, it could change a handful of things, but it depends on the model.

Kehe noted that they will come back and talk about the regional projection.

Councilor Hwang asked about what the trends are for climate refugees and climate change trends.

Harwood noted that anecdotally and intuitively, it makes sense that this kind of migration will happen, but this kind of migration is not significant enough right now to include it in the models.

Councilor Nolan asked what they mean by sustained economic growth. Councilor Nolan noted that there are lots of ways to define economic growth, and many of the conventional ones are tilted towards investors rather than the working class. Councilor Nolan asked how they would like to see and define economic growth. They noted that they want economic growth to be determined by basic needs being met for low-income households.

Harwood noted that he has not given a lot of thought to this framework they presented, and that when they think about economic growth, they think about it as increased prosperity at large, including wages, housing, and other aspects together.

Councilor Nolan stated that these demographics don't speak on how the incomes people have can provide for people's

families and highlighted that they want that to be focused on.

Harwood noted that median incomes can go up for many reasons, such as the median income going up because lower income people must leave because they cannot afford things.

Councilor Lewis asked about the Washington State side of demographics, noting that as the tax structure changes, it is likely that people will relocate across the river. She also asked how they should see Washington in a land use perspective and a regional perspective.

Harwood noted that people have been relocating across the river for many reasons, including to avoid the capital gains tax in Oregon. He added that people used to look down on Vancouver, Washington more than they do now, and it is more attractive to people now. Harwood stated that he does not think there will be enough of an effect for that to be included in the model.

Council President Peterson noted the time, and asked Councilors to ask questions to be answered at a later date.

Councilor Gonzalez shared that he feels frustrated, noting that he thinks they are planning to fail. Councilor Gonzalez added that they know the needs that they have in the region, and it appears that they are just doing business as usual and the structural housing deficits will continue. He noted that land does not always equal more housing, but that the region really needs a vision now, and he does not think that this is helping with the vision.

Council President Peterson responded that they need to

discuss regulatory outcomes and how it relates to their desires for the region. She noted that it can be frustrating to look at what a forecast can indicate and how to help the region.

COO Madrigal stated that this longer vision needs to be discussed, and that the urgency that Councilor Gonzalez feels is felt by many, and they are making plans to respond to that.

Councilor Gonzalez noted that they may need another conversation about the structural barriers that he noted, and that there is a structural issue and there is a need for fixing this.

Council President Peterson mentioned that they should investigate options for how to create another process to accelerate the structural issues and the needs of the region. She also discussed that there were many people who could not submit a proposal for an UGB expansion because they did not have the funds to do so. She shared that going out and doing the engagement is something that should be discussed at a later date.

There being no further discussion, Council President Peterson moved to the next agenda item.

12:05 WPES: Investment and Innovation Grant Program Assessment and Update

Attachments: [Staff Report](#)

Council President Peterson introduced Marta McGuire (she/her), WPES Director, Metro and Suzanne Piluso (she/her), Investment and Innovation Program Manager, Metro to present on the topic.

Staff pulled up the WPES: Investment and Innovation

Grant Program Assessment and Update PowerPoint to present to Council.

Presentation Summary:

The presenters discussed the grant program, the program history, and the impact. They also shared their reason for why they are assessing and updating the program. These reasons include that the original scope was too broad, the funding landscape has changed since the program launch, and the program has never been fully assessed and updated since it launched in 2018. They highlighted the needs and opportunities that the new projects are uncovering, and they shared a timeline of their work.

Council Discussion

Councilor Gonzalez noted that he is grateful for their work and mentioned that he thinks this is the right time to do this work. He added that there appears to be an opportunity for their funding to go into their reuse sector. He noted that it would be great to find a hybrid of more direct funding for reuse efforts for their partners, including different funding mechanisms to do so. Councilor Gonzalez added that he would like to see private and public sectors work together on this.

Councilor Rosenthal stated that he supports the process.

Councilor Lewis noted that they should ensure that they are working with many groups and stated that she hopes this will help harness strong relationships with people. Councilor Lewis added that they could consider spacing out the grants, noting that there should be rolling applications that are competitive and compelling, stating that they cannot take two years to do this work.

Piluso noted that the rolling-grant cycle is possible.

Councilor Lewis added that this is the appropriate time to do this work.

Council President Peterson noted that they hope this discussion will help clarify their goals and define what their role is.

There being no further discussion, Council President Peterson moved to the next agenda item.

12:45 Chief Operating Officer Communication

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

There were none.

12:50 Councilor Communication

Councilors provided updates on the following meetings and events:

- Councilor Lewis noted that RTAC met, and they discussed revenue share.

12:55 Adjourn to Executive Session

There being no further business, Council President Peterson adjourned the Metro Work Session at 12:40 p.m.

Respectfully submitted,

Georgia Langer

Georgia Langer, Legislative Assistant

