

June 24/88
3:05

METROPOLITAN SERVICE DISTRICT
2000 S.W. First Avenue
Portland, Oregon 97201
(503) 221-1646

APPLICATION FOR APPOINTMENT
TO VACANT METRO ELECTIVE OFFICE

DISTRICT 8

This application must be completed in full and returned to Metro at the above address not later than 5:00 p.m., June 24, 1988.

NAME: Elsa Coleman DATE: June 23, 1988
ADDRESS: 2923 SE Tolman, Portland, Oregon, 97202
Street City State Zip
TELEPHONE: (Day) 796-5185 (Evening) 774-7446

LIST EXPERIENCE, SKILLS OR QUALIFICATIONS WHICH YOU FEEL WOULD QUALIFY YOU FOR THE POSITION: Tri-Met Board of Directors; State Transportation Advisor for Gov. Robert Straub; Willamette Valley Rail Study Comm; LCDC Transportation Goal Resource Board; Tri-County Local Government Comm. Schools for the City Board; Portland Public Schools Budget Committee; Local Citizens Advisory Committees: Duniway, Sellwood, Cleveland; Consultant for Community Schools--public involvement and neighborhood profile handbook; Administrative Liaison to Commissioner Mike Lindberg for Public Works--transportation and environmental services; Eastmoreland Neighborhood Association Board.

IN THE SPACE PROVIDED STATE YOUR REASONS AND PURPOSES FOR APPLYING FOR THE POSITION:

I wish to promote more efficient public service delivery through the reduction of governmental overlap and fragmentation. Serving on the Tri-County Local Government Commission (as chairperson of the Public/Neighborhood Involvement Committee in Phase I and the Public Safety Committee in Phase II), further expanded my understanding of the mission of regional government, but I firmly believe that to be successful the public must also accept that mission as necessary. I want to use the experience and knowledge of governance and citizen involvement that I have garnered over the past twenty years to increase the public's acceptance of Metro's role as regional manager.

HIGH SCHOOL ATTENDED: Normandy High School, Normandy, Missouri
COLLEGE: Name DePauw University Major English, B.A.
Name _____ Major _____
VOCATIONAL TRAINING: Name _____ Course _____
Name _____ Course _____
OTHER FORMAL EDUCATION: Northwestern University--graduate courses
P.S.U.--graduate courses

EMPLOYMENT HISTORY:

Present or Last Employer City of Portland
Address 1120 SW 5th Avenue, Room 730, Portland, OR 97204
Position or Title Parking Manager Phone 796-5185
Duties Develop and manage parking management programs to implement the Downtown
Parking and Circulation Policy; manage Parking Management Division.
Dates of Employment January 1986 to present

CERTIFICATE

I hereby certify that I am an elector and resident of subdistrict No. 8 of the Metropolitan Service District, as reapportioned in 1981; that I will have been a resident of subdistrict No. 8 for a continuous period of at least one year as of July 14, 1988; and that I am not an elected official of any other public body or, if an elected official, I will resign such office prior to appointment.

DATED June 23, 1988

Elsa Coleman
Applicant's Signature

AJ/sm
6770A/94

ELSA COLEMAN
2923 S.E. Tolman Street
Portland, OR 97202
774-7446 (Home)
796-5185 (Work)

PROFESSIONAL EXPERIENCE

Principal, Elsa Coleman Consulting, 2000-2006

Consulted with regional and local governments on traffic and parking issues.

Retired from City of Portland - 2000.

Deputy Director, Portland Department of Transportation, 1990 - 2000.

Second-in-command, PDOT. Policy, personnel and budgetary responsibilities.

Appointed to Metro Council, 1986.

Represented Inner-Southeast Portland District on Metro Council.

Candidate for full term on Metro Council, 1986

Analysts and Recommendations on Traffic
Consultant to Oregon State Department of Education and Portland Public School District, 1979-1980.

Developed handbook for Southeast, Northeast, and North Portland Community Schools which included neighborhood profiles, data base and needs assessment. Provided in-service training for Community School coordinators on use of handbook and formation of citizen councils.

English teacher at Lake Forest, Illinois, High School, 1960-1964.

Development of district's writing curriculum, 1963.

English teacher at Lincoln, Nebraska, High School, 1964-1965.

Development of curriculum on research writing for advanced students.

Reading teacher for Poverty Program at Lancaster, Pennsylvania, High School, 1965-1966.

EDUCATION

Bachelor of Arts, English, DePauw University, Greencastle, Indiana, 1960.

Graduate work at Northwestern University in 1963 and Portland State University, 1975.

MAJOR CIVIC ACTIVITIES

Central Budget Advisory Committee for Portland Public School District on Facility/Maintenance and related areas, 1979-1980.

Duniway School Budget Advisory Committee, 1979-1980.

Schools for the City - Elected to Board in June 1979.

-Citizens Budget Review Committee Task Force, Chair. Prepared questionnaire and report which was presented to School Board on June 23, 1980.

-Full-Time Equivalency Committee.

-CETA Grant Committee.

-Textbook Adoption Committee.

Willamette Valley Rail Study Commission, appointed by Governor Bob Straub, Oct. 1977.

Six legislators and three citizens to investigate possibilities for passenger rail in Willamette Valley for report to the 1979 Oregon Legislature. Subsequent implementation of a demonstration project.

State Transportation Advisor, requested by Governor Bob Straub, March 1977.

To investigate relationship between Oregon Department of Transportation and local transit districts and to consider Public Transit Division policies.

Parking Manager, 1986-1990

Design and implement programs for Portland's Downtown Parking and Circulation Policy.

Commissioner's Assistant, Commissioner Mike Lindberg, 1980-1985.

Administrative liaison to Transportation, Environmental Services and Personnel Bureaus. Managed Comparable Worth Study. Provided policy analysis of land use and other Council legislation.

Consultant to Tri-Met, 1980.

Analysis and recommendations on Transit Operator Absenteeism.

Consultant to Oregon State Department of Education and Portland Public School District, 1979-1980.

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MAJOR CIVIC ACTIVITIES (CONTINUED)

Tri-Met Board of Directors, Secretary, appointed by Governor Tom McCall in February 1974 for three-year term.

Determined policy, analyzed budget, and monitored planning and marketing programs.

-Member of Planning Subcommittee

-Member of Marketing Subcommittee

Tri-County Local Government Commission, 1975-77.

Neighborhood Organization and Citizen Involvement Committee, Chair, Phase I.

Determined and implemented agenda which involved interviews of relevant resource people, research, gaining consensus of committee composed of state legislators and involved citizens, and finally making recommendations in written and oral form to the Commission

Public Safety Committee, Chair, Phase II.

Involved in recommendations concerning fire, police, justice and detention aspects of public safety, following extensive interviews and investigation.

Duniway School Advisory Committee, 1975; reappointed in 1977, Chair.

Served in major capacity by organizing local response to Area III reorganization plan by writing and speaking on local options. Organized successful request for change in FTE application in Grades 6-8.

Eastmoreland Neighborhood Association Board, 1986-1988.

Eastmoreland Traffic Committee, 1986 ff.

MISCELLANEOUS ACTIVITIES AND EMPLOYMENT

Southeast Environmental Group, 1968 ff.

Bottle Bill

Speaker on resources and recycling

Clean Air Coalition, early 1970's.

Coordinator of auction held at Straub testimonial dinner, January 1979.

Campaign Schedule Coordinator for Governor Bob Straub, July-November, 1978.

Downtown Trolley Line Steering Committee, 1976.

N.E. Union Avenue Task Force, 1975.

Philadelphia First Annual Conference on Light Rail, June 1975. Subsequent written and oral report to Tri-Met Board of Directors.

LCDC Transportation Resource Panel, 1972-1973.

Sensible Transportation Options for People. Founding member and Treasurer, 1971.

City of Portland (Lloyd Anderson) appointee to Tri-Met's 1990 Mass Transit Plan Advisory Committee, 1971-1972.

Ballot measures to use gas tax for public transit.

Sellwood Middle School representative on Sold Across the River Committee to Keep Cleveland High School open, 1980-1981.



Elsa Coleman

1939-2006

At a Portland City Council meeting in 1971, Elsa Coleman stood at the podium testifying in favor of Pioneer Courthouse Square as an alternative to a proposed eight-story parking lot, when she was jolted by a kick from her soon-to-be-born son Drew. It wasn't until another

strong contraction that she cut her testimony short, left for the hospital, and gave birth to her second son. It's one of her family's favorite stories, and it speaks to the passion Elsa brought to whatever she undertook.

Born Jan. 12, 1939 in Baltimore to Albert and Hildegarde Utsch, she moved with her family to St. Louis, Mo., where she grew up. In 1960, she graduated from DePauw University in Greencastle, Ind., where she was president of the Delta Gamma sorority. She also did graduate study at Northwestern University in Evanston, Ill. She taught high school English in Lake Forest, Ill., for five years and developed a passion for Mark Twain, Shakespeare and choreography.

She met Ralph Coleman, a Northwestern University graduate student on New Year's Eve, 1962, in Chicago on a blind date. It was a good match, and they were married in Lake Forest, Ill., in August 1964. They then moved to Lincoln, Neb., where Ralph was on the faculty of the University of Nebraska and then to Pennsylvania for one year before settling in Portland in 1966. They bought a home in the Eastmoreland neighborhood in 1967 and lived in it ever since.

Elsa was actively involved in city planning and transportation issues. In the early 1970s, she collaborated with a group of about 20 concerned, intelligent women who had become active in local politics. They referred to themselves as the "Eastmoreland Mafia" and mercilessly "bird-dogged" local elected officials on school, environmental and neighborhood issues. She was a founding member of

STOP (Sensible Transportation Options for People), a citizen's group that helped stop construction of the Mount Hood Freeway through Southeast Portland.

She later joined the staff of city commissioner Mike Lindberg before becoming director of parking in the Portland Department of Transportation, where she earned the title "Parking Czarina" for her ability to deal with the often contentious downtown parking issues. At the time of her retirement in 1999 she was deputy director of the Portland Department of Transportation.

Elsa was a member of the TriMet Board of Directors and in 1988 was appointed to the Portland Metro Council. She played a major role in the development of Pioneer Square, the Portland Transit Mall and the Portland Downtown Plan. She was named Woman of the Year by the Women in Transportation Council of Portland in 1994.

After retiring, she became actively involved in the Frank Lloyd Wright Gordon House Project at the Oregon Garden in Silverton. Until September of this year she served as chairperson of the Gordon House Conservancy Board and was also a member of the board of the Oregon Garden.

Elsa and Ralph traveled often. Favorite destinations were France, Greece, Ireland and Central America. An annual trip was made to the Mariana Islands to visit son, Steve, and his girlfriend, Leriza Salazar.

A multi-faceted woman, she loved friends, gardening, entertaining, dancing and golf. She will be remembered as a tireless activist and dedicated volunteer as well as a beloved mother, homemaker, wife and friend. She truly lived life to the fullest.

Elsa died peacefully at home, in the company of her family, on Nov. 22, 2006. She was 67 years old.

She is survived by her husband of 42 years, Ralph; sons, Steven Coleman of Saipan, and Drew Coleman and his wife, Charmaine of Milwaukie; grandson, Brooks; and sister Carola McNeilly of St. Louis, Mo.

A memorial service will be held at 10 a.m. Saturday, Dec. 2, 2006, at the Eastmoreland Golf Course Clubhouse.

Remembrances to the Frank Lloyd Wright Gordon House Conservancy, P.O. Box 1207, Silverton, OR 97381.

OATH OF OFFICE

STATE OF OREGON)
) SS.
County of Multnomah)

I, Elsa Coleman, do solemnly swear that I will support the Constitution of the United States, the Constitution of the State of Oregon, and the laws thereof, and that I will faithfully discharge the duties of Councilor of the Metropolitan Service District, District 8, according to the best of my ability, so help me God.

Elsa Coleman
Elsa Coleman

Subscribed and sworn before me this 14th day of July, 1988.

A. Marie Nelson
Notary Public for Oregon

My commission expires 4-11-89

*Filed w/
Secy of State
7-15-88*

November 25, 1988

Mike Ragsdale
Grubb & Ellis
1001 S.W. Fifth, Suite 700
Portland, OR 97204

Dear Mike:

I want to thank you and the rest of Council for making my tenure on the Council an enjoyable and interesting experience. It has provided me with a unique insight into Metro's organization and issues, and, most assuredly, my interest in Metro will continue.

One minor observation. I think it would be most helpful to Councillors, staff, and the public to amend the Code requiring a deadline for the filing of agenda items and their back-up documents for both Committee and Council meetings. Certainty in anticipating issues and giving lead time would improve decision making, public communication, and efficient use of staff's time. Flexibility can be maintained by allowing filing after the deadline with the signatures of X% of the membership, and, in extreme emergencies, a waiver of the Code.

Again, thanks to all and best wishes for continued success.

Sincerely,



Elsa Coleman

cc: Metro Council
Don Carlson
Rena Cusma

EC/1/pm 1t 6
Par 4-3