 **Metro** | *Agenda*

Meeting: Metro Council Retreat
Date: Thursday, January 22, 2015
Time: 1:30 p.m.
Place: Portland Expo Center, Rooms D203-204
2060 N. Marine Dr.
Portland, OR 97217

1. INTRODUCTION AND BACKGROUND

2. REVIEW MAJOR BUDGET DECISIONS FOR 2015-2016

3. BREAK

4. COUNCIL DIRECTED INITIATIVES

5. NEXT STEPS

6. DEBRIEF

7. ADJOURN

Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964 and related statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit www.oregonmetro.gov/civilrights or call 503-797-1536. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. For up-to-date public transportation information, visit TriMet's website at www.trimet.org.

Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong www.oregonmetro.gov/civilrights. Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1890 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт www.oregonmetro.gov/civilrights або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1890 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

Metro 的不歧视公告

尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 www.oregonmetro.gov/civilrights。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1890（工作日上午8點至下午5點），以便我們滿足您的要求。

Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo www.oregonmetro.gov/civilrights. Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullaan dadweyne, wac 503-797-1890 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

Metro의 차별 금지 관련 통지서

Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 www.oregonmetro.gov/civilrights. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1890를 호출합니다.

Metroの差別禁止通知

Metroでは公民権を尊重しています。Metroの公民権プログラムに関する情報について、または差別苦情フォームを入手するには、www.oregonmetro.gov/civilrights。までお電話ください公開会議で言語通訳を必要とされる方は、Metroがご要請に対応できるよう、公開会議の5営業日前までに503-797-1890（平日午前8時～午後5時）までお電話ください。

សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានក្បួនលក្ខណ៍រើសអើងសូមចូលទស្សនាការប្រកាស www.oregonmetro.gov/civilrights។
បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1890 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ ថ្ងៃធ្វើការ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإبداء شكوى ضد التمييز، يرجى زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1890 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من موعد الاجتماع.

Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1890 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan. Notificación de no discriminación de Metro.

Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a www.oregonmetro.gov/civilrights. Si necesita asistencia con el idioma, llame al 503-797-1890 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

Уведомление о недопущении дискриминации от Metro

Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте www.oregonmetro.gov/civilrights. Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1890 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

Avizul Metro privind nediscriminarea

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați www.oregonmetro.gov/civilrights. Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1890 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

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. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1890 (8 teev sawv ntxov txog 5 teev tsaus ntuj weekdays) 5 hnub ua hauj lw m ua ntej ntawm lub rooj sib tham.



Materials following this page were distributed at the meeting.

Metro | Agenda

Meeting: Metro Council Retreat
Date: Thursday, January 22, 2015
Time: 1:30- 5:00 p.m.
Place: Expo Center, Rooms D203-204

- I. Introduction and Background Martha Bennett
 - a. Goals for the day
 - b. Where have we been?
 - i. Confirm strategic goals
 - ii. Council direction from last retreat
 - c. Bike rack follow up

- II. Review major budget decisions for 2015-2016
 - a. Revenue and expenditure forecast for major operating funds Tim Collier
 - b. Highlight two departments major programmatic needs
 - i. Zoo enterprise fund and strategic direction Teri Dresler
 - ii. Planning and Development - major strategic work areas Elissa Gertler

- III. Break

- IV. Council Directed Initiatives Martha Bennett

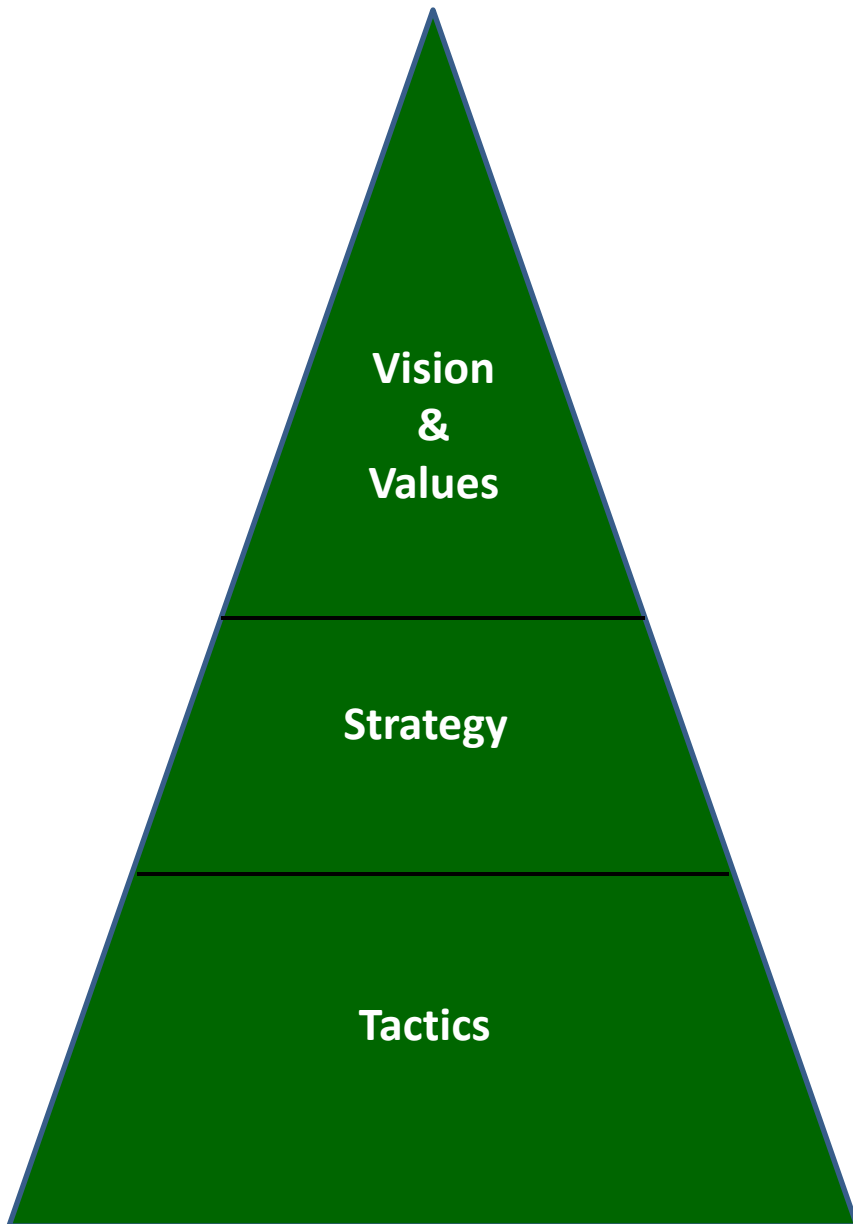
- V. Next Steps

- VI. Debrief

- VII. Adjourn

Metro's Six Strategic Goals

Draft Council Initiatives as of January 20, 2015



1. **Invest in public infrastructure throughout the region**

- SW Corridor and Powell Division Corridor projects
- Visitor venue capital projects
- Rivers agenda development
- Transportation funding advocacy

2. **Set the stage for the future of the region with innovative planning**

- Urban growth management decisions
- Solid waste road map
- 2018 Regional Transportation Plan
- Affordable housing project

3. **Make investments to preserve and enhance the natural environment**

- Natural area system plan
- Levy implementation
- Climate Smart Communities Implementation

4. **Invest in efforts to increase high wage jobs**

- Willamette Falls Legacy Project
- Industrial lands and brownfields
- OCC hotel
- P'5 relationship with City of Portland

5. **Ensure that regional efforts respond to the increasing diversity of the region's residents**

- Equity strategy
- Diversity Action Plan implementation

6. **Increase citizen engagement and involvement throughout the region and with Metro**

- Innovative outreach methods
- 2016 initiative

Proposed Phasing of Council Initiatives

Updated as of January 2015

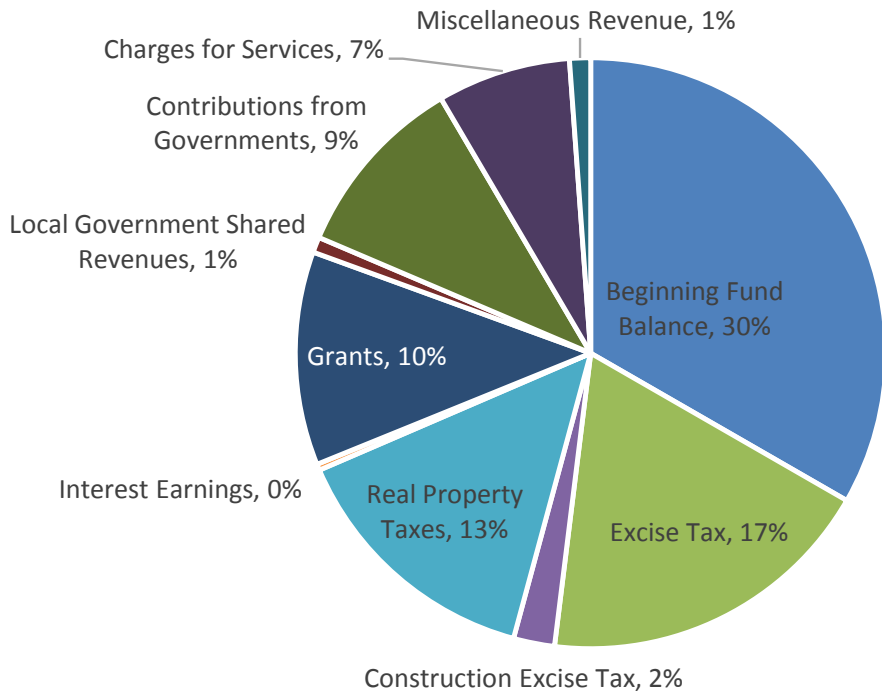
	0-18 Months	18+ Months
Council Ownership	<ul style="list-style-type: none"> • Southwest Corridor pre-LPA • Powell Division Corridor plan • Equity Strategy • Urban Growth Decision • Solid Waste Roadmap <ul style="list-style-type: none"> - Organics - Long-term management - Transfer system configuration • OCC capital projects, hotel and business plan • Remote Elephant Center decision 	<ul style="list-style-type: none"> • SW Corridor • Equity Strategy • Solid Waste Roadmap • Natural Areas funding • 2016 statewide initiative • 2018 RTP
Council Attention	<ul style="list-style-type: none"> • Willamette Falls Riverwalk • Natural Areas System Plan • Transportation funding advocacy • CSC implementation • Expo Center business/capital plan • 2018 RTP ramp-up • Affordable housing workplan • Rivers agenda development 	<ul style="list-style-type: none"> • Willamette Falls Riverwalk • Transportation funding (depending on legislative action) • 2019 - 2020 MTIP flex funds • P5 business model and strategic plan
Council Awareness	<ul style="list-style-type: none"> • Labor relations strategy • Diversity Action Plan implementation • Opening of Elephant lands • Natural Areas levy implementation • Participation in the Multnomah Co. Drainage District levee accreditation project • Changes related to management of organics at Metro transfer stations 	<ul style="list-style-type: none"> • Refinement of OCC Business Plan in post hotel environment. • Conservation Education Center at Oregon Zoo

Council Ownership – Significant Council initiatives for which a significant investment by the Council itself will be required for success.

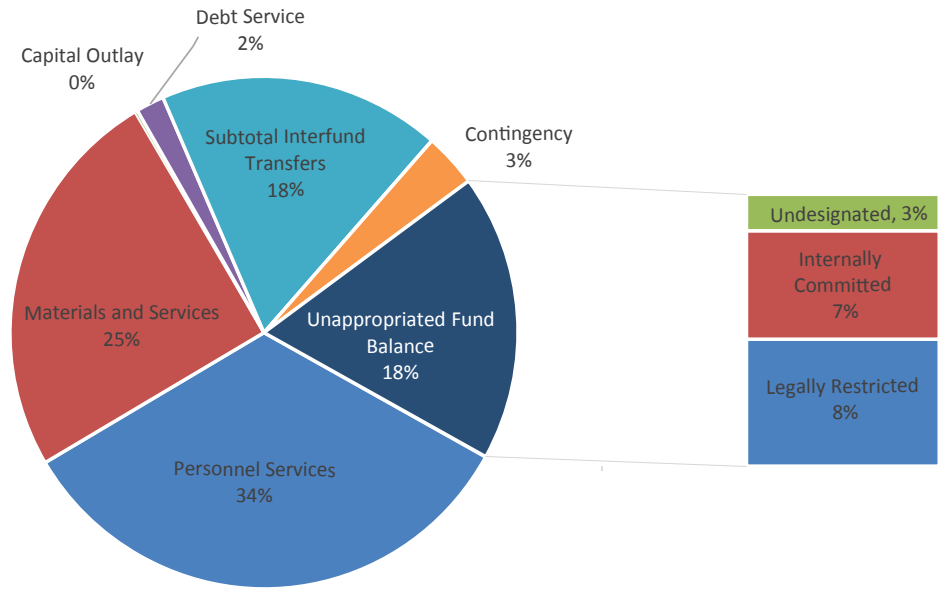
Council Attention - Significant Metro initiatives for which Council action will be required to develop or progress.

Council Awareness – Significant initiatives implemented by Metro management or Committees (MERC, JPACT, MPAC, Natural Areas Oversight Committee) for council awareness and occasional council action.

FY 2014-15 General Fund Amended Budget Resources



FY 2014-15 General Fund Amended Budget Expenditures



BASE CASE SCENARIO

Oregon Zoo has been removed from data

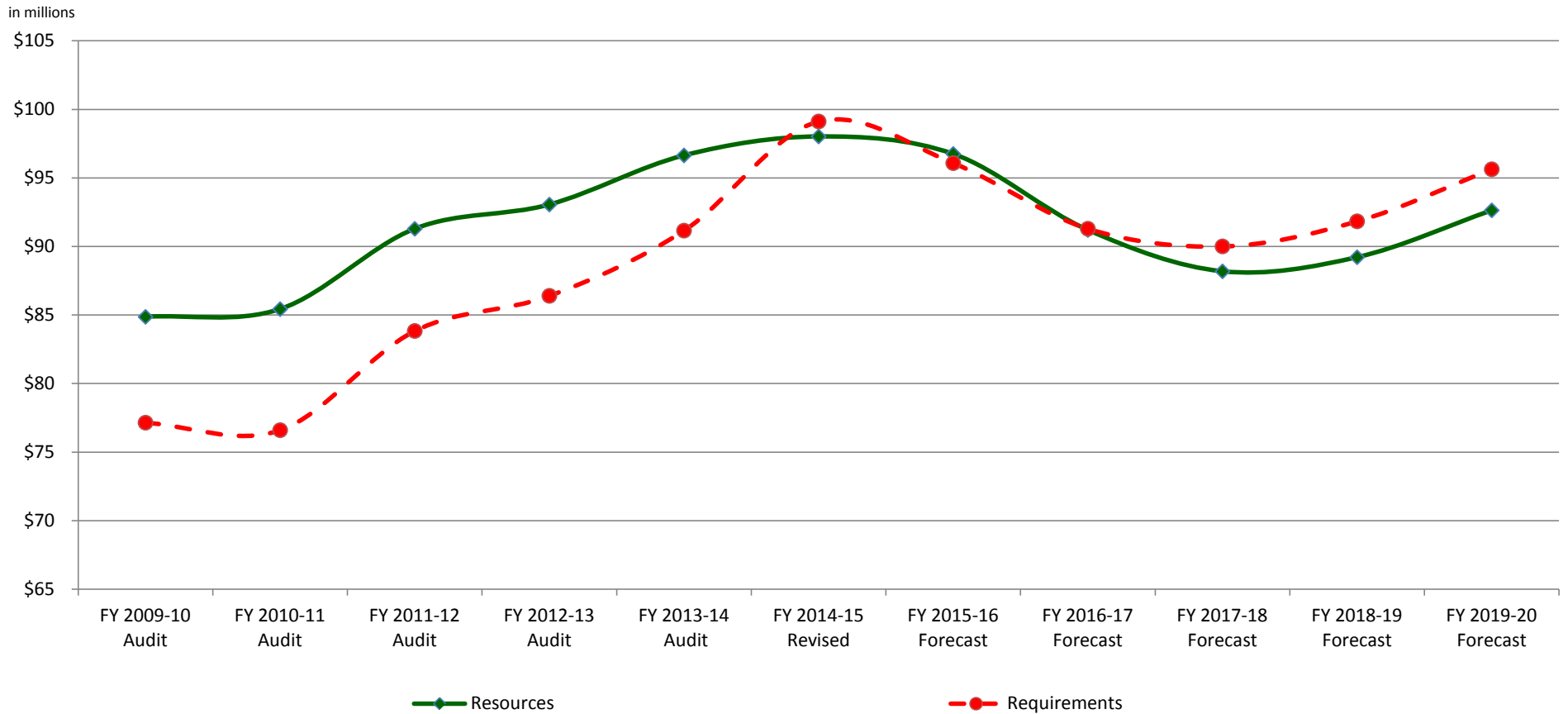
Five Year Forecast - FY 2015-16 through FY 2019-20

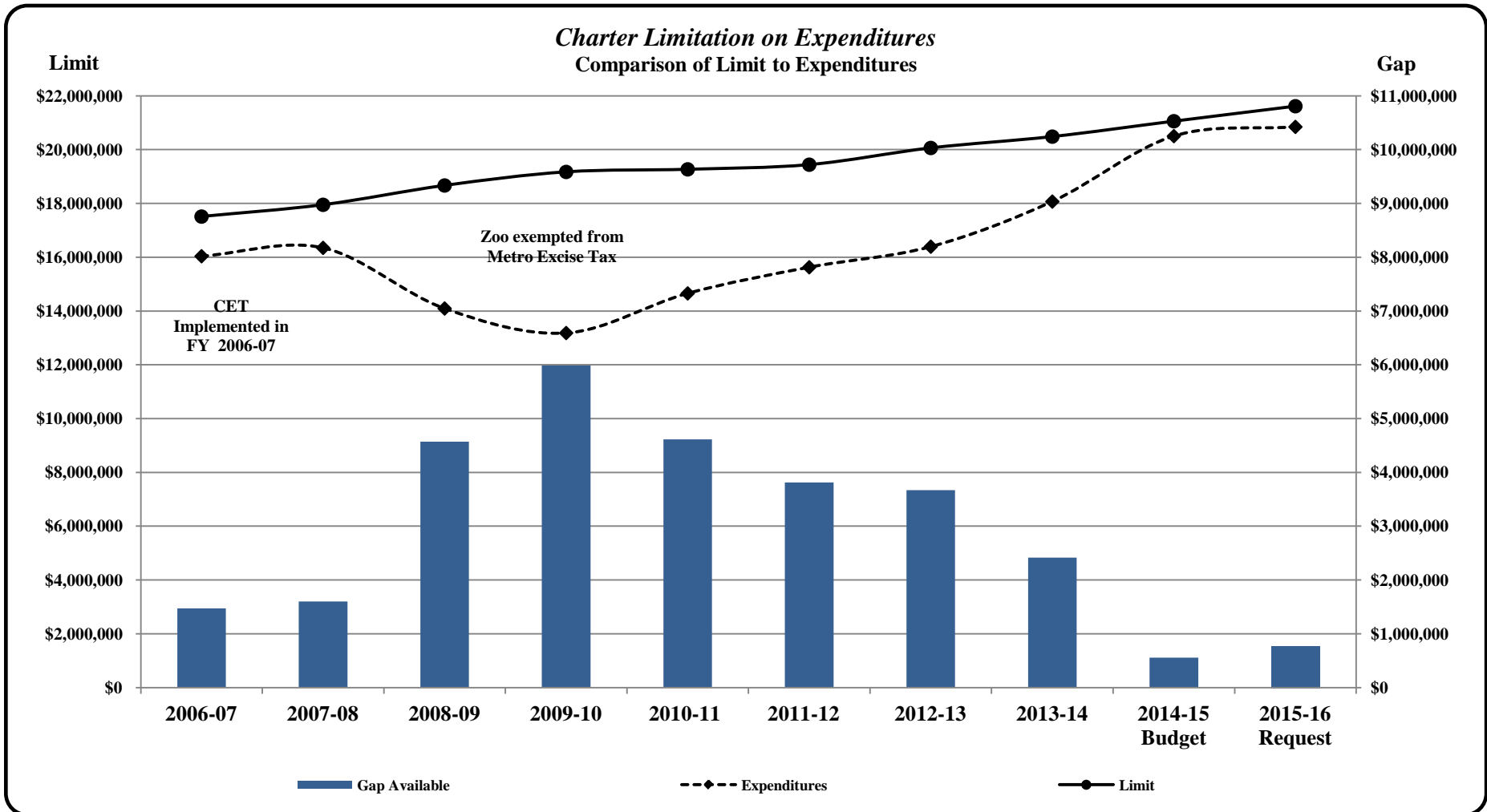
General Fund Resources vs. Requirements

"The Gap"

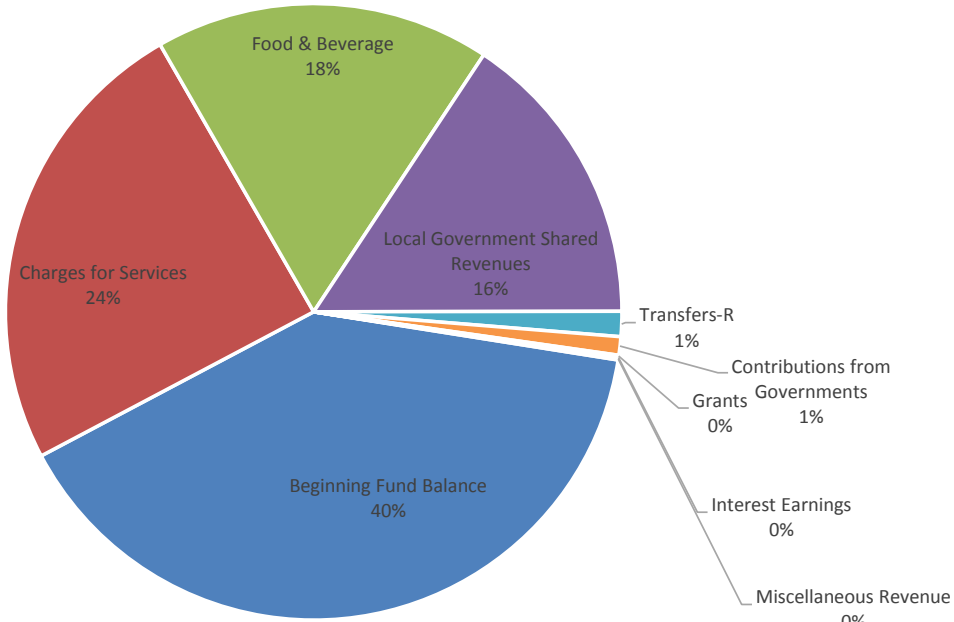
Without underspending factor

included in analysis

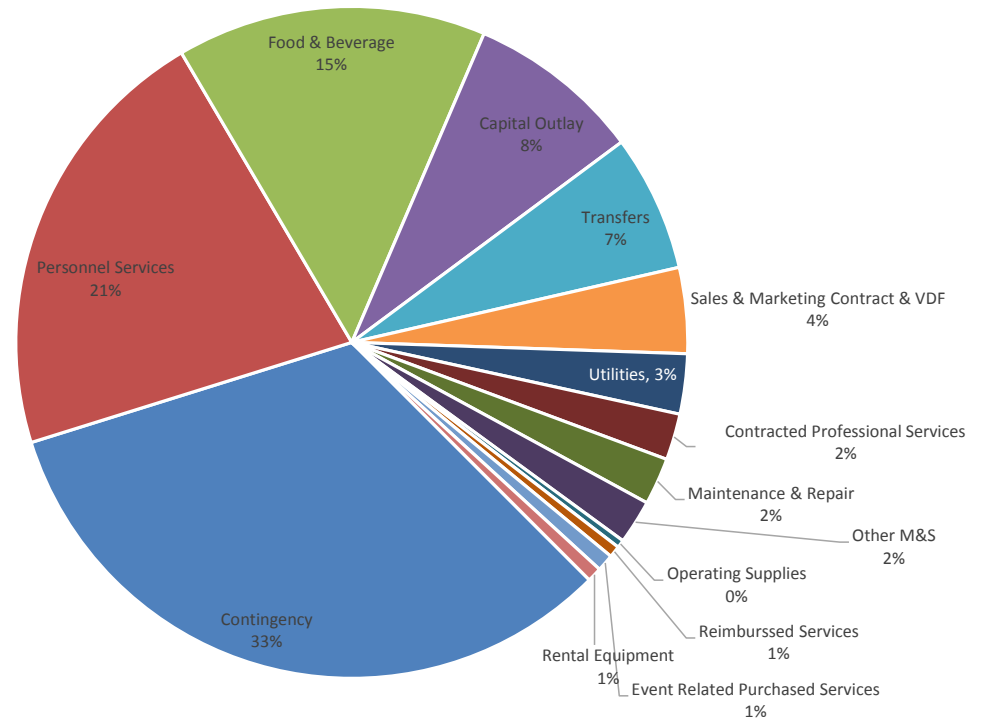


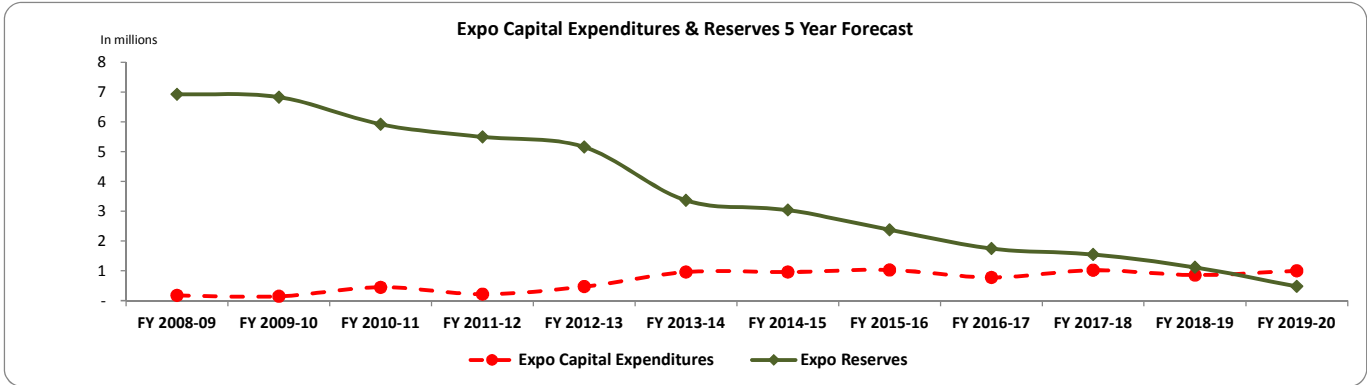
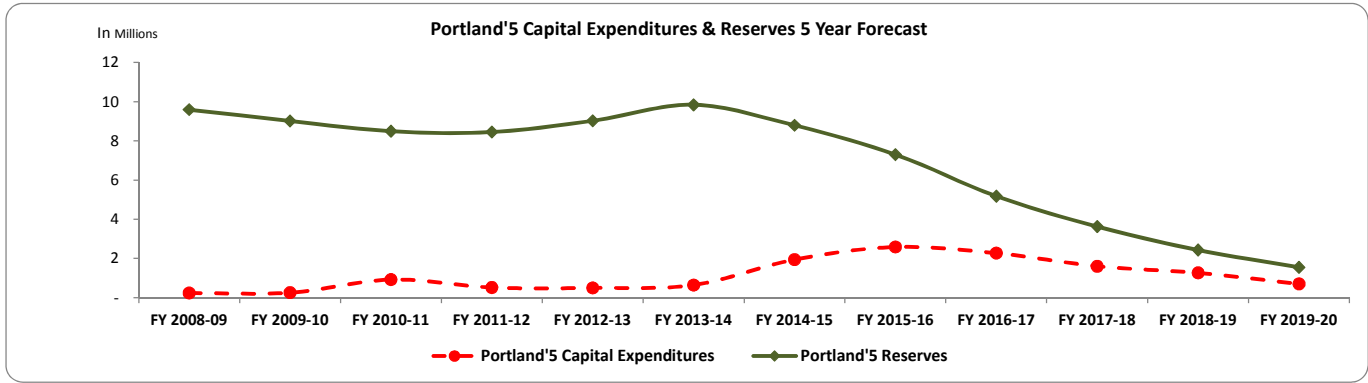
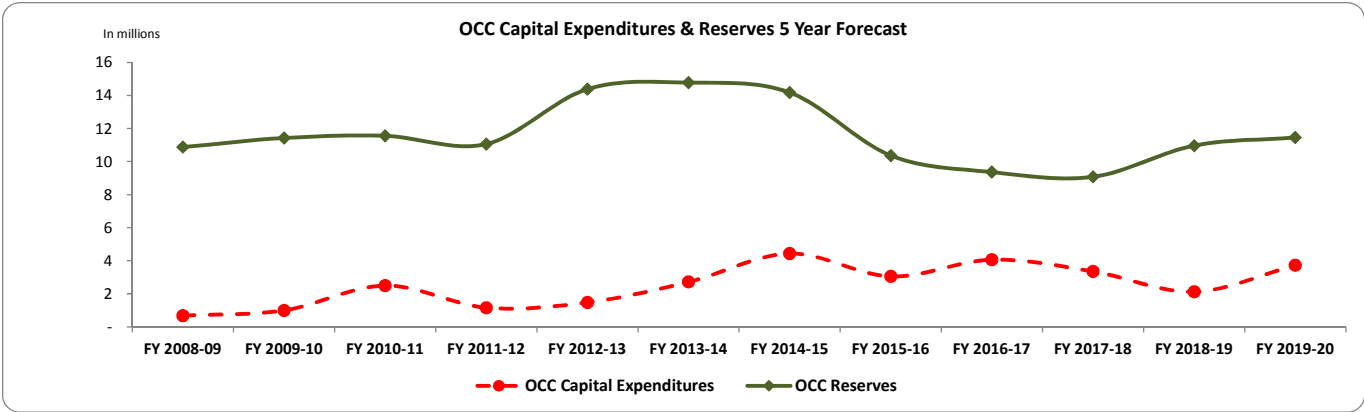


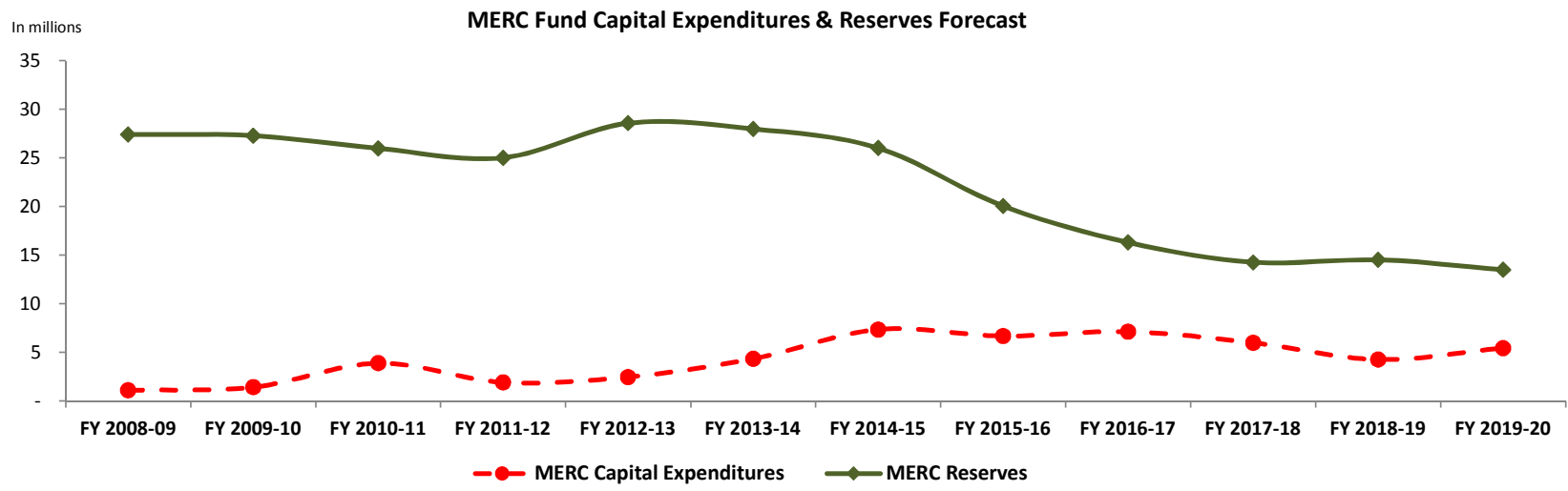
FY 2014-15 MERC Fund Amended Budget for Resources



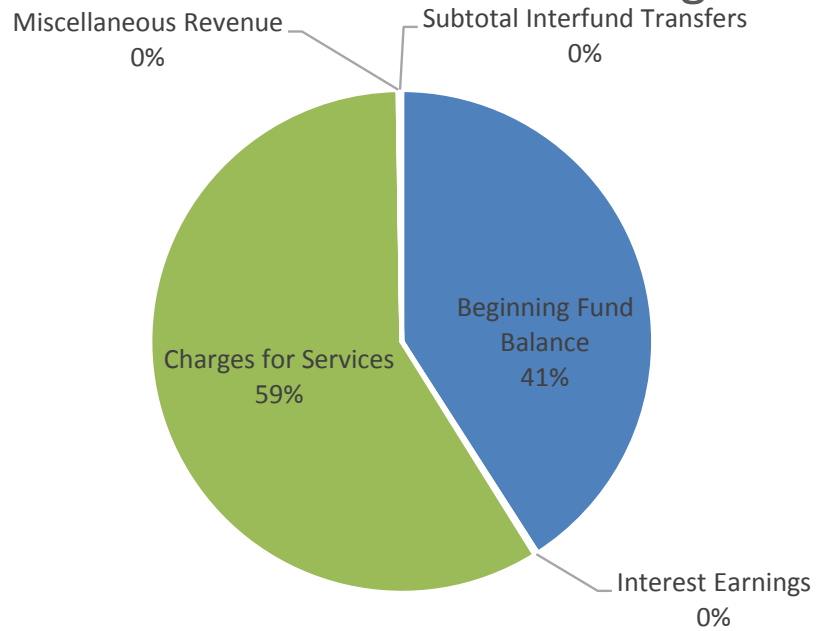
FY 2014-15 MERC Fund Amended Budget for Expenditures



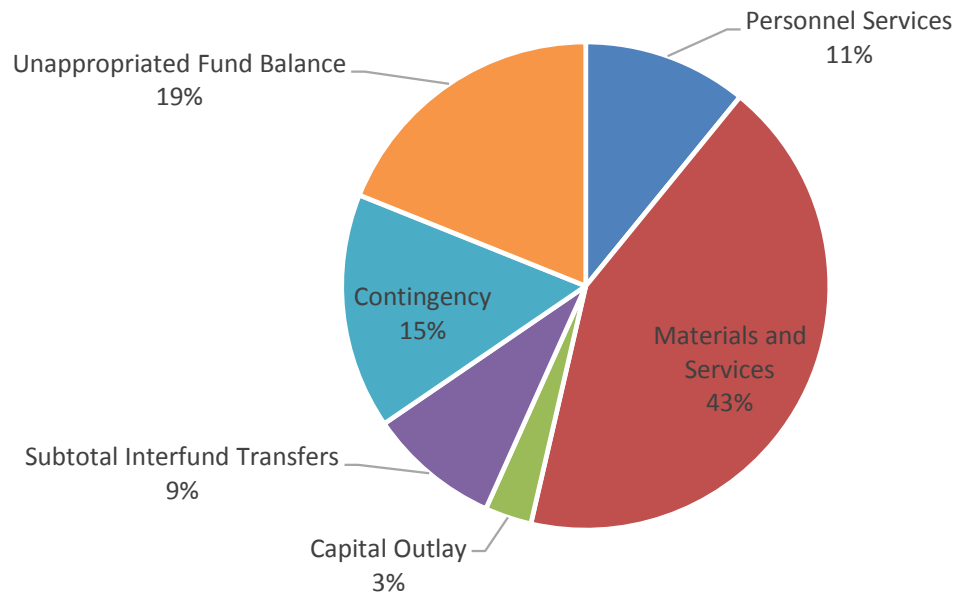




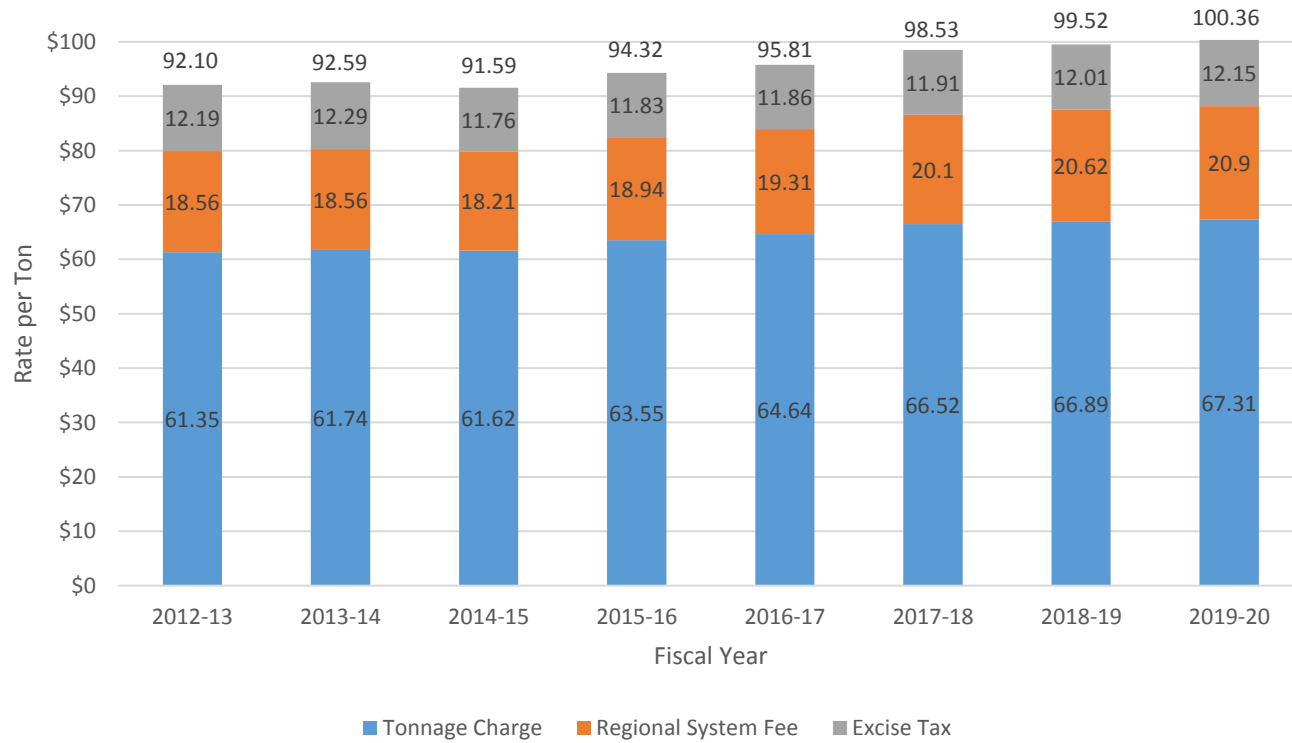
FY 2014-15 Solid Waste Amended Budget Resources



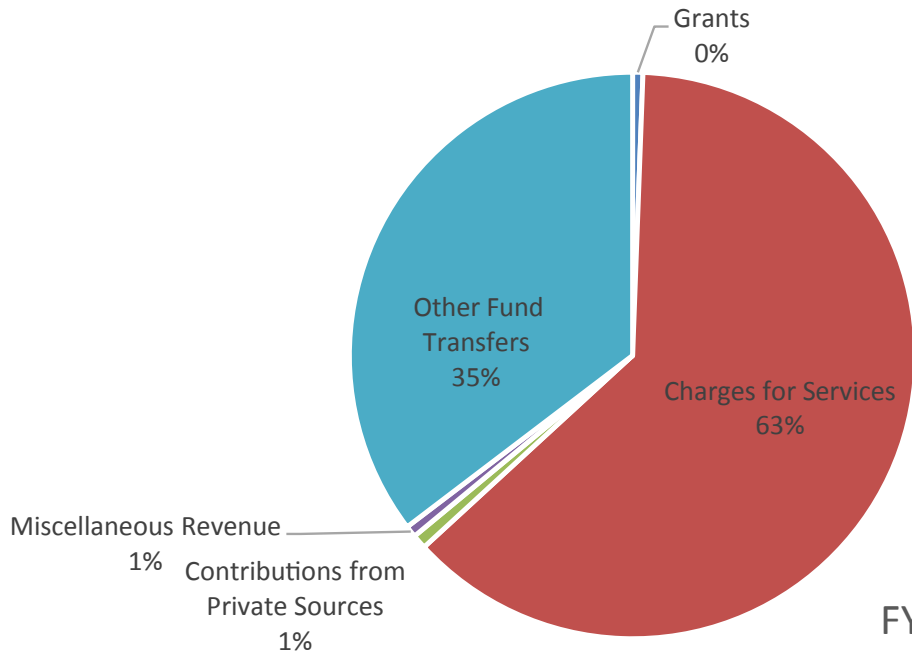
FY 2014-15 Solid Waste Amended Budget Expenditures



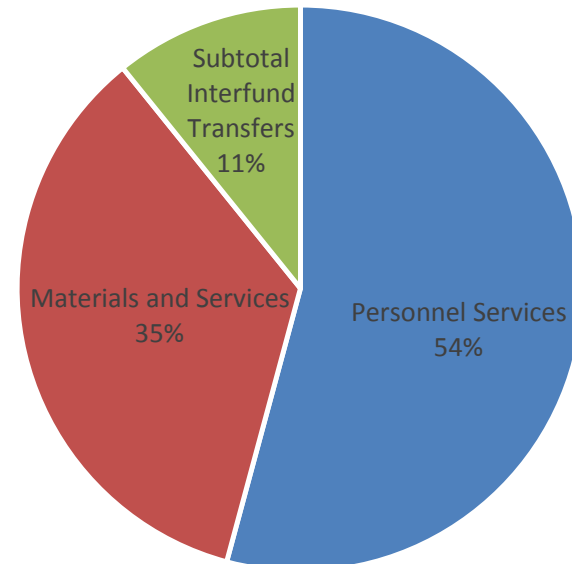
Solid Waste Rates



FY 2014-15 Oregon Zoo Operating Fund Amended Budget for Resources



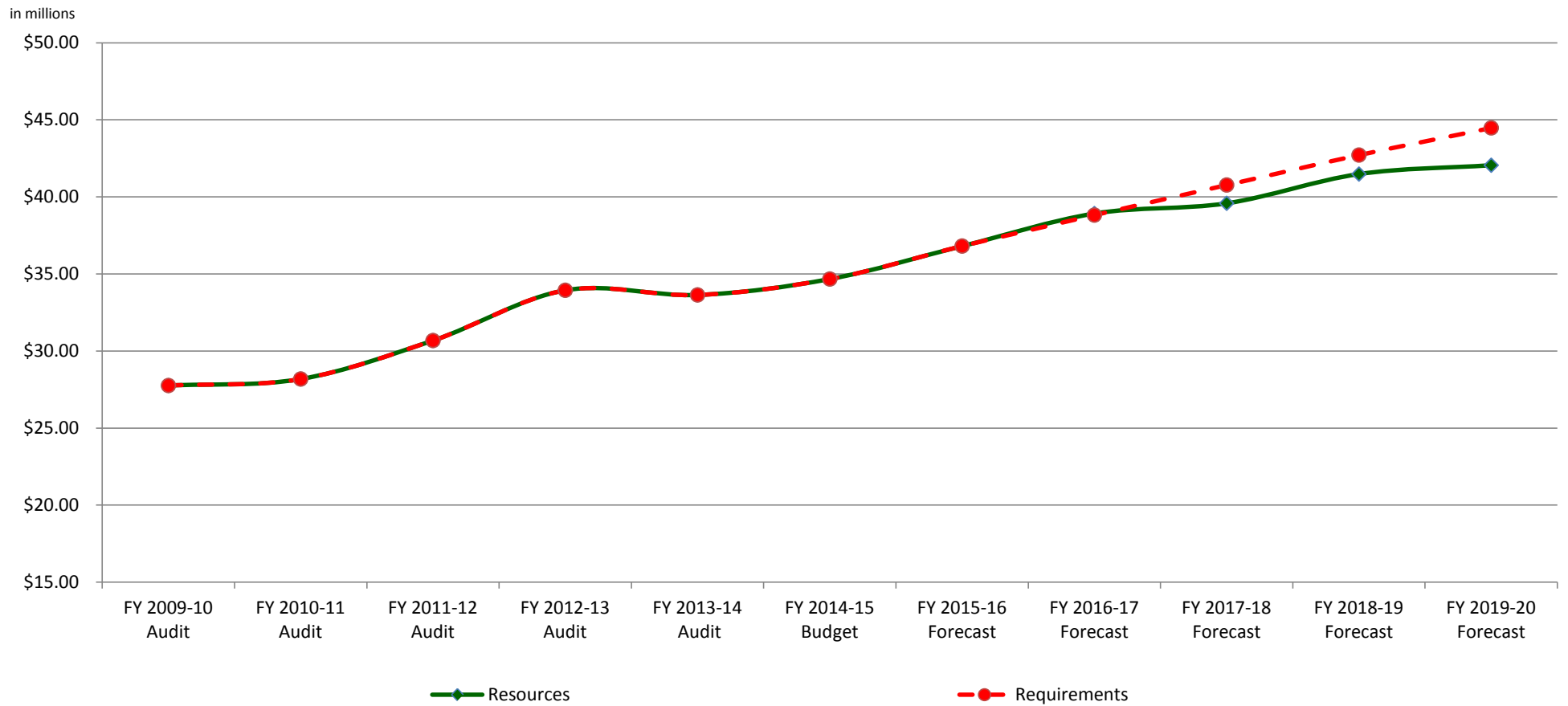
FY 2014-15 Oregon Zoo Operating Fund Amended Budget for Expenditures



BASE CASE SCENARIO

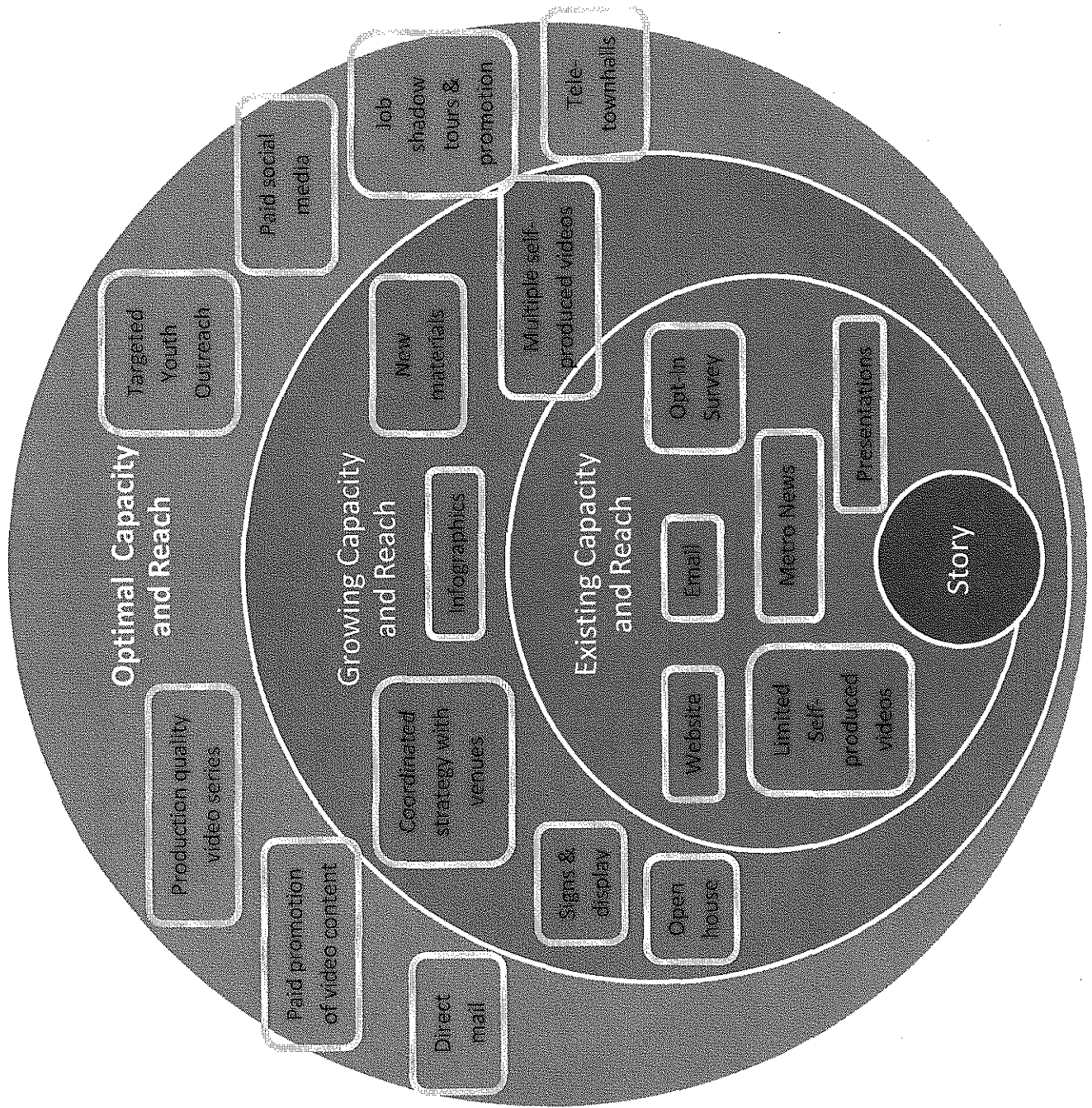
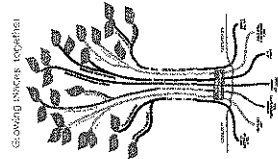
**Five Year Forecast - FY 2015-16 through FY 2019-20
Zoo Operating Fund Resources vs. Requirements
"The Gap"**

*Without underspending factor
included in analysis*



My Place In The Region

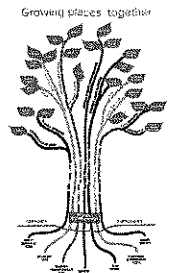
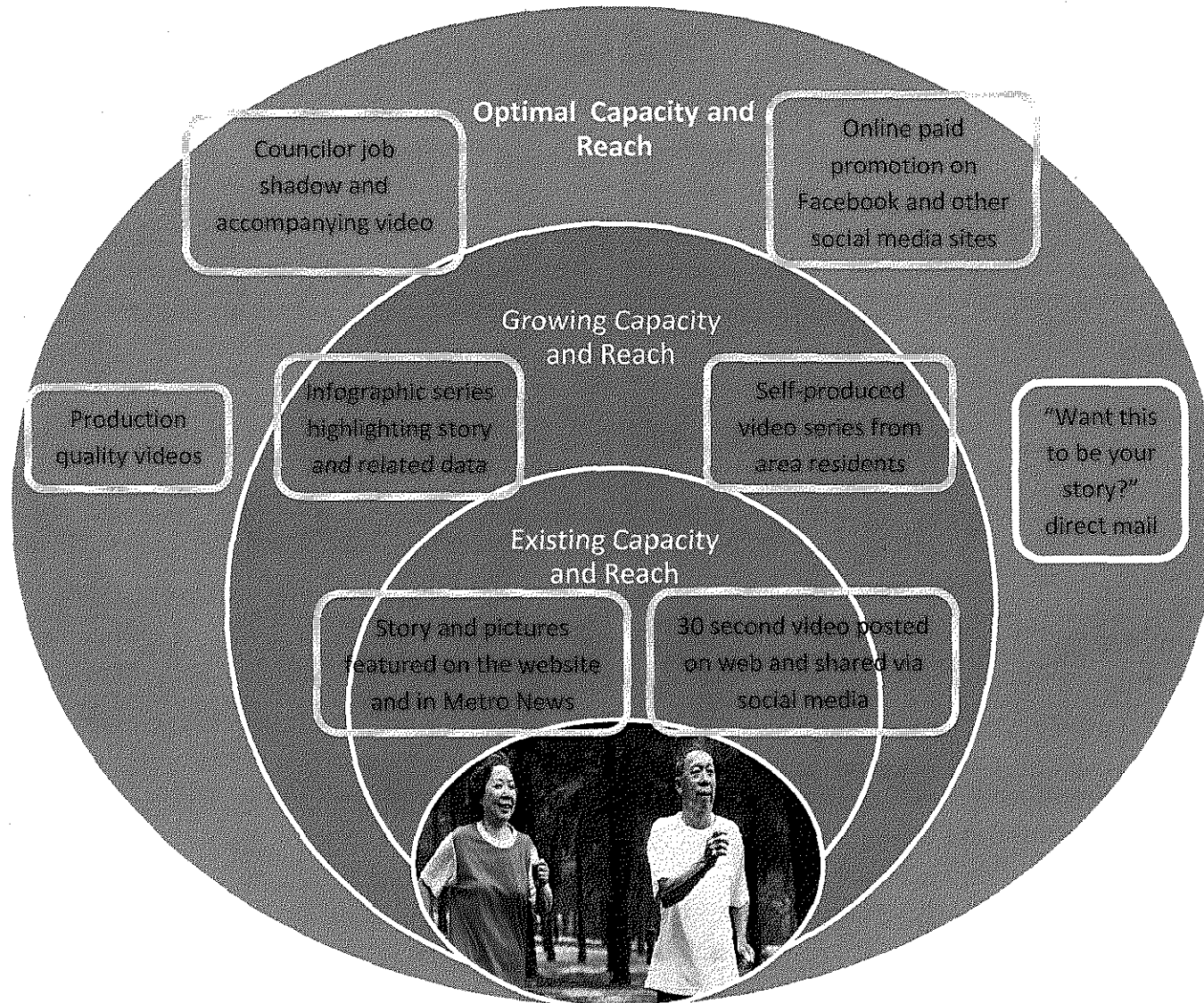
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My Place In The Region

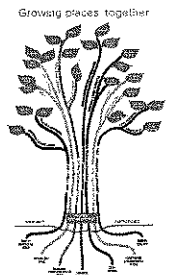
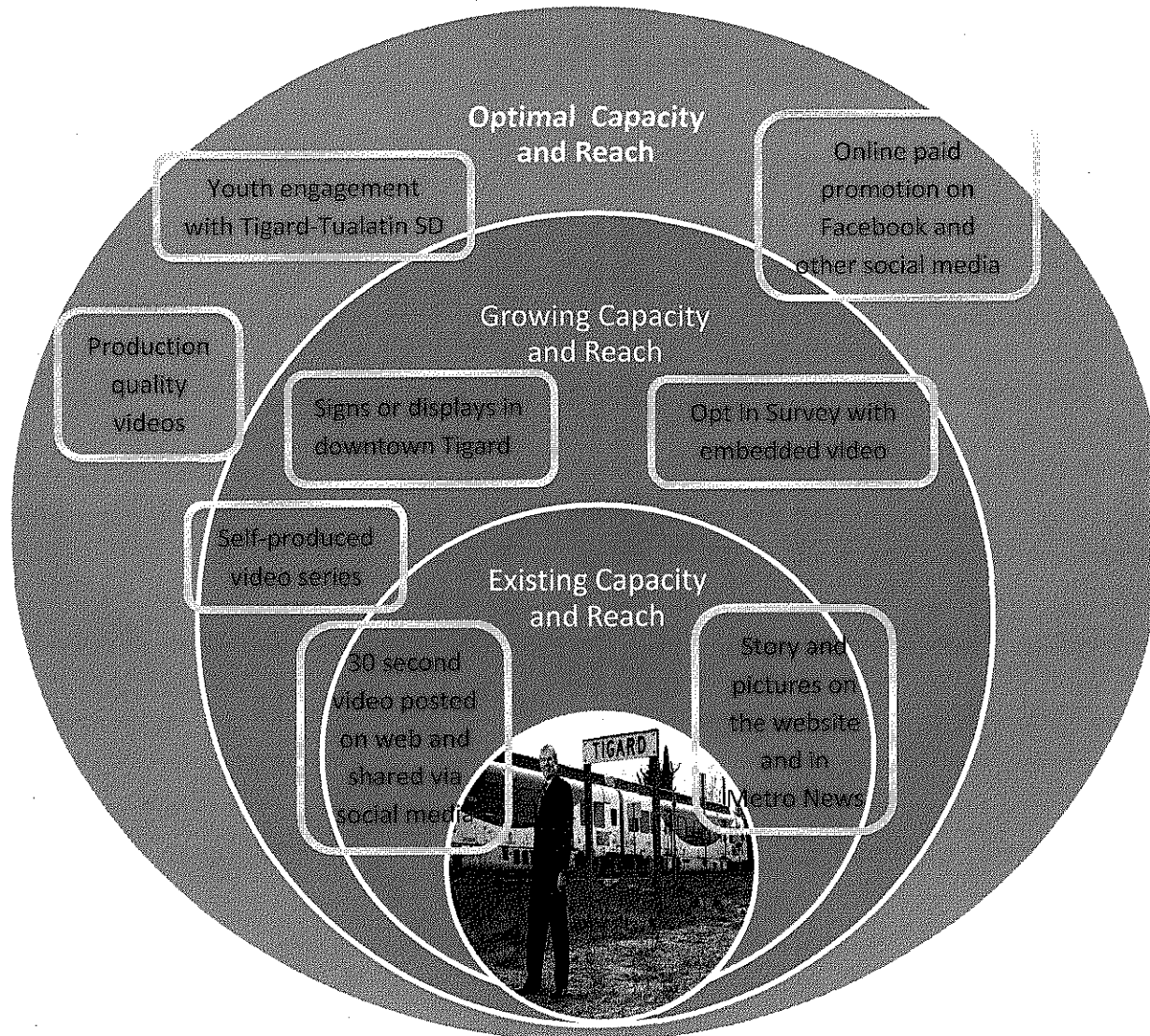
“Hi, we’re Lois and Ralph and **Villebois** is Our Place in the Region. Our daughter moved to Portland after college and we loved it here when we visited so we moved here from Wisconsin when we retired. It’s such a neighborhood here, you’d think everyone had lived here their whole lives.

We love this place and we hope that other retirees have the same options we do to live in an expertly planned community with easy access to public transportation, affordable housing options, walking distance to parks and trails and stores and businesses close by that meet our needs.”



My Place In The Region

Hi. My name is Tom Murphy and my law office on Burnham Street is My Place in the Region. **Downtown Tigard** is important to me because this is where I spend most of my waking hours. I have gotten to know the people here. I want it to be, for them and for myself, as good as it can be. I want the next generation of Tigard residents to live, work and invest in downtown and for Tigard business owners to be able to attract customers and clients to an accessible and thriving destination.



My Place In The Region

Scale of Effort	Audience Reach	Goals: Awareness. Engagement. Leadership.
Scenario I: Existing Capacity and Reach	Current web visitors, Metro News and Our Big Back Yard and other regular publication readers	Develop and leverage story content through Metro's existing portfolio of publications and channels including: <ul style="list-style-type: none"> • Metro's website • Metro News • Standard print publications (Our Big Backyard) • RSS and HTML e-mail • Earned social media push • Presentation materials • Short self-produced video content (residents) • Opt-in/Online survey
Scenario II: Growing Capacity and Reach	Current web visitors, Metro News and Our Big Backyard readers, venues patrons, targeted audiences	Build upon core services. Invest in outreach to venues contact lists. Other tools could include: <ul style="list-style-type: none"> • Multiple self-produced video content (Council and residents) • Signs & displays • Multiple Opt-in/online surveys • Limited open houses & community events • Modest paid social media and online push • Infographics • New materials • Expand reach of existing initiatives (e.g. Let's Talk Trash, Ask Metro, Parks Marketing)
Scenario III: Optimal Capacity and Reach	Residents/voters throughout the region with an emphasis on specific, strategic targeted and place-based audiences	Develop a high-profile, large-scale effort using new communications and engagement tools, channels and tactics such as: <ul style="list-style-type: none"> • Year-long series of production quality videos • Paid placement and promotion of video and online content • Direct mail • Robust paid social media and online push • Tele-townhalls • Television and radio advertising • Job shadow/tour or program series • Traveling display/kiosk • Targeted Youth engagement