



CITY OF  
**PORTLAND, OREGON**

OFFICIAL  
 MINUTES

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS **24<sup>TH</sup> DAY OF APRIL, 2013** AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Hales, Presiding; Commissioners Fish, Fritz, Novick and Saltzman, 5.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Tracy Reeve, Chief Deputy City Attorney; and Steve Peterson, Sergeant at Arms.

Item No. 371 was pulled for discussion and on a Y-5 roll call, the balance of the Consent Agenda was adopted.

<b>COMMUNICATIONS</b>	<b>Disposition:</b>
<b>357</b> Request of D'Wayne Edwards to address Council regarding the City dedicating General Fund resources for economic development (Communication)	<b>PLACED ON FILE</b>
<b>358</b> Request of Katie Braun to address Council regarding a 911 call, Independent Police Review, East and Main Police Precincts (Communication)	<b>PLACED ON FILE</b>
<b>359</b> Request of Kelly Caldwell to address council regarding behavior of East Precinct Police Officers (Communication)	<b>PLACED ON FILE</b>
<b>360</b> Request of Lightning to address Council regarding ending homelessness in Portland/Multnomah County (Communication)	<b>PLACED ON FILE</b>
<b>361</b> Request of Ed Smith to address Council regarding Portland Development Commission (Communication)	<b>PLACED ON FILE</b>
<b>TIMES CERTAIN</b>	
<b>362</b> <b>TIME CERTAIN: 9:30 AM</b> – Adopt the Barbur Concept Plan (Resolution introduced by Mayor Hales) 45 minutes requested (Y-5)	<b>37014</b>
<b>363</b> <b>TIME CERTAIN: 10:15 AM</b> – Travel Portland 2013 presentation (Presentation introduced by Commissioner Saltzman) 20 minutes requested	<b>PLACED ON FILE</b>

<b>CONSENT AGENDA – NO DISCUSSION</b>		
<b>Mayor Charlie Hales</b>		
<b>364</b>	Appoint citizens Colleen Gadbois and Joshua Mitchell to the Technology Oversight Committee for terms to expire August 1, 2014 (Report) (Y-5)	<b>CONFIRMED</b>
<b>365</b>	Authorize a grant providing Worksystems, Inc. \$195,000 to implement the SummerWorks youth employment program within City Bureaus (Ordinance)	<b>PASSED TO SECOND READING MAY 1, 2013 AT 2:00 PM</b>
<b>Bureau of Emergency Management</b>		
<b>*366</b>	Authorize the Director of the Portland Bureau of Emergency Management to execute Intergovernmental Agreements and amendments for administration of FY 2012 Urban Areas Security Initiative grant funds (Ordinance) (Y-5)	<b>185989</b>
<b>*367</b>	Accept and appropriate a grant in the amount of \$2,049,396 from the Department of Homeland Security, FY 2012 Urban Areas Security Initiative Grant Program for the purpose of enhancing emergency preparedness through planning, training and equipping emergency responders (Ordinance) (Y-5)	<b>185990</b>
<b>Bureau of Environmental Services</b>		
<b>368</b>	Amend contract with Emery & Sons Construction, Inc. for claim settlement and final payment for the Fanno Basin Pump Station Force Main: Garden Home Section Project No. E09115 for an estimated amount of \$177,640 (Ordinance; amend Contract No. 30001207)	<b>PASSED TO SECOND READING MAY 1, 2013 AT 2:00 PM</b>
<b>369</b>	Authorize an Intergovernmental Agreement and provide payment for \$25,000 to Portland State University Professional Development Center to provide Project Management training for Bureau of Environmental Services Engineering Services (Second Reading Agenda 337) (Y-5)	<b>185991</b>
<b>370</b>	Authorize an agreement with AT&T Corp. for the NE 33rd Drive Culvert Project No. E10377 for an estimated amount of \$58,310 (Second Reading Agenda 338) (Y-5)	<b>185992</b>
<b>Office of Management and Finance</b>		
<b>371</b>	Authorize participation in Federal Communications Commission proceeding on radiofrequency exposure limits and policies (Resolution) (Y-4; Fish absent)	<b>37015</b>

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<b>372</b> Grant a franchise to Zayo Group, LLC for telecommunications services for a period of 10 years (Ordinance)	<b>PASSED TO SECOND READING MAY 29, 2013 AT 9:30 AM</b>
<b>373</b> Grant revocable permits to the Portland Rose Festival Foundation to perform activities relating to Portland Rose Festival annual celebration from May 24 through June 9, 2013 (Second Reading Agenda 346)  (Y-5)	<b>185993</b>
<b>Parks &amp; Recreation</b>	
<b>*374</b> Amend contract with Ellis & Associates in the amount of \$16,000 to provide additional lifeguard certification and auditing services (Ordinance; amend Contract No. 30000681)  (Y-5)	<b>185994</b>
<b>Portland Housing Bureau</b>	
<b>375</b> Authorize an amended and restated disposition and development agreement between the Portland Housing Bureau and Piedmont Community Developers for property at 6431-6445 NE Martin Luther King, Jr. Blvd (Ordinance)	<b>PASSED TO SECOND READING MAY 1, 2013 AT 2:00 PM</b>
<b>REGULAR AGENDA</b>	
<b>Mayor Charlie Hales</b>	
<b>Bureau of Transportation</b>	
<b>*376</b> Authorize a surcharge to the Central Eastside Industrial District Area Parking Permit Program (Ordinance)  (Y-5)	<b>185997</b>
<b>Parks &amp; Recreation</b>	
<b>377</b> Provide for civil penalties for violation of leash and scoop regulations and authorize Commissioner in Charge to adopt policies and procedures for implementation of civil penalties (Ordinance; amend Code Section 20.12.140) 30 minutes requested	<b>PASSED TO SECOND READING MAY 1, 2013 AT 2:00 PM</b>
<b>*378</b> Authorize an agreement with the Trust for Public Land for acquisition of the Eagle Point property for park purposes (Second Reading Agenda 355)  <b>Motion to amend to add emergency clause:</b> Moved by Fritz and seconded by Fish. (Y-5)  (Y-5)	<b>185995 AS AMENDED</b>
<b>Water Bureau</b>	

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**379** Authorize the Water Bureau to acquire a permanent easement necessary for construction of the Fulton Pump Station Improvements Project through direct negotiation or exercise of the City's Eminent Domain Authority (Second Reading Agenda 356)  
  
(Y-5)

**185996**

At 12:50 p.m., Council adjourned.

**LAVONNE GRIFFIN-VALADE**  
Auditor of the City of Portland



By Karla Moore-Love  
Clerk of the Council

For a discussion of agenda items, please consult the following Closed Caption File.

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**WEDNESDAY, 2:00 PM, APRIL 24, 2013**

**DUE TO LACK OF AN AGENDA  
THERE WAS NO MEETING**

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## Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast and should not be considered a verbatim transcript.

Key: \*\*\*\*\* means unidentified speaker.

**APRIL 24, 2013 9:30 AM**

**Hales:** good morning, welcome to the wednesday, april 24th meeting of the Portland city council, council come to order and please call the roll, Karla. [roll taken]

**Hales:** We have a number of communication items which will you call 357 first, please.

**Item 357.**

**Hales:** Welcome, put your name into the record and you have three minutes. Appreciate you coming in.

**D'Wayne Edwards:** my name is d'wayne edwards. Founder of pencil ford design academy in Portland, Oregon. I want to thank you guys this morning for this opportunity to speak on behalf of the Portland development commission. I wanted to express just my, my thanks to the pdc for supporting my business. Like I said my, my academy is the first and only footwear design academy in the united states. And that specifically is dedicated to footwear design, and in the three years that i've been in business, I have alliances with over 100 different design schools around the world, and I have place over 55 students, that are now working professionally in this industry, and 25 here in the city of Portland. And I have create an alliance with the city of monta baloona in italy, and we are going to Create a collaboration with the city of monta baloona and the city of Portland on a design exchange program. as well as I am one of the few minorities in my industry. When I started, in 1989, I was the second, and I have left jordan brand as a designer director for that brand for 22 years to actually start the first academy in the city. As I went on this quest, I chose Portland over beaverton because I live in beaverton. And because I worked at nike. I chose Portland, specifically, because of the pdc and their commitment to entrepreneurs, and especially minority entrepreneurs like myself. There is very few and far between of us in the city. So it was great for me to be a part of the city as well as to mingle with other great entrepreneurs in the city. What I love about being a part of Portland and specifically associated with the pdc, they have been helpful for me in the development of my business. whether it's build outs, in addition to relationship building, not only in the city, but also, outside the city, as well. I just wanted to express to you guys the importance of, having opportunities in programs like the pdc's development, for people like myself. Not just entrepreneurs, but also, people of color. Because as you know, we have not that many people of color in the city of Portland. And to be welcomed by such a great organization, has not only helped me propel my business but expand it globally. I wanted to testify to know that I know that there is budget cutbacks and things the city deems more important, but there is, you would be amazed at what you can do with a little investment and a bit of determination. And I am just sitting here in front of you as a representative of that determination.

**Hales:** Great, thank you very much.

**Fish:** May I make a comment with our honored guest. Mr. Edwards, we're still on the hunt for trying to lure nike to Portland at some point in the future, and based on what just said about your experience in beaverton and Portland, mayor, maybe we can add him to the team as a testimonial as we try to lure those good jobs here. But, thanks for choosing Portland.

**Edwards:** Thank you.

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**Hales:** Thanks very much. Appreciate coming in. Good luck and keep growing. Thanks. Next item, please, Karla.

**Item 358.**

**Hales:** Good morning. Welcome.

**Katie Braun:** Thank you. My name's katie braun. And I am a bit nervous because I have never been to a city hall meeting. I appreciate the time to be able to address you all. On december 12th of last year I called the police, a 9-1-1 call, and sergeant dave golliday came to my house after my ex boyfriend broke into my house via my dog door. I was extremely emotional as any woman would be after a boyfriend surprised her in her house, via the dog door, and I got no police help. I tried to detain him at my house after he beat me, so the police would come and help me. I'm a community block watch crime prevention captain for my block. And I have had police officers give presentations in my house before about crime prevention. The day of 9-1-1 was the worst day of my life. Sergeant dave golliday did not help me. I have two newspaper articles about this sergeant. And then one piece of paper that tells you a little bit about myself. I want to change Portland for the better. I didn't know anything about Portland domestic violence. I found out the hard way, and now i'm trying to make a change. I live three blocks from the Portland domestic center at gateway. Three blocks. The sergeant did not even tell me that. It was a sunday morning. So, I walked over to east precinct, and i'm a realtor in this city, and I thought if the sergeant can't help me, surely somebody at the east precinct department will, and I need to take a walk because i'm all emotional. This was the, this was december, it's four months later and I am still shaken up about this. The east precinct was closed. I cared enough to get in my car and go to the main precinct on a sunday morning and see who else I could talk to besides sergeant dave golliday that would hear that this man should have been arrested after coming in my dog door. The political report says he came in my dog door. The next day was monday, and I filed a police grievance. And I also got a restraining order. And now, four months later I am still getting counseling at the domestic gateway woman's shelter, which thank god has been the blessing in this city. I have had so much wonderful counseling from them. But, I got to tell, our police department has a huge problem. I just have 30 seconds left so I want to tell you, valentine's day, 300 women and men marched on valentine's day in this city against violence. Our police chief in this city has let inappropriate touching of an officer to other officers. Now, I am just a citizen. And I don't trust the few bad apples, and this willamette weekly article points out that this specific sergeant got fired in illinois, got hired in Portland. And they got demoted in Portland, and then remoted. So I want to raise your consciousness that the women and community need to change the police department for the better. Thank you so very much for the time.

**Hales:** Thank you for coming. Please.

**Fritz:** Thank you very much for coming.

**Hales:** Thanks for coming. I hope you will connect with chad stover in the back, who is one of my staff. I would like to stay in touch. Thank you. Ok, next item, please.

**Item 359.**

**Hales:** Good morning.

**Kelly Caldwell:** good morning, I'm kelly caldwell, thanks for your time today. I am responding, talking about my own experience with the east precinct officers in regard to, -- I went to the courthouse with miss brawn, and called the east precinct, spoke with a female officer to see if a case number had been identified or understanding what, what information would be available, and I understand that my friend had been visited there already and, and what not, but when they put me on hold, she came back and she said, tell your friend not to, to call the east precinct any more. Everythings being handled, and I said excuse me, did you just tell us not to call the east precinct? And she said, yes, and I said can I have your name? And she hung up on me. And I had already given her my first name and phone number, and I had gone over to the independent police review to

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get a forms because I knew that she had some concerns, and while I was there, I received a call, identified from the east precinct, and I was explaining my concerns, and that, that it seemed like there was some domestic violence protocol that perhaps hadn't been followed. And again, when I asked the officers, the officer's name, he hung up on me. A few minutes later, called me back and was saying, is this Kelly, is this katie, accused me of, or her of -- I think that they did not understand that there was two people involved, but again, he said, what's your last Name, kelley? And I said, I would like you to tell me your last name, you called me will you identify yourself, and again, I was hung up on. And it doesn't seem like a huge issue but I think that, basic professionalism and accountability, this is sort of where it starts with, our police department, and we need officers to be able to, and willing to identify themselves, and even when someone is upset, or distressed as they often are when, when face with, with criminal activity and being, -- I was feeling intimidated by the police officers, and they really need to, have the accountability and the responsibility of, of identifying themselves and professional behavior and being highly discouraged from the leaders to hang up on people and particularly, do so after being asked to identify themselves. While I have minute, I also want to let you know that, that i'm very involved with supporting housing rights activists, and I really encourage you to reconsider giving some support for allowing people to have parking locations in downtown, they provide mobile showers for folks in need and other alternative housing support outside the big organizations. Like district 5 and whatnot. They are addressing the problems at the street level. Thanks.

**Hales:** Thank you and thanks for coming. Appreciate it.

**Item 360.**

**Hales:** Good morning.

**Lightning:** good morning. Yes, my name is lightning. ten-year plan, end homelessness for Portland, Multnomah county. as stated from your plan, national surveys have found homeless people are three to six times more likely to become sick than housed people. Mental health and addiction levels all elevated to higher level because of homelessness. Police, fire, medical, overtime and other social services overtime going higher, and higher, and higher. Which that leads me to believe that there is a direct correlation between the approximate 1500 people currently sleeping on sidewalks, under bridges, and in doorways every night. if higher overtime pay is to begin to be reduced, first, we must end homelessness in Portland, Multnomah county, if the number of people sleeping on the sidewalks increase, then it will be expected. Overtime pay will do the same. The health, public safety and sanitation concerns associated with individuals living and sleeping outside negatively affect both the individual and the broader community. Mayor charlie hales has been given two years remaining on the ten-year plan, whereas the previous mayors both had four years each to end homelessness. And if the same path is followed, the likelihood of ending homelessness will not happen. Now, if a potential donor stated, they have an open checkbook, just give them the numbers it takes to end homelessness in Portland, Multnomah county. Again, the ten-year plan provides no numbers. Pertaining to ending homelessness. Here's a possible example. 1500 people currently sleeping on sidewalks. Rent, \$800 per month, times 12. Approximately 10,000 per year. And 1500 people, housing, provided for one year. And 15 million. It cost \$30,000 per, per individual to house someone in prison. 1500 people, one year, 45 million. Now, if we don't provide housing, 1500 people still sleeping on sidewalks, and under bridges, in front of businesses. This is what happens. Skyrocketing overtime costs. Businesses, Throughout the city will lose revenue, overall property values will decline. Property tax revenue will drop. Tourism will drop. City will not run efficiently. All services throughout the city will become overwhelmed. Estimated, over yearly expense to the city, 75 million to 150 million per year. If a 15 million dollar investment to end homelessness in Portland has the potential to cut overall losses of approximately 50 to 150 million, is that not the logical solution? Please, just show me your numbers to end homelessness relating to your ten-year plan. Thank you.

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**Hales:** Thank you. [applause]

**Item: 361.**

**Hales:** Good morning, and Welcome.

**Ed Smith:** Good morning, mayor and council. ed smith, premier gear machine, operations manager. I want to say thank you number one, for the pdc premiere gear and machine works, we do custom machine design and manufacturing. And we have a full machine shop facilities at the corner of 17th northwest thurmond street, we're a third generation company since 1923. And we employ 25 people, and we supply customers all over the world with our products and services. Our customers range from oem's to wind farms, pulp and paper factories. We help customers keep their facilities running, keep their, keep our dams, our wind turbines functioning, and in addition, we run 24-7 repair facilities, and we handle extremely large jobs within this last year, two years, we put in a very large boring mill to increase our capacity spending 1 million dollars. And on that, we are now paying property taxes on this machine to Multnomah county. As a business in Portland and in Multnomah county, we pay income taxes, county taxes and business licensing fees. We own the building that we occupy and pay real property taxes as well as personal property taxes on the contents of our equipment, computers and furniture. We pay state employment tax, and we contribute to the worker's benefit fund and we pay tri-met tax, as well. Our employees you will live within the greater Portland area and they all have homes, Raise our children, and therefore, we also contribute in the way of income taxes and property taxes while supporting local businesses. The pdc has helped our business grow by partnering with us at trade shows, and reducing our cost of participation while introducing us to other companies in the Portland area, have now, who have now come, become our customers and in case, vendors. It's very important that our company in the manufacturing industry here in the Portland continue to partner with the pdc to grow and remain active in the economic development. The city of Portland, Multnomah county, seem to be doing all that they can to give businesses, particularly manufacturing businesses, reason to leave the area. There is several factors that we have to fight against in order to continue to have our businesses and other businesses stay and grow in the Portland area. Things that need to be addressed are the bad traffic, in part inadequate freeways and bridges, and national ratings on our public schools that continue to decline while class sizes increase. We have high taxes in Multnomah county, and in particular, that continue to rise with new ones being created such as the art tax, and in existence of the unions, we are not a right to work state. And I know the city is face with budget deficits, but things could get worse if the pdc is no longer available to support and partner in and assist in the Growth of Portland-based businesses. Thank you.

**Hales:** Thanks very much. Appreciate it. Thank you. ok. Let's take up the consent calendar. I don't believe that there are any requests to, to remove items --

**Fritz:** Actually, I don't have it, sorry. Sorry for the delay. It's 371.

**Hales:** 371. Ok, so, we'll remove 371 from the consent calendar. Any other requests? Let's take a roll call on the remainder of the consent calendar, please.

**Fish:** Aye. **Saltzman:** Aye. **Novick:** Aye. **Fritz:** Aye. **Hales:** Aye.

[gavel pounded]

**Hales:** Time certain. 362.

**Item 362.**

**Hales:** Say a few things in introducing this item, and then susan and her team can come up. This is a public hearing on a council resolution to adopt the barbur concept plan. And this is a subset of a larger ongoing metro planning process called the southwest corridor plan, and that is a multi-faceted effort to look at transportation and land use in the southwest region to support high capacity transit. The plan will try to integrate affordable housing, parks, green infrastructure, economic development, and even public health, into our land use and Transportation strategies for this part of the city or this part of the region. This concept plan, so the concept plan in front of us today, is

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therefore, nested in this larger regional planning effort, to develop the land use vision that is specific for Portland, and our part of this corridor, and that will be used to guide future decision for the larger metro southwest corridor plan. The plan before us does not make recommendations with regards to any particular type of high capacity transit, nor the details or choices about the alignment, those decisions will be made later in the southwest corridor planning effort. This concept plan likewise will not directly result in city policy or map changes, but provides guidance and recommendations for those future legislative actions to coincide with outcomes from the corridor plan. We'll have a brief overview of the project from staff, and we'll hear from members of the planning and sustainability commission, and we'll hear from community members, and then finally, council will deliberate and take action on the resolution that concludes this, therefore, we conclude the barbur concept planning process within the southwest corridor plan. So, this is our piece of, a larger picture. It's the policy piece that will lead to the land use and map changes later, so, susan, if and your team could come up and walk us through this, and then I know that we howard got andre on behalf of the commission.

**Susan Anderson, Director, Bureau of Planning and Sustainability:** Good morning, mayor and council, susan anderson, director of the bureau planning and sustainability, and with me here today is jay sugnet and morgan tracy, and also joe zehnder back in the audience there. As the mayor indicated we're here today to present recommendations about barbur boulevard. As you may remember, about four years ago, the region chose southwest corridor as the next priority for a high capacity transit, and in response, multiple cities and jurisdictions were working together on the southwest corridor, and creating a vision for it. in Portland, specifically, we've leveraged this opportunity to look beyond the high capacity transit and we're looking at how we can make barbur be more of a significant destination and not just a place that we drive through in order to get downtown. As morgan will discuss during the presentation, we've estimated that in the next 25 years, that about 16,000 new jobs will be supported in the barbur corridor, and there will be a need for about 20,000 more units housing. With that in mind, the goal of the concept plan to make barbur is to make barbur a thriving area, to focus on employment, to focus on housing, and to focus on green space and to go beyond just, just looking at, at the transit corridor. To develop the plan we had a community working group. It included businesses, Neighborhood representatives, homeowners, renters, transit, bicycle, pedestrian advocates and others, and the group worked very closely with staff for more than a year to develop scenarios. We have lots of walking tours out there. We had working group meetings, forums, and the community was very engaged, and they totally helped shape the scenarios and ultimately, the concept plan. So, morgan will walk through, through a, a brief overview of the concept plan, and I think it's important, again, as you are listening, that you all keep in mind that, of course, high capacity transit is, it can be a game changer. And that it's more than just the transit itself, we learned that, that it is sort of a key ingredient for a significant transformation for any area and especially, in this case, I think that, it's an opportunity to be in a place where there is going to be a lot of new jobs in the future, and a lot of times we focused transit development around housing, and in this case, I think one of the points is that this is going to be a job center. Morgan.

**Morgan Tracy, Bureau of Planning and Sustainability:** Good morning, mayor and members of the council. Is this on?

**Hales:** Just push the button right there. Thank you.

**Tracy:** we're very excited to be bringing you the concept plan here, it has been a lengthy process but a really exciting one. I just want to give you an overview, or a preview of the planning and sustainability commission's recommendation, we'll come back to this slide at the end but basically, we're seeking adoption of the barbur concept plan, some further direction to continue participating in this southwest corridor plan. And you will hear from andre, from the planning and sustainability commission about continuing our discussion about the city-wide investment priorities and the need

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to address the critical and safety on and near barbur. That's interesting. The map is missing. So, line is in there, though. So, this is the barbur concept plan, as you mentioned. fits into and supports the southwest corridor plan, so, the southwest corridor is, basically, a continuation of our high capacity transit story, the lines, which are missing the map, indicate the lines that we construct so far, the blue line, which runs from gresham to downtown and out to hillsboro, and the red line to the airport, the yellow line to the expo center, and west, is that purple line running between beaverton and wilsonville, and we just finished the green line, Portland and milwaukie is under construction, and now, the region is staying in the southwest corridor, which would look at the, the area between downtown and sherwood. And as you mentioned, this was ranked the highest in the 2010 regional transportation plan, or advancement. So, at its heart the southwest corridor plan is about high Capacity transit but also much more than that. Differing from different projects, and it's a mobility corridor, so we're looking at all modes of travel including roadway, bike, pedestrian, and great improvements, and it's a different approach this time, we're leading with land use, we're identifying the places to connected, and what the places need to thrive, and then determining how to best connect them. Rather than drawing a line on the map and figuring how to orient the land uses to the transit alignment. So, this is where the land use visioning ideas and the barbur concept plan fit in. So, while the southwest corridor plan area is quite large, as indicated on that map, the barbur concept plan is a much narrower focus looking at the land use on and adjacent barbur. So, zooming in on barbur. This map shows barbur in relation to the 2040 regional growth concept. You could see the hillsdale and west Portland towncenters, also known as the crossroads, and barbur is designated as a regional corridor, which serves as a meter street that serves as the key transportation route for people and goods. And in the report we talked about barbur, and it's four distinct segments. on the far north end is the ladder hill segment which feels like a neighborhood extension of downtown with the classic street grid, has, has a good sidewalk network. And ohsu and the national college of natural medicine are located here, and south of hamilton, into the gateway between central city and the Areas further south, and we come to the historic highway around fred meyer and barbur world foods, which is comprised of strip commercial and auto oriented use and is some office uses, and in the far southwest is where pcc sylvania is located. So we're not starting from scratch. The Barbur concept plan is building on a number of past planning efforts. We had the barbur street scape plan, which was completed in the late '90's. the southwest community plan which identified barbur to be studied later and in a more barbur centric focus, the high crash corridor identified the number of safety improvements. And most recently we have the Portland plan, which describes Portland as a healthy connected city, and introduces the concept of barbur as a specific corridor. As susan mentioned, there was extensive public outreach throughout the process, we had meetings and events held in various locations along the corridor to reach a wide audience. So, one of the reasons that there is interest in this core is barbur has a lot of potential. There is more jobs and residents. There is about a 20% higher medium household income. And over half the eligible residents hold a bachelor's degree or higher. And there are a number of major institutions, pcc, sylvania, and natural college of natural medicine, ohsu, the largest employer, psu, and Oregon's largest university. There is significant capacity in large stretches of general commercial Zones on barbur. There is great access to downtown and is close to I5, lease and rental rates are \$2 less a square foot when compared to the city-wide average. But also, faces some constraints. Steep slopes, soils and addressing storm water all affect the development. there is six linear miles of missing sidewalks, with critical gaps in the bike lanes, and the auto oriented development pattern leaves few places like Multnomah village where you apt to stop in and take a stroll. And the road was built as a highway but after i-5 went in, it retained its throughput design for moving vehicles, prioritizing the vehicular movement. And while the lower lease and rental rates offer affordable options, the current rates of return on investments make it more difficult for new projects to, to pencil out. So, the community working group sat down and collaboratively

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developed a vision, which is included in the report along with supporting goals, but basically, these boil down to making barbur more enjoyable, that better serves the needs of all people who live, work, shop or go to school in this corridor. So using the information we glean from our background research reports, we began developing the preferred concept using several tools. We came up with the urban design prototypes, which are alternative ways of relating development to barbur. we surveyed the community about tolerable development intensities, through visual mockups and mapping exercises. and we interviewed developers and detected an economic analysis to ground troupe these concepts. And I'll cover those in a little bit. Based on observations from walks with the community members, we found some areas lent themselves to alternate main street arrangements. When barbur was first in the concept, was to have a sort of linear main street orientation of retail on barbur, facing barbur. As we walked around, there is a lot of noise, a lot of traffic. Not all areas lend themselves to that approach. So, the four prototypes developed look at different ways to, to orient the development around barbur versus a focus on barbur. And then a parallel main street, looking at some side streets. And separated frontage road, or focus on perpendicular main street. Next we pulled the community to gauge the relative level of preferred development ranging from modest improvements to high density. And an overwhelming majority of the form and polls preferred scenario 3, which is the medium mix use. We later termed the goldilocks solution. We then asked participants to sign relative levels of development intensity to distinct focus areas along the corridor, along with the needed infrastructure to support those and other amenity improvements like parks, trails and roads. From this input, we've had the consultant team examine the market feasibility for the various focus areas, and to see what the market could bear now, and what the market could bear in the future with this additional investment.

**Saltzman:** Could back up a slide?

**Tracy:** Yes.

**Saltzman:** No one preferred option 5?

**Tracy:** Nobody preferred option 5. I think because there was not a picture to go along with it. [laughter]

**Saltzman:** I'm sorry, there is four options there.

**Tracy:** Four options and a "none of the above".

**Saltzman:** Oh, I'm sorry, I was off one. So 11% preferred option 4, the higher density one?

**Tracy:** Right.

**Saltzman:** ok, I'm sorry.

**Tracy:** You are not choosing "none of the above".

**Saltzman:** Ok. Thanks.

**Hales:** That's still surprising. Nobody said leave it alone, don't do anything.

**Tracy:** I think that shows a recognition that folks see a need for change on barbur.

**Hales:** Yeah.

**Tracy:** so the is a resulting preferred concept that shows pulse points along barbur, they are primarily located in areas with greater connectivity across i-5 which serves the neighborhoods on both sides so you can sort of take advantage of the, of the greater market there. And they also have existing basic services like grocery stores. For each of these seven focus areas, we developed an urban design concept, I won't cover all seven but I wanted to highlight three with the greatest potential for change with an investment, high capacity transit, and those are kelly, southwest 13th, and the crossroads. So, the far north end of the corridor is the kelly area. And here, we like to take advantage of the planned investments for both ohsu and the national college and natural Medicine. Both of these campuses have plans to expand their student enrollment. And psu also is anticipating growth, so to take advantage of that, additional connections over i-405 would help draw investments to the area. So this urban design concept and envisions Naito as the spine of the neighborhood with improved crossings to get the neighborhood back together, reconfiguring the

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ross island bridge ramps could retrieve up to four city blocks of developable property for potential park and possible mixed use development. At southwest 13th, the focus area is located in the historic highway segment near the fred meyer. Here, we looked at the perpendicular main street prototype. Which takes advantage of that quieter side street, and you just step a few feet off of barbur and all of a sudden, the noise levels die and the traffic levels are much lower. A new signal at southwest 13th would allow better access to, from and across barbur. And there is opportunities to daylight portions of stevens creek, and added housing options near fred meyer offer opportunities for seniors or students. So you already saw one of these pictures. We did a couple mockups, and this is one of them. this shows the vantage looking down southwest 13th avenue, before, and then after with the ground floor retail, and the housing added above. Finally, at the crossroads, this is also known as the west Portland town center, is where i-5, barbur, capital highway, taylor's ferry all converge. It's also where the only Southbound i-5 on-ramp after downtown is located with a four mile gap between them. So, as a result of that, there is significant congestion around the area. Stifling redevelopment potential, and the prospect of additional development creates concerns for nearby residents who struggle with the current traffic levels. Liberating the town center so it can flourish, will require significant transportation investment. We're looking at a new southbound on-ramp located further north to reduce demand at this location. And reconfigured on-ramp to reduce, or off-ramps rather to reduce impact on neighborhood streets, and reconfigured the intersection design to control speeds, and move traffic, and reduce overall congestion. And you could see one of the concepts in that upper left-hand corner there. In this urban design concept you could see the barbur transit center site has been transformed from a five-acre parking lot into a retail entertainment district with structured parking. Here we took advantage of the frontage road, as a separated slip road, and as shown here. to create a calm side street with onstreet parking and buildings that were brought up to the street. The concept plan contains a number of recommendations intended to carry forward the community's expectations for safety improvements, improved connections from and between neighborhoods. Reducing traffic noise and air quality impacts, and addressing current infrastructure deficiencies that will support the future transit investments. There are a couple of key findings that also emanate from the report. we're talking about only minor zoning changes, a lesson we learned during the southwest community plan process was concern about intrusion of high density in the single family established neighborhoods, the concepts can be accomplished within existing zoning entitlements with the exception of two potential areas. The four acres of reconfigured right-of-way at the ross island bridge head can be zoned more intensely. and following the additional town center areas specific planning, the west Portland town center will need to be rezoned to realize the anticipated growth but this will be contingent on the transportation of another infrastructure investments described earlier. But most notably, and as susan highlighted, for barbur to really change high capacity transit is the catalyst. With a reconstructed roadway and an investment in multi-modal enhancements, and the market analysis shows this creates the atmosphere where property owners and lenders can see a greater return on their investments. There are other tools and recommendation that can kick start this investment, but absent of reliable high quality transit system, these tools cannot sustain the type of change that is needed to transform barbur. So, next steps. So this would complete our phase of the barbur concept plan, so the focus would shift to the southwest Corridor plan. Over the next few months regional partners will develop shared investment strategy. To have a narrowed selection of transit alignments, roadway and active transportation projects. These will then be further refined into preparation for entering the federal permitting process to begin sometime summer of 2014. Assuming the need for process is completed on-time, a big assumption, the regional partners would need to select a preferred alternative around 2017. And then, assuming the decisions and funding comes together, construction could begin at the earliest in 2020 so, we're back to our first slide. So, the psc is recommending that the council adopt the concept plan by non binding resolution. And

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basically, a statement of intent to help guide the future decisions in the southwest corridor plan. The city continued to be involved in the southwest corridor planning process, that there be a discussion about our city-wide investment priorities as we consider updates to the system's plan. and that the city continue to fund and advocate for safety improvements along barbur boulevard. I thank you and the staff is available for questions now or following the testimony.

**Hales:** Questions. For staff?

**Saltzman:** What is the definition of high capacity transit or what are the, the definitions? What are the options, I mean?

**Tracy:** The options, initially, at the very start of the process were looking at things like light rail, less rapid transit, we were talking about rapid street car, which is a version of the streetcar, with space, station space for traveling faster, it's a way of moving a lot of people with a reliable time schedule, and --

**Anderson :** It doesn't mean light rail. I guess that's the point. It could mean light rail but it could mean other options.

**Saltzman:** it can mean light rail.

**Anderson:** Definitely.

**Hales:** I think you know that the federal process requires that we look at more than one mode and doing nothing. so certainly, bus and multiple rail technologies, and the base case are on the table when we go into that alternatives analysis process.

**Tracy:** Or mix and match.

**Hales:** Yeah.

**Saltzman:** My last question was if you, you know, further south on barbur, where, sort of where barbur hits sw 65th. It's kind of the Tigard/Portland border, is that area being looked at as part of tigard's plan?

**Tracy:** So tigard connected a similar process, and I should have mentioned it. Tigard, tualatin, and sherwood are all doing land use plans similar to support the southwest corridor plan. so tigard's land use vision was a little more broad. They looked city-wide, they weren't restricted to the particular corridor. But they do have aspirations for energizing the tigard triangle area, the areas south of 99.

**Saltzman:** Is that what that's called?

**Tracy:** The Tigard triangle. Right.

**Hales:** 217, i-5, barbur.

**Saltzman:** Oh that area, ya ok. I guess I did have one last question, you made reference to a possible new southbound i-5 on-ramp. Somewhere north of the current on-ramp, is there any ideas where that might be?

**Tracy:** So, the project as a concept that's being looked at by odot, for feasibility and costing purposes. Located somewhere around the vicinity of southwest 26th.

**Saltzman:** thank you.

**Fish:** Mayor, I have a question, if I could. Susan this, this concept plan is deliberately focused on the, primarily on the transportation challenges and options. But, the narrative talks about our policies around gentrification and displacement, the values of mixed use, housing, the need for green spaces, and then page 50, it actually, has an inventory of some of the tools that we use to do community development. And, I have two questions, the first is, at what point in the process do we actually do, do we set specific goals and targets about what we want to achieve in those areas? Non transportation? So, for example, it's a high level of discussion about aspirations, and it talks about some values and some opportunities. But, it doesn't actually charge us with some outcome. Nor does it set parameters for how we might get there. is that something that follows? Or, what's the relationship between that part of the planning and, I guess, and the Concept plan?

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**Anderson:** Well, part of it is that, just like a lot of the things that are in these plans, are in the comprehensive plan. And there will be implementing ordinances that come afterwards where if there is a need for a change, in zoning, if there is a need for, to provide guidance, that we would bring some of those kinds decisions to council.

**Fish:** So let me, I don't think I stated my question very artfully. So for example, we're talking about creating transit hubs and doing some mixed use development. At what point does the council weigh in and say, for example, we would like to see 20% of the housing affordable. Or we would like to see green spaces within a five-minute walk of those corridors, and then compare that against what is the existing inventory, what's the projected need, and look at how we might fund it. when do we come in with that level of refinement?

**Tracy:** So there are a number of decisions that are to be made as part of the southwest corridor in terms of how they are evaluating the different corridors and how they perform. Connections to green spaces, the housing targets that match with the metro forecast are all sort of setting stage for those decisions, but, I guess this is sort of -- we have got to keep in mind in that we're the first step and several steps down this long road. And when we get further along and start making decisions about particular station areas, there will be a need to further refine the Stationary plans for those areas. So, I think that it's reasonable to assume that we would be vetting those plans with the council to make sure that the city's objectives for those stationaries are being met.

**Fish:** That's helpful, and I am reminded, the other day I reread the albina plan, and it had incredibly specific goals for housing that there was no chance then or in the future that we were going to meet. But, we set them in black and white. And we said we were going to do these wonderful things and we have not come close because we never had the resources. This concept plan at the end lists all the tools that we have, which include creating an urban renewal district, allocating cdbg, 108 loan, all those things and I think that's great to know what those tools are, but, unless it's part of the vision, we're clear about what we want the outcome to look like, I don't see the connection, and actually, i've been wondering lately whether we have missed an opportunity with, Portland/milwaukie light rail. To upstream, declare our intentions about the mixture of housing types, for example, at the stations. There's a lot of speculation that's already occurred, and I wonder whether at some point we need to be very concrete about what kind of mixture we're looking for, and if it's mix use development, with affordable, with senior, whatever, whether we have to be as specific as possible to give us a chance to meet those outcomes, and it may be too early in the process, but, this is a strategic vision, and I am weary of being too specific but also weary of being too general in terms of the outcomes that we're looking for.

**Anderson:** I think one of the main points is that we have in the past few years stepped back a little bit from doing district plans, neighborhood plans as we've been doing this big vision. And we have an opportunity now to come back to you and say, do you want to do those again. And because I think there is, we do have a lot of city-wide goals related to affordable housing, related to, you know, all the other areas, but we haven't stepped back and sort of said, around stationaries, around barbur, around powell, do we want to do specific district plans there, that actually, put objectives and numbers around the kinds of things that we want to achieve.

**Fish:** So maybe this is really just, my way of saying to the mayor that I think this is a missing piece in our approach to transportation planning, and interestingly, as you noted the other day, when secretary pratt was visiting us, all of a sudden at the federal level we're integrating housing and transportation into the dialogue. And yet, it feels like we're still somewhat siloed in terms of how we do the planning in both, and I wonder at some point do we need to have some concrete aspirational goals? We did that with the 30% set aside for housing and urban renewal districts, that sharpened our focus. Do we need to start talking about specifically looking at every one of these opportunities as a chance to leverage some senior housing, some affordable housing or whatever what the mixture is and actually linking both the zoning changes and investment strategies around

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getting to those outcomes, and I don't want to see the proverbial train leave the station and us not having had that conversation, because part of the reason for all those investments in transportation is to make the transportation choices accessible to all. And I think we may be missing a historic opportunity to be very descriptive about the kind of mix of housing we are looking for.

**Hales:** I think that's a good point, and I am glad you made it not only in and of itself but before the planning and sustainability commission members come up and speak because I would like them to comment on this, I think you are onto something there, the federal government has said that we want to integrate the environmental planning, housing and transportation, when we do alternative analysis, the very federal process we are queuing ourselves up for here, so, I understand the balance you are trying to strike there, too, we don't want to be too directive in a concept plan but we don't want to miss a mandate that we, at some point, might want to include in the package.

**Fish:** And coming off of what we all learned through that, really, dynamic debate a few weeks ago on the development and parking, generally, we might, for example, encourage planning to take a specific look at bonuses, that are unique to these transit corridors, or transit hubs, that create market-based incentives for people to put the affordable housing that we are actually not seeing now in the market development that's occurring on division and elsewhere. We are getting all these big buildings but no affordable housing, and we do have actually now some tools to incentivize affordable housing through the changing and zoning and other things. And I am concerned that we state some important policy goals in this document but we don't have any counseling direction on outcomes we're looking for, and mixture, and I think this is the time for us to weigh in on that.

**Hales:** That's a really good point, and then as you mentioned about the albina plan, at the later stages in the process, we have to make sure that there are actually real implementation strategies to get what we say aspirationally that we want. Now, we say we want affordable housing, well do we get to the it? We have to make choices and, and pose some things, and use some tools, whether it's tax increment or something else, or development agreements to get the outcome.

**Fish:** and by the way, I would say for me, it's both green spaces and housing. and it's interesting, when I was, I was visiting my daughter recently in los angeles, I learned from their parks commissioner that their sdc program has a geographic limitation on where you can spend the money, which is different than ours, but it requires the money be spent in a relative proximity to where the Development is occurring. And there is a suggestion in this plan that we might want to target sdc revenues and keep them local. to build out infrastructure, well, if we determine that there is a deficit of green spaces, and in addition, we want to incentivize the affordable housing, this may be the time to put that into the directive so that everything is linked towards getting those goals and not just keep it at a high level aspiration.

**Hales:** A related question, and that is, you and your staff are updating the comp plan working with the community, working with the commission. How does this concept plan get folded into that? And in other words, two questions, how does this get folded -- does this get folded into the comp plan and how, and is that the gate for the kind of policy, the next step and clarity of policy that commissioner Fish is talking about? In other words, one choice for taking up the suggestion is amend this document, i'm certainly open to that, but another choice is at the next level of specificity, include those elements, what do you think?

**Anderson:** In the development of the comprehensive plan there are these policy expert groups and a lot of this data and information from this has kind of fed into there because there were many of the same ideas and concepts. And so, when you see and what's out now in terms of the 30% draft that you all have in terms of the comprehensive plan you will see many of the same kinds of concepts in there, and so I would encourage, and we've been meeting with housing so we could continue to do that, and with parks and others, to make sure that some of the ideas around the specifics, if you really wanted a specific around sdc's, to be something that's at least brought up as an idea to pursue as part of the comprehensive plan. That maybe a place to put it.

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**Hales:** Other questions for staff, comments? At this point? Thanks very much. And I know that we have some planning and sustainability commission members here. We would like to call them up next. Good morning.

**Howard Shapiro, Planning and Sustainability Commission:** Good morning. howard shapiro, vice chair of the planning and sustainability commission. Let me say before I start that I found the conversation all were having very energizing and exciting. You are beginning do look at plans like barbur and everything through the lens of the Portland plan. And beginning to give us a chance to implement with us the thought of it going forward. So, it's very, very exciting to feel this partnership because we spent an inordinate amount of our time trying to focus on things like equity as we forward these things to you. and they really do comport, thanks to mr. Fish, with other ideas like affordable housing, green space and so forth. So a good conversation. As a commissioner and citizen, I thank you for that. I am getting all choked up. [laughter]

**Hales:** That's what happens when you talk about the Portland plan.

**Shapiro:** I guess so, man, I'm emotional about that plan.

**Fish:** Chris Smith has the same problem.

**Shapiro:** On february 26, the planning and sustainability commission voted unanimously to forward the draft barbur concept plan to city council for the adoption and for resolution. That plan, by the way, identified something that I think that you all should know, and it has to do with the study, and that is that Portland begins and ends at buster's barbecue, that's a relevant factor you should be aware of. I thought that was fascinating. in support of that, i've been asked to read a letter by chris smith, my fellow commissioner, who judiciously attended 15 months of hearings and reports with a great deal of sincerity that there was good citizen input at every level on this plan. So, i'm reading his letter to you. Dear mayor hales and city council members, unfortunately, a prior commitment will prevent me from testifying in person during your consideration of the barbur concept plan. And it was my great pleasure to serve for 15 months as the planning and sustainability commission liaison to the dedicated citizens on the community working group. The plan processes produced a vision for this corridor, creating opportunities and making quality places to enhance the vitality of southwest Portland. I fully support the commission recommendation and would like to call your attention to some specific issues in the plan that will benefit from ongoing Council attention. One, the plan identifies that fully realized the west Portland crossroads town center, and other opportunity areas in the plan may require reconfiguration of freeway ramps. And the city should partner with odot to examine this issue. I know you brought that up, I believe. And secondly, portions of the corridor may benefit from a road diet. That was an interesting turn of phrase, a road diet, and the city should engage with odot at the earliest opportunity, and ongoing basis. During the planning and realization of the southwest corridor plan to capture these benefits. Thank you for your consideration of these issues, chris smith. And now, I would like to introduce the man who normally would be sitting here, chair baugh, for additional comments from our commission.

**Andre Baugh, Chair, Portland Sustainability Commission:** Thank you, council and mayor. Andre Baugh, Chair of the Portland and sustainability commission. My comments are specific around one of the issues you were just discussing. So, the community and the working group should be commended on the work and results of the barbur concept planning process. This was an involved group that did great work, the ideas contained in this report are innovative yet reflective of market realities. You heard that, the market is going to need to help with the public investment here to make it a reality. There is a strong acknowledgment of the role of the private market will need to take in partnering for this success, and as chair of the planning and sustainability commission I fully support and recommend council accept the barbur concept plan. However, in the context of the larger southwest corridor plan, and the forthcoming decisions on delivering high capacity transit there is an important question that remains unanswered. How does the southwest corridor fit into

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Portland city-wide strategic measures of success, including equity, resident satisfaction, green space, housing, prosperous households and complete neighborhoods and job creation to name a few.

The Portland plan recognized the importance of equity and other measures in determining service delivery and creating complete communities and enjoying prosperity for all current and future citizens of the city. Before we continue down the path of funding, high capacity transit in southwest, we recommend revealing the priority rankings of these major transportation investments first. While the Portland sustainability commission understands that this is an important plan in terms of influencing the current regional discussions about high capacity transit, we believe any significant public investment would benefit from further counsel discussion about city-wide investment priorities and how an investment in transit fits within the Portland planned 12 measures.

And those measures are what, what you were talking about, Commissioner Fish, including housing and green spaces and, and complete neighborhoods. The comprehensive plan is the tool, the planning and sustainability commission will use to take a fresh look at our city-wide systems plan and the priorities in making recommendations. We understand that council also has a broader view so as we look at the Portland plan, you have regional partners and the strategic measure for those partners and statewide views that we may not take into consideration. But we want to be able to bring out of the, of the comp plan to a set of recommendations that say from the Portland plan, here's the priorities we would make from a transportation standpoint. And that include the measures of success, measured against those measures of success and why you would want to make those investments in a strategic way given that you don't have all the money in the world. So, what would be the priority best for Portland and the future, and it would take into account housing and job growth and prosperity.

**Hales:** Great, thank you. Questions? For these two amazing volunteers? [laughter]

**Shapiro:** 2020 was mentioned, I intend to be here to celebrate that day.

**Hales:** that's a plan: [laughter]

**Novick:** andre actually, all I got from what you just said, when you think about the city as a whole, what areas do you think we should think as sort of as competing for attention and investments with the barbur area?

**Baugh:** Well, right now, you have powell boulevard that's being looked at and east county, we just recently, you look at parking but one of the issues in the parking was the transit. When you look at transit corridors, east county was blank from a tri-met standpoint of having frequent bus service. So, they are not talking about high transit, high capacity transit, they are just you know, bus service, so, as we look around the city, there is other areas. so I think that through the comp plan we can take a look and say, you know, from a jobs standpoint, from a housing standpoint. Green space, just connections and complete neighborhoods, which of these investments makes the best sense, I think, council then has to look regionally and say, how does that fit into your connections with the rest of the partners and the state goals from that standpoint?

**Novick:** Just to give you my knee-jerk uninformed view and see if it comports with your more informed view, part my reaction is, since I lived in Multnomah village near barbur, is that I'd feel guilty having high capacity transit put in on barbur before we have bus rapid transit on powell and high capacity, I mean, frequent bus service on 122nd. I mean is that, sort of --

**Baugh:** I'm not going to go that far. But I would say it's a fair evaluation to say, you know, there is no doubt that barbur boulevard would create jobs, would create an amazing community down that corridor. But, relative to barbur boulevard, or maybe 122nd or something, I don't have that full evaluation to say which would, which would better help the city. And in terms of equity, it would be one of the issues to look at.

**Novick:** I guess, maybe I should, referring back to commissioner Fish's comments, I would feel really, really guilty unless we were sure that we could ensure that there is affordable housing along barbur if we went with this.

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**Baugh:** ok. We'll take that into consideration when we come back with recommendations.

**Fritz:** And actually, I believe west Portland park has one of the highest levels of section 8 housing of any neighborhood in the city. So, if there is, if there are people in need in southwest Portland, and actually, i'm not suggesting that we ask metro to revisit the barbur being the next high capacity transit corridor.

**Baugh:** Well, what we are asking is that before, that we take a look through the comp plan, what the investment strategy should be for the entire city of Portland. And allow that to come back to you as part of the comp plan recommendations out of the Portland sustainability commission. And, and if that -- I don't know whether barbur is going to be at the top of that list or not. But, whatever those priorities are, then you would have, have a tool to make an evaluation of whether that would be an appropriate investment against your broader look.

**Fritz:** First, I don't accept the premise that it has to be either or. They're both clearly, both these areas, particularly the outer areas of both powell and barbur are places that were annexed relatively recently, like in the last 50 years, to the city, and are in need of significant improvements so I would suggest that we need to figure out how to do both. But second, the mayor has given me the opportunity to sit in on the barbur, on the southwest corridor planning process over the last couple of months and we, actually, yes, we need to look at the city, but we also need to look at the region. And there are significant issues, I think, in suggesting to our partners that further out that we might drawback on Portland's commitment to continuing to study through the federal environmental impact assessment, any kind of high capacity transit on 99 because it's not just Portland. So, maybe we're not disagreeing, in fact, I don't think that we are, we need to do both and there are people of need in both areas, in particular, also connecting cities within the metro area outside of the city of Portland. When I look at the folks on the buses going to pcc sylvania, there is certainly a large, a wide range of demographics and folks who would greatly benefit from improvements on barbur.

**Baugh:** I agree. Totally with you're saying. We, are view is just to put a list of priorities but as you say, we have commitments, and while your view is to look at the other partners, that we have connections with other cities, and look at that regional partnership.

**Fritz:** Just as one final comment, I had an interesting exchange with a commissioner from Washington county at the meeting yesterday. Reflecting commissioner Fish's point about making sure that we emphasize green spaces and that that is part of the expectation both certainly in the city of Portland, the question was perhaps, some of the other jurisdictions would not necessarily, be able to invest in green spaces, and my thought is this is a corridor, where all going to be investing and metro will be coordinating. So this is a good conversation as to what we do in the city of Portland, and how we look at equity and affordable housing of green spaces within Portland. And how do we relate to our region because barbur is currently a state highway.

**Baugh:** Yep.

**Shapiro:** I'll just add that, I think we are in agreement around the prioritization, and I love your optimism about not either or but both. And I hope we can do all. It's just that I think it's our obligation to put in front of every bit of fact that we can determine in terms of our charter, which is the Portland plan on how to make it work.

**Fritz:** commissioner, I am the mother of three children, so i'm very used to not picking between one or the other. We've got to make it work for everybody. [laughter]

**Shapiro:** I'm the father of two and I have the same issue. [laughter]

**Hales:** Any more questions for these two? Thanks very much.

**Shapiro:** Thank you.

**Hales:** Appreciate your help and service. And we have a lot of people signed up to testify, but we also want to extend the courtesy to the elected officials, and I see metro councilor shirley Craddick is here. I'm sure she's planning to speak? Oh, you're here for travel Portland. Oh, I'm sorry, ok.

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Well, whenever there is an elected official in the room we want to check. With that, let's turn to the signup sheet.

**Moore-Love:** We have ten people signed up. The first four come on up.

**Hales:** Welcome. If you are new to this process, our rules are you state your name and you have three minutes, so put your name on the record as you begin. you don't have to turn that one on, it's already switched on. The only one that requires manual operation is that one.

**George Vranas:** Ok. My name is george vranas, and I and my colleagues are residents of the haines street community in the far southwest area in Portland, and we followed with interest the plans being presented today. We support the document by the Portland bureau of planning and sustainability. It's well thought out and offers a vision for southwest Portland that will allow it to prosper and grow in harmony with its natural endowment. we applaud the work with bps and urge the city to accept the barbur concept plan of april 2013 as it is written. We want to see increased multi-modal activity in all sections of the corridor. And we encourage the concept of focus areas such as the crossroads that can become attractive and viable economic magnets and destinations around which businesses and housing can be built. And we agree that barbur could and should become a civic corridor. We support two of the Alternative transportation bundles proposed by metro. The light rail option and the hub and spoke option based on the rapid transit as these compliment the plan as written. We whole heartedly approve of the hub and spoke bus rapid plan because of the connectivity that would result. We support this option because it would protect the greenways in the corridor and avoid negative impacts in the satellite neighborhoods such as ours at haines street. high capacity transit should be on major roads that head downtown, the corridor's primary destination. we're opposed to any route that envisions the brt capable road link between pcc through wildlife habitat and onto haines street. We do not want haines street to become a major arterial road for high capacity transit. as residents of far southwest were most interested in plans for the crossroads and the southwest 53rd focus areas. In 1997, the crossroads was planned to be the west Portland town center, but it has not lived up to its potential. We very much want to see the crossroads become a true destination. We want to see the traffic problems solved and greater walk ability and a mix of housing option and is retail. And we want to see the establishment of the attractive high frequency shuttle bus service along capitol highway and the 49th, to connect the barbur transit center and pcc sylvania. To this end we urge the building a major park and ride facility similar to the 630 space site at The sunset transit center which can serve commuters but would have reserved floors for pcc students. As for southwest 53rd, this small focus area between the crossroads and tigar must be the linchpin for revitalization of the most desolate, least pedestrian friendly, least developed stretch of the Portland section of the corridor. the plans to upgrade 53rd avenue for easier pedestrian and bicycle access to pcc, which is only a third of a mile away from barbur, at this point, must be implemented. accessibility to barbur and pcc should be enhance by the building of a bicycle pedestrian bridge across i-5 to connect to pathways in the ash creek neighborhood. Is my time out?

**Hales:** Go ahead and finish your thought. You only have a minute left.

**Vranas:** The building of housing and retail infrastructure must be encouraged and noise abatement features implemented. We want to see the brt lines continue west to the city line. We're concerned that needed improvements of this area could be shelved if any of the transportation bundles that go through haines street are adopted. And because of our concern for our neighborhood, 115 of our neighbors living on haines street and its environs, have signed the attached petition that i'm submitting today urging you to avoid placing brt lines along local streets such as southwest haines street. Thank you.

**Hales:** Thanks very much. Thank you. Appreciate not only the, the clarity of your position but the Fact that you have done this in an organized way, it's nice when citizens get involved and give us this coherent kind of information. Appreciate it.

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**Vranas:** Happy to do it. You will see me again.

**Hales:** I suspect so.

**Vranas:** On friday.

**Peter Johnson:** My name is peter johnson, and I live on haines street. And as George mentioned, we have group of neighbors and residents who have signed the petition, and I am speaking on their behalf. As residents, we are extremely excited about the barbur concept plan, we're very excited about the idea of developing a focus area at 53rd and barbur and making that a real center to which we can walk, have local shopping, retail, catch high capacity transit, downtown or to Tigard, Tualatin or sherwood. We recognize that we have a strong neighbor, a community in our neighborhood, pcc, which needs and must have better connectivity to the city. but we're concerned how that would be achieved. And I make that point because three of the transit bundles proposed or suggested by metro, envisige high capacity transit, coming along barbur, turning onto the capitol highway, going through the pcc campus, and then coming down haines street to continue to tigard and sherwood. In our opinion this is a poor planning decision. For four reasons. In its present state haines street is narrow. 11 to 20 feet wide. It is steep. It has no proper foundation. To upgrade the road, to accept high capacity transit, would be a major investment. Secondly, haines street is lined with douglas fir and is other trees, many of these are more than 100 years old, leftover from when the area was last logged in 1913. To upgrade a street again, means that many of these trees would have to be demolished and removed. We would lose trees, we would lose canopy, we would lose habitat. Thirdly, haines street, at the moment, is a dead end. It goes up to and abuts pcc campus, but doesn't connect with the road network on the pcc campus. to make it into a route for high capacity transit, they would have to drive, metro or whoever, would drive a road through woodland on the campus, connect with haines street, the effects will be to make haines street one of the major access points off i-5. traffic would sky rocket. noise would increase. Fourthly, my neighbors and I have chosen to live on haines street because of the quality of life there. if it becomes part of the brt system, this quality of life will be lost. I would therefore urge in planning, further planning, that the proposal made in the concept plan, that vehicle access to the campus will primarily continue to be served by capital highway and lesser road is kept to, and we would urge high capacity transportation to be concentrated along barbur boulevard. Thank you.

**Hales:** Thank you, thanks very much. Good morning.

**Ariane Holzauer:** Good morning. And my name is ariane holzhauer, I am also a inhabitant of the neighborhood that george and peter are in. I am on southwest 57th, which is a dead end street at the end at the dead end top street. Top end of southwest haines. And I also live in that neighborhood, because I love the fact that it's a very secluded pocket, forested area but adjacent to urban amenities and with quick access to the urban amenities of Portland. And I wanted to emphasize that, I am very encouraged by the overall vision of the southwest corridor plan, and the barbur concept plan tying into that, that is being driven by land use, by quality of life, and that a lot of emphasis is being placed on green space, and livability, and in my written submission, I make four points but I wanted to, to emphasize, that as far as our neighborhood is concerned, lesser park, which is a small swath of park in our area is, our current green element within that neighborhood. It's part of our contiguous swath, of what is typified as upland landscape in the metro designation of habitat. And it's made up, that habitat is made up of the park and adjacent green zones on the pcc campus, as well as plantings on private properties to the south of the park. And although it's ecologically maybe not deemed a very high quality in terms of the standards of parks and recreation, in Portland, it's partly the amazon rainforest, but, at the same time, it really represents, a very high quality piece of wildlife habitat that really enhances the quality of life in our neighborhood. We regularly see deer, rabbits, racoons, lots of bats. We see coyotes, lots of different birds, and in fact, we see regularly see classes from the pcc campus doing wildlife tours there and doing bird observations as part of nature classes and this is all made possible because of

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the fact that the neighborhood roads that encapsulate lesser park are quiet, local residential neighborhoods. Neighborhood roads. If we cut that through into a brt corridor as was proposed in a couple of the options in the southwest corridor project bundles, we would slice off a southern piece of the park, and we would slice through that wildlife habitat, and thereby, reducing its quality, and also, reducing the importance of lesser park within the neighborhood as a contributant to wildlife habitat. And to the quality of life. In addition, the tree we were talking about that would have to be cut to bring the road up to code for brt habitat would take, be taken away out of the canopy that is now sort of a buffer for the traffic noise from i-5 that carries up into the neighborhood, and as well as the increased traffic would, would result in more road noise in the neighborhood itself from increased car traffic as well as heavy bus traffic. So again, I would like to urge the council and the representatives on the southwest corridor planning committee to take into account any rapid transit options, do not diminish the quality of life and in established neighborhoods but have significant green space available to them. We think that there are other options possible, and we wholeheartedly support those. Thank you for your time.

**Hales:** Thank you and thanks for coming. Good morning.

**Andrew Akintunde:** Good morning. As my colleagues have --

**Hales:** State your name for the record.

**Akintunde:** Andrew Akintunde. as my colleagues suggested, sound infrastructure is extremely important. And we need to get along harmoniously and get certified data from the usgs. And also, without harmony, a lot of people will be working on a visualization, let's say germantown road, thank you.

**Hales:** Thanks for coming. Thank you all.

**Fritz:** Mayor, while they are getting seated I wanted to welcome the blue and green cities folks from england that are visiting us. Got a chance to meet with them earlier this morning. thank you for being here.

**Hales:** Welcome, and glad you are here. The weather is always like this in Portland.

**Fritz:** Just like in England, right?

**Hales:** Just like in England, right, ya.

**Moore-Love:** The next four.

**Hales:** Michael, welcome back To the Portland city council chambers.

**Michael Harrison:** Thanks, good to be here.

**Hales:** Go ahead.

**Harrison:** my name is michael harrison, and I am an employee and a registered lobbyist with Oregon health and sciences university. I appreciate the opportunity to testify today. With more than 14,000 employees, we are Portland's he largest employer. And our employees live throughout the city, and a great many of them live along the barbur corridor. We provide significant financial incentives for our employees to bike, to walk, and take transit to work. And we have very impressive mode splits as a result of that. And but ultimately, our financial incentives only work when there is infrastructure to support them. Which is why ohsu has partnered with the city on projects like the Portland/milwaukie light rail line and why we are also excited about the barbur concept plan and the larger sw corridor plan. So, on behalf of ohsu, we just wanted to thank you for the opportunity to testify on this project and also, thank you for your leadership on it. So, thanks so much.

**Hales:** I welcome michael back because he and I first worked together on transportation issues when he was a staff to commissioner earl blumenauer. So we have history on these issues. Welcome. Roger, welcome.

**Roger Averbek:** I am roger averbeck, I served as a volunteer on the community working group for the barbur concept plan. Representing the southwest neighborhood's transportation committee, as well as the Oregon walks, formerly the pedestrian coalition. I also am currently working as a

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volunteer helping to update the comp plan on the infrastructure equity peg so I appreciate the previous discussion, and I have four daughters and so I am very concerned about equity, and they are terrified to ride their bike on barbur or to try to cross barbur, as students at pcc. The comments that i'm making today are mine and they don't represent any specific organization or committee. The barbur concept plan recommends establishment of safe and comfortable conditions for active transportation. I support that goal. To achieve this, the city and its partners, and I will call out odot specifically, really must work to fund and implement more marked crosswalks with appropriate signs and signals, complete the sidewalk and bike lane gaps, and improve the transit stops and the connections to them, we need to implement vehicle traffic combing using engineered boulevard treatments. We need to improved access management for driveways and mediums. I firmly believe that an emerging high capacity transit corridor must increasingly become multi-modally oriented before the hct is implemented. Building the transit ridership, the pedestrian and bicycle use in the corridor now is an essential first step in creating a successful hct project that would demonstrate the future corridor transformation and will build local support now for the larger changes coming. So, once the concept plan is approved, to implement the community's vision and the city's goals, and to provide a basic standard of service, which all city residents deserve, I encourage you to please become actively engaged at the regional table to pursue funding for these essential, safety, improvements sooner rather than later, and please direct your city staff to prioritize their time in working on the grant applications needed to procure the funding for safety improvements and aid in that mode shift to active transportation sooner rather than later, and please support further planning and study of the west Portland crossroads area, which will likely require innovative and major changes in traffic circulars. Thank you for the opportunity to speak to you today.

**Hales:** Thank you. Welcome.

**Marianne Fitzgerald:** Good morning. My name is marianne fitzgerald and I am the president of southwest neighborhoods coalition of 17 neighborhood associations, and three business associations, in southwest Portland. I would like to thank commissioner Fish for his comments on housing, and commissioner Fritz for her comments about the corridor. Sweeny is pleased to be here, as you consider adoption of the barbur concept plan. This plan picks up where the southwest community plan left off over 13 years ago when our community could not agree on a vision for barbur. It's the first step toward identifying improvements that are badly needed for a major thoroughfare whose infrastructure has not changed much since 1950 along most of its lane. The staff presentation highlighted some of the existing conditions, but I would like to point out a few more things. Barbur is a high crash corridor with serious safety concerns. Barbur has two of the four low income housing projects owned by home forward and southwest Portland. And a number of affordable housing units within a quarter mile of frequent transit service, but lacks sidewalks to get residents from affordable housing units to the nearest bus stop. And ash creek commons, near where I live, the people must walk in the streets to get to the bus stop on barbur because there are no sidewalks and the cars are parked on the shoulders. And barbur has a town center with all the amenities of a town center, except sidewalks and bike paths. And barbur has well used frequent transit service, but according to metro, it has the most potential to increase ridership of anywhere in the region, and commissioner Fritz mentioned the metro high capacity transit study which ranked barbur higher than powell in that study. I disagree with chair baugh recommendations not to invest in The corridor. back in 2011, the city council debated projects that would receive regional transportation funding, and I would like to remind that council, commissioner Fritz, that council adopted resolution 36876 with amendments from commissioner Fish, to fund the barbur demonstration project. And that project has not been funded yet, it is currently competing with six other city of Portland projects, and we're hoping that the city finally prioritizes this project and gets that needed funding now. We are very engaged in the metro southwest corridor process, we're having an open house tomorrow night, and we know that funding is limited so we're working to

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involve our citizens and involve our community to prioritize, the needed projects in the corridor. We recognize the regional significance of the corridor and want to reduce the reliance on the automobile. And help increase transit use and improve the livability in our neighborhoods with or without high capacity transit. So, in conclusion, Sweeny supports the development of the Barbur concept plan, which will inform the southwest corridor planning process for land use and high capacity transit investments in the region. We urge the city council to fund needed public infrastructure improvements such as the Barbur demo project, and we ask you to work with us and allow west Portland to realize its potential as a town center in more than just name. And we ask you to make the public investments that will attract the private investments and allow southwest Barbur to realize its potential as a place to live, shop and play. Thank you.

**Hales:** Thank you.

**John Gibbon:** My name is John Gibbon. My resident address is 9822 Southwest Quail Post Road, which is in the Marquam neighborhood. My business address is 13425 Southwest 72nd Avenue, which is in Tigard. And that means that I eat and sleep and work in the southwest corridor. I am a member of the Public Utility Review Board. I am the land use chair for southwest Portland. I am on a residential peg. And the first time I talked to this august body was in 1976 when the people on this board were named Mildred and Connie and Charles and Neil and Frank. And I have been actively involved in planning and work in the Portland area for every year since then. In the early 1980s, I was on a committee called the southwest corridor committee that worked darn hard to try to get this work done then. Because we recognized that the southwest corridor was an important adjunct to the sunset corridor, and that we needed to make the effort to get planning done for the, all the jurisdictions along I-5, as far as Wilsonville. Unfortunately, at that time, the city of Portland, Lake Oswego, tended to have other visions for those areas, and we didn't carry through. It hasn't hurt the corridor. There is 200,000 jobs according to Metro in what is now defined as the corridor. But I've have to agree with Commissioner Fritz, that the city of Portland should not hesitate making this commitment because the history of this situation suggests that if we don't work with these communities, I'm really afraid that the success we have in terms of economics in the SW neighborhoods will be lost because we are really getting to the margin in terms of transportation and transit in the entire corridor. The streets that I work on are woefully underserved by transit, and it just doesn't work that way. But we've got a ton of planning to do because I will tell you, and this is a little joke that the -- I got -- this is my award for going to all 15 or whatever number of meetings that I went to on the corridor concept planning situation. We're not doing any infrastructure planning for stormwater at this stage in this process. We need to do that. It's going to be an incredible challenge. I think what we're going to find in the southwest corridor is that the stormwater issue is one of those things where we're going to have connections to Washington County, because we're both -- all of the other jurisdictions that are involved in it were all -- what a perb member understands as an MS-4 area, and we've got to deal with it in that way. We're going to have to make substantial changes in southwest Portland in that regard. And the last thing I would say is it's critically important we continue this process only because the -- the transit solutions that we come up with in the southwest corridor, I submit to you, as Commissioner Fritz pointed out, that transit solutions that we have to find for this suburban area of southwest Portland and into Washington County are, I suspect, by and large the same transit solutions that we're going to have to find for the east Portland areas. Not totally the same, but I suspect that one conversation will form the other. And I'd suggest, and I'm always trying to build bridges to Clackamas if you will, that the people working in the neighborhoods south of my neighborhood, Portland south of I-5, and 99-W, concerned about the same transit issues, and to some extent they're rightly proud of the suburban transit solutions that they've begun to develop in Wilsonville, West Linn, and we formulate the conversation, and get them back into a full dialogue across the region. And this process will facilitate that.

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**Hales:** Thank you. Thank you for all of your service. Thank you all.

**Moore-Love:** Last two signed up are jim gardner and don baack.

**Hales:** If we counted the volunteer hours on the people who testified on this item, it would be a big number.

**Jim Gardner:** Jim gardner, 2930 southwest second avenue, 97201. Mr. Mayor and council members, I appreciate the opportunity to come and chat with you today about the barbur concept plan. I served on the committee working group that worked with the city to develop this plan. Over the years, I have done some thinking, I have been involved in an awful lot of planning processes. All of the way from my individual neighborhood plan years ago, to helping metro develop region 20/40 growth concept back in the mid-90s. And with a planning process like that, it's easy and fairly kind of formulaic to have a public involvement component. It is easy to go through those motions, hold events, listen to people, nod and say thank you for your input. But what is hard is to have what you hear from those community members actually result in substantive changes to the final product. One thing that I was impressed by in the barbur concept plan was public involvement and input was real. I saw in several ways where what the planner heard from the community working group, from people to come to the events, actually colored and changed and directly influenced what led into the plan. One specific example, in my neighborhood in the lair hill area. The initial draft of this plan that identified a number of, I think seven focus areas for further and more detailed examination, had a focus area in northern lair hill, barbur boulevard at gibbs st, directly under the tram, in other words. The rationale, was that this spot was in some way a transit hub because the tram passed overhead. My neighborhood did not think that was an appropriate place for a focus area, because potentially what we're talking about is a focus area is a potential location for a station. There was nothing there, and development that would naturally have to happen around the station would have severely impacted the south Portland national historic district and the residential area that surrounds that spot. We suggested instead a shift to what is identified as the kelly focus area, still in the northern part of lair hill but we felt more appropriate for the potential redevelopment. The staff made that change and that actually became what you see in the plan. This is just one example. There were several others throughout the corridor where what was heard actually influenced the plan itself. Again, it I would like to encourage your support for this plan and essentially thank and congratulate the bureau and the planners who worked on it to being so receptive to the community's wishes.

**Hales:** Thanks, jim.

**Don Baack:** Mayor hales and commissioners. I'm don baack, I live in Hillsdale. I've got five points I want to make. Five points being active transportation, talk about the bridges, relook at the bus system, noise, and i-5 on ramp. I, too, like jim, I think this is one of the better, best maybe project that I have been involved in and I have been in more than I would like to count. They have done a great job in responding to the community and looked at all the issues, and I think put together a good report. My comments here are, basically to supplement this because I think, to some degree we've missed and let projects fall through the cracks. Take for example active transportation, we've talked about that a bit but barbur is the spine for active transportation. Terwilliger feeds into it, boones ferry feeds into it. capitol highway, Multnomah boulevard, the red electric trail, and for all coming into Portland and metro's done some modeling -- I don't know the exact results of this, but I'm told that the numbers are akin of what's coming across the hawthorne bridge, or whichever the bridge is that has all the traffic on it. huge, huge amount of potential. If we get a safe, people friendly way of getting into the city. by bicycle and path. So i don't want to wait until the state of Oregon in 25 years decides to finally do something. I want you guys to really push to say let's get something going here. And if that means street diet for 20 years, and then we build a bridge, fine. But, letting something that is out 25 years, to say oh, we are going to have a problem in 25 years, we can't do anything, that is nonsense and that is basically

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bureaucratically avoiding the problem. So, I really want to see that happening. I really like bridges, bridges have been studiously avoided, particularly the in seismic repair of two bridges on barbur. Multnomah boulevard, which comes under barbur, and i-5. I don't know the details of these seismic things. If we have those bridges drop, any businesses along there will be dead in the water in terms of a future for a long, long time. Let's get them fixed before we try to get a lot of investment along barbur. there is other bridges on capitol highway that need that same attention, and we need to fix those and put them on our list. I think they have been studiously avoided getting on the transportation planning list. Third thing is looking at our bus system. We have studiously reduced bus service in sw. metro recently did a survey of boat access, and pedestrian mode in 1994, was 11%. That meant someone walked to the bus, went to their grocery store, wherever they went, and in 1911, another survey, it was 6%. Now, I would attribute that a lot of that is to reduced bus service. There is probably a lot of other good reasons, but that one where I can put my hands on and say hey, I know for a fact, when you run one, two buses a day, rush hour morning or evening or don't have any all -- you reduce people's willingness to walk to any place and they've got to drive. It also affects the ability for lower incomes to live in their communities because they have got to have this transportation, if they don't have it they don't -- the third point is noise. The noise -- there is something in the report about noise. I really appreciate that. But noise abatement, when it comes to high capacity transit and looking on what is going on with i-5, we have not addressed noise coming off of i-5 anywhere along the corridor, other than haines and south. That needs to be brought into the discussion and kept on the title. Live ability of the areas, no matter income level, anybody, if noise is the problem, it affects their daily lives and really affects everything else. You could also put on that the air pollution. We're all in that whole area, very high air pollution concentration area. We need to worry about that. I-5 on ramp, 1999, I was on the barbur street scape plan and we worked really hard on that. It became clear that point that 50% of the traffic on barbur was going on to i-5 at capitol highway. So at that time we proposed this on ramp that is now gaining traction at southwest 26. The pancake house is what I'm talking about. Somewhere in that area going on to i-5, maybe with a reduced, reduction or take of an onramp some other place, but southbound we have an on ramp at -- up in the north area, which is, you know Bancroft I believe -- we have another on capitol highway. We have five of them coming in northbound, but we don't have any going southbound. It is time to do that. This will help the livability of barbur. Thank you very much.

**Hales:** Thanks Don. Thank you all.

**Novick:** Can I ask you a favor? Would you mind dropping by my office, and making an appointment to talk about problem vegetation along the way.

**Baack:** I sent your scheduler a note on it and i will. I will do so. Thank you.

**Novick:** Thanks.

**Hales:** thanks. Anyone else like to testify on this item? It is time for a council vote on the resolution.

**Fish:** Mayor, before we take up the resolution, can I offer a friendly amendment or just a legislative history?

**Hales:** ok, great.

**Fish:** I talked with joe zehnder just to work this out. At page 49 of the excellent report before us, there is a reference to, on the left hand column, pursuing policy zoning changes to achieve the project goals. Just as in our discussion a couple of weeks ago about development and parking, and where we had a robust discussion and debate about voluntary mechanisms that we can incorporate into our zoning codes to leverage some of the community benefits we want, which includes distribution of affordable housing, I think this is a place holder in this report where it says exploring new or existing tools for this purpose. And the context for this is legislature has for this session tabled any further consideration of lifting the preemption of exclusionary zoning. We

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are preempted as a jurisdiction from requiring developers to set aside a certain number of affordable units. This is not an urban renewal district so, so we do not have TIF as a tool. While I appreciate the comprehensive list of tools that are listed on page 50, that are in our tool kit for leveraging affordable housing generally in the city, many of them are either not applicable to this area or tapped out. So, it begs the question, if we can't mandate through inclusionary zoning a certain proportion of affordable housing and if developers choose not to take advantage of our tax abatement programs, is there a new tool, an additional tool that uses the zoning code to leverage a public benefit. We salted our discussion a couple of weeks ago with that. And I would just ask as part of the legislative history when BPS comes back to us at the next step, that they be requested to come back with some very specific recommendations of how we might accomplish or meet our affordable housing goals through changes in the zoning code.

**Hales:** Thank you for that statement. Any discussion or dissent -- I think that is the sense of the council, that this particular provision that says explore new and existing tools to achieve the intensity of development, etc., is intended to sweep in this concern about our affordable housing goals and as well as our density goals.

**Fish:** And I guess the other piece of it, mayor, since we don't currently have clear goals for the area or numerical goals or even aspirational, that conversation, coupled with setting some hard numbers, there is nothing like a hard number to focus the attention. Allow us to capitalize on this unique opportunity to solve some affordable housing in new transit-oriented development.

**Hales:** Further discussion. Roll call on the Resolution.

**Fish:** Thank you to the team at BPS for an excellent concept plan and presentation and to our friends, the two commissioners who joined us today and all of the public, members of the public for testifying and for Marianne for reminding us that we have unfinished business around the amendment that we adopted a couple of years ago. I appreciate you reminding us. Yesterday I left this building to go to OPB and missed my favorite turnoff and took Barbur the whole way. So I was almost like channeling, preparing for this hearing. And so I'm one of the few members of this council that does not live in southwest Portland. We now have a quorum of the council, majority of the council lives in southwest Portland which I think is historic. But there is an enormous opportunity here. And I appreciate the vision that is set forth in this plan and I also, frankly, since one of our jobs is to be referees, when members of the public testify that the public process was robust, inclusive, and done right, it really is one of the greatest compliments that you can give to a bureau in this building, and it gives us confidence that we're on the right path. Thank you to everybody for your good work to this point and I'm pleased to vote aye.

**Saltzman:** Well, this is a great concept plan. Very pleased to support it and I also, yeah, I am not afraid to say outright that I believe the ultimate solution, this is a high priority corridor, next highest priority corridor for high capacity transit, as TriMet and Metro have both agreed. It is tremendously underutilized, and one advantage Barbur has over any other competing corridor is the tremendous, both unused right of way -- I mean, there is plenty of right of way to do light rail down Barbur or I-5, but also the redevelopment potential. It is, I think as somebody said, it still looks -- you can drive down Barbur from Fred Meyer on south and you can still see the old historic highway that used to be I-5. Many of the same architecture remains, many of the, in my opinion shabby, dilapidated office buildings still remain. There is tremendous room for density increases along the Barbur corridor, that will support light rail, that will attract the private investment that is necessary to make that area revitalized. And also to tap into the tremendous ridership potential that already exists in the Barbur corridor that presently lacks any kind of high-capacity service into Portland, other than buses. And I think we all know, it's automatic people will ride a train when they won't ride a bus. Steal from Amtrak, there's something about a train. So, it's -- that is where we ought to be looking and I realize some of our compatriot jurisdictions to the south may have strong feelings to the contrary but I think we can work through the issues and ultimately do what

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is best for all of the people who are presently served by constrained transit service and constrained traffic service. Land use can be much higher utilized. That is what my vote is. Keep this our number one priority. Let's ultimately make this a light-rail corridor. I want to commend everybody who did good work on this citizen process and I'm sorry if I am jumping to the end too quick. I wanted to get these thoughts out now and I can always be patient afterwards. Aye.

**Novick:** This has been a delightful discussion this morning, and I appreciate the work of the commission and staff and the citizens involved. And I've really learned a lot from my colleagues comments this morning as well. So thank you very much. Pleased to vote aye.

**Fritz:** Folks in the southwest have not over the past 20 years sometimes come into council saying the public process was robust and responsive, so I very much appreciate that this has been the case with this project, and indeed for the diligence of folks like John Gibbon for instance in 1976, participating and advocating and waiting for the right thing to happen. Appreciate the staff's work on this. They have definitely gone above and beyond and we thought some of the things that as was stated or pointed out that were not necessarily what the community now wants. I'm particularly delighted to hear the support for the west Portland town center. And since I won't be on the council when a lot of these improvements are implemented, I want to put into the legislative record so that I can come back as a completely white-haired elderly lady to say that my legislative hope is that even west of the west Portland town center, north of Barbur, that there is opportunities for upzoning and for increased in density. So while I agree with the current areas focused in the concept plan I think there is enormous potential for the entire stretch to be a series of nodes of residential and high density commercial and office uses. It is an arterial that joins us to our partner jurisdictions to the south. There are needs in King City and Tigard and Sherwood and all those points west and south that we must be considering as the center of the hub in this particular case. And also reflecting that the regional facility for the confederated tribes of the Grand Ronde is on Barbur and that nicely ties in the heritage that we are all newcomers to this space in some folks estimation and that we need to respect the arterial river which is Barbur. When I went to the planning commission hearing on this, mostly because I was interested in the discussion of West Haden Island that came after that. and was pleased to hear the planning commissioners recognizing the council's commitment to equity, bringing up the issue of what about Powell versus Barbur. As I said earlier, it is not a case of either/or. I refuse to divide up the spoils in that manner. We need to make sure that every area of the city has walkable, safe transportation and connects it with land use. What's particularly delightful about this project is the connection with the southwest corridor plan, I appreciate from Malou Cusuv from Metro being here. Looking at it as a land use process rather than just transportation, looking at the green spaces, as was mentioned, looking at the storm water facilities. Thanks to the folks from Haines Street for coming in, you're a good example of being proactive rather than reactive. Sure, that's in the concept plan but you are coming in now to make sure that the council has heard there are these significant issues with a potential for using the street in a more intensive manner and that is very helpful. So I appreciate that. there are five concepts on the table, and I think there'll be pros and cons to each of them. Stay engaged. Although be warned that getting engaged on the local land use issue in deep SW Portland was how I got started, and look where I am now. Look where John and Marianne still are too. People get engaged in Portland because participatory democracy matters and it works. I appreciate the five members of this council being responsive to that. And thank you very much for this great plan. Aye.

**Hales:** I want to connect my comments to some of what you heard here from my colleagues. We have been at this for a long time. Not just in southwest, through the multiple planning processes that have been talked about here, and many of these folks have participated in. We have been at it for awhile as a region. And that map that Maureen showed, where the sequence of the big corridors that we worked on together, lit up one after another, illustrates that more than 30 years

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of collaboration between the region and the city. And we are the best at this. There is no point at being coy about it. We are the best in the country at doing this. And that's why when we are careful and thoughtful and thorough, when you do these kind of planning processes and chew up the project for the federal government to fund, they have done it every time. We have an unbroken track record of good planning, followed by successful projects that carry a lot of passengers and change places. The rest of the country isn't like this. They have fits and starts and running into brick walls and worse -- and thus to the comments about being bold when we get to the point of decision, they have fallen short in a few cases. And so that is why it is really important that we do this thorough, and open, inclusive process, that we get it right in terms of public participation and the concept and that when we get to that decision about this is the mode and this is how it will work and this is how it will change the place, we have to be bold enough to change the zoning map to make it work. We have to be bold enough to pick the right mode choice. And then carry it forward. And we, again, have had a history as a region of doing that. One of my favorite transit stories is when we were planning the west side line. Mayor Shirley Huffman from Hillsboro insisted that we get light rail all of the way to Hillsboro. And make the commitments with her council and her community to change the place and fit it to the plan and help fund the project. And that's the kind of boldness that will ultimately be necessary on this corridor, and on Powell, and anywhere else. I think these comments were very appropriate. That we do need to be inclusive, and thoughtful but also know there comes a moment of decision, and hopefully most people will agree with it, but where we have to go ahead and do the right thing and make it work. Portland so far has an unbroken record of getting it right. This is a great example. Thank you all for the good work and look forward to that record moving on to a successful project here. Aye. Thank you all. Okay. Ready for the next item.

**Item 363.**

**Hales:** Commissioner Saltzman.

**Saltzman:** Thank you mayor. It's a pleasure today to introduce this annual presentation from Travel Portland, on their successes and positive impact to Portland and the region over the past year. As we know, Travel Portland is a premier destination marketing organization and we owe much of our tourism and convention growth to Travel Portland's programs and campaigns, some of which we will hear today. Including I believe our counter-offensive campaign to the two days in Seattle. And the successes continue to pile up. With council's approval last year of both the refocus downtown marketing initiative, coupled with the creation of the tourism improvement district, the hotels are being used more than ever before, particularly during that slump period of January through March. And revenues have not looked this good in years. Executive Director Jeff Miller, is here to lead our presentation, as well as Erik Paul, general manager of the Marriott Courtyard Downtown, who will provide us a firsthand example of what increased tourism means for his employees, and I also want to recognize our board chair, Sabrina Rockovitz, who is just finishing up her tenure, a very successful tenure, one that saw the inception of the tourism improvement district. And she has been a great leader as Travel Portland's chair and I want to thank her for that as well and I will turn it over to Jeff to take it away.

**Sabrina Rockovitz:** just quickly here. Mayor Hales and council members, we really appreciate this opportunity to share the results. It has been a fantastic year and we're also very excited about the future. Thank you for your time.

**Hales:** Thank you.

**Jeff Miller:** I'm going to ask Eric to tell the story, we were talking a few weeks ago. And the story of the jobs, kind of briefly set the stage for what tourism is all about.

**Eric Paul:** Definitely. First quarter was a great quarter for us. I have about 150 employees, 90% of them are full-time and the other part-time and that really makes up of housekeepers, engineering, restaurant, back of the house kitchen, front office, valet, and some other departments.

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Typically in our industry, what happens this time of the year, occupancy dips, and we have to reduce the hours of our associates full-time and part-time. A couple of the months, one of our full-time associates could go down from three to two days or our part-time associates. This year was a different story for her. Pleased to say that 100% of our associates worked full-time and part-time associates work part-time. It had a huge impact on them financially. As much as they think they're prepared for it every year when they face this, they're really not. They all support families.

I would say the majority of my employees support families at home and this year was a little bit different. I guess all of our managers in our hotel are a little overwhelmed by the response by our associates who came to us and appreciated this year being different for them and how much of an impact that it had. So I just wanted to share that story and thank everything that we're doing.

**Miller:** Terrific, I will take it from here. We're going to talk about the business of tourism and those jobs and I'm going to go through some of these very quickly. These are a few indicators from Dean Runyan who does also travel Oregon's economic impacts. You can see room demand is up very nicely. And if you look down, employment is also up. We love having those numbers. This is not going to be a presentation of numbers but I do want to set the stage and give you some context. You can see in 2012, we had over \$4 billion worth of spending and tourism. This is in the three-county region. Earnings is up. Employment is up to 30,000 jobs and most significantly tax are up. That is a good story for us to be able to tell. Of the numbers, 22% of this is food service. So it's the largest slice of the pie when you look at this vending. How did we do? For the future, we have over 287,000 room nights on the books into 2021, and the convention business. That is a huge economic impact, \$155 million. And you can see the Occ really benefits with revenue. This is a video that we did. [inaudible] When we do client events, these are meeting planners in Chicago. We try to take a little of Portland with us. And as you can see we took Jen Lewis who was Food and Wines 2012, one of their chefs last year, and we really get an interactive memorable experience and they remember Portland when they are making those decisions. We try to employ a lot of tactics as we do this. PR is a huge portion of what we do. You can see last year our ad value was over \$18 million, and people -- over 675 million circulation. Big, big numbers. It is something that we rely on. We don't always have the advertising dollars to do what we would like to do. You have a food and wine in front of you, and while our PR team didn't work specifically on that, you can see the Division Street restaurants are featured. We're always out there pitching to the press, the media in New York and other places. In this issue, they went directly to Jen Lewis, because she was one of the best new chefs. She gave -- sort of her list of restaurants. That is why we use people like Jen Lewis, because they have real credibility in these markets. This is a story that we came up with, the team came up with a new streetcar on the east side, they came up with ideas of what tourists could do if they rode the streetcar over there. Pitched it to Via magazine, which is AAA's regional publication. All of the sudden we have an article about great things to do on the east side of the river for tourists. We are also giving the east side loop, the Portland streetcar award, at Travel Portland award breakfast, for their promotion of their ability to do tourism on that side of the river. We are excited about the east side and potential there, too. You remember that the tid fund started to being collected in hotels of 50 rooms or more in October. And our first goal is to really drive business in that November/December time period and January through March time period when the hotels really do have the need. As you heard earlier, that did work this year. The hoteliers who pay that fee, really manage the funds and they have been helpful with us in directing these programs. So when we started this, we went to Seattle, Vancouver, B.C., and San Francisco, and did focus groups. And we asked, what do you think about Portland in the winter? Would you come here? The San Franciscans said, you know, we have a lot of different options, but we are going to go south. We love Portland but probably not your first market. Seattle and Vancouver, BC said, it rains here, we love Portland for the weekend, give us an excuse \ to come down. We came up with the Portland passport. And

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you can see it touches every part of the city. There is a foodie experience. We had eight businesses that participated. We didn't redeem a ton of these, the press loved this. Number one redemption was the Portland cream donut, at Voodoo donuts. A brunch box at food cart was number two. And Olympic provisions, which was the most expensive, for either a salami, or chocolate salami was number three. So it really did get folks out into every part of the city to enjoy this. We have expanded our presence with expedia this year and you can see the numbers at the bottom, 36,000 room nights. As we do the advertising, and I will show you one in a moment. We really drive to travelPortland.com but really what our job is to drive the experience, the desire to come to Portland. We don't care where they book. In this instance, expedia was a great partner of ours and did a terrific job of booking those room nights. The next two advertisements were done by wyden and kennedy and it was generous of travel Oregon who had some assets to allow us to leverage those and use those. We ran these in seattle, and in places like biggest loser, modern family and grimm. And in Vancouver, BC, we were on bones, 60 minutes, private practice and a few others. This is one of the advertisements. [inaudible] wyden and kennedy did a very nice job with these. We were very pleased. And these numbers were actually first quarter, we had the extra revenue number came in yesterday. You can see we had a 6.3% increase, out of the tiv hotels. And that is just what we could count in our reports. And more importantly, when you look at that, what that quarterly increase meant -- extra \$4.8 million worth of revenue, again what we can count. The city's tax collections, \$240,000 extra are just in one quarter. We anticipate that will grow over the course of time. You can see the total tax collections, 12.5% in the city of Portland, are over \$600,000 additional to the amount that was already collected. So, very, very nice increases and our job really is to drive that business and so that the tax collections are made. Here is the other advertisement that we did. [We didn't invent the food cart in Portland, we're just perfecting it. So come visit this weekend or soon or whenever. It's totally up to you.] What we heard in both seattle and vancouver was that food carts are big, beer was very, very big, and certainly the tax-free shopping were top of mind for those folks. We wanted to try to stay true to what they were interested in. Social media, online banners are very important. You can see here we used an online banner on -- kamal tours Portlandia, with a lot of, over 20 million impressions. Wyden also produced also with us, over 25 short spots that we pushed out on to many social media channels and they really did have huge viewing. Alexander barrett, the stars of these. He wrote a book called "this is Portland, 13 essays about the city you've heard you should like." Here is one of the videos. [Oh, hi, i'm alexander barrett and i'm going to tell you about one of Portland's greatest features. No sales tax. If you bought a \$1,000 computer in seattle, you would have to pay 9.5% sales tax. But if you bought that computer in Portland, and imagined you bought it in seattle, then you would have enough money left over to buy seven boxes of camp fire -- or you could just go to the bank get 9,500 pennies and roll around in them like you're some kind of eccentric millionaire. Some might prefer the pizza.] A little quirky but they got tons of great press also. From tripster, they said you now need a passport to visit Portland but it's not because portlandia is actually a foreign country, it's because they have some cool freebies to give you. We had over 31 clips, la times, usa today, seattle, 75 million circulation there. So, this was a very successful campaign. Our web site had 48% more visits in that time period which was exactly what we wanted in it to drive that inspiration. And this is another of the alexander barrett videos, and frankly, this is the quirkiest, most Portland one and I think you will get it. [Oh, hi. I'm alexander barrett. And I have a confession to make. Portland is a city of beards and sadly, I cannot grow one. But I get by with a series of artificial beard pieces. Let me take you through them now. This is the utilitarian. Model i'm wearing right now. More of an everyday beard, going to the office, driving around. The southern general, I usually wear this on formal occasions, fundraisers, what have you. This is the indie rocker. Sometimes I strap a guitar case on my back. The yankee gentlemen, perfect for first dates and job interviews. The optimist, feel-good beard great for friday nights and weekends.]

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And there are 25 of these on the youtube channel, and the response has been really phenomenal to those. And when you look to the future, travel Oregon does their bounty campaign september, october. They do an outdoor campaign, april, may, Portland obviously is a piece of. So we have the ability to buy more of the Portland part of the message there and come back in the november, january, february, march time period with a more retail message and drive those people to come spend, shop, and stay in our hotels. International tourism is the number one u.s. Export, and we're uniquely placed with the direct service to amsterdam and to Tokyo. We're the smallest u.s. City with that service. It's really key that we work in those international markets and do a lot of that branding. We were lucky recently to have Governor Kitzhaber go with us to amsterdam for that celebration of the 5 year anniversary. But then on to itb in berlin which is the largest tourism trade show. 26 buildings of cities selling themselves to tour operators. I have a short video on that. [--- [inaudible] More green type destination. [inaudible] It is really interesting over the years, coming to the show -- the product managers and the travel operators here do a remarkable job with their clients in selling and promoting the northwest and Oregon. And when we meet with them, they have a vested interest in what we have to offer. This year, the governor of the state of Oregon -- [inaudible] -- It's great to have the opportunity to work with our travel partners, travel Oregon, travel Portland. Strengthens our message and leverage our dollars -- ] It is great to have the governor come with us. He did a terrific job of promoting Oregon to the world when he was there.

We don't get those opportunities as often as we would like. You will know this is pr that we have done internationally. Haystack rock and it says pretty Portland. Foreign visitors really do understand that Portland is a gateway city but they want to see all there is to see in the state. It is very important that we in Portland be great neighbors and great partners with folks like lara in newport and throughout the state. And we were lucky while we were in amsterdam to travel to Utrecht which is Portland's newest friendship city. we worked with noah segal and the mayor's office and we met there with their city tourism folks. We met with the university and with tourism Utrecht and really talked about what are our shared values, how can we help each other out and we explored ways to do that and I think we will. this is a picture of us with Danielle Verenz who is the tourism advisor for the city of Utrecht. We really use those sister city relationships. Downtown marketing initiative. This is another hat we wear at travel Portland. A great public/private partnership it's worked very well, paid for by parking revenues, generated in the central city. and I want to thank the city council for passing the downtown market initiative contract for the next four years. We are excited about that. the beauty of this program is that we are able to leverage travel Portland dollars to leverage the messages outside the city, but within the city, it's really to make sure that the central city downtown is vibrant and well visited. And it is all about businesses. One of things we did last year was created the logo and planning for the pioneer district, got those signs up, which really, I think defines that regional core and in september we had fashions night out, which was the kickoff to the fall retail season. Retailers love that one. They really go crazy to be a part of that. During the feast, during the food festival, we came up with appetizing Oregon, and to drive those people downtown into restaurants and really connect that food message that we do so well here in Portland. Obviously the holiday campaign is the largest thing we do. It was an exciting year this year with that. We had over 25% increase in our page views on the web site. This is some of the advertising and banner ads that we did. Online engagement, pinterest and pin it to win it. and the last video that we have is an advertisement that we did for the holiday campaign. [Once upon a holiday, lived a fairy who didn't believe in magic. To dispel doubts, her mother took her to an enchanted land. Even the air filled with song, and everywhere the girl went, lights chased her. From that day forward, the fairy believed in the magic of the season lives inside her still.] Holiday for me is all about tugging on the heart strings, and I think the agency who did those did a really nice job. We try to re-enforce the retail message. Come downtown and shop, not only just enjoy yourself here but come down and shop and frequent those businesses. As we move into

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february and march, we had the lights dinner downtown campaign, which was an evolution of the winter arts campaign. Clearly those arts groups rely on us and certainly the dining piece of that. we just finished April, spring into color. It's the spring retail kick off. Retailers tell us they're having a very, very good spring. We always like to hear that. And then we are getting ready to start june dining month very soon. The fourth year of that. It is a very Portland downtown central city centric program but all restaurants can participate. We started four years ago with 48 restaurants, we're now up to 75. It's certainly a campaign that those folks rely on. \$29 for three courses this year, and it is a really terrific campaign. I guess lastly I would thank my board of directors and some staff here today. I have great support from them and direction. The staff does an amazing job. And I get to show the fun stuff. Thank you for letting us come and talk about what we do for the city and the businesses in the city and we appreciate all of your help in that.

**Hales:** Thanks. Questions? Thank you very much.

**Miller:** Great, thanks.

**Hales:** Anyone else here to testify on this item? If not, before we vote, I have a proclamation. So, I'd like to read that. It says, whereas travel matters to the nation's economic prosperity and its image abroad to business wealth and to individual travelers. whereas travel to and within the united states provides significant economic benefits for the nations generating \$2.0 trillion in economic output in 2012, \$855 billion spent directly by travelers that spurred an additional \$1.1 trillion in other industries and where as travel is among the largest private sector employers in the united states, supporting 14.6 million jobs. including 7.7 million directly in the industry and 6.9 million in other industries. Whereas travelers spending directly generated tax revenues of 129 billion dollars for federal, state and local governments, funds used to support essential services. and whereas the Portland region accounts for \$4 billion in travel generated spending, tax receipts, employment, payroll and 30,100 jobs in the industry. And whereas international travel to the united states is the largest single export industry. Greater than the export of business services, machineries, computers and electronic products, motor vehicles and agriculture. in 2012, travel generated \$168 billion in exports, generating \$50 billion in balance of travel trade surplus for the united states. And whereas meetings, events, and incentive travel are core business functions that help companies strengthen their performance, averaging a return on investment of \$12.50 in profit, \$3.80 in revenue for every dollar spent on corporate travel. And whereas leisure travel, which accounts for more than three quarters of all trips taken in the united states, spurs countless benefits to travelers, creativity, awareness, education, productivity, relationships and wellness. and whereas travel is a catalyst that moves the nation's economy forward, now therefore, I charlie hales, mayor of the city of Portland Oregon, the city of roses, do hereby proclaim may 4th through may 12th to be national tourism and travel week in Portland and encourage all residents to observe this week.

**Fish:** Here, here.

**Hales:** Thank you all. Let' take a roll call on the resolution.

**Saltzman:** it's a presentation --

**Hales:** I thought there was a resolution attached.

**Saltzman:** No.

**Hales:** There is not. Thank you very much.

**Saltzman:** I just want to say something since we're not voting, I just want to really say that the hoteliers by taxing themselves to form the tourism improvement district have really shown the results that we really can attract people to Portland in those december, november, january, february, march months. A lot of us probably were skeptics about that. But thanks to the great, careful market research done by wyden and kennedy and all of the people at travel Portland, the successful campaigns which you saw tidbits of and the focus on vancouver, bc and, seattle. Putting san francisco aside for a moment. We will get them sometime. Really focusing where we

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can do that. The bang for the buck really showed. Erik paul's putting it into context that increased travel, staying in hotels in those months means more full-time employment for its employees. That is an important thing for all of us up here on this day. Thank you very much for that.

**Hales:** Thanks commissioner.

**Fritz:** if I might comment also. There are few 8:00 a.m. quarterly meetings that I agree to do, and there is, just the visited the development fund board that I actively look forward to and thank you for your leadership and commissioner --- councilor craddick from the metro council who is a good partner on that. This is very important. This is job and money. It is not just fun and games although you make it fun. I appreciate that. I echo Commissioner Saltzman's comments, that this is an important part of our economy. Visitors who come and spend a lot of money and then go away again.

**Hales:** I remember a governor said something like that.

**Fritz:** something like that, yes. And they can get from the airport on our wonderful light rail system and we've been able to figure out with trimet about making sure that conventioners can still use their convention passes to travel on trimet which is a good investment. Because people do come and I hope that we will be able to ever expand our convention capacity by providing more hotel rooms for them and facilities so that we can make sure that all of our hotels, citywide and region-wide stay busy year round. Thank you very much for your work.

**Novick:** And I want to add my thanks to jeff and his team, to our partners on the board, our hoteliers. I'm very proud of our city and you bring distinction to our city. And I met with a number of hoteliers the other day and I -- councilor Craddick you'll appreciate this, I observed it. it's my impression since we go to a lot of lunches and dinners together in hotels, that there has been an upgrade in the quality of the food and particularly the healthy options, the healthy alternatives.

So we appreciate that. Thanks for all of your good work.

**Hales:** Councilor Craddick, any comments before we close?

**Shirley Craddick, Metro Councilor District 1:** Thank you. Just to say thank you for all you do to help. Metro is the owner and operator of several venues, the Oregon convention center, the Oregon zoo, operator of the performing arts facility and the expo. Thank you for all that you do to help us promote tourism in the metro region and particularly to the hoteliers themselves. Like you said, for taxing themselves and be able to make this happen. We really look forward as we move forward, headquarter hotel plans and hopefully get your support for that and even bring more tourists to the region. Thank you very much for your support and being a partner in all of this.

**Hales:** Thank you. Same to you. Thank you all. Great report. Great results.

**Novick:** Mr. Mayor, I just wanted to add, jeff, that the ads that wyden and kennedy produced from other things are a reminder of the importance of our fake beard industry. Which we all support.

**Hales:** There is an economic impact. Great, thank you all. We have some second reading items that we ought to get to before we lose a quorum entirely. So let's see. Which are they? 378, 379. Let's take up 378, please.

**Fish:** Commissioner Fritz, I believe we have an amendment on eight.

**Fritz:** Why don't you remind me of what that is.

**Fish:** My understanding is that your staff and my staff have agreed to slap an emergency clause on this and I would move to put the emergency clause --

**Moore-Love:** I haven't read the title yet.

**Fish:** Oh, excuse me.

**Item 378.**

**Fritz:** Thank you, commissioner Fish. We had a robust discussion last week and a lot of testimony about this property. Universal support for purchasing the property, some concern about whether we could save the historic house on the property. I met with director mike abbaté and have heard from others. Before we voted, I, we got a message late yesterday from the friends of terwilliger

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saying that they are now hoping to save the house. But in discussions with various staff, it sounds like that can't happen in the time frame that's needed in order to close the deal. There is some potential for losing the purchase of the property should we delay the sale. And so I wanted, first of all, to ask my colleagues if anybody else is inclined to delay? And so hearing none, I'm -- even though I last week did express some interest in looking into it, I have had the extra week, which I appreciate and so I move to add the emergency clause.

**Fish:** Second.

**Hales:** Vote on the admission of the emergency clause.

**Fish:** Aye. **Saltzman:** Aye. **Novick:** Aye. **Fritz:** Aye.

**Hales:** Aye, approved. Vote on the items please.

**Fish:** This is a happy day. An opportunity that has been discussed and stated for a long time and I want to begin thanking the residents of southwest Portland, particularly friends of terwilliger, who were such stalwart advocates for making this happen. Mike houck's not here today, but I would be remiss if I did not give a shout out to John Charles Olmstead because every time we do something like this, we are reminded that this guy over 100 years ago saw the future before we did and he actually had this vision for a wildlife corridor and sight lines that ran on the west side from what is now Forest Park all the way to Tryon Creek. It was either last year or the year before -- last year, we had the chance to fill in an important piece of this with the working with our friends at Metro to acquire Riverview Cemetery, a significant chunk to fill in that wildlife corridor. This is another important piece. And so thanks to John Charles Olmstead, thanks to the stalwart support of the community. And also I want to do a shout out, Mayor, for a tool we use to acquire these kinds of parcels and that's called systems development charges. And it's -- thanks to the more robust development that we're seeing, we're generating SDC's, which then can be used to acquire legacy parcels like this. And I also want to thank the crack team at Parks for putting this together. This is a good win for everybody. Aye.

**Saltzman:** The acquisition of this property is a real asset for the Terwilliger Parkway and I want to thank not only Parks, but most importantly, friends of Terwilliger. I was astounded last week by the story that Jay Mauer told us that somebody was out walking around and noticed the for sale sign up on this key piece of property, with tremendous viewpoints, and to get right on that and for Parks to be right there in tow with the money to make it happen and trust of public lands to sort of provide the glue that makes all of these complicated deals work so well, it was a real testament to all parties and this is something, this acquisition is something that we will look back on as being one of our proudest moments. I can't wait to get up into that piece of property and see the tremendous views that it has. This is a good addition for the public. Pleased to vote aye.

**Novick:** I have to say that I am a little appalled that Commissioner Fish is so shamefully pandering to the pro systems development charges crowd but having said that, I will vote aye.

**Fritz:** Thank you for the additional week for discussion and indeed for the community advocates who worked long and hard for that. And indeed it was one of the friends of Terwilliger supporters, several of them that alerted Parks of the property being for sale which is the second time in the last few months that Parks has been particularly nimble. Responding to citizens when for sale signs going up and being able with assistance development charges which are reasonable and appropriate and used for the proper purposes, being able to purchase key properties. So although there has been controversy about the -- whether or not we can keep the house and I am always sad when we lose historic buildings, I think nobody disagrees that this is a hugely important piece of property and that we should not jeopardize the potential purchase for the maybe as to whether the house could be saved. With that, I vote aye.

**Hales:** This is a great piece of work. Bravo to Parks and the friends of Terwilliger and that amazing organization Trust for Public Land comes in as a key partner to make these kinds of things happen. The other thing I was really struck by in the discussion last week and in the presentation was there

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were still operating off of this great 110-year-old parks plan. And that people -- when the bureau have it at their desk -- oh, yeah, here is one more that we're supposed to have done by now. And eventually we get around to them in one way or another. And I don't know if there is any other city that is still actively managing a plan document that is that old and not just treasuring it as an artifact but making real changes in the fabric of city with it. but I think that it is cool that that is the case about Portland. Another thing I was struck by in the presentation last week, I have been around parks issues for awhile now. I don't recall another discussion in which emanuel meesh's name came up as often as it did here last time. I think he is the unsung hero of the Portland parks system and I hope one of the things we do in the next few years is find something to name after emanuel meesh. The guy who have had more impact on the Portland parks system than any of us. And than most other people as well. And who has not yet gotten the proper recognition. Ya, he has kind of a strange and hard to pronounce name, but tough. He has done a wonderful thing for our city. If you look at Laurelhurst park, or mt. tabor park, or sellwood park -- or a lot of other places where he turned the olmstead plan into real places, we owe it to this guy. Thanks you for all of your good work, I'm very pleased to see this wonderful improvement to a great parks system. -- aye. Great. Thank you. Now, 379, please.

**Item 379.**

**Fish:** Aye. **Saltzman:** Aye. **Novick:** Aye. **Fritz:** Aye.

**Hales:** I'm sure we will do an excellent job managing this project. this is the authority we need to move forward. Aye. Let's take up 376.

**Item 376.**

**Marni Glick:** Good morning, my name is marni glick, bureau of transportation. Almost a year ago, city council adopted the central east side parking management plan. The plan was intended as way to address parking and transportation issues on the central east side. The plan called for a number of things, one of which was to create a tma, transportation management association for the central east side. the ceic stepped right up and formed the transportation and parking advisory sub committee of the ceic to function as their tma. They have been an active committee and meeting regularly to implement the parking management plan. Also, since stakeholders recognized that the central east side meter district would not generate any net meter revenue for several years, the plan called for adding a surcharge to the base cost of the area parking permit, in the central east side, as a way to fund transportation and parking management services. Ordinance before you authorizes a surcharge and ceic in consultation with the city's recommending a \$10 increase for permits for this year. We estimate depending on the number of permits sold, to generate between \$50 and \$60,000. Members of the central east side industrial council board have been great partners, they have been committed to making the plan successful. We had several members but now we have one, peter stark is a board member and also serves as the executive director of the transportation planning and advisory committee.

**Peter Stark:** Thank you marni. And thank you mayor and commissioners and i'm pleased to be here. I do need to correct marni, I did give up my board position so I could become the executive director of this committee. And marni actually covered many of the the things I was going to talk about. So let me just tell you that we have here a unique opportunity. This is a district that has been very active, as i'm sure you realize. We also have seen a considerable amount of development of late. We have also seen a number of concerns coming from many of the businesses about the ability to park their employees, the ability to continue to do business. Both transportation and parking needs are really critical. About 10 years ago, when I was the president of the central east side district council I recognized that we need to have something like a tma to help us go through this transition that we're now going through. The tma is critical. This surcharge is really just a way for the committee to continue to function until such time that we start to grow and maybe look at some other metering resources to actually implement some real

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plans. So we see this as sort of an interim to allow us to continue to do what we are doing. At last night's transportation parking advisory committee meeting, we had about I think 20 people that attended. We have at least 15 that attend regularly. This is a very active, high participation by members of the community and the neighborhoods to see this thing be successful. So, this is actually rather critical, which is why I wanted to be here. Juliana lukasik, our president could not be present. She had a lunch engagement. She was here until about 11:00. This is very important for us. We hope that you support this ordinance.

**Hales:** Thanks, peter. Questions, for marni or peter?

**Fritz:** Just for the benefit of the public, the -- what does, marni what does the \$60 permit fee pay for?

**Glick:** \$60 permit fee pays for basic administration of the area parking permit program. We have I think 10, 11 districts in the area, includes meetings enforcement, cost of the permit, all of the services associated with providing area parking permit program. It is a cost of service model, so there is no extra revenues generated through the app program.

**Fritz:** Thank you. And the revenue from the meter, what is that going to?

**Glick:** Meter revenue goes to gr, general transportation revenue. And it is used to support transportation services.

**Fritz:** And it is my understanding, that right now there isn't any net revenue, because it is paying for the meters so that is why the transportation committee is suggesting this \$10 surcharge.

**Glick:** We only installed a few of the pay stations, recommended in the plan, probably about 25% of the metered spaces, to ultimately be metered actually have a meter. So, there is a small amount of revenue being generated, but that is going toward operating machines, maintenance.

**Fritz:** Thank you. I appreciate the outreach and the cohesion at the central east side industrial council. You have a remarkable area and I think you work very hard to work with all of the businesses. There are so few residents in the area that that is possible and worthwhile. I am going to support this surcharge. I would caution that this is not something that could be easily replicated in other areas of the city in terms of adding funding for the transportation management associations that may be in other areas. We need to be very careful about how we ask people to pay for the use of the public realm and to make sure that the revenue that derived from that goes to the appropriate purpose, as you said, enforcement, administration for the permit and then going to the transportation committee on the central east side on this one. That is another step forward in this particular case. I will want more discussion before we think about expanding this in other areas of the city. Thank you for being here.

**Stark:** Thank you.

**Hales:** Any other questions?

**Novick:** yeah, I'm curious, how much money over the course of a year do you think the \$10 surcharge will raise and what exactly will it be spent on?

**Glick:** So, every person who purchases a permit, would be charged an extra \$10. We have sold about 6,000 permits in zone g. We don't know how many permits we will sell given that the price will be higher. \$10 per permit will be set aside and still to be developed is a memoranda of understanding with the tma which we will -- the city will work with the tma to specifically identify the projects and services that we would want the contract with them to provide in that area.

**Novick:** What kind of projects and services are contemplated?

**Stark:** First of all, the committee itself requires someone to manage the process. And there are a series of items that the tpac would like to pursue, including purchasing some consulting time. To work with these committees to make sure that we're on the right track and there are -- I could list experts that we're thinking about hiring some experts to do that. I should point out too, there really would be limited funding. We are going to reach a point where we will not be able to sell more

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permits than actually parking available. Part of the charge of the t-pack -- that is an acronym for the committee, manage a number of permits that we're able to put back into the system. At the same time, because not everyone will have parking, we have got to come up with solutions to better manage the parking system, which might include modifying how cars are parked or creating programs to encourage employers to purchase trimet passes. And eventually, if we have metering money, the hope is to actually use those funds to offset some of those costs back to the businesses. But to get there, this committee needs a little bit of seed money just to keep us going. And the \$60,000 a year we see as just enough to buy maybe some consulting time. Keep the committee on track, and as marni pointed out, all of the expenses would go through the scrutiny of the mou and pbot. It is not just give us money. It is a request and we're paid on those requests and its review. **Novick:** I don't mean to belabor this. What kind of consulting services that you would need to buy that would be above and beyond the expertise that the bureau of transportation can provide to you?

**Stark:** Right now we're discussing how to expand the metered area. As you can imagine it is a very difficult, complex, touchy subject for many businesses. And at the meeting last night, it became clear that there is a benefit of having meters in some locations, and there can be a detriment. And we know that there is an intent to expand the meters sometime this summer. We just had a discussion out in the hall. We have to get a better handle on precisely where the meters should be placed, how they would best benefit the commercial end retailers that need them and where they shouldn't be located where they might impact adjacent industrial users that just need employee parking. We were looking at possibly using somebody like a rick williams, who is a nationally recognized expert in dealing with parking management. I'm not saying that rick would be the person. But somebody like that. And we would use the funds to acquire some of his time to help our committee go through this process.

**Glick:** Could I add some of the services that loy tma they have done turnover and parking studies, occupancy studies on street and off street. They have built bike racks. They have had discussions about subsidizing transit passes for employees in the area. So, it can be a variety of things that they could spend the money on that would fall within parking and transportation services.

**Novick:** Thank you.

**Hales:** Thank you. Other questions? Anyone else signed up to testify on this?

**Moore-Love:** I show two people. Peter stark and juliana lukasik.

**Stark:** Juliana had a luncheon engagement and i'm here. Thank you.

**Hales:** Thank you very much. Appreciate you being here. Thank you for your patience. Roll call on the emergency ordinance.

**Fish:** Aye. **Saltzman:** Aye. **Novick:** Aye.

**Fritz:** Thank you for your work and being here today. Aye.

**Hales:** Appreciate this constructive partnership between the bureau and business organization to allocate a scarce resource. It's becoming scarcer. Appreciate the partnership, thank you. Aye.

**Stark:** Thank you.

**Hales:** We have one more item, which is an ordinance and a presentation from parks.

**Item 377.**

**Warren Jimenez, Assistant Director, Portland Parks and Recreation:** mayor, commissioners, we will try to move efficiently through this. Appreciate your patience through this. My name is warren Jimenez, I am the assistant director of Portland parks and recreation and it is a pleasure to be here with my colleague, arlene argentina, parks and recreation manager. We will work on getting the power point going. In the meantime, I believe you have paper copy so we will continue to press forward as we move through this. We don't have any fun videos for you like travel Portland. But we have pictures of doggies. Dog owners and their pets are frequent visitors to our parks, and as a system, we're trying to manage multiple users as those users access our parks.

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With the ultimate goal of providing health, safety, and friendly user park throughout our system. We want to be sure they're enjoyable for all visitors who access our parks. In essence, what is in front of you for your consideration today is to allow park rangers another tool to be able to do enforcement of leash and scoop laws. But to provide a little history and context to this, in 1995, city council established the first off-leash area, which was established as one of the park amenities. Over the series of years, we have added to that. One of the key decisions coming out of city council actually in 2004 was to add 33 off-leash areas over the years. We have done that over the years. And in Portland consistently ranks first in the number of dog parks per capita, with 5.5 per 100,000.

**Eileen Argentina, Portland Parks and Recreation:** Just to cover a couple of points here. The disregard for leash and scoop laws has become pretty common behavior. We see more complaints about leash and scoop violations than any other type of behavior. More than 60 requests to staff in 2012, 200 complaints that came through the rangers in 2011, with a number of stakeholder groups who raised concern about the lack of enforcement, including many neighborhood associations, sports user groups, nature/wildlife groups and Portland public schools. We hear a lot from respectful dog owners who are greatly impacted by off-leash dogs approaching their pets. Changing this trend is going to require three things. On going education and engagement with owners, making sure to continue to provide top-notch services through the off-leash system and effective enforcement.

**Jimenez:** So the code change in front of you is again, additional tool for the park rangers, in essence, it would allow the commissioner in charge to enact this change. It would make a leash and scoop violations a noncriminal offense, subject to a civil penalty of \$150. It would eliminate the park exclusion or criminal charges for leash and scoop violations. Currently that is the tool that the have is only a park exclusion, which could lead to a criminal offense. This would eliminate that and move to a civil penalty going forward.

**Argentina:** We have had a fair amount of community involvement on this. A proposed code was supported by PP&R's off leash advisory group which met monthly from march 2010 to june 2012. And their role was to provide guidance to us on how to encourage compliance, make sure that the off-leash areas were functioning well and to engage in the dog community. The advisory groups term ended in 2012, and on the final two meetings, they thoroughly reviewed the education, enforcement and involvement approach to compliance and they recommended that pp & r move forward in making the code changes before you today. Advisory group meeting notifications were sent to an email list that included dog owners, neighborhood association livability chairs, other community members who have expressed interest regarding dogs and parks. And including those who complained about a lack of enforcement. And response to the proposed change was overwhelmingly positive.

**Jimenez:** so the implementation of the change, if you approve it, in essence is that we would continue to educate and build awareness on this issue. We would also include issuing the \$150 fine. We've also developed an appeal process which we'll touch on today. And continue to maintenance and improve the off-leash dog area. On the education enforcement component, we're in essence looking at two parallel approaches. One is a standard approach, and one is an intensive approach. And I'll just quickly touch on each one of those. The standard approach would be used as a baseline throughout the entire city. It would be a first -- first contact, it would be a warning. And then on second contact, it would be issuing of the fine. The attention of the intensive approach would be for some of those more chronic, noncompliance parks. In essence what we would focus on a continuing to do an extensive, more focused, education outreach at the beginning of that. Instead of issuing a warning following the outreach period, we would be issuing the fine.

**Fritz:** Do we not presuppose that it is the same people going to those parks at the same time -- what if it is a visitor not involved with all of the outreach, would you still fine on the first time?

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**Argentina:** That would be the plan. This would be for a specific period of time. We do a lot of advance warning. All of the areas do already have signage that talk about the rules, talk about the fines, citations. So this is really just trying to intervene in areas where we have just had a huge number of conflicts.

**Fritz:** I'm just wondering why would we not do the warnings to find out if it is repeat offenders at the parks? We just had that travel Portland presentation. Somebody brings their dog, they don't notice the signs because people don't read signs and they get slapped with a \$150 ticket. It seems to me I will get an email complaining about that.

**Argentina:** I'm sure we can look at some way of tracking if there have been prior contacts and trying to make sure that we are not capturing people on this that are not really the primary problem.

**Fritz:** I would just encourage you to do for everybody first offense warnings but then after that --

**Hales:** This is an important discussion I think. So, in the scenario with the park ranger is encountering somebody who has their dog off leash, unlike a traffic stop, we can't require someone to identify themselves, but would we in that situation record the dog's tag number? How would we know it was a second contact when a different park ranger encounters that same person with their off-leash dog a week later?

**Art Hendricks, Portland Parks and Recreation:** Art Hendricks, Security manager for Portland parks and recreation. So to answer the question, on any contact that we make, we ask for people to voluntarily give us their information, their identification. We also will record identification of the dog that we have come in contact with and see, if, in fact, the dog has a license. In many instances, we are recording that information. So, to answer your question, commissioner Fritz, about the visitor, certainly that's what we instruct our rangers to do is to use their discretion and even in the intensive areas, if it is clear to us that the person, it is their first time there, they're really unaware, we would just issue the warning. Again, our focus in the intensive areas really would be to make sure that we have plenty of signage. So, I think folks entering the park in different entry points would see clearly that, you know, we were going to have rangers at the park, that they need to have their dogs on leash. So, every contact that we make we record that information. Certainly a person can refuse to give us that information. And in those instances, about 5% of our contacts.

**Fritz:** How did you give them a ticket if they don't use their name?

**Hendricks:** We have a couple of different options. Depending upon how they entered their park. If we see them in a vehicle, we write the license plate down. That's one way we have tracked folks for warnings and exclusions. The other instance which we use very rarely, we can call for Portland police and compel them to, you know, the police can compel them for their identification. We don't think that's necessarily a good use of police resources, quite frankly, and we would only do that if the person we felt posed a public safety risk just by their behavior. So in those instances, they would essentially walk, and there is not a lot we could do. One other option that we would use judiciously would be to take their photograph. We could in essence not have their name but have a photograph of the person. But, again, that is not necessarily a tactic that we strongly encourage.

**Fritz:** that would help with an exclusion, but it wouldn't help with a ticket.

**Hendricks:** Right.

**Fritz:** Why are you taking away the option of exclusion? If they won't tell you their name and they walked there and they don't have a tag, you can't find out who they are, why would you not want to keep that, well, yeah, we are going to take your picture and you can't come to this park anymore?

**Hendricks:** The exclusion would be taken away solely just for the off leash. Now the situation in which you are talking about if a person refused to comply with park rules, they are now in violation of another park rule, and so that's a failure to obey. That would be an excludable

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offense. And that would be is what we would exclude the person for, would be, the failure to really comply with the park rules. But if it is solely an issue of them not having their dog on leash or them not picking up, our primary goal really is to educate them and get their voluntary compliance. We are not really focused as much on the punitive aspects, but we do have some parks that are chronic, we where have consistent folks not following the rules.

**Novick:** Maybe i'm missing something, but what I have heard in the last few minutes, it sounds like people who are cooperative and voluntarily give you their names will get \$150 fine and people who say, to hell with you and refuse to give you their names, will wind up walking away without a fine. That seems kind of unfair.

**Hendricks:** well, it's just the challenge that we have given the role of not only the park ranger, but this is also an issue for animal control. That there are some people who will refuse to be compliant with our role in terms of enforcing the code. So, we will make efforts to work with the police depending upon their resources and depending upon, you know, which instance we're talking about. But it is something that we frequently encounter where people will refuse to work with us around not just this issue, but other park issues.

**Novick:** I had contact about this from somebody who served on the joint city/county animal control task force, or whatever it was called, a couple of years ago, who raised a couple of concerns. One is that he is concerned about park rangers who haven't gone through dpsst training, having law enforcement authority. Another is sort of a general concern that the county, the city seeded animal control authority to the county some years ago in a general matter. The task force suggested ramping up licensing enforcement and the county using that to expand animal control enforcement. And concerns that this is abandoning that model. I had a concerned that was raised basically from my staff contacting Mike Oswald at Multnomah county animal services and he said he had not seen the ordinance until yesterday. Now actually having seen it, he isn't really opposed to it. But it seems to me that on an issue like this, where there definitely should be a close city/council relationship, I was concerned that oswald hadn't seen the ordinance before. I would like you to address the three issues.

**Jimenez:** sure, I can start with the last one. over a series of months we have been talking with Multnomah county animal control on this issue and making them aware in terms of what the proposal is and then we went ahead and sent them the ordinance. Major components and the framework of the ordinance has been clearly communicated to Multnomah animal control services. I don't know if you want to touch a little bit more about that.

**Hendricks:** We have met, not only with mike oswald but his staff and we have had a close working relationship with some of the online staff in terms of this ordinance. We have had discussions with the county for quite sometime. I would like to speak on the issue of the dpsst certification. All park rangers are Dpsst certified as a requirement for employment. We are certified by the state. And in fact we go above and beyond what the required state certification is. In addition to that, an aspect of that would be continuing to have training from Multnomah county animal control, about animal issues, because the off-leash issue and this group issue are a very small slice of the kinds of animal issues that we see impacting folks within parks. As mike oswald and I have agreed, we will continuing to work with them on various issues, dangerous dogs probably being at the very top of that list. And work closely with them. I think in terms of what you are speaking to around the 2008 report, that really looked comprehensively at animal services. And I think over the last 10 years, we worked with Multnomah county on the off-leash issue. And have just found that we think this approach is going to be more efficient and it is going to be more effective to getting the outcome that we're trying to look for. Because this problem continues to grow.

**Novick:** I mean, wouldn't it be a lot easier, however, for you to operate and to enforce this ordinance, for example, if the county did ramp up its licensing requirements and there was a

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concerted effort to make sure that the dogs are licensed so that you could take a picture of the license and find people that way?

**Hendricks:** Well, to that extent, we -- I do think that any effort by the county to ramp up licensing efforts and for them to have more resources, my understanding is that they have somewhere between six to eight animal control officers for the entire county. And we, in fact, over the past 10 years, have been one of the sources working partnership with them to get people to be compliant. Every time we make contact, if a folk -- if a person doesn't have their dog registered, we will forward that information on to the county and the county follows up to either, you know, cite them or ask them to register their dog. We will continue to work in partnership with the county about getting compliance from folks, but my understanding is that over the years, they have had limited resources to increase enforcement staff.

**Saltzman:** I just have one question. you mentioned taking someone's picture is like maybe a last resort. Why wouldn't you take a picture of a person or a dog if they're saying oh, I don't have my id? I think that there is something about people knowing that their picture exists that will make them a little more willing to be compliant a second time around. Use the picture -- just taking the picture with the iPhone.

**Hendricks:** Commissioner, I agree with you. I guess the picture I want to give you is that our rangers are very good at, in the vast majority of cases, to get people to comply with us. Even if they're resistant at the beginning. I think our role is primarily is to be educators and again to get them to be compliant with the rules and we will use those tactics. And when I say as a last resort there are other things we will try to do to get that person to be persuasive. If we have individuals who are being beyond obstinate and being combative, then we will rely on our partners at the police bureau to support us in terms of regaining compliance.

**Hales:** Other questions from staff?

**Novick:** Just one more. The ordinance talks about fines of up to \$150, in the presentation it seems like the assumption was you go straight from warning to exactly \$150?

**Jimenez:** Correct. That is what the current fee structure is now. So it would be a \$150 fine.

**Novick:** Do you think that there might be an argument from say, a warning to \$75 to \$150 for a second offense, or something like that?

**Jimenez:** I think there is an argument. I think what we will do under that case though is we had the \$150 fine in place for 2002 and we would be losing that and having to have build more awareness around that aspect of the program.

**Hales:** This ordinance gives the commissioner in charge some discretion, but not on that, that \$150 in code?

**Jimenez:** Correct, it would be part of the code.

**Hales:** it isn't now?

**Argentina:** It is now.

**Jimenez:** Yes.

**Hales:** \$150 is in code already.

**Novick:** But this ordinance says up to, not to exceed \$150. It seems to imply that there's, I took that to mean that the commissioner in charge would have discretion to arrange a structure to include fines less than that.

**Fritz:** That is what I read, too.

**Hendricks:** so currently, prior to last year, the fine was \$150. That is consistently what it has been since 2002 if someone had their dog off the leash, they would be given \$150 fine. Certainly how it reads, that's something that we could take a look at if council so chose.

**Fritz:** How many times have we imposed the \$150 fine?

**Hendricks:** Well, to clarify, what we have been -- the county is the one that imposed the fine. And at most it has been about 100 to 120 people.

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**Fritz:** I would echo commissioner novick's comment, that it could be okay if the commissioner of parks had a more sliding scale. It seems to me that you might get better compliance if you had to fork out \$20 the first time, \$50 the second time. Maybe you would get cash on demand. Because the goal is to get folks to come into compliance. I personally have noticed a lot less, a lot fewer dog owners who are irresponsible over the last twenty five years that I've been here. So I think that we are developing a culture of, yes, that's what we do here, we pick up after our dogs. I'm not sure that the off-leash part of it, is still part, particularly in parks -- sense that it is a park so my dog gets to run around.

**Jimenez:** I just want to touch on that there is an appeal process for this. Which is part of the presentation. I know we're running short on time.

**Hales:** Interrupted your presentation, sorry Eileen. Are we there?

**Jimenez:** Yeah.

**Saltzman:** Is there perhaps a community service option where people could help pick up waste in lieu of a fine?

**Hales:** Now we are getting creative.

**Jimenez:** We haven't thought through that option. That's for sure.

**Hales:** I think we want to hear from the public. There's some folks signed up to testify. But I think you're hearing a sense of the council that there may not be anything wrong with the construction of the ordinance. It gives some discretion to the commissioner in charge, whoever that is going to be. And the bureau to, I think you're also getting a strong sense of the council that some fairly graduated approach rather than, too bad you weren't here for the educational program. We're nailing you for \$150 bucks. I think all of us are balking at that prospect. So a more graduated approach I think is allowed by the ordinance in the not to exceed language with respect to the fine give the commissioner and the bureau a chance to one, try something reasonable and two, modify based on the number of emails commissioner fritz gets or the rest of us do. So I think that's, unless I'm misstating here, I think that's a sense of the council here is that we want you to use the authority in the ordinance to develop a more graduated approach. I think we'll hear what people here think about that. but I think there is some consensus about that on the docks.

**Jimenez:** we can develop that approach for you.

Hales: ok, thanks. People who have signed up to testify for this item?

**Moore-Love:** We have four people signed up.

**Hales:** Welcome. You're on first.

**Allen Field:** Good afternoon, mayor hales. Commissioners. My name is allen field. I live in the richmond area about four blocks from the sewallcrest park for the past twenty two years. and most of those years I have been going to the park almost daily with my various dogs. My current dog is almost 15 and we're still able to walk there most days and go to the park and community garden. I was on the original off leash advisory committee in 2003 and 4 and I was on the current, most recent off leash advisory committee. I just want to make four quick points on this. First, I think the site steward groups which we formed at sewallcrest are absolutely key to the success of this program. They are key to have dog owners educate each others, self-police and to help parks and rec maintain the off leash areas. In richmond I joined the board so we could create a sewallcrest site steward group. A very active group. We did monthly poop-trash pick ups, we educated dog owners, we did a comprehensive survey of attitudes and helped maintain that area. So I think the city can do a lot more to encourage creation of more sites, steward groups. Part of my role on this recent committee is I drafted the new stewardship tool kit to help encourage people and institutionalize the ability to form steward groups. But the city can do more. do outreach, to welcome people to come forward and inform steward groups, maybe create a partnership coordinator position to devise these things. Encourage people to create a friends of Portland dog parks. Second, I'm very encouraged that the rangers' primary role is to be education first and park

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and rec's ambassadors. Portland is the number one dog city in the country. Friendly park rangers are key. Discretion and I think your proposed changes about graduated fine is an excellent idea. Third, my understanding is fines will go into a security fund, which helps pay for these rangers. I think that is a mistake. You should put fines into a general fund. This is bad p.r., it doesn't look good and you might have a mindset among some rangers that their salaries are supported by fines. It's easy to put in general fund and transfer it. It's not a good way to set it up. That's my suggestion. Fourth, I think parks should do a system-wide assessment of which areas have outdated boundaries and hours based on changed circumstances. Sewallcrest is a prime example. I gave you the schedule there to show you how it's the most complicated scheduled in the city. 13 time periods, five seasons. For mornings there's a 6:00 to 8:00, 6:00 to 9:00, 6:00 to 10:00 and 6:00 to midnight. It's way too confusing. Most dog owners at Sewallcrest don't really pay attention to this. The reason why it's complicated was devised around Edwards grade school which shut down in 2007. This needs to be simplified. You'll have much better buy-in and compliance and less hassle. Lastly, a quick wrap up, one in three households has a dog. So I really applaud and thank the city and council for giving this issue so much time and effort and money over the past ten years to make this the best off leash dog perimeter in the city and Portland, the number one dog town in the country. Thank you.

**Hales:** thank you.

**Barbara Pierce:** my name is Barbara Pierce and I'm testifying on behalf of my husband CJ Hurley and myself. We have had many dogs over the years and currently have one. We take her for a long walk every morning and our daily path takes us through two northeast Portland parks. Oregon Park which does not have an off leash area and Laurelhurst. On the weekends we frequent lots of other parks. We have experience with this issue in many parks in the city. Our dog is always walked on a leash but unfortunately we regularly encounter a lot of off leash dogs outside of the official off leash areas and it's a big problem for us and it impacts our ability to walk in and use certain areas of the park. On many occasions when we have issues with off leash dogs it requires us to leave the park all together and go on a different route. So our ability to enjoy our wonderful city parks is greatly impacted by off leash dogs. Most days we're likely to encounter as many off leash dogs as we do on outside the off leash areas. On occasion we ask people to leash their dog before they go by us or before we walk by. Sometimes that's met with a smile and people happy to do it, often with anger and the representation that we are the problem because we have our dog on a leash. There are people who regularly visit by car, let their dog out of the car, the dog runs happily into the park to play while the person is getting their kid out of the car, they are closing up the car or doing whatever. We have witnessed instances where we have to stop our dog and just stand and wait up to five minutes while this off leash dog is running around playing and the parent is back at the car and can't even see them. At Laurelhurst there's a lot of foliage between the paths and the street. So when dogs are running up to our dog she reacts in a defensive manner. On leash and off leash dogs don't always mix. That creates a situation we have to deal with often if the dog will not retreat when we tell it to. Then we're having to muscle our dog to get her out of the way. That's not good for her physically or us physically. Unfortunately it's a regular occurrence and something that we stress over. In the past 15 months we have had three occasions where we have encountered aggressive dogs who've approached our dog and would not retreat when commanded. We have seen this with other people as well. It's a regular occurrence at Laurelhurst park. When it happens in these situations where the dogs are aggressive the dog owner never has a sense of urgency about getting their dog, so then it becomes this prolonged -- creates more agitation between the dogs and in every occasion when we have addressed the other dog owner, they've reacted really viciously and often violently. We love our city parks and we love dogs in general. We want people and dogs to be able to enjoy our parks and get lots of outdoor activity. We fully support off leash dog areas and feel we are lucky to have so many in Portland, however we believe it's unfair to dogs and people

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that our parks cannot be enjoyed because of off leash dogs and owners not following the law. we would love to be able to go on our daily walks with our dog and not have to constantly stop while someone gets their dog under control or divert our path because we are concerned about the behavior of an off leash dog that is not being monitored. I would like to say that there was a short period of time last spring and summer when leash laws were being enforced in Laurelhurst park and ranger presence was increased. We noticed a big difference during that time and it was really nice while it lasted. Unfortunately when funding or whatever happen to take the ranger presence away then people started going back to breaking the law. We would like to encourage council to approve the proposed code change for greater enjoyment of all parks for people and pets.

**Hales:** thanks very much. Hi.

**Tanya March:** Hi, my name is tanya march and I'm going to just focus on the scoop part of this particular motion before you today. Mr. Saltzman, about six years ago when my child was in kindergarten, I have a child in kindergarten in mlc school currently as well, but carol Murphy was her kindergarten teacher and she said I need to do something about the pooping in couch park. half of the shoes of the kindergarteners would be left outside of the classroom on a daily basis because people weren't picking up after their dogs excrement. What has happened in my opinion is we have a lot of parents who actually go out to couch park, which is the mlc, it's public school property, run by the parks department, and cleaning up that dog excrement. We have our janitor staff going to through playground every morning and we have parks and rec staff that do it as well. It's not that the pick up – it's being handled in many ways. When I went to a tree planting on saturday we had to create from that road strip where they were planting two maple trees, a pile of dog poop so that when we were doing the tree planting, we wouldn't get our hands in the dog poop when the kids were digging with their troughs from the volunteer group. I'm really excited. You know, here it's been six years that there's going to be some enforcement potential for getting owners to pick up after their own poop. Thank you.

**Hales:** Thank you. You're on. No, you're good.

**Susan Lindsay:** I'm susan Lindsay from the buckman community association. The concern that I have about this ordinance as it's written is that neighborhoods that have parks that are heavily used and in areas where there are a lot of young people that have dogs that may not have cars and no means to get them to off leash areas such as buckman and colonel summers park which we requested when the off leash areas were first being created, we requested that an off leash area be put in there. We have many, many, hundreds of people who are in their 20s and have dogs and like to spend time with their pets and mix with people. We didn't get that. So what happens is a park like that can easily be seen as a heavily noncompliant park. People can be fined under the ordinance that you're suggesting. My concern about that also, I share what alan says, i'm very concerned about the idea that the rangers now when -- I remember when the ranger program was created and we were pretty much guaranteed they were not going to be out there spending a lot of time focusing on dogs and writing tickets for dogs. Now i'm very concerned that is going to be happening, especially with the way the funds are being set aside. So I think that I would really caution against this as it is because you have to think that there are areas where people are unable to due to the fact that they are trying to live without cars and using alternative transportation modes to be able to transport their animal to an off leash area. I'm in complete agreement with my neighbor here from northwest Portland about the scoop law. I don't have any concern about this, but the leash law, this is a way that people like to spend time with their animals. Not every neighborhood has this. Many neighborhoods have multiple off leash areas in the parks. Some don't have any at all. I think that's an equity issue. I would hate to see young people of Portland be penalized in getting that's really large, which I think is sort of egregious, \$150, I think that is huge. And tickets for something they do as a way to decompress after work, hang out with friends, for the most part is pretty benign. They would do it in off leash areas if they had one but they don't. Thank you.

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**Hales:** Thanks a lot. Thanks all for coming. More signed up?

**Moore-Love:** That's all who signed up.

**Hales:** Thank you very much. Unless there are further council comments this passes to second reading next week. And we have one item pulled from consent.

**Item 371.**

**Fritz:** thank you mayor, I asked for this to be pulled. If I had more notice, I would have had a marching band, balloons and streamers for this particular item. But wanted marybeth henry to come and tell us what it is and where it came from.

**Marybeth Henry:** Thank you, commissioner. The purpose of the resolution is to authorize staff to participate in an fcc proceeding on r.f. emissions. Under commissioner Fritz's leadership in 2009 the council unanimously requested that the federal government update health studies on r.f. Emissions. The studies were done in 1996. I don't know about any of you, but I did not even own a cell phone in 1996. So to put it in perspective, in 1997 there were 47 million subscriber accounts for wireless. Today there are 322 million subscriber accounts. So needless to say there's been a proliferation of devices. Under commissioner Saltzman's leadership we adopted the broadband strategic plan which recognized that both wireless and wire line technology is critical to Portland's future. So we have sufficient policy to guide us in filing the comments. As council knows, we are prohibited from considering health effects of r.f. Emissions in making local wireless decisions but this proceeding provides us with an opportunity to again request that the federal government update these outdated studies. At this point, the notice has not been published in the federal register. We expect that to happen in the next few weeks, then staff will have 90 days to file comments and then 60 days to file reply comments on any comments we see if we want to reply. I'm happy to answer any questions.

**Hales:** Any further questions for marybeth? No one is signed up. So lets take a roll call and resolution.

**Saltzman:** Aye.

**Novick:** Aye.

**Fritz:** This demonstrates marybeth henry is the manager of the office of community technology and is the nationwide expert on these issues and has been very helpful in Washington pushing this forward. I also want to recognize the efforts of our delegation senator merkley and others to have taken us up on our requests for looking again. Ben walters in the city attorney's office has been very helpful on this and gave me a lot of guidance on what we could and couldn't do at the local level. The community of Portland, there are so many citizens who have put in so much time and after we passed the resolution in 2009 took it upon as their responsibility to lobby their congressional representatives to push for this revision on the studies. So I'm very happy to see this moving forward and wish you all the best as you continue to engage in this. Also thank tim crail in my office and Brendan finn in commissioner Saltzman's who have been passionate about this and no doubt will continue to do so. aye.

**Hales:** Good work, thank you. Aye. We're adjourned.

At 12:50 p.m., Council adjourned.