



CITY OF
PORTLAND, OREGON

**OFFICIAL
MINUTES**

A REGULAR MEETING OF THE COUNCIL OF THE CITY OF PORTLAND, OREGON WAS HELD THIS **18TH DAY OF JULY, 2007** AT 9:30 A.M.

THOSE PRESENT WERE: Mayor Potter, Presiding; Commissioners Adams, Leonard, and Saltzman, 4.

OFFICERS IN ATTENDANCE: Karla Moore-Love, Clerk of the Council; Jim Van Dyke, Senior Deputy City Attorney; and Ron Willis, Sergeant at Arms.

Items 873 and 876 were pulled for discussion and on a Y-4 roll call, the balance of the Consent Agenda was adopted.

COMMUNICATIONS	Disposition:
851 Request of David Morrison to address Council regarding the persistent contrails in the skies over Portland (Communication)	PLACED ON FILE
852 Request of Jeanne Anstine to address Council regarding the persistent contrails in the skies over Portland (Communication)	PLACED ON FILE
TIME CERTAINS	
853 TIME CERTAIN: 9:30 AM – Bureau Innovation Project 12 improve maintenance delivery systems (Report introduced by Mayor Potter) Motion to accept Report: Moved by Commissioner Adams and seconded by Commissioner Leonard. (Y-4)	ACCEPTED
854 TIME CERTAIN: 10:00 AM – Metro Drive Less/Save More Campaign (Presentation introduced by Commissioner Adams)	PLACED ON FILE
CONSENT AGENDA – NO DISCUSSION	
Mayor Tom Potter	

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<p>855 Appoint Naomi Harris and Bradley Perkins to the Housing and Community Development Commission terms to expire June 30, 2010 and re-appoint Tony Jones, term to expire June 30, 2009 (Report) (Y-4)</p>	<p>CONFIRMED</p>
<p style="text-align: center;">Commissioner Sam Adams</p>	
<p style="text-align: center;">Bureau of Environmental Services</p>	
<p>856 Extend contract with David Evans and Associates, Inc. to December 31, 2007 for completion of the California wastewater pump station upgrade (Ordinance; amend Contract No. 33351)</p>	<p style="text-align: center;">PASSED TO SECOND READING JULY 25, 2007 AT 9:30 AM</p>
<p>857 Authorize a contract and provide for payment for the construction of the South Airport Sanitary Sewer System Phase 2A Project No. 7270 (Ordinance)</p>	<p style="text-align: center;">PASSED TO SECOND READING JULY 25, 2007 AT 9:30 AM</p>
<p>858 Authorize grant application with the Oregon State Weed Board for control of the invasive species garlic mustard (Ordinance)</p>	<p style="text-align: center;">PASSED TO SECOND READING JULY 25, 2007 AT 9:30 AM</p>
<p>859 Authorize a Cooperative Improvement Agreement with Oregon Department of Transportation for cost sharing on Tanner Creek Sewer Separation Project Phase 3, Project No. 5501 (Second Reading Agenda 804) (Y-4)</p>	<p style="text-align: center;">181132</p>
<p>860 Authorize contracts with three consulting engineering firms for design related services for sewer, wastewater pumping and treatment and drainage and stormwater quality projects (Second Reading Agenda 805) (Y-4)</p>	<p style="text-align: center;">181133</p>
<p style="text-align: center;">Office of Transportation</p>	
<p>861 Amend Intergovernmental Agreement with Oregon Department of Transportation for the US 30: NW 112th Ave- NW 105th Ave project for additional work and to clarify maintenance responsibility for the speed reader boards (Second Reading 807; amend Contract No. 52284) (Y-4)</p>	<p style="text-align: center;">181134</p>
<p>862 Amend Intergovernmental Agreement with the Oregon Department of Transportation to authorize the City to participate in the Local Public Agency Certification Program (Second Reading 808; amend Contract No. 52582) (Y-4)</p>	<p style="text-align: center;">181135</p>
<p style="text-align: center;">Commissioner Randy Leonard</p> <p style="text-align: center;">Bureau of Development Services</p>	

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863	Incorporate changes approved by the Oregon State Building Codes Division and eliminate conflicts between the state approved version and the city version (Second Reading 813; amend Code Chapter 24.95) (Y-4)	181136
Water Bureau		
864	Authorize an Intergovernmental Agreement with Metropolitan Water District of Southern California for the evaluation of capital project delivery efficiency (Second Reading Agenda 816) (Y-4)	181137
865	Authorize an Intergovernmental Agreement for Mutual Aid and Assistance for the Provision of Emergency Services Related to Water and Wastewater Utilities (Second Reading Agenda 817) (Y-4)	181138
866	Authorize a memorandum of agreement with Water Services Association of Australia for the 2007 International Water Association-Water Services Association of Australia Customer Services Process Benchmarking Project (Second Reading Agenda 818) (Y-4)	181139
Commissioner Dan Saltzman		
867	Authorize grant of easement over City property at Wilkes Park to the Port of Portland for the installation and operation of a noise monitoring system (Second Reading Agenda 822) (Y-4)	181140
868	Authorize license agreement with Portland General Electric for property to be used as an off-leash dog area at East Holladay Park (Second Reading Agenda 823) (Y-4)	181141
869	Authorize Amended and Restated Use Agreement between Lents Little League, Portland Development Commission, and Portland Parks and Recreation for the future use of Lents Park by Lents Little League (Second Reading Agenda 824) (Y-4)	181142
870	Authorize three-party Intergovernmental Agreement with Multnomah County and the David Douglas, Parkrose and Reynolds School Districts for the SUN Community Schools initiative and SUN Service System (Second Reading Agenda 825) (Y-4)	181143
871	Establish a processing fee for street tree ornamental lighting permits (Second Reading Agenda 826) (Y-4)	181144
Commissioner Erik Sten		

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Bureau of Housing and Community Development

<p>*872 Authorize four subrecipient contracts totaling \$1,417,179 to further the goals of the Bureau of Housing and Community Development through the 10-year Plan to End Homelessness and provide for payment (Ordinance) (Y-4)</p>	<p>181145</p>
<p>*873 Authorize six omnibus subrecipient contracts totaling \$6,554,751 to further the goals of the Bureau of Housing and Community Development through the 10-year Plan to End Homelessness and provide for payment (Ordinance)</p>	<p>REFERRED TO COMMISSIONER OF PUBLIC WORKS</p>
<p>*874 Authorize a subrecipient contract with Native American Youth and Family Center for \$350,000 for organizational support of the Linhapo Housing transfer and provide for payment (Ordinance) (Y-4)</p>	<p>181146</p>
<p>*875 Authorize subrecipient contracts with Community Partners for Affordable Housing and Portland Community Reinvestment Initiative to grant access to the Bureau of Housing and Community Development Risk Mitigation Pool (Ordinance) (Y-4)</p>	<p>181147</p>
<p>*876 Amend subrecipient contract with Outside In by an additional \$144,200 for the Economic Opportunity Initiative and provide for payment (Ordinance; amend Contract No. 36931)</p>	<p>REFERRED TO COMMISSIONER OF PUBLIC WORKS</p>
<p>Fire and Rescue</p>	
<p>*877 Authorize contract with Burlington Water District for fire prevention, suppression and emergency response services for FY 2007-08 (Ordinance) (Y-4)</p>	<p>181148</p>
<p>*878 Authorize contract with Alder Creek Lumber Company, Inc. for fire prevention, suppression and emergency response services for FY 2007-08 (Ordinance) (Y-4)</p>	<p>181149</p>
<p>REGULAR AGENDA</p>	
<p>Mayor Tom Potter</p>	
<p>Office of Management and Finance – Financial Services</p>	
<p>879 Authorize revenue bonds to finance costs of archives space (Second Reading Agenda 793) (Y-4)</p>	<p>181150</p>

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<p>880 Authorize interim financing of new owner-occupied first mortgages (Second Reading Agenda 832) (Y-4)</p>	<p align="center">181151</p>
<p>881 Authorize an Interagency Agreement with the Portland Development Commission to administer the City Homeownership Revolving Line of Credit (Second Reading Agenda 833) (Y-4)</p>	<p align="center">181152</p>
<p>882 Authorize revenue bonds to finance costs of improvements to Portland International Raceway (Second Reading Agenda 834) (Y-4)</p>	<p align="center">181153</p>
<p align="center">Office of Management and Finance – Human Resources</p>	
<p>883 Create a new Nonrepresented classification of Parks and Recreation Central Services and Asset System Manager (Ordinance)</p>	<p align="center">PASSED TO SECOND READING JULY 25, 2007 AT 9:30 AM</p>
<p align="center">Office of Management and Finance – Purchases</p>	
<p>884 Authorize a contract with Slayden Construction Group, Inc. for construction services for the Mt. Tabor and Washington Park Interim Security and Deferred Maintenance Project (Purchasing Report – RFP No. 105058) Motion to accept the Report: Moved by Commissioner Adams and seconded by Commissioner Leonard. (Y-4)</p>	<p align="center">ACCEPTED PREPARE CONTRACT</p>
<p align="center">Office of Management and Finance – Technology Services</p>	
<p>*885 Authorize a Master Agreement with Motorola, Inc. for as-needed acquisition of public safety communication equipment and services (Previous Agenda 798)</p>	<p align="center">REFERRED TO COMMISSIONER OF FINANCE AND ADMINISTRATION</p>
<p align="center">Police Bureau</p>	
<p>886 Apply for an \$858,055 Justice Assistance Grant from the Bureau of Justice Assistance, Office of Justice Programs to reduce crime and improve public safety (Second Reading Agenda 837) (Y-4)</p>	<p align="center">181154</p>
<p align="center">Commissioner Randy Leonard</p>	
<p>887 Authorize a \$100,000 grant to the Oregon Council for Hispanic Advancement for developing programs for Latino educational and workplace advancement (Ordinance)</p>	<p align="center">PASSED TO SECOND READING JULY 25, 2007 AT 9:30 AM</p>
<p align="center">Commissioner Dan Saltzman</p>	
<p align="center">Office of Cable Communications and Franchise Management</p>	

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888	Update cable communications regulations (Second Reading 843; amend Code Chapter 3.114, replace Chapter 3.115) (Y-4)	181155
Parks and Recreation		
889	Authorize a contract with 2KG Contractors for \$929,087 for the Combined Pool Improvements to Matt Dishman, Mount Scott and Southwest Community Centers and Pier Pools (Second Reading Agenda 848) (Y-4)	181156

At 10:24 a.m., Council adjourned.

GARY BLACKMER
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, 6:00 PM, JULY 18, 2007

DUE TO LACK OF AN AGENDA

THERE WAS NO MEETING

July 18, 2007
Closed Caption File of Portland City Council Meeting

This file was produced through the closed captioning process for the televised City Council broadcast.

Key: ***** means unidentified speaker.

[The following text is the byproduct of the closed captioning of this program. The text has not been proofread and should not be considered a final transcript.]

JULY 18, 2007 9:30 AM

Potter: Before we begin the official proceedings, council, each wednesday morning I ask the question how are the children, and the reason I ask is I know, when our children are well in our community, our community is well. So each week we have folks come in to talk with us about issues affecting children and young people. This morning we have summer carter. She's 12 years old and goes to ockley green. She's a member of troop 60 from the girl scouts beyond bars troop of columbia river council. When asked what she would like mayor Potter to know about her, summer reportedly replied "i'm awesome."

*****: [laughter]

Potter: So, summer, thank you very much for being here. Whatever you'd like to tell this council, please do.

*****: Like you said, i'm summer carter. I am awesome.

*****: [laughter]

*****: I've been in girl scouts for about two or three years. I was just -- my mom got released in 2004, I think it was, so we've been involved in girl scouts since then, so yeah.

*****: And what's your areas of about, and what do you want to do when you get to be an adult?

*****: I want to be a zoologist when I grow up. I love animals.

Potter: You do, huh?

*****: Mm-hmm.

Potter: Good. And have you got your college picked out where you want to go?

*****: No. Not yet. I don't plan that far ahead.

Potter: Well, you go to ockley green. Do you like your school? Do you think there's some issues there?

*****: There's a lot of people there. There's about 600 kids. This year it just became a k-8 school. I like it, 'cause it's diverse, and I love to learn a lot about world cultures, so that's the place to do it. And there's a lot -- there's not much funding, so at one point we couldn't afford white paper. Yeah. It kind of sucks. But I like that school because there's a lot of good teachers there.

Potter: And how many kids are in your class?

*****: There was 32.

Potter: Boy, that must be hard for the teacher to get around to each of the students and talk to them, huh?

*****: Yep.

Potter: Wow. Well, good. Ok. Is there anything you'd like to say in closing?

*****: About girl scouts?

*****: Yeah. Why don't you talk about girl scouts.

*****: Girl scouts is great. It's a good program because it lets girls see their moms in prison more often. Like, if it wasn't for girl scouts, I wouldn't see my mom every other saturday of the month. Yeah. And with girl scouts, I got to see her even more, and I think it was every other saturday, but

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there was other stuff. Like we did arts and crafts. We went to camp. All sorts of activities that were free usually.

Potter: Who brought you down here today?

*****: Anita noble. She is a part of girl scouts also. She's the coordinator, I believe. She conducts a lot of it.

Potter: Good.

*****: She is also awesome.

*****: [laughter]

Potter: Well, I happen to agree you have an awesome young lady. And thank you for coming in today.

*****: Thank you.

Potter: Let's give her a hand. Thank you, summer. Come back and visit us again. Will you?

*****: Ok.

Potter: Council will come to order. Please call the roll, Karla.

*****: [roll call]

Potter: I'd like to remind folks that, prior to offering public testimony to city council, a lobbyist must declare which lobbying entity he or she represents. Please read the first communication.

Item 851.

Moore: [reading agenda item] he has to reschedule.

Potter: 852.

Item 852.

Moore: [reading agenda item] she is also rescheduling.

Potter: Do any commissioners wish to pull any items from the consent agenda? Commissioners, erik Sten's office has asked to have items 873 and 876 returned to commissioner Sten's office. Does any person in this room wish to pull any item off the consent agenda? Please call the vote.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read the 9:30 time certain.

Item 853.

Potter: Please come forward, folks. This is a really exciting project, and it's required the work of many people from many bureaus, and I am very pleased to have them turn in their report today because of the things that they have been able to do. They've done an incredible job. Thank you all for that. And whoever wishes to start.

*****: Good morning, mr. Mayor, commissioners. This represents the result of --

Potter: Who are you?

Mike Stuhr: I'm mike stuhr. I'm chief engineer of the water bureau. On my left is suzanne kahn from the maintenance bureau and on my right john hunt from city fleet. So what we're here to report on today is the bureau innovation project 12 report, and it represents the work of, I think in the subcommittees i've listed, 35 or 36 people but, in reality, there's probably hundreds of people that have been involved in various aspects of this project. Our task here was to improve maintenance delivery, look at customer service, and seek efficiencies wherever we could find it, and we worked for several months and came up with six recommendations to work on. That was last september. They were approved by the implementation team committee. And what we're going to do this morning is run down these recommendations and tell you what we've been able to accomplish and then make a recommendation for the future. And my two cohorts are free to talk if they wish. Recommendation 1, paving program, i'll just step through these programs real quickly and give you a little update on what's going on. The paving program is a pilot program really created by the workers in the maintenance bureau and the water bureau to improve our paving operation and really to free up water bureau maintenance crews to do water work instead of paving.

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This thing truly came from the ground up. It was also part of the leadership I know city toot project that -- institute project that one of our fellows engaged in with the maintenance bureau, and it has been actively working for well over a year, probably almost two years. I think it's a really key initiative in that it came from the workers themselves. We've done some really creative things here. We've shared equipment. The water bureau has bought pieces of equipment for use by the maintenance bureau because they are specifically needed for our particular type of work. And it's such a intense program that we have monthly meetings of the maintenance bureau's paving crew and the water bureau's construction and maintenance supervisors to keep the program on track. We're very proud of the results of this particular program. It's about \$200,000 at this point under what we'd budgeted. I don't claim any great cost savings, because we're actually spending more money. The reason we're spending more money is the water bureau crews are not doing paving. They're doing water bureau maintenance work. And so the net is that we spend more money, but it's done more efficiently. We've got right people doing right things. This program is under way now and kind of continues on of its own accord. Things we're doing in the future on this thing is suzanne is relatively new to this process, as is eric peterson, and they're being brought up to speed, but the work continues, and we anticipate it will continue. The second one is increase utilization and services of sunderland recycle. This is another I think really tremendous program that was dreamed up initially by workers, not by management, to recycle products that the city picks up on the street or those of us who have to dig the streets up for a variety of reasons, we actually generate quite a bit of rubble. It was a multibureau study. You can look and see the team of people. It's a large team of folks that have been working on this thing. It involves sunderland yard. Most of you are familiar with sunderland yard. It's been expanded. It's really a fantastic operation. If you've never been out there, I would encourage you to go take a look. Things that we've done over the past year, jill jacobson from pdot runs the yard. She's an excellent salesman. She's worked with the office of sustainable development, b.e.s., the water bureau, and others to actually design products from what they produce at the yard and to market these products around the city. In the past years, the maintenance bureau's actually dealt with leaves and so on from other cities. This past year, they didn't do that because they were redesigning the yard and putting in a scale so they could measure what it was they were doing and possibly sell it so they didn't pick up stuff from gresham and hillsboro. I think this is a tremendous program. Things that are going on right now that we're working on is ways that the water bureau might be able to use -- they pick up a lot of concrete debris when redoing the street. They rubberize that and turn it into aggregate, and we have to test that before we want to use it to bury the pipes in, because it may contain heavy metals, but we're working on a testing program to see if we might be able to use that for backfill around the pipes. Again, another really excellent effort by a number of people across the city. The third recommendation that we worked on was something called centralized utility locate notification. All utilities are required to locate their facilities for others. Any contractor, you as a homeowner, technically, if you stick a shovel in the ground, you're supposed to call to locate. And the purpose is to keep the utilities from being damaged with the consequent impact to large numbers of citizens, depending on what you hit. In the past, we'd pay the Oregon utility notification center -- it used to be something like -- 95 cents a ticket. This is a thing that is run by the state government. There is a board on which the city of Portland is a member of the board of this thing, and it's run by a contractor. So when someone calls the 800 number for a locate, the contractor's got a computer program, and they produce these things we call tickets. It's a notice saying, you must go locate your facility at such and such a place. And we used to pay for three sets of those tickets, which may be about \$100,000 or so, and we thought that we have computer programs and so in the city -- pdot has one -- that we could use internally and pay for only one set of locate tickets. Over the past year, we've run a test on that, worked out on the arrangements with the Oregon utility notification center. Pdot's modified their program. To deliver these tickets to the appropriate bureaus, and that thing is

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going to go live in July. We've been running a parallel test for about six months now with no hitches in the get-along. We've been very careful with it, 'cause there's liability for this. We are liable for the locates we make or for missing one. So that thing is actively under way and has become the way we do business. The fourth recommendation was interagency vehicle and equipment loan. John Hunt has taken the lead in that, and there's an awful lot of equipment in the city at various times that may or may not be available for somebody to use. What we wanted to do was create a communication means for the various bureaus to seek to borrow or rent, depending on what's appropriate, from another bureau their equipment. And John has done that by creating a team of fleet coordinators from each of the large bureaus. What was the savings you ginned up on backhoes?

John Hunt: Well, yeah. To use a backhoe alone, if you rent from the outside, the least amount of time you can rent it for is four hours at \$120, so that's roughly \$30 an hour. As compared to \$22.43 an hour for our own internal rate. We'd still have fuel on top of the \$30. Just trying to get the best utilization of the existing equipment that we have in the city.

Stuhr: Recommendation 5 was something we called the maintenance innovation incubator. This is intended to be like a suggestion program. As we go along and get to the end of this, this is the item that we want to recommend we continue. We're desiring to declare victory on the other five. They are under way and how we do business. But the maintenance innovation incubator is for our workforce to continue to bring good ideas to the table, have folks look at those ideas, analyze them, and decide if we want to do them or not. Right now we're working on creating a set of rules for doing this, a little internal marketing program inside maintenance, and create a mechanism for feedback to the employees on what became of their ideas. This thing is kind of in its infancy. We need to create the rules and so on. Our recommendation is that we continue to do this. We have agreed that we will continue and morph ourselves into a maintenance innovation incubator and run it for a year and come back that council to report on what we've managed to do. Number six, coordination and sharing, this was a multitask force that involved everybody. There's a lot of specialist training. Both the water bureau and the maintenance bureau have legal certifications that we have to do for water treatment operators, sewer treatment operators, and so on and so forth. But there's a lot of common training like backhoe operators, like c.p.r., forklift training and so on. And this effort was led by parks bureau, and what they've done is create a network of training coordinators among the maintenance bureaus, and we basically advertise each other's common training and let anybody attend any of those courses that happen to be convenient. And this one, too, is going to continue, and I think we've basically made it also the way we're doing business. So to sum up, those are the status of the six tasks that we had essentially set ourselves, and our recommendation then to council is that we have basically done our work as b.i.p. 12. We want to morph our current committee into this maintenance innovation incubator and, 12 months from now, provide a report to council on what we've been able to accomplish in the maintenance innovation incubator. Questions?

Potter: Do any of the other folks want to make any statements?

Hunt: John Hunt, city fleet manager. I'd just like to say that, after coming onboard with the city, I was given the opportunity to be a part of it, and it's going to be really exciting because -- you know -- city staff all the way from those turning the wrench all the way through have really given great ideas that have been, again, moved into substantial efficiency gains and cost savings for the city, and I'm just proud to be a part of it.

Suzanne Kahn: Suzanne Kahn. What I can say in the three months that I've been at the maintenance bureau is that employees are very excited about the possibility of sharing their ideas and seeing some tangible result to their work come out of it. And so that's the piece I'm really interested in.

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Adams: I recently got briefing on the lee manufacturing coalition's work, the association's work, around thought that it was potentially very useful especially to what we do in maintenance which is a storm of manufacturing out in the field in many cases. Have you all familiarized yourself with this sort of methodical approach to looking at systems and protocols? Have you looked at that? Or if you have not, would you be open to looking at that as a potential approach for moving forward with your committee?

Stuhr: I'm sorry. I didn't catch the association you mentioned.

Adams: Lee manufacturing coalition. It's a nonprofit that works with companies to sort of squeeze out inefficiencies in their production and in their work processes. I'll e-mail you the links and the contact information. I'd like you to take a look at it. If it's something you think would be useful, great.

Stuhr: We'd, i'm sure, be happy to do that.

Potter: Questions from the commissioners? I really like the recommendation 5 about continuing, literally continuing to try to achieve even better efficiencies. And I like also what you did in terms of involving people down in the organization and sort after bottoms up approach to finding out what the problems were and how to fix them and how to do a better job of working together. So i'm just totally impressed. I guess for me the issue is what would you like to see from the city council in terms of morphing the b.i.p. 12 into this maintenance innovation incubator committee?

Stuhr: I think, sir, from our point, a truth is we all do this because we love doing it. I mean, this is what we do every day, and I think it's sufficient if you just endorse our recommendation and hold us to task to come back and talk to you about what we've managed to accomplish. I think there is a tremendous amount of coordination that goes on that people tone see. I know, from your perspective, mostly you hear about big budget battles and all these very hard things that rise to the level of city council to deal with. But at the nuts and bolts level here, we all work very, very closely together to try and make things happen the best way possible, and we can probably all think of good examples. An example I bring to mind is steve townsend, city engineer, and he comes to my monthly review meetings. We do our best to coordinate our activities, and our workforces are equally invested in trying to find the most efficient ways to do things, so I think we'd be happy campers if you just endorsed our recommendation that we'll keep doing what we do.

Potter: Ok. This is a report, and I need a motion to ac sent.

Adams: So moved.

Leonard: Seconded.

Potter: Do we have sign-up testimony?

Moore: We do, but no one signed up.

Potter: Please call the vote. Moved and seconded.

Adams: I want to thank each of you and all the folks that worked on this project, want to thank the mayor for initiating the bureau improvement projects. I want to keep you happy campers.

*******:** That's a good thing.

Adams: So I am very happy to vote aye. Thank you.

Leonard: I, too, very much appreciate this work. This is the way that I think we demonstrate to the citizens we work efficiently and work together and we're team members, not adversaries in this.

This is a great example of that. Thank you. Aye.

Saltzman: I want to thank you also and the mayor for authoring this b.i.p. I think, as you said, this is kind of the nuts and bolts of what the city does and, to the extent we're doing in it a more collaborative manner across all the bureaus and taking efficiencies of joint trainings and things like that and equipment, this is great stuff. So good work. Aye.

Potter: And we are endorsing all of your recommendations, including number five about the committee, and would ask that you come back in six months and let us know what you've been doing.

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*****: Will do.

Potter: Excellent. Thank you all. You folks did an excellent job. Please thank all the folks back in your bureaus for what they've done as well.

*****: Will do.

Potter: Aye. Please read the 10:00 a.m. Time certain.

Item 854.

Potter: Commissioner Adams?

Adams: Well, i'm pleased to present this report or to sponsor this report presented by the person who chairs the joint policy committee on transportation and does a great job at it, which is metro councilor rex burkholder, who's going to give us some initial information and findings from the "drive less/save more" campaign. Counselor.

Rex Burkholder: Good morning. This is pam peck of metro staff who actually does all the real work, and then we come along behind them, as you know. I have to sit over here to run this slide show. We gave you some materials there. I am rex burkholder with the metro council. I am the transportation geek, and mr. Adams and I have something in common because I attend the early morning meetings. We want to talk about this program we've been doing for a few years and that Portland is partner in with over 60 other public and private partners in the metropolitan area. I'm going to tell you a little about what the program is and the context on it, how it's going on, what's happening in the city of Portland itself and then how it relates to the other various travel option programs that you sponsor as well. As I said, Portland's been a major sponsor of this activity. It's helped increase our outreach in terms of the campaign's visibility at events and then putting our campaign messages within city materials. We'll get into this, but the key piece of this program is providing information to the citizens, and so the more avenues that we have where we can direct people to a single site to get information the better. City of Portland, i'm not going to read the slides, i'm going to hit the pieces on the slides there, 'cause you can read them of course. The big point here that is we want to thank you for your contribution to this. I'm going to the next piece here. The issues -- and these are all too familiar to all of us -- we have increasing congestion in the region, a million more people moving here in the next 20 or so years. We have limited financial resources to deal with that, including a maintenance backlog that is very high on all our systems. We have concerns about issues like climate change and the impact of our choices in transportation on the environment. Oil and petroleum is becoming increasingly scarce. As you know, you've had your Portland peak oil task force that has taken that work farther than anybody else. People still need to get to work and the store, so how do they get the things they need in a day this in a way that helps deal with these issues? That's the key message and the key behind our work on providing transportation options, because we think these options programs actually provide the public with real solutions and options to help them save money, reduce the demand on the street, and actually give them more time at home. Part of this is just giving people the information so they can make those choices. The mission of this program of "drive less/save more" is to reduce single-person car trips. And that's the key piece of that one, just looking at the single occupancy of a vehicle and saying, what else could you be doing with this one? Our objective in doing that is increasing the use of transportation options, starting with -- and because this was the brainchild of commissioner tom bryan in Washington county who helped get the legislature to support funding this, he was looking at suburban dwellers who don't have the richness of options that people living in a more dense community do. You're going to be in your car because most things need to be reached by the car. How do you use that more wisely? That's a key part of the message. Over 70% of our trips are actually taken by people by themselves in a car. At least our work trips are. So how can you help those folks make better choices? Part of that is a trip chain. Then of course we talk about riding the bus, max, carpooling, biking, and walking. So this campaign, it's the umbrella. Again, there's lots of efforts going on with our transportation management association, your travel options program.

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The question is do people know about it. People don't have a chance to take an opportunity or purchase your product unless they know it actually exists. So it's creating one strategic and synchronized message to draw people into this, to link them to the travel options information and connect into the programs that each of us have. This has been consisting mostly of a mass media campaign. We have done some research in terms of looking at the reach of that, and that research shows a 97.9% of adults -- I don't know how to get that exact number -- but ages 18 and over have heard some message on this on tv 21 times, paid radio 60% of the listening audience a minimum of two times. Billboards are seen by 150,000 people a month. And then we have earned and unpaid media. We've got quite a bit of unpaid media on this. This week in the sustainable living section of the "Portland tribune" --

Pam Peck: It's in their packet.

Burkholder: It's in your packet. There's a full copy of that in there that you can take a look at that. The idea is to get a message out there. Drive less, save more. And then link people to more information. The primary message that is you save money. We did a lot of research on this. There's a lot of issues related to transportation that people are concerned about, but a really key one is the pocketbook expense. You saw this week joe courtright's work. He just came out with a report showing that, in comparison to other metropolitan areas, the average Portland metropolitan resident drives about four miles a day. When you add that up cumulative, that comes out to a cost savings in terms of the cost, gas, operation of your car and then your time savings of about \$2.6 billion a year in this region, dollars that stay in our community and are used here. That's the main message that people really get. The other message is that making one less car trip a week is very easy to do. The old make your list before you leave the house idea, something we run into a lot of types. One car trip a week will actually lead to about a 5% reduction in congestion. If everybody did that, we'd have about a 5% reduction, the difference really between a holiday traffic level and weekday traffic level. That has a big impact on the mobility of the roads. The mass media stuff, we've done a lot of outreach and events. 166 events, over 10,000 contacts, farmers' markets, and Portland itself more than 5000 people have been talked to by the cap pain and 70 Portland residents have signed campaign pledge cards to reduce their single-person car trips. There's a list of area events we attended in your community in your packet there. And totally, again as I said, over 10,000 people have been talked to. We don't have a slide this time on the earned media, which is all the newspaper coverage, which is another thing, too, is that all the newspapers have covered this as a news story as well as the radio and the television. And the final slide here is talking about a project you guys do, which is the "smart trips" project. Metro has been a part of the development of this idea, helped fund the initial test pilot project you guys did and we're currently funding through a grant from the mtip process to smart your smart trips program in milwaukie. This one is individualized marketing, contacting people individually and offering information in contrast to the main mass media message of the other part of this program. They're very complimentary. One is to give people the basic idea -- this one here delivers directly to people the services. It's very effective in getting people to shift, and these are documented results which are really good. The mass media again is something that gives the general sense there, the general message, the general motivation to do something. Programs like this are helpful, 'cause they actually get people to make that jump. So that is another part that's very important in terms of being complimentary. We also work with the transportation management associations. We help fund that through the regional funding as well. The lloyd t.m.a. and swan island are the two within the Portland city limits. We're looking at a new transportation management association in south waterfront. I'm sure you've heard from rick williams, who represents the lloyd center t.m.a., about their great success in reducing single-occupancy trips, and I think they've gone from 11% ridership to over 40% transit. Their bicycle ridership is very high. When you put parking meters on the street, that kind of helped, too. So it's a combination of strategies that get people to take other options. With all the positive benefits that

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we see. We save money, reduce air pollution and climate gases. We also reduce the strain on the system and the demand for the services that we provide to the transportation system. So that's it. I want to just thank you very much for your partnership in this and your support and your work in terms of getting this message out to your employees and your citizens. If you have any questions, we're here to answer them.

Adams: I think one question that we've talked about is how do we measure the results of this. And I know we're still relatively early in the effort, but what do you foresee as being able to be able to look at as measurements?

Burkholder: We actually have a survey out. We're almost ready with the data. The preliminary we've got so far --

Peck: We look at the recall, do people remember hearing those messages. Of those, do they remember where they heard them? And the key question is did they take any action? We should have that information. Bob Moore did that study for us, and we should have that within the next couple weeks, and we'd be real happy to share that.

Burkholder: We really do want to make sure these have results. Trip smart?

Peck: Smart trips.

Burkholder: It's changed names a few times. They always have an evaluation component, and we've insisted this had an evaluation component, too. It's about \$1.6 million a biennium is what we're receiving from the department of transportation to do this, compared to their budget, which is up in the billion dollars a year type of thing. So it's a small amount of money, but we do want to make sure it actually has impact. We produce materials that are not place specific, so they're being used in Bend and in the Rogue Valley, actually in Vancouver and Clark County where the linkages are then added to the messages, too, so that the local jurisdictions can share information that's very specific. The materials we try that make sure can be used all throughout the state as a way to also be smart about using money.

Saltzman: Rex, you mentioned -- I guess it was a joke -- courtright study that said we drive four miles less. Was that per day?

Burkholder: Per day.

Saltzman: Does that compare to a previous point in time?

Burkholder: I believe he compared it to 33 other similar-sized metropolitan areas throughout the country. We're one of the few metropolitan areas where that number has been dropping over time. Most places it's increasing. It's a combination of our land use policies that keep us having compact development and jobs and housing close to each other as well as providing transportation options for people. But ultimately, it results in less time spent in the car, less time driving, and therefore a savings in time and money.

Potter: Other questions?

Adams: In closing, I just want to thank you for the great partnership between our travel smart program and this program. We really appreciate it.

Burkholder: Great. And it's even ok to ride your bike on a rainy day.

*****: [laughter]

*****: Just wear your rain gear. Thanks very much.

Potter: Thank you, folks, very much. We're going to move to the regular agenda. Item 879.

Item 879.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read item 880.

Item 880.

Potter: Second reading, vote only. Please call the vote.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read item 881.

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Item 881.

Potter: Second reading, vote only. Please call the vote.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read item 882.

Item 882.

Potter: Second reading, vote only. Please call the vote.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read item 883.

Item 883.

David Rhys: David rhys from the bureau of human resources. This was meant to be on the consent agenda. We apologize for it being on the regular agenda. I'm here for any questions you may have. It is a first reading on it.

Potter: Questions from the commissioners? Anybody signed up to testify in this matter?

Moore: I did not have a sign-up sheet.

Potter: Nonemergency. Moves to a second reading. Please read item 884.

Item 884.

Leonard: Maybe I could say a couple things before you guys get started just kind of more globally to have the council kind of understand the policy approach that we're taking with this effort. We have made a concerted effort in the last two years to make sure our water bureau facilities are secure but do it in a way that is actually -- that actually takes advantage of the public using those resources. And so, for an example, at Washington park reservoir, which is included in some of the work that's going to be done here, we've actually, as opposed to building bigger fences or making it less accessible, opened up the fences to make the public have better access to the reservoir to walk around the perimeter of it, and the theory being from some of our security folks that actually having responsible people be able to walk around the reservoir gets more eyes and ears to see what's going on versus actually closing it in so that, if somebody snuck in, they're pretty sure that nobody can see what they're doing because we've locked all the responsible people out. We're building really a first class fence at Washington park which has been part of this project that reflects the character and the flavor of our reservoirs, doing similar kind of work at mount tabor, and this has been an effort for 18 months that you've been working on just bringing this altogether? There are a number of different projects. This falls underneath, but the idea is actually to be smarter about how we do security and have the public actually be unaware of some of the measures that are actually keeping our water systems secure. So I really appreciate the work that's gone on. This has been a very challenging task.

Jeff Baer: Thank you for the overview. For the record, i'm jeff baer, director of the bureau of purchases. Good morning. Just to go a couple of quick overview again related to the politicization process that we went through, we did come back last march for requesting an exemption from the competitive low bid process and using an alternative procurement process, which was a construction manager, general contractor process of which we issued a request 4 proposal and received three responses. And we're here before you this morning to request approval to execute a contract with slayden construction group. And just a couple of other things. We've been working with the water bureau and slayden construction to identify -- and they've agreed to a goal of 35% for minority women, emerging small business participation, and subcontracting in performing this work which would equate to roughly about \$7 million worth of subcontracting work. And they do have a current city business license, and they are currently in delayed status for the equal benefit requirements until february of next year, 2008, to allow for them to open their -- for their open enrollment period, and they've agreed to extend the domestic partner benefits to their employees at that time. With that, i'll pause. If mike wants to say anything about the project and address any questions you might have --

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Stuhr: A couple of other comments here. This was really a challenging contract to put together. We had originally anticipated this being two contracts, and we got a no bid situation on an 11 million-dollar contract, and the reason is this is pretty high tech, complicated work. It's in a very challenging spot. We're very careful about mount tabor. At the time, still continues today. We worked with jeff to figure out, well, we need to make this thing a little bit bigger maybe to get some larger firms to bid, so we combined Washington park and the mount tabor contracts working with purchasing and then mary ellen caltyner went on a recruiting mission to get folks to bid on this contract. We really need to do this work. I think we're very, very lucky inputting this package together, because we've got an exceptionally good contractor, and we're also doing some really, I think, cool things as part of this. We're going to put in a green street on 59th street. We've done an excellent job of listening to the city's message on emerging small business, women and minority contractors, and I really hope -- (loss of audio).

Potter: Questions from the commissioners? Is there a sign-up sheet?

Moore: I did not have anyone.

Adams: What are the certified members some.

*******:** We don't have those yet. We're working with them, but they've agreed to achieve the 35% participation goal, so we'll be back to you to report on that.

Potter: Good.

Stuhr: And they're an exceptionally good contractor. They'll deliver.

Potter: Anybody here who wishes to testify on this matter? It's a report. I need a motion to accept.

Adams: So moved.

Leonard: Seconded.

Potter: Please call the vote.

Adams: Aye.

Leonard: I appreciate this really unique approach. I mean, it has for some professionals running contrary to what they consider to be a good water system, but dave austin, who is the head of our security, spent most of his career at the police bureau, and the great work of others who gave different perspectives of how you actually provide good security and make it more accessible to the public, this is going to be one of those fun projects I think that improves the water delivery system but enhances the security and keeps Portland the way we all like Portland to be, around that is accessible, open to the public, and beautiful. So thank you very much. Aye.

Saltzman: Aye.

Potter: Thank you. Vote aye. Please read item 885.

Item 885.

Potter: I'm requesting this item be pulled back to the mayor's office. Please read item 886.

Item 886.

Potter: Second reading, vote only. Please call the vote.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read item 887.

Item 887.

Potter: Commissioner Leonard?

Leonard: Thank you very much, mayor Potter. This is more of a technical ordinance. The council authorized this \$100,000 in the budget last time. This ordinance actually just technically gives us the authority to disperse the funds to ocha. They approached me during the budget process because of a number of issues. They were fearful of having to close down their cool. I went to the mayor immediately after meeting with this group, and he was, from the moment I spoke with him till now, very enthusiastically supportive of this dispersement, which of course makes it much easier to put the necessary resources together to be able to help ocha. The mayor has actually been there. I have

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not been there. Hopefully he can share some of his insights about the program. But I certainly do know the people that care about it and care that it be available for hispanic youth to give them alternatives to lives that sometimes aren't as productive as they could be. So thank you, mayor Potter, for your help on this. And i'm really happy to be able to bring this forward.

Potter: Questions if the commissioners?

Adams: Just to add to the observation. I spent a day there a year ago and was very impressed with the program, so i'm glad we're helping them out in a time of need. Thank you.

Potter: Yes. They have a night class to get your g.e.d., and it's an excellent program, well attended, and they go a long ways towards meeting a lot of the immediate needs within the hispanic community. So it's a good organization. It's a nonemergency and moves to a second reading. Did we have anybody here to testify?

Moore: No one signed up.

Potter: Please read item 888.

Item 888.

Potter: Second reading, vote only. Please call the vote.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. Please read item 889.

Item 889.

Potter: Second reading. Call the vote, please.

Adams: Aye. **Leonard:** Aye. **Saltzman:** Aye.

Potter: Aye. We're adjourned until next week. [gavel pounding]

At 10:24 a.m., Council adjourned.