

**Executive Council for Active Transportation
A Council of the Intertwine, Quarterly Meeting**

**Thursday, March 29, 2012 | 8:00-9:30 a.m.
Metro, Council Chambers, 600 NE Grand Ave. Portland, OR, 97232**

- ECAT Members Present: Jonathan Nicholas, Chair
Dr. Christopher Achterman, Legacy
Councilor Rex Burkholder, Metro
Allison Hill Graves, Community Cycling Center
Steve Gutmann, Getaround, Inc.
Randy Miller, Produce Row Property Management Co.
Dr. Philip Wu, Kaiser Permanente
Commissioner Dick Schouten, Washington County
Dave Yaden
- ECAT Members Absent: Scott Bricker, Bricker Consulting
Neil McFarlane, TriMet
Bart Eberwein, The Hoffman Corporation
Stephen Gomez, Board of the Bicycle Transportation Alliance
Jay Graves, The Bike Gallery
Lynn Peterson, Policy Advisor to Governor Kitzhaber
Rick Potestio, Potestio Studio
Commissioner Nick Fish, City of Portland
- Metro Staff: Lake McTighe, Tom Kloster, Josh Springer, Brooke Jordan
- Guests: Councilor Kathryn Harrington, Metro
Councilor Shirley Craddick, Metro
Jeremy Rogers, Oregon Business Council
David Knowles, CH2MHill, Portland Business Alliance
Mike Wetter, Intertwine Alliance
Aaron Brown, Intertwine and Active Transportation Plan SAC
Roger Geller, PBOT and Active Transportation Plan SAC
Sean Batty (for Neil McFarlane), TriMet
Susan Remmers, Intertwine Alliance Board
Mike Houck, Intertwine Alliance Board



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ECAT Chair, Jonathan Nicholas began the meeting at 8:11am.

Meeting Summary:

Mr. Nicholas began the meeting by welcoming current members and newest member Allison Hill Graves with the Community Cycling Center. ECAT members and guests were asked to introduce themselves.

Ms. McTighe presented a brief overview of the Regional Active Transportation Plan that Metro is undertaking including the role of the Executive Council, a timeline, and organizational framework. She referred ECAT members to a background memo, timeline, themes of success and failure and stakeholder communication strategy in the ECAT packet, available on the active transportation plan webpage at www.oregonmetro.gov/activetransport The Executive Council will play a fundamental role in bridging the regional business community with active transportation and the development of a successful plan.

Mr. Burkholder expressed concern regarding potential jurisdictional power structures, achieving buy-in, the seemingly overwhelming nature of a complex plan like the Regional ATP.

Ms. McTighe replied that so far, presentations to Metro's advisory committees had been well received, that there was general support for the concept of active transportation and even excitement. The challenge is to translate excitement at the idea into development on the ground. The ATP process will be primarily about identifying and reaching agreement on priorities. The ECAT will play a vital role as messengers.

Mr. Burkholder stated that communities want more cycling and walking choices. The public is interested, but local governments have other goals and priorities and limited funds, in addition to active transportation. There is support until it requires re-prioritizing active transportation over other types of transportation investments.

Ms. McTighe then presented on the current research citing the benefits of Active Transportation. The benefits were framed around the region's six desired outcomes: (1) Transportation Choices, (2) Vibrant Communities, (3) Clean Air and Water, (4) Leadership



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on Climate Change, (5) Equity, and (6) Economic Prosperity. A copy of the presentation is available on at www.oregonmetro.gov/activetransport

Mr. Miller asked how we can translate the demographic shift of younger generations driving less into an economic case for Active Transportation.

Ms. Graves stated that engaging youth locally is a good place to start.

Mr. Nicholas then introduced Jeremy Rogers, who was invited to provide his personal perspective on what is important to the Oregon business community and the primary topics and issues that are of the most concern.

Mr. Rogers noted that he thought the benefits of active transportation provided a good message. Mr. Rogers stated that he was providing his own perspective and observations and was not speaking on behalf of all businesses in Oregon. He stated that the Oregon Business Plan (OBP) is a forum to provide a unified voice for the business community and was created in response to legislators wanting a more unified voice. He outlined primary objectives of the Oregon Business Council (OBC). These objectives include increasing personal incomes for Oregonians above the national level by 2020 and new job creation.

The strategy to achieve increases in jobs and personal wealth focused on a traded sector industry of exports, including solar manufacturing and green industry. With a strategy focusing on people, place, pioneering innovation and productivity, Mr. Rogers stated that education, taxes and the regulatory climate were the top three topics that concerned the business community. In the past few years the OBC has focused on transportation projects and funding, but not this year, though the Columbia River Crossing is still a focus.

The business community develops specific initiatives that are big picture, public sector issues. Education and health care costs for businesses are two such issues. While OBC is not focusing on developing a transportation related initiative that would not preclude support of a major state level transportation funding strategy.

Mr. Rogers stated that Active Transportation, to the degree that active transportation can improve freight mobility or reduce health care costs, has not been on the agenda of the OBC, but he sees an opportunity to start a discussion with businesses and bring them up to speed on the benefits of Active Transportation. He suggested meeting with the OBP steering committee to discuss the Regional ATP and how it could fit into OBC's agenda. The summit is where many issues get framed. Mr. Miller noted that the planning stages for developing the OBP summit agenda had been accelerate. Mr. Rogers agreed and said that any discussions should take place sooner than later.



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It was suggested that Mr. Nicholas, or another ECAT member, could potentially speak on the topic, frame the issues with the OBP steering committee.

Mr. Nicholas then introduced David Knowles who was invited to provide a perspective from the Portland Business Alliance (PBA). Mr. Knowles noted that there was a lot of diversity of opinion in the PBA. The primary focus of the PBA is on the downtown core. Mr. Knowles stated that he has observed active support of active transportation from the PBA. In a recent discussion for the Portland Plan businesses were asked what Portland had done well and there was strong support to continue to invest in transit. Although the PBA is supportive of active transportation, potential tensions arise when projects are implemented on the ground, primarily around design and impeding freight mobility. With a certain amount of right-of-way you can only do so much. The controversy arises on how the street is used. Mr. Knowles also saw tensions arise around how discussions are framed. He alluded to the recent discussions for regional flexible funds and noted that we should avoid framing the issue around bicycles vs. freight and instead focus on bicycles and freight.

Mr. Schouten noted that we need to be aware of how we use our space. There is nothing more efficient than walking and biking, but there is a lack of confidence in terms of access for these modal choices. He suggested asking Geert-Pieter Wagenmakers, the transportation advisor from the Amsterdam Chamber of Commerce, back to the region to present on how increased bicycle and walking access in Amsterdam have benefitted businesses and freight. (Mr. Wagnemaker visited the region as part of the German Marshall Fund/Metro Transatlantic Active Transportation Workshop.)

Mr. Knowles stated that there is a difference between here and European countries, in that we begin our trips (in the suburbs) with less modal choice. Most conflict arises over the configuration of our streets. Certainty for businesses as to where changes to streets were going to happen could be helpful.

Mr. Yaden said it would be helpful to know more about the freight mobility agenda and the agenda does or does not conflict with the active transportation agenda. He asked if controversies arise over how topics get framed at JPACT and implementation at the local level because of an inherent struggle for limited funds. Or, are there investments that the freight community wants that investing in active transportation would hinder.

Mr. Knowles pointed to the budget woes at the Portland Bureau of Transportation and noted that when it comes down to limited transportation dollars then there is a struggle. Mr. Knowles noted that it would be productive to have the conversation at a larger scale, come to an agreed upon strategy. He noted that many of the new members of the PBA and



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on the transportation sub-committee are supportive of multi-modal transportation investments.

Ms. Harrington noted that in Washington County many businesses are supportive of investments in active transportation, but it is not an either/or. They want to see investments in auto facilities too. But, we do not have a growing funding pie so there is going to be some struggle.

Mr. Houck stated that he hoped as ECAT engages with businesses that the work of the Intertwine Alliance is part of the conversation and the parks and natural areas system and conservation are brought into the discussion.

Mr. Yaden noted that as good as this region has been at getting light rail built, regional trails built, other regions, such as Atlanta and the Beltline Project, seem to be much better at conceiving of “mega-projects” and getting them funded and built, including bringing in private funding. He asked if businesses in the region had the stomach for thinking about these types of projects. He gave the Powell corridor as an example where the region could support building out the corridor only if all elements were included.

Ms. Harrington noted that this was the direction that current corridor projects like the SW Corridor Project were taking.

Mr. Knowles noted that the trend was going to be less federal funding overall and that attracting private funding may need to be part of the strategy.

Mr. Nicholas concluded the discussion by thanking the Executive Council for their time and participation. He stated that the discussion would continue and he and staff would develop next steps. He adjourned the meeting at 9:30 a.m.

Notes prepared by Brooke Jordan
3/29/2012



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