

**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, ORE, 97232**  
**AGENDA**

**Purpose:** Identify the common ground for business and active transportation in the Portland metropolitan region. Discuss the current messages and activities associated with the benefits of active transportation – do they resonate with business? Discuss what the overarching priorities and topics of concern for business in the region – where is there common ground with active transportation?

**Outcome:** Identify common ground, where active transportation supports economic prosperity and business. Identify opportunities and strategies for building bridges in the development of the regional Active Transportation Plan.

7:30 **Coffee and pastries, networking**

8:00 **Welcome, introductions and overview** **Jonathan Nicholas, Chair**

8:15 **Regional Active Transportation Update** **Lake McTighe, Metro**  
*The Executive Council for Active Transportation is providing policy guidance and developing business and health community involvement in the plan.*

8:25 **Benefits of Active Transportation** **Lake McTighe, Metro**  
*Making it easier, safer and more comfortable for people to get around actively is associated with a whole host of outcomes that benefit the economy, the environment and society. Lake will cover some of the current messages on the benefits of active transportation. Do these messages resonate?*

8:40 **The Oregon Business Plan** **Jeremy Rodgers, Oregon Business Council**  
*What do businesses in Oregon and the region care about? What are the top priorities for the next five years? Jeremy will talk about what the business community is focused on.*

9:00 **Discussion**  
*What resonates with businesses on active transportation? What doesn't? Where is there common ground? What are the friction points? How can we develop a common language?*

9:30 **Adjourn**



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