

FY 2023-24 Budget Note #4: Regional Coordination and Communication Enhancement – Metro Communications

Develop a proposal for coordinating with communities outside the existing Metro boundary to identify and address shared regional issues, such as land use and jobs, aviation, climate resiliency, disaster preparedness, transportation and tolling, and regional parks and natural areas. Staff should conduct preliminary outreach to the cities of Sandy, Corbett, Estacada, Molalla, Canby, Woodburn, Newberg, Gaston, North Plains, and Scappoose, and unincorporated areas, and community planning organizations and develop a draft plan with recommendations for communications improvements to best serve these communities.

Activities to Date

- Council Office staff compiled contact information for non-elected leadership seven of the 10 recommended cities, plus the City of Banks. Due to a lack of existing contacts and limited leadership capacity, staff did not gauge interest from unincorporated communities and community planning organizations in its first phase of outreach.
- Initial invitations to discuss priorities with Metro highlighted shared values and awareness of existing regional projects and priorities, particularly family-wage jobs and the transportation needs of commuters.
- Council Office staff conferred with staff in Government Affairs and Policy Development (GAPD) hired a Strategic Engagement Advisor to improve outreach to local governments within the Metro boundary. Council Office staff conferred and continue to coordinate with this advisor to avoid duplication of outreach efforts.

Future Activities

- Council Office staff will continue conversations with city leadership by scheduling in-person or virtual meetings to assess interest in engaging with Metro in the future.
- Council Office staff will begin to include relevant legislative agenda items from these cities in the weekly local agenda digest, which is distributed to Council and relevant Metro staff.

Budget

No budget impacts. Additional outreach outside the Metro boundary may be considered by the Strategic Engagement Advisor on an ad hoc basis.