



600 NE Grand Ave.
Portland, OR 97232-2736

Council work session agenda

Tuesday, October 3, 2023

10:30 AM

**Metro Regional Center, Council Chamber,
<https://www.youtube.com/live/qVaDQNK1EOo?si=R29GPdjs-YtFgZn->,
<https://zoom.us/j/615079992> Webinar ID:
615 079 992 or 888-475-4499 (toll free)**

This meeting will be held electronically and in person at the Metro Regional Center Council Chamber.
You can join the meeting on your computer or other device by using this link:
<https://www.youtube.com/live/qVaDQNK1EOo?si=R29GPdjs-YtFgZn->

Call to Order and Roll Call

Work Session Topics:

10:30 Strategic Targets Discussion [23-5934](#)

Presenter(s): Marissa Madrigal (she/her/ella), Chief Operating Officer, Metro
Andrea Celentano (she/her), Policy Advisor, Metro
Val Galstad (they/them), Program Director, Metro
Ina Zucker (she/her), Program Director, Metro

Attachments: [Staff Report](#)
[Attachment 1](#)

11:30 Oregon Recycling Modernization Act [23-5939](#)

Presenter(s): Marta McGuire (she/her), WPES Director, Metro
Pam Peck (she/her), Policy and Compliance Division Director, Metro
Jenna Jones (she/her), Policy and Program Development Manager, Metro
Jill Hrycyk (she/her), Program Manager, Metro

Attachments: [Staff Report](#)

12:15 Chief Operating Officer Communication

12:25 Councilor Communication

Adjourn

Metro respects civil rights

Metro fully complies with Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act, Section 504 of the Rehabilitation Act and other statutes that ban discrimination. If any person believes they have been discriminated against regarding the receipt of benefits or services because of race, color, national origin, sex, age or disability, they have the right to file a complaint with Metro. For information on Metro's civil rights program, or to obtain a discrimination complaint form, visit oregonmetro.gov/civilrights or call 503-797-1890. Metro provides services or accommodations upon request to persons with disabilities and people who need an interpreter at public meetings. If you need a sign language interpreter, communication aid or language assistance, call 503-797-1890 or TDD/TTY 503-797-1804 (8 a.m. to 5 p.m. weekdays) 5 business days before the meeting. All Metro meetings are wheelchair accessible. Individuals with service animals are welcome at Metro facilities, even where pets are generally prohibited. For up-to-date public transportation information, visit TriMet's website at trimet.org

Thông báo về sự Metro không kỳ thị của

Metro tôn trọng dân quyền. Muốn biết thêm thông tin về chương trình dân quyền của Metro, hoặc muốn lấy đơn khiếu nại về sự kỳ thị, xin xem trong www.oregonmetro.gov/civilrights. Nếu quý vị cần thông dịch viên ra dấu bằng tay, trợ giúp về tiếp xúc hay ngôn ngữ, xin gọi số 503-797-1700 (từ 8 giờ sáng đến 5 giờ chiều vào những ngày thường) trước buổi họp 5 ngày làm việc.

Повідомлення Metro про заборону дискримінації

Metro з повагою ставиться до громадянських прав. Для отримання інформації про програму Metro із захисту громадянських прав або форми скарги про дискримінацію відвідайте сайт www.oregonmetro.gov/civilrights. або Якщо вам потрібен перекладач на зборах, для задоволення вашого запиту зателефонуйте за номером 503-797-1700 з 8.00 до 17.00 у робочі дні за п'ять робочих днів до зборів.

Metro 的不歧视公告

尊重民權。欲瞭解Metro民權計畫的詳情，或獲取歧視投訴表，請瀏覽網站 www.oregonmetro.gov/civilrights。如果您需要口譯方可參加公共會議，請在會議召開前5個營業日撥打503-797-1700（工作日上午8點至下午5點），以便我們滿足您的要求。

Ogeysiiska takooris la'aanta ee Metro

Metro waxay ixtiraamtaa xuquuqda madaniga. Si aad u heshid macluumaad ku saabsan barnaamijka xuquuqda madaniga ee Metro, ama aad u heshid warqadda ka cabashada takoorista, booqo www.oregonmetro.gov/civilrights. Haddii aad u baahan tahay turjubaan si aad uga qaybqaadatid kullan dadweyne, wac 503-797-1700 (8 gallinka hore illaa 5 gallinka dambe maalmaha shaqada) shan maalmo shaqa ka hor kullanka si loo tixgaliyo codsashadaada.

Metro의 차별 금지 관련 통지서

Metro의 시민권 프로그램에 대한 정보 또는 차별 항의서 양식을 얻으려면, 또는 차별에 대한 불만을 신고 할 수 www.oregonmetro.gov/civilrights. 당신의 언어 지원이 필요한 경우, 회의에 앞서 5 영업일 (오후 5시 주중에 오전 8시) 503-797-1700를 호출합니다.

Metroの差別禁止通知

Metroでは公民権を尊重しています。Metroの公民権プログラムに関する情報について、または差別苦情フォームを入手するには、www.oregonmetro.gov/civilrights。までお電話ください。公開会議で言語通訳を必要とされる方は、Metroがご要望に対応できるよう、公開会議の5営業日前までに503-797-1700（平日午前8時～午後5時）までお電話ください。

សេចក្តីជូនដំណឹងអំពីការមិនរើសអើងរបស់ Metro

ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro ឬដើម្បីទទួលបានការប្រឹក្សាស្តីពីការមិនរើសអើងសូមទូរស័ព្ទទៅលេខ 503-797-1700

www.oregonmetro.gov/civilrights

បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គ

ប្រជុំសាធារណៈ សូមទូរស័ព្ទមកលេខ 503-797-1700 (ម៉ោង 8 ព្រឹកដល់ម៉ោង 5 ល្ងាច

ថ្ងៃធ្វើការ) ប្រាំពីរថ្ងៃ

ថ្ងៃធ្វើការ មុនថ្ងៃប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

إشعار بعدم التمييز من Metro

تحتزم Metro الحقوق المدنية. للمزيد من المعلومات حول برنامج Metro للحقوق المدنية أو لإيداع شكوى ضد التمييز، يُرجى زيارة الموقع الإلكتروني www.oregonmetro.gov/civilrights. إن كنت بحاجة إلى مساعدة في اللغة، يجب عليك الاتصال مقدماً برقم الهاتف 503-797-1700 (من الساعة 8 صباحاً حتى الساعة 5 مساءً، أيام الاثنين إلى الجمعة) قبل خمسة (5) أيام عمل من موعد الاجتماع.

Paunawa ng Metro sa kawalan ng diskriminasyon

Iginagalang ng Metro ang mga karapatang sibil. Para sa impormasyon tungkol sa programa ng Metro sa mga karapatang sibil, o upang makakuha ng porma ng reklamo sa diskriminasyon, bisitahin ang www.oregonmetro.gov/civilrights. Kung kailangan ninyo ng interpreter ng wika sa isang pampublikong pulong, tumawag sa 503-797-1700 (8 a.m. hanggang 5 p.m. Lunes hanggang Biyernes) lima araw ng trabaho bago ang pulong upang mapagbigyan ang inyong kahilingan.

Notificación de no discriminación de Metro

Metro respeta los derechos civiles. Para obtener información sobre el programa de derechos civiles de Metro o para obtener un formulario de reclamo por discriminación, ingrese a www.oregonmetro.gov/civilrights. Si necesita asistencia con el idioma, llame al 503-797-1700 (de 8:00 a. m. a 5:00 p. m. los días de semana) 5 días laborales antes de la asamblea.

Уведомление о недопущении дискриминации от Metro

Metro уважает гражданские права. Узнать о программе Metro по соблюдению гражданских прав и получить форму жалобы о дискриминации можно на веб-сайте www.oregonmetro.gov/civilrights. Если вам нужен переводчик на общественном собрании, оставьте свой запрос, позвонив по номеру 503-797-1700 в рабочие дни с 8:00 до 17:00 и за пять рабочих дней до даты собрания.

Avizul Metro privind nediscriminarea

Metro respectă drepturile civile. Pentru informații cu privire la programul Metro pentru drepturi civile sau pentru a obține un formular de reclamație împotriva discriminării, vizitați www.oregonmetro.gov/civilrights. Dacă aveți nevoie de un interpret de limbă la o ședință publică, sunați la 503-797-1700 (între orele 8 și 5, în timpul zilelor lucrătoare) cu cinci zile lucrătoare înainte de ședință, pentru a putea să vă răspunde în mod favorabil la cerere.

Metro txoj kev ntxub ntxaug daim ntawv ceeb toom

Metro tributes cai. Rau cov lus qhia txog Metro txoj cai kev pab, los yog kom sau ib daim ntawv tsis txaus siab, mus saib www.oregonmetro.gov/civilrights. Yog hais tias koj xav tau lus kev pab, hu rau 503-797-1700 (8 teev sawv ntov txog 5 teev tsaus ntuj weekdays) 5 hnuv ua hauj lwv ua ntej ntawm lub rooj sib tham.

Strategic Targets Discussion
Work Session Topics

Metro Council Work Session
Tuesday, October 3rd, 2023

METRO STRATEGIC TARGETS IN THE AREAS OF ECONOMY, ENVIRONMENT, AND HOUSING: WORK SESSION UPDATE

Date: 9/26

Department: Council/COO

Meeting Date: 10/3/2023

Length: 60mins

Prepared by: Cathy Love, 971-500-0726,
cathy.love@oregonmetro.gov

Presenter:

Marissa Madrigal, COO (she/her)

Andrea Celentano, Policy Advisor
(she/her)

Val Galstad, Program Director
(they/them)

Ina Zucker, Program Director (she/her)

ISSUE STATEMENT

In a November 2022 budget meeting, Council gave direction that Metro as an organization needed a set of region-wide strategic targets to guide our work for the next five years. At that meeting and again in February 2023, Council directed staff to engage stakeholders and develop strategic targets in the areas of environment, economy, and housing, by which we can measure the region's progress toward these targets and develop a shared vision for the future of greater Portland.

Since April 2023, staff have been working to implement this direction by engaging stakeholders and partners, consulting subject matter experts both internally and externally, and getting additional feedback and direction from Metro Council through briefings. Staff incorporated stakeholder feedback and Council direction in the development of the draft strategic targets.

This item is coming to Council for additional guidance on the development of the strategic targets, key regional metrics, and the next steps toward completion of this work.

ACTION REQUESTED

Update the Council on the development of the strategic targets, share draft targets and strategies and receive Council's direction on key policy questions. The direction provided by Council in this work session will assist staff in their preparation for the upcoming town hall and the development of final targets to be adopted by Council later this year.

IDENTIFIED OUTCOMES

- Council will have a better understanding of the process and progress in the development of the Strategic Targets Project.
- Councilors will have the opportunity to:

- Discuss policy questions with their colleagues.
- Give staff additional direction on further development of the strategic targets and what information they hope to receive from the town hall.
- Guide staff in the next steps of the project as they work to fully implement Council's vision.

POLICY QUESTION(S)

- Do the proposed draft strategic targets and the key metrics represent Council's vision of a north star for Metro's work over the next five years?
- What additional feedback would Council like to gather from members of the public at the upcoming town hall?
- What additional information does Council need from staff to support a future work session and the adoption of the strategic targets?

POLICY OPTIONS FOR COUNCIL TO CONSIDER

The Council may provide staff direction on:

- The recommended targets, strategies, and key regional metrics
- The upcoming town hall
- Future engagement with stakeholders and partners

STAFF RECOMMENDATIONS

Proposed Draft Targets – See Appendix A

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

Metro's 2021 Strategic Framework affirmed a commitment to public service, safety and resilience. Metro embodies those values through organization-wide guiding principles that define the meaning and scope of those values: Racial Justice, Climate Justice and Resilience, and Shared Prosperity. The strategic targets developed in the areas of environment, economy, and housing specifically speak to these values and will help further Metro's goals.

This work builds on critical plans and priority setting tools previously developed, including: the Strategic Framework, the Strategic Plan to Advance Racial Equity, Diversity and Inclusion, and the racial equity framework. The Strategic Targets Project gives Metro a north star which can guide our progress towards a shared regional vision. This project marks further progress in Metro's strategic planning efforts and will guide the organization towards achieving critical goals in priority focus areas.

Based on Council direction, these targets have been developed to be high impact, composite and multivariate in nature. These targets are also designed to have a Metro-specific component but to be bigger than Metro alone to help inspire regionwide efforts and promote collaboration with our regional partners. Metro can and will work towards each of these targets as an organization, but more progress will be made if we can work with our partners from across the region towards a common goal. More work, engagement and

collaboration will be needed with stakeholders and partners once the targets are adopted to establish specific goals for each of the chosen key regional metrics.

With the final adoption of these strategic targets, Metro will have specific, measurable outcomes to guide and support each department's work and future planning. Council will have additional opportunities to decide future policy and give additional direction in the implementation of the strategic targets throughout the budget process.

BACKGROUND

In budget meetings in late 2022 and early 2023, Council directed staff to develop strategic targets in the areas of environment, economy and housing to guide future budgeting and policymaking. To implement this direction, a task force of Metro staff members was formed. Metro also hired the Drawbridge Innovations consulting firm to assist with the development of the targets. Metro staff worked with Drawbridge to develop the project's design and a project plan to achieve Council's vision.

Metro staff, with the help of Drawbridge, first engaged external stakeholders and partners in "blue sky" visioning sessions to solicit ideas in the three target areas. Participants were asked, "What is your vivid 5-year vision for the Metro region – especially focused on strategic outcomes under Housing, Environment and the Economy?" Participants included labor and workforce trades, equity leaders, community-based organizations, environmental advocates, conservation organizations, elected officials, local government leaders, business interests and economic development stakeholders.

Following the visioning sessions, Metro assembled groups of internal subject matter experts from across the agency into "Tiger Teams". These teams met several times and worked to take the feedback from the visioning sessions and translate these big ideas into strategic targets with measurable metrics that would support the outcomes identified by our stakeholders and partners. Stakeholders and partners were then re-convened for additional input and feedback in a series of workshops.

Councilors received regular status updates on this project and offered direction and feedback throughout the development of the strategic targets. The internal Tiger Teams and Metro task force incorporated feedback from stakeholders and partners and direction from Council into the current staff recommended draft targets.

ATTACHMENTS

Staff Recommendation – Appendix A

[For work session:]

- Is legislation required for Council action? No
- What other materials are you presenting today? PowerPoint



STRATEGIC TARGET

Meeting our Climate and Resilience Goals

DESCRIPTION

In the face of a changing climate, we must reduce GHG emissions, be more sustainable, and build resilience to safeguard nature and people.

STRATEGIES & METRICS

STRATEGY 1: Reduce Emissions

Key Regional Metric:
Reduced **Regional GHG Emissions**

- VMT and Multimodal
- Electric Vehicles
- Energy Consumption

STRATEGY 2: Sustainable Communities

Key Regional Metric:
Reduced **Waste Generated** per capita (lbs per person)

- Recycling and Composting
- Food Waste
- Reuse and Repair

STRATEGY 3: Regional Resilience

Key Regional Metric:
Reduced **Climate Related Deaths**

- Extreme Heat Mitigation
- Wildfire Risk Strategies
- Climate Justice Plans

STRATEGIC TARGET



A Resilient Economy for All

DESCRIPTION

Position the Metro Region to take advantage of future growth opportunities, by helping both people and businesses thrive.

STRATEGIES & METRICS

STRATEGY 1:

Attract, Retain, and Support Business Growth

Key Regional Metric:

Add **Quality Jobs**

- Small Business Development
- Movement of Goods
- Vendor Diversity – COBID

STRATEGY 2: Development Ready Communities

Key Regional Metric:

Increased Land Readiness - Number of **Shovel Ready Sites**

- Process Improvement
- Timelines
- Available Resources

STRATEGY 3:

Workforce Training and Development

Key Regional Metric:

Regional **Labor Force Participation**

- Workforce Recruitment
- Training Program Capacity
- Workforce Diversity & Inclusion



STRATEGIC TARGET

Housing For All

DESCRIPTION

Housing market provides ample housing at all levels and everyone in the region can access services that meet their needs.

STRATEGIES & METRICS

STRATEGY 1:**Housing Production and Affordability****Key Regional Metric:**

Increase Housing **Production Rate at All Levels**

- Zoning
- Affordability
- Generational Wealth Creation

STRATEGY 2:**Safe and Stable Housing****Key Regional Metric:**

Reduction in **Chronically Homeless Population**

- Houselessness Prevention
- Service Utilization
- Safe Housing

Oregon Recycling Modernization Act
Work Session Topics

Metro Council Work Session
Tuesday, October 3rd, 2023

STAFF REPORT

WASTE PREVENTION AND ENVIRONMENTAL SERVICES: OREGON RECYCLING MODERNIZATION ACT

Date: September 20, 2023

Jill Hrycyk, jill.hrycyk@oregonmetro.gov

Department: WPES

Meeting Date: October 3, 2023

Presenter(s) (if applicable): Marta McGuire (she/her), Pam Peck (she/her), Jenna Jones (she/her) and Jill Hrycyk (she/her)

Prepared by: Pam Peck,

pam.peck@oregonmetro.gov

Jenna Jones, jenna.jones@oregonmetro.gov

Length: 45 minutes

ISSUE STATEMENT

During the creation of the FY23-24 budget, Council directed the Waste Prevention and Environmental Services (WPES) department to provide ongoing education about fees and regional waste priorities to inform future Council direction on the annual WPES budget and regional waste fees.

In response, the department refined its Council engagement strategy to include additional touchpoints to review technical information to support key decisions and seek additional guidance on Council priorities. These engagements will also provide additional context to support Council decisions on the Garbage and Recycling System Facilities Plan that will provide direction on future infrastructure investments. The engagements to date have focused on the review of the regional waste outcomes, progress, levers for advancing change and direction on Council priorities.

This work session is the opportunity for Metro Council to get an update on the implementation of the Oregon Plastic Pollution and Recycling Modernization Act that passed in 2021, and how Metro staff are engaging in implementation and intersections with the Garbage and Recycling Systems Facilities Plan.

ACTION REQUESTED

No formal action is requested. This informational session will support Council actions in adopting the WPES 2024-25 budget, adopting a Systems Facilities Plan, and other policy actions.

DISCUSSION QUESTIONS

- Are there topics the Council would like to consider for future state legislative positions with regard to the Recycling Modernization Act?
- Does the Council have any questions or feedback regarding the Recycling Modernization Act?

STRATEGIC CONEXT

Overview

The Plastic Pollution and Recycling Modernization Act (RMA) or Senate Bill 582 will update Oregon's outdated recycling system by building on local community programs and leveraging the resources of producers to create an innovative system that works for everyone. The Oregon

legislature passed the legislation in 2021 and the Department of Environmental Quality must implement the new system by July 1, 2025.

SB 582(2021) promised modernization of Oregon's recycling system. The bill acknowledges that our recovery rates have declined in recent years, that our solid waste systems have changed in the 35 years since our first recycling programs were established, and that it is the obligation of producers to help modernize our system for the Oregon of today and tomorrow. The Act includes millions in new producer funding to address contamination and educate consumers about what is included in our recycling programs. These new, robust resources will help drive down existing challenges with contamination, and support consumer facing education.

The Recycling Modernization Act does three things:

- 1. Increased responsible recycling** through performance standards and responsible end markets; equity considerations around fair wages and equity study; and increased collection to people who live in multifamily properties.
- 2. Extended Producer Responsibility (EPR).** Producers and manufacturers of packaging, paper products and food serviceware will pay for many necessary improvements and help ensure Oregon's materials are recycled successfully. Additionally, the Oregon Recycling System Advisory Council (Recycling Council) is created under Recycling Modernization Act. The Recycling Council will make recommendations to both the Department of Environmental Quality and the Producer Responsibility Organizations (PROs) on a variety of topics and submit a report to the Legislature every two years. The bill requires the DEQ and PROs to respond to written recommendations from the Recycling Council
- 3. Uniformity in collected materials.** The Recycling Modernization Act will create two collection lists, a uniform statewide collection list and a PRO list, that will allow individuals and businesses to recycle the same items across the state. Some materials may shift from home collection to a recycling depot or another collection to reduce contamination, support more recycling and ensure materials go to responsible end markets.

In this multi-year implementation process of the Recycling Modernization Act, Department of Environmental Quality has developed a series of stakeholder engagements with local governments, community-based organizations, collection service providers, processors and material end users, and producers of covered products and producer trade associations and suppliers. Metro staff have served on many rulemaking advisory committees related to Recycling Modernization Act and Pam Peck was elected chair to the [Recycling Council](#), which advises the Department of Environmental Quality and the Producer Responsibility Organizations (PROs) on key recycling system elements and draft rules.

Metro Role

Metro's role in Recycling Modernization Act implementation is to represent the needs of our communities and advance regional policies and Metro Council priorities in the rulemaking process. Metro also plays a key coordination role and is in close discussion with area local governments to ensure we provide consistent and complementary feedback to the state. A shared statement was developed to provide a foundation for comments, see below. This was guided by the 2030 Regional Waste Plan, Metro Council priorities, conversations with the Regional Waste Advisory Committee and local governments, and feedback staff heard during the Systems Facilities Plan engagements.

Shared Position Statement

Oregon's recycling system was created decades ago and was not built for the items we put in the recycling bins today. Many of the items produced and sold today are difficult and expensive to recycle, and we lack assurances they are being recycled responsibly. Adding to this challenge, many people in Oregon lack adequate access to recycling, and the public is confused about what should and should not go in the recycling bin.

Greater Portland wants a modern recycling system that delivers what our communities have been asking for.

- **Provide residents, visitors and businesses the opportunity to recycle more than our current system** and ensure they can have trust and confidence that materials are managed responsibly.
- **Communicate information that is culturally responsive and relevant, easy-to-understand and accessible** in multiple formats and languages.
- **Address barriers** – especially for people who live in apartments and people with low incomes – such as access to reliable transportation, limited English proficiency, mobility issues and disabilities and ensure that recycling is convenient, accessible, equitable and efficient.
- Grow capacity for communities and local governments to **support and encourage upstream waste prevention efforts** such as reuse and repair.
- **Leverage producer support** to move the cost of the recycling system to producers and not increase rates for the public. This includes investments to address contamination at material recovery facilities and public-facing education.
- **Invest in a stable and resilient system** that has the least disruptions to operations and produces high quality materials that meet the specifications of multiple responsible end markets.
- **Ensure items are sent to responsible end markets** where people work in safe conditions and are paid wages and benefits that support their families, and items are recycled with the least amount of social and environmental impacts. The system should also support ongoing verification and the development of responsible end markets in Oregon and the Northwest.

BACKGROUND

In 2018, the Department of Environmental Quality established a Recycling Steering Committee to investigate updating and modernizing Oregon's recycling system. The Recycling Steering Committee was comprised of representatives from local governments, including Metro, waste and recycling hauling companies, recycling processing facilities, and others. The Recycling Steering Committee provided an opportunity to inform stakeholders on issues and options that could go into modernizing Oregon's recycling system. At the outset, the Department of Environmental Quality communicated to the Recycling Steering Committee that the Department of Environmental Quality, through the Governor's office, hoped to propose legislation to modernize the system in the 2021 legislative session.

The Recycling Steering Committee process concluded with a consensus proposal. The proposal represents the best efforts of the Committee to identify a set of concepts agreed on by the participants. Most notably, the proposal would establish an Extended Producer Responsibility (EPR) system for packaging and paper products.

Extended Producer Responsibility (EPR) for packaging and paper products has been widely adopted across the world including in Europe and Canada.ⁱ Maine, Colorado and California have also adopted Extended Producer Responsibility for packaging and paper products while other states, including Washington, are looking at packaging Extended Producer Responsibility. Extended Producer Responsibility for packaging and paper products legislation has also been introduced at the federal level. A producer responsibility program for packaging and paper products builds on the long legacy of Oregon’s successful “Opportunity to Recycle Act” (1983). Producer responsibility programs in Oregon for electronic waste (recently updated in 2023) and paint have been very beneficial for Oregon residents. Oregon also has a program requiring take-back of medicines passed by the Legislature in 2019, and in 2022 a mattress EPR program passed the Oregon Legislature.

Key parties with a high level of interest include: local governments both individually and through the League of Oregon Cities (LOC) and the Association of Oregon Counties (AOC); persons and companies in the solid waste and recycling field both individually and through the Oregon Refuse and Recycling Association (ORRA); and the Association of Oregon Recyclers (AOR); and producers to be affected by this EPR program. Environmental and public interest groups focused on the issue include Environment Oregon, Surfrider, Peak Plastics Foundation, Oceana and Willamette Riverkeeper.

ATTACHMENTS

N/A

[For work session:]

- Is legislation required for Council action? Yes No
- If yes, is draft legislation attached? Yes No
- What other materials are you presenting today? Legislative issue sheets

ⁱ [Product Stewardship Institute Report on EPR for PPP](#)

Materials following this page were distributed at the meeting.



Strategic Targets Project

Council Work Session | October 3, 2023

Council Direction on Strategic Targets

- High impact
- Composite and multivariate in nature
- A set of different metrics under one target scorecard
- Bold and visionary, yet actionable and measurable



COMMITMENTS

Keep our promises and build back better



GUIDING PRINCIPLES

Racial justice

Climate justice and resiliency

Shared prosperity

HOW AND WHERE

The roles we play

Employer
Investor
Policy maker
Service provider
Influencer
Regional convener

Our service areas

Garbage and recycling
Visitor venues
Oregon Zoo
Parks and nature
Land use and transportation

Our programs

Affordable housing
Supportive housing
Parks and nature investments
Economic development
Diversity, equity and inclusion



Developing Metro Strategic Targets

April – May 2023

June – October 2023

Phase 1
DISCOVERY

Phase 2
VISIONING

Phase 3
OUTCOMES DEFINITION

Future Phases
WORK-PLANNING

Project planning:

- Task force development
- Hiring consultants
- Council feedback
- Research and project refinement

Stakeholder Visioning Sessions:

- Labor and workforce groups
- Community based organizations
- Environmental advocates
- Elected officials and government leadership
- Business leaders

Target development:

- Internal expert teams
- Draft targets
- Council and external SME feedback
- Council Work Session

Target refinement and adoption

- Public town hall
- 2nd Work Session
- Target refinement
- Council adoption
- Stakeholder engagement
- Implementation planning

Phase 2 - Visioning

- 76 stakeholders participated
- 11 visioning sessions



Phase 3 - Outcomes Definition

- Internal subject matter expert workshops
- External subject matter expert workshops
- Councilor briefings



External Stakeholder Attendees

1000 Friends of Oregon
Access for All
Adelante Mujeres
American Society of Landscape Architects
Black Community of Portland
Business Oregon
Centro Cultural of Washington County
City of Cornelius
City of Fairview
City of Gresham
City of Happy Valley
City of King City
City of Lake Oswego
City of Milwaukie
City of Portland
City of Sherwood
City of Tigard
City of Troutdale
City of Tualatin
City of Wilsonville
Civic Engagement Collective

Clackamas County Business Alliance
Columbia Land Trust
Columbia Pacific Building and Construction Trades
Enterprise Community Investment
Faison Construction, Inc
Getting There Together
Greater Portland, Inc.
Home Building Association of Greater Portland
Hygiene4All
Institute for Applied Ecology
International Association of Machinists
Intertwine Alliance
Land Trust Alliance
Latino Built
Latino Network
LIUNA
Mayer/Reed
Metro Natural Areas Oversight Committee
Mortenson
Multnomah County
NAACP
Native American Youth & Family Center

Oregon Employment Department
Oregon Environmental Council
Oswego Lake Watershed Council
Pacific Northwest Regional Council of Carpenters
Portland Audubon
Portland Metro Chamber
Portland Metropolitan Association of Realtors
Portland Parks & Recreation
Portland State University
Professional Business Development Group
Prosper Portland
Soul District Business Association
Stoel Rives, LLP
The Marie Equi Institute
The Street Trust
Tualatin Hills Parks & Recreation District
Tualatin Riverkeepers
Verde
Washington County
Welcome Home Coalition
Willamette Riverkeepers

Council Feedback

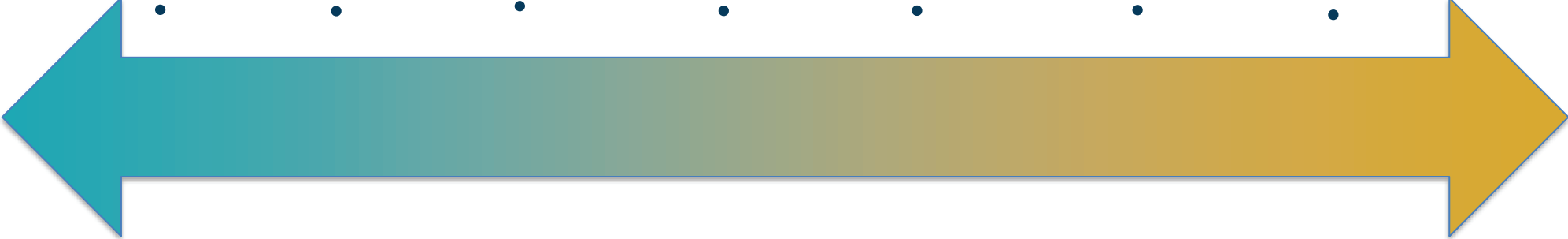
- **Be bold and inspirational – find a regional north star**
- **Chose targets where we have readily available and reliable data**
- **Create targets to easily communicate outcomes and strategies**
- **Metro should play a role in all the strategies, but they shouldn't be just Metro's work**
- **Think about how each of the targets supports each other and are connected**
- **Tell a regional story and ensure the region see themselves in it**

Direct vs. Indirect Pathways

Examples

- Operations
- Metro Funding
- Metro Policy
- Planning Processes
- Data Resources
- Lobbying
- Convening

Direct

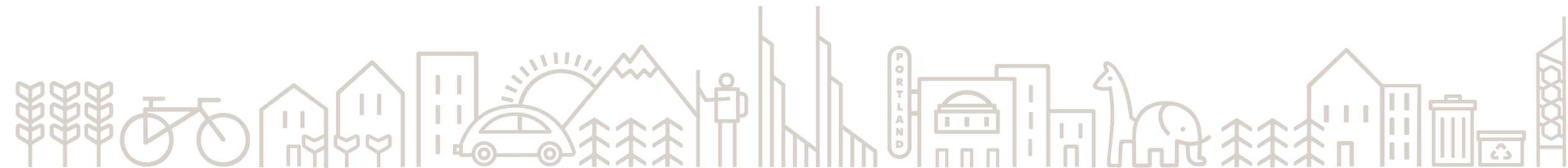


Indirect



Metro

Environment



Visioning Session Themes:

PRIORITY 1



Increase access to and volume of green spaces

PRIORITY 2



Expand waste management and recycling access



Reduce greenhouse gas emissions (GHG)

PRIORITY 3



Increase and maintain the regional tree canopy



Strengthen climate resilience of the region



Expand access to safe, free and clean public transit

OTHER THEMES



Protect and expand access to waterways



Accelerate EVs & related infrastructure



Balance green space and housing development



Increase education about environment and conservation



Reduce wildfire risks



Expand green jobs training



Incentivize green construction

Targets Development and Refinement

ENVIRONMENT

ENVIRONMENT

ENVIRONMENT



STRATEGIC TARGET

**Nature Close
to Home**



STRATEGIC TARGET

**Climate Justice &
Resilience for All**



STRATEGIC TARGET

**Meeting Our
Climate Goals**

What we heard from stakeholders:

- **Climate change is the #1 issue - focus efforts there**
- **Resilience for people + nature**
- **Targets should not duplicate existing Metro plans/work**
- **Increase food recycling, composting**
- **Choose targets that improve things for everyone**



STRATEGIC TARGET

Meeting our Climate and Resilience Goals

DESCRIPTION

In the face of a changing climate, we must reduce GHG emissions, be more sustainable, and build resilience to safeguard nature and people.

STRATEGIES & METRICS

STRATEGY 1: Reduce Emissions

Key Regional Metric:
Reduced **Regional GHG Emissions**

Possible Examples:

- VMT and Multimodal
- Electric Vehicles
- Energy Consumption

STRATEGY 2: Sustainable Communities

Key Regional Metric:
Reduced **Waste Generated** per capita (lbs per person)

Possible Examples:

- Recycling and Composting
- Food Waste
- Reuse and Repair

STRATEGY 3: Regional Resilience

Key Regional Metric:
Reduced **Climate Related Deaths and Illness**

Possible Examples:

- Extreme Heat Mitigation
- Wildfire Risk Strategies
- Climate Justice Plans






Metro

Economy



Visioning Session Themes:

PRIORITY 1	PRIORITY 2			
 <p>Invest in critical infrastructure development</p>	 <p>Create jobs</p>	 <p>Ensure family wages</p>	 <p>Close the wealth gap</p>	 <p>Create regional balance for economic vitality</p>

OTHER THEMES

 <p>Market the region to bring economic development to the area</p>	 <p>Incentivize business to locate and stay here</p>	 <p>Increase ecosystem supports for start-ups and entrepreneurs</p>	 <p>Revitalize downtown Portland</p>	 <p>Increase transit options for employment centers</p>
 <p>Support youth in building their future</p>	 <p>Expand workforce capacity and training</p>	 <p>Enhance diversity and equity in procurement</p>	 <p>Invest in industrial land</p>	 <p>Rethink System Development Charges (SDCs)</p>

Targets Development and Refinement

ECONOMY



STRATEGIC TARGET

**Economy
for All**

ECONOMY



STRATEGIC TARGET

**Building a Future
Ready Green Economy**

What we heard from stakeholders:

- **Workforce training and development**
- **Shovel ready development**
- **Emphasis on being able to afford to live in the region – quality jobs**
- **Attracting and retaining business**
- **Focus on diversity and equity to meet people's needs**



STRATEGIC TARGET

A Resilient Economy for All

DESCRIPTION

Position the Metro Region to take advantage of future growth opportunities, by helping both people and businesses thrive.

STRATEGIES & METRICS

STRATEGY 1:

Attract, Retain, and Support Business Growth

Key Regional Metric:

Add Quality Jobs

Possible Examples:

- Small Business Development
- Movement of Goods
- Vendor Diversity – COBID

STRATEGY 2:

Development Ready Communities

Key Regional Metric:

Increased Land Readiness -
Number of **Shovel Ready Sites**

Possible Examples:

- Process Improvement
- Timelines
- Available Resources

STRATEGY 3:

Workforce Training and Development

Key Regional Metric:

Regional **Labor Force Participation**

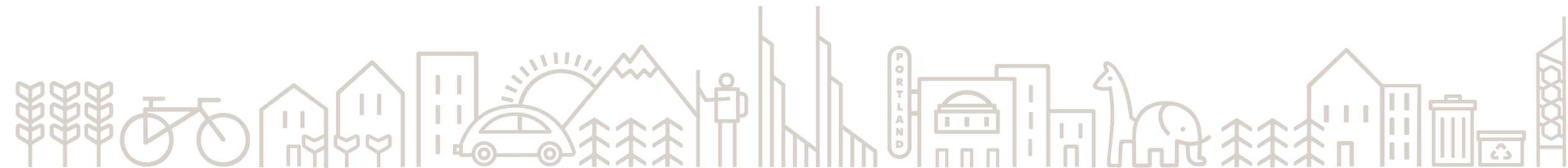
Possible Examples:

- Workforce Recruitment
- Training Program Capacity
- Diversity and Inclusion



Metro

Housing



Visioning Session Themes:

PRIORITY 1



Reduce number of unhoused people



Create a pathway to home ownership



Increase number of affordable homes



Increase inventory of housing at all levels

PRIORITY 2



Continue supporting wraparound services for homeless people



Avoid creating low income/ homeless islands



Develop affordable units near essential services



Invest in Transit Oriented Development (TOD)



Emphasize quality of units, not quantity only

PRIORITY 3

OTHER THEMES



Address zoning issues that impede housing development



Streamline permitting processes



Extend Metro bond measures



Increase land bank



Mixed guidance on UGB



Apply an equity lens for developing housing



Fair, equitable labor practices for housing projects

Targets Development and Refinement

HOUSING



STRATEGIC TARGET

Housing For All

HOUSING



STRATEGIC TARGET

Strengthening Market Conditions

What we heard from stakeholders:

- Reinforce Metro's current work and lean in to resolve challenges
- Housing production at all levels to solve crisis
- Services and production both need to be a part of this
- Metro is important as a convener



STRATEGIC TARGET

Housing For All

DESCRIPTION

Housing market provides ample housing at all levels and everyone in the region can access services that meet their needs.

STRATEGIES & METRICS

STRATEGY 1:**Housing Production and Affordability****Key Regional Metric:**

Increase Housing **Production Rate at All Levels**

Possible Examples:

- Zoning
- Affordability
- Generational Wealth Creation

STRATEGY 2:**Safe and Stable Housing****Key Regional Metric:**

Reduction in **Chronically Homeless Population**

Possible Examples:

- Houselessness Prevention
- Service Utilization
- Safe Housing



Metro

Proposed Next Steps:

- **October 12th** - Town Hall
- **October 19th** - Council for a second work session
- **November** - Staff recommendation and resolution
- **December** - Additional stakeholder and partner engagement will begin to develop the goals for each target



Direct vs. Indirect Pathways

Examples

- Operations
- Metro Funding
- Metro Policy
- Planning Processes
- Data Resources
- Lobbying
- Convening

Direct



Indirect

Questions for Council:



Metro

- Are these targets in line with your vision of a regional north star?
- What additional information do you hope to get during the upcoming town hall?
- Are there items on which staff should focus before the next work session on October 19?





Recycling Modernization Act Update

Presented by Marta McGuire, Pam Peck, Jenna Jones and Jill Hrycyk



October 3, 2023



Waste Prevention and Environmental Services

Our primary responsibility is to conserve resources through waste reduction and manage garbage, recycling and hazardous waste safely for people and the environment.

Garbage and recycling operations



Services and community investment



Planning and partnerships



Regional Waste Plan Outcomes



Recovery goal: 64 percent by 2025

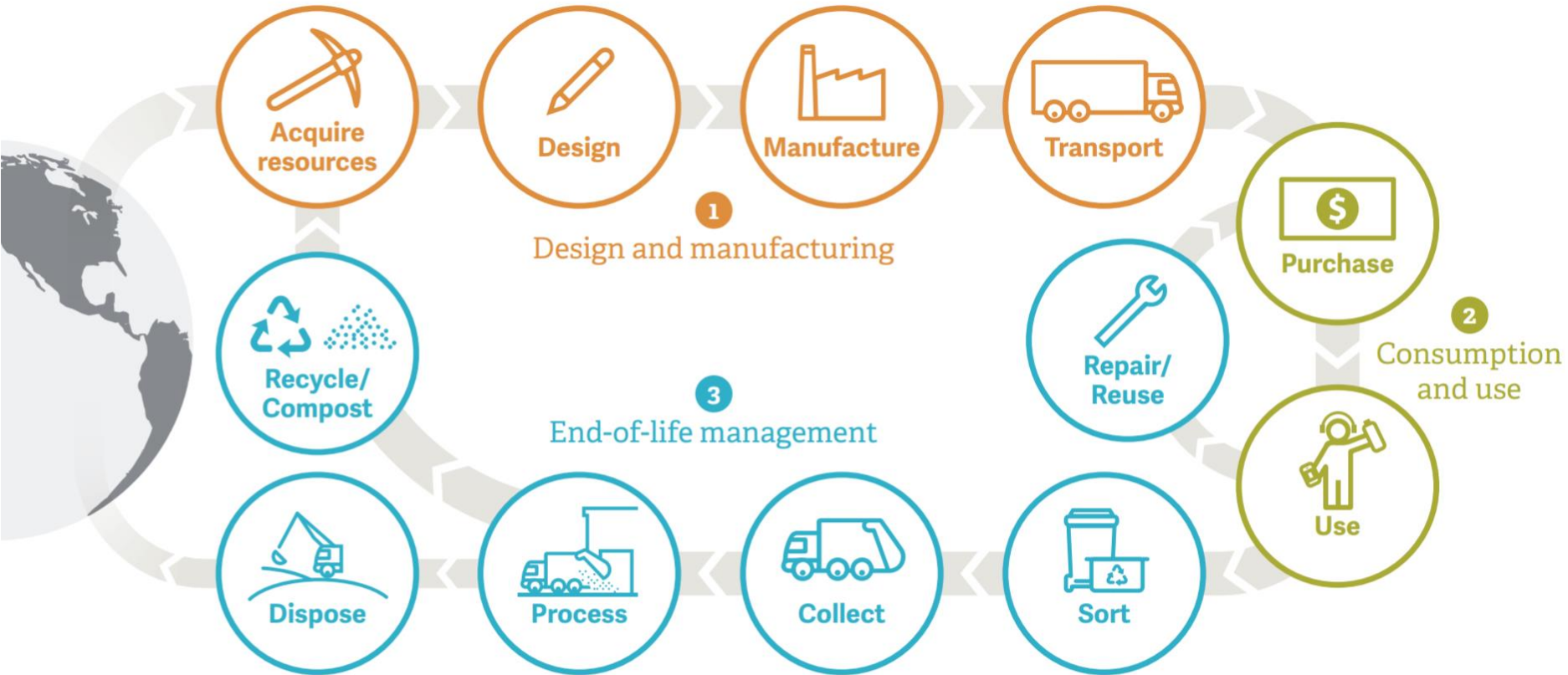
Waste generation goal: 15 percent below 2012 waste generation levels by 2025, and 40 percent below 2012 levels by 2050



2030 Regional Waste Plan

Equity, health and the environment

Addressing the full life of products



Reduction of harmful impacts by intervening earlier.

Today's discussion

Informational overview and update on Recycling Modernization Act – where are we at in the four-year rulemaking process and what it means for our region and System Facilities Plan.



Discussion questions

- Does the Council have any questions or feedback regarding the Recycling Modernization Act?
- Are there topics the Council would like to consider for future state legislative positions with regards to the Recycling Modernization Act?



Oregon Recycling Modernization Act

New statewide law adopted in 2022 to improve the garbage and recycling system with implementation beginning in 2025.

Advancing Regional Waste Plan goals:

- ▶ Living wages
- ▶ Improved access to recycling and upgraded facilities
- ▶ Producer Responsibility
- ▶ More adaptable and resilient recycling system





State of recycling before the Recycling Modernization Act

A very, very brief summary



Lack of transparency of where stuff goes, how it's managed and who is impacted



Photos: Megan Ponder



And producers of materials have not been required to have a role in what happens to materials when they reach the end of their usable life.



Plastic Pollution and Recycling Modernization Act (RMA)

Signed into law 2021, changes go into effect 2025



Recycling Modernization Act – 3 points

- 1. Increased responsible recycling.** Make recycling easier, expand access to recycling services, upgrade the facilities that sort recyclables, and create environmental benefits while reducing social and environmental harms.
- 2. Producer Responsibility.** Producers and manufacturers of packaging, paper products and food serviceware will pay for many necessary improvements and help ensure Oregon's materials are recycled successfully.
- 3. Uniformity in collected materials.** The RMA will create a uniform collection list that will allow individuals and businesses to recycle the same items across the state. Some materials may shift from home collection to a recycling depot or another collection to reduce contamination, support more recycling and ensure materials go to responsible end markets.

Advancing Regional Waste Plan – Equity

- Make collection more accessible
- Improve multifamily services
- Make public education more accessible
- Protect recycling facility workers
- Ensure responsible exports
- Representation on advisory council
- Establish continuous improvement model through recurring studies



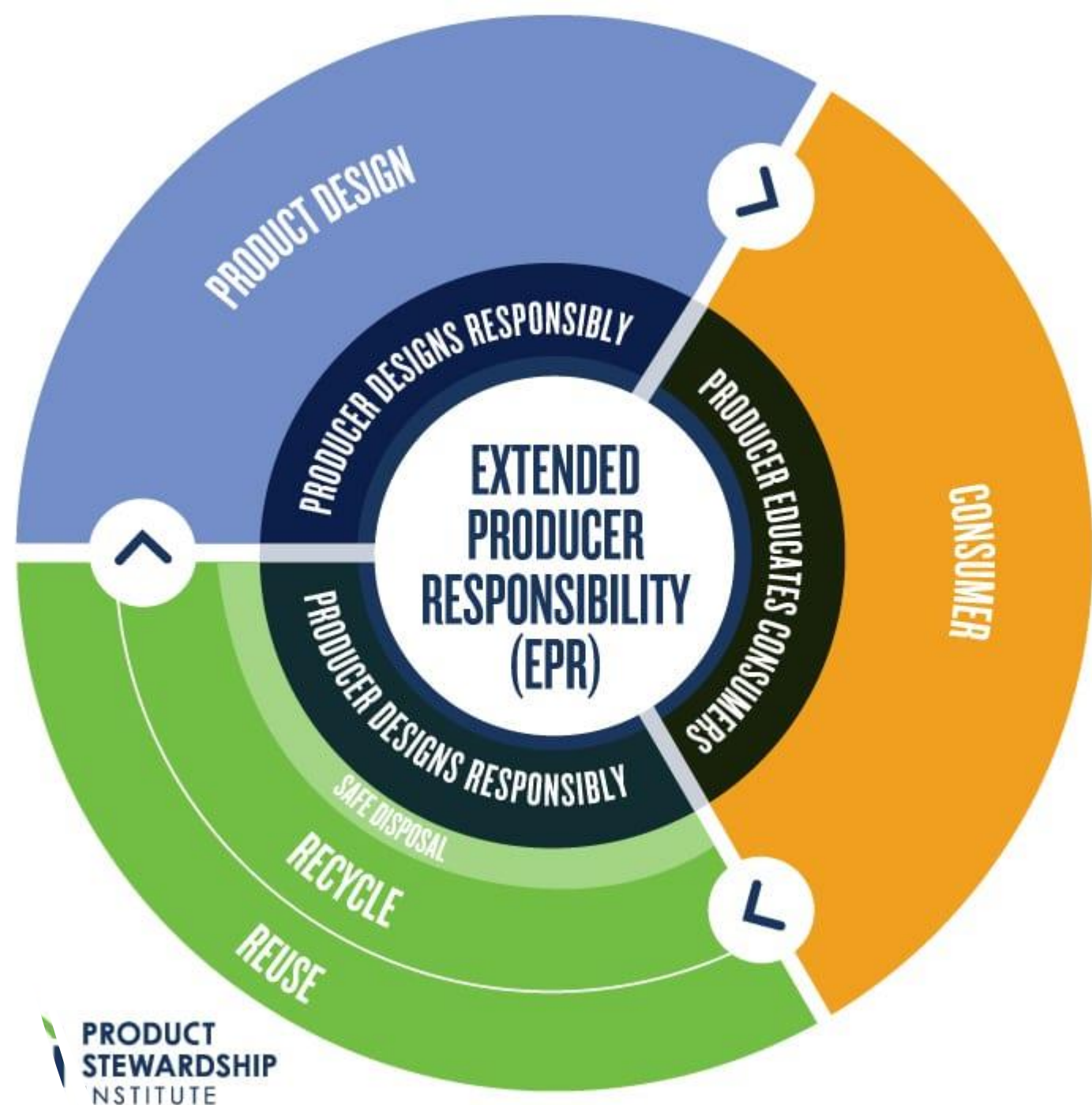
Advancing Regional Waste Plan – Recycling Facility Standards

- Requires material recovery facilities within the state to be permitted and certified if out of state.
- Performance standards that ensure they produce clean marketable materials.
- Local governments send collected recyclables only to permitted or certified facilities.



Producer Responsibility

Environmental policy approach that holds producers responsible for product management through the product's lifecycle. Producer responsibility supports recycling and materials management goals that contribute to a circular economy and can also encourage product design changes that minimize environmental impacts.





Potential funding for System Facilities Plan

Funding outlined by the bill can happen by startup costs, reimbursement or formula.

- Expand recycling education
- Expanded collection at Metro facilities

Uniform Statewide Collection List



Producer Responsibility List – depot, drop off and/or additional curbside pick up



Recycling Modernization Act

Key players

- **State:** Department of Environmental Quality, Environmental Quality Commission and Recycling Council
- **Local governments:** Cities, counties and Metro
- **Businesses and brands:** Producers and Producer Responsibility Organizations
- **Operators:** Material Recovery Facilities and service providers

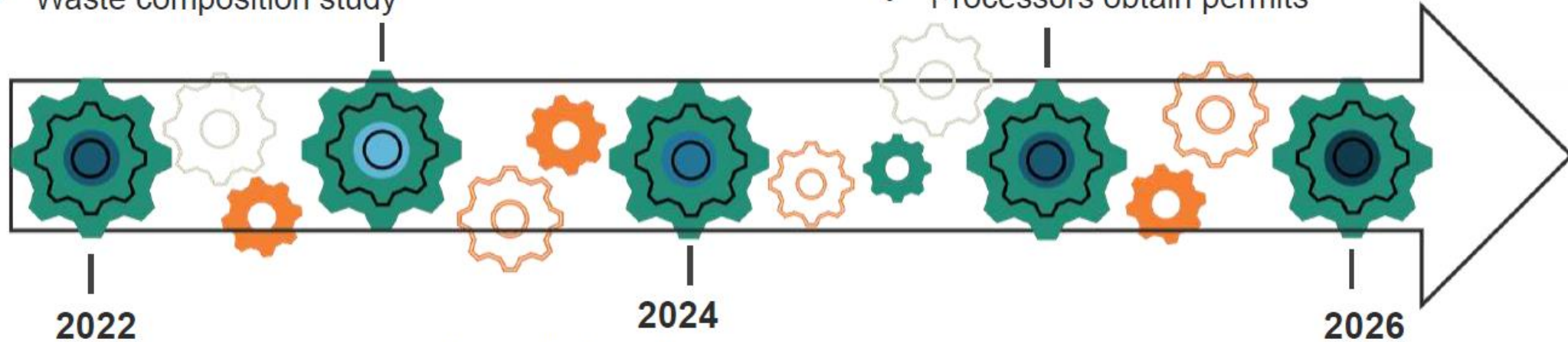
RMA Major Milestones, 2022-2026

2023

- First rulemaking
- First collection needs assessment
- Contamination reduction research
- Studies for processor funding
- Waste composition study

July 1, 2025

- Producers join a PRO and pay fees
- PROs implement approved plans
- Local collection program changes begin
- Contamination reduction programming
- Processors obtain permits



2022

- Law went into effect
- Recycling Council convened
- Truth in Labeling report completed

2024

- Second rulemaking
- First equity study
- First multifamily needs assessment
- First PRO program plans

2026

- Multi-tenant recycling requirement effective
- Litter and marine debris needs assessment
- Compostability study

Oregon currently has six Producer Responsibility programs

1971 – Oregon's Bottle Bill

2007 – Oregon E-cycles (recently
modernized in 2023)

2009 – PaintCare

2019 – Drug Take-Back

2021 – Recycling Modernization Act

2022 – Mattress Stewardship



New normal: Producer Responsibility

Producer responsibility is only growing, not slowing down. We're catching up with Japan, Europe and Canada! Working with producers is becoming industry standard and Metro needs to build expertise in-house and work across departments to effectively negotiate with producers and swiftly modify and evolve our programs and facilities with cost recovery in mind.



Recycling Modernization Act and other legislation advances Regional Waste Plan goals and Council priorities

What was accomplished in Recycling Modernization Act?

- Producer Responsibility
- Truth in labeling taskforce
- Material recovery facility modernization
- Increased multifamily recycling service improvements
- Pathway for "hard to recycle" plastics

What was accomplished in other legislation that compliments Recycling Modernization Act?

- 2022: Mattress Producer Responsibility
- 2023: Digital labeling consideration by Producer Responsibility Organizations
- 2023: Single use plastics reduction
 - Polystyrene ban
 - Legalizing reusables

Metro's role and position



Greater Portland wants a modern recycling system our communities have been asking for:

- Opportunity to recycle more than our current system and trust and confidence it is managed responsibly.
- Culturally responsive and relevant, easy-to-understand and accessible information in multiple formats and languages.
- Recycling is convenient, accessible, equitable and efficient.
- Support upstream waste prevention efforts
- Leverages producer support to reduce rate payer impacts
- Stable and resilient system - least disruptions to operations and produces high quality materials.
- Responsible end markets where people work in safe conditions and are paid wages and benefits that support their families. Items are recycled with the least amount of social and environmental impacts.



How is this informing Systems Facilities Plan?

- Planning of collection depots incorporated in scenarios
- Leverage costs to support future investments
- System Facilities Plan direction will guide Recycling Modernization Act implementation in the region



Metro

Recycling Modernization Act three-year implementation strategy for Waste Prevention and Environmental Services



Next steps



Key dates

November 2023 – First set of administrative rules related to Producer Responsibility requirements, local government compensation, and lists goes to Environmental Quality Commission

March 2024 – Producer Responsibility Organizations program plans due

Fall/Winter 2024 – Second set of administrative rules go to Environmental Quality Commission

July 2025 – Both acceptance lists operative

July 2026 – Multifamily recycling requirement operative

Discussion questions

- Does the Council have any questions or feedback regarding the Recycling Modernization Act?
- Are there topics the Council would like to consider for future state legislative positions with regards to the Recycling Modernization Act?



Thank you for your time.



How it will work

