

# Portland 2030 ...



Photo by Thomas Le Ngo

## ...it's up to you.



Read about visionPDX, then  
take the survey on page 12!

## What is visionPDX?

visionPDX is a community-led project sponsored by Mayor Tom Potter and created by 40+ community volunteers. Since 2005, visionPDX has reached out to thousands of Portlanders, engaging them in conversation about how we want to see and experience our shared future.

With your help, we are creating a Community Vision. We need your help to keep the discussion alive and to move it into action!

Want to get involved and learn more about the project? Visit [www.visionPDX.com](http://www.visionPDX.com).

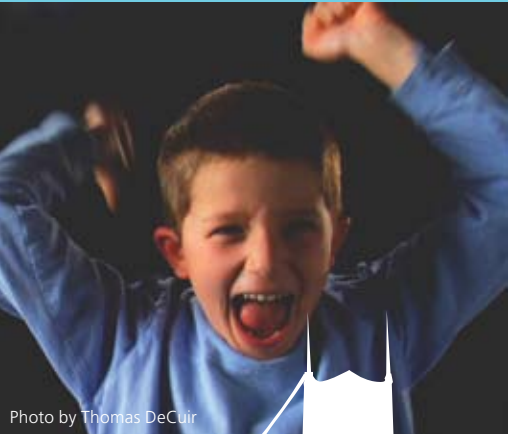


Photo by Thomas DeCuir

# introduction

**Imagine Portland in 2030.** How do you envision it? What does it look like? **We want your ideas!** Read through this booklet to learn what Portlanders think, and tell us your thoughts on the survey at the end (see page 12).

**You hold the future in your hands** – the future as described to us by over 13,000 Portlanders during visionPDX conversations, interviews and surveys collected in 2006!

We talked to **people from all walks of life**: people born and raised in Portland, and new arrivals; Portlanders from all ethnicities, ages and backgrounds; people who pay attention to government decisions, and lots of folks who had never had a conversation with anyone in government before.

This booklet is the result of their thoughts and hopes for the future. While Portlanders don't all see 2030 in exactly the same way, we do generally hold some clear values in common. We value many current features about Portland and want to see them continued and strengthened, as well as see some things changed. These values, ideas, challenges and visions are the basis for our work. Now we want to check in with you to **see if we got it right**.

**Why should you care?** Portland is in the middle of **tremendous change** that will affect all of us who live, work and play here. We need a clear vision to help us decide how to keep the things we value and what changes we want to embrace. This vision will direct decisions about how to **spend public resources**.

Great cities happen by good design and by leadership. Help create the design for Portland 2030 by filling out the survey in the back! Your thoughts will help create a clear Community Vision and will move it into action. Let's continue to create the future we want together. **Read through this booklet and take the survey.**

Respectfully,

Sheila Martin and Marvin Kaiser

visionPDX Committee Co-Chairs

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# what's in this booklet?

This booklet contains some of the results of our conversations with the community last summer.

This is a brief sketch of what's important to Portlanders, what we want to see for our future and challenges we think our community will face.

It also includes a way YOU can tell US if we got it right and how we should move forward.

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# expect change

## Four things you should know about Portland over the next 20 years:

### 1. Our population will substantially increase

In the next 30 years, our metropolitan area of about 2.1 million is expected to exceed 3 million residents. How will we plan for the addition of nearly 1 million more people?

### 2. Our economy will grow and change

850,000 new jobs are expected in the region. To adapt to job growth, to shifts in the regional economy's focus and to changes in the types of jobs available, Portland must have a flexible, well-educated and growing workforce. Will city residents have the training and education needed for the new jobs and the shifts in the region's economy?

### 3. We will be more ethnically diverse

The Portland-Vancouver metropolitan region has recently experienced a dramatic increase in the minority population. From 1990 to 2000, the overall minority population increased 119%. As we continue to diversify, how will we create an inclusive environment for both long-term residents and new arrivals?

### 4. We will be impacted by global climate change

In the coming decades, the scientific consensus expects substantial changes not only in temperature but in rainfall patterns, water supply, snow levels, forest health, local air quality, and sea level. These changes are not in the distant future but are in evidence already. How can we best prepare for these changes? How can we address the causes?



Photo by www.portlandground.com

**Many more changes and trends will shape our region in the coming years.**

**For more information on these and other trends, go to [www.visionPDX.com](http://www.visionPDX.com) for a list of resources.**

**visionPDX Questionnaire**  
Help us shape Portland's future - we want to hear from you!

**비전 PDX 설문조사지 (visionPDX)**  
"여러분의 의견을 함께 나누고, 함께 여러분의 미래를 창조해 봅시다."

**Cuestionario de visionPDX**  
"a crear el futuro de Portland - queremos escuchar sus ideas!"

**visionPDX Опросник**  
"Помогите нам создать будущее Портленда - мы хотим услышать Ваши идеи!"

**visionPDX**  
"အကူအညီပေးပါ။ ပို့ဆောင်ပေးပါ။"

**visionPDX**  
"مشاركة على شكل أفكار، إنشاء رؤية مشتركة"



# why how what we've done

## What is Visioning?

### community visioning *n.*

The process by which a community sees or conceives its future. A collaborative effort involving all Portlanders, leaders and officials in shaping:

1. a vision for the future we'd like for our city
2. how we prioritize what issues and projects to tackle
3. how people are involved in our city

**The visionPDX questionnaire was published in nine languages to reach as many Portlanders as possible. Almost 12% of respondents grew up speaking a language other than English.**

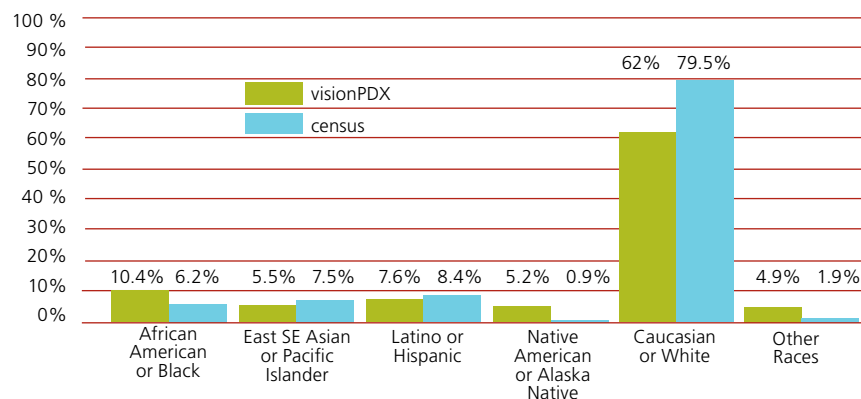
visionPDX is a whole-of-community effort to collectively determine our priorities and build momentum for working towards our common goals.

Our outcome will be a Community Vision statement, a clear sense of where we are now as a community, and direction for where we want to go in the future.

We talked to thousands of you last year about your values, hopes and dreams. We reached you at libraries, through our community grants to 29 organizations, at large events like the BluesFest, Cathedral Park Jazz Fest, through theater performances, in the Vision Vessel, at schools and in small group discussions.

## Who did we talk to?

- Over a third of you had lived in Portland 11 years or longer, while about 18% of you had moved here within the last five years.
- About 30% were under 25 and 36% were over 45.
- Almost 12% spoke English as a second (or third) language.
- 82% lived in Portland (all zip codes) and 65% worked in Portland.



**Race/ethnicity of visionPDX respondents, 2006.**

## What did we do with the information?

We received over 13,000 completed questionnaires, totaling over 21,000 pages of comments! All of these comments were read by at least two people (and sometimes by many more). We've spent the last several months sifting, sorting and summarizing all of these comments. Our result: the booklet you're now holding. (Check out our website, [www.visionPDX.com](http://www.visionPDX.com), for a comprehensive report on all of these comments this summer.)

**Now we're ready to continue the conversation!  
Read on.**



**Binders filled with responses to visionPDX questionnaire - over 21,000 pages of comments!**



shared values  
equity and  
accessibility

sustainability

community  
connectedness

localism and  
distinctiveness

safety

innovation and  
creativity

inclusion and  
diversity

accountability  
and leadership

# what we heard

## These were the top three values we heard.

**Equity and Accessibility:** We value the right of every person to have access to opportunities for meeting basic needs and improving health and well-being. All residents are able to use our systems to access jobs, services, housing and recreation without physical, social or economic barriers.

**Sustainability:** We value taking responsibility for actions that will affect our long-term future. Sustainability means meeting the economic, social, cultural and environmental needs of the present without compromising the similar needs of future generations.

**Community Connectedness:** We value a strong sense of connection in our communities. Building trust and relationships leads to a better quality of life.

## These values were also important.

**Localism and Distinctiveness:** We value our local and small-scale political, social, economic and cultural activities. Our varied neighborhoods make Portland a special place.

**Safety:** We value communities that are safe to get around in, are crime-free and work in partnership with public safety efforts.

**Innovation and Creativity:** We value imagination and original thinking to try out and introduce new ideas, products and services that benefit the community.

**Inclusion and Diversity:** We value fostering respect and promoting interaction among all individuals from a variety of backgrounds (ethnicity, religion, ability, socio-economic status, education, sexual orientation, age, geography, etc.). By doing this, we'll have richer relationships and make better decisions for our future.

**Accountability and Leadership:** We value transparent and fair processes. We value decision-makers who are connected to the community and consider the common good when making choices. We value leaders who inspire others to act towards a common goal.

**You spoke.  
We heard.**

Continue the dialogue  
on page 14!



# your vision

## Portland in 2030

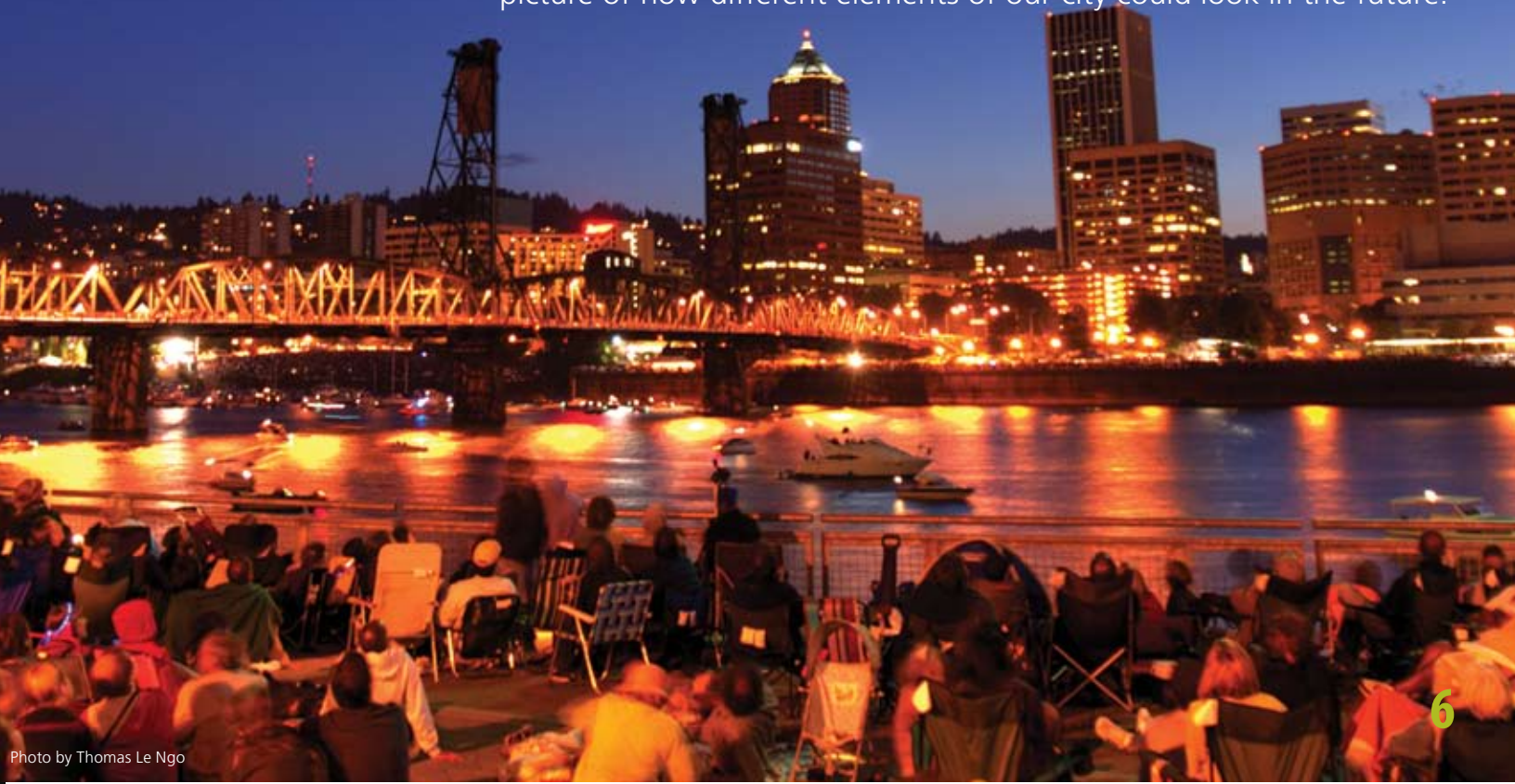
Cradled by rivers and surrounded by nature, Portland rises up as an innovative global leader in economic and ecological sustainability.

We ensure equal access to the following: meaningful jobs, top-tier education, alternate modes of transportation, nearby greenspaces, the arts, affordable housing and universal health care for all our residents.

Above all, our vibrant central city and distinct neighborhoods are safe and energizing community spaces. Our diverse, engaged and creative population welcomes all to reach their full potential and continually create our city's future.

**This is what we heard.  
How do we get there? Read on.**

On the next five pages, read how we used your ideas to develop a picture of how different elements of our city could look in the future.





**core values** localism and distinctiveness; equity and accessibility; sustainability; innovation and creativity.

# built portland



Photo by [www.portlandground.com](http://www.portlandground.com)

## Main Ideas

- Our city is compact, green, dynamic, and accessible to all Portlanders.
- We are a global leader in transportation, public art, architecture, and design.
- Decisions about how and what to build are thoughtfully made and incorporate a diversity of viewpoints and priorities.
- Our distinctive neighborhoods are built around hubs and exist in relationship with a thriving downtown which is the center of the metro region.
- Our built environment is a mix of the reassuringly old and the strikingly new.
- We value our open and natural spaces and safe, comfortable streets.
- People in all parts of Portland get around easily to jobs, homes and play via their feet, bikes, wheels and public transportation.
- We have access to and can afford to live in a variety of housing choices geared to our diverse populations.

## Voices from the Community

*"I hope Portland will have fewer cars on the road. I hope there will be more community gardens for people to raise their own food. I hope new building projects are green projects and I hope Portland resists suburban sprawl."*

*"I love that I can live in a neighborhood where I can walk or bike to the store, feel safe and get to know my neighbors (residential and commercial) well enough that I can create a community for myself."*

**The following is an example goal for Built Portland.**

**By 2030, Portland has "complete communities" in many parts of the city, allowing people to obtain daily goods and services within walking distance from home.**

## challenges

### How will we ensure accessible and convenient transportation options for all while promoting sustainability?

Many Portland residents value the city's diverse transportation options not only because they are accessible and convenient, but also because they allow us to live with fewer environmental impacts. There is a strong commitment to promote public transit, bicycles, and walking as more sustainable transportation choices.

However, a few would prefer more investment in roads, highways and parking to move people and freight into and out of our city. In the face of population growth and development, we face a challenge to meet all transportation needs sufficiently and sustainably.

### How will we balance diverse needs, interests and community values as we make choices regarding development?

Recent large-scale developments in the Pearl District and South Waterfront neighborhoods have caused some to wonder whether these publicly-subsidized projects are benefiting all Portland residents. Likewise, infill development, which has often been seen as being out of character with surrounding buildings, has raised concerns from neighbors. How should we balance diverse community needs and interests to plan for the kinds of communities we want?



**core values** equity and accessibility; sustainability; community connectedness; innovation and creativity

# economic portland



Photo by www.portlandground.com

## Voices from the Community

*"I would like to see Portland push for more localization of economic goods and services ... [meaning] less dependence on external sources of energy, goods and services."*

*"I worry about the lack of traded sector jobs and a return to our resource-based economy — we need some corporate headquarters downtown."*

*"[In 20 years,] the city has truly become an example of a sustainable way of life, proving it is feasible, and at the same time keeping ties to the global economy and being economically strong."*

## Main Ideas

- Portland businesses champion innovation and independence while balancing environmental, social and economic sustainability.
- In our vibrant downtown and neighborhood hubs, businesses reflect their communities' values and resources and help to define and support their unique local identities.
- Portlanders support and protect local businesses in order to enhance a feeling of community, preserve the uniqueness of neighborhoods and allow for creative development among residents.
- Business and industrial activity creates jobs and opportunity locally for all segments of society, while connecting to regional and global economies.
- Equitable access to quality education and employment enables us to be self-sufficient, fully utilize our differing abilities and talents and thrive.

**The following is an example goal for Economic Portland.**

**By 2030, Portland is carbon-neutral while achieving an average annual job growth rate of 2%.**



Photo by www.portlandground.com



Photo by www.portlandground.com



Photo by Thomas Le Ngo

## challenges

### How will we encourage equitable community reinvestment while promoting economic opportunity?

Portlanders share a belief that corporations should be taxed equitably to support community services, but some feel that taxes on businesses, especially small businesses, are already too high. What is a business-friendly environment, and how will we provide it while protecting and enhancing our communities?

### How will we integrate sustainable practices into all businesses?

Portlanders want our businesses to embody environmental sustainability both for local benefit, as a model for the rest of the country and as one of Portland's traded sector businesses. Some of us feel that, to accomplish this, Portland's economy should have a primarily local orientation, while others believe that sustainability can be integrated into all businesses, even those that operate at

the regional and global scales. The challenge will be to help businesses align their practices with the values that many Portlanders share while supporting their engagement with national and international markets. This is especially pertinent to the traded sector, which by definition brings income into our economy from outside the local environment.

**core values** equity and accessibility; community connectedness; sustainability; accountability and leadership



Photo by www.portlandground.com

# learning portland

## Main Ideas

- Portland is a world-class educational community, and is a leader in higher education.
- We are a city that is passionate about different forms of learning, and we understand how education is vital to the health of the city.
- We learn from each other and from our surroundings, basing decisions on truth and knowledge.
- Children and young people are valued today and understood to be the future of our society.
- We hold an unwavering commitment that all young people are afforded high quality education providing diverse ways to learn and achieve.
- Lifelong learning guides our education through an integrated system of kindergarten through high school, college, professional and community education, and beyond.
- Education and learning is the foundation for making beneficial change for our city.

## Voices from the Community

*"I want a school district with ... a dynamic and unique curriculum that matches our local love of nature and civics."*

*"[We need] a serious focus on the financially distressed schools and university. You cannot have a great city without an educated populace ..."*

*"My future Portland...is famous across the nation for its successful educational system: students flourish here and feel respected, no matter their race or economic background."*

**The following is an example goal for Learning Portland.**

**By 2030, all youth in Portland will meet or exceed age- and developmentally-appropriate benchmarks for learning.**

## challenges

**How will we pay for the educational system that our community needs and deserves while ensuring efficiency and accountability?**

We understand that the success of our educational system is vitally important to our community and the future of its citizens. We value neighborhood schools and want our schools to be gathering places in our communities, and we see a strong connection

between education and our economy. Many Portlanders, however, believe that the schools need more money to provide the level of service we want, whereas some believe that current funding levels should be adequate if only waste were reduced. How can we address our state school funding system as well as pursue efficiency and accountability so that our educational system excels and supports our children and communities?

**What is our responsibility to provide choice within our educational system?**

Portlanders believe we need a highly inclusive approach that ensures ample opportunities for all children to a broad-based, rich educational experience. Some Portlanders favor providing more choice in the educational system, including gifted programs and charter and magnet schools. Others believe the focus should be on ensuring that all students, especially the low-income, minority and English language learners are given equitable access to education.



**core values** sustainability; equity and accessibility; localism and distinctiveness; community connectedness



Photo by Pamela Rooney

### Voices from the Community

*"I love that I can leave school and less than half an hour later I can be in the middle of a forest."*

*"I'd like to see more parks like Jamison and Tanner but in neighborhoods that are park deficient, low income and minority. Someplace besides the Pearl District."*

*"Until I moved to Portland, I did not even begin to understand the importance of sustainability. It is this I value most, because we are a city filled with people who really do care about the environment and our long-term effects on the world as a whole."*

### Main Ideas

- Protection and restoration of the natural environment is integrated into every aspect of civic life, guiding all decisions and policy.
- All Portlanders have equitable access to public resources such as public transportation, bike paths, community gardens and access to locally grown, healthy food.
- This access allows each of us, regardless of location, to choose environmentally sustainable lifestyles.
- Our healthy streams, rivers and forests support a diversity of native plants and wildlife.
- Greenspaces and parks are plentiful all over our city and a vibrant Willamette River is a hub of community activity.
- We are a global leader in sustainability and through this lens, we proactively address key issues including transportation, development and energy use.



Photo by Pamela Rooney



Photo by Thomas Le Ngo



**The following is an example goal for Natural Portland:**

**By 2030, the Willamette River is clean enough to swim in and provides abundant wildlife habitat and safe fishing.**

## challenges

### How will we address the pressures of growth while enhancing livability?

Projected growth and the resulting development in our region will require creative solutions for protecting the characteristics we value about Portland, including protection of our natural resources, local businesses, unique neighborhood character and small-town community feel.

### How will we provide public funding fairly so that all Portlanders have access to the basic environmental amenities?

Portlanders value our community's parks, greenspaces, access to nature and our environmentalism. A primary challenge in the coming years will be to overcome current

disparities to ensure that all residents have access to public resources such as greenspaces, walking and bike paths, public transportation, community gardens and locally grown, healthy food so that each of us, regardless of location, can choose to live with less environmental impact.

**core values** equity and accessibility; inclusion and diversity; community connectedness; accountability and leadership

# social portland



Photo by www.portlandground.com



Photo by Belen Sainz-Lopez

## Main Ideas

- We are a community whose members care about and are committed to our individual and collective well-being.
- We are committed to act from compassion and knowledge, and therefore, learning is a lifelong pursuit.
- Because we are actively engaged in the governance of our city, we have confidence that our leaders' decisions advance the common good.
- We meet our basic needs for equitable education, employment, health care, safety, and housing.
- Health is a priority for our community and health care is available to all.
- We feel safe on our neighborhood streets and in our downtown, and we work with a responsive police force to solve our problems.
- We create, appreciate, and have access to a variety of art and culture.
- Portland is a city of diverse, distinct but connected neighborhoods.

## Voices from the Community

*"[In the future,] immigrants and refugees are well-integrated into society and are sharing all they have to offer from their home countries."*

*"In 20 years ... people will be able to afford to live in neighborhoods that suit them."*

*"(We need) creative, humane support for our citizens who are homeless (especially youth) and the mentally ill. Addressing the issues and needs of this growing population will impact livability for all."*

**The following is an example goal for Social Portland.**

**By 2030, all people have affordable housing options, regardless of their income.**

## challenges

### How will we create efficiency in local government while honoring Portlanders' desire for meaningful involvement in decision-making?

Portlanders highly value and are known for their ability to "make a difference" in their communities and in government. Encouraging inclusive and authentic civic engagement can require a significant investment of money and time, which some see as competing with government's ability to carry out its basic functions.

### How will a diverse Portland overcome the discrimination faced daily by some members of our community?

Building bridges among communities is important to Portlanders. Portland feels welcoming to many individuals and groups, who celebrate its diversity and open-mindedness. Some Portlanders, however, experience covert or overt discrimination in the forms of classism, racism, ableism, and other "isms." How do we move beyond eliminating social and physical discrimination, to embodying our values of diversity and inclusion?

### How will we ensure people's basic needs are met?

Most people agree that we have an obligation to provide basic needs to those who cannot meet their own needs. While Portlanders recognize that many in the community don't have adequate access to basic services (food, shelter, and health care) and that social service organizations are challenged to meet demand, opinions differ on the question of who pays and for what. Some prefer to look to government to provide services while others feel the business community, non-profits, individuals or others should play a larger role than they currently do.



# survey

## Help us finish our community vision... and move us into action!

**1. Read through the main values and their definition as identified through our first round of outreach (page 5). Please check the top TWO that you feel we should use as a city to help guide us into the future.**

Equity and Accessibility \_\_\_\_\_  
 Sustainability \_\_\_\_\_  
 Localism and Distinctiveness \_\_\_\_\_  
 Community Connectedness \_\_\_\_\_

Safety \_\_\_\_\_  
 Innovation and Creativity \_\_\_\_\_  
 Inclusion and Diversity \_\_\_\_\_  
 Accountability and Leadership \_\_\_\_\_

**Have we left out a value that you think is important to mention? Please share.**

**We want to know if we heard Portland right. Refer to the city elements (on pages 7 -11) to answer the following questions.**

### 2. Built Portland

**Do you agree with the ideas presented in Built Portland? Please circle your choice.**

1                                      2                                      3                                      4                                      5  
 Strongly Disagree                                      Neutral                                      Strongly Agree

Why?

### 3. Economic Portland

**Do you agree with the ideas presented in Economic Portland? Please circle your choice.**

1                                      2                                      3                                      4                                      5  
 Strongly Disagree                                      Neutral                                      Strongly Agree

Why?

### 4. Learning Portland

**Do you agree with the ideas presented in Learning Portland? Please circle your choice.**

1                                      2                                      3                                      4                                      5  
 Strongly Disagree                                      Neutral                                      Strongly Agree

Why?

### 5. Natural Portland

**Do you agree with the ideas presented in Natural Portland? Please circle your choice.**

1                                      2                                      3                                      4                                      5  
 Strongly Disagree                                      Neutral                                      Strongly Agree

Why?

## 6. Social Portland

**Do you agree with the ideas presented in Social Portland? Please circle your choice.**

1                                      2                                      3                                      4                                      5  
Strongly Disagree                                      Neutral                                      Strongly Agree

Why?

**7. Moving into action: What is the most important thing we can do now to help us get to our vision of Portland in 2030? Please be as specific as possible.**

Action: \_\_\_\_\_

**Other Comments:**

**Please share with us (optional):**

Zip code: \_\_\_\_\_

Did you fill out a visionPDX survey last year? ☐ yes ☐ no

Race/Ethnicity (check ALL that apply):

- ☐ African American / Black (Please specify: \_\_\_\_\_)
- ☐ African (Please specify: \_\_\_\_\_)
- ☐ Asian / SE Asian / Pacific Islander (Please specify: \_\_\_\_\_)
- ☐ Caucasian / White (Please specify: \_\_\_\_\_)
- ☐ Latino(a) / Hispanic (Please specify: \_\_\_\_\_)
- ☐ Middle Eastern (Please specify: \_\_\_\_\_)
- ☐ Native American / Alaska Native (Please specify: \_\_\_\_\_)
- ☐ Russian / Ukrainian / Slavic (Please specify: \_\_\_\_\_)
- ☐ Other (Please specify: \_\_\_\_\_)

Gender (check one): ☐ Female ☐ Male ☐ Transgender

Age (check one): ☐ Under 18 ☐ 18 - 24 ☐ 25 - 34 ☐ 35 - 44 ☐ 45 - 59 ☐ 60 - 64 ☐ 65 or over

**Please return this survey to visionPDX:**

**return it at the event** where you received this booklet

**mail it to us** at visionPDX, 1900 SW 4th Ave. Ste. 4100, Portland, OR 97201

**drop it in visionPDX box** at City Hall

**fill it out online** at [www.visionPDX.com](http://www.visionPDX.com)





**We want to make this vision a reality. The responses you give us today will move us closer to a final vision and these conversations will be ongoing as we move into action.**

# what happens next

## Where does this lead?

**We will have ongoing conversations with community members as the Community Vision is translated into an action plan and other City government planning efforts.**

**The vision will serve as a guiding tool for civic leaders, politicians and community members who will meet and address the opportunities and challenges of the future, but seek to adhere to the values and ideas.**

## What WE will do

- Gather and review feedback.
- Create the final vision to be adopted in September by Portland City Council.
- Host small forums over the summer on the most important issues we as a community will face.
- Build partnerships with organizations, jurisdictions, and community leaders to move our vision into action.

## What YOU can do

- Encourage others to take the survey on our website: [www.visionPDX.com](http://www.visionPDX.com).
- Attend one or more of the forums this summer to discuss our community's challenges. Check our website for details.
- Become a volunteer with visionPDX. Contact us for more information on opportunities.
- Stay tuned and stay engaged!!

**Drawing created at a visionPDX event with The Arc of Multnomah-Clackamas.**



*"I love that Portlanders believe Portland belongs to them and they act accordingly — staying involved and active in community issues."*



Photo by www.portlandground.com

*"So much depends on whether individual citizens love their city and their neighborhood enough to stay engaged in community-building, volunteer work, etc. This is as much a matter of heart and spirit as it is of policy and practice, but if we fail to invest attention, energy and dollars toward the common good, the lack thereof will gradually permit despair and decay, which will affect the quality of life of us [all]."*



Photo by www.portlandground.com

*"What I value most here is the sense of hopefulness that exists. People seem genuinely positive about our collective ability to do good things."*



*"I value the local culture, because it's centered around a love for nature and community...I like the pace of life, and that it seems to value the simple pleasures, rather than the mainstream rat race."*

*"I value the citizens of Portland. They are a unique and community-based bunch. They care about the world and are engaged for its defense. There is always work to do to make people more engaged, but I believe Portland has a head start on most of the country."*



Photo by Thomas Le Ngo

*"[I value] the wonderful spirit that pervades this community. It is the only large city I know of where traffic still stops to let you cross the street, even when you are not at a crosswalk. At the core of our success is how much we value people and relationships."*



*"I value that people thank the bus driver for the ride when they get off the bus... I value running into people I know on the street...I value the diversity I can find, hipsters and punks and businessmen, gays and straights, newcomers and fifth generation Oregonians all on the same streets in the same neighborhoods."*



*"I hope and dream that PDX will be able to accommodate the expected growth while staying true to the small town/big city feel that makes it so special."*

# your voices