



IN A CITY OF 575,930  
**WHO GIVES A RIP  
WHAT YOU THINK?**

1



**WE DO!**

2

## THE PORTLAND PLAN

Community Workshop  
“Groundtruthing” and “Crowdsourcing”

Test the Facts on the Ground  
Start the Conversation About Solutions

Great things rarely happen by accident.



3

## The Portland Plan



4

## The Portland Plan

Fall 2010 Draft Portland Plan  
2011 Final Portland Plan

### Implementation

City - District - Neighborhood  
Business - Household



5

## THE PORTLAND PLAN

Why are we doing this?

Our plan is 29 years old.  
Oregon State Law requires cities to periodically update their comprehensive plans.

It is called “Periodic Review”



6



7



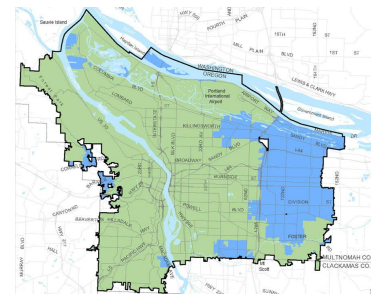
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**HALF OF PORTLANDERS WHO LIVE HERE TODAY WERE NOT HERE IN 1980**



9

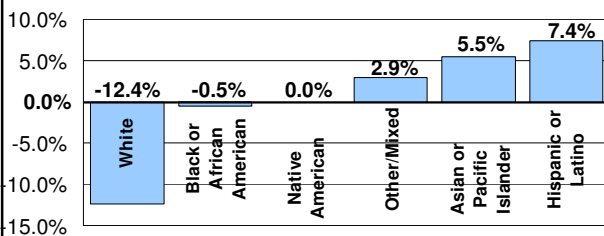
**WE HAVE ADDED MORE THAN ONE-THIRD OF OUR LAND AREA SINCE 1980**



10

**RACIAL and ETHNIC GROUP CHANGES**

Change in % of Population



1980-2009



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**THE PORTLAND PLAN WILL BE OUR STRATEGIC PLAN FOR THE NEXT 25 YEARS**

- City of Portland | Metro | Multnomah County
- Portland State University | Oregon Health & Science University
- Portland Public Schools | Parkrose School District
- Centennial School District | David Douglas School District
- Reynolds School District | Worksystems, Inc.
- Portland Community College | TriMet | ODOT
- Mt Hood Community College | University of Oregon
- Portland Development Commission | Housing Authority of Portland
- East Multnomah Soil & Water Conservation District
- West Multnomah Soil & Water Conservation District
- Multnomah County Drainage District No. 1



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### WAYS TO GET INVOLVED:

- Attend a workshop
- Fill out the survey
- [www.pdxplan.com](http://www.pdxplan.com)
- Twitter: @PDXPlan | #PDXPlan
- [www.facebook.com/PDXPlan](http://www.facebook.com/PDXPlan)



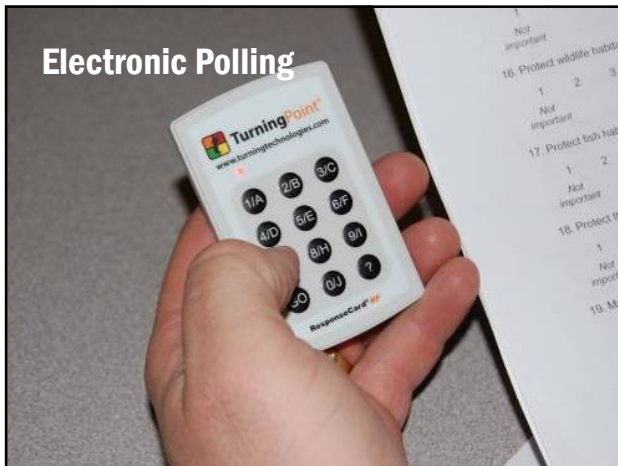
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### THE DRAFT HANDBOOK



14

### Electronic Polling



15

### Where do you live?

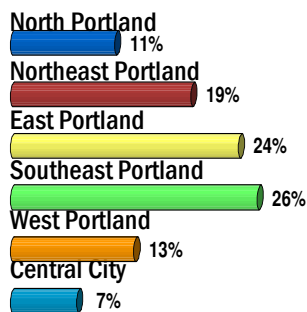
1. North Portland 0%
2. Northeast Portland 0%
3. East Portland 0%
4. Southeast Portland 0%
5. West Portland 0%
6. Central City 0%
7. Outside Portland 0%



16

### Where we live

Citywide



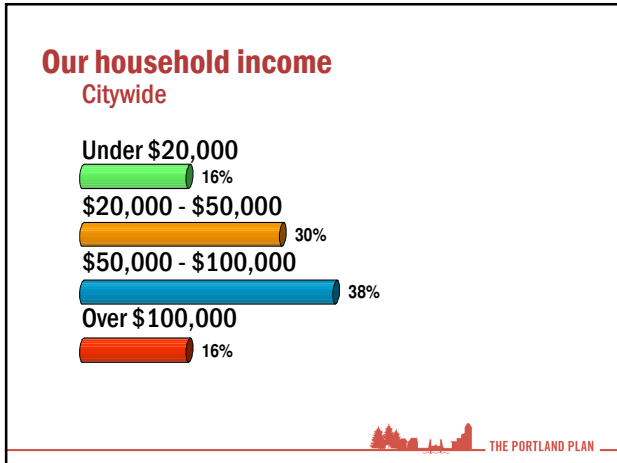
17

### What is your household income?

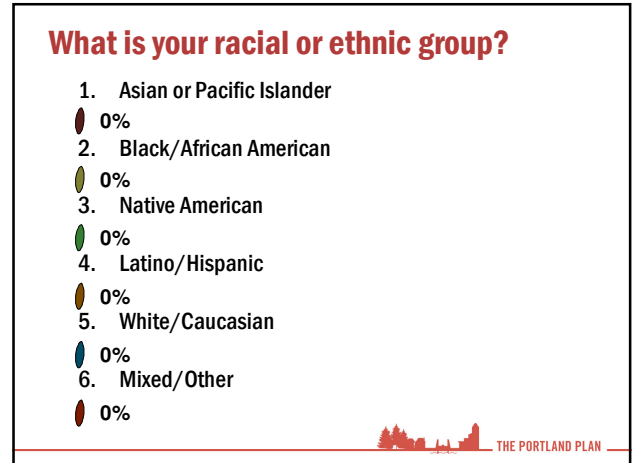
1. Under \$20,000 0%
2. \$20,000 - \$50,000 0%
3. \$50,000 - \$100,000 0%
4. Over \$100,000 0%



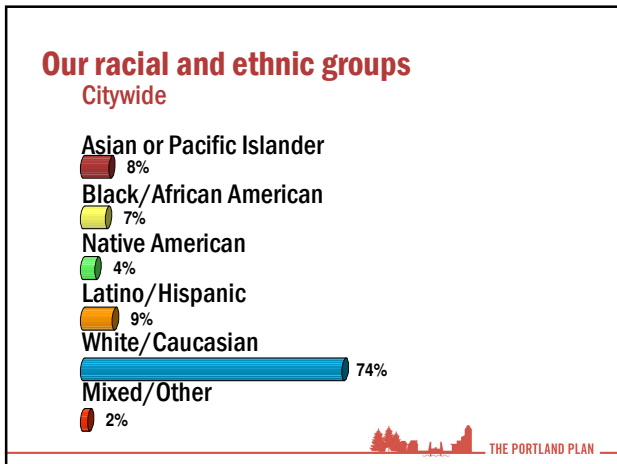
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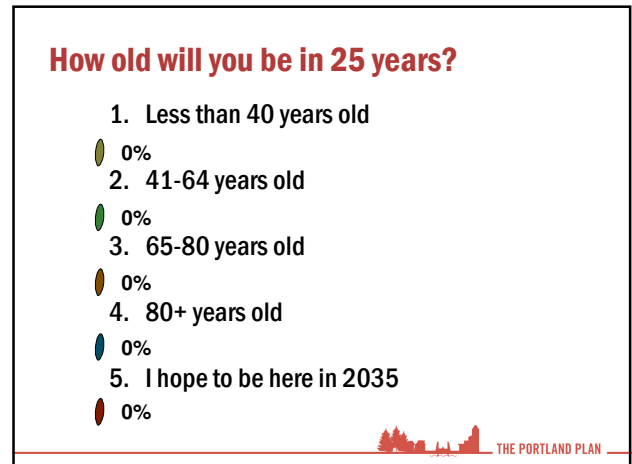
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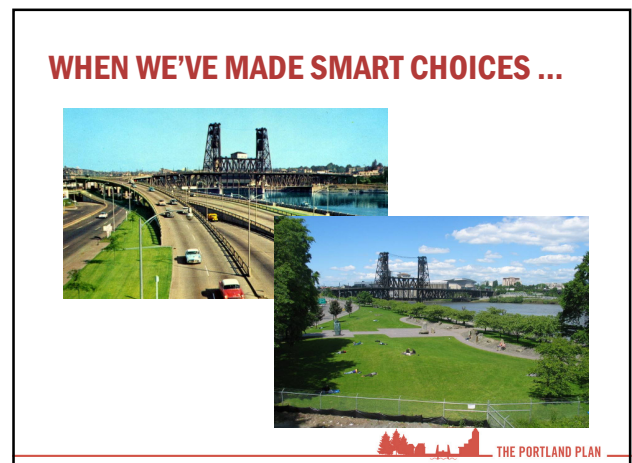
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- ### Over the next 25 years, what will be the most important issue facing Portland?
- Prosperity, Business Success & Equity
  - Education & Skill Development
  - Arts, Culture & Innovation
  - Sustainability & the Natural Environment
  - Human Health, Food & Public Safety
  - Quality of Life & Civic Engagement
  - Design, Planning & Public Spaces
  - Neighborhoods & Housing
  - Transportation, Technology & Access

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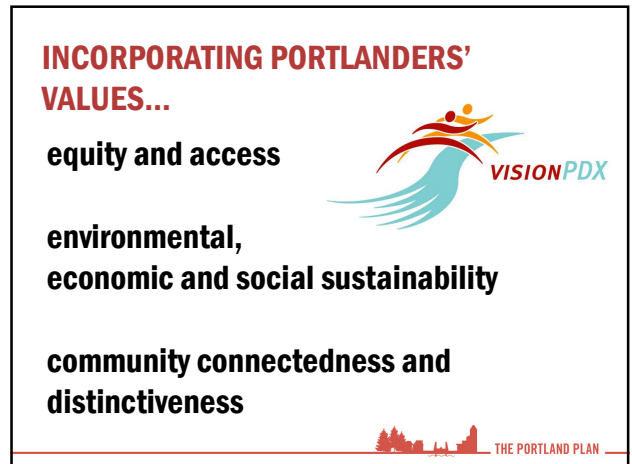
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**Prosperity, Business Success & Equity**  
 Education & Skill Development  
 Arts, Culture & Innovation







**Sustainability & the Natural Environment**  
 Human Health, Food & Public Policy  
 Quality of Life & Civic Engagement




**Design, Planning & Public Spaces**  
 Neighborhoods & Housing  
 Transportation, Technology & Access



THE PORTLAND PLAN

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**GROUP 1**



**prosperity, business success & equity**



**education & skill development**



**arts, culture & innovation**

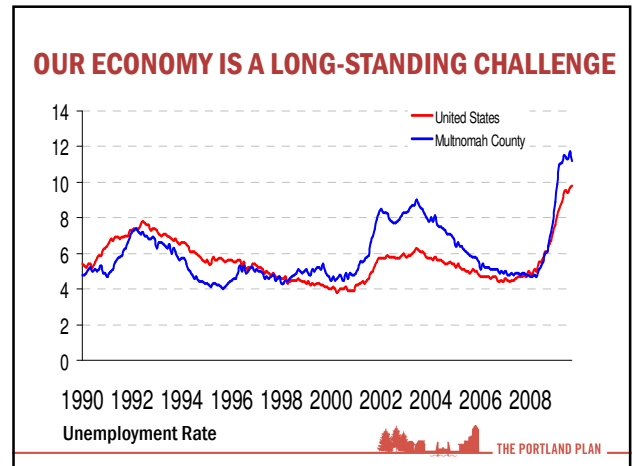
THE PORTLAND PLAN

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**PROSPERITY,  
 BUSINESS SUCCESS  
 & EQUITY**

33



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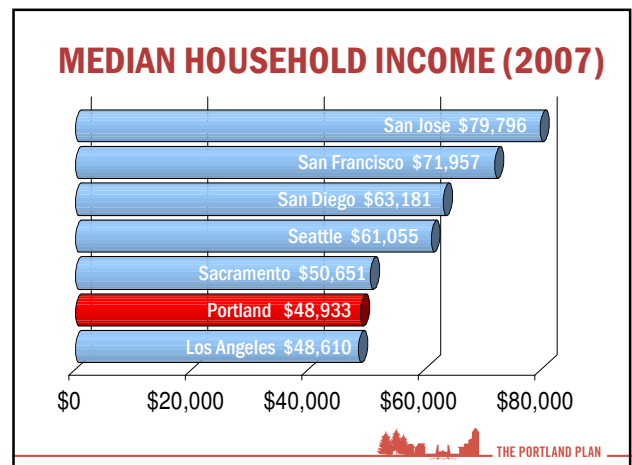
**ABOUT 40% OF THE REGION'S JOBS ARE  
 LOCATED IN PORTLAND**



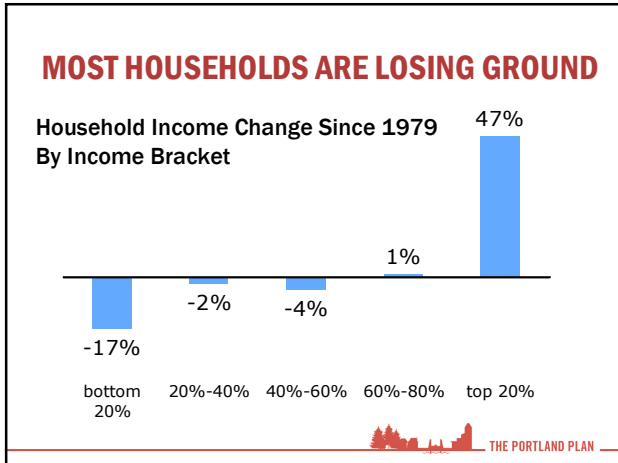
**But Portland is only capturing 11% of the new jobs**

THE PORTLAND PLAN

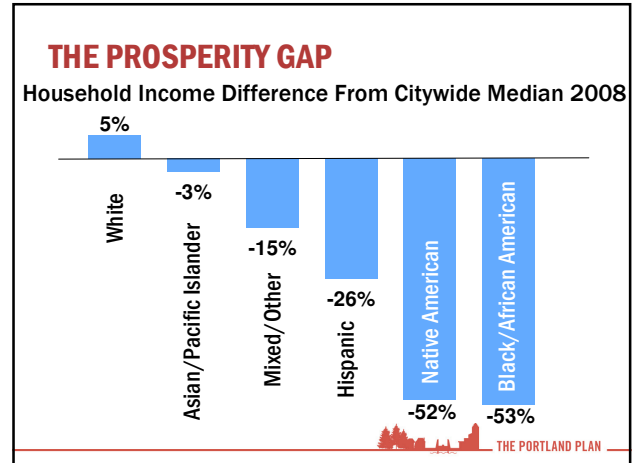
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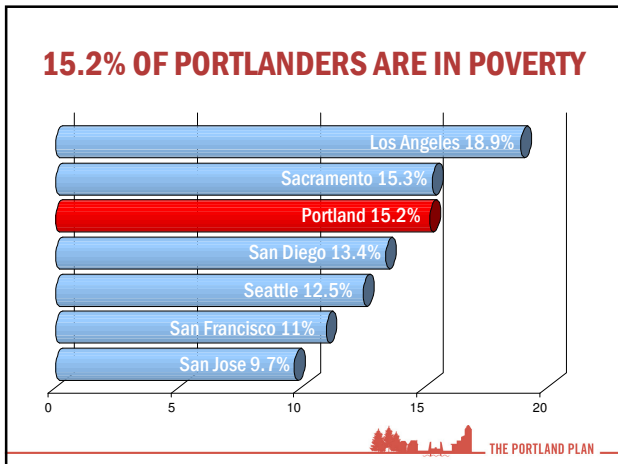
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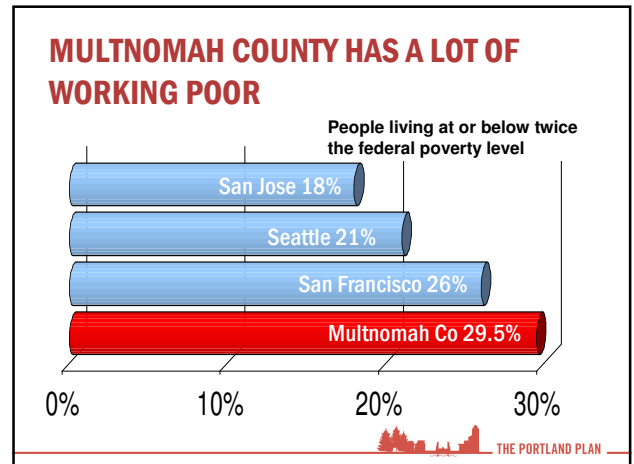
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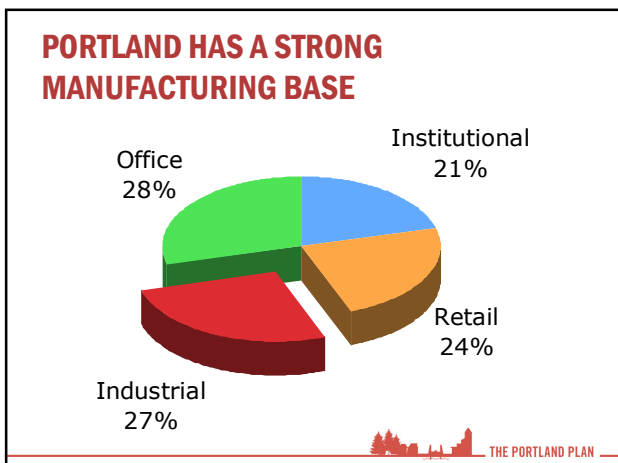
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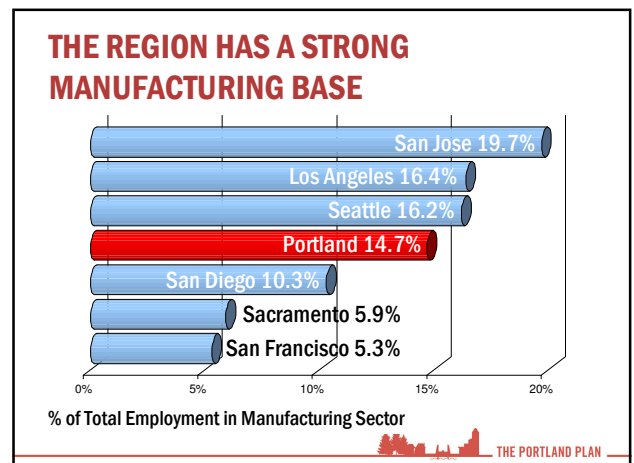
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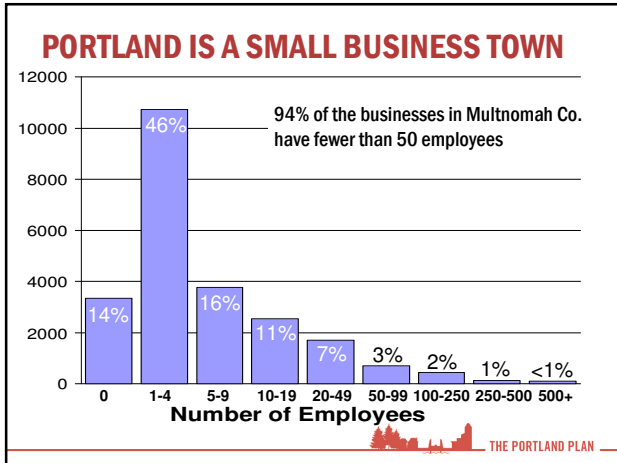


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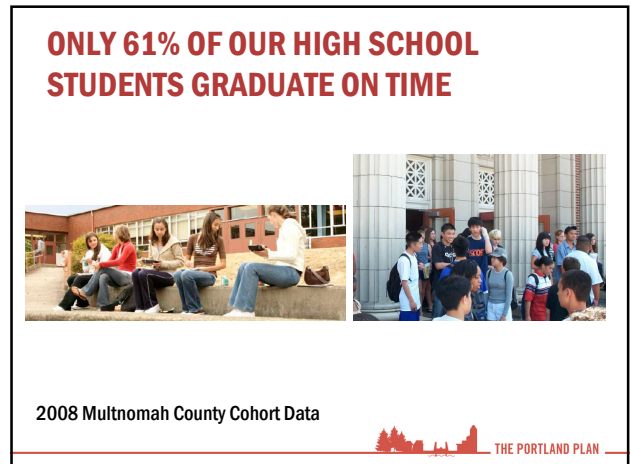
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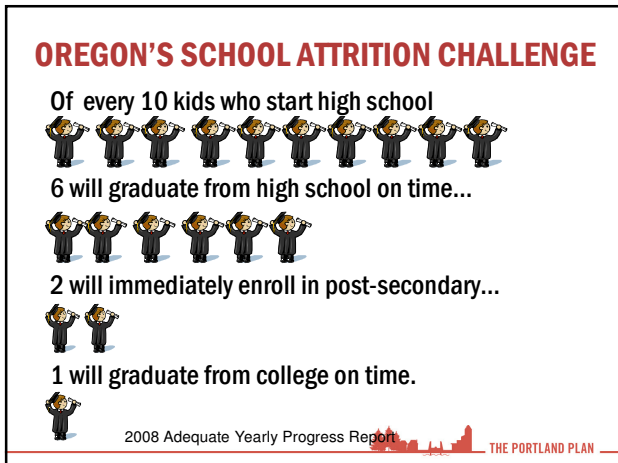


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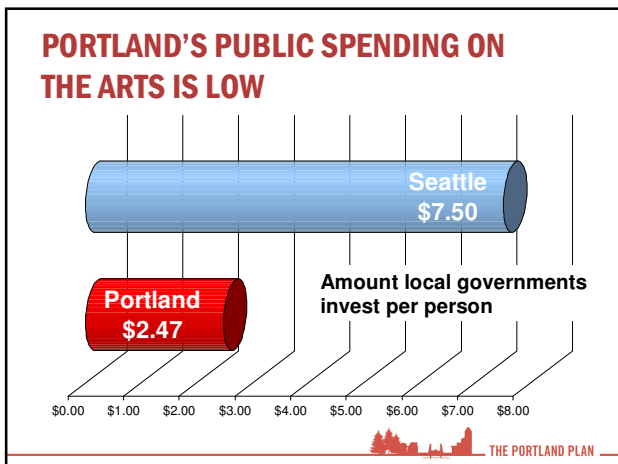




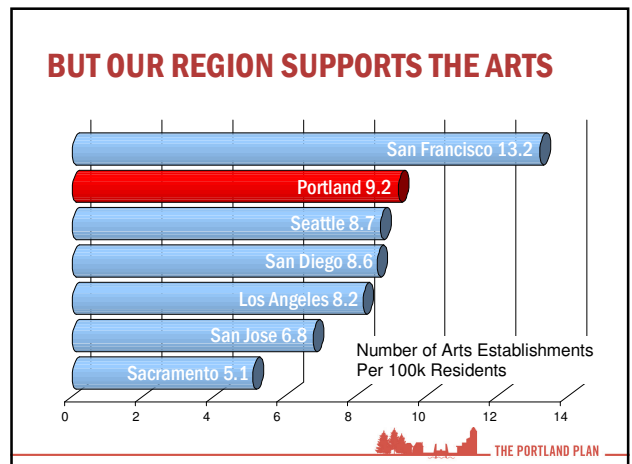
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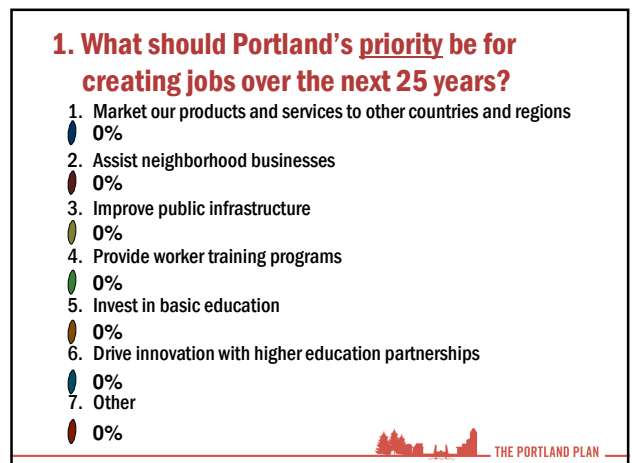
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53



54

**2. Portland should increase public investment in economic development, with a priority to create jobs .**

- 1. Strongly Agree  
 0%
- 2. Agree  
 0%
- 3. Neutral  
 0%
- 4. Disagree  
 0%
- 5. Strongly Disagree  
 0%



55

**3. What should Portland's priority be to improve neighborhood business districts?**

- 1. Market districts and recruit businesses  
 0%
- 2. Invest in storefront improvement grants  
 0%
- 3. Improve walkability and access to districts  
 0%
- 4. Change the business license and other fees  
 0%
- 5. Other  
 0%



56

**4. What is the most important action Portland can take to improve high school graduation rates?**

- 1. Recruit and retain great teachers  
 0%
- 2. Provide better facilities  
 0%
- 3. Provide more after school programs  
 0%
- 4. Involve local businesses in schools  
 0%
- 5. Provide more mentoring programs  
 0%
- 6. Other  
 0%



57

**5. Many schools will need to be renovated and some rebuilt. What does your neighborhood school need the most?**

- 1. Warm and dry buildings  
 0%
- 2. Modern technology and classrooms  
 0%
- 3. Improved access and security  
 0%
- 4. Upgraded energy efficiency  
 0%
- 5. Expanded community use  
 0%
- 6. Other  
 0%



58

**6. What is your most important arts and culture need?**

- 1. More space to practice and perform  
 0%
- 2. More activities and arts education for children  
 0%
- 3. More public art and activities in my neighborhood  
 0%
- 4. More places for exhibitions and performances  
 0%
- 5. More world-class events  
 0%
- 6. Other  
 0%



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**DISCUSSION**



**WHAT IS GOING ON**

- What facts surprise you? What's missing?
- What does it mean for you? Your family? Your community?

**HOW ARE WE GOING TO RESPOND**

- What should we be doing about these issues?



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## GROUP 2



sustainability & the natural environment



human health, food & public safety



quality of life & civic engagement

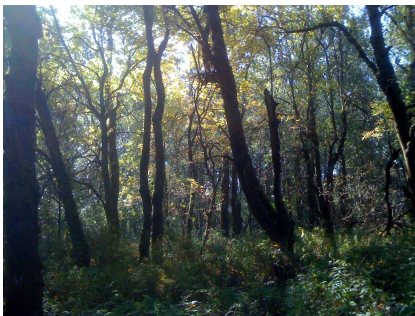


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## 31% of PORTLAND'S LAND AREA IS ENVIRONMENTALLY SENSITIVE NATURAL AREAS

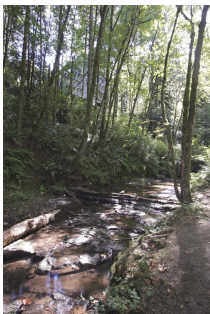


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## PORTLAND'S WATERSHEDS



64



**22% OF PORTLAND IS WITHIN 300 FEET OF A RIVER OR STREAM**



65

## THE WILLAMETTE IS GETTING CLEANER



66



### BUT THE PORTLAND HARBOR IS A TOXIC CLEANUP SITE



THE PORTLAND PLAN

67

### WATER QUALITY IN MANY OF PORTLAND'S URBAN STREAMS IS EITHER POOR OR VERY POOR



THE PORTLAND PLAN

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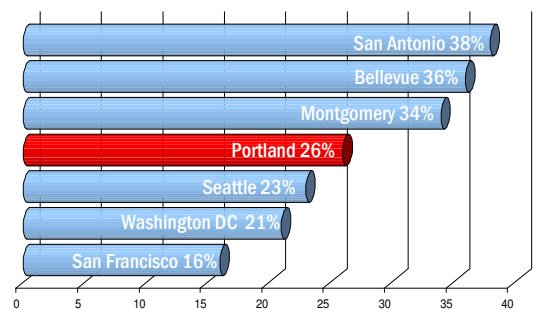
### 26% OF THE CITY IS UNDER TREE CANOPY



THE PORTLAND PLAN

69

### 26% OF THE CITY IS UNDER TREE CANOPY



THE PORTLAND PLAN

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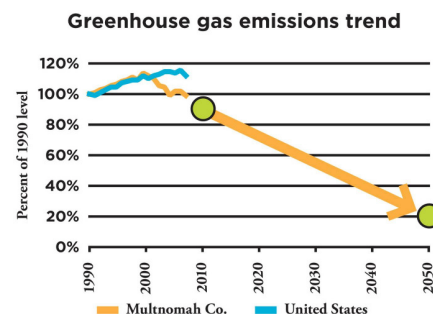
### ALMOST 70% OF PORTLAND'S ELECTRICITY COMES FROM FOSSIL FUELS



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### WE HAVE A LOT OF WORK TO DO TO MEET OUR CLIMATE CHANGE GOALS



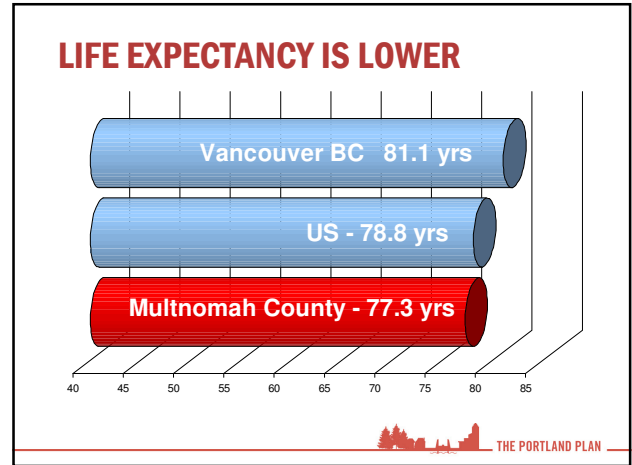
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72





73



74

### MORE THAN 50% OF MULTNOMAH COUNTY ADULTS ARE OVERWEIGHT OR OBESE

The national goal is to have less than 40%

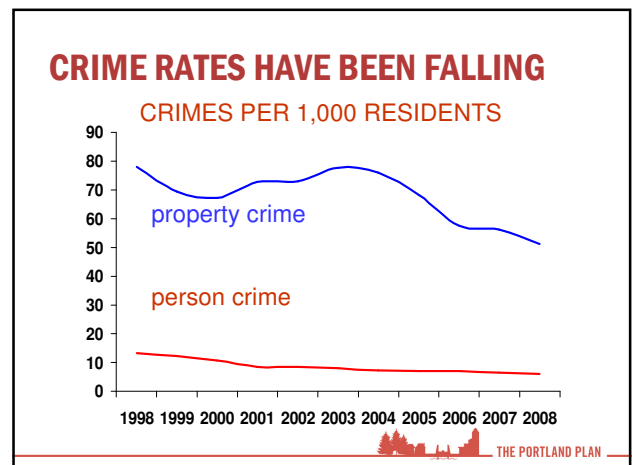
75

### 76% OF PORTLANDERS LIVE WITHIN A HALF MILE OF A PARK OR NATURAL AREA

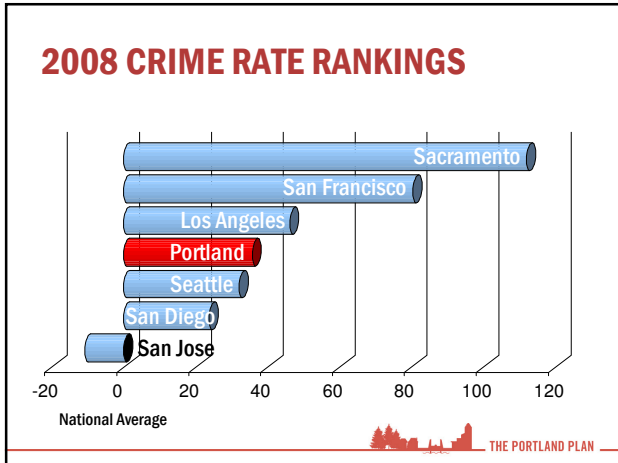
76

### 60% OF PORTLANDERS LIVE WITHIN A HALF MILE OF A FULL SERVICE GROCERY STORE

77



78



79



80

### WE VOLUNTEER

The Portland region ranks 2<sup>nd</sup> in the nation for volunteerism.

81

### WE VOTE

In Multnomah County, 86% of registered voters participated in the 2008 general election

82

### 7. What one aspect of Portland's natural areas do you care about most?

- Access to nature  
0%
- Flood and landslide protection  
0%
- Healthy watersheds (rivers, streams and habitat)  
0%
- Enhanced property values in my neighborhood  
0%
- Other  
0%

83

### 8. What should be local government's primary role in protecting the environment?

- Acquire and restore natural areas  
0%
- Regulate to protect streams and trees  
0%
- Help people to restore their own land  
0%
- Educate about the value of natural resources  
0%
- Other  
0%

84

**9. What is one new thing you are most willing to do to help combat climate change?**

1. Buy "green power" from utilities or install solar panels  
0%
2. Weatherize and improve home energy efficiency  
0%
3. Walk, bike and take transit for more daily trips  
0%
4. Eat more fruits and vegetables and less meat  
0%
5. Use long-lasting goods rather than disposable ones  
0%
6. Other  
0%



85

**10. What part of Portland's park system do you value most?**

1. Natural areas  
0%
2. Playing fields, courts and pools  
0%
3. Playgrounds  
0%
4. Trails and greenways  
0%
5. Community centers, programs and classes  
0%
6. Public Plazas  
0%
7. Other  
0%



86

**11. What does your community need most to improve access to healthy food?**

1. More grocery stores  
0%
2. More affordable grocery stores  
0%
3. A farmers market  
0%
4. Community gardens  
0%
5. Support for home gardening  
0%
6. Other  
0%



87

**12. For you, what is the hardest part of maintaining a healthy lifestyle?**

1. Time and discipline for exercise  
0%
2. A place to exercise  
0%
3. A full service grocery store  
0%
4. Cooking healthy meals  
0%
5. Stress - not enough time to relax  
0%
6. Other  
0%



88

**13. Local governments should consider health impacts equally or greater with economic and environmental impacts.**

1. Strongly Agree  
0%
2. Agree  
0%
3. Neutral  
0%
4. Disagree  
0%
5. Strongly Disagree  
0%



89

**14. With which of these groups are you most involved?**

1. Place-based (neighborhood, block watch, etc.)  
0%
2. Interest groups (Friends of Trees, BTA, etc.)  
0%
3. School-based (PTA)  
0%
4. Cultural groups  
0%
5. Business, trade or professional group  
0%
6. Sports or recreation-based groups  
0%
7. Other  
0%



90



**15. What is your most preferred way to comment on public issues?**

1. Attend a public meeting  0%
2. Fill out a written questionnaire  0%
3. Write or call elected officials  0%
4. Online surveys  0%
5. Comment on websites, blogs, Twitter or Facebook  0%
6. Other  0%



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**DISCUSSION**



**WHAT IS GOING ON**

- What facts surprise you? What's missing?
- What does it mean for you? Your family? Your community?

**HOW ARE WE GOING TO RESPOND**

- What should we be doing about these issues?



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**GROUP 3**



**design, planning & public spaces**



**neighborhoods & housing**



**transportation, technology & access**



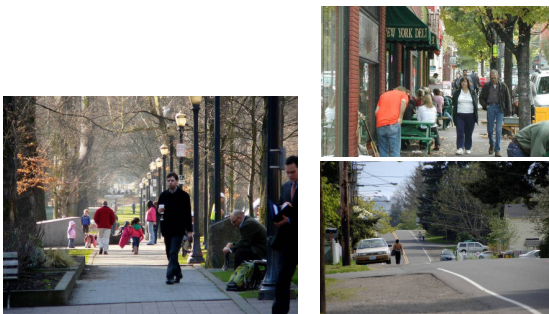
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**DESIGN, PLANNING & PUBLIC SPACES**

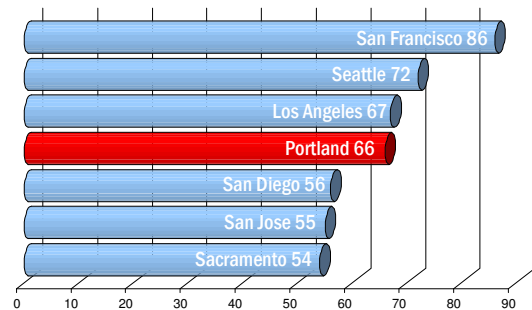
94

**PORTLAND IS A WALKABLE CITY, BUT NOT EVERYWHERE**



95

**HOW WALKABLE ARE WE?**



On a Scale of 1-100

source = [www.walkscore.com](http://www.walkscore.com)



96



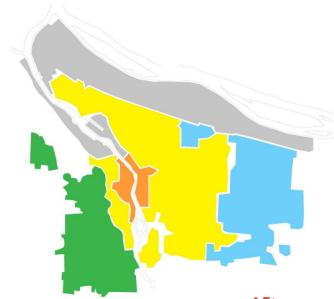
### 41% OF PORTLANDERS LIVE WITHIN A HALF MILE OF A NEIGHBORHOOD COMMERCIAL DISTRICT



THE PORTLAND PLAN

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### PORTLAND HAS (AT LEAST) FIVE DISTINCT NEIGHBORHOOD PATTERNS



THE PORTLAND PLAN

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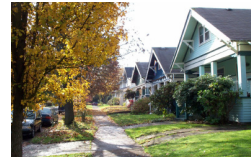
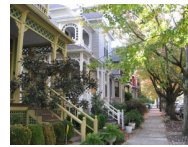
### EASTERN NEIGHBORHOODS



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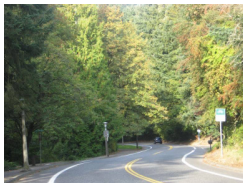
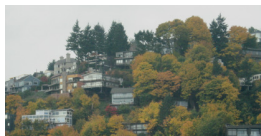
### INNER NEIGHBORHOODS



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100

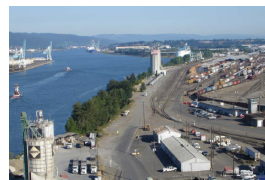
### WESTERN NEIGHBORHOODS



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### INDUSTRIAL DISTRICTS



THE PORTLAND PLAN

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### CENTRAL CITY

THE PORTLAND PLAN

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### INVEST IN SPRAWL OR WHAT WE'VE GOT?

THE PORTLAND PLAN

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### NEIGHBORHOODS & HOUSING

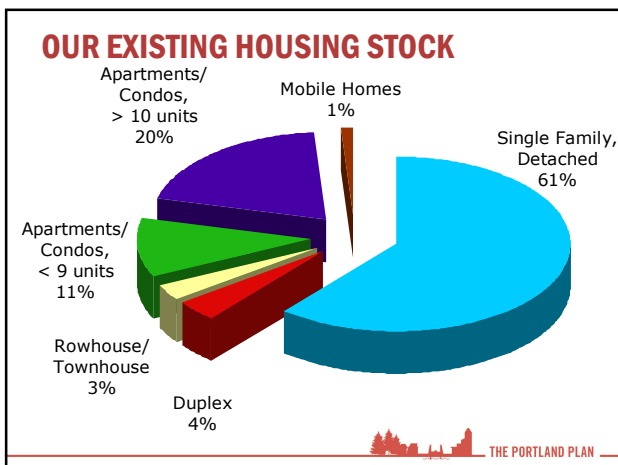
THE PORTLAND PLAN

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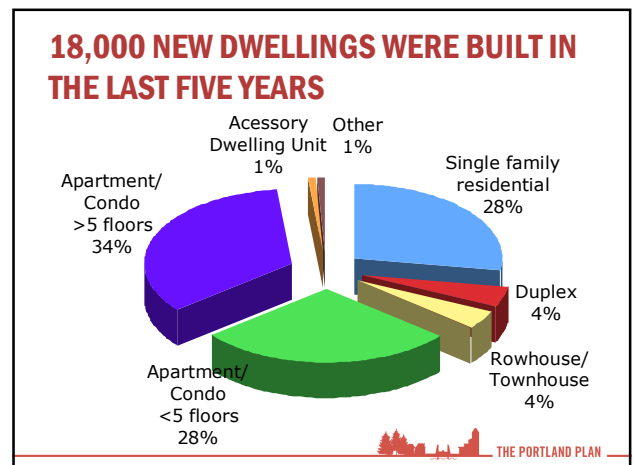
### THE NUMBER OF ONE-PERSON HOUSEHOLDS IS RISING

THE PORTLAND PLAN

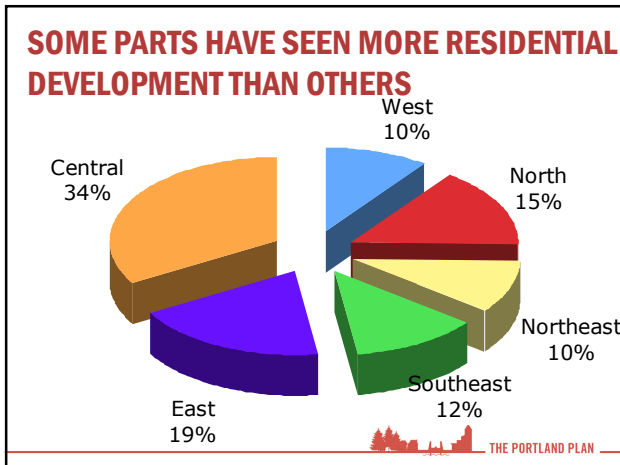
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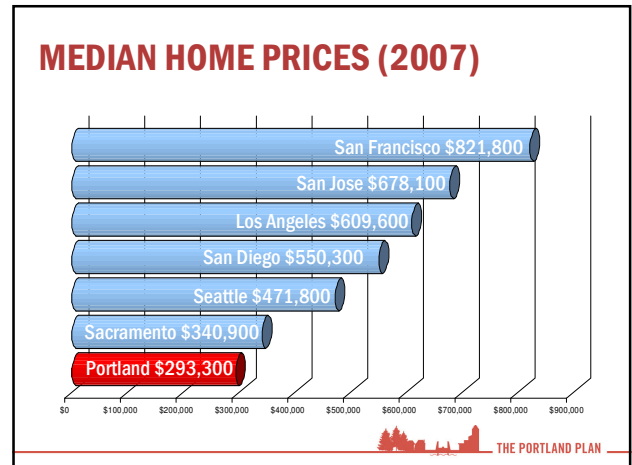
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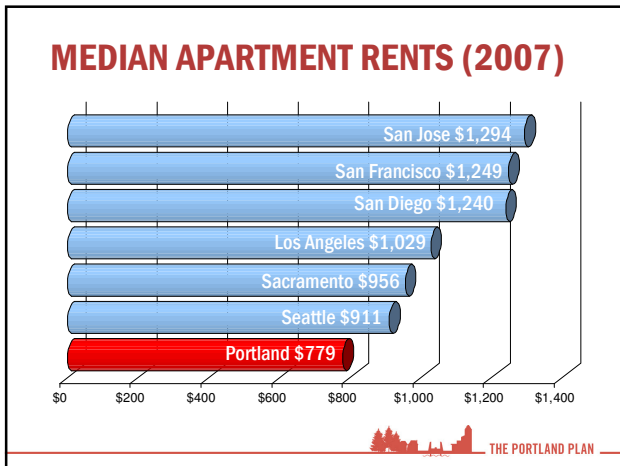
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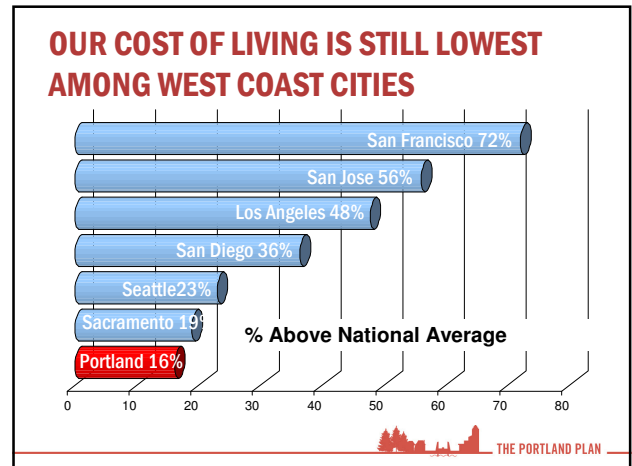
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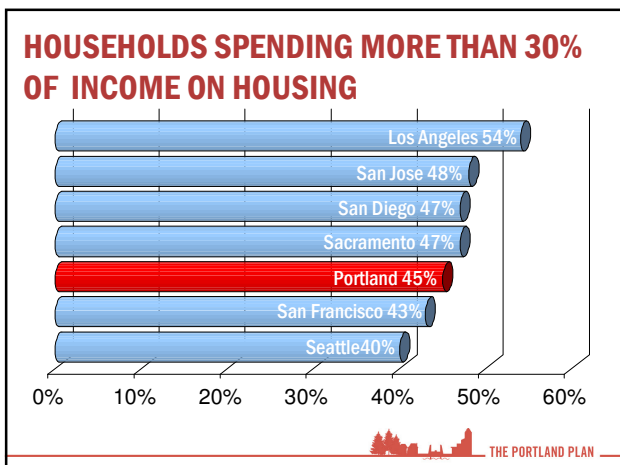
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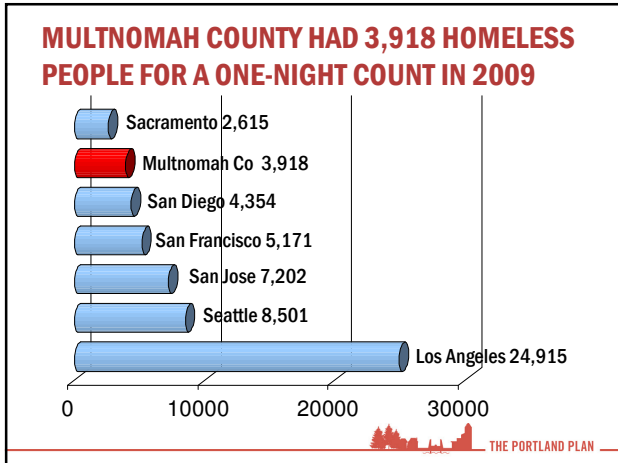


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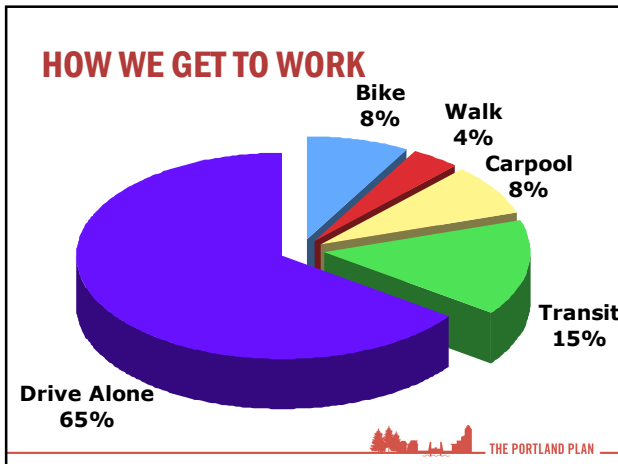




115



116



117



118



119



120



### 79% of PORTLAND'S HOUSEHOLDS HAVE HIGH SPEED INTERNET ACCESS



21% of us are either using dial-up or don't have internet access



121

### 16. All neighborhoods should have a range of housing choices – types, sizes and affordability.

- 1. Strongly Agree 0%
- 2. Agree 0%
- 3. Neutral 0%
- 4. Disagree 0%
- 5. Strongly Disagree 0%



122

### 17. In deciding where to live during the next 25 years, which factor is most important to you?

- 1. Walking distance to stores and restaurants 0%
- 2. Walking distance to public transit 0%
- 3. Close to work 0%
- 4. Close to quality schools 0%
- 5. Attractive neighborhood 0%
- 6. Other 0%



123

### 18. What would make it easier to meet your daily needs without having to drive?

- 1. More grocery stores and services within walking distance 0%
- 2. Better sidewalks and safer crosswalks 0%
- 3. Better bike routes 0%
- 4. Better transit service 0%
- 5. Better internet access 0%
- 6. Other 0%



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### 19. What is your top spending priority for Portland's limited transportation funds?

- 1. Maintain and repair existing streets 0%
- 2. Vehicle safety improvements 0%
- 3. Sidewalks and safer crosswalks 0%
- 4. Bicycle facilities and bikeways 0%
- 5. Transit facilities (MAX, streetcar, bus) 0%
- 6. Relieve traffic congestion 0%
- 7. Enhance truck, rail and shipping capacity 0%
- 8. Other 0%



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### DISCUSSION



#### WHAT IS GOING ON

- What facts surprise you? What's missing?
- What does it mean for you? Your family? Your community?

#### HOW ARE WE GOING TO RESPOND

- What should we be doing about these issues?



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**20. Today, what is the most important issue facing Portland?**

- 0% 1. Prosperity, Business Success & Equity
- 0% 2. Education & Skill Development
- 0% 3. Arts, Culture & Innovation
- 0% 4. Sustainability & the Natural Environment
- 0% 5. Human Health, Food & Public Safety
- 0% 6. Quality of Life & Civic Engagement
- 0% 7. Design, Planning & Public Spaces
- 0% 8. Neighborhoods & Housing
- 0% 9. Transportation, Technology & Access

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**21. Over the next 25 years, what will be the most important issue facing Portland?**

- 0% 1. Prosperity, Business Success & Equity
- 0% 2. Education & Skill Development
- 0% 3. Arts, Culture & Innovation
- 0% 4. Sustainability & the Natural Environment
- 0% 5. Human Health, Food & Public Safety
- 0% 6. Quality of Life & Civic Engagement
- 0% 7. Design, Planning & Public Spaces
- 0% 8. Neighborhoods & Housing
- 0% 9. Transportation, Technology & Access

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**WAYS TO STAY INVOLVED**

- Show up and participate in a workshop
- Use your handbook to review the facts and submit more comments
- Talk to your friends and neighbors
- Organize a meeting with your community group
- Participate in the next round of workshops

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**The Portland Plan**

2009 Background Report Research

Nov/Dec 2009 Round 1 Workshops  
 Groundtruthing and Crowdsourcing

Mar 2010 Round 2 Workshops  
 Where do we want to go?  
 Setting Direction

May 2010 Round 3 Workshops  
 How do we get there?  
 Strategy Building

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## KEEP UP WITH THE CONVERSATION

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