

THE PORTLAND PLAN



Planning and Sustainability Commission 10/26/10

Our Strategic Plan

Local Partners

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

What's in the Portland Plan?

9 Action Areas with Targets for 2035



6 “Strategies” that work together to meet our goals

Strategic Actions

- 3-Year Plans
- Prioritization
- Partnerships
- Projects
- Programs

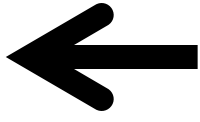
Report Cards

- City
- Businesses
- Households

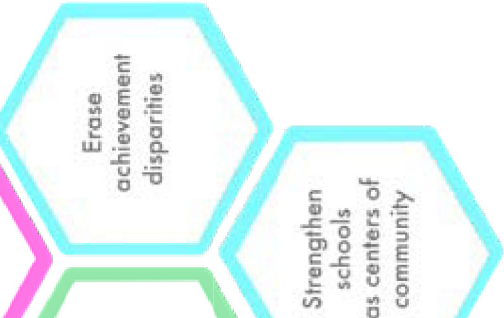
Comprehensive Plan

- Framework
- 25 Year vision and goals
- Policies
- Long-term investments
- Urban Development Plan

How are we building the plan?



We are here.



Public wisdom

+

Technical and financial capabilities



6 Integrated Strategies



Expert advice, research and case studies

+

Strategy development



Drivers of change are integrated bundles of specific actions that:

- Move us toward more than one target
- Are relevant to many partner agencies
- Have a big impact on the future of the City

What?  **How?**

What is a “Driver of Change”?



- We can't move forward without addressing equity
- The economy will drive success
- Education is key to prosperity
- Healthy streams and watersheds
- Sustainability and prosperity are not polar opposites
- Safe and accessible/walkable neighborhoods
- Maintain the infrastructure we have

What we did we hear?

Upcoming Activities



Dr. Julian Agyeman, Tufts University, Department of Urban and Environmental Policy and Planning



Judith Bell, Policy Link



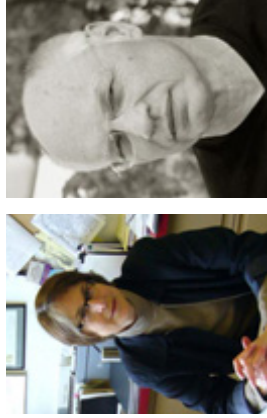
Rob Weissbourd, RW Ventures



Dr. Robert Ogilvie, Public Health Law and Policy



Cynthia Girling + Ronald Kellett
University of British Columbia School of Architecture and Landscape Architecture



THE PORTLAND PLAN



Making Portland prosperous, healthy, and rich in opportunity

4 PRINCIPLES

1. **Equity**
2. **Safety and Opportunity**
3. **Health**
4. **Resiliency**

6 DRIVERS OF CHANGE ("STRATEGIES")

1. **Economic Opportunity**
2. **Invest in Students**
3. **20-Minute Neighborhoods**
4. **City Green**
5. **Future Technology and Practices**
6. **Equitable Decision-Making**

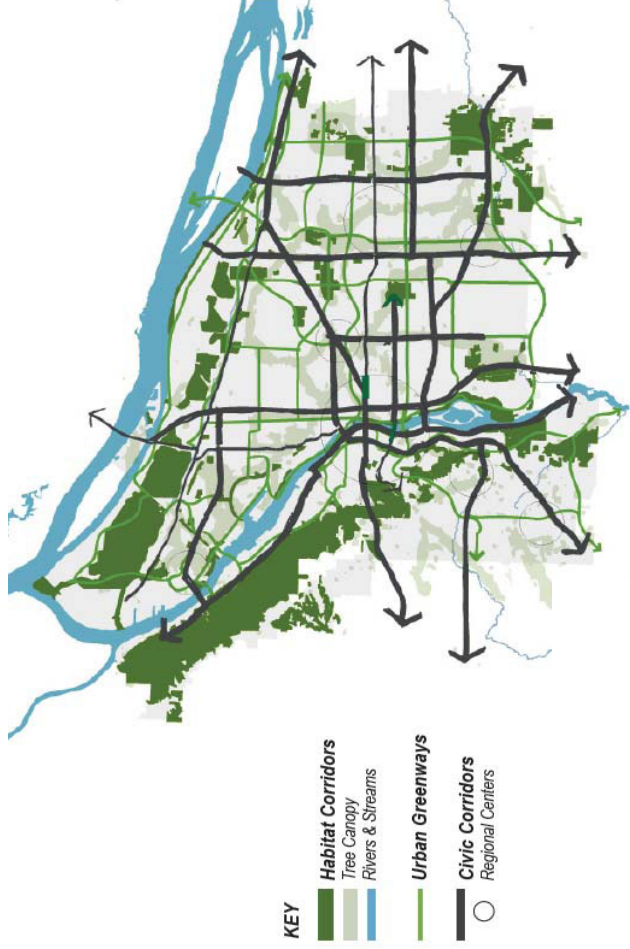
9 POLICY AREAS (COMPREHENSIVE PLAN CHAPTERS)

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

Strategy development

City Green

Connecting people, water and wildlife



20

MINUTE

NEIGHBORHOODS:
An Idea for a Portland Plan Strategy



It's about...



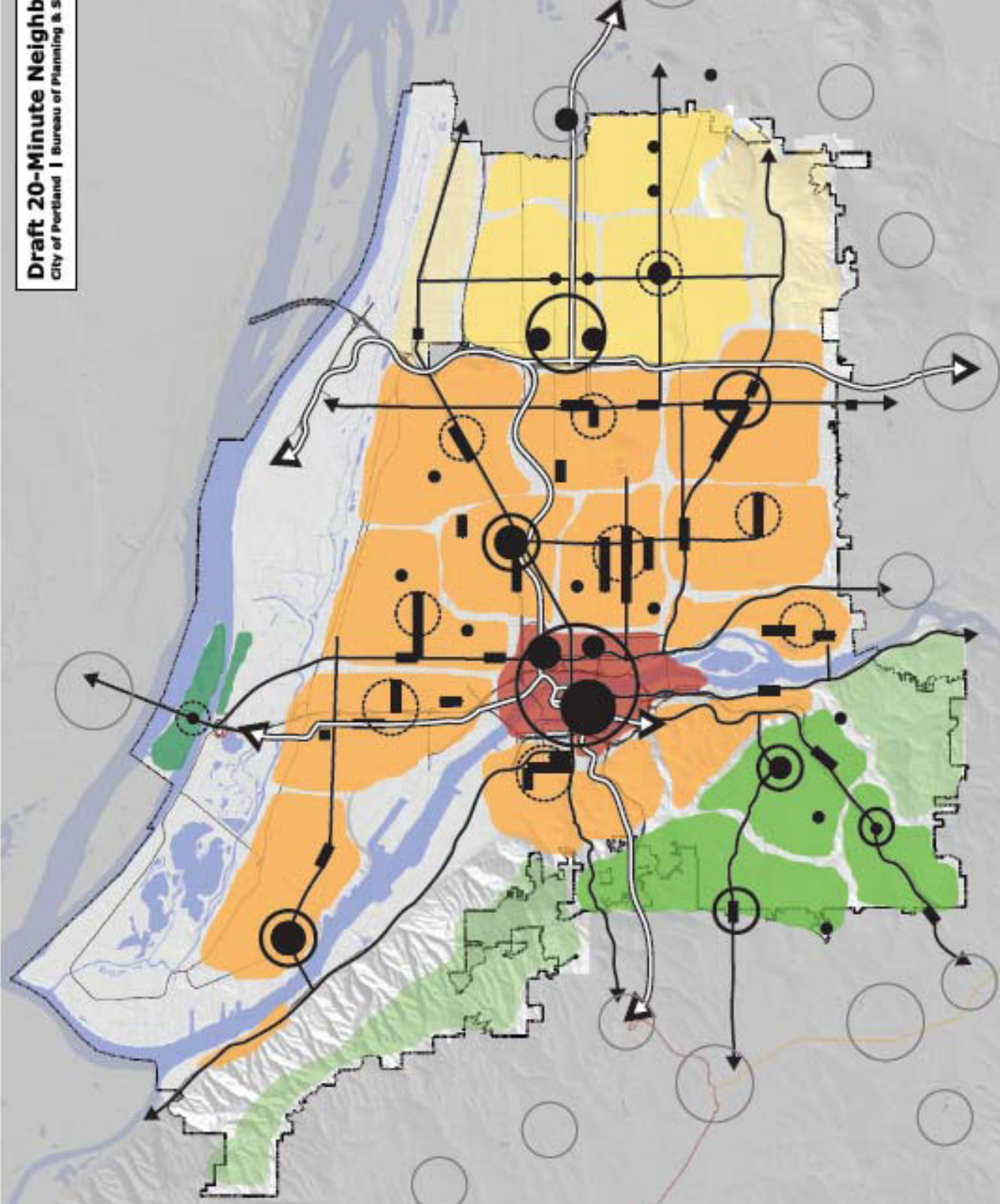
Draft 20-Minute Neighborhood Geographies
 City of Portland | Bureau of Planning & Sustainability | September 7, 2010

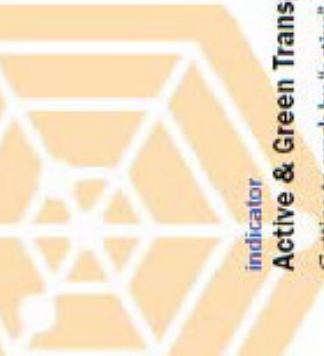
Map Key

- Commercial Districts**
 Based on the 20-Minute Neighborhoods Analysis and identify areas of concentrated commercial activity with concentrations of services and amenities
- Commercial Area: Solid black circle
 - Street nodes to large blocks: Small black circle
 - Center of Main Street: Thick black horizontal bar
 - Designated 20-Minute Center: Dashed black circle
 - Commercial Hub: Solid black circle with a smaller solid black circle inside
 - Spoke as core of 20-minute neighborhood geography: Thin black line with arrowheads

- 20-Minute Neighborhood Geographies**
- Central City: Red circle
 - Inner Neighborhoods: Orange circle
 - Western Neighborhoods: Green circle
 - Eastern Neighborhoods: Yellow circle
 - River Neighborhoods: Teal circle

Lighter shades indicate geographies without a commercial hub





indicator

Active & Green Transportation

Getting to work by "active" or "green" modes of transportation -- walking, bicycling, and/ or transit -- can have positive effects on air quality, congestion, and even personal health.

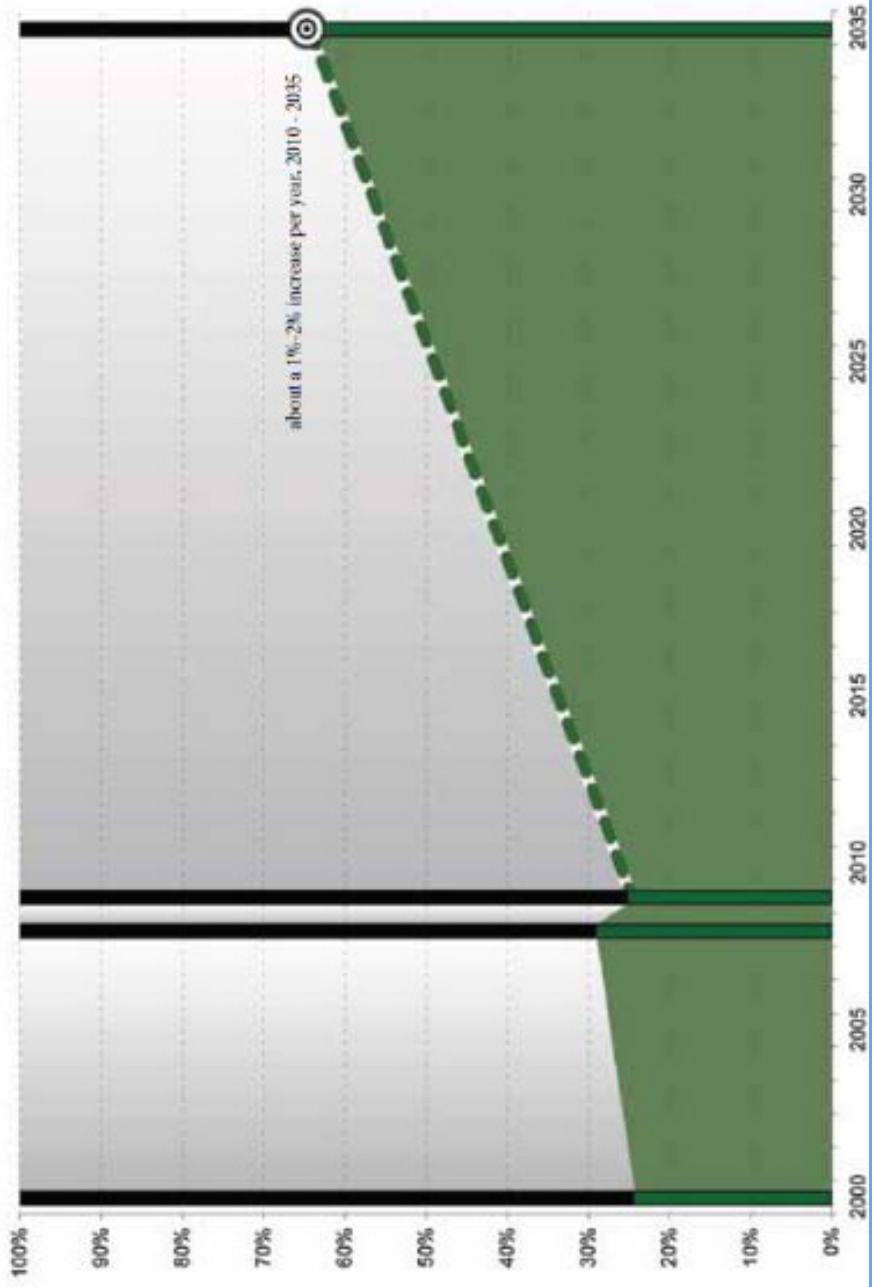
trend

In 2000, about one-quarter of Portland workers used active or green transportation to get to commute. Through 2008, there was a steady rise to about 30%. In 2009, however, the percentage dropped back to 25%, the level at the beginning of the decade. To achieve the 2035 goal of 65% of daily commuters using active or green transportation, consistent progress will need to increase, roughly, by 1% to 2% per year.

comparison

Many European cities already are at or above the 65%-level for active or green transportation use for commuting:

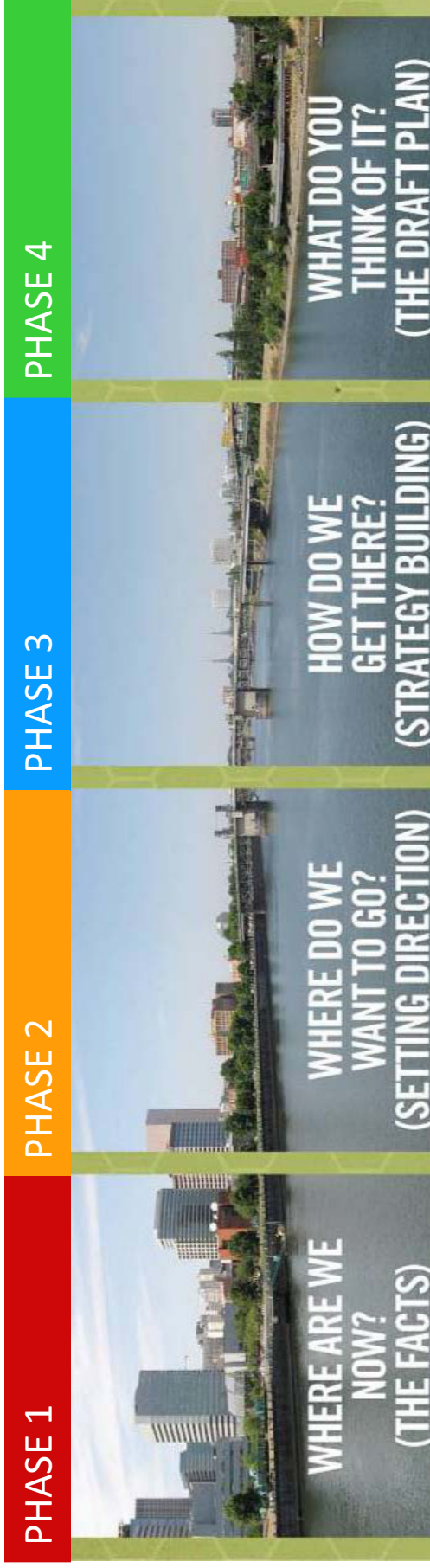
- Bern, Switzerland -- 76%
- Berlin -- 69%
- Copenhagen -- 74%
- Dresden -- 62%
- Stockholm -- 67%
- Zurich -- 75%



Indicators: Report Card Measures

SOURCE:
US Census 2000, 2000-2008
CITY OF PORTLAND BUSINESS SURVEY RESULTS, 2009
European cities selected Urban Audit, <http://www.urbanaudit.org/CityProfiles.aspx>.
Accessed July 20, 2010.

How are we building the plan?



Schedule

- **Speakers Series (November 2010 – January 2011)**
- **Public Workshops (February/March 2011)**
- **Growth Scenarios (Spring 2011)**
- **Draft Plan (July 2011)**
- **Public Hearings (July - December 2011)**

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