

To: Portland City Council

From: Carl B. Vance on Behalf of the Portland College Coalition<sup>1</sup>

Date: April 24, 2012

Re: The Portland Plan

The Portland College Coalition is a group of eight colleges and universities within the City of Portland who have been meeting for two years to study how other municipalities across the country regulate college land uses within urban settings. We have met multiple times with the Bureau of Planning and Sustainability and support the Portland Plan. The Portland Plan recognizes the significant sustainable economic engine that is provided by large hospital and college campuses, as well as the need for additional capacity for these campuses, which are frequently located in residential neighborhoods. In particular we want to draw your attention to the following item in the Economic Prosperity and Affordability section.

**“Action 69 – Campus institutions:**

Develop, as part of the new Comprehensive Plan, new land use and investment approaches to support the growth and neighborhood compatibility of college and hospital campuses.”

A majority of the College Coalition supports Action 69 and has actively participated in discussions with the Bureau of Planning and Sustainability to support the development of land use approaches to enhance the vitality of colleges and other institutions in the City of Portland. We look forward to continuing this important effort.

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<sup>1</sup> Concordia University, Lewis & Clark College, National College of Natural Medicine, Portland Community College, Reed College, University of Portland, University of Western States, and Warner Pacific College

PORTLAND PLAN

IF YOU WISH TO SPEAK TO CITY COUNCIL, PRINT YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

✓ Vicki Hersen	Elders in Action	
✓ Bandana Shreshtha	AARP Oregon	
✓ Margaret Neal	Institute on Aging	
✓ Alan DeLatorre	Portland Commission on Disability	aland@pdx.edu
✓ TERRY PARIS@	P.O. Box 13503 97213	
✓ Mike Huck	2433 NW Quisby St 97210	you have
✓ Leon Chavarria	3705 SE 35 <sup>th</sup> Place #4 97202	leochave@spiritout.com
✓ Mary Vogel	Congress for the New Urbanism, Cascadia 1024 SW Main St #524 97205	mary@plangreen.net
✓ Leah Dawkins	SE Uplift Neighborhood Coalition	leah@southeastuplift.org
✓ Chris Smith	2343 NW P. H. zone	
✓ Pam Phan	Bureau of Planning & Sustainability	
✓ Rachael Tillman		

**Moore-Love, Karla**

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**From:** Leonard, Randy  
**Sent:** Wednesday, April 18, 2012 5:33 PM  
**To:** 'fensterer3@me.com'  
**Cc:** Libby, Lisa; Portland Plan; Adams, Sam; Moore-Love, Karla; Commissioner Fritz; Commissioner Fish; Saltzman, Dan; Johnson, Aaron H.  
**Subject:** RE: Portland Plan

Philip-

Think globally act locally. It starts with you.

Thank you...Randy

-----Original Message-----

**From:** Moore-Love, Karla  
**Sent:** Wednesday, April 18, 2012 5:09 PM  
**To:** Adams, Sam; Commissioner Fritz; Commissioner Fish; Saltzman, Dan; Leonard, Randy  
**Cc:** Libby, Lisa; Portland Plan  
**Subject:** FW: Portland Plan

Karla Moore-Love |Council Clerk  
Office of the City Auditor  
503.823.4086

-----Original Message-----

**From:** Philip Fensterer [mailto:fensterer3@me.com]  
**Sent:** Wednesday, April 18, 2012 5:01 PM  
**To:** Moore-Love, Karla  
**Subject:** Portland Plan

The plan assumes a growing population. Regardless of the various efforts we make to reduce our carbon footprint, the community footprint can not shrink with a growing population. What incentives will the plan offer to encourage people to not reproduce and therefore reduce our impact on the environment?

Thank you,  
Philip Fensterer  
8347 N. Hendricks St.  
Portland, OR 97203

36918

**Moore-Love, Karla**

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**From:** Mary Vogel [mvogelpnw@gmail.com]  
**Sent:** Wednesday, April 18, 2012 9:44 PM  
**To:** Moore-Love, Karla  
**Subject:** CNU Cascadia Portland Plan Testimony for the record  
**Attachments:** Portland Plan Testimony to Council-CCmv.docx

Karla,  
Colin had already sent longer testimony on his own behalf. I took some of his major points that we all agree on (I don't completely agree with him on stormwater treatment, btw) and included them as CNU Cascadia testimony.

Thanks,

Mary

**Mary Vogel, CNU-A**

PlanGreen and Chair, Advocacy & Alliances CNU Cascadia

A Woman Business Enterprise/Emerging Small Business in Oregon

503-245-7858

<http://PlanGreen.intuitwebsites.com/>

Sustainable Industries PlanGreen Blog



There needs to be reference among the guiding policies to existing or future urban design tools, such as form-based codes addressing elements such as building frontage and height in order to create the perception of "outdoor room" essential to streets as places. These tools would coordinate private actors such that their actions complement public works. Otherwise, "civic corridors" will simply be "corridors." Revision would also be consistent with the "distinct areas" acknowledgment illustrated on pages 94 & 95.

**4. Restore the text of Healthy Connected City Actions 39 & 40 from p. 79 of the October 2011 draft:**

□ Planning and investment: Develop and implement new approaches, such as area-specific development standards or design guidance, to ensure new development and infill is both affordable and responsive to the distinctive characteristics of Portland's neighborhoods.

□ Planning and investment: Inventory historic resources in neighborhood hubs and along civic greenways and develop a strategy to preserve key resources.

These actions would involve private developments, public institutions such as hospitals and universities, and non-profit and professional organizations devoted to architecture, city planning, historic preservation, landscape architecture, and urban design – i.e. placemakers, and they are integral to both the Portland Plan and subsequent reform of the comprehensive plan, the Transportation System Plan (TSP), and land use regulations.

**5. In closing, placemaking relates to all three integrated strategies of Thriving Educated Youth, Economic Prosperity and Affordability, and Healthy Connected City.** For this reason, take care not to neglect it, and address it front and center in any comprehensive plan and TSP updates guided by the Portland Plan.

Thank you for the opportunity to comment on the Portland Plan recommended draft.

Sincerely,

Colin Cortes, AICP, CNU-A  
8900 SW Sweek Dr., Apt. 1116  
Tualatin, OR 97062-7497  
[colin.m.cortes@gmail.com](mailto:colin.m.cortes@gmail.com)

Deleted: 9. Regarding Healthy Connected City Action 127 "Sidewalk infill" on p. 93, add wording that acknowledges the need to avoid building sidewalks and missing sidewalk links within rights-of-way (ROWs) and site development areas that will be reconfigured anyway, i.e. to fill in gaps in ROWs and areas not slated for redevelopment and to add or improve sidewalks in areas slated for redevelopment by expediting redevelopment. This would complement Action 124 regarding interim improvements.¶  
10.

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1. Regarding Economic Prosperity and Affordability Objective 16 “Affordable community” on p. 47, the target of 30% relating to cost-burdened households is worse than the existing condition of “nearly a quarter” described in Portland Today on p. 46. This makes no sense. If this is an error, correct, and if not, explain why.
- 2.

4. Regarding Healthy Connected City Action 122 “Alternative right-of-way projects” on p. 91, it should be renumbered to be adjacent with Actions 110 “Designs for community use of streets” & 111 “Programs for community use of streets.” Also, replace the word “traditional” with “conventional” because that more accurately and precisely conveys the intended concept. Convention would be from the 1930s and ‘40s onward; tradition would date from before then. Lastly, for partners correct “PF&R” to “PP&R” and add BPS and Nonprofits.
5. Regarding Healthy Connected City Action 123 “Unimproved right-of-way alternatives” on p. 93, it should be renumbered to be adjacent with Actions 110 & 111. For partners, add BPS and Nonprofits. The partner reference to “NAs” is confusing because Appendix B: List of Abbreviations on p. B-1 does not define this acronym.
6. Regarding Guiding Policy H-30 on p. 92 about historic buildings, the phrase “where appropriate” clearly indicates half-heartedness and a desire to provide an escape mechanism that nullifies the entire policy. Whatever it is intended to mean, it does more harm than good; strike the phrase.
7. Regarding Healthy Connected City Action 125 “Civic corridor designs” on p. 93, reference to “landscaped stormwater management” implies that all stormwater facilities everywhere will bioswales and the like. The City needs to recognize that these facilities have their place and are incompatible with traditional main streets. This excerpt of the policy needs rewording to not imply exclusion of any and all conventional stormwater management. Otherwise, the policy implies a universal design solution that will interfere with placemaking along main streets and certain neighborhood streets. If the policy intends designs that – for example – marry historic designs of public greens, lawns, or squares with contemporary stormwater detention and treatment, that is a worthy concept that needs description as such.



STATEMENT OF  
*Wim Wiewel*  
*President*  
*Portland State University*

BEFORE THE  
  
PORTLAND CITY COUNCIL

IN SUPPORT OF THE  
RECOMMENDED DRAFT OF THE PORTLAND PLAN

PRESENTED  
APRIL 18, 2012



Mayor Adams and City Council members, for the record my name is Wim Wiewel and I am the President of Portland State University. I would like to speak in support of the recommended draft of the Portland Plan.

First, I would like to express my appreciation and thanks for all the effort put towards this comprehensive plan. PSU has been very engaged throughout this process and is committed through our routine operations and special projects to support the Portland Plan. Specifically, I would like to recognize Susan Anderson's leadership and Joe Zehnder's work in making this plan a reality.

PSU is an anchor institution in this city and it is clear throughout this plan that we play an integral role in promoting equity, educating our youth and creating economic prosperity and a healthy connected city. These integrated strategies align well with the university's five themes, which include: Civic Leadership through Partnerships, Student Success, Achieve Global Excellence, Enhance Educational Opportunity, and Expand Resources and Improve Effectiveness. Because our futures are intertwined, we will need to collaborate and make every effort to preserve the precious resources we have to get the work done.

PSU's largest contribution to the metro area and state is the 5,500 graduates we graduate on an annual basis. That is significant because two-thirds of our graduates stay in this region. We are the natural place to research and solve urban challenges including student success and reducing our carbon footprint through sustainable solutions. PSU's sponsored research has doubled since 2004: annual research funding now totals \$65 million and is projected to increase to \$100 million in five more years. We are focused on increasing research funding in ways that will contribute to Portland being a top innovative region in university research and commercialization activity.

We are home to the Portland State Business Accelerator (PSBA). The PSBA drew 60 percent of the state's venture capital in 2010, \$68.5 million. It provides thirty businesses with affordable office and lab space. In addition, our Portland Business Outreach Program has assisted 169 companies, mostly minority owned, in the last three years. Students spend 1.54 million hours volunteering across the region and Senior Capstones worked with 140 local organizations.

#### Framework for Equity:

PSU supports and will be an active partner when striving for equity across the city. We play a large role in providing opportunity to underrepresented communities. For example, I launched an initiative in 2010 to recruit, support, and graduate more Latino students, who make up the most underrepresented group at PSU relative to their growing population in Oregon. The program is called Exito, or "success" in Spanish. Efforts for this program include; doubling the numbers of Latino faculty, advisers and administrators; opening a new Latino cultural center call "La Casa Latina" in the student union to provide support to Latino students; committing \$350,000 for scholarships and support; and enhancing recruitment and advising programs for Latino students, guided by a new bilingual admissions counselor and new bilingual adviser.

#### Thriving Educated Youth:

I am proud that PSU has been actively engaged in increasing our city's graduation rates. One of the first meetings I planned when I started at PSU was with Superintendent Carol Smith because I knew that the university had to have a strong partnership with the city's K-12 system. We have played an

important role in creating a Cradle-to-Career initiative and I am glad to see that the plan has adopted many of those goals. We will continue to support efforts to increase high school completion, create tuition equity and increase college completion and cultural competency.

#### Economic Prosperity and Affordability:

Portland State and OHSU are major players when it comes to the economic prosperity of this city and region. Our institutions are ground zero for innovation and entrepreneurship. In the 2009-2010 fiscal year, PSU had an impact of \$1.4 billion in the community and region. With OHSU's economic impact at \$4 billion, together we contribute heavily to the vitality of this city.

I'm especially proud of action item number 53 growing the university role in economic development. With the upcoming passage of the Education Urban Renewal Area, I believe this goal can be met. A great city deserves a great university and this important bold step would send a strong signal that we are taking the role of higher education in our city's economic development seriously.

The other areas in which PSU can provide strong partnership are clean tech, green building innovation and growing green development/ecosystem expertise. A good example is our Green Building Research (GBRL) Laboratory, led by Dr. David Sailor. The GBRL is assisting companies like Sam Pardue's Indow Windows. Indow Windows develops a thermal window insert here in Portland that acts like a double-pane window, but at a fraction of the cost. The company has utilized our lab and students to increase productivity and expand its business.

In addition, we have the Institute of Sustainable Solutions, which provides the city with experts and research to grow our green economy.

#### Healthy Connected City:

PSU's Institute on Aging has been recognized as a strong authority on aging issues and I believe will be an asset to developing and implementing an action plan on aging. In 2010, Portland became a member of the World Health Organization's (WHO) Global Network of Age-friendly Cities, a network built to help cities create urban environments that allow older people to remain active and healthy participants in society. Dr. Margaret Neal, Director of PSU's Institute on Aging, has been an active researcher in the global network and will be a key participant in moving forward with an aging action plan.

We also intend to establish a School of Public Health, with OHSU, building on our strong existing programs.

#### Implementation:

As the city council moves forward on the recommended draft, I would encourage the following:

- Marshall partners for synergy. One of the most illuminating meetings I attended as part of the Portland Plan involved representatives from a dozen major public organizations, such as the Port, OHSU, the County, etc. Collectively, we represented billions of public and

private dollars in the region. A major opportunity moving forward would be to better align this spending. For instance, a greater collective commitment and better processes for minority hiring and purchasing would have a huge impact for the City's equity goals.

- Focus on bold ideas. The comprehensive nature of the plan runs the risk of losing sight of the forest for the trees. It would be good to more clearly call out THE leading ideas and factors that will shape Portland's future. One of these ideas would be the transformative role that PSU, PCC, and OHSU collectively can play in the city's future to make Portland one of the best educated and most innovative cities in the country.

In closing, I would like to again express my appreciation to the Mayor and staff for including PSU in the Portland Plan process. The university is very committed to continuing to work with the City to implement the action items laid out in the plan and help achieve the vision of a healthier, greener, more equitable and economically viable Portland.



240 N Broadway, Ste 214  
Portland, OR 97227

**LatinoNetwork**  
www.LatNet.org

info@LatNet.org  
503.283.6881

Portland Plan  
City Hall Hearing  
Testimony April 17, 2012

Good evening Mayor Adams, Commissioners. My name is Cynthia Gomez and I work as the Program Director of Leadership and Civic Engagement programs at the Latino Network. Our mission is to provide transformative opportunities, services, and advocacy for the education, leadership and civic engagement of our youth, families and communities.

In the Summer of 2010, Latino Network embarked on a collaborative Portland Plan public participation project that brought together Bureau of Planning and Sustainability staff and the Office of Neighborhood Involvement's Diverse Civic Leaders Community partners with the goal to include diverse perspectives into the Portland Plan. These partners include the Urban League, Native American Youth Family Center, Center for Intercultural Organizing, and the Immigrant and Refugee Community Organization. Utilizing the tools developed by the bureau and collaborating on revamped culturally relevant tools, we were able gain input from a wide variety of community members that varied in age, race, ability and class.

Partnering with the Bureau of Planning and Sustainability was, overall, a positive experience. We addressed challenges and learned lessons that will inform our process as we move into the next phase of work. For example, we struggled to see how community feedback was explicitly reflected in the Plan. We engaged in deep dialogue with BPS staff to better understand the Plan and the process. This intentional process grew relationships and modeled true collaboration.

Communities have told us that Portland Plan must directly address disparities. The right to return can remedy gentrification and displacement. Mixed income housing is vital for vibrant and healthy communities. Unfortunately, we join Texas as the only two states that prohibit the use of Inclusionary Zoning as a tool. You might consider this as you develop your 2013 legislative agenda. Access to health food was just improved through the Urban Food Zoning Code Update, but more needs to be done to operationalize public outreach. How will communities be educated about food code changes? What is the city doing to inform communities about how they can benefit through food buying clubs or market gardens? Lastly, how will the Bureaus be held accountable to realize goals? We suggest you utilize the Portland Partnership for Racial Equity's Strategy Guide.

Today the collaboration with DCL partners and BPS continues and we encourage all Bureaus to look to this work to learn how to collaborate with culturally specific organizations. As our communities grow more diverse we value the opportunity to take advantage of the benefits of having a vibrant multicultural city that cares deeply about Portland's future.

Muchísimas gracias

**Testimony of Kelly Hossaini**  
**On behalf of the Portland Business Alliance**  
**To Portland City Council**  
**Regarding the Portland Plan**  
**Wednesday April 18, 2012**

Good evening, Mayor and Commissioners. My name is Kelly Hossaini and I am here on behalf of the Portland Business Alliance to comment on the Portland Plan.

The Alliance and its members have spent hundreds of hours over the last several years participating in the development of the Portland Plan. Since this plan will set the course for the city of Portland for the next 25 years and beyond, it is critically important that we ensure that the plan will improve our quality of life and that it can be successfully implemented.

We appreciate the city's responsiveness to the comments the Alliance has made regarding the plan. And we are pleased to see that most of our recommendations have been incorporated into the plan. We thank the city for truly making this planning process collaborative.

The Alliance also thanks the city for establishing criteria for the plan's action items, which will prioritize the plan elements and ensure timely implementation over the next 25 years.

We also appreciate the city's effort to address the plan in five-year increments in the city's annual budget process. This will provide a framework for policy and budget decisions to be made in the context of current issues. We look forward to working with you on that prioritization.

The Plan focuses on equity, and we applaud that focus. We support the goal of making sure that areas receive investment in a strategic way - both from a maintenance and an improvement perspective. But keep in mind that while it may be intuitive to focus on underdeveloped areas, it is also critical to maintain what you have already invested in to ensure those investments remain protected.

We are pleased that the Plan makes economic prosperity a cornerstone of its vision, and we very much support that focus. Recent economic studies show that the Portland-metro region's wages and incomes are no longer keeping pace with our peer cities. This is a real concern, because without those private-sector, good-paying jobs, we will not have the revenues available to pay for the essential services that make Portland the great place that it is, let alone pay for many of the action items that are called out in the Portland Plan.

The city must do everything it can in the near-term to grow its economic base so that there are resources to fund the Portland Plan. This means that the goal of creating jobs, retaining firms, supporting development, and fostering a favorable business environment must be integrated with and supported by the plan's other action items.

**Moore-Love, Karla**

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**From:** Philip Fensterer [fensterer3@me.com]  
**Sent:** Wednesday, April 18, 2012 5:01 PM  
**To:** Moore-Love, Karla  
**Subject:** Portland Plan

The plan assumes a growing population. Regardless of the various efforts we make to reduce our carbon footprint, the community footprint can not shrink with a growing population. What incentives will the plan offer to encourage people to not reproduce and therefore reduce our impact on the environment?

Thank you,  
Philip Fensterer  
8347 N. Hendricks St.  
Portland, OR 97203

## GIL KELLEY &amp; ASSOCIATES

## Urban and Strategic Planning

2351 NW Westover Rd. Suite 1202, Portland OR 97210  
(001) 503.936.6564 [gilkelley.mail@gmail.com](mailto:gilkelley.mail@gmail.com)

April 18, 2012

Mayor Sam Adams  
Commissioner Nick Fish  
Commissioner Amanda Fritz  
Commissioner Randy Leonard  
Commissioner Dan Saltzman

Re: Adoption of the Portland Plan

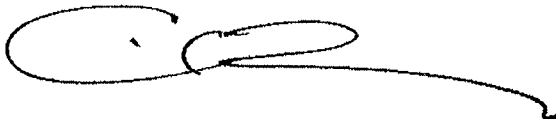
Dear Mayor Adams and City Commissioners,

Congratulations on completing the Portland Plan. It's been a long time in the making and I urge you to adopt it. The Plan frames—in compelling terms—the actions that the City and its partner agencies must take (and keep in focus) over the next 20 years to deliver the kind of city that the residents and businesses of Portland envision and want.

As the original architect of the Plan, I laud you, Director Anderson, the Commissions, City staff and the many participants for staying true to developing a distinct kind of plan, one that is *thematic* (getting at the essential qualities people really care about in their city) and *strategic*—emphasizing partnerships with other sponsoring agencies and units of government, providing a framework for aligning city budgets with key strategies (and partners' budgets, too), and including ways of measuring success and adjusting strategies accordingly over time.

It is clear that the Portland Plan builds on the preceding Vision PDX outreach effort that redefined the terms of civic engagement in Portland and that the Plan's themes and strategies will also greatly inform the upcoming Comprehensive Plan and Central City plan updates.

Congratulations again.



Gil Kelley, Principal  
Former Director of Planning (1999-2009)

cc: Susan Anderson, Bureau of Planning and Sustainability



Portland City Council  
1221 SW Forth Avenue  
Portland, OR 97204

April 16, 2012

RE: Portland Plan Recommended Draft

Dear Members of Portland City Council,

I am writing on behalf of the SE Uplift Land Use and Transportation Committee (LUTC) in overall support of the Recommended Draft of the Portland Plan. Great time and consideration has been taken in changing the Portland Plan from the review draft. Given the many public comments received by the Planning and Sustainability Commission, the Bureau of Planning and Sustainability has clearly considered public comment in changes to the new draft. The intent of the Portland Plan is excellent, but in many ways the plan lacks specifics which will allow for meaningful implementation of this plan.

There are several elements in the Portland Plan which have changed since the first draft and the LUTC supports:

- The equity focus throughout the Portland Plan is important and relevant to the direction of Portland in the coming years, as the city experiences demographic shifts and changing needs within our various communities.
- The actions, while still not entirely clear, are more programmatic, which we feel will lead to easier implementation.
- Breaking up the city into "5 Portlands" based on form and function is a strong addition to the thought process around what needs should be met in different areas of the city in the coming 25 years. This will also allow for greater consideration of historic preservation needs within the different neighborhood types.
- As a whole, we support the tenets of the Healthy Connected City Integrated Strategy.

As a committee, we encourage City Council to make the following considerations and changes to the Portland Plan:

- There is a lack of specifics to give meaning to the action items. It is difficult to understand how the action items will change and improve neighborhoods and how change or improvement can be effectively evaluated. Furthermore, without clear funding guidelines within the Implementation Chapter, it is unclear how the agencies in charge of each action item will be able to successfully implement these goals.

SE Uplift Neighborhood Coalition • 3524 SE Main Street • Portland, OR 97214  
503-232-0010 • [www.southeastuplift.org](http://www.southeastuplift.org)  
*Uplifting Community since 1968*





- We would like to see greater recognition of the role of neighborhood volunteers, associations and coalitions in implementing the Portland Plan. Neighborhood volunteers played a large role in spearheading neighborhood improvements of all kinds with little or no funding. These improvement efforts and capacity should be uniformly recognized throughout the Portland Plan.
- Mitigation of noise pollution sources throughout the city is an issue that has been brought up many times but has received no recognition in the Portland Plan. We would like to see a goal that addresses controlling and decreasing the effects of noise pollution from railroads, airport function and patio noise on Portland residents.
- Specifically for SE Portland, there is a need in SE for neighborhood centers which serve as hubs for meeting, commerce and community activities, rather than just corridors along commercial streets. We encourage the Bureau of Planning and Sustainability to seek methods to create stronger neighborhood centers around focal points such as schools, community gardens and community recreation centers.
- There is a lack of transit consideration within the Portland Plan. In order for many of the actions to be successfully implemented, a strong transit background is required throughout the city and should be carefully considered throughout the Plan.
- Volunteers working on the Portland Plan spent a huge amount of time discussing issues that they felt were not necessarily fundamental to the needs of neighborhoods. The Portland Plan public input process did not allow volunteers to attain the outcomes they were seeking. The limited scope of the Portland Plan followed by the now compressed Comprehensive Plan timeline is disappointing at best. In the future, City Council and City bureaus should take care when pursuing long-range planning efforts that require a huge amount of public buy-in, outreach and personal time without creating a product that feels relevant to the community.

SE Uplift greatly appreciates the tremendous amount of city staff time and talent which has gone into the three years of creating the Portland Plan. The Portland Plan is clearly the product of dedicated professionals creating a vision for our city. We commend the wide and varied approach to public outreach undertaken by staff in gaining input for the Plan. We deeply encourage City Council to consider our comments and adopt the Portland Plan Recommended Draft with our suggested changes.

Sincerely,

The SE Uplift Land Use and Transportation Committee

**Moore-Love, Karla**

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**From:** Howard, Alexandra  
**Sent:** Wednesday, April 18, 2012 12:09 PM  
**To:** Moore-Love, Karla  
**Cc:** Stockton, Marty; Dabbs, Eden  
**Subject:** FW: portland plan is only as good as it is operationalized

Karla,

Would you please include this as public testimony?

Thank you,  
 Alex

Alexandra Howard  
 Project Coordinator, Portland Plan  
 Bureau of Planning & Sustainability  
 City of Portland  
 1900 SW 4th Avenue, Suite 7100  
 Portland, OR 97201-5350  
 (503) 823-7849

-----Original Message-----

**From:** gail [mailto:gail@dsl-only.net]  
**Sent:** Tuesday, April 17, 2012 6:09 PM  
**To:** Brooks, Caryn; Dabbs, Eden; Adams, Sam; Commissioner Fritz  
**Cc:** rep.marynolan@state.or.us; contact@northwestdistrictassociation.org; Skilton, Dave; Lev, Deborah  
**Subject:** portland plan is only as good as it is operationalized

hello mr mayor and other honorable city servants - so i got your update that the portland plan will be in front of council 4/18, and i just couldn't stop myself from replying.

you see, i'm turning my life and work schedule upside down to try to appear on behalf of at least a dozen others in front of the historic landmark commission monday, 4/23, on an issue that should be a no-brainer: do NOT cut down 5 100-yr old elm trees, the tallest things in the viewscape, in order to provide curb cuts for parking!

i'm referring to LU\_12\_106944\_HDZM, a proposed modern 2-building, 5-story development for 134 apts in the historic alphabet district -- just a couple blocks from where sam adams and vera katz lived not so long ago.

don't get me wrong: i love smart urban neighborhoods and welcome well-designed density. but cutting down half a millenium of trees while mayor adams questions dean marriott and others in support of trees' contribution to ecosystem services, and we pay lip service to wanting to be the most biophilic city in north america, and the portland plan purports to set us on a practical path to smart sustainability...is ridiculous!

yet portland urban forestry staff and the system itself seems to take a 'there's nothing that can be done about it' approach. 'the developer will pay money, so there's 100% mitigation.'

really? and i haven't even raised the massing of large modern buildings that loom over the remaining historic buildings in the neighborhood...

so before we all break our arms congratulating ourselves about how we're making ourselves prosperous, educated and healthy -- can we please save hundreds of years of healthy, eco-valuable elm trees?

respectfully,  
gail shibley

--

gail shibley  
gail@dsl-only.net  
c) 503/347-4009

36918

**Moore-Love, Karla**

---

**From:** Leah Dawkins [leah@southeastuplift.org]  
**Sent:** Wednesday, April 18, 2012 9:51 AM  
**To:** Moore-Love, Karla  
**Subject:** Portland Plan Recommended Draft Comments from SE Uplift  
**Attachments:** Portland Plan Recommended Draft Response 3.16.12.pdf; Portland Plan Recommended Draft Response 3.16.12.docx

Hi- Attached are the comments on the Portland Plan Recommended Draft from the SE Uplift Land Use and Transportation Committee. Please include these in the official record.

Thanks, Leah Dawkins

--  
Leah Dawkins  
Land Use Program Manager  
SE Uplift Neighborhood Coalition  
3534 SE Main Street  
Portland OR 97217  
503-232-0010 ext. 314  
[www.southeastuplift.org](http://www.southeastuplift.org)

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**Moore-Love, Karla****From:** Colin Cortes [colin.m.cortes@gmail.com]**Sent:** Tuesday, April 17, 2012 5:40 PM**To:** Moore-Love, Karla**Subject:** Portland Plan testimony

Dear Members of the City Council:

Below are my comments on the Portland Plan recommended draft dated March 2012:

1. Regarding Economic Prosperity and Affordability Objective 16 "Affordable community" on p. 47, the target of 30% relating to cost-burdened households is worse than the existing condition of "nearly a quarter" described in Portland Today on p. 46. This makes no sense. If this is an error, correct, and if not, explain why.
2. Add an Economic Prosperity and Affordability action related to what architect Steve Mouzon has termed the "original green." In short, the concept prioritizes commonsense sustainability as practiced by laypersons through building and culture prior to modern technology and inculcated by and among society – a "living tradition." It functioned before and after the rise of capitalism and the conventional lending system and is economical. It is diametrically opposed to "gizmo green," a myopic high-end technological focus on sustainability. The action would suggest programs and partners to fund and train schooling in traditional building and to lessen reliance on conventional development premised on conventional lending and the large-scale land assembly and megaprojects that can go with it. Lastly, it would coincide with Action 113 "Gathering places for resiliency" that gets at strengthening grassroots resiliency for troubled times.
3. Regarding Healthy Connected City Action No. 96 "Transportation mode policy" on p. 81, add Nonprofits as a partner.
4. Regarding Healthy Connected City Action 122 "Alternative right-of-way projects" on p. 91, it should be renumbered to be adjacent with Actions 110 "Designs for community use of streets" & 111 "Programs for community use of streets." Also, replace the word "traditional" with "conventional" because that more accurately and precisely conveys the intended concept. Convention would be from the 1930s and '40s onward; tradition would date from before then. Lastly, for partners correct "PF&R" to "PP&R" and add BPS and Nonprofits.
5. Regarding Healthy Connected City Action 123 "Unimproved right-of-way alternatives" on p. 93, it should be renumbered to be adjacent with Actions 110 & 111. For partners, add BPS and Nonprofits. The partner reference to "NAs" is confusing because Appendix B: List of Abbreviations on p. B-1 does not define this acronym.
6. Regarding Guiding Policy H-30 on p. 92 about historic buildings, the phrase "where appropriate" clearly indicates half-heartedness and a desire to provide an escape mechanism that nullifies the entire policy. Whatever it is intended to mean, it does more harm than good; strike the phrase.

7. Regarding Healthy Connected City Action 125 “Civic corridor designs” on p. 93, reference to “landscaped stormwater management” implies that all stormwater facilities everywhere will bioswales and the like. The City needs to recognize that these facilities have their place and are incompatible with traditional main streets. This excerpt of the policy needs rewording to not imply exclusion of any and all conventional stormwater management. Otherwise, the policy implies a universal design solution that will interfere with placemaking along main streets and certain neighborhood streets. If the policy intends designs that – for example – marry historic designs of public greens, lawns, or squares with contemporary stormwater detention and treatment, that is a worthy concept that needs description as such.
8. Regarding Healthy Connected City Actions 125 “Civic corridor designs” & 126 “Civic corridor integration,” the list of potential partners is too limited and implies that the focus is strictly limited to the area within rights-of-way, a major and conventional conceptual pitfall. Add BPS and Nonprofits to both actions because groups such as CityRepair, CNU Cascadia, and PDXplore can greatly drive them. Coordination with actors of private and even public development and redevelopment along ROWs is essential to creating complete streets, i.e. places and not simply corridors – even if the corridors are to be transit-oriented as well as or instead of automotive. There needs to be reference among the guiding policies to existing or future urban design tools, such as form-based codes addressing elements such as building frontage and height in order to create the perception of “outdoor room” essential to streets as places. These tools would coordinate private actors such that their actions complement public works. Otherwise, “civic corridors” will simply be “corridors.” Revision would also be consistent with the “distinct areas” acknowledgment illustrated on pages 94 & 95.
9. Regarding Healthy Connected City Action 127 “Sidewalk infill” on p. 93, add wording that acknowledges the need to avoid building sidewalks and missing sidewalk links within rights-of-way (ROWs) and site development areas that will be reconfigured anyway, i.e. to fill in gaps in ROWs and areas not slated for redevelopment and to add or improve sidewalks in areas slated for redevelopment by expediting redevelopment. This would complement Action 124 regarding interim improvements.
10. Restore the text of Healthy Connected City Actions 39 & 40 from p. 79 of the October 2011 draft:
  - Planning and investment: Develop and implement new approaches, such as area-specific development standards or design guidance, to ensure new development and infill is both affordable and responsive to the distinctive characteristics of Portland’s neighborhoods.
  - Planning and investment: Inventory historic resources in neighborhood hubs and along civic greenways and develop a strategy to preserve key resources.

These actions are prime examples that would involve private developments, public institutions such as hospitals and universities, and non-profit and professional organizations devoted to architecture, city planning, historic preservationists, landscape architecture, and urban designers – i.e. placemakers, and they are integral to both the Portland Plan and subsequent reform of the comprehensive plan, the Transportation System Plan (TSP), and land use regulations.

11. In closing, placemaking relates to all three integrated strategies of Thriving Educated Youth, Economic Prosperity and Affordability, and Healthy Connected City. For this reason, take care not to neglect it, and address it front and center in any comprehensive plan and TSP updates guided by the Portland Plan.

Thank you for the opportunity to comment on the Portland Plan recommended draft.

Sincerely,

Colin Cortes, AICP, CNU-A

8900 SW Sweek Dr., Apt. 1116

Tualatin, OR 97062-7497

[colin.m.cortes@gmail.com](mailto:colin.m.cortes@gmail.com)

36918

**Moore-Love, Karla**

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**From:** Curt Schneider [curt.j.schneider@gmail.com]  
**Sent:** Tuesday, April 17, 2012 5:22 PM  
**To:** Moore-Love, Karla; Adams, Sam; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish  
**Cc:** Beate Hoelscher; Curt Schneider; Francie Royce; Joe Adamski; Lenny Anderson; Pam Arden; Shelley Oylear  
**Subject:** comments on the Portland Plan---please enter into the record  
**Attachments:** npGREENWAY Pdx Plan comments 4-17-2012.docx

Karla,

Attached are the comments from the npGreenway. Please provide the City Council and the Mayor with our comments. I'll not be able to attend but certainly am available for any questions they might have. Thank you,

Curt Schneider, Co-Chair  
npGreenway

Take care and help create a wonderful day!!! [503-490-0156](tel:503-490-0156)



**npGREENWAY**friends of the north portland greenway trail

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17 April 2012

Sam Adams and Commissioners  
Portland City Commission  
1900 SW 4<sup>th</sup> Av  
Portland, Oregon

Re: The Portland Plan

Dear Mayor Adams and Commission members,

Thank you for this opportunity to comment on the Portland Plan. These are comments we presented to the Planning and Sustainability Commission (PSC) last fall. They are repeated here as in reviewing the recommended draft from the Planning and Sustainability Commission online we were unable to determine how our comments were addressed. We realize that the format changed but as noted were unable to track how they are reflected in the recommendation. So, the references you see below refer to the PSC. Thank you for your understanding.

Many of you are aware of npGreenway, an advocacy group promoting a multi-purpose trail between the Eastbank Esplanade and the Columbia River at Kelley Point Park. The trail was adopted in the the Portland Bicycle Plan (2009) and the North Reach of the River Plan (currently under appeal).

npGreenway supports the city's efforts to link neighborhoods with businesses and recreation opportunities and do so within a 20 minute community and a 30 minute commute. npGreenway has a suggestion to better emphasize this connection.

The adopted route of the trail has the potential to link adjoining neighborhoods with employment centers along the Willamette River (40,000 jobs at Swan Island, Rivergate and adjoining areas according to city studies) as well as being a great recreation and health asset to the region. Therein lies the basis for npGreenway's suggestion. npGreenway feels that the current proposal lacks emphasis on business/industry and neighborhood connectivity that would 'implement' stated Local Measures (page 57 of Plan Summary) of 'Commute less than 30 minutes.' The St Johns Sub Area has connectivity language but it is lacking in adjoining areas where the trail is located. Under the Implementation section **Sub Area 4: St. Johns**, we recommend adding to the Key Strategy Elements, Economic Prosperity and Affordability, Proposed Actions—Examples and additional Action 29-1 to read: Neighborhood and Business/Industry Connectivity: Implement key trail connection projects with the Willamette River Greenway Trail to support

shorter trips for business/neighborhood commutes. This needs to be added to Sub Area 1 Central City, Sub Area 2 Interstate, Sub Area 6 Alberta and especially to the Industrial and River Area (page 53 of Plan Summary). By adding this language to each of these sections the plan will truly have a trail that is connected between Sub Areas and includes adjoining neighborhoods.

Thank you for your consideration.

On Behalf of npGreenway

Francie Royce, Co-Chair  
Curt Schneider, Co-Chair

36918

**Moore-Love, Karla**

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**From:** Curt Schneider [curt.j.schneider@gmail.com]  
**Sent:** Tuesday, April 17, 2012 5:02 PM  
**To:** Moore-Love, Karla  
**Cc:** Adams, Sam; Amanda Fritz; Commissioner Fish; Leonard, Randy; Commissioner Saltzman; Curt Schneider; Garry Newby; Jacqueline Harrington; John Englund; Nancy Arvesen; Richard Colvin; Russell Grate; Lane, Ruth; Steve Weir; Tom Stubblefield  
**Subject:** Portland Plan comments on behalf of the St Johns Boosters  
**Attachments:** St Johns Boosters Pdx Pln letter 4-17-12.docx

Karla,

Attached are the comments from the St Johns Boosters. Please provide the City Council and the Mayor with our comments. I'll not be able to attend but certainly am available for any questions they might have.

Thank you,

Curt Schneider, President  
St Johns Boosters

Take care and help create a wonderful day!!! 503-490-0156



17 April 2012

Mayor Sam Adams and City Council  
Portland City Commission  
1900 SW 4<sup>th</sup> Av  
Portland, Oregon

Re: The Portland Plan

Dear Mayor Adams and Commission members,

We are grateful to be given the opportunity to provide input to the Portland Plan. While we are fortunate to live in a city that values our opinions, our experience with planning as it impacts St. Johns is mixed. The St Johns community has been asked over and over by many organizations in our city government, "What needs to be done? How can we help?" In response, studies are conducted, we wait, we hope, and then it all falls through to inaction. We are then asked again the same questions a year or two or even ten later. This has gone on for years. Instead of doing expensive studies that just seem to waste resources and do not amount to much, we would tell you about specific projects that would have high impact on our little community and make a big difference to us.

1. The park at N. Central and N. John has a wading pool that was decommissioned and now young children have no free place to cool off in the summer. We would like your support for Parks and Receptions and the Portland Development Commission to install a surface fountain in this location. Our community members will be making a project application to fund this improvement and we ask for your support.
2. The Pier Park Pool is once again being considered for closure---shortly after the community and the city refurbished it. Insane! We have spent too much money and there are too many people in this community who use this park daily and the pool in the summer. We would like your support to create a rapid deployment plan to improve safety in this park and to eliminate the drug trade through increased policing and social services work and to increase resources used to maintain this pool.
3. It is our hope that St Johns would be considered for Portland Loos, the public restroom facilities project. Our town center is a gathering place for transient and homeless populations. Our small local library is the only place these folks can go to use the restroom, but more often than not, they go in an alley way or in the vacant lot across the street from Anna Bannanas Cafe, a family friendly spot here in St Johns full of children and students from the University of Portland. Local businesses cannot count the number of times they've had to go out with a bucket of bleach water and slosh out the feces from

- nearby doorways! Other local businesses and vacant buildings experience the same thing--over and over. Adding a second bathroom, one to the southerly end of Cathedral Park, would definitely benefit folks who bring their children to the park to play and provide homeless people with a place to use the restroom. We ask that you support moving up the scheduled construction for the proposed restrooms in the Cathedral Park Master Plan.
4. The city is about to spend millions again to study the problem of heavy trucks in our area. We propose quite simply that signs for trucks saying "No thru Traffic" placed at N. Lombard and N. St Louis as well as at N. Columbia Way and N Fessenden would greatly relieve stressed out property owners and residents who try to cross these busy streets. Adding traffic calming on N Fessenden and N St Louis would really assist this as well. We do not need to study this problem yet again; we need action to install signs, islands, pedestrian crosswalks and extensions, and other elements to create a residential appearance and slow traffic along these collectors. Encourage the Portland Department of Transportation to divert monies proposed to studies into actual projects we have described. Let's put people to work on these projects as soon as next year.
  5. We would appreciate a \$5000 grant to assist the businesses in the district with the LED lighting for the street trees in the holiday months. This lighting brings folks to the town center and helps lift the spirits for the holiday season, increasing sales for the local economy and safety for folks at night. It also makes us more conscientious about how the trees are cared for and maintained along the street.
  6. Encourage ZOOM CARE medical services to create a new center in St. Johns to supplement that care people we receive at the Multnomah County Health Clinic. We have plenty of open spaces that might be suitable. We are far away from immediate care services and this would be a big help to the local community in serving patients in our community with this unique medical service.
  7. Encourage the PDC to promote working capital, equipment financing, and other smaller capital investments and development programs in its portfolio that actually put people to work in the long run. Most PDC programs in the Urban Renewal Areas, for instance, promote capital improvement in real estate. First, there is no point in making improvements to a building if there is no business for it to house. Please come and visit all of our improved, but vacant store fronts, to see what we mean. Second, these improvements create only increased revenues in property taxes, but do not guarantee increased revenues in the long run in any other tax generating category. Yet, a smaller \$30,000 loan in working capital that opens a new business and puts a few people to work in the long term will generate higher revenue to the city and to the state by creating steady rents and steady employment taxes. To the point, we are not in business to simply to raise revenues for city services by increasing the value of property. We are in business to serve people and create jobs in the long term. Encourage PDC to promote smaller lending and grant programs to small business and to eliminate much of the "red tape" required to participate in the smaller programs that the PDC offers through its affiliates.
  8. Every contract for small projects awarded in the city at-large should be award to local, neighborhood firms with capacity to fulfill the requirements for projects carried out in their neighborhoods. For instance, if we install public restrooms or make improvements to the wading pool at the park, preferential treatment should be given to firms in our neighborhood to bid these out and the project contractors should be required to hire substantial labor and use substantial services from our neighborhood to complete these

projects. We have plumbing companies, painting companies, landscaping companies, small construction firms, glass companies, and others organizations in St. Johns neighborhood that need work today and are certainly capable of taking care of many of our needs addressed here in this letter.

9. The St Johns Lombard Plan (adopted June 2004) proposes a number of improvements, e.g. redesign of the plaza at N Philadelphia and N Lombard, redesign of the intersection of N Richmond and N Lombard (Ivy Island) and most importantly moving the designated truck route from N Lombard to N Columbia Blvd. These are established and heavily supported local projects. Let's get these completed!!!

In closing, there are many folks who kind of like to be left alone out here, but in reality, we really need some small fixes to help out with the quality of living. We do not need another study, though we do benefit from small surveys; these should not cost millions to complete. Studies can be useful to gather overall requirements. Let's face it, the City, as well as, many businesses are simply broke, so it is time to get the maximum return from every dollar we spend. Let us focus on some targeted high impact, low cost ideas we have presented here, and save some money in the process.

Thank you, as always for the opportunity to discuss and comment on ways in which we can make Portland better!!!

St Johns Boosters Board 2012

Curt Schneider, President, retired land use planner  
 Steve Weir, Vice President, Weirs Cyclery  
 Russell Grate, Treasurer, Grate Computers  
 John Englund, Sergeant-At-Arms, retired  
 Tom Stubblefield, Immediate Past President, Stubblefield Painting  
 Ruth Lane, Member-At-Large, City of Portland  
 Garry Newby, Member-At-Large, GLN Enterprises  
 Jacqueline Harrington, Member-At-Large, Womenfest  
 Richard Colvin, Member-At-Large, Distributed Focus  
 Nancy Arvesen, Secretary, St Johns Multnomah County Library

Cc City Council Members  
 St Johns Boosters

3 6 9 1 8

**Moore-Love, Karla**

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**From:** K Gray [grayke@yahoo.com]

**Sent:** Tuesday, April 17, 2012 4:29 PM

**To:** Moore-Love, Karla

**Cc:** Dan Dishongh; Darise Weller; Edward Jones; Jan Shaw; Jimmy Stahly; John Shaw; Ky; Lee Tracer; Shawn & Dave Looney; Lynn Kruset; Pat Wagner; Ross Folberg; Ky

**Subject:** Disappointed in Portland Plan

Ms Moore-Love:

We residents of the Linnton neighborhood are very disappointed the proposed Portland Plan doesn't address any of the problems of our neighborhood.

The lack of paved roads and guardrails, inadequate drainage facilities for storm water runoff, nor the fragile Geo-conditions of the hill infrastructure which beg for zoning/building restrictions to ensure new development doesn't cause landslides. None of it is addressed by the Plan.

In a word, there is "nothing in the Plan for Linnton."

Kerrigan & Kyrian Gray  
Linnton

4/17/2012



C.J. Sylvester  
Chief Operations Officer

PORTLAND PUBLIC SCHOOLS

Operations

501 North Dixon Street • Portland, OR 97227  
(503) 916-3176 • Fax: (503) 916-3107

April 16, 2012

AUDITOR 04/17/12 AM10:13

36918

Members of the Portland City Council  
c/o Council Clerk Office  
1221 SW 4<sup>th</sup> Avenue, Room 140  
Portland, OR 97204

Dear Council Members,

As a partner in the Portland Plan, we congratulate the City and the plan partners on the significant work that has been undertaken to develop the recommended draft of the Portland Plan. We appreciate the countless hours spent by community members and staff in the development of this plan and the partnerships fostered by the process used to develop the plan.

Thank you for the opportunity to comment on the recommended draft of the Portland Plan. As I noted in my testimony to the Planning and Sustainability Commission on the proposed draft of the plan, we are pleased with the strong focus of the proposed plan on the needs of the youth in our community. The education, health, and vitality of our young people are a significant part of the reason we plan for the future.

The Portland Plan has done a good job of highlighting the partnerships that are vital in making Portland a great place to live. PPS looks forward to the collaboration with city agencies and other partners in the support of the goal of thriving, educated youth. We also look forward to being a part of the City's Comprehensive Plan update starting later this spring looking at policies related to education facilities. We hope to be able share the findings of PPS's long range facility plan (scheduled for completion in May 2012) as part of the comprehensive plan development.

I offer the following comments on the recommended draft in addition to the testimony PPS provided the Planning and Sustainability Commission on the proposed draft.

*The Thriving Educated Youth Strategy (pg. 31)*

The strategy notes in several places the graduation rate of Portland's public schools as a measure of success of the school systems. It should be noted that the four-year cohort graduation rate follows students from the fall of their 9th grade year to the end of their fourth year in high school in order to determine the percent of students graduating with a regular diploma within four years. To clarify the change in data over the last decade, Oregon began using the four-year cohort graduation rate for accountability reporting in 2008-09. Previous to 2008-09, the graduation rate was based on the number of graduates with a regular diploma in a given year regardless how long the student had been in school. This rate tended to be somewhat higher than the cohort graduation rate.



Portland Plan Response  
Page 2 of 2

*Portland Today (pg. 32)*

"Aging learning environments" notes PPS needs at least \$270 million for short-term stabilization projects. The estimated total cost to fix PPS' infrastructure needs is over 1.6 billion dollars.

*Community Use of Schools*

Students can benefit tremendously from the inclusion of wrap-around services and community use of school buildings by making the larger community part of the learning environment. Broadening the use of schools for greater community use, however, should not be at the expense of student supports and the educational program of schools.

*Partner Responsibilities*

Five-year action items 129, 132, and 136 (pg. 103) indicate that partners agreeing to implement actions of the Portland Plan will be responsible for making the action part of the organization's budget. In an era of diminishing budgets, the focus of the PPS budget is to fund state and federal mandates and provide operational support for the Board's adopted educational program.

Many of the actions of the Portland Plan related to thriving, educated youth are reflective of policies adopted by the PPS Board of Education. PPS supports implementation of the Portland Plan to the extent that PPS' implementation of Board policies coincides with the implementation of the goals, policies and actions of the Portland Plan.

Again, thank you for the opportunity to comment on the recommended draft of the Portland Plan.

Very Truly Yours,



C.J. Sylvester

Chief Operations Officer  
Portland Public Schools

CC. Carole Smith, Superintendent, Portland Public Schools  
Zeke Smith, Chief of Staff, Portland Public Schools  
Lorenzo Poe, Director of Partnership Development, Portland Public Schools

3 6 9 1 8

**Parsons, Susan**

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**From:** Parsons, Susan on behalf of Moore-Love, Karla  
**Sent:** Monday, April 16, 2012 4:09 PM  
**To:** Portland Plan; Libby, Lisa; Adams, Sam; Fish, Nick; Fritz, Amanda; Leonard, Randy; Saltzman, Dan  
**Subject:** FW: Portland Plan Testimony: Recommend Street Car Extension Evaluations and Implement Southern Portland Extension efforts within the Comprehensive Plan

**Sue Parsons**

Assistant Council Clerk

City of Portland

503.823.4085

*please note new email address:*

Susan.Parsons@portlandoregon.gov

---

**From:** kennyrheggem@comcast.net [mailto:kennyrheggem@comcast.net]  
**Sent:** Monday, April 16, 2012 3:59 PM  
**To:** Moore-Love, Karla  
**Cc:** Terry Griffiths  
**Subject:** Portland Plan Testimony: Recommend Street Car Extension Evaluations and Implement Southern Portland Extension efforts within the Comprehensive Plan

Hello Council Members,

Our community in SE Woodstock has been concerned with the final draft consideration with the Portland Planning Commission relating to the Street Car extension.

This transportation piece could really help in so many ways. It appears to be under focused in the Portland Plan document.

In the final draft what was beginning to look like an interlinked comprehensive rail line that would connect a vast amount of business districts, hubs, and main streets; providing frequent reliable service to services and jobs for future Portlanders.... is dumbed down to a piece mill transit effort.

A HUGE gap is represented in the final draft of the Street Car extension draft.

From Lents Town Center through to the Sellwood area around Tacoma and 13th, or any location within reason along that coridor to connect the Green line to the future Milwaukee line... would mean connecting a vast amount of neighborhood hubs, kick start more investment on SE Woodstock ranging from Lents, Mt Scott, Woodstock Village center...all the way to SE 39th, serve a mixed socioeconomic, diverse population, all age groups, connect college students at Reed to services, as well as provide frequent service to people with less mobility. This portion would also serve as a Max to Max connection from 92nd to the future Milwaukee rail line.

This is a major gap in the transportation system.

We have a lot of young people seeking affordable housing in this area as well as young

4/16/2012

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families with children that could use a sustainable clean means of transit. If the line is intended to reach Foster and Lents we should also think about interconnecting the further South region of Portland and create a more complete system that will also serve Mt Scott, Brentwood Darlington, Woodstock, Reed, Eastmoreland, Sellwood, etc.

Please consider what the future street car extensions can mean to our hubs and create the most interconnected and complete system possible. We should look at designing a Portland with electric based transit so we can harness more sustainable power and increase ridership.

We should create hubs with the safest cycle tracks, pedestrian islands, and lesson our TSD with a truly interconnected system that rivals the best of Western European countries.

Imagine a system where anyone could find getting to just about any business district just a matter of hopping on the appropriate street car line. This could not only simplify and increase use in general, but attract more travel dollars as folks like to use rail 30% than busses that may not even come to a stop within 10-to as much as 60 minutes. The current lack luster service does not serve the masses in a way to attract the highest level of ridership. We can do much better. A comprehensive rail line could make all the difference. Busses can serve any remaining gaps in between.

Unlock the potential. Make a comprehensive line that will make for a more livable, cleaner, healthier, and ultimately...more equitable Portland.

Thank you very much,

Kenneth Heggem

Woodstock Neighborhood Association Board Media Chair  
Land Use member, and Street Car Subcommittee Chair.

## A Re-introduction to the Concept of Equity Union(s)

03/28/12 PM 3:08

36918

emailed  
to Council  
3/28/12  
pb

The current Capitalist dominated system is dysfunctional both from an equity/fairness and economic and natural resource sustainability perspective.

The dominant paradigm in Capitalist financial business operations uses something called the discount rate which assumes that money will be worth less (eventually worthless) in the future, thus creating a necessity to extract profits exceeding a "hurdle" rate leading to unfair and unwise exploitation of workers, borrowers, and natural resources, and to rampant inflation.

The use of credit is not a good business or personal practice. In business, it should be discouraged because creditors have first claims on net revenues and hold liens on real property and capital assets. For "consumers", the use of credit is unwise because the system is set up to extract profits from interest thus assuring that when consumers use credit that they are losing money relative to inflation. Certainly the current foreclosure crisis in the USA is ample evidence of the inflation and the unfairness and unhealthiness of the mortgage lien process.

Credit Unions and Mutual Insurance companies are in theory attempts to institute non-profit economic democracies for their respective industries. However, because of the need to compete for customers, both of these relatively progressive financial service organization types are forced to play the same game that is basically destructive to individuals, families, communities, and the natural environment. Ideally, credit should only be used as a last resort, much more preferably not at all. We should replace all aspects of the extant financial system with an Equity Union. In some ways, a mutual insurance company is similar to an equity union. However, because such companies are required to realize profits in order to compete for "policy holders" (really investors), the companies that comprise the portfolios of the mutual insurance firms cannot be not-for-profit, can not be mutual organizations themselves.

In a not-for profit Equity Union financial services system based on principles of mutuality working in concert with ethical, wise, knowledgeable, and intelligent community, inter-community, inter-regional, and worldwide planning there would certainly be an important role for financial service workers.

A major impediment to such an Equity Union would be the competitive advantage of the current financial sector and the fear of the friction of change to those individuals and organizations. Dealing with this sector of "the" economy, it would be more feasible with regards to Capitalist resistance and more humane, to orderly and peacefully transition to an Equity Union, coordinated with ecologically sound economic planning.

I am writing and talking about transitioning slowly, methodically, and with the minimum amount of friction and hardship from a dysfunctional financial system, based on self-interest, to one designed to benefit everybuddy.

At risk of understatement, it will take a huge amount of work to educate folks to the need and benefits of such change and to communicate the basic Plan. Transition Planning will also be a very difficult process, but I see no alternative to the current, impending and worsening global economic, political, social, and natural environmental collapse.

The Peoples' Equity Union concept is designed to be a grass roots, popular choice "movement". I am organizing with individuals, workers, and shopkeepers in my neighborhood, adjoining neighborhoods, and through the inter-net to whomever I can attract an interest in the concept.

The focus is primarily local, yet regional, and global at the same time. It is my dream, not a hope yet, to encourage a critical mass of people to organize locally around a unifying mission, unifying principles, unifying strategies, and unifying tactics in order to minimize the amount of administration at the regional and wide cooperative populations.

The theory is that neighborhood locales, the neighborhood community/worker hybrid association will have maximum autonomy and will be guided only, in their inter-community and inter-economic sector relationships by regional Planning Boards and a Global Policy Committee.

*It is an ecological economical redevelopment approach to "economic growth"*

We must replace the current equity trading systems, corporate conglomerate corporations, insurance companies, and usurious banking systems of the Capitalist status quo with a worldwide Peoples' Equity Union with branches in every community/neighborhood.

The goal is to be a true economic democracy: of, for, and by the people.

#### HOUSING AND PROPERTY OWNERSHIP

Concurrent with financial systems reform, where equity sharing and not-for-profit equity collaboration would replace the current financial paradigm of for-profit equity investing, equity trading, and usurious credit arrangements, we need to evolve to a different system with respect to residential and other real property occupation arrangements.

In lieu of rent or leases, people should be allowed to acquire equity in their abodes and business properties. For example, in the case of an apartment, if one paid \$500 per month to a property management firm, let's say \$50 per month would go to property maintenance, and another \$40 to administration fees, insurance, etc. This would leave the resident with \$410 of accumulated equity added to their account each month. If we had a large cooperative housing organization (preferably world-wide, and preferably the only form of property ownership) then when someone had to move or wanted to move, they could take their equity with them to the new property.

With regards to mortgages, they are horribly usurious and should be banned. The scenario related above would also replace the current system of financing "home ownership loans".

A huge problem that we are facing now is the terrible inflation in the market values of real property (and capital assets, for that matter). If we pooled our equity, pooled our assets, and collectively wrote off our liabilities, then we could significantly write down the market values of real and capital assets.

#### More on Equity Union(s)

In a not-for profit Equity Union financial services system based on principles of mutuality working in concert with ethical, wise, knowledgeable, and intelligent community, inter-community, inter-regional planning would serve the needs of the people.

In local and inter-community equity unions, equity sharing would be the modus operandi. People with funds being held in equity unions would have the option of sharing in primarily worker owned community betterment projects based on the principles of quality of life, equity (which means ownership, and also means equality), humanity, and sustainability (which means there will be an economy and natural resources for the youth and the children, and for generations to come).

If the inflation spiral can be removed (and the cost of real and capital assets brought back to earth), then indigent and poor workers could hope to increase their equity holdings and quality of life assets and equity investors could hope to get their money back. Some endeavors, beyond poor workers enrichment, would be not-for-profit. That is, profits made beyond a pre-determined return to the poor workers, would be re-invested in more such worker/community betterment hybrid businesses (preferably cooperatives).

Equity investments in community businesses could not be sold to others, but could be bought back at par value (the price of the share of the stock when it was invested). Such would be discouraged, and disallowed if it was a qualified low-income/low wealth equity investor, who may, or may not if they were allowed to collect (limited) personal dividends.

Equity Union branches in low income/low wealth neighborhoods would be allowed to set up a (501)(c)(3) to receive donations to an equity fund for their neighborhoods, to be kept in a local Equity Union and the funds allocated (equity grants) by a Board committed to community betterment and the likely success of the endeavor(s).

Getting Started

Hi Mike,  
(rest of letter deleted)

[By the way, I presently have more income than is best for my lifestyle, and now have recently gotten my hands on some extra money. I'm not used to this situation. Do you have any suggestions about where to 'invest' for the greater good, keeping in mind that my main concerns remain first 'global heating,' and then generally shorter paths to possible utopias vs. possible extreme dystopias?]

Dan  
\*\*\*\*\*

Hi Dan,  
(rest of letter deleted)

I, too, have some discretionary funds that I would like to put into trust for public service and altruistic endeavors. Perhaps, you and I (and others if we can find them) should investigate creating a local Peoples' Equity fund. My idea on that is to see if we can open a group trust account in a Credit Union, where each trustee would have an individual account, yet allocations to community betterment projects could be done collectively, with each individual signing off on the amount that they want to dedicate to the project.

The idea would be that we would "invest" in community betterment projects with the care that we would expect to only get the par value of our "investment" back or we could choose to make individual and/or collective tax-deductible or maybe tax credit eligible contributions to "qualified" 501(c)(3) community betterment organizations (CBOs)

CBOs could be not-for-profit, non-profit or both.

The Relationship of Equity Union(s) to Existing Financial Institutions and Community Betterment Organizations

3:51 pm / 03 May 2010 by Mike Morin, at Peoples' Equity Union

The role of the Equity Union is to alter the allocation purposes and priorities of the Investment "Class" (i.e. the owners of Banks and Corporations and Traders on Wall Street and similar venues).

While credit unions and banks primarily make mortgage loans, car loans, consumer loans, and in loans to businesses, an equity union (with accounts in a community development union(s)) would specifically be dedicated to making equity grants, equity participation, and equity sharing allocations to community betterment organizations (CBOs).

When a financial organization makes a loan, it has first claim on net revenues. In other words, before a workers' cooperative or a traditional sole proprietorship, partnership, or corporation can pay themselves, they must first pay back the interest (and eventually principal) on the loan.

In an equity union participation (as differentiated from an outright grant), any dividends to the equity union participants would be paid back subsidiary to the interests of the worker owners or community/worker owners of the CBO firm. The arrangement would be negotiable. If the negotiation calls for no dividends, whatsoever, then that would be called equity sharing.

Equity shares/participations in a CBO could not be traded and could only be bought back by the members of the Equity Union at par value. In other words, no capital gains would be allowed.

Concerning the Restructuring of the Global Financial/Economic System and Recent Discussion of Nationalizing "Banking" Interests

3:47 pm / 03 May 2010 by Mike Morin, at Peoples' Equity Union

With regards to "nationalizing" Banks and other "investor owned" Institutions, we must be realistic concerning the international composition of the investing institutions, corporations, and individuals.

Writing from a libertarian socialist point of view, I think it is necessary to clarify the objectives of any comprehensive program to re-dedicate private resources to a quasi-public mission and to consolidate equity and assets for the purposes of sharing the former and writing off the economically paralytic inflationary cost aspects of the latter.

In lieu of an economic system based on credit and equity trading, whose motivation is the underwriting of speculative ventures, we need to transform our fundamentally inflationary financial/economic system to one that is based on equity sharing and meeting the needs of people in the form of community betterment.

Such a financial system would be the right hand, the resource allocation facilitating function and services of an ambidextrous ecological, democratic, economic "plan and implement" economy that would respect and favor the sovereignty of villages/neighborhoods, educate-foster-facilitate-inculcate inter-community and inter-regional equality, unity and cooperation based on the basic principles of inclusion, equity, humanity, mutualism, altruism, quality of life (in lieu of standard of living), environmental/public health and wellness, sustainability, and peace.

Such a system would seek to establish a more just balance between competitive advantage and comparative advantage with the concerns of those indigenous to a community being paramount.

Such an economic system would recognize the necessity to embrace and implement conservation ethics for shorter term programs and projects of ecological economic redevelopment dedicated to survival pursuits and skills and its concomitant ubiquitous environmental improvement activities, and to the longer term programs and policies related to the legacy of the human race and its dominion (i.e. the recognition and respect of the resource limits imposed by a finite planet).

I call such a proposal an equity union and believe it to be a prudent and practical alternative to the extant economic/financial system. I believe such an economic rearrangement based on the fundamental mission of world unity and cooperation is the best hope for the purpose of entering an unprecedented era of peace and human progress and success.

The Relationship of Equity Union(s) to Credit Unions and Community Betterment Organizations

1:12 pm / 06 February 2010 by Mike Morin, at Peoples' Equity Union

The equity union(s) are not to replace credit unions, but to work in concert with them.

The role of the Equity Union is to alter the allocation purposes and priorities of the Investment "Class" (i.e. the owners of Banks and Corporations and Traders on Wall Street and similar venues).

While credit unions primarily make mortgage loans, car loans, consumer loans, and in some special cases loans to small businesses, an equity union (with an account in a community development credit union) would specifically be dedicated to making equity grants, equity participation, and equity sharing allocations to community betterment organizations (CBOs).

When a financial organization makes a loan, it has first claim on net revenues. In other words, before a workers' cooperative or a traditional sole proprietorship, partnership, or corporation can pay themselves, they must first pay back the interest (and eventually principal) on the loan.

In an equity union participation (as differentiated from an outright grant), any dividends to the equity union participants would be paid back subsidiary to the interests of the worker owners or community/worker owners of the CBO firm. The arrangement would be negotiable. If the negotiation calls for no dividends, whatsoever, then that would be called equity sharing.

Mike Morin  
 2306 SE 52<sup>nd</sup> St  
 Portland, OR 97215  
 (503) 234-5671  
 CV

1996 – present: Virtual fellowship in Planning and Community Economic Development. Wrote 3 books. Have conceptualized and communicated innovative approaches and algorithms related to macro and micro economics, where the Federal Treasury allocates funds directly to people (and not the Investor “Community”) and to community and worker owned ventures to be organized as Community Betterment Organizations (CBOs) which will make equity commitments to environmental improvements to their local and regional environs/neighborhoods, and form cooperative alliances and relationships with their neighboring communities, regions, the nation, the world. Equity Unions are a concept where principal participation is directed to CBOs and individuals and families. Have also in this time period worked as a farm worker and an agricultural fertilizer warehouse and delivery man.

1984-1996: Worked in various capacities, mostly as Programmer/Analyst in the health care finance “industry”. Highlights were development of a Managerial Decision Support System and the savings of \$2.3 million per year by electronically tightening up contract administrative procedures.

1981-1984: Worked my way through and obtained MBA (with a 4.0 GPA) from the University of Arkansas in Fayetteville. Worked as busboy, Teaching Assistant for Computer Methods and BASIC Programming, and as a Consultant for the Small Business Development Center.

1976-1980: After one semester studying “Landscape Planning” (1975) at the University of Massachusetts at Amherst, left school to study Urban, Community, and Regional Planning on my own, starting with a self-organized study group with the Society of Friends. Was Principal Organizer of a four day conference on food issues from local to world encompassing. Worked as landscaper, gas station manager, factory work, technical assistant in a Metallurgy Lab, report distribution in Financial Accounting, construction work, real estate appraisal, and lumber yard sales and delivery. Studied Economics at the University of Massachusetts at Amherst (1980)

1971 – 1975: Earned BS Degree in Environmental Studies while working as cook, dishwasher, playground instructor, and roast beef sandwich shop worker

Pre-1971: worked various jobs as service station attendant and helper, dishwasher, cook – high school graduate 1971 – Danvers High School at Danvers, MA. Was President of Student Council.

Born: October 15, 1953

Attended Danvers, MA Public Schools

Have lived in Massachusetts, New Hampshire, Vermont, Arkansas, Oklahoma, Texas, and Oregon. *± Connecticut*

For concise review of the spearhead of my work do a Google search on “Community Betterment Organizations Peoples Equity Union”

[www.peopsequityunion.blogspot.com](http://www.peopsequityunion.blogspot.com)

*friend Mike 53@yahoo.com*



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2012 MAR 20 A 10:56

Equity shares/participations in a CBO could not be traded and could only be bought back by the members of the Equity Union at par value. In other words, no capital gains would be allowed.

### Response to Questions Regarding Equity Unions

11:00 am / 03 February 2010 by Mike Morin, at Peoples' Equity Union

Good questions, Bob.

To reach a eutopian (good place) socialist reality, it would be highly advantageous for every neighborhood village to have a local equity union, and it is important that each local have extensive inter-community relations, especially with the other neighborhood/villages in their region (defined as metropolitan area transposed on a watershed).

All deposits and donations in-kind would be voluntary (and members can participate to whatever extent they care to) and all equity union funds would be dedicated to community betterment programs and organizations consistent with the principles of the cooperative communitarian ecological economic redevelopment plan. Recipients of equity sharing/participation would be required to be workers' cooperatives or community/worker hybrid cooperatives (as a transition vehicle from the status quo to the desired).

The incentive is primarily altruistic and socialist, because it is the right thing to do. While equity unions are starting out, depositors would be at an acknowledged disadvantage relative to the traditionalist Capitalist game of exceeding the hurdle rate, that is getting a better return on their "investment" (equity union shares are participation SHARES (literally) and not investments) than the assumed discount rate. With the Capitalist system failing, such could be viewed as not a disadvantage but a social equitable participation in an inclusive, equitable, needs based, wellness-oriented, humane, peaceful, and sustainable culture. An advantage of values over monetary "value". An advantage of quality of life over a quantified standard of living.

When Equity Unions are the standard operating system, real ecological economic redevelopment will replace abstract concepts of economic "growth". Equity sharing and participation will replace equity speculation, equity trading, and lending.

Mike Morin  
 Peoples' Equity Union  
 (Portland) United Neighborhoods  
 Community Betterment Organization(s)  
friendMike53@yahoo.com  
www.peoplesequityunion.blogspot.com  
 (503) 234-5671

**Mike Morin**  
**Peoples' Equity Union**  
**(Portland) United Neighborhood(s)**  
**Community Betterment Organization(s)**

[friendMike53@yahoo.com](mailto:friendMike53@yahoo.com)  
[www.peopsequityunion.blogspot.com](http://www.peopsequityunion.blogspot.com)  
(503) 234-5671

36918

**Moore-Love, Karla**

**From:** Stockton, Marty  
**Sent:** Monday, March 26, 2012 3:18 PM  
**To:** Moore-Love, Karla  
**Subject:** PORTLAND PLAN COMMENT

----- Forwarded Message -----

**From:** Mike Morin <friendmike53@yahoo.com>  
**To:** "matthewy@multcolib.org" <matthewy@multcolib.org>  
**Cc:** "ClaudiaK@newseasonsmarket.com" <ClaudiaK@newseasonsmarket.com>; david bleicher <davebleicher@hotmail.com>; "abbottc@pdx.edu" <abbottc@pdx.edu>; "adlers@pdx.edu" <adlers@pdx.edu>; Arthur James <artjam3@yahoo.com>; "a.k.brickley@pdx.edu" <a.k.brickley@pdx.edu>; "bassette@pdx.edu" <bassette@pdx.edu>; "bulletin@worldcarfree.net" <bulletin@worldcarfree.net>; Bill Gorrell <gorrellphoto@gmail.com>; "shawn@peoples.coop" <shawn@peoples.coop>; Greg Snider <gregwsnider@gmail.com>; "seltzere@pdx.edu" <seltzere@pdx.edu>; "vshandas@pdx.edu" <vshandas@pdx.edu>; "dervin@pdx.edu" <dervin@pdx.edu>; "dujonv@pdx.edu" <dujonv@pdx.edu>; Dan La Botz <danlabotz@gmail.com>; "toulann@pdx.edu" <toulann@pdx.edu>; "ozawac@pdx.edu" <ozawac@pdx.edu>; Kate Mitchell <katemitchell.rn@gmail.com>; "whiter@pdx.edu" <whiter@pdx.edu>; Wilfredo Cespedes <wecespedes@gmail.com>; Jorge Serrano <serranomedia@hotmail.com>  
**Sent:** Saturday, March 24, 2012 10:45 AM  
**Subject:** Re: Today's Comment Card And Talk/ Neighborhood Technology Centers

Matthew,

Thanks for the prompt, thoughtful, accurate, and courteous reply.

I am forwarding my response with yours to many people who may be interested in the neighborhood completeness, necessities within walking distance parallel initiative that I have centered around New Seasons Market, Alberta Food Coop, Peoples Food Coop, the Portland 25 Year Plan, Professors in the PSU Urban Studies and Planning Department, and the PSU Institute for Sustainable Solutions.

To reiterate, the "Library" Initiative is to expand the ability of people in all neighborhoods (I define neighborhoods smaller than does the City) to have access to information technology (Neighborhood Technology Centers) to facilitate the inventory and ordering systems of a United Distribution and Production entity for village necessities and to make possible the maximization of Tele-commuting.

To all that receive this letter, please contact me as soon as possible so that we can get together to discuss, and possibly brainstorm about funding mechanisms to make real these implementation plans consistent, with the equity, walkability, and neighborhood completeness goals of the Portland 25 year Plan.

Best wishes for peace and cooperation,

Mike Morin  
 (503)234-5671  
 2306 SE 52nd Ave.  
 Portland, OR 97215

3/26/2012

36918

**From:** Matthew Yake <matthewy@multcolib.org>  
**To:** friendmike53@yahoo.com  
**Cc:** Library Comments <hesthero@multco.us>; Kate Schwab <kates@multco.us>  
**Sent:** Friday, March 23, 2012 4:18 PM  
**Subject:** Today's Comment Card And Talk

Hello Mike,

It was good meeting you today and briefly discussing the project that you are working on. Thank you for submitting the comment card that describes your goals.

As we discussed today I have 'cc'ed our comment card coordinator on this email and will be sending your comment card to our administrative offices for potential further action.

Here is a quick summary of what I took away from our conversation:

You are interested in pursuing the 25-Year Portland Plan objectives related to developing "neighborhood completeness" and feel that the library might contribute through expansion of the internet access that we provide to the public. As I mentioned in our conversation, I am not certain that the library has resources that we can dedicate to developing a new project with you but I am certain that we would be excited to hear some specific ideas about how the library can help contribute to enriching the neighborhood experience in Portland.

My suggestion to you this afternoon was that you might coordinate a meeting between the various stakeholders that you have identified (each of whom is working toward a goal related to neighborhood completeness). I would be happy to provide our meeting room as a means of helping to facilitate this meeting.

Thanks again for your comments and our chat.

Take Care,

Matthew

--

**Matthew Yake**  
Branch Administrator - Belmont Library  
Multnomah County Library  
503.988.6124

3/26/2012