



City of Portland Bureau of
Planning and Sustainability
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**Roll cart review,
 holiday schedule changes
 and tree recycling**

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Portland Curbsider

Bureau of Planning and Sustainability • Sam Adams, Mayor • Susan Anderson, Director

Winter 2009

BE A PART OF WHAT'S NEXT

Did you know that 90 percent of Portlanders actively recycle? Last year, nearly 40 percent of Portland adults volunteered their time, and 86 percent of local registered voters participated in the 2008 election. These percentages show how much residents like you are invested in our future as a community.

Our great recycling system and our active community are just some of the reasons we love living here. Forty years ago, forward-thinking Portlanders helped create a public transportation system that keeps our air clean and our people moving. And thanks to great planning and public organizing, we also have an abundance of farmers markets, an expansive parks system and more bike lanes than any other U.S. city. And we have a vibrant downtown that wouldn't be the way it is without the investment decisions our city made in the past.

Thanks to these smart planning decisions made by devoted community residents like you, we have continued to make Portland a city that works. We are now at another important step for our city that will define how we live for the next 25 years: the Portland Plan. It's a strategic plan that will help to define our priorities, guide how we'll invest our public dollars and actually set the course for our city for the next quarter of a century.

But we need your help in order to do this. 1980 was the last time we created a plan like this, and since then 50 percent of Portlanders are new to the city.

In 1980 our recycling rate was in the single digits, and there was no such thing as Google; in fact, the commercial internet and cell phones didn't even exist. Now the City has grown by thousands of acres and encompasses large sections of East Portland and neighborhoods like Cully.

THE PORTLAND PLAN A Roadmap for Our City

A lot has changed since our last plan was created, and a lot more will come in the next 25 years. Through this strategic process, we want to hear your thoughts about the issues that are relevant to our lives and neighborhoods. In this plan we'll address things like safety, human health, local food, quality education — things that Portlanders care about and affect our daily lives. That's why we want your input.

You may remember the visionPDX process, which gathered information from more than 17,000 Portlanders. From it we created a vision and a set of values that helped establish goals for our community. Now the Portland Plan is picking up the dialogue around how we achieve those goals, and we invite you to get involved. Over the next 15 months or so, we'll be gathering and compiling Portlanders' thoughts and ideas — and we'd like yours (check out the survey on page 4!).

As part of this process, Portlanders will consider trade-offs, prioritize investments and think through how we can leverage change to ensure our city is thriving and sustainable. We hope you'll join us. Fill out a survey, join one of the next workshop sessions coming up this spring, or look us up online at www.PDXPlan.com, on Facebook or even Twitter. Whichever you choose, we just want you to be a part of the discussion.

Inside this Curbsider is a survey you can take and mail back to us or visit us online at www.PDXPlan.com for a number of ways to get involved.



Serve up a waste-free holiday

Your holiday celebrations can be a reflection of how you and your family value our natural resources. This year, plan ahead to make your party “waste-free.”

The food

Offering the right kind of food in the appropriate amounts helps reduce waste. Caterer Sandy Robinson suggests carefully reviewing your guest list when planning the menu. Kids won't eat as much as adults, for example. Also, “at this time of year, people tend to indulge in more desserts and savory foods, and just nibble on cut vegetables and fruits,” he says.

Pre-packaged food is convenient when you're short on time, but that packaging is waste you can avoid. Ask friends to help prepare food and then serve it family-style.

The presentation

A big source of waste is the plastic platters, paper plates, cups and napkins that guests use once and throw in the trash.

Instead, use durable plates, glasses and cloth napkins. Jennifer and Steve Erickson purchased an inexpensive set of 25 plates, eating utensils and wine glasses. “I just load them in the dishwasher after the party and then box them up until the next time,” Jennifer says.

[continued on page 2]

THE PORTLAND PLAN

Creating the Place We Want to Be

Now is the time to ensure that our future reflects our intentions. The decisions we make today will determine how we handle the challenges in the years to come.

That's where you come in. By participating in the creation of the Portland Plan, you can learn more about these challenges, engage in ways to solve them and help Portland live up to its own standards. There are many ways to get involved, including filling out the survey on page 4 and sending it back to us. Or fill out a survey online at www.PDXPlan.com.

This is your chance to help us define our priorities, guide our investments and actually set the course for our city. So get involved. **Great things rarely happen by accident.**

WANT TO LEARN MORE?

Go online
www.PDXPlan.com

Check out the
**PORTLAND PLAN
HANDBOOK**
FIND MORE FACTS
about your city
Complete a
SURVEY ONLINE

Find us on **FACEBOOK**
(www.facebook.com/PDXPlan)
and **TWITTER**
(@PDXPlan, #PDXPLAN)

twitter f

**JOIN THE
CONVERSATION!**

**GET INVOLVED:
FILL OUT THE SURVEY
ON THE BACK PAGE**

HAVE QUESTIONS?

TALK WITH CITY STAFF
at one of the Fix-It Fair events
(see schedule below)

Roll carts prove to be good for Portland

Recycling is up, garbage is down



It's been over a year since the blue and green roll carts came to town. So, how are they performing? The results indicate that Portlanders are recycling and composting more with the roll carts. Compared by weight between last year and this year, residential recycling and yard debris material increased by 14 percent, or 10,000 tons.

Meanwhile, residential garbage decreased by almost nine percent, or 9,000 tons.

Before the roll carts, each household recycled or composted about 1,000 pounds. After the roll carts were introduced, each household placed about 1,200 pounds in the blue and green carts.

Overall, Portland's households and businesses are recycling and composting 67 percent of the waste that we generate. Our combined actions save energy, money and natural resources while helping curb carbon emissions. We're also closer to our goal of stopping growth in the waste stream and raising the recycling rate to 75 percent by 2015.

Fix-It Fairs

Fix-It Fairs are free events designed to save you money and connect you to resources.

Saturday, Jan. 9, 2010

David Douglas High School

1001 SE 135th Avenue • 8:30am - 2pm

Saturday, Jan. 30, 2010

Parkrose High School

12003 NE Shaver Street • 8:30am - 2pm

Questions? Call 503-823-4309,

e-mail fixitfair@ci.portland.or.us or
visit www.portlandonline.com/bps/fif.

Holiday schedule changes

**For garbage, recycling
and yard debris**

**If your regular
pick-up day is:**

**Friday,
December 25
and January 1**

**Then your
pick-up will be:**

**Saturday,
December 26
and January 2**

Green Gift Guide

Looking for some green, local gifts this holiday season? Go to ecometro.com/greengiftspdx and download a free copy of the Chinook Book Green Gift Guide, which highlights products from several dozen local businesses. The guide promotes giving the gift of experience (theatre, dance, music, arts & culture) as a fun, waste-free gift idea for your friends and loved ones.



[Holiday Celebrations, continued from page 1]

You can also make a celebration unique and reduce waste by using family heirlooms, such as your grandmother's special soup tureen or serving platter.

Use baskets, dried foliage and festive ornaments that can be reused year after year to avoid disposable decorations.

The leftovers

Invite your guests to bring along food containers so they can take home leftovers. Or, if you've purchased food from a commercial kitchen or bakery, donate the leftovers to the Oregon Food Bank or a local shelter.

Planning a waste-free party allows you to find fun and creative ways to celebrate and is a great gift for the planet.

Get the full story for creating your own waste-free holiday celebration on our Web site. You can also sign up for **BPS e-news**, our bi-monthly electronic newsletter, at portlandonline.com/bps.

Tree recycling options

Make sure to remove all your special ornaments, lights, tinsel, wire, nails, stands and other materials that are not part of the tree. Trees will not be accepted with garbage and will only be accepted with yard debris.

You can cut up the tree and put it in your green roll cart for no extra charge, put the whole tree out with yard debris for an extra fee, or donate it to a nonprofit for a small fee.

Questions? Contact the Curbside Hotline at 503-823-7202 or wasteinfo@ci.portland.or.us.



To return this survey by mail: separate at perforation, fold in thirds, close with tape (no staples, please), affix your stamp and use mailing panel provided for address.

2017 Things YOU NEED TO KNOW ABOUT PORTLAND

There are some great things about living in Portland, but some aspects of life here aren't as rosy as we might think. As a community we face some real challenges. Only 63 percent of our students graduate on time. 45 percent of our electricity comes from burning coal. And our unemployment rate tops 11 percent. All this takes a toll: the growing gap between the haves and have-nots.

But while Portland is not perfect, we're serious about becoming a better city. Portland is a place of possibilities, and we want to share opportunities equitably among our increasingly diverse population.

Before we can get started making crucial decisions about our future, though, it's important to know some key facts about our city. If the information below interests you or you want to learn more, go online to www.PDXPlan.com and open up the Portland Plan Handbook. There's a wealth of interesting facts about Portland that may surprise you and even help you answer the survey questions on page 4.

PROSPERITY, BUSINESS SUCCESS & EQUITY

- 1 Unemployment Rate:** In September 2009, Multnomah County's unemployment rate topped 11.2%.
- 2 Job Growth:** While the regional economy continued to grow, the growth of new jobs in Portland was lagging. Between 1980 and 2000, Portland captured 27% of new regional jobs, but between 2000 and 2006, Portland captured only 11% of new regional jobs.
- 3 Neighborhood Business District Access:** 41% of Portland households live within a half mile of a neighborhood business district. Neighborhood businesses provide jobs and offer residents needed goods and services within walking distance of where they live.

EDUCATION & SKILL DEVELOPMENT

- 4 High School Graduation Rate:** 63% of our students graduate on time.
- 5 Adult Education Attainment:** 39% of Portlanders (age 25 and older) have at least a bachelors degree.
- 6 Aging Schools:** 80% of Portland school buildings were built before 1960. Only six out of 137 schools have been built since 1980.

ARTS, CULTURE & INNOVATION

- 7 Arts Funding:** The Portland region spends \$2.47 per capita on the arts.
- 8 Library Circulation:** Multnomah County Library ranks first in annual circulation of books and other materials among U.S. libraries serving fewer than 1 million residents.

SUSTAINABILITY & THE NATURAL ENVIRONMENT

- 9 Natural Areas and Watersheds:** Portland has 26,825 acres of environmentally sensitive natural areas — about 31% of the land area of Portland. Currently, about one-third of these areas are not protected.

10 Water Quality: While the Willamette River's water quality is rated "fair" to "good," the water quality of Portland's major streams that flow into the Willamette is either "poor" or "very poor."

11 Tree Canopy: Portland's tree canopy covers 26% of the city, which helps preserve watershed health and reduce runoff while improving the livability of our neighborhoods.

12 Energy Use: 69% of Portland's electricity comes from fossil fuels such as coal and natural gas.

HUMAN HEALTH, FOOD & PUBLIC SAFETY

13 Life Expectancy: A newborn infant in Multnomah County is expected to live an average of 77.3 years, which is less than the statewide average of 78.1 years.

14 Obesity: 53% of Multnomah County's adults and 10% of its youth are overweight or obese. An additional 10-15% of youth are at risk of becoming obese or overweight.

15 Access to Parks: Approximately 76% of Portland's population lives within a half mile of a park or natural area.

16 Access to Healthy Food: 60% of Portlanders are within a half mile of a full-service grocery store.

17 Sense of Safety: 31% of Portlanders said they feel safe walking alone downtown at night. 59% feel safe walking alone in their neighborhood at night.

18 Crime Rate: Since 1998, Portland's per capita crime rate has decreased by 55% for person crimes and 34% for property crimes.

QUALITY OF LIFE & CIVIC ENGAGEMENT

19 Volunteerism: Of the 51 largest cities in the country, the Portland metro area ranks second in its rate of volunteerism. Nearly 39% of Portland adults participated in a volunteer activity and contributed more than 75 million hours of service in 2008.

20 Voter Turnout: In Multnomah County, 86% of registered voters participated in the 2008 General Election.

DESIGN, PLANNING & PUBLIC SPACES

21 Walkability: Portland's citywide walkscore is 66 out of a possible 100. Some neighborhoods, like Irvington (83), have very high walkscores, while other neighborhoods like Bridlemile (46), have lower walkscores. (www.walkscore.com)

22 Community Character: Portland has five major neighborhood types, each with a distinct character: 1) Central City; 2) Western Neighborhoods; 3) Inner Neighborhoods; 4) Eastern Neighborhoods; and 5) Industrial Districts.

NEIGHBORHOODS & HOUSING

23 Neighborhood Affordability - Combined Housing and Transportation Costs: On average Portlanders spend about 49% of their income on housing and transportation, while lower income families spend as much as 79%.

24 Range of Housing Options: Between 2004 and 2008, 62% of new housing units in Portland were apartments or condos. However, single family homes still make up 61% of the total housing stock in Portland.

TRANSPORTATION, TECHNOLOGY & ACCESS

25 How Portlanders Get To Work: 65% of Portlanders drive alone to work, 15% take transit, 8% bike, 8% carpool and 4% walk.

26 Vehicle Use: Portlanders travel an average of 16 miles per day by car, which is less than the national average of 23 miles per day.

27 Internet Access: As of 2007, about 72% of Oregon individuals over age three were living in households with Internet access, placing Oregon 13th out of the 50 states.



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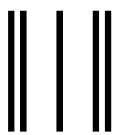
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The Curbsider is published by the City of Portland Bureau of Planning and Sustainability.

The Portland Bureau of Planning and Sustainability (BPS) promotes integrated land use planning and development based on sustainability principles and practices. BPS also develops and implements policies and programs that provide environmental, economic and social benefits to residents, businesses and government, which strengthen Portland's position as an international model of sustainable practices and commerce.

WWW.PORTLANDONLINE.COM/BPS

YOUR
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IN A CITY OF 575,930



WHO GIVES A RIP WHAT YOU THINK? WE DO.

HELP SHAPE THE PLAN!

The Portland Plan will take a new approach to city planning by focusing our attention on the things that affect our daily lives, such as safety, neighborhood livability, quality education and affordable housing. Please take a moment to answer these questions and then send them back to us. Your answers will help us prioritize investments in our future.

Please circle one answer for each question.

1 What should Portland's priority be for creating jobs over the next 25 years?

- a. Market our products and services to other countries and regions
- b. Assist neighborhood businesses
- c. Improve public infrastructure
- d. Provide worker training programs
- e. Invest in basic education
- f. Drive innovation with higher education partnerships
- g. Other: _____

2 What should Portland's priority be to improve neighborhood business districts?

- a. Market districts and recruit businesses
- b. Invest in storefront improvement grants
- c. Improve walkability and access to business districts
- d. Change the business license and other fees
- e. Other: _____

3 Over the next 25 years, what do you see as the biggest threat to your household budget?

- a. Job stability
- b. Housing costs
- c. Heating and utility costs
- d. Transportation costs
- e. Health care costs
- f. Education costs
- g. Other: _____

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

- a. Recruit and retain great teachers
- b. Provide better facilities
- c. Provide more after school programs
- d. Involve businesses in schools
- e. Provide more mentoring programs
- f. Other: _____

5 Over the next 25 years, many schools will need to be renovated and some rebuilt. What improvement does your neighborhood school need the most?

- a. Warm and dry buildings
- b. Modern technology and classrooms
- c. Improved access and security
- d. Upgraded energy efficiency
- e. Expanded community uses
- f. Other: _____

6 What is your most important arts and culture need?

- a. More space to practice and perform
- b. More activities for children
- c. More public art and activities in my neighborhood
- d. More places for exhibitions and performances
- e. More world-class events
- f. Other: _____

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

- a. Access to nature
- b. Flood and landslide protection
- c. Healthy watersheds (rivers, streams and habitat)
- d. Enhanced property values in my neighborhood
- e. Other: _____

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

- a. Acquire and restore natural areas
- b. Regulate to protect streams and trees
- c. Help people restore their own land
- d. Educate about the value of natural resources
- e. Other: _____

9 What is one new thing you are most willing to do to reduce energy use to help combat climate change?

- a. Buy "green power" from utilities or install solar panels
- b. Weatherize and improve home energy efficiency (insulation, new windows, appliances)
- c. Walk, bike and take transit for more daily trips
- d. Eat more fruits and vegetables
- e. Use long-lasting goods rather than disposable ones
- f. Other: _____

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

- a. Natural areas
- b. Playing fields, courts and pools
- c. Playgrounds
- d. Trails and greenways
- e. Community centers, programs and classes
- f. Plazas
- g. Other: _____

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

- a. More grocery stores
- b. More affordable grocery stores
- c. A farmers market
- d. Community gardens
- e. Support for home gardening
- f. Other: _____

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

- a. Time for exercise
- b. A place to exercise
- c. A full-service grocery store
- d. Cooking healthy meals
- e. Stress – not enough time to relax
- f. Other: _____

13 When making decisions, local governments should consider health impacts equally with economic and environmental impacts.

STRONGLY AGREE 1 2 3 4 5 6 7 STRONGLY DISAGREE

14 With which of these groups are you most involved?

- a. Place-based groups (neighborhood association, block watch, etc.)
- b. Interest groups (Friends of Trees, Urban League, BTA, etc.)
- c. School-based groups (PTA, academic)
- d. Religious or cultural groups
- e. Business, trade or professional groups
- f. Sports or recreation-based groups
- g. Other: _____

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

- a. Attend a public meeting
- b. Fill out a written questionnaire
- c. Write or call elected officials
- d. Online surveys
- e. Comment on websites, blogs, Twitter and Facebook
- f. Other: _____

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

- a. Walking distance to stores and restaurants
- b. Walking distance to public transit
- c. Close to where you work
- d. Close to quality schools
- e. Attractive neighborhood
- f. Other: _____

17 What would make it easier to meet your daily needs without having to drive?

- a. More grocery stores and other services within walking distance
- b. Better sidewalks and safer crosswalks
- c. Better bike routes
- d. Better transit service
- e. Better internet access
- f. Other: _____

18 What is your top spending priority for Portland's limited transportation funds?

- a. Maintain and repair existing streets
- b. Road safety improvements
- c. Sidewalks and safer crosswalks
- d. Bicycle facilities and bikeways
- e. Transit facilities (MAX, streetcar, bus)
- f. Relieve traffic congestion
- g. Enhance truck, rail and shipping capacity
- h. Other: _____

19 Over the next 25 years, what do you think will be the most important issue facing Portland?

- a. Prosperity & Business Success
- b. Education & Skill Development
- c. Arts, Culture & Innovation
- d. Sustainability & the Natural Environment
- e. Human Health, Food & Public Safety
- f. Quality of Life, Civic Engagement & Equity
- g. Design, Planning & Public Spaces
- h. Neighborhoods & Housing
- i. Transportation, Technology & Access

20 Where do you live? Zip Code: _____

21 How long have you been in Portland?

- a. 0-2 years
- b. 3-5 years
- c. 6-10 years
- d. 11-20 years
- e. 21+ years

22 Do any children under age 18 live in your household?

- a. Yes
- b. No

Thank you for taking the time to fill out this survey.

Please send it back to us using the mailing panel on the other side. You can also take the survey online at www.PDXPlan.com. And stay tuned; this is just one step in the process of creating our roadmap for the future.