

**About the Bureau of Planning and Sustainability**

To create and enhance a vibrant city, BPS combines the disciplines of planning and sustainability to advance Portland's diverse and distinct neighborhoods, promote a prosperous and low-carbon economy, and help ensure that people and the natural environment are healthy and integrated into the cityscape.

BPS provides a forum for community engagement and education, and is a catalyst for action. With a city full of partners, BPS develops creative and practical solutions on issues as far ranging as comprehensive, neighborhood and environmental planning, urban design, waste reduction and recycling, energy efficiency and solar technologies.

This innovative, interdisciplinary approach strengthens Portland's position as an international model of sustainable development practices and commerce.

**Postmaster: please deliver February 11-15**

\*\*\*\*\* ECRWSS  
 RESIDENTIAL CUSTOMER

**CITYWIDE SURVEY ON THE BACK PAGE!**

# Portland Curbsider

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

Winter 2011



## WELCOME TO THE PORTLAND PLAN: PHASE III

### Taking action to make Portland prosperous and healthy, with opportunity for all

**Thank you for all your great ideas for the Portland Plan.** Thousands of you shared your big ideas at summer fairs and community events, attended workshops and filled out surveys.

Now that you've weighed in on what you think are Portland's biggest challenges, it's time to talk about solutions.

Phase Three of the Portland Plan is about developing smart strategies to address these challenges and capitalize on our opportunities.

How can Portland successfully tackle complicated issues like racial and ethnic disparities, job growth and affordable housing, while staying within our budget? The draft strategies outlined on pages 2-3 of this newsletter are a good starting place. With your input, we can figure out how to create living wage jobs, provide quality education, promote healthy living and protect the environment for all of our residents, with the limited resources available. Come to a community fair to learn more and share your ideas.

**Turn the page to see Portlanders' big ideas coming to life.**



#### In This Issue:

Page 2-3

**PORTLAND PLAN PHASE III**

Page 4-5

**Be Resourceful in the Kitchen**



**Update on the Food Scrap Curbside Composting Pilot**

Page 6

**CITYWIDE BUDGET SURVEY**

## PORTLAND PLAN MOVES TO PHASE III

# DRAFT STRATEGIES FOR PORTLAND'S FUTURE:



Based on feedback from thousands of Portlanders during the first two phases of the Portland Plan, Phase III presents draft strategies.

Each Portland Plan strategy is a group of actions that add up to bigger goals (that is, what Portlanders want to accomplish by the year 2035).

The strategies combine elements from a variety of disciplines, like community health, transportation, education and others, and they all aim to make Portland a thriving and sustainable city—prosperous, healthy and rich in opportunity for all.

The strategies in the Portland Plan will cover a 25-year time span, but they also include short-term actions to jump-start our work as a community in the next five years. Take a look at the snapshots of each strategy below. These are just a starting place, you can find out more and share your thoughts at one of the community fairs in March.

## EQUITY: Portlanders have made it clear that a long-term plan for the community must include concrete actions that advance equity and reduce the glaring disparities in educational, housing and economic opportunities, to name a few.

**But what exactly do we mean by equity?** Equity is the right of every person to have access to opportunities necessary for satisfying essential needs and advancing their well-being. *Based on the definition from Coalition for a Livable Future (www.clf.org).*

Whether because of race, ethnicity, income or the neighborhood they live in, many Portlanders increasingly experience disparities in their opportunities to meet their basic needs and succeed. Inequities also affect people because of their age, gender, sexual orientation and physical ability.

- 45 percent of the city's school age children are students of color, yet the graduation rates for Latino, African-American and Native-American youth in public schools is far below that of white and Asian-American youth.
- Geographically, nearly a quarter of the city's residents live in East Portland, and per capita incomes there are about 40 percent less than the citywide average. In terms of access to transit and amenities, educational opportunity and public safety, East Portland differs significantly from the rest of the city.

## ECONOMIC OPPORTUNITY & AFFORDABILITY:

Improve business success and household prosperity

### SOME KEY INGREDIENTS

- Increased export of local products and services
- Affordable housing near transit
- Businesses that are competitive and innovative
- Workforce education and training
- Support for small and new businesses
- Equitable access to high-speed broadband and the ability to use it
- Investment in clean tech and energy efficiency for homes and businesses

### SAMPLE MEASURES OF SUCCESS

- 10,000 new jobs are created in the next five years and the employment rate is higher, particularly for communities of color
- More neighborhoods have thriving and attractive business districts
- At least 30 percent of the region's new jobs are in Portland and average earnings match West Coast peer cities
- All of Portland's households are economically secure, earning enough income to cover housing and transportation costs and other basic needs



## EDUCATION:

Support learners from cradle

### SOME KEY INGREDIENTS

- Quality childcare and kindergarten readiness for all children
- Culturally specific services for student success at school and in the community
- Mentoring programs and workforce preparedness
- Guaranteed opportunities for education and training past high school
- Major investments in school facilities
- Safe routes to schools



## TIMELINE

**VISIONPDX** An extensive public engagement process used to develop a shared community vision and values to set a foundation for the Portland Plan: [www.visionpdx.com](http://www.visionpdx.com)  
2006-2008

**PORTLAND PLAN PHASE I**  
**WHERE ARE WE NOW?**  
**(THE FACTS)**  
FALL-WINTER 2009-2010

**PORTLAND PLAN PHASE II**  
**WHERE DO WE WANT TO GO?**  
**(SETTING DIRECTION)**  
SPRING - SUMMER 2010

# WHAT DO YOU THINK?

## WHAT IS THE PORTLAND PLAN?

**GET INVOLVED!** COME TO A COMMUNITY FAIR



The Portland Plan provides an opportunity for Portlanders to help define priorities, guide investments and set the course for the city for the next 25 years. It is a multi-year, city-wide project to create a strategic plan with short-term actions and a long-range plan to guide physical, economic, social, cultural and environmental development. Eighteen partners from local government and public agencies have joined in this effort.

### PORTLAND PLAN PHASE III FAIR SCHEDULE

**WEDNESDAY MARCH 2** 6:30-9pm, Hosford Middle School, 2303 SE 28th Place

**SUNDAY MARCH 6** 12:30-3pm, Oregon Zoo, 4001 SW Canyon Road

**THURSDAY MARCH 10** 6:30-9pm, De La Salle North Catholic High School, 7528 N Fenwick Avenue

**SATURDAY MARCH 12** 10:00-12:30pm, Immigrant and Refugee Community Organization [IRCO], 10301 NE Glisan Street

Learn more at [www.PDXPlan.com](http://www.PDXPlan.com)



#### What does an equitable Portland look like?

- All Portlanders and communities have equal access and opportunities to influence public decision-making
- Ethnic and racial status has no bearing on one's feeling of security throughout the city
- We hold ourselves accountable, so that the benefits and burdens of our actions are equitably shared across communities

#### Achieving equity will be a priority and part of all the strategies and actions in the Portland Plan —

from education, housing and economic prosperity to transportation, sustainability and public health. Addressing chronic racial and ethnic disparities requires specific action, such as the development of a racial and ethnic justice and accountability initiative.

As Portland evolves, what will distinguish the city in the future will not just be distinctive neighborhoods and thriving local businesses, it will be its ability to sustain all Portlanders regardless of race, income, sexual orientation, physical ability or age.

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

#### to career and beyond

##### SAMPLE MEASURES OF SUCCESS

- Increased high school graduation rate for Portland's youth of color, youth in poverty and English Language Learners so it is on par with other high school students
- More children have access to quality childcare, Head Start or early childhood education
- More Portlanders attend college or (re)enter career training, such as apprenticeship programs



## HEALTHY CONNECTED NEIGHBORHOODS:

Connect people with nature, neighborhoods, thriving business hubs and each other through networks of transit, trails and waterways

##### SOME KEY INGREDIENTS

- A network of safe and attractive sidewalks, bikeways, trails and neighborhood greenways that connect people to nature and neighborhood destinations
- Thriving neighborhood business districts and nearby attractive and affordable housing options
- Green streets, a lush tree canopy and habitat corridors that soak up stormwater, make neighborhoods more attractive and support a diversity of plants and animals
- Increased sense of safety in all neighborhoods
- Places for public gatherings, community gardens and to enjoy the Willamette and Columbia Rivers

##### SAMPLE MEASURES OF SUCCESS

- More Portlanders are leading active lifestyles and can easily get to thriving local business hubs, schools, parks and transit on safe sidewalks, trails and streets
- Green streets, ecoroofs, parks and open spaces increase by 10 percent, and stormwater reaching our rivers and streams is clean
- 90 percent of Portlanders will live within a 1/2 mile of a source of healthy food
- 75 percent of Portlanders in every neighborhood feel safe alone at night
- Portland's investment and program decisions consider health impacts and reducing disparities in health quality



These are just snapshots — come to a community fair to learn more about these draft strategies.

WE ARE HERE

**PORTLAND PLAN PHASE III**  
**HOW DO WE GET THERE?**  
**(STRATEGY BUILDING)**

FALL-WINTER 2010-2011

**PORTLAND PLAN PHASE IV**  
**WHAT DO YOU THINK OF IT?**  
**(THE DRAFT PLAN)**

SUMMER 2011

**ADOPTION OF THE PORTLAND PLAN**

END OF 2011

**ACTIONS BY: CITY, PARTNERS, COMMUNITY & BUSINESS**

5-year Action Plan •  
New City Comprehensive Plan  
(policies, codes, investments)

## WASTE REDUCTION & RECYCLING

### GET MORE OF THE **BE RESOURCEFUL** GOOD STUFF!



"I am buying in bulk and using reusable containers more frequently. I want to reduce packaging and move away from plastics to provide healthier options for my family."

—Phyllis  
King Neighborhood



"We share our lawn mower, pressure washer and large outdoor equipment with our neighbors. Not only is this good for the environment, but we get to see our neighbors!"

—Alesha and Kennedy  
Kenton Neighborhood

Many people are investing in experiences, not just stuff – and enjoying more time with friends and family.

### Get more of the good stuff

How do you save time, money and energy so you can focus on what matters to you most? What ways are you being resourceful to acquire the things you need? Do you have a creative tip or story you want to share to inspire others to get more of the good stuff in their lives?

### Share your story and get inspired at [www.portlandonline.com/bps/beresourceful](http://www.portlandonline.com/bps/beresourceful)

Portlanders are sharing their stories online and at community events. The Be Resourceful site provides suggestions for creative and efficient ways to get the things you need. In addition to connecting you with local resources, Be Resourceful makes it easy to find opportunities and ideas to share and borrow things you only need occasionally or for short periods of time; maintain and repair the things you have; and buy for value, durability and utility.

### Being resourceful in the kitchen

It takes a lot of natural resources, energy and carbon emissions to bring food to our tables. Here are ten ways you can be resourceful and create less waste in your kitchen. The actions are ranked from the highest to lowest impact in reducing carbon emissions. As you can see, in addition to being good for the environment, these actions also can save money and be good for your health.

1. **Eat unprocessed foods** – especially fruits, vegetables and grains.
2. **Reduce wasted food.**
3. **Plan a kitchen** that is the size that fits your needs.
4. **Purchase Energy Star appliances.**
5. **Practice food preservation techniques.**
6. **Buy durable and used goods** for the kitchen, like cloth napkins and reusable plates.
7. **Prepare and eat meals together at home.**
8. **Grow and share your food** — consider sharing garden space with a neighbor.
9. Remodeling your kitchen? **Use recycled materials** for a unique, efficient remodel.
10. **Reduce food packaging** by using your own grocery bags, bulk item containers and buying less processed foods.



Compost made from kitchen food scraps

## Update on Food Scrap Curbside Collection Pilot

Last May, Portland kicked off the Food Scrap Curbside Collection Pilot in 2,000 households. The pilot program is testing changes to the City's garbage and recycling collection system and includes composting food scraps by adding them to yard debris in the green Portland Composts! roll cart. For pilot participants, the food scrap/yard debris roll cart increased to weekly pick up, while garbage collection changed to every-other week. Some of the pilot households are also testing every-other-week recycling collection.

In 2007, City Council adopted the Portland Recycles! Plan, to increase the recycling rate in Portland to 75 percent by 2015. The first phase of this Plan included the delivery of the blue and green roll carts and an expanded list of recyclable plastics. The food scrap curbside composting pilot marked the start of the second phase. Pilot households are helping to shape the new collection system before it is rolled out citywide.



### 30 percent drop in garbage!

So far, garbage collected from the pilot households dropped almost 30 percent. And over 30 tons of food scraps was made into compost. That's a lot of food scraps being turned into a useful, valuable product. Pilot households provided feedback and opinions through phone calls, e-mails, phone surveys and focus groups. According to survey results, pilot participants are pleased with increased yard debris collection and more than 80 percent of pilot residents are regularly adding food scraps in with their yard debris.

The food scraps from the pilot areas go to a composting facility in Benton County, Oregon. Once the food scraps are turned into compost, it is sold to landscapers and farms to fertilize the soil, block weeds, retain water, and prevent plant disease and erosion.

### Keep food scraps out of the green roll cart

**If you don't live in a pilot area, don't compost your food scraps in the green Portland Composts! roll cart yet!** The yard debris in the rest of the city still goes to facilities that do not have the special equipment and permits necessary to compost food scraps. Several facilities are currently in the permitting process to accept food scraps. Once the process is complete, the program is expected to expand citywide — sometime in the next year.

### Questions?

Call the Curbside Hotline at 503-823-7202, e-mail [wasteinfo@portlandoregon.gov](mailto:wasteinfo@portlandoregon.gov) or visit [www.portlandonline.com/bps/foodscraps](http://www.portlandonline.com/bps/foodscraps).

Questions?  
**REGIONAL GREEN BUILDING HOTLINE**  
[WWW.BUILDGREEN411.COM](http://WWW.BUILDGREEN411.COM)  
**503 823 5431**  
[GREENHOTLINE@PORTLANDOREGON.GOV](mailto:GREENHOTLINE@PORTLANDOREGON.GOV)

A **FREE** service brought to you by  
Metro / City of Portland / Clackamas / Washington / Multnomah Counties

### New, free guide offers the what, where and how of regional recycling

Plus timely waste-prevention tips. Call Metro Recycling Information at 503-234-3000 for a free copy.

[www.oregonmetro.gov/recycling](http://www.oregonmetro.gov/recycling)





PHOTOS COURTESY SOLAR CITY

## Eight megawatts later, neighborhoods are confident that solar works in Portland

Ever thought about installing solar energy on your home, but didn't know where to start? After successful—and more affordable—solar installation projects in Northeast, Southeast and Southwest Portland, other neighborhoods continue to organize for the purpose of purchasing solar electric panels through the Solarize Portland effort.

Solarize Portland is a solar panel volume-purchasing campaign led by Portland area neighborhood associations. The Bureau of Planning and Sustainability and Energy Trust of Oregon provide strategic, technical and marketing support to the neighborhood associations.

Neighborhood groups in North and Northwest Portland are now completing plans to launch their own Solarize projects. With almost eight megawatts (MW) of solar power installed across the city (enough energy to power almost 700 homes) — Portlanders have helped prevent 4,000 metric tons of carbon emissions. The City of Portland's goal of installing 10MW by 2012 is in sight!

### Solarize projects help create a strong sense of community while reducing carbon emissions

There are currently 600 residential solar electric systems (also known as photovoltaics or PV), totaling 1.6 MW, installed in Portland. The growth of the local residential market has been phenomenal, with a 400 percent increase in installations from 2008 to 2010.

There are more than 1,000 business and residential solar energy systems installed in Portland! This includes solar water heating and pool heating systems, in addition to PV systems.

### Installation price goes down as more neighbors join in

Solarize Portland neighborhood projects are designed to simplify the process of going solar and to bring cost reductions through volume purchasing. Free "how-to" workshops make the process easy.

Local neighborhood leaders and volunteers coordinate Solarize projects. Their efforts have created over 50 professional-wage jobs for solar site assessors, engineers, project managers, administrative staff, journeymen electricians and roofers.

North Portland and Northwest Portland are planning their Solarize projects next. For more information about Solarize Portland, visit [www.portlandonline.com/bps/solarize](http://www.portlandonline.com/bps/solarize).

## 24<sup>TH</sup> ANNUAL NEIGHBORHOOD FIX-IT FAIR HEALTHY FAMILIES, HEALTHY HOMES



# FREE!

**OVER 40 EXHIBITORS  
HOURLY WORKSHOPS  
BIKE REPAIR  
GREAT GIVEAWAYS  
LUNCH PROVIDED  
ON-SITE CHILDCARE**

**FEB 26 | JEFFERSON HIGH SCHOOL | 5210 N KERBY AVE  
SATURDAY 8:30 A.M. - 2 P.M.**

**[WWW.PORTLANDONLINE.COM/BPS/FIF](http://WWW.PORTLANDONLINE.COM/BPS/FIF)**

Presented by the City of Portland Bureau of Planning and Sustainability

To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503-823-7700 with such requests.

## Improve the comfort of your home with no money down!



# clean energy works<sup>SM</sup> PORTLAND



[www.CleanEnergyWorksPortland.org](http://www.CleanEnergyWorksPortland.org)  
503-546-8766

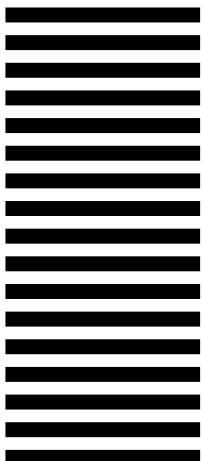
Clean Energy Works is a project of the City of Portland Bureau of Planning and Sustainability.

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

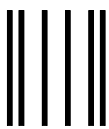
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## LET'S GET STARTED!

# WEIGH IN: HOW TO INVEST PUBLIC DOLLARS

The Portland Plan is focused on creating a better future, while taking action to improve the city today.

Every year Portland's Office of Management and Finance hosts public budget forums around the city to get input from Portlanders about their priorities. It's not possible to immediately fix all problems, but the survey

below gives you another way to inform the City's budget decisions and priorities.

In these tough economic times, many Portlanders have trimmed household budgets, and the City is doing the same. We want to hear your thoughts about which neighborhood services are most important. Please be specific. Thank you for your input!

**In addition to this survey, there are also opportunities to talk with the Mayor, City Council and bureau staff in person:**

### BUDGET FORUMS

**THURSDAY, FEBRUARY 24**

6:00-8:30 p.m., David Douglas High School, 1001 SE 135th

**TUESDAY, MARCH 1**

6:00-8:30 p.m., Wilson High School, 1151 SW Vermont

**Or, come to one of the Portland Plan fairs listed on page 3.**

**You can also take the survey online**  
[www.portlandonline.com/omf/budgetsurvey](http://www.portlandonline.com/omf/budgetsurvey)

### TRANSPORTATION [www.portlandonline.com/transportation](http://www.portlandonline.com/transportation)

**1 Is there a street in your neighborhood with a pothole to repair?**  
 Closest street address: \_\_\_\_\_

**2 Do you have a section of street that could use a brighter street light?**  
 Closest street address: \_\_\_\_\_

**3 The City charges a fee to sweep street leaves in selected neighborhoods around Portland. Should neighborhoods that get leaf pick up services pay a fee?**  Yes  No  Not Sure

**4 Which transportation safety improvements would you like to see in your neighborhood?**

**a) Street sign that needs to be replaced/repaired.**

Location: \_\_\_\_\_

**b) Street sign that needs to be added. Type: \_\_\_\_\_**

Location: \_\_\_\_\_

**c) Speed bumps to reduce travel speed.**

Location: \_\_\_\_\_

**d) Crosswalks added.**

Location: \_\_\_\_\_

**e) Other: \_\_\_\_\_**

### POLICE BUREAU [www.portlandonline.com/police](http://www.portlandonline.com/police)

**5 What are the safety concerns facing your neighborhood that could benefit from increased police services?** Please prioritize one through five (1 = most important, 5 = least important):

**a) Traffic Safety** \_\_\_\_\_

**b) Drug activity** \_\_\_\_\_

**c) Gang activity** \_\_\_\_\_

**d) Burglary** \_\_\_\_\_

**e) Theft from vehicles** \_\_\_\_\_

**Is there a safety concern in your neighborhood that needs special attention?**

Please describe the issue: \_\_\_\_\_

**If you have a problem requiring immediate action, please call 911. For all other public safety issues, please call the non-emergency line: (503) 823-3333.**

### OFFICE OF NEIGHBORHOOD INVOLVEMENT [www.portlandonline.com/ONI](http://www.portlandonline.com/ONI)

**6 Is graffiti or another nuisance on public/private property an issue in your neighborhood?**  Yes  No

**What is the nuisance?:** \_\_\_\_\_

Location (provide building/intersection/address[es]): \_\_\_\_\_

### PORTLAND DEVELOPMENT COMMISSION [www.pdc.us](http://www.pdc.us)

**7 What are the top three types of business/commercial needs that your neighborhood is lacking?** (For example, grocery store, bank, pharmacy)

Type of Service 1: \_\_\_\_\_

Type of Service 2: \_\_\_\_\_

Type of Service 3: \_\_\_\_\_

Neighborhood: \_\_\_\_\_

**8 Is there a business storefront (paint, windows, awning) that need(s) to be improved in your neighborhood?**

What is the store? \_\_\_\_\_

Address: \_\_\_\_\_

### PARKS [www.portlandonline.com/parks](http://www.portlandonline.com/parks)

**9 What park improvements would you most like to see in your neighborhood? Pick one.**

Name of park: \_\_\_\_\_

- |  |  |
|--|--|
| <input type="radio"/> Play equipment                 | <input type="radio"/> More/better drinking fountains |
| <input type="radio"/> Available restrooms            | <input type="radio"/> More/better picnic/event areas |
| <input type="radio"/> Revert to natural/wild habitat | <input type="radio"/> More/better trails and path    |
| <input type="radio"/> More/better lighting           | <input type="radio"/> Other _____                    |

### ENVIRONMENTAL SERVICES [www.portlandonline.com/BES](http://www.portlandonline.com/BES)

**10 What stormwater and sewer improvements would you most like to see in your neighborhood?** Mark all that apply:

Fix my basement sewer back-up.

Address: \_\_\_\_\_

Plant more trees.

Address: \_\_\_\_\_

Pull overgrown ivy/blackberries.

Address: \_\_\_\_\_

Build bioswales (a landscape element that filters surface water runoff to prevent pollution from entering the drainage system or groundwater).

Address: \_\_\_\_\_

De-pave/re-vegetate abandoned parking lot/unused street segments.

Address: \_\_\_\_\_

Other: \_\_\_\_\_

Address: \_\_\_\_\_

### TELL US ABOUT YOURSELF

### OPTIONAL

**Where do you live?**

Neighborhood: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Closest intersection: \_\_\_\_\_

**What is your household income?**

- |   |  |
|---|--|
| <input type="radio"/> a. Under \$20,000       | <input type="radio"/> c. \$50,000 to \$100,000 |
| <input type="radio"/> b. \$20,000 to \$50,000 | <input type="radio"/> d. Over \$100,000        |

**What is your racial or ethnic group?**

- |  |   |
|--|---|
| <input type="radio"/> a. Asian or Pacific Islander | <input type="radio"/> d. Black/African American |
| <input type="radio"/> b. Native American           | <input type="radio"/> e. Latino/Hispanic        |
| <input type="radio"/> c. White/Caucasian           | <input type="radio"/> f. Mixed/Other            |

**THANK YOU** for taking the time to share your thoughts.