

Portland Plan

DRAFT Action Area Goals and Objectives

Phase III - Spring 2011

An earlier draft of these goals and objectives was published in March 2010.

This new draft incorporates changes to reflect public comments collected in public workshops, as well as input from surveys and numerous smaller Portland Plan meetings that occurred throughout 2010.

This proposed set of goals and objectives will be the starting point as we build a new Comprehensive Plan for the City of Portland. The Planning and Sustainability Commission will consider them later in 2011, and make recommendations to City Council.



March 2011

Action Area Goals – Phase III Draft

Prosperity and Business Success

- Build a stronger local economy
- Broaden prosperity
- Establish better economic development tools

Education and Skill Development

- Raise the bar for quality education
- Erase achievement disparities
- Strengthen schools as community centers

Sustainability and the Natural Environment

- Weave natural and urban environments to improve watershed health
- Reduce carbon emissions and prepare for a changing climate
- Support community action to address climate change and improve watershed health

Human Health, Food and Public Safety

- Make healthy food the easy and affordable choice
- Increase participation in physical recreation
- Protect Portlanders from exposure to pollutants
- Promote safety and sense of security
- Improve access to health services
- Public decisions benefit public health

Transportation, Technology and Access

- Promote active and green transportation-biking, walking and transit
- Build manage and maintain an efficient transportation system
- Improve connectivity for all to high speed internet access

Equity, Civic Engagement and Quality of Life

- Ensure equitable opportunities and outcomes
- Civic engagement
- Activate Portland Plan implementers

Design, Planning and Public Spaces

1. Create 20-minute complete neighborhoods
2. Build on Portland's distinctive qualities
3. Cultivate streets as places
4. Create city greenways and river connections
5. Enhance Portland's major centers

Neighborhoods and Housing

- Foster inclusive neighborhoods across the city that meet the evolving housing needs of our growing population
- Support equitable access to opportunity
- Ensure Portland's housing is safe, sustainable, and of good quality and fits the neighborhood
- Expand access to housing

Arts, Culture and Innovation

- Improve access to art
- Enhance art as an economic development engine



March 2011



Prosperity and Business Success

Why is this important?

To succeed, Portland businesses need to be regionally and globally competitive. Access to high quality, well-paying family-wage jobs for Portlanders across the educational spectrum will improve equity. Enhancing small business and community economic development will support economic diversity and resiliency.

Goal 1: Build a stronger local economy

- A. Focus on traded sector job growth
- B. Shore-up Portland's role as a trade gateway and emphasize freight mobility
- C. Lead in urban innovation

Goal 2: Broaden prosperity

- A. Boost household economic security
- B. Reduce employment disparities
- C. Invest in neighborhood business vitality

Goal 3: Establish better economic development tools

- A. Align education and training
- B. Grow Portland's employment districts
- C. Expand business development and access to capital
- D. Improve public-private partnerships for economic development

visionPDX: *Portland businesses use their innovation and independence to become environmentally, socially and economically sustainable.*





Goal 1: Build a stronger local economy



TODAY

BY 2035

Objective A: Focus on traded sector job growth

In 2008, Portland ranked second among the largest U.S. metro areas in 5-year export growth and export share of total output, bringing \$19.5 billion of export income into the regional economy. Among our export industries, Portland’s four target clusters provided 52,000 jobs in the city.

By 2035, the city’s total output, export income, foreign direct investment, and traded sector jobs grow at rates that exceed the national average.

Objective B: Shore-up Portland’s role as a trade gateway, and emphasize freight mobility

Today, the supply of land available for marine, rail and other freight infrastructure is limited, and forecast land needs exceed land supply. Traffic congestion and infrastructure deficiencies also impact the efficiency of freight movement.

By 2035, Portland has reinvested in transportation systems to retain our competitive market access as a West Coast trade gateway. Freight movement is prioritized over single-occupancy vehicle travel, and investments are made to improve truck, rail, and harbor facilities.

Objective C: Lead in urban innovation

Today, two competitive strengths that distinguish Portland as a national leader are sustainable business and business start-ups per capita. Both offer key growth opportunities in the expanding green economy and the growth of potential start-ups.

By 2035, Portland continues to be a national leader in sustainable services and products by striving to produce a “next generation” urban setting that fosters creativity and innovation.





Goal 2: Broaden prosperity



TODAY

BY 2035

Objective A: Boost household economic security

Today, Portland has higher unemployment and poverty rates and lower median incomes than most West Coast cities. In 2005-07, only 76% of Multnomah County households had sufficient income to cover basic needs, such as housing, health care, child care and transportation

By 2035, 90% of Portland households are economically self-sufficient, earning enough income to cover local housing costs and basic needs. Targeted job growth and skill development help raise the income of working-class and middle-class Portlanders.

Objective B: Reduce employment disparities

Today, median income in black households is 53% less than the citywide median, 52% less in Native American households, and 26% less in Hispanic households.

By 2035, disparities in labor force participation and the median income for Portlanders of all races, ethnicities and genders are greatly reduced, through efforts such as targeted job training, contracting and culturally-specific services.

Objective C: Invest in neighborhood business vitality

Today, neighborhood commercial vitality is widely valued by Portlanders, but community development and market performance varies greatly among the city's neighborhood commercial areas.

By 2035, Portland's neighborhood commercial districts meet metrics for economic health (such as average vacancy) and provide most basic goods and services to meet the needs of the surrounding neighborhoods. Many districts have improved through commercial revitalization efforts, small business assistance and catalyst investments, designed to minimize involuntary displacement.





Goal 3: Establish better economic development tools



TODAY

BY 2035

Objective A: Align education and training

Today, middle-skill jobs that require more than a high-school degree and less than a 4-year degree make up half of Oregon’s economy. Demographic changes are expanding the need for middle-skill education, which support middle class prosperity and economic competitiveness

By 2035, align training and education to meet industry’s skill needs, foster individual competitiveness, and give proportional emphasis to the job readiness of the working poor.

Objective B: Grow Portland’s employment districts

Today, Portland is a regional economic center with 40% of the region's jobs, but the city created only 11% of the region’s job growth from 2000 to 2006. Portland’s land supply for job growth is tightening, and forecast land needs exceed available industrial and institutional land supply. Traffic congestion and infrastructure deficiencies also increase local costs of doing business and development.

By 2035, Portland has created 30% of the region’s new jobs and continues to serve as the largest job center in Oregon. Provide land supply to meet job growth targets by overcoming barriers to jobs-related land development. We do so, for example, by expanding brownfield redevelopment, institutional growth capacity, freight mobility and development-site infrastructure.

Objective C: Expand business development and access to capital:

Today, local business development programs receive less funding here than in other comparable cities.

By 2035, public assistance for business development is expanded and public agencies work with the private sector to improve access to capital, supporting target clusters, living-wage job growth and community microfinance.

Objective D: Improve public-private partnerships for economic development

Today, tightening public budgets and competing priorities limit economic development investments that would generate future prosperity and income growth.

By 2035, public/private/non-profit partnerships facilitate collaboration and help fund cost-effective education, infrastructure and other economic development priorities within a stable environment that supports business growth.





Education and Skill Development

Why is this important?

In an economy that is fueled by knowledge, opportunities for higher education and other specialized training are essential. How well students are prepared at an early age and in high school predicts the likelihood of finding satisfying, stable jobs that pay well.

Goal 1: Raise the bar for quality education

- A. Increase average graduation rates and access to a consistent and rigorous core curriculum
- B. Achieve a more equitable participation in post-secondary education, training and apprenticeships
- C. Increase participation in early childhood education
- D. Expand public, public-private, community and school partnerships
- E. Stabilize funding to support quality public education
- F. Support the Cradle to Career Framework

Goal 2: Erase achievement disparities

- A. Reduce barriers to success
- B. Provide comprehensive and coordinated neighborhood support systems

Goal 3: Strengthen schools as community centers

- A. Establish schools as key elements in 20-Minute Neighborhoods
- B. Upgrade schools to meet 21st century standards and provide a positive learning environment
- C. Expand community use of school sites
- D. Solidify public education partnerships

visionPDX statement: *Education and learning are the foundation for achieving our individual and community goals.*





Goal 1: Raise the bar for quality education



TODAY

BY 2035

Objective A: Increase average graduation rates and access to a consistent and rigorous core curriculum

Today, around 61% of Portland's high school students graduate on time. Course offerings are inequitably distributed among schools.

By 2035, the high school graduation rate for Portland's youth is 95% to 100% on-time, and all schools provide a strong core curriculum and specialization options for K-12 students.

Objective B: Achieve a more equitable participation in post-secondary education, training and apprenticeships

Today, only 1 out of 3 Portland high school graduates continue their education after high school.

By 2035, youth of color, youth in poverty, English Language Learning (ELL) youth, and first generation college students participate in post-secondary education, vocational training, and workplace apprenticeships at the same rate as all students.

Objective C: Increase participation in early childhood education

Today, too few children participate in and have access to quality early childhood education, particularly those in poverty.

By 2035, By 2035, all children have access to quality child care, such as Head Start, pre-school, or in-home early childhood education, and enter Kindergarten ready to learn.

Objective D: Expand public, public-private, community and school partnerships

Today, volunteer and mentoring resources, and business partnership opportunities are not equitably distributed between different schools, and many schools lack these altogether.

By 2035, parents, public agencies, public schools, businesses and non-parent community members collaborate to offer volunteer and mentoring opportunities at every public school.





Objective E: Stabilize funding to support quality public education

Today, public education suffers from unstable and inadequate funding, shrinking resources for electives and teacher training, and a state tax system that fails to support quality education for all.

In 2035, the Oregon state tax system has been restructured to provide stable, adequate funding for excellence in curriculum and teaching quality.

Objective F: Support the cradle to career framework

Today, educational, non-profit and government partners do not have a single shared framework to measure student success from cradle to career. There is no mechanism to coordinate allocation of limited resources among the partners. A collaborative effort, the Cradle to Career Initiative, is underway to develop that framework, and improve the way limited resources are allocated.

By 2035, every child in Portland will enter school prepared to learn and will be supported inside and outside school, so that they can succeed academically, graduate from high school, enroll in postsecondary education or training, and enter a career by age 25. Educational, non-profit and government partners are using a shared set of indicators, and are targeting resources to better meet identified needs. Public agencies involved in education have clear roles and responsibilities and have established strong partnerships.





Goal 2: Erase achievement disparities



Objective A: Reduce barriers to success

Today, graduation rates for many youth of color, youth in poverty and English Language Learning (ELL) youth are often low. For instance, for the class of 2007-2008, only 40% of Latino students enrolled at Portland Public Schools graduated from high school.

By 2035, scholarships and financial aid reduce barriers to post-secondary education and training and other life skills classes, and all students are provided with resources and knowledge on how to take advantage of these opportunities.

Objective B: Provide comprehensive and coordinated neighborhood support systems

Today, college attendance rates are disproportionately low for students of color, youth in poverty, and English Language Learning (ELL) youth.

By 2035, at-risk youth have comprehensive, coordinated support systems and live in safe neighborhoods with thriving workforce and private sector options as well as community support and civic engagement.





Goal 3: Strengthen schools as centers of community



TODAY

BY 2035

Objective A: Establish schools as key elements in 20-Minute Neighborhoods

Today, there are limited opportunities for non-parents and other community members to access school sites.

By 2035, school facilities serve students, families and neighbors as gathering places for community events, learning opportunities and recreation.

Objective B: Upgrade schools to meet 21st century standards and provide positive learning environments

Today, aging buildings, years of deferred maintenance, and failing building systems are a concern for school districts. For example, at Portland Public Schools at least \$272 million is needed for short-term stabilization projects, like fixing leaking pipes and roofs. This excludes costs associated with the full renovation of existing schools or constructing new schools to 21st century standards.

By 2035, all school buildings in Portland provide a safe, warm, learning environment and meet life safety regulations. Portland's investment in education reflects pride of schools as honored places of learning.

Objective C: Expand community use of school sites

Today, many non-parents, older adults, and other community members don't use school sites. Likewise, many of the services that these people need are not found at their local community schools.

By 2035, neighborhood schools offer appropriate wrap-around community services, before- and after-school programs, parental engagement, and lifelong learning opportunities for all community members.

Objective D: Solidify public education partnerships

Today, education partners have limited formal coordination. This limits the attainment of mutual goals.

By 2035, public agencies involved in education have clear roles and responsibilities and have established strong partnerships.





Sustainability and the Natural Environment

Why is this important?

Having a healthy environment ensures a sustainable and resilient city given a changing climate. The health of the environment, its effects on human health and the financial health of the City. Our environmental resources (forests, trees, rivers and streams) perform valuable services: they help clean our air, cool our homes and give us places to relax. If our environment is not healthy, we must spend time and money to clean up pollution, to meet national standards and to keep the city healthy for Portlanders and wildlife. The design our homes, our energy consumption choices and how we plan the layout of our city all play a part in determining the health of our environment and how sustainable we will be.

Goal 1: Weave natural and urban environments to improve watershed health

- A. Green our urban landscapes to improve watershed health
- B. Protect, enhance and connect habitat for fish, wildlife and people
- C. Clean up and prevent future contamination of streams, land and groundwater

Goal 2: Reduce climate emissions and prepare for a changing climate

- A. Reduce building use
- B. Use renewable energy
- C. Reduce waste and shift consumption to lower carbon goods and services

Goal 3: Support community action to address climate change and improve watershed health

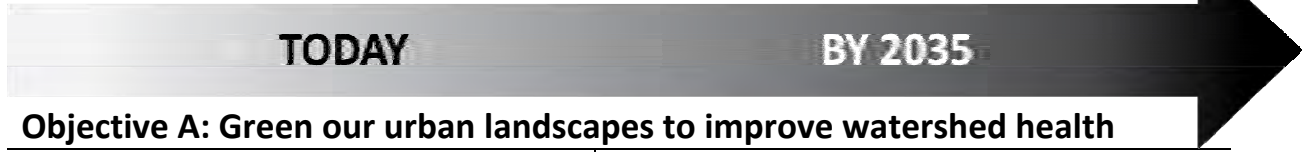
- A. Increase access to nature
- B. Facilitate and motivate community and individual action to support long-term environmental health

visionPDX statement: *We are a model of a sustainable city, and as such we proactively address key issues including transportation, development, energy and water use.*





Goal 1: Weave natural and urban environments to improve watershed health



Objective A: Green our urban landscapes to improve watershed health

Currently, ecoroofs, green streets and other sustainable stormwater facilities are relatively new approaches for managing stormwater. Tree canopy covers about 26% of the city, many tree deficient areas are also lower income neighborhoods that have air quality problems that impact public health.

By 2035, the amount of area covered by tree canopy, green streets, ecoroofs, landscaped swales and green spaces has increased by 10%. Fewer homes and businesses are at risk from flooding. Tree canopy covers at least one-third of the city, with many large canopy trees, and is equitably distributed.

Objective B: Protect, enhance and connect habitat for fish, wildlife and people

Currently, Portland has about 20,000 acres of good-quality natural resources. Yet, over 20 miles of waterways and 100 acres of wetland lack protections and invasive plants pose a threat. While some local populations of wildlife are self-sustaining, others are threatened with extinction.

By 2035, the total acreage, quality and connectivity of habitat are greater than in 2010. A diversity of critical habitats, (including floodplains, riparian areas, wetlands, oak groves, native forests and remnant native meadows) are protected, connected and enhanced. Sensitive wildlife species, including salmon, have reestablished self-sustaining populations. The spread of invasive plants and animals is controlled.

Objective C: Clean up and prevent future contamination of streams, land and groundwater

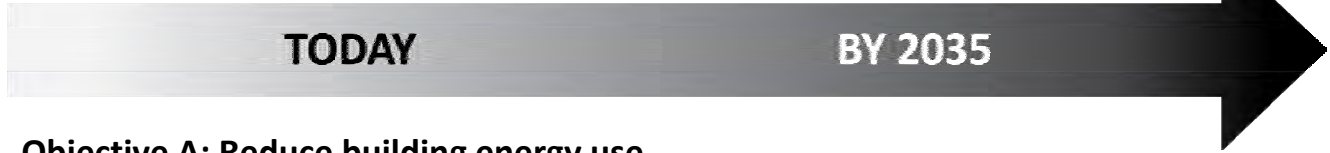
Currently the Willamette is clean enough to swim in, except during and after combined sewer overflows; however, the river's water quality is limited due to toxins and temperature. Most major streams have problems with water temperature, bacteria, sediment or toxics. Brownfields represent redevelopment opportunities in many commercial and industrial districts.

By 2035, the Willamette River and local streams meet clean water standards for temperature, bacteria and toxics; are swimmable; and have healthy populations of native fish. By 2035, reclaim 2/3 of existing brownfield areas, including harbor sites and sites throughout Portland's neighborhoods.





Goal 2: Reduce carbon emissions and prepare for a changing climate



Objective A: Reduce building energy use

Over the past 20 years, household energy use has increased by 19%. Buildings account for more than 40% of carbon emissions in Multnomah County.

By 2035, building energy use is 25% lower than current levels and affordable energy efficiency retrofit and weatherization options are available to all Portlanders.

Objective B: Use renewable energy

Today, only 15% of total local energy comes from renewable sources, such as wind and solar.

By 2035, double the amount of local energy that comes from renewable sources to at least 30%

Objective C: Reduce waste and shift consumption to lower carbon goods and services

Approximately 75% of what goes in landfills could be either recycled or composted, which would reduce carbon emissions and save money.

By 2035, the amount of solid waste generated is reduced by 25% and 90% of all waste generated is recovered.





Goal 3: Support community action to address climate change and improve watershed health



Objective A: Increase access to nature

Today, residents in some neighborhoods, like Forest Park and Lents, have access to nature in their neighborhoods. However, there are at least 27 Portland neighborhoods without access to high-value natural resources.

By 2035, access to nature is increased through school yard, park and natural habitat area improvement. By 2035, all Portlanders live within a half-mile walking distance of nature or a convenient transit connection to nature.

Objective B: Facilitate and motivate community and individual action to support long-term environmental health

Annually, about 18,000 people participate in environmental stewardship activities on their properties, volunteers provide about 450,000 hours of help at Portland parks, and about 33,000 children participate in Clean Rivers Education or other city-sponsored programs.

By 2035, Portlanders across all socio-economic and cultural groups understand the importance of watershed health and the effect of individual choices on energy use and climate change.

Human Health, Food and Public Safety

Why is this important?

Many Portlanders are not healthy and our rates of chronic disease are rising. Human health is a community issue, not just a personal one, because healthier people have greater opportunities to learn, play, think and innovate. Health is also a community issue because the place we live in can affect our health.

Goal 1: Make healthy food the easy and affordable choice

- A. Improve access to affordable healthful food in multiple retail settings
- B. Increase home-grown and locally-grown food
- C. Expand access to food education
- D. Decrease the number of Portlanders that rely on food assistance to meet their nutritional needs
- E. Foster and support the multi-tiered food economy





Human Health, Food and Public Safety

Goal 2: Increase participation in physical recreation

- A. Make sure all parts of the city have access to parks, recreational facilities and nature
- B. Increase participation in recreational programs and activities
- C. Expand physical activity opportunities for youth

Goal 3: Protect Portlanders from exposure to pollutants

- A. Improve outdoor air quality
- B. Maintain high quality and reliable drinking water and sewer services
- C. Reduce exposure to indoor air pollution and household toxics
- D. Reduce exposure to noise pollution

Goal 4: Promote safety and sense of security

- A. Reduce crime rates
- B. Improve the sense of safety in all neighborhoods
- C. Improve traffic safety
- D. Provide high quality and reliable safety services
- E. Improve public and private emergency preparedness
- F. Manage and maintain public infrastructure (water, sewer, public safety, civic buildings and trans. systems) to reduce risk to human health and safety.

Human Health, Food and Public Safety, *continued*

Goal 5: Improve access to health services

- A. Provide sufficient and coordinated social, mental and physical health services that are appropriate, accessible and affordable to underserved populations.

Goal 6: Public decisions benefit public health

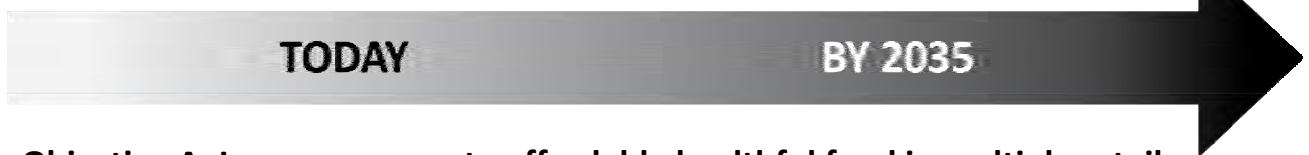
- A. Consider public health and health equity in public investment decisions

visionPDX: *We are a community whose members care about and are committed to our individual and collective well-being*





Goal 1: Make healthy food the easy and affordable choice



Objective A: Improve access to affordable healthful food in multiple retail settings

Today, 30% of Portlanders live within a ½-mile walking distance of a full service grocery or market. Pockets of North and Southeast Portland are underserved for full service grocery stores and farmers markets. In the lower-density neighborhoods of Southwest and East Portland, there are not currently enough people to support a viable grocery store within a ½ mile distance of every home.

By 2035, 90% of Portlanders live within ½-mile of an accessible retail location that sells healthy food (for example, a small or large grocery store, corner store, produce market or stand, farmers market, CSA, food co-op or buying club).

Objective B: Increase home-grown and locally-grown food

Today, regulations and lack of access to land are obstacles to growing and/or selling locally grown food in the city. There is currently a 1,300-person waiting list for community gardens.

By 2035, all Portlanders have opportunities to grow their own food or to purchase locally grown foods and there is no waiting list for community garden plots

Objective C: Expand access to food education

Today, Portlanders do not have equal access to education about food and nutrition.

In 2035, Portlanders of all ages and cultures have access to information and education about food production, preparation, purchasing and nutrition. All Portland school children receive gardening and healthy eating education.





Objective D: Decrease the number of Portlanders that rely on food assistance to meet their nutritional needs

Today, record numbers of Portlanders require emergency food assistance, such as food boxes, food stamps and emergency meals to meet their nutritional needs.

By 2035, the percentage of Portlanders who depend on food assistance has decreased by 50%.

Objective F: Foster and support the local multi-tiered food economy.

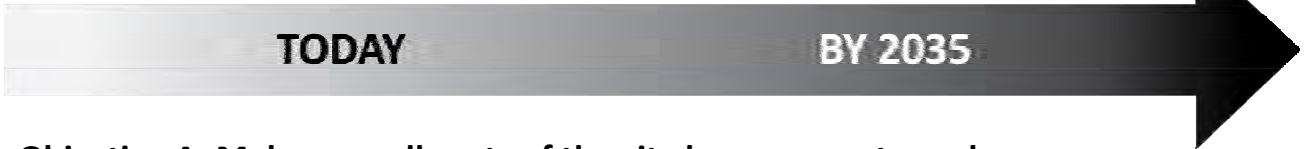
Currently, 3% of fresh produce sales are made at Portland farmers markets.

By 2035, the percentage of Portlanders who purchase food from direct-market businesses increases by 30%.





Goal 2: Increase participation in physical recreation



TODAY

BY 2035

Objective A: Make sure all parts of the city have access to parks, recreational facilities and nature

As of 2009, approximately 76% of Portlanders live within 1/2 mile of a developed park or a natural area.

By 2035, all Portlanders are within a 1/2 mile of a park or natural area, following a safe and accessible route.

Objective B: Increase participation in recreational programs and activities

In 2009, Portland Parks & Recreation's recreation and sports programs had an estimated 6.5 million visits and 7% of households registered for a course. 69% of Portlanders live within 3 miles of a full service community center.

By 2035, increase the annual visits to recreation centers by 20% and the percentage of Portland households who have registered for a class or program from 7% to 15%. All Portlanders are within 3 miles of a full service community center.

Objective C: Expand physical opportunities for youth

Today, more than half of Multnomah County's adults are either overweight or obese, and most Portland elementary school students receive less than half the amount of physical education recommended by the state (2½ hours per week).

By 2035, 60% of adults and 95% of children and teens are a healthy weight. All Portland school children receive the recommended 2½ hours of physical education during the school week.





Goal 3: Protect Portlanders from exposure to pollutants



TODAY

BY 2035

Objective A: Improve outdoor air quality

Today, Portland's air meets all federal air quality health standards; however, the amount of toxics in the air, like arsenic benzene and diesel soot, exceed Oregon's recommended standards.

By 2035, Portland's air quality has improved and meets all Oregon's recommended limits for air toxics and federal air pollutant standards.

Objective B: Maintain high quality and reliable water and sewer services

Today, some areas of Portland do not have water and sewer service that meets City standards. For example, over 12,000 properties in Portland are at risk of basement sewer backups during heavy storms. The water system currently meets all existing health standards.

By 2035, all Portlanders have reliable and affordable water and sewer service at a level that meets or exceeds both customer and regulatory standards.

Objective C: Reduce exposure to indoor air pollution and household toxics

Today, some Portlanders are exposed to unsafe levels of lead, radon, mold, tobacco smoke and other common household toxics.

By 2035, the City of Portland and partner agencies have reduced the purchase, release and use of persistent bio-accumulative toxics and other priority toxic and hazardous substances that present health or environmental risks by 60%.

Objective D: Reduce exposure to noise pollution

Today, some Portlanders experience chronic noise from sources like highways, aircrafts, railways and industry affects some Portlanders health and quality of life.

By 2035, Portlanders exposure to chronic noise pollution is reduced.





Goal 4: Promote safety and sense of security



TODAY

BY 2035

Objective A: Reduce crime rates

In 2008, Portland’s violent crime rate was 5.5 crimes per 1,000 people. This represents an over 50% decline over the past decade and is one of the lowest rates for similarly sized cities nationwide.

In 2035, Portland continues to have among the lowest rates of violent crimes (such as aggravated assault and domestic violence) of similarly sized cities in the nation.

Objective A: Improve the sense of safety in all neighborhoods

Today, 59% of Portlanders citywide report feeling safe walking alone at night in their neighborhoods. However, fewer than 30 percent of people feel safe walking alone at night in their neighborhoods in some areas of outer East and North Portland.

By 2035, 75% of Portlanders feel safe alone at night in their neighborhood.

Objective C: Improve traffic safety

In the five years from 2004-2008, 9,750 people were injured or killed in crashes in Portland. This is a 19% decrease from 1994-1998,

By 2035, continue to decrease the number of crash-related injuries and fatalities to achieve a 50% reduction from current levels.

Objective D: Provide high quality and reliable safety services

Today, Portland’s emergency response time is longer than desired. The average response time is 6 minutes and 49 seconds. Desired response time is 5 minutes and 20 seconds.

By 2035, emergency response calls meet response standards.





Objective E: Improve public and private emergency preparedness

Today, 56% of residents citywide indicated they are prepared to sustain themselves for 72 hours after a disaster.

Approximately 60% of the buildings in Portland were built prior to 1978 and prior to seismic strengthening building codes.

By 2035, 80% of residents indicate they are prepared to sustain themselves for 72 hours after a disaster. Buildings and infrastructure are able to withstand hazards at an appropriate level.

Objective F: Manage and maintain public infrastructure (drinking water, sewer, public safety, civic buildings and transportation systems) to reduce risk to human health and safety

Today, City bureaus collect a variety of data on their assets. However, most bureaus have limited capacity to predict likely failure modes for assets and have not estimated the likelihood of system failure.

In 2035, risk assessment of public infrastructure – including risks to public health and safety – is a standard City practice and is considered in investment decisions.





Goal 5: Improve access to health services



Objective A: Provide sufficient and coordinated social, mental and physical health services that are appropriate, accessible and affordable to underserved populations

Today, the Multnomah County Health Department is a major healthcare provider for low-income residents and operates an extensive and integrated system of care. In 2008, the Health Department provided services to over 66,000 clients, of which 97% had incomes below twice the federal poverty level.

In 2035, pending further consultation with Multnomah County.

Goal 6: Public decisions benefit public health



Objective A: Consider health impacts and health equity in public investment decisions

Today, most local jurisdictions do not have formal goals or methods to measure health impact of public decisions, nor are public investments made with explicit consideration for health equity impacts.

In 2035, Portland has health equity and outcome goals, objectives, and measures in policy and projects that help reduce disparities in health quality. As a result of the goals, objectives and measures, investment decisions consider impacts to health, accessibility, and affordability for underserved and vulnerable populations.





Transportation, Technology and Access

Why is this important?

We need transportation—sidewalks, bikes, buses, trains and cars—to get to work, to school and do every day things. We also need efficient transportation and access to keep the economy moving. Technology, especially the internet, is another way to improve transportation and access, providing easy access to news and information, educational and business opportunities. The internet can also make it easier to work from home. Other technologies can help us improve the efficiency of our transportation systems. We can also reduce the amount of transportation we need, and congestion, by making sure more destinations are accessible from where we live, and by making sure most people live near convenient transit.

Goal 1: Promote active and green transportation – biking, walking and transit

- A. Create complete 20-minute neighborhoods
- B. Reduce miles traveled by car
- C. Increase commuting by active and green modes
- D. Continue to link land use and transportation decisions

Goal 2: Build, manage and maintain an efficient transportation system

- A. Prioritize active and green transportation
- B. Improve efficiency of freight delivery
- C. Invest in maintenance
- D. Fill in the gaps in our transportation system
- E. Enhance efficiency

Goal 3: Improve connectivity for all to high speed internet access

- A. Increase affordability of high-speed internet access
- B. Increase use of the internet for public services
- C. Promote telecommuting
- D. Use intelligent systems

visionPDX: *People in all parts of Portland get around easily on foot, bikes, wheels and public transportation*





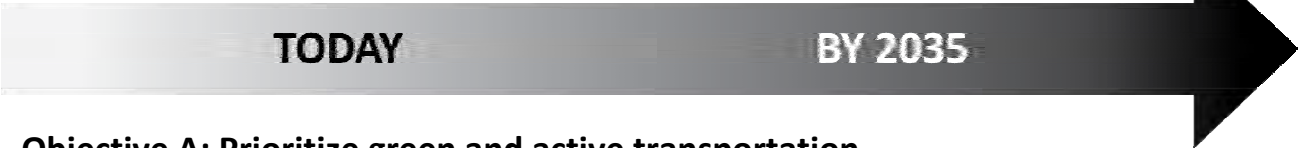
Goal 1: Promote active transportation – biking, walking and transit

TODAY	BY 2035
Objective A: Create complete 20-minute neighborhoods	
Today, about 26% of Portlanders live close enough to parks, businesses, frequent transit service, schools and other amenities to safely and easily walk or bike to meet their daily needs.	By 2035, create complete 20-minute neighborhoods where 90 percent of Portlanders can safely and easily walk or bike to local services and amenities to meet their household needs.
Objective B: Reduce miles traveled by car	
In 2006, U.S. residents traveled an average of 23.4 miles per day via car. In 2005, Portland residents traveled an average of 16 miles per day by car.	By 2035, Portland residents have reduced the number of miles they travel by car to 11 miles per day.
Objective C: Increase commuting by active and green modes	
Today, 27% of commuters walk, bike, take transit to work. Less than 1% of Portlanders telecommute.	By 2035, increase the number of commuters who walk, bike, take transit to work, or telecommute, to 70%.
Objective D: Continue to link land use and transportation decisions	
Today, local and regional land use plans emphasize focused compact growth in the central city, town centers, and near frequent service transit. In 2006, approximately 44% of new dwellings built in that year were located in Metro-designated mixed-use areas.	By 2035, approximately 75% of the new dwellings built in that year are located in Metro-designated centers and corridors





Goal 2: Build, manage and maintain an efficient transportation system



TODAY

BY 2035

Objective A: Prioritize green and active transportation

Today, most streets are designed and managed to meet mobility standards that focus on the movement of motor vehicles and don't consider other modes, like transit, walking and biking.

By 2035, streets are designed and managed to safely accommodate other modes of travel, and investments that improve the desirability and universal accessibility of transit, walking, rolling and biking, and universal accessibility are the first priority.

Objective B: Improve the efficiency of freight delivery

Currently, traffic congestion makes it difficult to move freight through the city, especially to the riverfront, airport and Central City.

By 2035, low-emission freight movement is prioritized over single occupancy vehicle travel on freight routes and in freight districts and investments are made to improve truck, rail, and harbor facilities.

Objective C: Invest in maintenance

Today, in order to keep up with maintenance of the transportation system (not including the Willamette River bridges or street paving) the City would need to spend an additional \$70 million per year. Properly maintaining the City's parks, water and sewer facilities would require an additional \$113 million per year.

By 2035, the maintenance backlog for city and partner agencies is reduced by 50%. All public agencies consider the needs of existing infrastructure before investing in new infrastructure.





Objective D: Fill the gaps in our transportation system

Today, Portland's transit and transportation systems don't serve all Portlanders well. In Cully, 36% of streets are substandard (compared with 19% citywide) and 9% are unimproved dirt and gravel roads (compared with 3% citywide). North and south bus service is also limited in East Portland.

By 2035, Portland's transit and transportation systems meet the needs of all Portlanders. Investments are prioritized in areas where the transit and transportation systems do not meet the basic needs of residents.

Objective E: Enhance efficiency

Today, many of Portland's intersections and highway interchanges are at or near capacity.

By 2035, Portland uses technological innovations to enhance the operational efficiency of the transportation system, decrease congestion and reduce air pollution.





Goal 3: Improve individual access to technology and information



TODAY

BY 2035

Objective A: Increase affordability of high speed internet access

Today, options for high-speed internet access are not available in all Portland neighborhoods and high-speed internet access is too expensive for many residents.

By 2035, all Portlanders have access to affordable high-speed internet service, equipment and training.

Objective B: Increase use of the internet for government services

Today, public agencies use the internet and social media to engage the community and provide information. However, government's use of the internet is still in its early phases and public agencies have a lot to learn about engaging communities through technology.

By 2035, public agencies use broadband internet as a tool for enhancing civic engagement, government responsiveness, reducing carbon emissions, workforce development, healthcare, education and emergency preparedness.

Objective C: Promote telecommuting

Today, less than 1% of Portlanders telecommute.

By 2035, at least 2.5% of Portlanders telecommute.

Objective D: Use intelligent systems

Today, many people access traffic information on the internet, but more advanced information and traffic management systems are not in place.

By 2035, Portland has reduced trips and travel times using online and mobile resources and information technology systems (ITS) to provide real-time transportation information and manage the flow of traffic.





Equity, Quality of Life and Civic Engagement

Why is this important

As Portland's population continues to grow and become more diverse, civic engagement will be essential to improving equity. As more people participate in community events, volunteer for local organizations and speak up in official forums, more voices will be heard and new ideas shared. Civic engagement supports the ability of our community to cultivate inclusive public decision-making processes. A strong civic life can help nurture socially cohesive and safe neighborhoods and improve all Portlanders' quality of life.

Goal 1: Ensure equitable opportunities and outcomes

- A. Reduce disparities across all plan areas
- B. Ensure accountability for public agency decision-making and implementation
- C. Ensure that the city does business in an equitable manner

Goal 2: Civic engagement

- A. Increase the number and diversity of people involved in their communities
- B. Strengthen community capacity
- C. Increase community impact on public decisions

Goal 3: Activate Portland Plan implementers

- A. Recognize and support community-based assets, processes and solutions to implement Portland Plan strategies
- B. Create an environment in which people can practice self-determination or join with others
- C. Advance social connections and relationships to implement Portland Plan strategies

Goal 4: Deliver goods and services

- A. Maintain investments and infrastructure
- B. Plan and invest to maintain value and reduce risk

visionPDX statement: *Portland's different populations should have equitable access to the city's offerings.*





Goal 1: Ensure equitable opportunities and outcomes



TODAY

BY 2035

Objective A: Reduce disparities across all plan areas

Today, Portlanders experience disparities in income, education, accessibility, infrastructure and equitable access to food, transportation, jobs and affordable quality housing. For example, the median household income of Black or African American Portlanders is only 52% of the citywide median household income.

By 2035 (or sooner) Portland is a place where your future is not limited by your race, gender, sexuality, disability, age, where you were born, or where you live.

Objective B: Ensure accountability for public agency decision-making and implementation

Today, public agencies track and report on minority contracting, workforce diversity and some infrastructure deficiencies by geography, but they lack comprehensive service equity and policy assessments and do not have disparity reduction measurables.

By 2035, the principles and measures of equity are monitored at multiple levels, before, during, and after actions are taken. Public agencies can demonstrate measurable reductions in disparities.

Objective C: Ensure the city does business in an equitable manner

Today, Portland is an emerging national leader in environmental sustainability and green technology, but in many cases social and economic disparities are worse here than in other similarly sized cities. For example, on measures of income, poverty, and education, communities of color in Multnomah County experience outcomes that are 15 to 20% worse than those same communities in Seattle.

By 2035, Portland is a national leader in the development of 21st century business practices and tools that reduce disparity and promote equitable outcomes, and Portland is a place where communities of color are prosperous and have real opportunity. Public agencies routinely pass equity reviews, and clients and communities express satisfaction with public access and involvement.





Goal 2: Civic engagement



TODAY

BY 2035

Objective A: Increase the number and diversity of people involved in their communities

Today, some Portlanders have better access to decision-makers and know how to affect change in their communities. However, many do not participate in civic affairs due to barriers, such as cultural distrust of government, hard-to-find and hard-to-reach meeting locations, lack of translation services and meeting times that conflict with work, to name a few.

By 2035, local public agencies identify, reach out to, and encourage participation of the community in its full diversity. Culturally appropriate and effective strategies are used to involve diverse constituencies. Staff regularly follows up with under-represented groups to evaluate the involvement process.

Objective B: Strengthen community capacity

Today, local civics education is not included in school programming nor is civics education or education about community organizing widely available to adults. As a result, not all Portland communities participate in civic affairs equally.

By 2035, Portland has developed a culture of lifelong civic engagement. All Portlanders know how to participate in civic affairs, contribute solutions to community issues and are respected civic advisors. Public involvement processes leave communities stronger and better informed.

Objective C: Increase community impact on public decisions

Today, despite strong organizational and resource commitments to civic engagement in Portland’s local governments, it is hard to tell how public input is incorporated into decision-making.

By 2035, local public decision-making is responsive and accountable to community input, resulting in better decisions and strong community support. Early involvement is common.





Goal 3: Activate Portland Plan implementers



Objective A: Recognize and support community-based assets, processes and solutions to implement the Portland Plan strategies

Today Portland has one of the highest rates of volunteerism in the nation.

By 2035, Portlanders have harnessed this civic energy, and many different community-based organizations are taking their own actions to carry out community goals and objectives.

Objective B: Create an environment in which people can practice self-determination or join with others

Today parts of Portland have relatively high voter turnout, especially during national elections. However, participation in local civic decision-making is often low and unevenly distributed. Some areas do not have active neighborhood or business associations, and participation is often confined to a narrow spectrum of people.

By 2035 there are a wide variety of local civic organizations, and those organizations are accessible to a diverse spectrum of Portlanders. Voter turnout is high in all parts of the City. Public involvement processes leave communities stronger and better informed.

Objective C: Advance social connections and relationships to implement Portland Plan strategies

Today, communication of public agency objectives is sometimes one-way, with feedback given only in formal settings, such as public hearings.

By 2035, Public involvement processes invest and develop long term collaborative relationships with community partners and stakeholders. Public agency staff has consistent and reliable connections with stakeholders and community groups that facilitate effective two-way communications.





Goal 4: Deliver goods and services



Objective A: Maintain Investments and Infrastructure

Today, the annual funding gap for the maintenance of parks, water, and sewer and transportation facilities, not including the Willamette River Bridges or local street paving, is over \$180 million,

By 2035, the maintenance backlog for City and partner agencies is reduced by 50%. All public agencies consider the needs of existing infrastructure before investing in new.

Objective B: Plan and invest to maintain value and reduce risk

Today, City agencies are beginning to implement asset management systems to track condition of infrastructure, and identify risks.

By 2035, public agencies plan and invest in public facilities and track assets, in ways that provide long-term value, reduce risk for people and the environment, and are cost effective. All Portlanders benefit from and contribute to community service and infrastructure investment costs equitably.





Design, Planning and Public Spaces

Why is this important?

Portland is full of important and distinctive places. Places where people like to walk, meet, play and eat. Places that help people find their way around town and places that help shape city form, structure and identity. Portlanders value the individual character of these places. As Portland evolves, it is essential to understand which of Portland's places we need to protect and enhance and what new places we need to create. Understanding these elements will help us manage growth and integrate development in ways that improve equity and social, economic and environmental sustainability.

Goal 1: Create 20-minute complete neighborhoods

- A. Promote walkable complete neighborhoods
- B. Foster vibrant neighborhood business districts
- C. Create public space as part of complete neighborhoods
- D. Increase access to parks
- E. Strengthen schools as centers of community
- F. Foster eco-districts

Goal 2: Build on Portland's distinctive qualities

- A. Protect landmark features
- B. Respect and enhance neighborhood character
- C. Make historic preservation integral to sustainability and community development

Goal 3: Cultivate streets as places

- A. Design streets for multiple community uses
- B. Promote residential streets as settings for community life
- C. Improve the design of high-profile streets

Goal 4: Create city greenways and river connections

- A. Create a network of city greenways
- B. Increase public connections to the rivers
- C. Foster an interconnected system of habitat corridors





Design, Planning and Public Spaces, continued

Goal 5: Enhance Portland's major centers

- A. Continue to support a vibrant Central City
- B. Foster economic growth and civic improvements in Gateway

visionPDX: *Our city is compact, green, dynamic and accessible to all Portlanders. We value our public, open and natural spaces as well as our safe, comfortable streets.*





Goal 1: Create 20-minute complete neighborhoods



Objective A: Promote walkable complete neighborhoods

Today, 26% of Portlanders live close enough to parks, businesses, frequent transit service, schools and other amenities to safely and easily walk or bike to meet their daily needs.

By 2035, 90% of Portlanders have access to economically healthy commercial districts that provide basic goods and services. The street system and built environment makes active transportation—whether walking and biking, or by wheelchair -- preferred ways of accessing local destinations and transit.

Objective B: Foster vibrant neighborhood business districts

Today, in some neighborhoods, main street commercial districts have become a focus of community activity and identity, but many other areas of the city lack active neighborhood business districts.

By 2035, main streets and other commercial areas are thriving hubs of community activity and services for neighborhoods across the city. Community economic development efforts have included a focus on underserved areas, so that most Portlanders now have a neighborhood business district close by.

Objective C: Create public space as part of complete neighborhoods

Currently, outside of downtown, our regional or town centers do not have public squares or other significant spaces for public gatherings.

By 2035, all designated regional and town centers (Gateway, Lents, St. Johns, Hollywood, Hillsdale and West Portland) have a public square or other dedicated public gathering space.





Objective D: Increase access to parks

Today, about $\frac{3}{4}$ of Portlanders live within a $\frac{1}{2}$ mile of a park, some of which are underdeveloped, while public space demands are changing as increasing numbers of people live in multifamily housing without the open space provided by backyards.

By 2035, all Portlanders are within a $\frac{1}{2}$ mile walk of a developed neighborhood park. In centers and other higher-density areas, residents are within $\frac{1}{4}$ mile of a park, garden, plaza, or other green space that provides high quality recreation and open space experiences.

Objective E: Strengthen schools as centers of community

Today, schools are key community assets that are widely distributed across the city, and are often the only public facility in areas with few community services. However, many schools lack services that could make them a valuable community resource for non-parents, older adults, and other community members.

By 2035, neighborhood schools offer appropriate community services, after-school programs, parental engagement, and recreational opportunities for all community members.

Objective F: Foster eco-districts

Today, sustainable development approaches mostly focus on individual buildings. Little has yet been done to benefit from the greater efficiencies and far-reaching opportunities provided by district-scale approaches to sustainable development.

By 2035, district-scale approaches to sustainable development have become the norm. New development is focused around compact community hubs that maximize energy and infrastructure efficiencies, minimize environmental impacts, and create opportunities for district energy systems and other eco-district approaches.





Goal 2: Build on Portland’s distinctive qualities



TODAY

BY 2035

Objective A: Protect landmark features

Today, Portland has many prominent features and landmarks, both natural and built, such as hills, bridges, rivers and roads, open spaces and urban crossroads and historic resources that are key to Portland’s sense of place.

By 2035, citywide growth and change is guided in ways that acknowledge, preserve and enhance Portland’s most prominent and cherished features and landmarks. New community landmarks and connections have been created in places of emerging civic importance.

Objective B: Respect and enhance neighborhood character

Today, Portland’s neighborhoods have distinct characteristics valued by Portlanders, but regulations tend to follow a “one size fits all” approach that results in development that is often not responsive to community character.

By 2035, the design of new development and public infrastructure respects and enhances the distinctive characteristics and history of Portland’s neighborhood and districts. These include the three primary neighborhood geographies (Western, Inner and Eastern), the Central City and the industrial districts.

Objective C: Make historic preservation integral to sustainability and community development

Today, historic resources contribute significantly to Portland’s identity and neighborhood character, but there are numerous challenges. Increased efforts are needed to link historic preservation and sustainability and to development strategies for protecting historic resources throughout the city to ensure their longevity. , compromising their long-term viability.

By 2035, preservation and reuse of historic buildings is integrated into Portland’s sustainable development strategies and vulnerable buildings, such as schools and Downtown’s historic masonry buildings have been seismically retrofitted. Throughout the city, strategies have been implemented that promote historic preservation, energy retrofits and other measures that link preservation and sustainability.





Goal 3: Cultivate streets as places



TODAY

BY 2035

Objective A: Design streets for multiple community uses

Today, streets are the most widespread type of public space, occupying 18% of Portland's land area – up to 40% of land in some neighborhoods, but the majority of this street space is designed and managed primarily for automobiles.

By 2035, streets serve a broad range of community purposes and some are prioritized for pedestrians and bicycles. Besides helping people get from here to there, they serve as places for community interaction, environmental function, open space, recreation and other community purposes.

Objective B: Promote residential streets as settings for community life:

Currently, there are no measures of Portlanders' views of how well their streets are serving non-transportation community functions, although they often serve as places where neighbors interact and children play.

By 2035, the majority of Portlanders consider their residential streets as safe places to socialize with neighbors and for children to play.

Objective C: Improve the design of high-profile streets

Today, high-profile streets such as Sandy, Foster, and Barbur, primarily function as transportation thoroughfares, and their most prominent characteristics are often multiple lanes of traffic and large amounts of pavement.

By 2035, Portland's high-profile major streets have become prominent urban places where increasing numbers of people live and work and whose design and green features are sources of community pride and minimize environmental impacts.





Goal 4: Create citywide greenways and river connections

TODAY

BY 2035

Objective A: Create a network of city greenways

The region has nearly completed the 40-mile loop giving Portlanders access to natural areas around the city, but this popular system of greenways has few connections into neighborhoods.

By 2035, greenways provide attractive pedestrian and bicycle connections to natural areas and link parks, neighborhoods, schools, commercial districts and other destinations. 90% of Portlanders are within ½ mile of a greenway.

Objective B: Increase public connections to the rivers

Multiple barriers and few access points limit the ability of Portlanders to access the Willamette and Columbia rivers.

By 2035, Portlanders have convenient access to the Willamette and Columbia rivers, reinforcing Portland's orientation to its rivers.

Objective C: Foster an interconnected system of habitat corridors

Habitat areas are sometimes disconnected, and some existing habitat corridors are at risk of losing their continuity.

By 2035, an interconnected system of forest, river and stream habitat corridors are restored and enhanced. They weave nature into the city and serve as a key part of Portland's urban form and identity.





Goal 5: Enhance Portland’s major centers



TODAY

BY 2035

Objective A: Continue to support a vibrant Central City

Today, about 34,000 people (6% of the city's population living in 23,000 housing units) live in the Central City. The Central City is home to 135,000 jobs—that’s 34% of all jobs in the City of Portland and 14% of all jobs in the region.

By 2035, the Central City is a vibrant urban hub that supports the commercial and cultural life of the city and region, and that accommodates an increased share of the region’s housing and jobs growth. By 2035, the Central City will have added:

- 35,000 Housing units (for a total of 59,000 housing units)
- 74,000 Jobs (for a total of 209,000 jobs)

Objective B: Foster economic growth and civic improvements in Gateway

Today, the Gateway district is zoned for a scale of urban development second only to the Central City, but it is not a major center of jobs or of civic and cultural institutions that serve all of East Portland.

By 2035, Gateway is a thriving urban center that supports the commercial and cultural life of East Portland. It is a major job center and is home to a concentration of civic, cultural and educational institutions.





Neighborhoods and Housing

Why is this important?

Meeting daily needs and finding common services near your home are essential to reducing household costs. Easy access to services is necessary for complete, affordable neighborhoods.

Goal 1: Foster inclusive neighborhoods across the city that meet the evolving housing needs of our growing population

- A. Promote the physical accessibility of neighborhoods and housing for people of all ages and abilities
- B. Increase housing options for all families with children throughout the city
- C. Accommodate the demand for diverse housing options in all neighborhoods
- D. Link housing, including affordable housing, to transportation options, services, high-performing schools, employment and neighborhood amenities
- E. Increase private investment in production of housing of all types/prices

Goal 2: Support equitable access to opportunity

- A. Increase and sustain minority homeownership
- B. Promote stability for existing residents and businesses as revitalization occurs
- C. Broaden the distribution of affordable housing options
- D. Eliminate discriminatory housing practices

Goal 3: Ensure Portland's housing is safe, sustainable, of good quality and fits the neighborhood

- A. Remedy unhealthy, inefficient and unsafe housing condition
- B. Promote use of resource-efficient and non-toxic materials and energy-efficient practices
- C. Promote quality design that builds neighborhood identity and livability

Goal 4: Expand access to housing

- A. Prevent homelessness and reduce time spent homeless
- B. Reduce the burden on households paying too much for housing, utilities and transportation





Neighborhoods & Housing

- C. Preserve and increase the supply of housing for seniors, persons with disabilities and other low-income households

visionPDX statement: *We have access to and can afford to live in a variety of housing choices geared to our diverse populations.*





Goal 1: Foster inclusive neighborhoods across the city that meet the evolving housing needs of our growing population



TODAY

BY 2035

Objective A: Promote the physical accessibility of neighborhoods and housing for people of all abilities and ages

Today, about 15% of Portlanders over 5 years old have some form of disability. Adults 65 and older are about 10% of the population, and their share of the population is expected to increase dramatically. Much of our housing does not meet the needs of older adults or Portlanders with disabilities.

By 2035, more Portland housing units and sidewalks are accessible to people of all ages and abilities because universal design and barrier-free designs are used.

Objective B: Increase the housing options for all families with children throughout the city

Today, some Portland neighborhoods do not offer a range of affordable family-friendly housing near transit.

By 2035, there are more affordable large housing units (2+bedrooms) in areas, like Gateway and the Central City, that are near transit.

Objective C: Accommodate the demand for diverse housing options in all neighborhoods

Today, many neighborhoods do not include a variety of housing types. For example, in North Portland, 74% of dwellings are single-family homes.

By 2035, neighborhoods have greater variety of housing types so that Portlanders have more options to choose where to live.





Objective D: Link housing, including affordable housing, to transportation options, services, high-performing schools, employment and neighborhood amenities

Today, 45% of Portlanders live close enough to frequent transit service, parks, businesses, schools and other neighborhood amenities that meet their daily needs.

By 2035, create effective and efficient linkages that will enable 90% of Portlanders to live in neighborhoods that are close to frequent transit services, parks, businesses, schools and other amenities that meet their daily needs.

Objective E: Increase private investment in production of housing of all types and prices

Today, some moderate-income households cannot find or afford appropriate housing near work and good transit.

By 2035, Portland has increased the share of housing units that meet the needs of moderate and middle-income households.





Goal 2: Support equitable access to opportunity



TODAY

BY 2035

Objective A: Increase and sustain minority homeownership

Today, 45% of minority households own their own homes. In comparison, 62% of white households own their own homes.

By 2035, minority households own homes at the same rate as white households.

Objective B: Promote stability for existing residents and businesses as revitalization occurs

Today, Portland's inner city neighborhoods have experienced revitalization that often translates into increased home values, loss of local businesses and displacement of renters.

By 2035, establish strategies that mitigate the impacts of displacement and fosters local businesses and mixed-income, mixed-tenure communities in revitalizing neighborhoods of the City.

Objective C: Broaden the distribution of affordable housing options

Today, affordable rental and homeownership options are not available uniformly across various geographic areas of Portland. For example, the median home price in West Portland is \$339,000 as compared to the median home value of \$227,000 in North Portland. Similarly, the average rent for a 1 bed/1bath in Southeast Portland is \$685 while the same type of unit rents for an average \$750 in North/Northeast Portland.

By 2035, broaden the distribution of housing options such that affordable ownership and rental units are available all through the city and not just in specific geographic areas like North or East Portland.

Objective D: Eliminate discriminatory housing practices

Today, discrimination based on a variety of factors like mental or physical ability, race, ethnicity, sexual orientation, family status or income status, continues to persist in the housing market.

By 2035, implement recommendations in the Fair Housing Plan that addresses all identified impediments to fair housing issues including expansion of existing fair housing services, working with landlords and property management industry to lower income to rent ratios, multi-language rental application forms etc.





Goal 3: Ensure Portland’s housing is safe, sustainable of good quality and fits the neighborhood



TODAY

BY 2035

Objective A: Remedy unhealthy, inefficient and unsafe housing conditions

Today, some of Portland’s housing is in substandard condition with structural and seismic safety defects, poor air quality and/or the presence of lead and asbestos.

By 2035, bring 99% of the existing housing stock is up to a basic standard of health, efficiency and safety and double the rate of seismic retrofitting.

Objective B: Promote use of resource-efficient and non-toxic materials and energy-efficient practices

Today, an estimated 137,000 units (55% of all housing units) in the City of Portland have not been weatherized. Today, about 20% of our carbon emissions come from generating the energy used to power household appliances and heat and cool our homes.

By 2035, all housing units have been weatherized. This will require weatherizing about 5,000 housing units per year.

Objective C: Promote quality design that builds neighborhood identity and livability

Today, infill development in several neighborhoods have resulted in housing units that are very different in appearance and quality than most of the other housing in the area.

By 2035, ensure that most infill development results in construction of housing units that blends in with existing character of the neighborhood and does not appear out of place.





Goal 4: Expand access to housing



TODAY

BY 2035

Objective A: Prevent homelessness and reduce time spent homeless

Today, almost 1% of Portland’s population is homeless. The homeless include both individuals and families with children.

By 2035, Portland has a safety net in place that prevents homelessness and reduces the time spent homeless for those that are already homeless.

Objective B: Reduce the burden on households paying too much for housing, utilities and transportation

Today, many lower income households spend more than 70% of their income on housing and transportation costs.

By 2035, at least 70% of all households (owners and renters) are not cost burdened. A “cost burdened” household is one that spends more than 50% of household income on housing and transportation costs. This could be accomplished by locating more housing near transit.

Objective C: Preserve and increase the supply of housing for seniors, persons with disabilities and other low-income households

Today, only about 21,000 housing units are available to serve the needs of working low-income households or households that depend upon Social Security or disability payments

By 2035, preserve and add to the supply of affordable housing such that no less than 15% of the total stock remains affordable at any given time to low-income seniors, persons with disabilities and other low-income households.





Art, Culture and Innovation

Why is this important?

Arts and cultural activities introduce people to new ideas, ways to communicate and modes of thinking. Exposure to these things can generate creative thoughts in working and daily life. Cultural life plays a key role in creating and sustaining the city's distinctiveness, which is one of Portland's core values. It is important that all Portlanders have access to arts and to arts education, and that the region invests in homegrown talent in addition to attracting talent from elsewhere in the country.

Goal 1: Improve access to art

- A. Expand arts education in K-12 schools
- B. Increase access to the arts in neighborhoods
- C. Increase public funding for the arts
- D. Foster the diversity of arts and culture in Portland

Goal 2: Enhance art as an economic development engine

- A. Grow a strong arts and culture infrastructure, with thriving creative industries and cultural tourism
- B. Improve access to space for artists and organizations

visionPDX statement: *Portlanders create, appreciate and have access to a variety of arts and culture, reflecting our community's heart and soul.*





Goal 1: Improve access to the arts



Objective A: Expand arts education in K-12 Schools:

Today, there are few arts and culture specialists in city schools. For example, Portland Public Schools has only 1 arts instructor for every 500 students in the K-8 program.

By 2035, all of Portland’s K-12 schools have regular access to arts education (dance, music, etc.), with expanded resources for training and professional development.

Objective B: Increase access to the arts in neighborhoods

Today, many neighborhoods have limited options for arts and culture experiences.

By 2035, residents in all neighborhoods have nearby access to arts venues, instruction and community arts events.

Objective C: Increase public funding for the arts

Today, Portland trails many other U.S. cities in per-capita public arts funding, challenging the vitality and sustainability of our arts and culture organizations.

By 2035, Portland is a national leader in per-capita public arts funding. A reliable source of public funding advances the health of existing institutions, and encourages and supports new endeavors (arts education, access, and spaces).

Objective D: Foster the diversity of arts and culture in Portland

Today, many under-represented communities in Portland experience a lack of equitable access to arts and culture experiences and resources.

By 2035, all of Portland’s diverse communities have equitable access to experiences and resources as audience members, artists, and organizations in a welcoming and inclusive culture





Goal 2: Enhance art as an economic development engine



Objective A: Grow a strong arts and culture infrastructure, with thriving arts-related businesses and a strong cultural tourism industry

Today, Portland is a highly sought-after destination for emerging and established creatives, but we risk losing their talents (which tremendously benefit the business sector and drive innovations in our companies) due to lack of funding and services for artists and arts organizations.

By 2035, Portland proactively supports and invests in its creative talent and leverages its arts and culture community to drive innovation and economic growth.

Objective B: Improve access to space for artists and organizations

Today, many artists lack affordable, accessible exhibition, office, and live/work spaces.

By 2035, artists have a well-established network for finding performance, exhibition, studio and live/work space.

