



# The Portland Plan

A 25-year strategic plan  
with five-year actions to make  
Portland prosperous, healthy and  
rich in opportunity for all



Bureau of Planning and Sustainability  
Innovation. Collaboration. Practical Solutions.



# Seeking alignment of actions around shared priorities

City of Portland | Metro | Multnomah County  
Portland State University | Oregon Health & Science University  
Portland Public Schools | Parkrose School District  
Centennial School District | David Douglas School District  
Reynolds School District | Worksystems, Inc.  
Portland Community College | TriMet | ODOT  
Mt Hood Community College | University of Oregon  
Portland Development Commission |  
Housing Authority of Portland  
East Multnomah Soil & Water Conservation District  
West Multnomah Soil & Water Conservation District  
Multnomah County Drainage District No. 1



# The Portland Plan

Background Reports  
Facts

Action Areas

Draft Strategies

Comprehensive Plan

- Policies
- Map
- Citywide Systems Plan

5 Year Action Plan

25 Year Strategy Objectives

CC2035 Policy Framework

CC2035 District Plans

Other District Plans



# Portland Plan Action Areas



Prosperity and Business  
Success



Equity, Civic Engagement  
and Quality of Life



Transportation, Technology  
and Access



Human Health, Food and  
Public Safety



Neighborhoods and Housing



Sustainability and the  
Natural Environment



Education and Skill  
Development



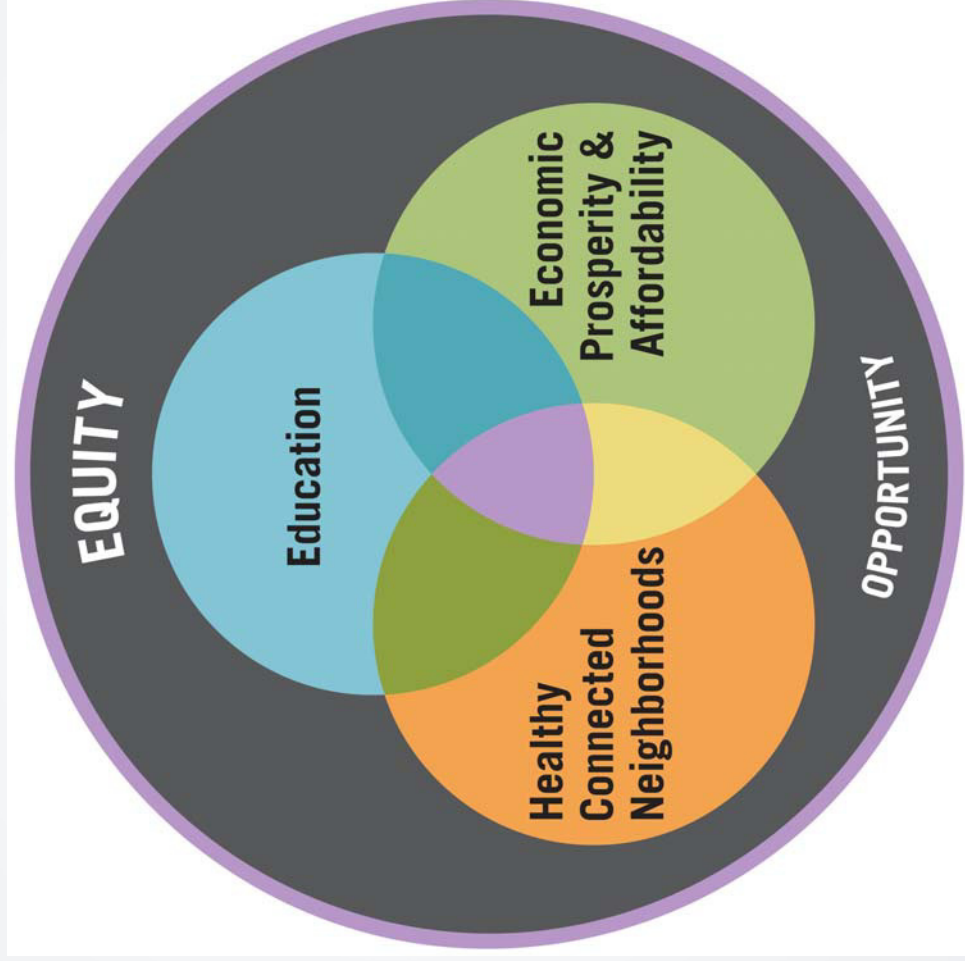
Art, Culture and Innovation



Design, Planning and Public  
Spaces



# Draft Strategies





# Equity



# Equity Definition

**We achieve equity when everyone has access to opportunities necessary to satisfy essential needs, advance their well-being, and achieve their full potential.**

## **An equity agenda must:**

1. Reduce critical disparities
2. Increase transparency/accountability in public engagement
3. Track and report expenditures
4. Meet and exceed civil rights and accessibility laws
5. Include actions taken by both public and private sectors



# Why Equity?

- Prosperity: We all win when everyone achieves their full potential.
- Resilience: We need a prepared population to secure our future (have position in global economy, address climate change, etc).
- Prevention: The cost of disparity is high (socially and fiscally).





# Equity Initiative - Elements

1. Reduce disparities across all plan strategies, starting with the most severe inequities.
2. Ensure accountability and implementation of the equity initiative.
3. Ensure the City does business in an equitable manner.

# Education



# Why Education?

- Only 1 in 3 high school graduates continue their education.
- Graduation rates and participation in higher education is low, and is disproportionately low for students of color and youth in poverty.
- Youth lack supports necessary to succeed in school.
- Too few children participate in early childhood education.
- Public school facilities are aging, and the backlog of maintenance is large.

# Education Goals

1. Improve student success through community-wide collaborative efforts.
2. Address the disproportionately negative outcomes experienced by low-income youth and youth of color.
3. More tightly link schools and neighborhood vitality for benefits to both.



# Education: Efforts and Investments

- Cradle to Career initiative
- School, neighborhood and community-based programs that support youth
- Workforce preparation and skill-building
- 21<sup>st</sup> century school facilities





# Cradle to Career Goals

Every child will:

- Be **PREPARED** for school.
- Be **SUPPORTED** inside and outside of school.
- **SUCCEED** academically.
- **ENROLL** in some form of college.
- **GRADUATE** and enter a career.



# Economic Prosperity and Affordability



# Why Economic Prosperity and Affordability?

- The “working poor” made up 23% of Multnomah County households in 2005-2007 (before the recent recession).
- Average wages in Multnomah County have not kept up with the rising costs of Living. We are in danger of losing our middle class.
- Median household income among black and Native American residents is only 47% and 48% of the citywide median, respectively (2008).
- Regional job growth has not been fast enough to bring down Multnomah County unemployment rates.

# Economic Prosperity and Affordability Goals

1. Increase traded-sector job growth.
2. Define success as both business growth and the better meeting economic needs of households.
3. Expand economic opportunities to support all Portlanders and an increasingly diverse population.
4. Expand economic opportunities for individuals to succeed.



# Economic Prosperity and Affordability: Efforts and Investments

- Business success and living-wage job growth
- Household prosperity and affordability

- Traded-sector job growth (target clusters)
- Urban Innovation (green business and higher ed.)
- Trade Gateway & Freight
- Growing Employment Districts
  - Central City
  - Industrial land supply
  - Institutions





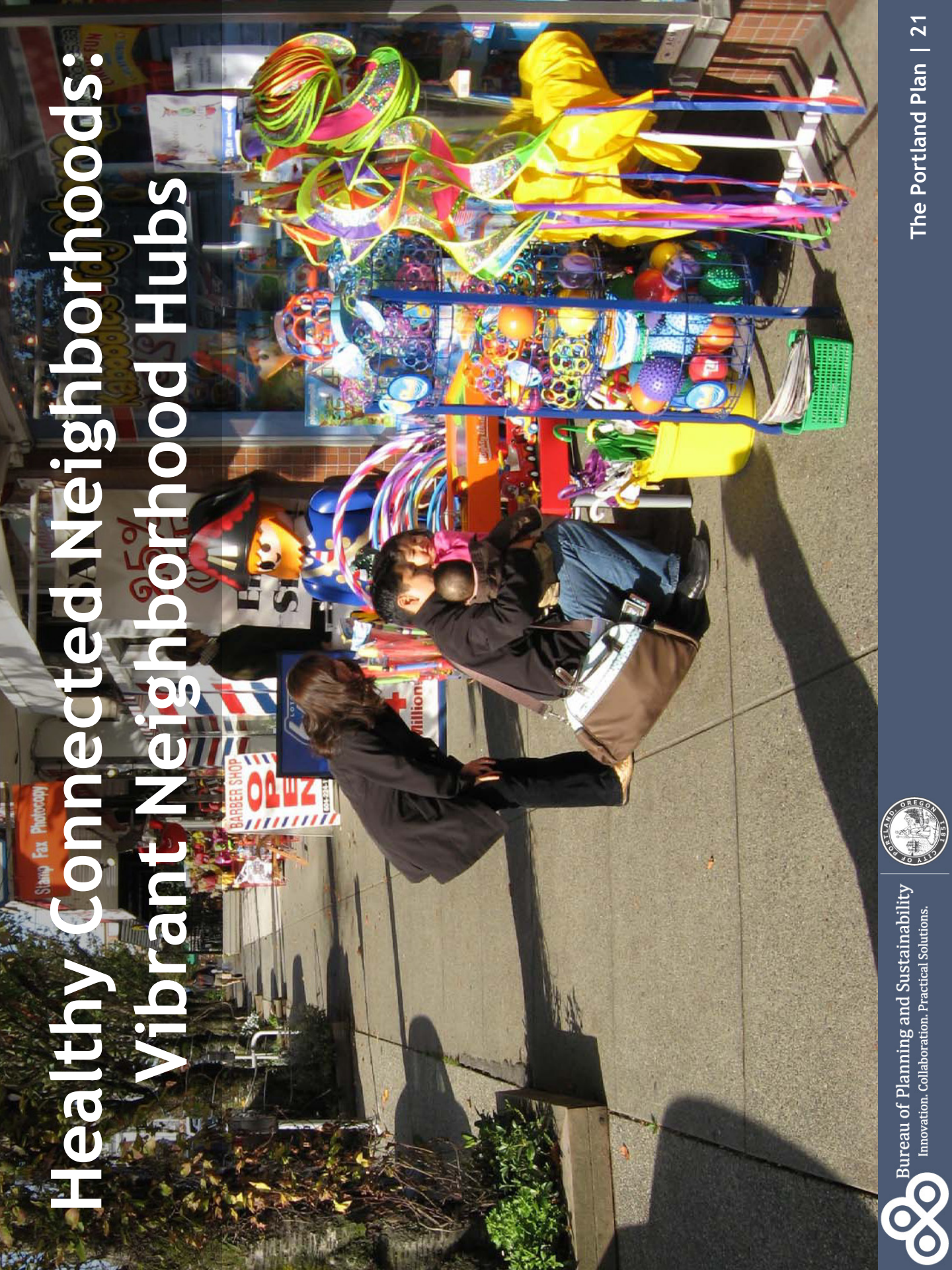
# Economic Prosperity and Affordability: Efforts and Investments

- Business success and living-wage job growth
- Household prosperity and affordability

- Access to Housing
- Education and job training aligned with industry needs
- Neighborhood business development
- Household Security



# Healthy Connected Neighborhoods: Vibrant Neighborhood Hubs



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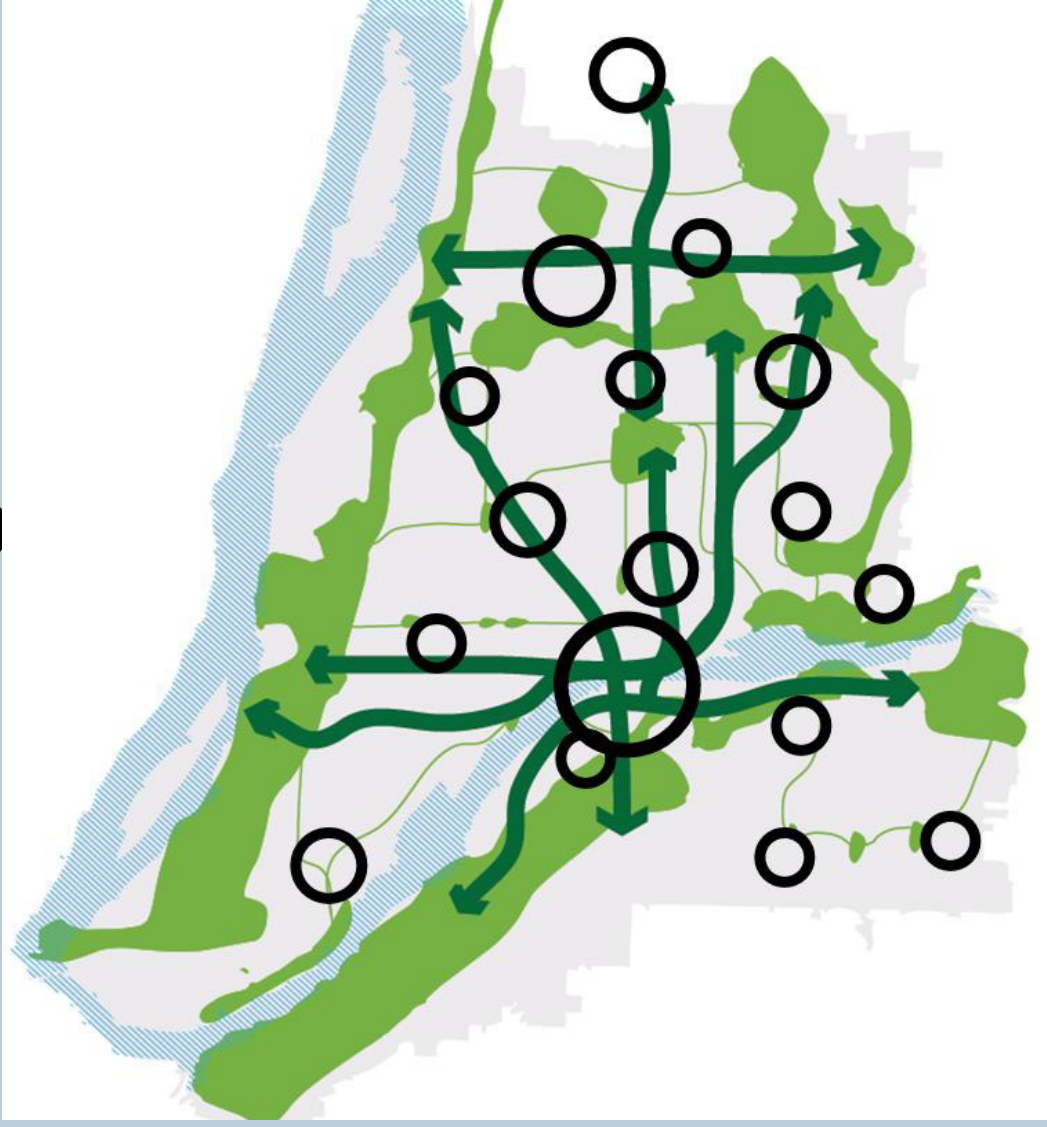
# Why Healthy Connected Neighborhoods?

- Public health is significantly impacted by our neighborhoods and transportation systems. There is uneven access to recreation and nature in the city.
- We have 157 miles of designated main streets and commercial corridors (our current plans lack focus).
- Green/active transportation and a trip reduction framework are necessary to achieve emission reduction goals.
- Households are increasingly burdened by combined cost of housing and transportation.
- Many areas of Portland lack access to healthy food.



# Healthy Connected Neighborhoods

- Vibrant Neighborhood Hubs
- City GreenWays
- Health in Decision Making



# Healthy Connected Neighborhoods Goals

1. Enhance human health.
2. Enhance environmental health.
3. A network of strong, diverse, well designed and connected neighborhoods, hubs and natural areas.





# Healthy Connected Neighborhoods: Efforts and Investments

## 1. Vibrant Neighborhood Hubs

## 2. City GreenWays

## 3. Health in Decision Making

- Goods and Services
- Healthy and Affordable Food
- Quality, Affordable Housing
- Walkability
- Opportunities for Social Connections
- Ecodistricts



# Healthy Connected Neighborhoods: Efforts and Investments

## 1. Vibrant Neighborhood Hubs

## 2. City GreenWays

## 3. Health in Decision Making

- Habitat Greenways
- Neighborhood Greenways
- Civic Greenways



# Healthy Connected Neighborhoods: Efforts and Investments

## 1. Vibrant Neighborhood Hubs

## 2. City GreenWays

## 3. Health in Decision Making

- Social and geographic equity
- Community design, development, infrastructure and investments



# Draft 20-Minute Neighborhood Geographies

City of Portland | Bureau of Planning & Sustainability | September 7, 2010

## Map Key

### Commercial Districts

Based on the 20-Minute Neighborhoods Analysis and identification of core commercial areas with concentrations of services and amenities

**Commercial Area**  
 Small nodes to large districts

**Centrality of Main Street**

**Designated 2040 Center**

**Commercial Hub**  
 Serving as core of 20-minute neighborhood geography

**20-Minute Neighborhood Geographies**

Central City

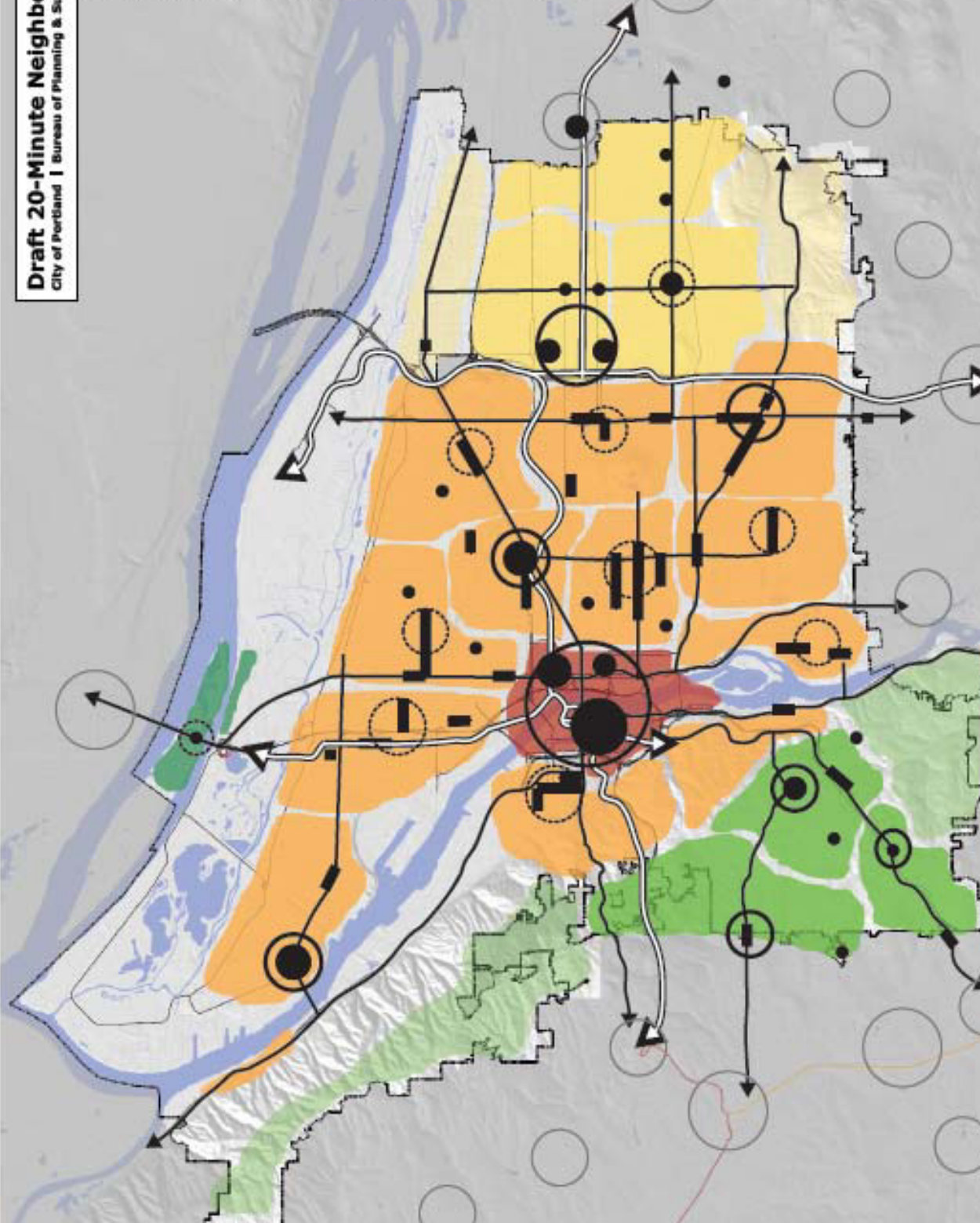
Inner Neighborhoods

Western Neighborhoods

Eastern Neighborhoods

River Neighborhoods

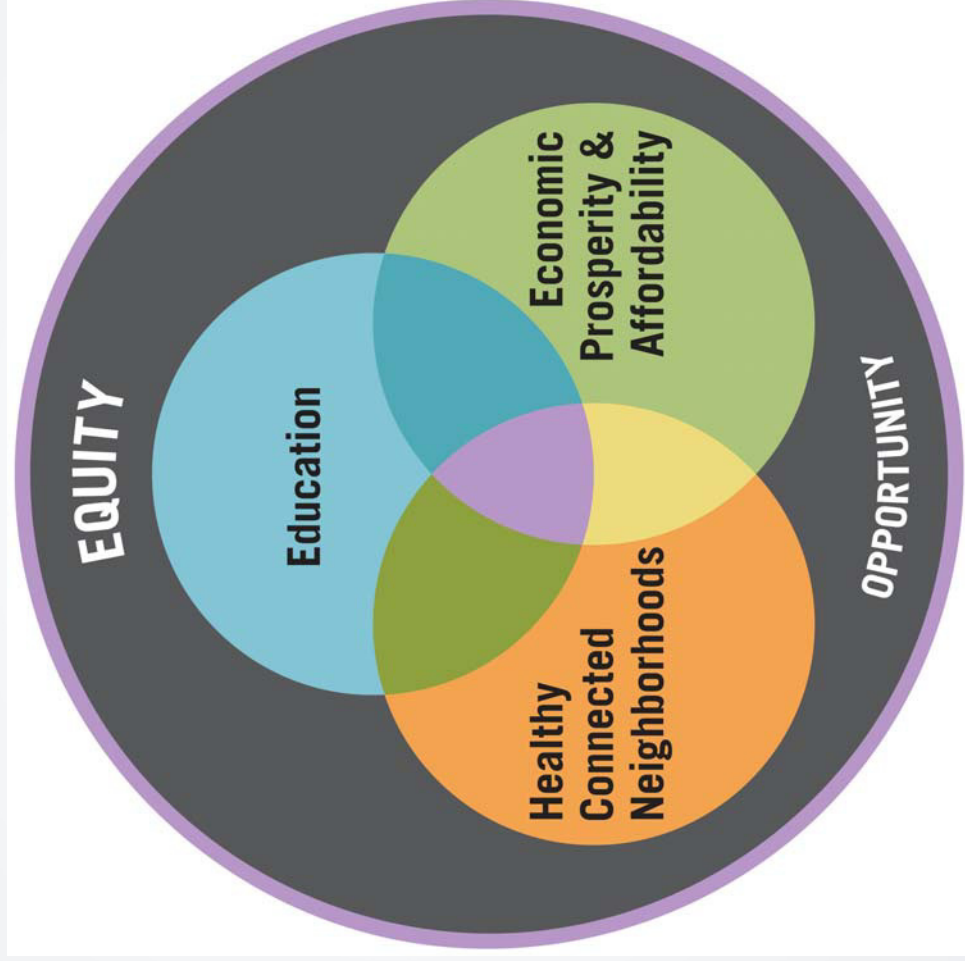
Lighter shades indicate geographies without a commercial hub



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# Draft Strategies



# Next Steps

- Public comment on the strategies at March fairs:  
March 2<sup>nd</sup>, 6<sup>th</sup> 10<sup>th</sup> and 12<sup>th</sup>
- Hold dozens of meetings with residents, neighborhood groups, businesses and other organizations
- Refine strategies: March through June 2011
- Draft Portland Plan: July 2011
- Develop implementation partnerships: March through December 2011
- Adopt Portland Plan: December 2011

