

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

36918

AMENDMENT
Accepted 4/25/12

MEMO

DATE: April 25, 2012
TO: Mayor Sam Adams and City Council
FROM: Susan Anderson, Director
CC: Joe Zehnder, Chief Planner and Eric Engstrom, Principal Planner
SUBJECT: Consolidated Revisions and Corrections to the Portland Plan-Recommended Draft

I was pleased to present the Portland Plan - Recommended Draft to you and your fellow Commissioners for review and consideration this past Wednesday, April 18. At last week's public hearing, partners and community members expressed their support for and commitment to the Portland Plan.

The Portland Plan presents a strategic roadmap to help our city thrive into the future. The result of more than two years of research, dozens of workshops and fairs, hundreds of meetings with community groups, and 20,000 comments from residents, businesses and nonprofits, the plan's three integrated strategies and framework for advancing equity were designed to help realize the vision of a prosperous, educated, healthy and equitable Portland.

While I enthusiastically support the version you have before you, as a result of follow up conversations with partners and bureau directors before the hearing and in response to City Council and public testimony, I would like to propose the following revisions and corrections.



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PROPOSED REVISIONS

1. **Page 32**
Revise TEY Today Statement, "Aging Learning Environments," as follows, "...For example, Portland Public Schools needs at least ~~\$270 million~~ \$1.6 billion for short-term stabilization projects..."
2. **Pages 33 and 111**
Add a note to Objective 2 - High School Graduation Rate that refers the reader to additional information in the Measures chapter. In the Measures chapter, add an explanation of the method used to calculate graduation rate.
3. **Page 37**
Revise Action 30 as follows: Support programs designed to improve the quality and availability of child care for families in poverty including preschool programs and home visits. Advocate for sustainable funding for the Portland Children's Levy.
4. **Page 51**
Include an explicit definition of "Cost-Burdened Households."
5. **Page 54**
Revise Policy P-10 as follows: Continue to promote innovation in public projects related to transportation and environmental services, including the following: (1) green infrastructure approaches as part of cleaning up the Willamette River; (2) an innovative active transportation system—transit, walking, use of mobility devices, biking, car and bike sharing, etc., and (3) urban parks and natural areas. These will enhance the livability of the city and give Portland a competitive advantage in retaining and attracting an educated, productive workforce.
6. **Page 55**
Revise Action 59 as follows: Work with citizens and telecommunications and utility representatives to develop recommendations for improving wireless service in Portland. Review and update the City's comprehensive approach to wireless facilities including database mapping.
7. **Page 81**
Amend Action 96 - Transportation Mode Policy as follows, "Transportation Mode Policy: Establish a policy that prioritizes transportation systems that support active transportation modes - walking, use of mobility devices, biking and transit. Develop and promote telework resources and incentives."
8. **Page 84**
Revise Policy H-18 as follows: Link neighborhood centers to each other, employment areas, the Central City and the broader region through a multi-modal transit system. Prioritize safe and attractive frequent transit service, bikeways and accessible pedestrian connections including sidewalks.



9. **Page 85**
Revise Action 107 - Transit and Active Transportation as follows, “Transit and active transportation: Identify barriers to pedestrian and bicycle access to and within neighborhood centers, develop priorities for investment, and implement policy changes and funding to ensure hubs have safe and convenient pedestrian and bicycle connections.”
10. **Page 87**
Split Action 112 into two separate actions, as shown below:
- a. Revised Action 112 - Historic resource preservation: In coordination with neighborhoods, begin a phased inventory of historic and culturally significant resources and develop a strategy to preserve key resources. Give priority to areas in the Central City, in centers and corridors, or other areas likely to experience redevelopment pressure. Add the followings icons: Design, Planning and Public Spaces; Neighborhoods and Housing; Arts, Culture and Innovation; Equity; Sustainability and the Natural Environment. List the following partners: BPS, neighborhood associations, nonprofits.
 - b. New Action 1 - Arts and cultural facilities: Explore ways to support arts and cultural facilities as incubators in underserved areas, through tools such as public-private partnerships, incentives and school and community-based programs. Add the following icons: Design, Planning and Public Spaces; Arts, Culture and Innovation; Equity, Civic Engagement and Quality of Life. Add the following partners: BPS, neighborhood associations, nonprofits
11. **Page 88**
- a. Change the text describing habitat connections as follows: Habitat connections are large natural areas, habitat corridors and neighborhood tree canopy that weave nature into the city ~~and connect to large natural areas like Forest Park.~~
 - b. Change the text describing neighborhood greenways as follows: Neighborhood greenways are trails and pedestrian and bike-friendly green streets ~~and trails that link neighborhood centers, parks and schools...~~
 - c. Add a definition for the term, “greenspaces.”
12. **Page 89**
Add a new action after current Action 117 to address tree canopy goals. The following sentence is the proposed new text: New Action 2 - Tree canopy: Revisit and refine tree canopy targets, while continuing investments in planting trees and implementing new tree codes.
13. **Page 90**
Revise Policy H-27 as follows: Build on Portland’s green street, sidewalks and bikeway efforts to create a citywide greenway network of trails and pedestrian and bike-



friendly green streets. Locate neighborhood greenways to serve currently underserved communities, improve accessibility, and make connections to the central city, neighborhood hubs, major employment and cultural centers, schools and universities, community centers, parks, natural areas and the Willamette and Columbia Rivers.

14. Page 91

- a. Revise Action 120 - Neighborhood Greenways as follows:
 Neighborhood greenways: Initiate implementation of the neighborhood greenways network by completing 75 miles of new facilities, including:
- 1) Clay, Montgomery, Pettygrove and Holladay Green Street projects to connect every quadrant of the city to the Willamette River.
 - 2) Bike and sidewalk connections to Multnomah Village and the Hillsdale Town Center.
 - 3) Bike and sidewalk connections between SE Foster to the I-84 path using a route along NE/SE 128th and 132nd Avenues.
 - 4) North Portland Neighborhood Greenway from Pier Park to Interstate Avenue.
- b. Revise Action 121 - Stable Transportation Funding as follows: In 2012, the Portland Bureau of Transportation's largest single source of revenue remains the state gas tax. State gas tax revenue is increasingly volatile and unsustainable due to economic fluctuations and increasing use of electric vehicles. In addition, the goals of this plan to encourage more resilient, human-scale travel choices (walking, use of mobility devices, biking and the use of transit) will put additional pressure on this revenue source.

15. Page 93

- a. Revise Action 125 as follows, "Civic corridor designs: Identify and develop new right-of-way designs for key transit streets that better integrate frequent transit, sidewalks, protected bike facilities, pedestrian crossings, freight access, landscaped stormwater management, large-canopy trees and place-making amenities (e.g. benches, lighting and signage)."
- b. Revise Action 126 as follows, "Civic corridors integration: Incorporate civic corridors concepts, including green infrastructure investment, active transportation improvements, transit service, environmental stewardship and strategic redevelopment in the following efforts to provide a model for future projects. 122nd Avenue planning—to enhance transit service, sidewalks, and connections to east Portland and citywide destinations."
- c. Change the title of Action 127 - Sidewalk Infill to "Sidewalk Infill and Pedestrian Facilities" and revise as follows, "Through the existing Sidewalk Infill on Arterials Program, build pedestrian facilities sidewalks on all arterials that are 'streets of citywide significance,' focusing first on those in southwest and east Portland to address high priority gaps in the sidewalk network. Develop new strategies and funding sources to support this work."



16. **Page 100**
Add a statement about volunteers to “Take Your Own Action
17. **Page 103**
 - a. At the end of the first sentence of Action 136, add the following: ...”and report recommendations to Council.”
 - b. Amend Action Item 135 - Comprehensive Plan Update, as follows:
 - 1) Add, “Involve the community in the next phase of the Portland Plan by completing the...” at the beginning of the action.
 - 2) Add, “...and amend the Zoning Code and maps to implement changes.” at the end of the action.
18. **Page 121**
Telecommuting should be moved to the end of the list on page 121 and a note indicating that telecommuting mode split is an additional 2.5 percent commute mode split should be added.
19. **Page 144**
Process - Add statement about volunteer work.
20. Amend the City’s goals to align with the main elements of the Portland Plan, “Prosperous. Educated. Healthy. Equitable.



PROPOSED CORRECTIONS

1. No Specific Page

- b. Change “PoP” and “Port of Portland” to “Port” in the partners column in the Five-Year Action Plan
- c. Add more photos of older adults and people with disabilities throughout the plan.
- d. All references to the 26% tree canopy coverage should include the appropriate citation date of 2002.
- e. Make sure that the citywide canopy target is consistently referred to as, “at least 33%,” consistent with 2035 Objective 28 on page 77.
- f. Edit titles of maps and figures for consistent capitalization.
- g. Change “neighborhood hubs” to “neighborhood centers.”
- h. Change language pertaining to older adults and persons with disabilities. For example, on page 80, the label “senior” is used to refer to an older person; this should be changed to “older adult.” Another example is on page 64, where, “elderly and disabled persons,” should be replaced with “elders and people with disabilities.” Other examples are on pages 84 and 85.

2. Page ii

Correct the spelling of Wim Wiewel’s name, from “Wievel” to “Wiewel.”

3. Page 7

In the EPA section, change the following:

- i. “urban innovation” to “public and private urban innovation”
- j. “trade hub and freight mobility” to “trade and freight hub”
- k. In the HCC section, change the following: “public decisions benefit human and environmental health” to “decisions that benefit health and safety”

4. Page 13

In the table on page 13:

- l. Change the 2035 Tree Canopy goal to $\geq 33\%$.
- m. Remove the 2017 Targets for Watershed Health

5. Page 15

Change the following statement as shown, “Runoff from yards, streets and building is a significant ~~the largest~~ source of pollution and contaminants in local waterways.”

While it is true that stormwater runoff has a significant impact on waterways, there is not current data to substantiate this statement.

6. Page 17

Add a My Story photo credit to A Framework for Equity. Add a short statement about My Story.

7. Page 20

Add BPS as a partner for Action 6 - Improve involvement.

8. Page 27



Revise the Guiding Policies description as follows, “The purpose of the Guiding Policies is to the help”

9. Page 27

“How to read a Portland Plan Strategy” - Increase the font size and decrease the size the of the example pages.

10. Page 33

Revise TEY Objective 1 as follows, “...emotionally and socially; so they...”

11. Page 41

- a. Revise Action 45 - Safety and Physical Accessibility as follows, “Safety and physical accessibility”
- b. Add BES as a partner to Action 47 - Conservation education.
- c. Revise Action 48 as follows, “New East Portland Education Center” to “New East Portland education center”
- d. Pages 43 and 44
- e. Move the “Portland is a Place for All Generations” spread to that it is between A Framework for Equity and the Integrated Strategies. Amend the header, so that it says, “Portland is a Place for All Generations.” Two other spreads, one addressing gentrification and displacement and another addressing East Portland, should not be located within any specific strategy. Their headers will be amended to note that they are separate sections.

12. Page 61

Remove the period after nonprofits in the "Partners" column of Action 73 - Small business development.

13. Page 65

Amend Action 82 - Physically Accessible Housing as follows, “Promote design of housing units that is are accessible, versatile and able to meet the ~~change~~ changing needs of people throughout their life.

14. Page 70

Add, “will be” to the sentence preceding the bullet points.

15. Page 73

Separate the text for the HCC goal into two sentences and add a paragraph break. Start the second sentence with, “Encourage active...”

16. Page 77

Revise Objective 28 by including the following sentence, “High quality trees are routinely preserved and planted on development sites.”

17. Page 78



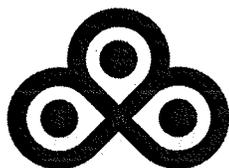
Revise the text in the header as follows, “This diagram illustrates the concept of the Healthy Connected City network of neighborhood Hubs centers and City Connections.”

18. **Page 80**
Policy H-2 refers to a, “concept diagram provided later in this section.” The diagram now precedes Policy H-2. Amend the policy text to reflect this change.
19. **Page 81**
 - a. Change title of Action 95 from “Establish a top ten of needed infrastructure maintenance projects” to “High Risk Infrastructure.”
 - b. Add Nonprofits as a partner to Action 96 - Transportation Mode Policy.
20. **Page 85**
Amend the infographic. It should read, “Does your neighborhood include walkable access...”
21. **Page 86**
Graphically separate the last two paragraphs on the page.
22. **Page 87**
Add Sustainability and the Natural Environment as a related action area to Action 114 - District-scale environmental performance.
23. **Page 88-90**
 - a. Reorder policies as follows:
 - 1) H-25 >> H-28
 - 2) H-26 >> H-25
 - 3) H-27 >> H-27
 - 4) H-28 >> H-29
 - 5) H-29 >> H-26
 - b. After reordering policies, move H-29 to page 92
24. **Page 93**
 - a. Change “NA” to Neighborhood Associations and add BPS as a partner for Action 123 - Unimproved Right-of-Way Alternatives.
 - b. Add Nonprofits as partners for Action 125 - Civic Corridor Designs and Action 126 - Civic Corridor Integration.
25. **Page 94**
“Old Town Chinatown” - there is no “/” in the neighborhood's name (printed as “Old Town/Chinatown”). *Change “Old Town/Chinatown” to “Old Town Chinatown”*
26. **Page 96**



- a. East Portland: In the first line, change “City” to “city”
 - b. Add a reference to Portland Parks and Recreation E205 initiative
27. **Page 101**
Change the header from “Healthy Connected City” to “Implementation.”
 28. **Page 103**
Add BPS as a partner to Actions 132, 133 and 136
 29. **Pgs. 106-139**
Headers alternate between “Measures of Success” and the specific measure. Revise.
 30. **Pgs. 106-139**
Include starting dates at the origin of each chart (specifically 110, 111, 117, 120, 133 and 139).
 31. **Page 128**
 - a. Remove the analysis cells from the legend of the 20-Minute Neighborhoods Index
 - b. Change the final sentence to read, “...it is considered a relatively complete neighborhood.
 32. **Page 129**
Change area 24 to “Tryon Creek-South Terwilliger”
 33. **Page 131**
Replace the park access map produced by BPS with a map produced by Portland Parks and Recreation.
 34. **Page 132**
Update the link to the Neighborhood Economic Development Strategy - <http://www.pdc.us/our-work/economic-development/neighborhood-business-vitality/neighborhood-economic-strategy.aspx>
 35. **Page 133**
Reformat the chart so that the numbers along the x-axis can be seen.
 36. **Page 143**
The header incorrectly reads, “Healthy Connected City.” Change the header to, “Process.”
 37. **APPENDIX B**
Add Energy Trust Oregon (ETO)
 38. **APPENDIX D**
Change Noelle Dobson’s employer to OPHI.





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AMENDMENT

Accepted 4/18/12
Retracted 4/25/12

36918

MEMO

DATE: April 17, 2012
TO: Mayor Sam Adams
FROM: Susan Anderson, Director
CC: Joe Zehnder, Chief Planner and Eric Engstrom, Principal Planner
SUBJECT: Limited Revisions and Errata - Portland Plan - Recommended Draft

I am pleased to present the Portland Plan - Recommended Draft to you and your fellow Commissioners for review and consideration this coming Wednesday, April 18.

This plan was developed with 20 agency partners, and more than 20,000 comments from Portland residents and businesses.

While I enthusiastically support the version you have before you, as a result of follow-up conversations with partners and bureau directors, I would like to propose the following eight revisions. I also included a set of errata.

PROPOSED REVISIONS

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Revise Action 30 as follows: Support programs designed to improve the quality and availability of child care for families in poverty including preschool programs and home visits. Advocate for sustainable funding for the Portland Children's Levy.

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Icons: Design, Planning and Public Spaces; Neighborhoods and Housing; Arts, Culture and Innovation; Equity; Sustainability and the Natural Environment
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 - b. New Action 1 - Arts and cultural facilities: Explore ways to support arts and cultural facilities as incubators in underserved areas, through tools such as public-private partnerships, incentives and school and community-based programs.
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ERRATA

1. Universal

- a. Change “PoP” and “Port of Portland” to “Port” in the partners column in the Five-Year Action Plan
- b. Add more photos of older adults and people with disabilities throughout the plan.
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- c. Add a definition for the term, "greenspaces."

17. Page 88-90

- a. Reorder policies as follows:
 - H-25 >> H-28
 - H-26 >> H-25
 - H-27 >> H-27
 - H-28 >> H-29
 - H-29 >> H-26
- b. Move new H-29 to page 92



18. **Page 96**
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 - b. Add a reference to Portland Parks and Recreation E205 initiative
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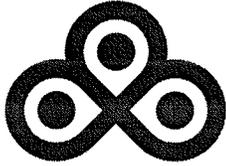
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Change Noelle Dobson’s employer to OPHI.





Bureau of Planning and Sustainability
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MEMO

DATE: April 2, 2012

TO: Mayor Sam Adams

FROM: Joe Zehnder, Principal Planner 

-
1. **Resolution Title:** Adopt the Portland Plan as strategic plan to guide future City decisions (Resolution).
 2. **Contact:** Eric Engstrom, Principal Planner, (503) 823-3329

3. **Council Date:** April 18, 2012

4. Consent Agenda Item Regular Agenda Item
 Emergency Item (explain below) Non-Emergency Item

5. **Purpose of Agenda Item:**

Adopt the Portland Plan (resolution). The Portland Plan is a strategic plan for the City of Portland and the Portland Plan partners. It provides a shared set of goals and measures for coordinating actions to make Portland prosperous, educated, healthy and equitable. The Portland Plan will be implemented by more than 20 partners, as well as by local businesses, community organizations and individuals. The Portland Plan also establishes a framework for making future City budget decisions in alignment with the Portland Plan.



6. History of Agenda Item/Background:

The Portland Plan has its roots in visionPDX, a process that involved more than 17,000 Portlanders who identified a vision for Portland's future—one with equity and access, environmental and social sustainability and distinctive neighborhoods and community connections.

To achieve a city that embodies those values, it was evident that a different kind of plan was required. A typical land use and transportation plan was not going to provide Portland with the mechanisms and tools needed to meet critical challenges. Instead, Portland needed a plan that was resilient and nimble and provided a framework that would enable decision-makers to do more with less.

The Portland Plan sets long-range goals, but also identifies short-term actions for the next five years. Although the plan sets a long-term framework through Guiding Policies, it does not inhibit innovation in later years. We know we may need to use different tactics to achieve our goals in 10 or 15 years because circumstances, challenges and technologies will be different.

The Portland Plan was developed through a four-phase process, summarized below.

Phase 1: Where are we now? (The Facts) - Beginning in 2009, staff developed a series of more than 20 background reports on numerous topics including human health and safety, energy, economic development, watershed health and historic resources. The purpose of the background reports was to develop a well-researched and thorough understanding of Portland's existing conditions. During this phase, Portlanders reviewed the research, helped refine the facts and ranked their top priorities.

Phase 2: Where do we want to go? (Setting Direction) - In phase two, Portlanders reviewed draft goals and objectives. The draft goals and objectives were based on the work completed and comments received in phase one.

Phase 3: How do we get there? (Strategy Building) - During phase three, Portlanders used the refined goals and objectives to build strategies. The following were the most common central themes: build a stronger economy, raise the bar for quality education, create 20-minute complete neighborhoods, green the built environment and strengthen schools as community centers. The outcomes of this public involvement led to the development of the draft strategies reviewed at the phase three fairs and ultimately led to the Three Integrated Strategies now in the Portland Plan.



Phase 4: What do you think of it? (Draft Plan) - Phase four, the current phase, began with the release of the Portland Plan - Proposed Draft, which the Planning and Sustainability Commission (PSC) reviewed and amended. The PSC held three public hearings and three work sessions. The Portland Plan - Recommended Draft reflects the direction they provided after receiving written and oral testimony on the plan.

7. **Legal Issues:** Adoption of the Portland Plan is not a land use decision within the meaning of ORS 197.015(10) because this adoption is not a final determination of the Portland City Council concerning the adoption, amendment, or application of the Statewide Planning Goals, a comprehensive plan, or a land use regulation; nor is the adoption of the Portland Plan a requirement of Portland's state-mandated periodic review of its comprehensive plan and land use regulations.

8. **What individuals or groups are or would be supportive or opposed to this action?**

The Portland Plan public involvement process was extensive and numerous individuals and community groups contributed to its development. While the plan reflects much of the public comment received, some will find that specific requests for wording changes or recommendations to add specific additional partners were not fulfilled.

The plan has four focus areas reflected in the Framework for Equity and the three Integrated Strategies. Some who commented on the plan advocated for prioritizing one element over another, particularly within the strategies. Although the desire to elevate one strategy over another is understandable, the three Integrated Strategies remain equally weighted because their goals are mutually reinforcing.

9. **How does this relate to current City policies?**

The Portland Plan brings some of Portland's most influential plans and projects, such as the Portland Watershed Management Plan, Neighborhood Economic Development Strategy, Climate Action Plan and the Streetcar System Plan, together under a shared title and action plan. The purpose of doing this is to ensure that the most important elements of the City's plans are aligned and implementation is coordinated.

The Portland Plan includes Guiding Policies. Those Guiding Policies that relate to land use and development and the statewide planning goals will be incorporated into the Comprehensive Plan. When completed, the Comprehensive Plan will be adopted by Resolution.



Portland, Oregon
FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT
For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Eric Engstrom		2. Telephone No. (503) 823-3229	3. Bureau/Office/Dept. BPS
4a. To be filed (date): April 18, 2012	4b. Calendar (Check One) Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst: 04/06/2012
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

1) Legislation Title:

Adopt the Portland Plan as strategic plan to guide future City decisions (Resolution).

2) Purpose of the Proposed Legislation:

Adopt the Portland Plan (resolution). The Portland Plan is a strategic plan for the City of Portland and the Portland Plan partners. It provides a shared set of goals and a framework of coordinating the actions of more than 20 partners, as well as local businesses, community organizations and individuals who want to work to make Portland prosperous and educated, healthy and equitable. The Portland Plan also establishes a framework for implementing goal-based budgeting within the City of Portland.

3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?

- City-wide/Regional Northeast Northwest North
 Central Northeast Southeast Southwest East
 Central City
 Internal City Government Services

FINANCIAL IMPACT

4) Revenue: Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source.

The Portland Plan will be adopted by resolution and thus does not formally commit the City to specific revenues or expenditures. However, many actions in the plan lead toward implementing measures that are binding (e.g., intergovernmental agreements, ordinances, administrative practices and Comprehensive Plan policies). The revenue impacts of implementation actions will be addressed when they are proposed to City Council and through the annual budget process. Adoption of the Portland Plan itself does not have revenue impacts.

5) Expense: What are the costs to the City related to this legislation? What is the source of funding for the expense?

The Portland Plan will be adopted by resolution and thus does not formally commit the City to specific revenues or expenditures. However, many of the actions lead toward implementing measures that are binding (e.g., intergovernmental agreements, ordinances, administrative practices and Comprehensive Plan policies) and may have associated costs. The cost impacts of implementation actions will be addressed when they are proposed to City Council and through the annual budget process. Adoption of the Portland Plan itself does not have direct cost impacts.

6) Staffing Requirements:

- **Will any positions be created, eliminated or re-classified in the current year as a result of this legislation?**

Adoption of the Portland Plan will not result in the creation, elimination or re-classification of any positions within the current year.

- **Will positions be created or eliminated in *future years* as a result of this legislation?**

It is not anticipated that the Portland Plan will result in the creation or elimination of positions in future years. The Portland Plan will be implemented through specific actions of many City bureaus and partner agencies. Many of the Portland Plan actions are in bureau and agency work plans and are tasks they anticipate completing within the next five years. If staff positions need to be created, eliminated or re-classified to implement specific actions, those changes will be addressed during the annual budget process.

7) Change in Appropriations: No changes in appropriations are proposed.

PUBLIC INVOLVEMENT

8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:

- YES: Please proceed to Question #9.
 NO: Please, explain why below; and proceed to Question #10.

9) If "YES," please answer the following questions:

a) What impacts are anticipated in the community from this proposed Council item?

The Portland Plan includes A Framework for Equity, a Five-Year Action Plan, Guiding Policies and Measures of Success. Impacts associated with these main elements of the Portland Plan are described below.

A Framework for Equity provides direction for changing the way the City and partners make decisions, invest and engage with Portlanders. This framework is about closing the gaps, which means that resources and investments may need to be redirected and service levels adjusted. This will bring positive change in some areas, but may result in less attention paid to areas where conditions do not warrant extra focus.

The Five-Year Action Plan includes the actions that the partners will take in the next five years (2012-2017). This shared list of actions provides the City and Portland Plan partners with a set of community-reviewed high-priority projects to complete. This list will help focus City budget development in the next five years. However, not every project that all constituencies championed is included in the action plan. While the plan will not be a binding document and actions may be added or removed, the hope is that expansion of the action list will be limited to those actions that demonstrably further the Portland Plan goals of prosperity, education, health and equity.

The Guiding Policies provide direction for the City's Comprehensive Plan, as well as other local plans. They are long-term statements to be consulted when developing projects and programs. Once integrated into the Comprehensive Plan and other plans that are adopted by ordinance, they will become binding policies.

The Measures of Success establish targets for long-term success. They provide an objective and measurable set of goals to achieve. While they provide a shared, but broad understanding of what success will look like for Portland. Some have expressed concerns that twelve measures do not provide a fine-grained picture of Portland; this is true. The twelve measures will need to be supported by additional research and data, which is why one of the Portland Plan implementation actions directs staff to work with PSU to refine the measures.

b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?

Reaching out to community and business groups, under-represented groups, organizations, external government entities and other interested parties was a core tenet of the public involvement process. The public involvement efforts were designed to maintain relationships with underrepresented groups and reduce barriers to participation by following the recommendations of Community Connect and the lessons learned during visionPDX. An all-volunteer Community Involvement Committee (CIC) was convened to help guide the process.

There were four phases to the development of the Portland Plan. (The fourth phase is the current phase). At the completion of each previous phase, staff evaluated the public involvement process and identified successes and areas for improvement. Each phase of public outreach was modified based on those findings. Detailed assessments of the public involvement processes are available on www.pdxplan.com. Examples of the ways in which the Portland Plan Public Involvement team involved different constituencies are provided below.

Diversity and Civic Leadership (DCL) Grants – BPS provided grants to Immigrant and Refugee Community Organization (IRCO), Center for Intercultural Organizing (CIO), Latino Network, NAYA and Urban League to improve outreach and strengthen long-term relationships with communities of color in Portland. The phase three public involvement report includes a section written by the grant-receiving organizations.

Surveys – BPS organized paper and online surveys to make it easy and convenient for Portlanders to voice their issues and concerns. BPS also developed a business-specific survey and youth specific surveys. BPS received more than 19,000 survey responses throughout the Portland Plan process.

Fairs and Workshops – Throughout the public involvement process, Portland Plan staff hosted 10 general workshops, five business-oriented workshops, youth-oriented workshops, four community fairs across the city; and three Planning and Sustainability hearings on the Portland Plan – Proposed Draft, two of which were located outside of downtown at Parkrose High School and Jefferson High School. Thousands of Portlanders attended the fairs and workshops.

Translation – Selected public information materials were translated into Russian, Vietnamese, simplified Chinese and Spanish. Spanish translation services were made available at the workshops.

Hosted Community Meetings – Portland Plan staff attended hundreds of community meetings, including neighborhood association meetings and meetings of groups, ranging from those hosted by Hollywood Senior Center, the Portland Business Alliance and the St. Johns Main Street Committee to the LGBTQ Community Hosts a Portland Town Hall

to a Ecumenical Ministries/Oregon, Portland Interfaith Wellness Committee meeting. This made it possible for staff to hear community concerns in places where people felt comfortable speaking and among their friends and colleagues. Complete lists of all meetings staff attended are found in the public involvement progress reports.

c) How did public involvement shape the outcome of this Council item?

Three components shaped the outcomes of the Portland Plan: existing conditions research, best practices research and public involvement. Existing conditions research identified Portland's strengths and challenges and best practices research provided a menu of ways to address Portland's challenges, but the information gathered through public involvement, influenced the entire plan.

For example, early public involvement efforts tested the veracity of existing conditions research and led to the development of the Equity, Civic Engagement and Quality of Life technical action group and later to the development of the Framework for Equity.

Later, public engagement shaped the strategies. In phase three, at more than 35 events, Portlanders built strategies using an interactive game. The following were the most common central themes: build a stronger economy, raise the bar for quality education, create 20-minute complete neighborhoods, green the built environment and strengthen schools as community centers. The outcomes of this public involvement led to the development of the draft strategies reviewed at the phase three fairs and ultimately led to the Three Integrated Strategies now in the Portland Plan.

d) Who designed and implemented the public involvement related to this Council item?

Bureau of Planning and Sustainability staff, in coordination with staff from the Office of Neighborhood Involvement and the Community Involvement Committee, designed the public involvement for the Portland Plan. BPS led the implementation of the public involvement program.

The Portland City Council appointed a Community Involvement Committee (CIC) on July 8, 2009. The Council charged the CIC with oversight of all public outreach elements of the Portland Plan. The CIC is comprised of community volunteers, including two Planning and Sustainability Commissioners. The CIC met regularly to review the public participation process and ensure that as many voices as possible were heard and incorporated into the plan. The CIC will continue its work through the development and adoption of the Comprehensive Plan.

e) Primary contact for more information on this public involvement process (name, title, phone, email):

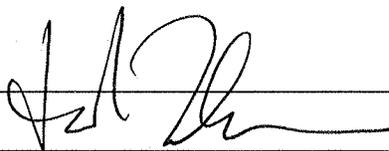
Deborah Stein, Principal Planner, 503-823-6991, deborah.stein@portlandoregon.gov

Marty Stockton, Community Outreach and Information Specialist, 503-823-2041,
marty.stockton@portlandoregon.gov

10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.

The Portland Plan is not just a City of Portland or government plan, it is a plan that individual Portlanders can, and must, help implement. In order to facilitate community organization, business and individual implementation of Portland Plan supporting actions, additional public involvement will be needed. Some additional public involvement to maintain awareness and interest in the plan, similar to that used for the Climate Action Plan, will be necessary.

Joe Zehnder, BPS, Chief Planner



ON BEHALF OF SUSAN ANDERSON, BPS, BUREAU DIRECTOR