

I. Why Plan?

For nearly 30 years, Portlanders have worked to make our city thriving and sustainable by:

- Reducing waste and increasing recycling more than most other cities in U.S.
- Trimming greenhouse gas emissions by 19 percent per person
- Building a city in which 79 percent of Portlanders live within a half-mile of a park or open space
- Creating green streets and eco-roofs to improve water quality
- Providing world class transit

Each of these successes has roots in Portland's 1980 Comprehensive Plan.

Although we face some trends and challenges that were familiar in 1980, like the need to develop stable well-paying jobs and adjust to rising energy costs, we are not the same city we were then.

Today, Portland must also contend with trends like an increasing equity gap, climate change and the growing cost of maintaining and building infrastructure (bridges, sewers, reservoirs and parks, etc.); trends that were unknown or barely acknowledged 30 years ago.

We're also bigger than we were in 1980. About half of today's Portlanders weren't here in 1980 and since then, the city has grown by about 23,000 acres, mostly east of I-205.

Portland's past planning efforts yielded many successes, but our current trends and challenges are different in scope and urgency than those we faced in 1980, so we need a new way to plan.

Today we need a plan based on partnerships that sets common goals and targets for all agencies that work within Portland's boundaries.

We need a plan that calls us to action, individually and collectively. We need a plan that includes clear investment priorities and has quantifiable measures of success, so we can track our progress and make adjustments as we move forward.

In order to create a plan for making Portland thriving and sustainable, we need to understand the trends that are driving change in our city. Understanding these trends will give us a good foundation for setting goals, identifying actions and prioritizing investments.

Provided on the next few pages is information about some of the bigger trends that will change the way Portlanders think, act and make decisions today, tomorrow and 25 years from now.

- VALUES:**
- EQUITY AND ACCESS
 - ECONOMIC, SOCIAL AND ENVIRONMENTAL SUSTAINABILITY
 - CONNECTED AND DISTINCTIVE COMMUNITIES

visionPDX

Success

Challenge

Portland continues to capture a large share of the region's new housing.

But median-priced homes are out of reach of those earning the area's median income.

About 40 percent of the region's jobs are located in Portland.

But between 2000 and 2006 Portland only captured 11% of the new jobs in the region.

Water quality in the Willamette River is improving.

But the contaminated sediment in the Portland harbor is a Superfund clean up site.

Overall Portland has reduced carbon emissions one percent below 1990 levels.

But, current practices and policies will not meet our carbon reduction goals.

We have a world-class transit system.

But do not have the funds to maintain or replace all of our aging infrastructure.

AN INCREASING EQUITY GAP

Portland is often heralded as an affordable and livable West Coast city. It is a place where people enjoy urban amenities in a reasonably priced and comfortable atmosphere. However, two changes in recent decades put that enjoyment at risk: declining real income and rising housing costs.

Income Disparity

Since 1979, gains in real income have been concentrated in the top 20 percent of earners. During this time, home prices increased at a greater rate than wages. In recent years, housing prices in Portland's close-in neighborhoods have also risen sharply. These two trends have resulted in gentrification, displacement and migration within the city.

Affordable Family Housing

Today much of Portland's affordable housing is located in areas like Cully and Brentwood-Darlington, which are without frequent transit service, comparatively distant from job centers and lack complete sidewalk systems.

If these trends continue, and if housing costs continue to outpace wages, Portland will be less able to provide viable housing opportunities for working families with children, elderly people, unemployed, low-income people and many others.

Schools

Changes in where families choose and can afford to live also affect our schools. For example, in East Portland schools face increasing enrollment and must find ways to serve students with diverse needs. In some areas schools are challenged by declining enrollment and limited funds.

CLIMATE CHANGE & ENERGY

Energy is fundamental to our economy and quality of life. We use fuel to move people and goods, electricity to power buildings and manufacturing, and natural gas to heat our homes and water. However, if we continue to use energy inefficiently, our quality of life may begin to decrease.

Climate Change

Climate change is one of the defining challenges of the 21st century. The world's leading scientists report that carbon emissions from human activities have begun to destabilize the Earth's climate. Billions of people will experience these changes through threats to public health, national and local economies, and supplies of food, water and power.

Did you know almost 70% of Portland and Multnomah County's electricity comes from fossil fuels: coal and natural gas?

Portland must reduce local carbon emissions to 80 percent below 1990 levels by 2050 to respond to and mitigate some of the challenges posed by climate change. While we have slowed emissions more than most urban areas, carbon emissions are only 1 percent below 1990 levels.

Rising Energy Costs

Maintaining our current energy habits will also strain household budgets. Between 2000 and 2007, electricity costs in Portland increased by 75 percent, natural gas by 91 percent, and transportation fuels by 102 percent.

Local Alternatives

Because Oregon has almost no fossil fuel resources, it helps our local economy to spend less on energy. By investing in efficiency improvements and renewable energy, and by using public transportation, walking and biking, we will send less money out of our local economy.

Currently, the transportation of goods and people accounts for 40 percent of Multnomah County carbon emissions. Land use planning and transportation funding decisions greatly influence transportation related emissions. For that reason, emissions reduction depends critically on coordinated land use policies and the development of infrastructure for low-carbon modes of transportation (e.g., walking, biking and transit).

However, the challenges posed by climate change require a response that goes beyond reducing carbon emissions. Climate protection must be linked with actions to create and maintain jobs, improve community livability and public health, address social equity and foster strong, resilient natural systems.

JOB DEVELOPMENT

The Portland metropolitan region is Oregon's job center. For much of its history, Portland has been the center of the state's economic engine — a West Coast gateway for international trade, home to diverse industrial districts and the state's office and service center.

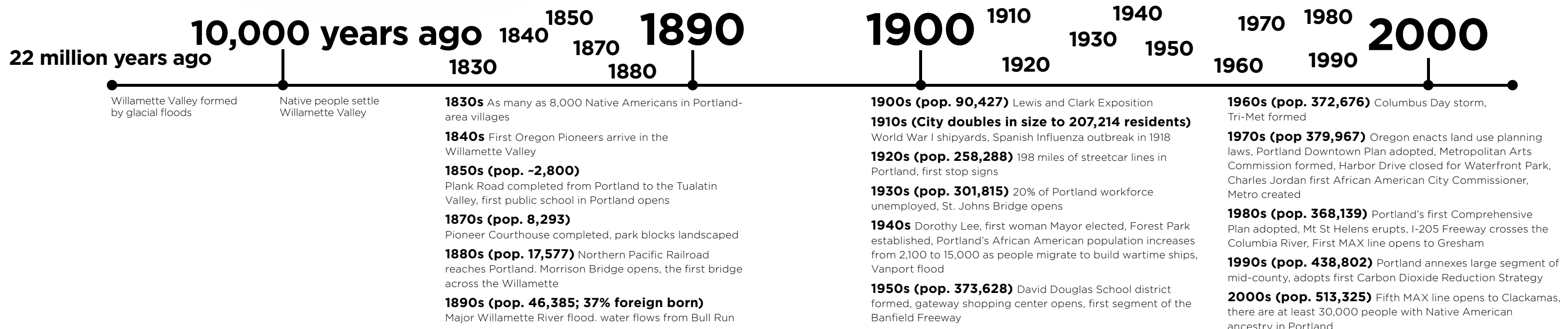
Employment Rates

In October 2009, the unemployment rate in Multnomah County was over 11 percent. The national unemployment rate was 10.2 percent.

We have seen this before. During the early 1980s and the early 2000s, Portland experienced spikes in unemployment. At the same time, Portland's reputation as a great place to live has attracted new people to the region.

Job Growth Rates

In 2006, 40 percent of the metropolitan area's one million jobs were located in Portland, compared to 26 percent of the population. However, Portland's job growth rate is slower than the region's. While Portland



captured 27 percent of new regional jobs between 1980 and 2000, only 11 percent of new regional jobs were within Portland's city limits between 2000 and 2006.

Central Portland is a notable bright spot. Between 2000 and 2006, Central Portland gained approximately 12,000 new jobs. Because the rest of Portland lost jobs, Portland only gained 4,700 net new jobs between 2000 and 2006.

THREATS TO ENVIRONMENTAL QUALITY

Located at the confluence of two rivers and between two mountain ranges, Portland has a wealth of natural resources that provide valuable habitat for people, fish and wildlife. These resources clean our air and water, stabilize hillsides and soak up rainwater.

Portland is an urban environmental leader — a city with nature in neighborhoods and green streets, and eco-roofs that filter stormwater rather than sending pollutants directly downstream. It is a city where bald eagles nest on urban islands and old groves of state-ly fir trees define neighborhoods and where salmon and trout live in urban streams.

Effects of Urbanization

However, many of Portland's ecologically, aesthetically and economically valuable natural resources are at risk. Urbanization has filled flood plains, causing seasonal flooding damage. Streams are unable to support healthy fish populations, and groves of trees that provide wildlife habitat, trap carbon and reduce heat island effects are vulnerable to development.

Portland has come a long way since the days when sewage and industrial waste were regularly dumped into the Willamette River. However, natural ecological processes in Portland will weaken if we create more paved and impervious areas and allow invasive species to spread. Without thoughtful intervention, populations of native fish and wildlife will continue to decline, and Portlanders will suffer from a polluted environment.

Integrated Solutions

Our challenge is to improve the health of our watersheds, care for trees, manage stormwater and protect habitats while still meeting our economic development and housing needs.

Did you know Portland has almost 26,800 acres of environmentally sensitive natural areas (about 31% of the land area of Portland)? Currently, about one-third of these areas are not protected.



Did you know that invasive plants are the second largest threat to biodiversity, behind habitat loss? Invasive plants spread quickly and can displace or prevent the growth of native plants and can form monocultures. This can exacerbate the decline of native plant communities and impair the overall complexity and resilience of the ecosystem. English Ivy and the Himalayan Blackberry are among the more common invasive plant species in the region.

GROWING INFRASTRUCTURE NEEDS

Portland's physical infrastructure — its existing roads, pipes, reservoirs, buildings and other facilities — are valued at approximately \$22.4 billion.

Over the coming decades, the City will face many infrastructure challenges — like finding ways to provide adequate park and transportation amenities for current and future Portlanders. At the same time, we need to continue to maintain and upgrade the systems we already have.

Increasing Costs

We will need to invest an estimated \$136 million per year for the next 10 years to keep our infrastructure systems in working order and to meet environmental and safety regulations. That level of investment would require spending 25 to 40 percent more than we spend today.

Through the Portland Plan, we have the opportunity to reassess service levels and identify strategic investments to make sure we have the right transportation, parks, water,

and sewer services in the right places.

Setting Priorities

We have choices about how to spend limited infrastructure dollars. In coming years, we will need to consider the full long-term costs of improvements and repairs, pursue innovative funding sources and partnerships, and work together to make tough choices about funding priorities.

Did you know that funding for infrastructure comes from many sources?

Common sources include user fees, taxes, charges for new development, grants (federal, state and local), partnerships and donations. Many sources limit the kinds of eligible projects, while others cover only portions of a project's total cost.

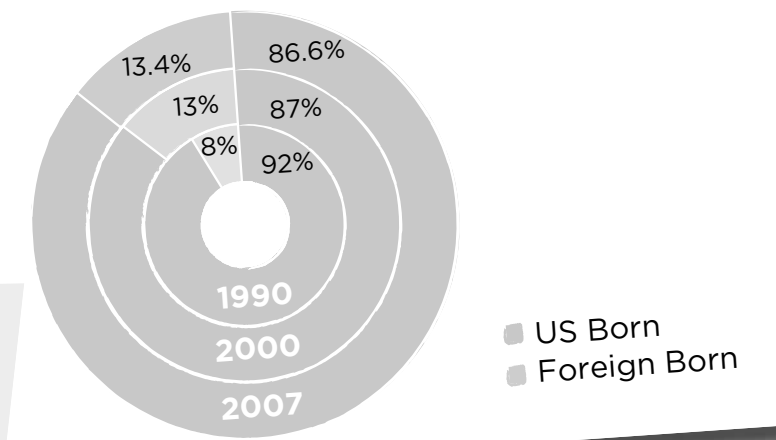
For example, the Federal Transit Administration will contribute \$75 million to the Portland Streetcar Loop project, which will bring the streetcar system across the Willamette to connect OMSI and Lloyd Center to the rest of Central Portland. However, a significant local match is needed to complete the project. Operations and maintenance is also a local responsibility.

DEMOGRAPHIC SHIFTS

Portland has started to become a more diverse city. Our increasing diversity has introduced us to different cultures, practices and ways of thinking. While this process is enriching for many, it can be challenging for others. As we continue to attract new residents from around the world and the nation, acknowledging, welcoming and nurturing a diverse Portland will be critical to helping Portland thrive.

In 1990, according to the US Census, Portland's population of 437,319 was 85 percent white (370,135 persons); 7.7 percent African-American (33,530 persons) and 5.3 percent Asian-American (23,185 persons). In 2000, Portland's population of 529,121 was 78 percent white (412,241 persons), 6.6 percent African-American (35,115 persons)

Portland: Population by Place of Birth 1990, 2000, 2007



and 6.3 percent Asian-American (33,470 persons). Between 1990 and 2000, Portland's Hispanic or Latino population, which includes people with a range of racial backgrounds, increased from 13,874 persons to 36,058 persons—an increase of approximately 160 percent.

Local community agencies like the Native American Youth and Family Center (NAYA) and the Native American Rehabilitation Association of the Northwest, Inc. (NARA, NW) have raised awareness about Native populations by completing a community-validated survey of the native population. In 2003, Native agencies reported a community validated population of 31,000. This highlights a significant undercount in the 2000 Census, which reported between 6,785 and 14,701 American Indians and Alaskan Natives in Multnomah County.

Portlanders won't just see change in the racial and ethnic background of friends, colleagues and neighbors, the age distribution of Portlanders, along with the rest of the nation, is expected to change. A greater proportion of Portlanders will be of late middle age and older and there will be more one or two person households. The age distribution of residents and household size affects the types of housing needed, the design of public spaces and the services provided by the City.