

# PORTLAND PLAN PROCESS

**THE PORTLAND PLAN IS THE RESULT OF CONTINUED WORK AND COMMITMENT OF THOUSANDS OF PORTLANDERS, NUMEROUS COMMUNITY ORGANIZATIONS, BUSINESSES, GOVERNMENT AGENCIES AND MANY STAFF WHO DEVOTED THEIR INTEREST, INTELLECT AND PASSION TO THE CREATION OF A STRATEGIC PLAN FOR ALL OF PORTLAND.**

## PROCESS

**T**he Portland Plan has roots in visionPDX, a process that involved more than 17,000 Portlanders who identified a vision for Portland’s future. Together, we determined what values we want our city to embody in the year 2030:

- Equity and access
- Environmental, economic and social sustainability
- Distinctive neighborhoods and community connections

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 phase one of the Portland Plan process (fall-winter 2009–10), Portlanders reviewed this research, helped refine the facts, submitted hundreds of detailed comments and ranked their top priorities. Nearly 2,500 people participated in the phase one workshops, community presentations and other outreach events. An additional 13,000 youth and adults completed surveys. Jobs, education, equity, public health and sustainability came out as the top five priority objectives. Based on public input, staff developed a set of goals for 2035 organized into nine action areas, for public review in phase two.

In phase two (spring 2010), nearly 1,500 people attended events to help evaluate and prioritize the draft goals and objectives for the plan. An additional 6,500 people responded to the phase two survey by mail or online. Portlanders identified the following value statements and goals as being especially important:

- We can’t move forward without addressing equity
- The economy will drive broader success
- Education is key to prosperity
- Portlanders want healthy streams and watersheds
- Sustainability and prosperity are not polar opposites
- We want safe, accessible and walkable neighborhoods
- Maintaining the existing infrastructure should be a priority

Phase three (summer-winter 2010–11) focused on developing smart, integrated strategies to move Portland forward in the areas where we need it most. Over the summer at more than 35 community fairs, festivals and meetings, Portlanders built strategies around these big ideas:

- Build a stronger economy
- Raise the bar for quality education
- Create 20-minute complete neighborhoods
- Green the built environment
- Strengthen schools as community centers

In the winter of 2010, we invited outside experts from across the country to share their ideas for how to improve prosperity, education, and health and equity in Portland. Hundreds of Portlanders attended the Portland Plan Inspiring Communities series, where experts in the fields of economic development, environmental justice, education, community health and sustainable systems shared fresh perspectives on what strategies have worked elsewhere.

Based on the priorities and ideas Portlanders identified and national and international research and evidence, staff created three draft strategies and an Equity Initiative to achieve Portlanders' top goals. These were presented for public review, consideration and comment during March 2011 at four Portland Plan Fairs attended by hundreds of Portlanders.



## ADVISORY GROUPS

Throughout the process of creating the Portland Plan, community and advisory groups — including many community leaders and subject area experts from the Mayor’s Portland Plan Advisory Committee to the Community Involvement Committee to the nine different Technical Action Groups — collected evidence and identified best practices being used in other cities and reviewed drafts.

### **Planning and Sustainability Commission**

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The Planning and Sustainability Commission (PSC) played a critical role in the development of the Portland Plan. The PSC reviewed and recommended background reports and provided direction during the development of the three integrated strategies and the nine action areas. In addition, members of the PSC were on the Community Involvement Committee and on the Mayor’s Portland Plan Advisory Group. The PSC held three public hearings out in the community where they listened to public testimony on the Proposed Draft Portland Plan. The hearings were followed by a series of work sessions during which the PSC discussed written and verbal testimony and developed recommended revisions to the Proposed Draft Portland Plan and directed staff to forward the revised plan to City Council for consideration. The Recommended Draft Portland Plan includes the revisions requested by the PSC.

### **Community Involvement Committee**

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The Portland City Council appointed the Community Involvement Committee (CIC) on July 8, 2009. The CIC is comprised of community volunteers, including two Planning and Sustainability Commissioners, who met regularly to review the public participation process and ensure that as many voices as possible have been heard and incorporated into the plan. The Council charged the CIC with oversight for all public outreach elements of the Portland Plan. The CIC will continue its work through the development and adoption of the Comprehensive Plan. A complete list of the CIC roster is included in the Acknowledgements section. For more information on community involvement, please read the Public Involvement Report.

### **Portland Plan Advisory Group**

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The Portland City Council appointed the Portland Plan Advisory Group on October 23, 2009. The primary charge of the Portland Plan Advisory Group was to pose provocative questions, challenge assumptions, prompt each other and staff to tackle difficult ideas to support the development of a smart and strategic plan, and provide advice to the Mayor and Director of the Bureau of Planning and Sustainability, and by extension, the Planning and Sustainability Commission.

### **Technical Action Groups**

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The nine Technical Action Groups, which were organized according to the nine action areas, include the individuals that researched, wrote and/or reviewed the background reports, the directions and objectives, the measures and the integrated strategies for inclusion in the Portland Plan.

**Thank you Portlanders for your enthusiasm, insight and commitment!**