

# Vision into Action (VIA) Coalition

## 2009 Community Action Grants Program

### WINTER GRANT CYCLE

#### **PORTLAND'S VISION FOR 2030:**

*Shaped by the Willamette and Columbia rivers, Portland connects people and nature to create an international model of equity and sustainability. We are a city of communities. Our distinct neighborhoods and vibrant downtown are safe, energizing civic and cultural spaces. Our diverse population, innovative businesses and forward-thinking leaders work together to ensure livability for all. —Portland 2030: a vision for the future*

The Vision into Action (VIA) Coalition and the Bureau of Planning and Sustainability are excited to launch the second round of the Community Action Grants Program, with a total pool of \$102,500 available for community-based projects. Vision into Action will award grants of up to \$20,000 to community and neighborhood projects. Larger awards of \$15,000 to \$20,000 will be reserved for projects that facilitate active partnerships between two or more groups. The VIA Action Grants Program helps community groups take action on Portland's community vision ([www.visionpdx.com](http://www.visionpdx.com)). **Applications are due no later than 5:00 PM on February 19<sup>th</sup>, 2009.** Organizations that received a VIA grant in the first cycle **cannot** be primary applicants in the current cycle. They can, however, be partners with a new primary applicant applying for a new project.

Another pool of \$10,000 will be made available to youth-designed projects. Up to \$2,000 is available per project. Please contact Pam Phan at (503) 823-9912 or [pam.phan@ci.portland.or.us](mailto:pam.phan@ci.portland.or.us) for details.

## GENERAL INFORMATION

## BACKGROUND

### What was visionPDX?

visionPDX was an extensive public engagement process to create a vision for Portland for the next 20 years and beyond. This was the largest public engagement process Portland has completed to date, and one of the largest in North America—over 17,000 Portlanders weighed in with their opinions over two years and their comments became **Portland 2030: a vision for the future**. This document can be found online at [www.visionpdx.com](http://www.visionpdx.com).

### What is the Vision into Action (VIA) Coalition?

The Vision into Action Coalition is a broad, community-led alliance of organizations, businesses, government and individuals acting collectively to ensure implementation of Portland's community vision. (Refer to Appendix A)

### Why a Community Action Grants Program?

A clear message during the vision project was "continue to involve us." A grants program is an effective and direct way to encourage community based action toward Portland's vision. The VIA Coalition is now conducting its second grant cycle. Our last grant cycle consisted of 12 grantees with funding for community-based projects. Recipients were chosen based on their ability to help advance the community vision articulated through visionPDX.

Proposals must be received by 5:00 PM on Thursday, February 19, 2009. Applications received after the deadline will not be accepted. Applications must be submitted *in person* or *by mail* (no fax or e-mail please) to:

**Attn:** Stephanie D. Stephens  
Vision into Action c/o  
Bureau of Planning and Sustainability  
1900 SW 4<sup>th</sup> Avenue, Suite 7100  
Portland, OR 97201

**Funds Available:** A total of \$102,500 will be made available to neighborhood and community-based organizations citywide. Grants will be awarded through a competitive process. Proposed grant dollar amounts may range up to \$20,000. Vision into Action will award grants of up to \$20,000 to community and neighborhood projects. Larger awards of \$15,000 to \$20,000 will be reserved for projects that facilitate active partnerships between two or more groups.

**Project Timeframe:** Grants will be awarded for projects intended to begin after funds are received. Projects must *show results within six months* of receiving funds, but also demonstrate the potential for long-term impact. Funds must be expended within one year of receiving them.

### Projects Should:

- Actively advance the community vision articulated in *Portland 2030: a vision for the future* (view at [www.visionpdx.com](http://www.visionpdx.com));
- Use innovative approaches to realize our shared vision for the future\*;
- Tap into existing community support;
- Impact as many people as possible given the scope of the project;
- Be short-term in duration and long-term in effect;
- Aim to partner with at least one other organization. Partnering is **REQUIRED** for grants exceeding \$15,000.

**For more information contact:** Gabrielle Buvinger-Wild, Grants Coordinator, (503) 823-9589. [gabrielle.buvinger-wild@ci.portland.or.us](mailto:gabrielle.buvinger-wild@ci.portland.or.us) or Stephanie D. Stephens, Vision into Action Program Manager, 503-823-9588, [Stephanie.stephens@ci.portland.or.us](mailto:Stephanie.stephens@ci.portland.or.us)

# Project Guidelines

As part of the second round of grants awarded by the Vision into Action Coalition, a total of \$102,500 will be made available to neighborhood and community organizations for projects that engage Portlanders in making our shared vision a reality. Grants up to \$20,000 will be awarded by the Vision into Action (VIA) Coalition through a competitive process.

We recognize that Portland's community vision is broad and far reaching, and that many community projects underway already align with the values and ideas set forth in the vision document. The Vision into Action (VIA) Coalition is currently prioritizing funding for *innovative* community-based projects. Projects should be results-oriented—a true bridge between our vision and tangible action with meaningful outcomes.

## Guiding Principles:

- 1. Actively advance the community vision articulated in *Portland 2030: a vision for the future*.** Your project should be tied to one or more shared value AND one of the five “elements” (Built, Economic, Environment, Learning and Social) articulated in the visionPDX document (see Appendices A and B). Choose only ONE of the five elements under which to submit your application that you feel best represents your project. Your application will be weighed against other applications submitted under that same element (i.e. “Built” applications will not be measured against “Social” applications).
- 2. Use innovative approaches to realize our shared vision for the future.** Whether expanding an existing program, starting a new project, reaching out to a new constituency or building partnerships, all projects should use creative, innovative means to advance Portland's community vision.
- 3. Tap into existing community support.** The VIA Coalition is interested in funding projects where the community is already poised to act but where a VIA grant would help initiate action. As such, successful projects will demonstrate existing community support for the work such as volunteers, staff capacity, in-kind donations, or financial support. In addition, VIA projects should be designed so that groups feel energized from the experience.
- 4. Impact as many people as possible given the scope of the project.** visionPDX engaged thousands of Portlanders in creating our community vision. The VIA Coalition wants to ensure that community members are equally engaged in taking action. Projects of significant breadth and depth will honor the contributions of the more than 17,000 people who created the vision.
- 5. Be short-term in duration and long-term in effect.** VIA Community Action Grants will fund projects that are ready to begin immediately and show results within six months, demonstrating action, impact, and visibility. Successful projects will also initiative or contribute to long lasting and meaningful change.
- 6. Will advance community partnerships.** All applicants are strongly encouraged to partner with one or more organization (ie: a nonprofit partnering with neighborhood association, business or school). Those applicants who are applying for grants of \$15,000-\$20,000 will be **required** to partner with one or more organization. Each partner must provide a signature confirming participation on the application cover page. Your application narrative must clearly explain the role of each agency in the proposed project, including what resources and staff will be provided by each organization, and each partner must supply a financial statement.

# Criteria for Selection & Requirements

## **Award Criteria:**

Community Action Grant selection will be based on applications that most clearly propose innovative projects that actively advance the community vision and demonstrate an organization's ability to carry out the work.

## **Scoring Criteria:**

The following points will be used to review applications. Do not hesitate to contact staff (Gabrielle Buvinger-Wild at 503-823-9589 or [gabrielle.buvinger-wild@ci.portland.or.us](mailto:gabrielle.buvinger-wild@ci.portland.or.us)) with questions on grant requirements or the application.

**1. The project actively advances the community vision articulated in *Portland 2030: a vision for the future*. (Please refer to Appendix B and Appendix C for more information)**

**Questions the review panel will ask:**

- Does the project clearly advance the community vision?
- Does it reflect one or more of Portlanders' shared values:
  - Community Connectedness and Distinctiveness
  - Equity and Accessibility
  - Sustainability
  - Accountability and Leadership
  - Inclusion and Diversity
  - Innovation and Creativity
  - Safety
  - Does the project advance one of the five elements: Built, Economic, Environmental, Learning or Social Portland?

**2. The project uses innovative approaches to realize our shared vision for the future.**

**Questions the review panel will ask:**

Is the new or existing project creative and innovative? (\*Imagination and original thinking to introduce and test new ideas, programs and actions that best serve the community. We believe that many solutions can be found to seemingly intractable problems through collective and creative problem-solving.)

**3. The project taps into existing community resources.**

**Questions the review panel will ask:**

- Does the organization have the relationships, funding, volunteer base, staffing and infrastructure necessary to successfully carry out the work?

**4. The project impacts as many people as possible given the scope of the project.**

**Questions the review panel will ask:**

- Will the project leave our community stronger as a result of receiving these funds?
- Is the project of significant breadth and/or depth?
- Is the community impact as deep as possible or engaging as many people as possible given the scope of the project?

**5. The project is short-term in duration and long-term in effect.**

**Questions the review panel will ask:**

- Does the organization describe meaningful goals as well as concrete activities and outcomes?
- Is there a plan for how the project will show results in six months and track measurable change?
- How will this project create visibility in the community?
- Has the organization considered the longevity of the project and its potential long term impacts?

**6. The project illustrates a meaningful partnership. (highly encouraged for grants up to \$15,000 and required for grants over \$15,000)**

**Questions the review panel will ask:**

- Is this partnership new or ongoing?
- If ongoing, how long has the partnership been in effect?
- How will each partner participate in the proposed project?
- How is the partnership articulated in the application? See item 6 under “Guiding Principles” page 3

**7. Budget**

**Questions the review panel will ask:**

- Is the proposed budget realistic given the scope of the project?
- Does the proposed budget give careful attention to detail?
- In the case of a partnership, how will the funds be utilized by each partner?

**Acceptable use of funds:**

- Staff time related to project
- Program-related expenses including space, food, etc.
- Support for volunteers/participants in the project including: child care, travel, stipends
- Communication regarding events or program activities—printing, graphics, alternate media, etc.
- Equipment needed for events or program activities (application must justify purchase as related to project)
- Translation and interpretation
- Administration (up to 10% total request)

**Funds cannot be used for:**

- General operating support for ongoing activities
- Direct grants, scholarships or loans for the benefit of specific individuals
- Loans or debt retirement
- Annual appeals, general fund drives
- Emergency funding

## Eligibility


1. An applicant must be a nonprofit corporation or government entity, or have a sponsorship from one to act as their fiscal agent.
2. Projects must take place in the City of Portland, Oregon.
3. Organizations that received a VIA grant in the first cycle **cannot** be primary applicants in the current cycle. They can, however, be partners with a new primary applicant applying for a new project.

### Notes:

- Applicants should note that liability insurance and/or proof of workers' compensation insurance **WILL** be required for City purposes.
- Neither the City of Portland nor the review committee is responsible for any costs which the applicant may incur in preparing this application or proposal.
- Applicants will likely be contacted during review process for additional information.
- Applicants may partner with more than one organization but may be the lead organization on only one application.
- Applicant must have a working partnership for grants between \$15,000 and \$20,000.

## Timeline

Grant Application Available	January 9, 2009
Grant Workshop #1	January 23 2009
Grant Workshop #2	January 25 2009
Grant Workshop #3	January 29 2009
Grant Applications due in our office by 5:00 PM	February 19, 2009
Site visits with finalists	March 31, 2009
Awards Announced	May 1, 2009
Projects Must Show Results	Within Six Months of Receiving Funds
Final report and documentation submitted	After Project Completion

<b>Checklist:</b> 	
✓ Attend grant workshop (not required but highly recommended)	
✓ Cover page completed	
✓ Narrative completed (NOT to exceed five pages, single-spaced, 12-point font, 1-inch margins) For partnerships, your narrative clearly explains the roles of each partner.	
✓ Copy of nonprofit status and/or ✓ agreement with sponsoring agency and/or letter on department/bureau letterhead if government entity applicant included	
✓ Budget completed and included in application	
✓ Copy of applicant's financial statement (actuals)* from the last fiscal year ✓ Additional financial statement included in application for each partner for the previous fiscal year.	
✓ Application package ( <b>3 copies</b> of all the above) submitted on or before <b>February 19<sup>th</sup> 2009</b> . Mail received by due date or hand delivered is okay. ( <b>Do not</b> email or fax; Postmarks not accepted)	

\* Your financial statement reflects the organization's actuals of the last fiscal year. This includes all income and expenditures. Each partner on a proposed project must submit a financial statement even if they are not the primary applicant.

# Resources

**For More Information:**

Gabrielle Buvinger-Wild  
Community Grants Program Assistant  
503-823-9589  
[gabrielle.buvinger-wild@ci.portland.or.us](mailto:gabrielle.buvinger-wild@ci.portland.or.us)

Stephanie D. Stephens  
Vision into Action Project Manager  
503.823.9588  
[stephanie.stephens@ci.portland.or.us](mailto:stephanie.stephens@ci.portland.or.us)

**Foundation Center**

Collection of grant-writing tools:  
[http://fdncenter.org/learn/faqs/html/proposal\\_writing.html](http://fdncenter.org/learn/faqs/html/proposal_writing.html)

**Multnomah County Library**

Community Organizations and Grant Research Information:  
<http://www.cascadelink.org/>

## Appendix A: VIA Coalition Mission Statement



**The Vision into Action (VIA) Coalition is a broad, community-led alliance of organizations, businesses, government and individuals acting collectively and collaboratively to ensure implementation of Portland's community vision.**

The Coalition's purposes are to:

- **Convene action groups to solve problems/address big issues in the vision;**
- **Provide support for community-led projects by a variety of means, which may include grants and technical assistance, education and outreach, and advocacy training;**
- **Ensure alignment of government policies and programs with the vision;**
- **Track progress toward the vision; and**
- **Ensure sustainable sources of funding for the above.**

## Appendix B: Portland's Values

### COMMUNITY CONNECTEDNESS & DISTINCTIVENESS

**We value** a strong sense of connection in our communities. Building trust and relationships leads to a better quality of life. We value our local and small-scale political, social, economic and cultural environments. Our varied neighborhoods make Portland a special place.

**We value** that Portland is different from the rest of the country and we seek to preserve and protect the qualities that make us unique.

**We value** public spaces where neighbors can interact, including parks, community centers, farmers markets, community gardens, neighborhood schools and more. We value the vibrancy created by interacting with other people.

**We value** civic awareness and involvement, volunteerism, and local decision-making. We support a community-based decision-making structure.

**We love** that Portland offers many big-city amenities, but has kept its small-town feel. We like the friendliness, approachability and “easy going” attitude of Portlanders.

### EQUITY & ACCESSIBILITY

**We value** the right of every person to have access to opportunities for meeting basic needs and improving health and well-being. We believe that all residents should be able to use our systems to access jobs, services, housing, education, transportation options and passive and active recreation without physical, social or economic barriers.

**We believe** in innovative approaches to creating economic opportunity beyond addressing basic needs.

**We value** the ability of all Portlanders, regardless of background, to find living wage employment.

**We value** sufficient employment opportunities to keep talented people in Portland and to provide meaningful work.

**We believe** that the benefits and burdens of growth and change should be shared fairly among our communities, and all residents and groups should be fully involved as equal partners in public decision-making.

### SUSTAINABILITY

**We value** taking responsibility for actions that will affect our long-term future. Sustainability means meeting the environmental, social, cultural and economic needs of the present while ensuring the similar needs of future generations. Sustainability indicates care and respect for the ecosystem as well as for the people within it.

- **Environmental Sustainability:** We value our natural environment, and recognize that the actions of individuals, communities, government and businesses can impact our environment, both locally and globally. We value innovation to creatively address environmental challenges, and we prioritize the natural environment in policies and decisions.
- **Social Sustainability:** We value social and cultural interaction among diverse members of our community, and put a priority on social capital and learning from one another. Social sustainability means that we consider how the choices we make affect other people in our community now and in the future.
- **Cultural Sustainability:** We realize that our region has been populated for thousands of years, and we recognize and appreciate these original inhabitants and their work to protect this place for future generations. We also work to preserve the recent history of our people and this place to help tell the full story of our community.
- **Economic Sustainability:** We believe that working towards sustainability does not have to harm the economy but gives us a competitive advantage. We value systems that enable businesses to support themselves and their employees while embodying the community's values. We support our local businesses to ensure that our community's distinctiveness will continue to flourish.

## **ACCOUNTABILITY & LEADERSHIP**

We value transparent and fair processes. We value decision-makers with integrity who are connected to the community and consider the common good when making choices. We value leaders who inspire others to act towards a common goal.

## **INCLUSION & DIVERSITY**

We value fostering respect for and promoting interaction among all individuals in our community, regardless of race, ethnicity, sex, gender or gender identity, sexual orientation, belief system, political ideology, ability, socioeconomic status, educational status, veteran status, place of origin, language spoken, age or geography. By doing this, we will have richer relationships and make better decisions for our future.

## **INNOVATION & CREATIVITY**

We value imagination and original thinking to introduce and test new ideas, products and services that benefit the community. We believe that many solutions can be found to seemingly intractable problems through collective and creative problem-solving.

## **SAFETY**

We value communities that are safe, crime-free and work in partnership with public safety efforts. We value a caring community that seeks to support those in need of help or assistance. We prepare for emergencies and support development and maintenance of infrastructure – sidewalks, roads, bike paths, sewer and water lines, power lines, urban tree canopy, etc. – that will support safe and healthy communities.

## Appendix C: The Five Elements

### **BUILT PORTLAND**

Built Portland covers the physical and structural parts of our city, such as buildings, houses, parks, open spaces, transportation and roads. Built Portland considers what we want our communities to look and feel like, how we get around and what role our downtown serves in the region.

*The following statements reflect our values and how they apply to Built Portland.*

#### **In 2030:**

- Our city is compact, green, dynamic and accessible to all Portlanders.
- We innovate in the areas of transportation, public art, architecture and design while maintaining a healthy infrastructure.
- Decisions about how and what to build are thoughtfully made and incorporate diverse viewpoints and priorities.
- Our distinctive neighborhoods are built around hubs and exist in relationship with a thriving downtown, which is the center of the metro region.
- Our built environment is a mix of the reassuringly old and strikingly new.
- We value our public, open and natural spaces as well as our safe, comfortable streets.
- People in all parts of Portland get around easily on foot, bikes, wheels and public transportation.
- We have access to and can afford to live in a variety of housing choices geared to our diverse populations.

#### **Visualizing Built Portland:**

1. Public transportation systems create a system-wide web, connecting neighborhoods to one another as well as providing easy access to and from the central city.
2. Portland provides incentives to protect historically viable architecture while encouraging creative design for new structures.
3. Communities and transportation systems are designed to promote ease of access to work, services and play while ensuring carbon neutrality.
4. All new development meets green building standards, while many existing buildings have been renovated for efficiency.
5. Portland promotes dense development in neighborhood centers and along retail corridors and has encouraged well-designed infill development.
6. Portland encourages high population density while incorporating parks, environmentally protected areas, street trees, community gardens, green spaces, waterways and pathways.
7. Portlanders also have easy access to forests, natural areas and farms immediately beyond the urban area.
8. Portland continues to be the model American city for multiple modes of transportation, including pedestrian and bike paths, light rail, buses, trams, trolleys and car sharing. We maintain the road system for all users.
9. Portlanders thrive in neighborhoods that provide goods and services within walking distance from residences and workplaces.
10. Portland recognizes the value of diverse, mixed-income neighborhoods. Families with children can still live throughout Portland, regardless of their income.
11. The transportation system is built to handle industrial and commercial activities and to provide an effective freight system.
12. East Portland is an integrated part of Portland, while maintaining its distinctiveness.

## **ECONOMIC PORTLAND**

Economic Portland covers issues of opportunity, prosperity and livability related to our economy and the availability of meaningful work.

*The following statements reflect our values and how they apply to Economic Portland.*

### **In 2030:**

- Portland businesses use their innovation and independence to become environmentally, socially and economically sustainable.
- In our vibrant downtown and neighborhood hubs, businesses reflect their communities' values and help to define and support their unique local identities.
- Portlanders support and protect the viability of local businesses to enhance a feeling of community, preserve the uniqueness of neighborhoods and allow for creativity among Portlanders.
- Commercial, industrial and other business activity creates local jobs while connecting to regional and global economies.
- Partnerships between government, business and education prepare all Portlanders for quality jobs.
- Equitable access to both quality education and the supports we need to succeed enable us to earn living wages and fully utilize our differing abilities and talents.

### **Visualizing Economic Portland:**

1. Portland is the global model for sustainable business practices.
2. Local incomes rise because industry, education and government collaborate to increase skills of low-wage workers and the unemployed.
3. Portland attracts and cultivates innovative, creative and entrepreneurial talent that continuously sustains and renews our economy.
4. Portland fosters the development of small and large businesses that support our core values, enhance neighborhood viability and draw on local talent.
5. Portland provides incentives for business and cultural activities to settle and stay in the city center.
6. Portland's distinctive neighborhood stores provide a diverse array of products and services for local residents, so that residents can obtain daily goods and services within walking or biking distance of their homes.
7. Portland sees economic development as an inclusive effort with diverse strategies designed to bring prosperity to all segments of the population.
8. Portland has invested in mentorship and support programs for small businesses, allowing them to grow and thrive.
9. Brownfields are restored in an environmentally sustainable manner to support economic and community health.

## **ENVIRONMENTAL PORTLAND**

Environmental Portland includes both the natural areas within and around Portland, as well as our commitment to sustainability and environmental preservation. Environmental Portland addresses areas including transportation, our rivers, our parks system and our lifestyles.

***The following statements reflect our values and how they apply to Environmental Portland.***

### **In 2030:**

- Protection and restoration of the natural environment is integrated into every aspect of civic life, guiding our decisions and public policy.
- All Portlanders have equitable access to public resources such as public transportation, bike and walking paths, community gardens and access to locally-grown, healthful food.
- This access allows each of us, regardless of location or economic status, to choose environmentally sustainable lifestyles.
- Our healthy streams, rivers and forests support a diversity of native plants and wildlife.
- Greenspaces and parks are plentiful throughout our city and the vibrant Willamette River is a hub of community activity.
- We are a model of a sustainable city, and as such we proactively address key issues including transportation, development, energy and water use.

### **Visualizing Environmental Portland:**

1. A commitment to nature and the environment is one of the things that unites Portlanders – from daily purchases to long-term projects, we consider the environmental implications of the decisions we make.
2. Every Portland resident lives within a short distance of a park or greenspace.
3. We have many pocket parks, community gardens, rooftop public spaces and other alternate open spaces in addition to our large city parks.
4. The city has developed and implemented a policy of zero net loss of green and open spaces.
5. In addition to protecting green and open spaces within the city, commitment to good planning for growth has ensured that natural areas, farms and outdoor recreation are still nearby and easy to access outside the city.
6. Some brownfield sites are regenerated into greenspaces and wildlife habitat.
7. The urban tree canopy has continued to expand.
8. Portland maintains healthy rivers, streams, wetlands and ponds.
9. The Willamette River is now clean enough to swim in and it provides abundant wildlife habitat and safe fishing.
10. There are public and private incentives for local, organic food production.
11. Portland continues to excel in recycling, which now diverts almost all waste products into new uses, saving energy, landfill space and creating new products.
12. Our community has prepared for resource scarcity, and we do not suffer from changes in access to oil, water, food or electricity.
13. Portlanders enjoy some of the cleanest air and water in the country.
14. Our city has developed educational opportunities that make ecological, sustainable lifestyles accessible for all Portlanders.

## **LEARNING PORTLAND**

Learning Portland considers not only schools, but also practicing an ethic of lifelong education. Learning Portland recognizes that education happens on both the individual and community levels and that it is strongly linked to economic prosperity.

***The following statements reflect our values and how they apply to Learning Portland.***

### **In 2030:**

- Portland has established itself as a world-class educational community.
- Built on the understanding that education is vital to the social and economic health of the city, Portland is committed to, and nurtures, all forms of learning.
- Children and young people are valued and understood to be the future of our society.
- Elders are likewise revered for their wisdom and offered opportunities for both teaching and learning.
- We hold an unwavering commitment that all young people are afforded high quality education while providing diverse ways to learn and achieve.
- Lifelong learning guides our education through an integrated system of early childhood education through high school, college, professional and community education, and beyond.
- Education and learning are the foundation for achieving our individual and community goals.
- Our schools are multiple-use facilities and integral components of our neighborhoods and communities.

### **Visualizing Learning Portland:**

1. Every Portlander has the opportunity to achieve individual educational goals, and Portland provides an educational environment that ensures that anyone has the ability to obtain higher education degrees.
2. Portlanders cherish our five public school districts; quality public education is readily available to every pre-k-20 student.
3. The public and private sectors jointly provide a pre-K-20 educational enterprise that serves the intellectual, cultural and economic needs of the region, the city and its people.
4. Portland's higher education institutions serve as incubators of intellectual, economic and creative ideas.
5. The arts are integrated into all pre-K-12 education as a commitment of Portland to develop and foster creativity and innovation.
6. Portland provides adequate training for its future economy by investing in programs that prepare young people for the workforce.
7. Teachers are valued and supported in the schools and in community.

## **SOCIAL PORTLAND**

Social Portland considers individual and community health and well-being and how we relate to one another. It covers the civic life of Portland from processes for engaging communities in public decision making to partnerships in public safety.

***The following statements reflect our values and how they apply to Social Portland.***

### **In 2030:**

- We are a community whose members care about and are committed to our individual and collective well-being.
- We view our diversity as a vital community asset, whether they are differences of race, ethnicity, sex, gender or gender identity, sexual orientation, belief system, political ideology, ability, socioeconomic status, educational status, veteran status, place of origin, language spoken, age or geography.
- We facilitate the inclusion of all Portlanders in our democratic processes and in community decision-making.
- Because we are actively engaged in the governance of our city, we have confidence that our leaders' decisions advance the common good.
- Portlanders have equal access to education, employment, health care, safety, and housing, and our basic needs are met.
- Health is a priority for our community and health care is available to all.
- All Portlanders feel safe on our neighborhood streets and in our downtown, and our community members work with a responsive police force to solve problems.
- Portlanders create, appreciate, and have access to a variety of art culture, reflecting our community's heart and soul.
- Considering our values and the trends our community faces, we provide some direction for Social Portland in the statements below.

### **Visualizing Social Portland:**

1. The City of Portland has invested in accessible gathering spaces where its diverse community members can interact and communicate.
2. As in generations past, Portlanders find unique ways to solve problems collectively because the City of Portland encourages public deliberation and considers public decisions from multiple viewpoints.
3. Responding to the increasing diversity of its residents, the City of Portland has developed civic engagement mechanisms that allow for broad participation.
4. Neighborhood associations have a strong voice, as do identity-based groups whose members cross neighborhood boundaries.
5. Structural barriers to public involvement have been addressed and all Portlanders actively participate in civic life.
6. Government has ensured accessibility and equity in all public programs.
7. Basic needs of community members are met, allowing Portlanders the opportunity to succeed and to express their full ingenuity.
8. Individual, community and environmental health are among the highest in the nation because they are considered a public priority.
9. Health care is available to all and Portland is committed to sustaining the adequacy, viability and excellence of local health care systems.
10. The police force is reflective of Portland's diversity and officers work collaboratively with the entire community to resolve conflicts and keep the city safe.
11. Both the urban core and our neighborhoods are healthy, clean and crime-free spaces to live, work and play.
12. The variety and breadth of artistic and cultural activities showcases our city's commitment to creativity and innovation.

## Appendix C: Glossary of Terms Used in Vision Document

**Action:** A provision or task to implement adopted policies.

**Affordable Housing:** The cost of housing as a percentage of household income. Housing is considered unaffordable when housing costs exceed a threshold percentage – nationally that standard ranges from 25 to 33 percent. Housing costs considered in this guideline generally include taxes and insurance for owners, and sometimes include utility costs. When the monthly carrying costs of a home exceed 30-35% of household income, then the housing is considered unaffordable for that household.

**Alignment:** When everyone is working together harmoniously as a unit toward the same objective or purpose.

**Baseline:** A baseline is a description or measure of the current state. It is the starting point from which an organization improves.

**Benchmarking:** Method of measuring performance against established standards of best practice.

**Bicycle Boulevard:** Bicycle boulevards are low-traffic neighborhood streets that have been optimized for bicycling. They are a facility shared with motorists and identified by signs and occasional pavement markings.

**Bikeways:** A term that encompasses bicycle lanes, bicycle paths and bicycle boulevards.

**Built Environment:** Refers to the human-created surroundings that provide the setting for human activity, ranging from large-scale civic districts, commercial and industrial buildings, to neighborhoods and individual homes.

**Buy In:** A state of mind that occurs when an individual or group understands and commits to a common goal or action plan.

**Carbon Neutral:** Being carbon neutral refers to the practice of balancing carbon dioxide released into the atmosphere from burning fossil fuels, with renewable energy that creates a similar amount of useful energy, so that the net carbon emissions are zero, or alternatively using only renewable energy.

**Centers:** compact, mixed-use areas of high-density housing, employment and retail that are pedestrian-oriented and well served by public transportation and roads. Centers are defined as the central city, regional centers, town centers, station communities and main streets, as defined by Metro. Mixed-use centers in the metropolitan region include the central city (Portland), seven regional centers (the downtown areas of Hillsboro, Beaverton, Oregon City and Gresham, as well as the Clackamas Town Center, Washington Square and Gateway shopping areas), 30 town centers and numerous main streets and station communities.

**Central City:** Downtown Portland is the Portland area's central city and serves as the hub of business and cultural activity in the region. It has the most intensive form of development for both housing and employment, with high-rise development common in the central business district.

**City Beautiful Movement:** The architectural and town planning style of the early 20th century that advocated the treatment of a city as a work of art.

**Collaboration:** Any cooperative effort between and among governmental entities (as well as with private partners) through which the partners work together to achieve common goals. Such collaboration can range from very informal, ad hoc activities to more planned, organized and formalized ways of working together. They share a sense of public purpose, leverage resources to yield improved outcomes, and bridge traditional geographic, institutional and functional boundaries.

**Community Garden:** Small plots of land rented by individuals from some organization that holds title or lease to the land. The City of Portland runs a Community Garden Program that includes 30 garden sites with over 1,000 plots.

**Compact Urban Communities:** Urban locations which offer transportation, housing and shopping choices that reduce the need for automobile travel and support an efficient development pattern.

**Complete Street:** Designed and operated to ensure safety travel for all users – pedestrians, cyclists, transit-riders and motorists. Typically, complete streets include sidewalks, crosswalks, bike lanes and other features and amenities.

**Comprehensive Plan:** A document that identifies that guides growth and development for a local jurisdiction.

**Congestion:** A condition characterized by unstable traffic flows that creates stop-and-go movement on a transportation facility. Nonrecurring congestion is caused by actions such as special events, weather, and/or traffic accidents. Recurring congestion is caused by problematic facility design at a key location or constant excess volume compared with capacity.

**Conservation:** The management of resources, such as water and energy, so as to eliminate waste or maximize efficiency of use.

**Density:** A measurement of the number of people, dwelling units, or lots in relationship to a specified amount of land. Density is a measurement used generally for residential uses.

**Design Guidelines:** A set of design parameters for development that apply within a design district, subdistrict, or overlay zone. The guidelines are adopted public statements of intent and are used to evaluate the acceptability of a project's design.

**Development:** Any physical alteration and/or improvements of land which leads to subdivision of land; construction of any building or structure; road development; installation of utilities; grading; mineral extraction; the deposit of refuse, debris, or fill materials; or the clearing of natural vegetation cover with the exception of agricultural activities and trails.

**Economic Development:** A process to influence local economic conditions by stimulating private investment in existing and potential firms, thereby expanding an area's employment opportunities.

**Green Building (also, Green Design):** Building design that yields environmental benefits, such as savings in energy, building materials, and water consumption, or reduced waste generation. Green development minimizes energy consumption and minimizes pollution and the generation of wastes, while maximizing the re-use of materials and creating healthful indoor environments.

**Green Street:** A street designed and constructed to integrate a system of stormwater management within its right of way in order to reduce the amount of water that is piped directly to streams and rivers. Green streets typically incorporate green infrastructure, such as street trees and landscaped amenity zones, both for aesthetics and to enhance the environment.

**Greenhouse Gas:** Components of the atmosphere that contribute to global warming, including water vapor, carbon dioxide, methane, nitrous oxide and ozone. Human activities have added to the levels of most of these naturally occurring gases.

**Greenspace:** A term applied to open spaces in urban areas, including parks, preserves and public or private lands. **Greywater:** Domestic wastewater that does not contain human wastes such as tub, shower or washing machine water that is recycled especially for use in gardening or for flushing toilets.

**Groundwater:** Water under the earth's surface, often confined to aquifers capable of supplying wells and springs.

**Growth Management:** The use by a community of a variety of combined techniques to establish the amount, type and rate of growth desired by the community and to channel that growth into designated areas. Growth management policies can be implemented through growth rates, zoning, capital improvement programs, public facilities, ordinances, urban growth boundaries and other programs.

**Habitat:** The physical location or type of environment in which an organism or biological population lives or occurs.

**Historic Preservation:** The process of preserving part of a community, from an individual building or part of a building to a whole neighborhood (including roadways and waterways), because of its historical importance.

**Household:** All persons residing in a single dwelling unit. **Household Size:** All of the persons who occupy a housing unit.

**Ibid.:** (Latin, short for "ibidem," "the same place") is the term used to provide an endnote or footnote citation or reference for a source that was cited in the previous endnote or footnote.

**Impervious Surface:** Surface through which water cannot penetrate, such as a roof, road, sidewalk or paved parking lot. The amount of impervious surface increases with development and establishes the need for drainage facilities to carry the increased run-off.

**Implementation:** Actions, procedures, programs or techniques that carry out policies.

**Infill Development:** Projects that use vacant or underutilized land in areas that were previously developed.

**Infrastructure:** The physical systems and services that support development and people, such as streets and highways, transit services, airports, water and sewer systems and the like.

**Initiative:** An initiative is an activity that supports accomplishment of an objective.

**Light Rail Line:** A public rail transit line that usually operates at grade level and that provides high capacity, regional level transit service. A light rail line is designed to share a street right-of-way although it may also use a separate right-of-way or easement.

**Mixed-Use:** In land-use and transit planning, generally refers to different compatible land uses located within a single structure or in close proximity to each other.

**Mobility:** The ability to move about the region from one location to another.

**Mode:** A particular form of travel (e.g., walking, bicycling, driving alone, carpooling or vanpooling, bus, train, ferry or airplane).

**Open Space:** Any open land or other space (such as a river) which is predominately lacking in structural development. Open Space includes natural areas, wetlands, open water, wildlife habitats, farmlands, grazing areas and park recreation areas.

**Passive Recreation:** Recreation activities that require limited physical exertion on behalf of the participant. Examples include bird watching, walking or photography.

**Pedestrian-Oriented Development:** The development and siting of housing, commercial space, services, and job opportunities in a manner that accommodates walking. Such development is intended to create more vibrant urban areas and to reduce dependency on automobile travel.

**Program:** An action, activity or strategy carried out in response to adopted policy to achieve a specific objective. Policies and programs establish the “who,” “how,” and “when” for carrying out the “what” and “where” of goals and objectives.

**Public Art:** works of art in any media that has been planned and executed with the specific intention of being sited or staged in the public domain, usually outside and accessible to all.

**Public Services:** Facilities and infrastructure, including sanitary and storm sewer systems, water supply, energy, telecommunications, public safety and emergency services, schools, libraries and other facilities.

**Recycling:** The process by which waste materials are collected and reused as “raw” materials for new products.

**Redevelopment:** The restoration and/or improvement of an existing structure or property.

**Social Capital:** The value of social networks that people can draw on to solve common problems. The benefits of social capital flow from the trust, reciprocity, information and cooperation associated with social networks.

**Solid Waste:** A general category that includes garbage, trash, refuse, paper, ashes, metals, glass, plastics, construction debris, rock, soil, abandoned vehicles and machine parts, discarded appliances, yard wastes, manure and other materials.

**Stakeholder:** Those individuals, groups, and parties who either affect or are affected by the organization, both internally and externally. Stakeholders are involved or consulted as part of the strategic planning process so that their views, needs, and concerns are given consideration during the development of organizational goals, objectives and strategies. They may also provide input related to outcome measures.

**Stewardship:** Taking responsibility for actions affecting the natural or built environment. Positive stewardship demonstrates acceptance of this responsibility through the continuous improvement of environmental performance by individuals, communities, the private sector and governmental agencies.

**Strategic Plan:** A strategic plan is a disciplined, coordinated, systematic, and sustained effort that enables an organization to fulfill its mission and achieve its vision.

**Transit-Oriented Development:** The development of housing, commercial space, services, and job opportunities in close proximity to public transportation. Such development is intended to reduce dependency on automobiles, as well as better linking residences to jobs and services.

**Universal Healthcare:** State in which all residents of a geographic or political region have access to most types of health care. Universal health care is provided in most developed countries and many developing countries across the globe.

**Urban Design:** The attempt to give form, in terms of both beauty and function, to selected urban areas or to whole cities. Urban design is concerned with the location, mass and design of various urban components and combines elements of urban planning, architecture and landscape architecture.

**Urban Sprawl:** Haphazard growth or outward extension of an urban area resulting from uncontrolled or poorly managed development.

**Walking Distance:** The distance which an able-bodied person would reasonably be expected to walk. Commonly understood as  $\frac{1}{4}$  mile, or about 10 minutes' walk.

**Watershed:** The land area from which surface runoff drains into a stream, channel, lake, reservoir or other body of water. Large watersheds, like the Mississippi River basin contain thousands of smaller watersheds.

**Zoning:** The division of a city by legislative regulations into areas, or zones, which specify allowable uses for real property and size restrictions for buildings within these areas; a program that carries out policies of the City's Comprehensive Plan.