



# Portland 2030: a vision for the future

by the people of Portland, Oregon

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**visionPDX**  
**plvision@ci.portland.or.us**  
**www.visionPDX.com**  
**503-823-9585**



Photos on the cover: Fremont Bridge and Willamette River kayaks by Mike Houck; young girl by Thomas DeCuir.



# Letter from the mayor

Dear Portlanders,

Two years ago, I launched visionPDX, a City-supported, community-led initiative to create a vision for Portland for the next 20 years and beyond. Since then, thousands of you have shared your hopes and dreams for our city's future. From community centers and places of worship to small gatherings in homes, we have had deep and rich discussions on the values we share, the challenges we face and the decisions our community must make together.

When I commissioned this project, I wanted to ensure that all Portlanders had an opportunity to participate in this important discussion – particularly those who had not previously been asked to sit at the public policy table.

Since then, I have watched as City Hall filled with hundreds of immigrants and refugees from all over the world who took their voices into Council Chambers to be heard. Our small business community produced a report with hundreds of ideas to encourage local economic development. Students involved in one of our visionPDX grants helped organize and pass a Bill of Rights for young people. Now there are youth conducting research on how they can be better engaged and served in our city.

This vision describes what we want our city to be in the future, the legacy we want to leave our children and grandchildren, and what responsibilities each of us has in solving community problems and creating an intentional future.

Now, I want to see the vision become a reality. After adoption, we will launch initial projects to take action on the vision as quickly as possible. At the same time we will be building a Vision into Action Coalition to organize community, government, business and other partners willing to work collaboratively on ideas expressed in our vision.

A vision is simply a vision. It takes people to breathe life and energy into it. Let us work together to take our community's vision into the next phase – action.



Tom Potter  
Mayor, City of Portland



Photo by Thomas Le Ngo

**Mayor Tom Potter shakes hands with visionPDX Co-Chair Marvin Kaiser at an event for visionPDX grant recipients.**

# Letter from the visionPDX chairs



Dear Fellow Portlanders,

Welcome. We are pleased that thousands of you have taken up the invitation to participate with us in creating visionPDX. Through this process we have been privileged to hear the wishes, the challenges, the wisdom and the excitement of what it means to be a Portlander – in what we desire and believe Portland can be in the next quarter century.

Many of us believe that our natural environment and our unique history have produced a quality of life that is second to none. The current generations have been given many gifts, including the beauty of our setting, a vibrant central city and thriving neighborhoods, a creative and entrepreneurial spirit and a commitment to the common good. These gifts bestow on us an even greater responsibility to be stewards for the generations to come. Knowing that our population will grow and become more diverse and that energy availability and climate change will challenge us, we come together, not only to maintain, but to improve our quality of life and to build on the gifts given us.

We thank all of you who have given your time, your insights and your love of this place we call our home to create a shared vision for our future. We were joined in this effort by an amazing group of volunteers, community organizations, and a talented staff. The 50+ member volunteer committee defined the visioning process, developed the key questions, and reached out to all corners of our community. We then read every word that was written in surveys or spoken during interviews and shaped those ideas into the vision described in this booklet.

This process was not simple. We struggled with the realities of the trends facing our city. How do we realize our dreams while adjusting to the changes facing our city and the world? We also debated the inevitable conflict we found in the responses. In the end, we decided to highlight those challenges for further discussion, rather than neglect them (see page 38).

While as a community we don't agree on everything, we do have a great deal in common. The core values described on pages 9-12 were found in responses from people of all backgrounds, income levels, and occupations. These values – as well as the investments and accomplishments of our predecessors – provide a solid foundation for defining and creating the future we want for ourselves and those generations that will follow us.

We welcome and ask all Portlanders to join us in turning our shared vision into a reality. A group of leaders from a variety of government, businesses and community organizations have signed on to craft policies, plans and programs that will get us there. Please join us in this next and most vital stage of our journey for our city, our home.

Sincerely,

A handwritten signature in black ink, appearing to read "Marvin Kaiser".

Marvin Kaiser and Sheila Martin

A handwritten signature in black ink, appearing to read "Sheila Martin".

visionPDX Committee Co-Chairs