

November 3, 1994

To: Ethan Seltzer/Ken Gervais & Future Vision Commission
From: Mike Houck
Re: Your version of Future Vision comments

I have read your memo of 11/3/94 and note that your version is extremely simplified from David Ausherman/FVC version. Please look over the original (with my additions/corrections) version again and re-write so it is verbatim with our version. The watershed/water quality is a critical missing element in the 2040 document that must be addressed in our testimony. Everyone in the omission subcommittee agreed that this language should be conveyed to Metro Council. Please re-write the testimony to reflect the original language.

If you have questions I'd be happy to answer them, but given the consensus of the FVC "omission" subcommittee and the importance of the issue I want to see the language conveyed to Council as written.

Changes to David's version: (leave your copy the same and add or change the bold copy as appropriate.

"The current growth concept...of fisheries, a watershed approach to meeting the region's growth management objective will assist ensure the enhancement of water supply and water quantity in our streams, wetlands and rivers.

Any future development....increased stormwater runoff, soil erosion...etc.

"An integrated...

- o Enhanced water quality and water quantity
 - o Fish and Wildlife habitat
 - o Wildlife Viewing
 - o Scientific Research
 - o Parks and Open spaces
 - o Regional trail system
- etc,"

"An interconnected system of streams, rivers, wetlands and open spaces should be managed on an ecosystem basis. This will....etc."

I have added to the multiple values because they are important and I've explicitly added streams, wetlands and rivers because they are not "open space" to a lot of people and they are critical to dealing with stormwater management, water quality, water quantity.

We get very specific about land use and transportation...and should not be any less specific about these Greenspace issues. Consistent with this, please change p. 4 lines 93-94 to read , and integration of greenspaces, watershed management, water quality and water quantity issues into the urban environment. Natural resource management, including water quality issues, are always relegated to the backseat with respect to land use/transportation issues. Unless we get specific and incorporate this language into every document it will continue to get backburner treatment that it usually receives.

72 agenda.

change



73 For example, Region 2040 did not and does not now address water
74 quality and watershed management issues. However, integrated
75 water management, and the management of watersheds based on
76 ecological principals cannot be divorced from efforts to design
77 the region's transportation system, designate urban reserves, or
78 integrate greenspaces into the existing urban area. The water
79 issues are significant challenges to us all in the decades ahead,
80 and must be integrated into whatever efforts are made to act on
81 the Recommended Alternative.

82 Similarly, housing affordability must be addressed as part of the
83 mix of issues, but is really not a part of the Recommended
84 Alternative at this time. Housing affordability represents an
85 intersection of land supply, urban design, community, and equity
86 interests. It cannot be dealt with in a limited or
87 unidimensional manner. In the next phases of planning and
88 action, it cannot be left out either.

89 We raise these issues not, as some would have it, to suggest that
90 until everything gets addressed, that nothing should be done. We
91 believe that the Recommended Alternative makes important strides
92 for this region's interests in its UGB, transportation system,
93 structure of urban places, [and integration of green into the
94 urban environment]. Those advances should be codified through

↓ change

Ashernay FVC Version

Water Quality/Open Space

The current growth concept should be retained during development of the Regional Framework Plan to integrate urban, suburban and rural lands in a watershed-wide perspective. This will ensure reduction in downstream flooding, reduction in winter flows and enhancement of summer flows. In conjunction with riparian corridor protection, wetland preservation and protection and restoration of ~~fineries~~
fisheries both water quality and water supply will be enhanced.

Any future development within the targeted urban reserves must be sensitive to increased storm water run off, soil erosion and other pollution sources as well as flooding in downstream communities. An integrated, multi-objective floodplain management strategy will be developed which recognizes the diverse values of stream and river corridors including

- Enhanced water quality and water quantity
- Aesthetic values
- Open spaces
- Enhanced property values
- Education
- Flood reduction
- Recreation

An interconnected open space system should be analyzed on an ecosystem basis. A regional view will ensure linkages between communities and system-wide resource management. This will require cooperation among local governments so that local implementation will reflect regionally agreed goals.

Affordable Housing

We are defining affordable housing as a spectrum of housing opportunities assuring the availability of decent residential situations for all income levels. During development of the Framework Plan this component should not be overlooked in the housing mix of regional design types and should be distributed fairly throughout the region.

Houck's original language from which Ausherman crafted his version:

The success of Region 2040 to protect, restore and manage the natural landscape can best be monitored and evaluated on the basis of how successful we are at maintaining and improving the water quality of our urban, suburban and rural waterways. As our region grows, it will be necessary to reduce the proliferation of impervious (hard) surfaces which contribute to unnaturally high winter flows, contribute polluted stormwater and increase erosion into our waterbodies. The adopted regional growth management alternative will need to integrate urban, suburban and rural lands in a watershed-wide perspective to ensure reduction in downstream flooding, reduction in winter time flows and enhancement of summer flows, protection of riparian corridors and wetlands and restoration of fisheries. This will require the collaboration of and cooperation among diverse interests including Metro, all local governments, state and federal water quality and natural resource agencies, the public and private landowners. In addition to regulatory programs it will be essential that private property stewardship be incorporated into watershed management strategies if we are to be successful in improving water quality in all of our streams, wetlands and rivers.

Metro, in cooperation with local jurisdictions and state and local water quality agencies and citizens must integrate regional planning concerning rural and urban reserves from a watershed perspective. Any future development with the targeted urban reserves must be sensitive to increased stormwater runoff, erosion and other sources of pollution and flooding on downstream communities. An integrated, multiobjective floodplain management strategy shall be developed which recognizes the multiple values of stream and river corridors including: fish and wildlife habitat; open space; increased property values; education; flood reduction; aesthetics; education and passive recreation. Multiobjective Floodplain Management shall be adopted on a regional basis to ensure the long term functioning of the region's floodplains for flood conveyance, reduction of property losses and enhancement of Greenspaces in an interconnected system of streams, rivers and wetlands that are managed on an ecosystem basis. Restoration of currently degraded streams and wetlands is an important element of this ecosystem approach.

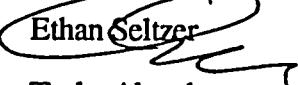
Preserve, create, or enhance natural water features for use as elements in a nonstructural approaches to managing stormwater and water quality. This should be accomplished through a Multiobjective Floodplain Management shall be adopted on a regional basis to ensure the long term functioning of the region's floodplains for flood conveyance, reduction of property losses and enhancement of Greenspaces in an interconnected system of streams, rivers and wetlands that are managed on an ecosystem basis. Restoration of currently degraded streams and wetlands is an important element of this ecosystem approach.

Gervais

Portland State University

P.O. Box 751, Portland, OR 97207-0751

December 6, 1994

To: Members of the Future Vision Commission
From: 
Re: Tasks Ahead

- 1) At our next meeting on December 12, please come prepared to discuss the following:
 - The map - Please review the map and the icons and bring your comments for David and Glen.
 - Implementation - Attached is a redrafted implementation section with a short list of benchmarks. Please review this section carefully, especially the proposed short list of benchmarks, and fax or bring your comments to us.
 - Glossary terms - Please get your list of "terms-that-need-to-be-in-the-document-no-matter-what" and, ideally, the definition you feel goes with them, to us as soon as possible.
 - Meetings with Councilors - Please set up any remaining appointments and bring the information along to share with the others.
- 2) We are working with Claire Levine, a professional writer and editor, to edit the Future Vision. She has worked on a wide range of projects and is currently editing the newest edition of the Oregon Blue Book. I'll have more information for you at the meeting.
- 3) Public Review - As we discussed the other night, there are a range of options before the Commission. At a minimum, the edited Future Vision should be put into a tabloid and mailed with a response form to Metro's 2040 list. I would also suggest that you plan on holding several public hearings to provide additional opportunities for comment. The tabloid should mail in mid-January and the hearings should occur in early February. This would allow time in February and March for the Commission to consider what it has heard, make changes, and submit the document to the Council by early April. Nonetheless, there are other options as well, and the Commission should discuss how it wants to pursue this. We will take this up on the 12th if the other items go fast enough.

Please note that if we finish our agenda for the next meeting at the next meeting, then our next meeting after that will not need to occur until after the first of the year. Feel free to contact me should you have any comments or questions. Otherwise I'll see you on December 12th, same time, same place.

Thanks!

557

IMPLEMENTATION

558

559 We recommend that the Metro Council, upon the adoption of the Future Vision, identify and act on
560 measures to implement the vision conscientiously, affirmatively, and proactively. The Metro
561 Charter calls for the Metro Council to adopt a Future Vision, and to "describe the relationship" of
562 the Regional Framework Plan to that Future Vision. Further, the Charter specifically prevents the
563 Future Vision from having any "effect that would allow court or agency review of it".

564

565 Clearly, the ambition for implementation of the Future Vision, as expressed in the Charter, is quite
566 modest. However, we live in a landscape which is home to communities of substantially greater
567 ambition. In fact, our participation in this project has impressed on us that our nine-county, bi-
568 state region deserves the attention, affection, and stewardship to which we are singly and
569 collectively called.

570

571 We believe that implementing actions could include, but not be limited to, the following:

572

573 1) Regional Framework Plan - We have attempted to identify actions to implement
574 individual vision statements in conjunction with Regional Framework Plan elements. The
575 Council should use those proposed actions at the beginning of the process for creating
576 Framework Plan elements in order to ensure that there is a relationship between the Future
577 Vision and the Regional Framework Plan to "describe".

578

579 2) Vision Index - The Metro Council can use the vision statements to create a Vision
580 Index for use as a diagnostic or evaluative tool in planning, policymaking and budgeting.
581 The Council could direct that the vision statements be used at the outset of new or ongoing
582 initiatives to guide the formulation of decision criteria. As examples, the following kinds of

583 questions might get asked:

- 584 • Will the action or plan assist in improving the welfare of children?
- 585 • Will the action or plan help to extend educational resources to the people of the
- 586 region more effectively or comprehensively?
- 587 • How, if at all, will the action or plan enable/improve the ability of people
- 588 throughout the region to compete for jobs or other opportunities?
- 589 • Will the action or plan, through its development and implementation, serve as a
- 590 vehicle for enabling wider participation in policy formation and planning?
- 591 • Does the action or plan support and encourage efforts to engage citizens and
- 592 business to join with government to improve public safety?
- 593 • Will the action or plan add to efforts to diversify our economy and encourage the
- 594 creation of new enterprises best able to further other regional objectives?
- 595 ...and so on.

596 3) Annual State of the Region Review - of critical importance will be efforts to
597 promote, lead, and engage the citizens and communities of the region in an ongoing
598 discussion of our future. The Metro Council and Metro Executive should commit
599 themselves to a program of monitoring that is designed to provide the data needed to
600 evaluate whether the region is achieving the goals that it has set for itself. The best plans,
601 left unattended and unexamined, will not secure the future for this region that it deserves.
602 Metro should begin by developing a short list of indicators or benchmarks for assessing
603 progress towards implementing the Future Vision. This list is not meant to be exhaustive.
604 Rather, it should include key indicators that, when discussed in a public forum, would
605 direct attention to issues requiring urgent attention. We believe that the initial list of
606 indicators for this task should be:

- 607 • I-1 Children - Percentage of children living in poverty
- 608 • I-2 Education - Adult literacy rates; Student skill achievement

- 609 • I-3 Participation - Voting rates
- 610 • S-1 Safety - Crime rates; Perception of safety
- 611 • S-2 Economy - Per Capita Income; Unemployment rate *what about per capita income?*
- 612 • S-3 Diversity - Bias crime rate; Number of annual ethnic/racial community
- 613 celebrations
- 614 • S-4 Civic Life - Number of active community associations *?*
- 615 • S-5 Capable Communities - Percentage of residents who feel that they are a part
- 616 of their community; Percentage of community residents with economic and
- 617 geographic access to health care
- 618 • S-6 Roots - Number of annual celebrations of regional history/sense of place
- 619 • P-1 Rural Land - Conversion of acres protected for farm and forest use to other
- 620 uses
- 621 • P-2 Choice - Percentage of housing units within a quarter-mile of parks,
- 622 shopping, transit, public buildings, and multifamily housing
- 623 • P-3 A Life in Nature - Biodiversity; Air Quality; Water Quality
- 624 • P-4 Walking - Mode split for walking
- 625 • P-5 Linkages - Goods movement; Business licenses granted to residential zones *?*
- 626 • P-6 Downtowns - Vacancy rates; employment in downtowns *Link?*
- 627 • P-7 Equity - Geographic distribution of children on free or reduced price school
- 628 lunch; Geographic distribution of households below median income spending less *more*
- 629 than 30 percent of their household income on housing
- 630 • P-8 Growth Management - Number of citizens participating in annual "state of
- 631 the region" review

632 Note that in some cases Metro already collects the data required. In addition, a number of

633 these indicators are drawn from the Oregon Benchmarks and are monitored by the state. In

634 some instances Metro will need to initiate new data collection and surveying activities.

635 . However, in all cases, the information collected will be of value to Metro's other
636 planning efforts, and to those of other jurisdictions as well.

The Metro Executive and Metro Council can use these indicators in a public process to discuss the state of the region, and whether we are moving further from or closer to our goals as described by the Future Vision. The outcome of the monitoring effort and discussion, on an annual basis, should be used by Metro to establish priorities for planning and implementing activities in the coming year. The Executive and the Council should appoint a technical advisory team to design the data collection methods and interpret the results. The list of indicators or benchmarks should be kept short as a means for focusing attention on the creation of an ongoing and informed public dialogue about our region as a whole, rather than on the status of its individual parts.

4) Regional Study Fellowships - The region needs a consistent and ongoing research program to better inform its planning efforts. One component of that program could be the creation of Regional Study Fellowships, developed in collaboration with academic institutions and funded through corporate donations and foundation grants. Fellows would be drawn from the ranks of early to mid-career public sector professionals and would develop projects linked to the implementation of the Future Vision and the Regional Framework Plan. The fellows would be chosen through a competitive process and the results of their work would be presented in a public forum. The fellowships would give Metro and the region access to the experience and talents of area professionals, would give the fellows the opportunity to “recharge” and explore an issue or set of issues in depth and with few distractions, and would give area communities access to cutting-edge thinking about the challenges of the future.

661 Whatever the course that is chosen, the fundamental objectives must always be to ensure that no
662 issue gets dealt with in isolation, and that a broad cross-section of our region's people are involved
663 in discussing, debating, and shaping our path to the future. Undoubtedly there are many more
664 ways to use the Future Vision to achieve these objectives. We offer the three outlined above as
665 proof that it can be done and in an efficient manner. As a region, our aspiration should be to match
666 the spectacular nature of our landscape with an equally spectacular and regular civic celebration of
667 our sense of the region, truly our sense of place. For it is only through the creation of a shared
668 and far-reaching culture of this place that we will be able to gracefully and magnificently rise to our
669 responsibilities for stewardship, and adapt to the dynamism of the world we live in, now and in
670 the future.

671

TO: Future Vision Commission Colleagues
FROM: Robert Liberty
DATE: 12 December 1994
RE: Comments on the Draft Map, Implementation Measures and Text

I am sorry that I am unable to join you this afternoon in your discussion. This memorandum will have to suffice.

A. The Draft Map & Associated Images (Icons)

The map and the arrangement of images around is very good. I think it clearly illustrates what we have come to understand; that our region is best understood in terms of our shared geography, ecology and economy, not the arbitrary political boundaries we have inherited from the 19th Century.

1. The Map

a. Identifying The Undesirable Alternative To Our Vision

My first concern with the map is that it does not clearly explain what our future will hold; it looks as much like a map of the present as the future. First and foremost, the map must display, somehow what we want to prevent; sprawl stretching in an uninterrupted band from Longview to Salem, absorbing those other communities which now remain distinct; Canby, Estacada, Woodburn, McMinnville and Longview. Because we are asking our fellow citizens to give sympathetic attention to an alternative future for our region, different most other regions, we must help them to appreciate what the future will inflict upon us if we don't take some action. Perhaps we can use some shading or tint to show the sprawl we wish to avoid. The University of Oregon Community Planning Workshop video projection of urban growth may provide the image or data needed to present this alternative.

b. More Specificity

The map does not provide much in the way of specificity. I think we should show actual population distribution by area, employment centers by number of employees, mode splits by community, affordability of housing by community and information about environmental indicators such as purity of air and water using (current) Federal standards. This kind of information might be presented in a table or box around the margin.

Providing this information is consistent with the Charter's requirement that we identify settlement patterns and address matters relating to transportation, the economy and natural resource carrying capacity. It will also answer the critics of our process who think what we are producing is a vague, "feel good" document with little substance.

2. Border Images and Information ("Icons")

a. Use Photographs

We should be sure to include images that have strong emotional appeal, such as the image of Mt. Hood, catching salmon on the Willamette or a successful, desirable neighborhood. I think photographs do a better job of evoking emotion than renderings and strongly urge my colleagues and the Metro staff to make provisions for them.

b. Categories

I feel uneasy with the current categories for the images, because of the amount of duplication between them and the absence of some important issue areas. I suggest using the following five categories to organize the icons and text around the border: Rural Lands; Jobs Housing and Neighborhoods; Transportation; The Environment; The Regional Perspective. I think these categories speak to peoples concerns about the impact of growth and are easily understood.

c. "Resource Lands"

The term "Resource Lands" is a technical term, confusing even to those conversant with planning issues. I would substitute "Rural Lands" and then include one image of each of the four types of these lands; commercial forest lands (farmlands continue to get a disproportionate share of the attention relative for forest lands); commercial farm lands, natural areas and rural residential areas and communities.

d. Community, Neighborhood and Density

There are too many renderings and references to higher (but still modest) density residential neighborhoods, a concept which is disturbing to many people, even those that actually live in such neighborhoods today. I think we should emphasize the choices of neighborhood types which our vision encompasses, including fairly low density residential neighborhoods. It is also very import to show people what the range of densities might be, using existing neighborhoods which are recognized as being popular, successful areas. Again, I would use photographs not renderings. If citizens see what these higher density neighborhoods look like and are reminded that they (or rather their children) will have a choice to pick between low and moderate densities, they will find our vision far more understandable and acceptable. I would have photographs showing three different neighborhood types/densities.

There needs to be some kind of image and information about "affordable housing and explanation of the regional interest in its distribution throughout the urban area. Especially important is helping citizens understand that affordable housing does not mean just government built or subsidized housing but the affordability of housing for hard working families below the median income. A sentence or two would help dispel the assumption that housing affordability is promoted by an unlimited supply of land for low-density sprawl.

Finally, I think we need to say something about the philosophy of continuing concern and reinvestment in the older parts of the region. We need to make it clear that our region's success cannot be evaluated just by the design and lifestyle in affluent suburbs but the quality of life in the neighborhoods and communities of modest means. Our success is measured by what happens on Alberta St., Foster Boulevard and 82nd Avenue as well as what happens in the Sunset Corridor.

e. Transportation

As with the housing and neighborhood issues, it is important to both describe how we might do better at making walking, biking and public transit an attractive and efficient alternative to the automobile and yet reassure people who cannot imagine transportation without a car or have no alternative today, whether they want one or not. I think images of walking to the store or a child walking or biking to school would provide an added emphasis to these modes and have wholesome associations.

B. Implementation Measures (Benchmarks)

In previous memos (most recently, September) I have urged the Commission to adopt actual numeric targets for its implementation targets, not just descriptions of what those indicators are. It does not help us in evaluating our success if we do not identify our goal.

I do not have time or resources to suggest all of these target but I can provide an illustration with respect to the protection of farmland: *The Censuses of Agriculture will show no more than a 2% reduction in the amount of farmland which is part of a farm with gross sales of \$80,000 in 1992 dollars, over the next 50 years.*

Current (for how long, we no longer know) Federal standards in the Clean Air and Clean Water Act could be used to measure our success in protecting air and water quality. In the past I suggested using wildlife population surveys as direct and indirect measures of the health of our ecosystems.

C. Text

Although it may be too late now, I have some general comments to offer about the text. (I am sorry I missed the last meeting. Given the demands on my time made by the upcoming Legislature and fund raising I suspect my attendance will continue to be sporadic.)

I think we, as visionaries, need not only to describe our destination but at least provide some hints as to how we are going to get there. In this regard, I fear we are failing to offer anything very visionary about the changes needed to existing governmental structures which will be needed to fulfill our vision. As you know, I am very skeptical that the current highly fragmented arrangements of providing governmental services will be workable as our metropolitan government expands. Rep. Myron Orfield's presentations about conditions here and his review of extensive research on the subject, indicates that the fragmentation of government in metropolitan areas is not value neutral. Rather, it makes possible the hollowing out of our metropolitan areas, with wealth and investment moving to the outer edge leaving poverty and decay at the center.

Highly fragmented governmental authority also cannot address issues which affect our region's natural systems, because this fragmentation means no government structure has final or complete authority for stopping the degradation of these systems.

At the same time, there may not be enough authority delegated downward to the neighborhood level, provided neighborhoods are not allowed to override regional needs and objectives. Just as local governments are delegated the responsibility for carrying out state mandates in the fashion which works best for their circumstances, so too should neighborhoods be given some responsibility and freedom for carrying out regional objectives.

In addition, we need to address, rather than ignore the fact that a large share of our metropolitan community resides in a different state. As Washington State's share of the regional population and employment grows, I think we will find that informal and ad hoc forms of cooperation are insufficient to address our common concerns. Similar issues of governance and accountability have already arisen for the four other Oregon counties which are not parts of the Consolidated Metropolitan Statistical Area.

I am not asking us to describe an entirely different form of regional and local governance. However, at a minimum, it would be nice to express a little skepticism about the effectiveness of current arrangements. We cannot make changes without at least expressing the need for change.

D. Meeting With A Councillor

I would be glad to meet with a Councillor or the Executive about the Vision document. Given past contacts, it would make sense for me to meet with Burton, McCaig, Monroe or Washington.

To: Future Vision Commission & 2040 Staff
From: Mike Houck
Re: 12-12-94 FVC Meeting

Robert Liberty and I are in New York City and unable to attend tonight's FVC meeting. I know that Robert will also be sending in comments sometime today.

Map Comments

I think you should probably change Resource Lands to Rural Lands and then have as separate categories Farm, Commercial Forest and Natural Resource Lands. The verbiage should stress that it is also critical to protect natural resource values outside the UGB, especially wetlands, riparian zones and water quality and quantity. I am afraid that people are getting the notion that Greenspaces are to be protected only with the UGB, which is neither the case nor something we want to convey to people. I would add the following language:

"Rural Lands must be considered...substainable region. (add) Sustainable resource utilization must respect the natural landscape, ensuring protection of wetlands, riparian zones and water quality. Lands must be..."

Greenspaces & Regional Tools

change this to read: "Protection, restoration and management of open space and the region's watersheds is crucial to the provision of fish and wildlife habitat, protection of water quality and quantity and the region's future livability."

Fishable/Swimmable Icon: Change the illustration to add wetlands adjacent to the stream (on left). Label the "stream channel" and label the "floodplain." Set the built structures out of the floodplain. These structures should be shown above and well out of the floodplain not as is currently drawn.

Regional Landmarks: Make the "Natural Landscape" more natural and less linear looking. Add: "Each of the region's twenty-six watersheds and their associated wetlands, streams and upland forests bring nature near all the region's residents."

Illustrations vs Photographs: I think David Ausherman did an excellent job of developing the first cut at icons. However, we need to decide whether illustrations or photos best represent our icons. If photos are preferred I have several that would fit into the Greenspace and natural areas elements.

Text (Future Vision Document):

P. 17 ECONOMY I was asked to supply new language for this section since I was critical about the lack of mention of the economic

value of natural areas to the region. This was a big gap in Portland's Prosperous Portland document as well. I feel very strongly that we should not continue ignoring this important, although undervalued component of the region's economy. So, here's a cut at language to be added:

"The region recognizes the economic value of a protected and well managed natural landscape, including streams, rivers, wetlands and adjacent upland forests. These Greenspaces add significantly to property values throughout the region as well as contribute to the region's overall quality of life which is essential to maintaining a healthy regional economy."

P. 20 OUR PLACE: I still would like to see language which says we will work with the ag and forest agencies to ensure that natural resources (one component of the rural landscape) are protected and restored as part of ongoing stewardship efforts to protect and restore wetlands, riparian zones and other important natural resources. Given the Governor-elect's contemplation of establishing a new natural resources agency, it might be wise if we acknowledge there may be other agencies (either instead of or in addition to agriculture and forestry) that need to be included.

Whatever we do it is critical that it be made clear that just because rural lands are outside the UGB does not mean that anything goes with respect to natural areas. Both farm and forest operations can and do have tremendous negative impacts on natural resource lands.

Glossary Items: Floodplain; wetland; riparian zones; biodiversity; ecosystem; landscape ecology; greenspaces; natural areas; restore; watershed; multiple values.

Ethan's December 6th Memo:

Public Involvement: Other Options should include Neighborhood newspapers (stories and inserts in: Sellwood Bee, Neighbor, NW Examiner, Peninsula Review, Skanner, Portland Observer etc.); PSA's on radio and tv; cable access programs (PDX and Tualatin Valley Cable access, etc.); Oregonian insert.

Implementation:

P-1 Given that there are many reasons why we might want to convert some farm land and forest land back to wetland and stream habitat, not all conversions of farm land are bad. There are, in fact, current efforts on behalf of Oregon Dept of Ag., Soil Conservation Service (newly named as Natural Resources Conservation Service); US Fish and Wildlife Service to work cooperatively/voluntarily with farmers to restore wetlands. There are federal incentives to "convert" farmland which was formerly "converted" from wetlands and streams, back to their original (or as close as we can get to "original") conditions.

P-2 add: "...within 1/4 mile of parks, Greenspaces, shopping, etc..."

P-3 A Life In Nature: I'd suggest the following specific indicators or benchmarks:

- o Viable nesting colonies of Great Blue Herons will continue to exist at: Ross Island; Heron Lakes/James River; Clackamette Park (Goat Island); Bachelor Island (Clark Co); Government Island and Molalla State Park/Pudding River.
- o Osprey are nesting on the Sandy, Clackamas, Lewis, Willamette and Columbia Rivers within the metropolitan region and populations of Osprey have increased over 1994 levels.
- o Viable runs of Chinook fall salmon continue to spawn in the Sandy River and their numbers have risen to _____ since their low in 1994. Other species of anadromous fish are spawning in the Sandy, Tualatin, Clackamas Rivers and their primary tributaries.
- o Native Cutthroat trout continue to thrive in Fanno, Balch and Johnson Creeks and have become reestablished in _____ streams.
- o _____ miles of tributary streams to the Tualatin and Willamette Rivers have been restored riparian habitat. This habitat not only provides important shading to these streams and rivers but also contribute critical in-stream habitat for fish and other aquatic species.
- o There are _____ acres of Greenspaces per individual and there is a Greenspace within 1/4 mile of each of the region's residents.
- o The region will experience a net gain of 1200 acres of wetlands, both natural and water quality treatment.
- o The number of species (biodiversity) of nesting, migratory and wintering birds are stable from the 1994 census and _____ species have become reintroduced into the region.
- o The number of species (biodiversity) of mammals, amphibians and reptiles remains stable throughout the region. There have been no localized extinctions of these vertebrate groups since data was collected in the mid-1990's.
- o All of the region's water quality programs are multiobjective in nature, ensuring that the multiple values of the region's waterways are considered when designing and implementing water quality and flood reduction programs.
- o TMDL's (Total Maximum Daily Loads) have been determined for all major pollutants appearing on the state and federal water quality lists have been established for the majority of the region's waterbodies.

- o The majority of the region's waterbodies meet fishable and swimmable standards and those that do not have been targeted to be treated to meet fishable/swimmable standards by the year 2060.
- o All the region's streams and rivers have sufficient, cool summertime flows so as to support the full range of aquatic life native to those waterbodies.
- o Winter time flows have been attenuated in all the region's streams, thus ensuring their structural and biological integrity.

P-4 Walking: Mode split: You need to include bicycling, both on road and off road facilities (% of the region bicycles for commuting, pleasure or shopping).

Line 638: The National Academy of Science performs this sort of function and should be designated as an objective, non-political advisory group. The responsibility of this group should be to monitor, report and recommend. It would then be the political process that would determine what we are going to do with their recommendations. The Urban Growth Management & Livability Advisory Group would consist of university and community college reps; federal and state natural resource agency personnel; professionals in the transit and land use arenas, etc...

4) I like this idea and logically, PSU would perform much of this function. Might function in similar manner to Loeb Fellowships at Harvard.

Hope these comments prove useful.

Sustainable Oregon
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(503) 638-6999

December 12, 1994 -- via FAX

Len Freiser, Chair
Metro Future Vision Commission
600 Northeast Grand Ave.
Portland, OR 97232-2736

Dear Mr. Freiser:

Enclosed are Sustainable Oregon's initial recommendations for the October 30, 1994 draft Future Vision. Thank you for this opportunity to comment.

Sustainable Oregon is a nonprofit organization dedicated to promoting the principles and practices of sustainable living. As part of our work we monitor sustainability efforts in the region, nationally, and internationally, particularly education, jobs, and livelihoods. We plan to participate in the process for completing the Future Vision and to support its implementation.

We appreciate and commend your work in putting together this document. The Future Vision will be critical in guiding the region in a sustainable direction.

Sincerely,

Loretta Pickerell

Enclosure: Recommendations for draft Future Vision (10/30/94)

Sustainable Oregon, Recommendations on Draft Future Vision (10-30-94), 1

Recommendations For Draft Future Vision (10/30/94)**General comments**

The Future Vision sets forth ambitious guidelines for appropriate development of the region. Unfortunately, few, if any, metropolitan areas in the country would currently meet this vision or satisfy the indicators suggested. Portland currently does not, even with existing population levels. We recommend a clearer recognition in the document that maintaining the status quo will not alone be sufficient. We will need to innovatively and intelligently restore and improve our ecological, economic, and social systems if we are to sustain the current and future populations with an acceptable quality of life.

Values

line 66: After line 66 add new item:

We value innovative and flexible social structures and technologies that support efficient and renewable energy systems and efficient and cyclical material systems.

line 67: Insert: this liberty cannot be fully realized or long endure

line 76: Change as follows:

We value economic development because of the opportunities it affords us all, but that serves the welfare of the human community and the environment, and recognize that there can be

line 78: Insert: mechanisms to insure dignity and equity for all

line 79: Add the following new item:

We value material sufficiency and security for all people and a society that provides opportunities for fulfillment that do not rely on accumulation of material things.

line 85: Add: We value participatory and informed decisionmaking which

line 85: After line 85, add new item:

We value whole systems approaches to decisionmaking, which integrate social, economic, and ecological considerations and promote cooperative partnerships among public and private entities.

Education

line 256: Add: changing economic, social, and environmental conditions.

line 272: After line 272 add two new items:

-- we educate our children to understand the ecological context in which human beings live and to recognize limits and natural constraints with grace and economy
(David Orr uses the term "ecological design intelligence")

-- our educational system includes ethics and social responsibility.

Sustainable Oregon, Recommendations on Draft Future Vision (10-30-94), 2

Safety

line 319: Add the following sentence to the end of the paragraph:

Our citizenry and governments are highly skilled in conflict resolution.

Economy

line 333: Change as follows:

that support the development of family wage jobs provide opportunities for all people to earn a sustainable livelihood in centers throughout the region.

line 343: Add:

foster and engage enterprises that assist existing industries and businesses to operate more sustainably; and that maximize sustainable technologies and materials and energy efficiency, emphasize waste and pollution prevention and are environmentally sound, are compatible with and represent long-term commitments to the community, support the local economy, and are attracted to

Civic Life

line 367: Insert new bullet after line 367:

— Engage the media in reporting and informing the citizenry on efforts and events affecting the implementation of the Future Vision.

Rural Land

line 404: Add:

supporting viable sustainable (or regenerative) farm and forest resource enterprises

line 413: Add:

products producers and about sustainable (or regenerative) agricultural and forest management practices and the urban consumer's role in supporting these practices.

Carrying Capacity

The draft appropriately recognizes that we have exceeded the carrying capacity of this region and that it would be somewhat arbitrary to represent a maximum sustainable population level for the region. However, it could be noted more clearly that with respect to several environmental factors, the absorptive capacities of the environment have already been legally determined (e.g., air quality standards for air sheds to protect public health and the environment). We can be more explicit than "advancing our values associated with livability" (line 157), as is done in the subsequent paragraph of the document. The following language may help clarify this point:

line 157: Add:

is occurring in a manner that will allow us to meet established criteria for protecting human health and the environment and our other values associated with....

Portland State University

P.O. Box 751, Portland, OR 97207-0751

MEMORANDUM

December 19, 1994

To: Ken Gervais, Susan McLain

From: Ethan Seltzer

Re: Future Vision Public Review

Attached is a draft of a public review process for the Future Vision. I think it meets our objectives, brings the Council and Executive right into the middle of the loop, and can do the job in an interesting way in time for the Council to act prior to July 1, 1995. Please review this as soon as possible and let me know what you think. In particular, do you think the Council will agree to this and to the assumption that they will trust the process as described? We need to pull this together quickly so as to not squeeze the adoption process at the end. I'll be around during the holidays. Let me know what you decide after you get a chance to talk.

Thanks!

Attachment

Future Vision Public Review
Proposed Outline
December 19, 1994

Objectives:

- Public review of the report of the Future Vision Commission prior to the adoption of a Future Vision by the Council; and
- The opportunity for the Council and Executive to put their stamp on the Future Vision so that, once adopted, it articulates a set of principles that will be of service to Metro as growth management policy decisions are decided.

Overview:

The Future Vision Commission has developed a statement of values and a set of vision statements for the metropolitan region that meet the requirements of the Charter and address the broad range of concerns that citizens have regarding the growth of the region. The vision statements identify elements of our region that should be protected as well as elements that need considerable work and community attention. In light of the diverse range of views among Commission members on issues ranging from what a vision is to how it ought to be developed to what it finally contains and how it should be acted on, the final report of the Commission presents vision statements with no particular sense of priority. Consequently, since each vision statement is presented with the same weight as every other vision statement, the "story" told by the document as a whole is open to considerable interpretation.

It's not that the vision statements are too "mom and apple pie" to mean much by themselves. Quite to the contrary, the vision statements are remarkably specific, even more so when considered along with their proposed implementation actions. It is the lack of prioritization that makes it possible for many stories to be told using the same set of values and vision statements as building blocks. To make it easier for citizens and others to understand what, in total, the vision is, we need to be able to sketch more descriptively how the vision statements operate on the region and each other. Stated another way, we need to identify for the reader which statements provide the key organizing principles for what we will be known for, as a region, fifty years from now.

One way to more precisely tell the story told by the document, the story intended to be told, is to use the values and vision statements to describe what the region is like to live in, what we are building for in the future, and what the world expects from this region in the year 2045. In this case the values and vision statements would be used to identify the elements of the region that ought to stand out most clearly, a process that requires focus and prioritization to an extent beyond which the Commission has gone to date. However, by taking the time to tell the story of the vision in this way, we can more easily present it to a wide public audience and better describe, for them, what having these value and vision statements will mean for the region. Think of it this way: the values and vision statements are like an atlas. To make that atlas most useful to other "travellers", we need to include a travel guide. Just as all places on a map don't hold equal interest, we need to be able to describe which places in the report of the Future Vision Commission speak most clearly to our hopes for the region in the next century.

Given the timeline for adoption of a Future Vision, the fact that it is the Metro Council and Executive that will actually make direct use of it in the future, and the objectives stated above, it makes most sense for the Council and Executive to be the ones to tell the story. The Future Vision Commission could go through the process of sketching their scenario using the values and vision statements. However, the Council and Executive will still have to do it themselves if the Future Vision is truly going to be theirs. Further, sending the Future Vision Commission's story to the public for review directs the attention of the public to a story that, in the end, may or may not be embraced by actual decisionmakers. Presented below is a process that the Council, with or without the Executive could use to quickly and efficiently put their story before the people of this region, and adopt a Future Vision by the date specified in the Charter.

Proposed Process:

December 19, 1994 - January 23, 1995 Edit and produce final report of the Future Vision Commission

January 30, 1995 Future Vision Commission meets with Council and Executive to present the report with particular attention to values, vision statements, and proposed implementation steps. Council and Executive have facilitated discussion of what they've heard in order to identify priorities and central themes. Results of Council/Executive discussion are turned over to a writer who then uses the values, vision statements, and discussion results to draft a one to two-page scenario for the region in 2045.

February 13, 1995 Council and Executive receive draft scenario and have one week to return comments. Scenario and report of the Future Vision Commission are designed and readied for two publications:

- "decision kit" to be sent to about 3000
- major placement in Planning newsletter already scheduled to be sent to 50,000 in March, also announces April public meetings

Early April, 1995 Three public meetings held to receive additional testimony on the vision.

April, 1995 Final Future Vision drafted and readied for adoption.

May, 1995 Council adopts Future Vision for the region

NOTE: Not accounted for in this process is specific review with MPAC, although it could easily occur throughout March and April, parallel to the public process.

MEMORANDUM

To: Mike Burton & Ruth McFarland
From: Ken Gervais
Re: Future Vision's Future
January 5, 1995

As you know the Future Vision Commission is mandated by Charter as is the adoption of a Vision by June 30, 1995. Charter language is confusing on some of the aspects which must be included. The language on carrying capacity is particularly difficult. (Attach copy of Charter language)

Council in its charge, financing, and appointments set the tone for a Vision which would not conflict with the 2040 process. In fact, the Future Vision is highly compatible. This is true for several reasons including the way it was set up as well as the fact that the Vision and 2040 are both tuned to the ethic of the people who live in the region and to Oregon's land use laws and experience.

It has been the objective of all of us to have the Future Vision add to regional planning already being done. The Future Vision enriches 2040 in four important ways:

1. Territory It envisions an area of 9 Counties (should it be 12?). This raises governance questions, but helps to focus on the region of which we are a part. It helps us avoid the "Toronto Syndrome" in which we spend so much time looking inward that we miss what is going on around us.
2. Range of Topics Future Vision is broader than 2040's concentration on land use and transportation. The Charter makes the need for this apparent. Like the territoriality issue this helps us not forget that education, health, the arts etc. are important as a context in which to do the planning we are responsible for. Even though Metro may have no authority over many of these areas they are important to and definitely will affect our quality of life and our future.
3. Focus on People The Future Vision brings us back to the ultimate benefactors, citizens and taxpayers. Where 2040 talks about VMT, FAR, and Regional Centers, the Vision calls for us to relate it all to people.
4. Aspirations Where 2040 talks about how to accommodate 700,000 people the Vision lets us talk about what we want for our children and grandchildren. It lets us dream, but not just dream, for combined with a set of strategies, (mostly embodied in 2040) and measures for keeping track we can work toward the kind of future we want. Taking charge of our future is one of the things this region values.

So, where are we and what needs to be decided?

The draft Vision is a good statement of values shared by our residents, with vision statements which project these values into the future. The draft is now 30 pages long. The Commission is at a decision point. It needs direction from Metro's elected officials. The primary question which needs to be decided is how the elected officials want to make this a Metro document.

The range of choices runs from letting the Commission complete the document, take it to public hearings and have Council bless it with adoption, through Council and Executive taking what has been done and making it theirs (with varying degrees of FVC involvement) to having staff write and Council adopt a product which Council directs.

The document will probably have the greatest effect if it is the Vision held by Metro's elected officials. Ethan Seltzer, who we have through PSU on an Intergovernmental Agreement recommends that Council take the values, and vision statements from the Future Vision Commission and tell its own story with them. There are probably several ways to do this, but one would be to hold an extended work session with the Commission and then have a editor/writer hired for that purpose convert the draft into Metro's draft.

This draft would then be given public scrutiny through the Planning Department's publication scheduled for March. Commission and or Council could also have public hearings in the region.

A secondary concern is allocation of resources. Work necessary to adopt the 2040 Growth Concept as a RUGGO amendment, the Urban Reserves, and getting started on the Regional Framework Plan will demand most of the staff and money available this fiscal year. John Fregonese is arguing that we should use our limited public involvement dollars in a joint effort. Not incidentally, he also argues that it would be a mistake to let a Vision Statement which sends a mixed message to the public to emerge on the heels of a unanimous 2040 Growth Concept decision. The most obvious conflict arises from the fact the the Draft Vision says no resource lands shall be converted to urban uses, while 2040 includes more than 1/3 such lands in study areas.

Individual Future Vision Commission members have met with each of the Councilors and with you Mike. They have a variety of ideas about what the responses they have received mean. The Commission is asking for a joint meeting with Council on January 30 to learn what you would like for them to do from here.

Members have put a great deal of time and effort into this process. They are all anxious to see Council adopt a Vision which embodies their work. Some would like to "nail it down" so it would be difficult for Council to change it, others are more realistic about the need for this to be Metro's Vision if it is to really shape regional policy.

**METRO**

Date: January 9, 1995

To: Ken Gervais, Senior Management Analyst

From: Gerry Uba, Emergency Planning Coordinator
Mike McGuire, Emergency Management Analyst

Sub: Future Vision - Relation to Regional Emergency Management Opportunities

Below are comments on the latest draft of the Future Vision report. We hope that the Future Vision Commission will incorporate the suggestions in its report.

Recent earthquakes and scientific research reports published in this state and elsewhere have made a convincing case that Oregon is "earthquake country." The Federal Emergency Management Agency and U.S. Geological Survey have funded Metro's earthquake preparedness projects in the past two years. Oregon's congressional delegation especially Senator Mark Hatfield continue support for Metro's emergency planning program because they agree with disaster experts that emergency preparedness reduces the cost of emergency response. It is therefore important that the Future Vision Commission consider the impact of natural disasters as it addresses how this region can accommodate population growth. The carrying capacity of the land is, in part, determined by its susceptibility to major natural disasters.

A. VISION STATEMENTS Section

Comment: Add to Line # 192

Scientific discoveries in the past decade concerning the region's seismic hazards indicate that at some time in the future a damaging earthquake is a virtual certainty. Organized actions taken over time during the development and redevelopment process may reduce the risk of regional catastrophes. Our assumptions must be capable of incorporating continuously evolving knowledge concerning the region's vulnerability to seismic hazards and other hazards.

B. OUR SOCIETY Section

Comment #1: Add to end of Line #324

..... and hazards created by human activity or by natural forces."

Comment #2: Add to end of Line #334

The scope of public safety coordination includes all phases of the disaster and emergency management process: preparedness, mitigation, recovery and response.



C. OUR PLACE: P-3 A LIFE IN NATURE

Comment: Add to Line 458 **METRO**

....preserved and restored ecosystems reflecting the region's commitment to steer development toward areas less vulnerable to the impact of natural hazards.

D. IMPLEMENTATION Section

Comment: Add to end of Line 610

....participation in regional emergency management exercises.

h:\futr-vis\ion

cc: Andrew Cotugno, Planning Department Director
Dick Bolen, Data Resource Center Manager

1/12/95

To: Future Vision Commission
From: Mike Houck
Re: Future of the Future Vision Commission & My Role

I have given some thought about where we are headed during the coming few months and what I am willing to commit to the Commission, given we have already committed considerable time and energy to this effort. I find the amount of time I have been spread among too many commissions, committees and coalitions to be as effective as I would like to be. Therefore, I am trying to be very explicit to myself and colleagues on these various bodies about my what my commitment is...as well as how I think the particular committee/commission is functioning.

The Future Vision Commission: As far as I am concerned, my understanding about where we are headed is as follows:

1. We have essentially **finished** our "document" with the exception of the following:
 - a. An editor will polish it up; b. We need to finalize our "indicators" or benchmarks and recommendations for a monitoring scheme; c. We need to finish the map (I have committed to Metro staff to help select photographs that will help put a people, community and landscape "face" on the map that will replace the illustrated icons David Ausherman provided us).
 - b. The function of our document is not for broad public review, although we welcome review and we should print 500+ copies so that they are available. It is for the Metro Council to use to go forth with RUGGO amendments and development of a Regional Framework Plan, etc. The public review will come from the March/April mailing---probably a joint mailing with Metro document? We will ask the public to respond back to Metro staff/Council what they think of the FVC piece/portion of the mailing---whether it is a separate piece or part of the "newsletter" will be determined during our January meeting (30th) with Council and staff (I think Fregonese needs to be there as he has definite ideas about how it should be handled).
 - c. While FVC will participate in the production of the mass publication, my strong feeling is that we will have to "trust" the graphic folks a lot. My usual way of dealing with production of those sort of documents is to give the graphic people the copy and let them have pretty free rein with respect to layout, illustrations/photos, map layout, etc. As a practical matter, March---if our Jan. 30 discussion concludes that we do a joint mailing in March---is very near, from a graphic perspective---too near for us to become too involved in editing, re-writing, etc---and that we're going to have to be exceedingly clear about what we want, what we've agreed to and then let the graphic folks have at it. That's the only way it'll get done.

This document will be given to Metro Council after we have done a., b. and c. The

Council will then decide which "pieces" of the document are most appropriate for the the various components of a FV-RUGGO-RFP "package." That decision, we have agreed, will be up to Metro Council, Executive and staff.

2. FVC will meet with Metro Councilors, and I hope staff as well, to discuss how this information can best be gotten to the public and how we can best solicit public input. My understanding is the following:

- a. FVC members are open as to how the information will be packaged, including packaging our tabloid or document (which would be a more mass public version of the finished product as described above). From a discussion I had with John Fregonese yesterday it is clear to me that staff preference would be that we combine our "tabloid", request for public input **with** and not separately from the Metro tabloid, or whatever form it takes, in March.
- b. There would be a separate piece, aside from the March mailing (to approx. 50,000 people), that would be the map on one side and on the other side a graphically pleasing description of Future Vision which would probably be a tabloid in format and three to four color which we would produce several thousand of.
- c. There is a **very limited budget** from what I have learned and that, unless the Future Vision comes up with additional money from the private sector---an effort I am not willing to engage in---we will have to be very cost conscious.
- d. FVC members at the last meeting expressed an openness to exploring options with Metro Council and staff on how best to package the above so that the integrity of the FVC process is maintained, we spend money wisely and we don't confuse the public with multiple mailings, too divergent messages, etc.---although FVC made it very clear to staff that our charge is different than 2040 and our geographic scope is larger as well.
- e. On the last point, although FVC members felt there was some merit to asking Oregon and WA governors to become involved in helping us reach Willamette Valley and WA communities outside Metro's sphere of influence, the political and practical reality is that this is not likely to happen. We left unresolved exactly how to do outreach to these other communities but people seemed to think this would be beneficial.

My Future Involvement: When I agreed to sit on the Commission I did so with the commitment to see the task through. However, I will be working intensely on Region 2040 through both the Coalition for A Livable Future which Robert Liberty and I have helped form and the Lower Willamette River Watershed Alliance--which I hope will help push much of the watershed, restoration and water quality issues that need to be brought into 2040. I know that Robert's time commitment and attendance will be much diminished as he spends more time in Salem dealing with legislative issues. From my

perspective, it is going to become increasingly important that we be task oriented and have a very clear understanding of what the agenda is, who is responsible for what and when tasks will be finished. I put my vote in for a review of where we are, where we are headed and what our milestones are going to be.

At the last meeting I requested that Ken Gervais construct a "flow chart" which will help us visualize how FVC fits in with MPAC, RUGGO's, RFP, Metro Council, etc so we can keep on track and use our time efficiently. It seems that we spend an inordinate percent of our time trying to remember where we are going and what our relationship is to other players. I don't think we have the luxury of time to rehash that information each meeting.

I am committing to work on the following tasks: a. Refining discussion about the indicators; b. Finalizing discussions about monitoring recommendations; c. Assisting Metro staff in finding appropriate photographic images/icons (I've suggested several Portland area professional photographers as sources); d. Meeting with Council to resolve public involvement; e. Participating in agreed on public outreach and outreach to outlying communities.

My biggest concern is that there are conversations going on among various individuals and "interests" (Ken Gervais and John Fregonese, Ken and Ethan, Metro Council and staff, within FVC, between FVC members outside meetings, etc) concerning FVC and it seems to me there is great potential for disconnects among the various parties leading to miscommunication and this is likely to continue if we are not clear and explicit---in writing---about our future workplan. I want to see something in writing that lays out our time from now until FVC adoption that we can refer to each meeting to ensure we are all---FVC, staff, Metro Council and Executive, Ethan Seltzer---on the same page. I find it too confusing and frustrating otherwise and will probably conclude that my time and energy will be more effectively spent on other 2040 related efforts that I already have too little time for.

I get the sense that I'm probably not alone in these sentiments, but thought it would be good to put them down on paper so that I'm clear where I'm headed and hope this helps us be clear where FVC is headed.

The photographers I've recommended we work with (we'll need to pay a fee to some, others might donate and others have already contracted with Metro for photos):

Michael Wilhelm, 692-5744---great wildlife and some with wildlife viewed by people
Kristin Finnegan, 241-2701---does a lot of contract work, good wetland scenes, built environment, transit, etc.

C. Bruce Forrester, (Sue Gemmell has #), did contract for Greenspaces
Bill Burkett, Wildlife and I think also did a video for Greenspaces, 647-0941

Steve Terrill, great shots of Columbia Slough and other Oregon scenics---does calendars and has coffee table books of Oregon scenes



**METRO****January 17, 1995**

TO: Future Vision Commission
FROM: Concilor Susan McLain
RE: Future Vision Public Involvement

At your request, I met with staff to review the budget and our plans for public involvement in the next six months and we have agreed on the following suggestions for informing the public on Future Vision. I believe that this program will be the most cost effective way to communicate with the general public regarding this issue.

Our recommendations are as follows:

1) The Future Vision Map - apparently, the lack of production of the map is the result of unclear direction as to what pictures should be included, and who should pick them. Mike Houck has volunteered to lead the effort to select some potential candidates, and the Commission can select them on the January 23 meeting. Once the pictures are selected, the final map can be produced in two to three weeks.

2) Newsletter. I strongly recommend that we combine forces in one newsletter. There are several very good reasons. First, we have developed a large mailing list of about 43,000 people. In addition, as part of our effort to integrate the components of the Regional Framework Plan, the next newsletter will be mailed to the transportation mailing list containing an additional 20,000 people for a total mailing of over 60,000 people in the region. These are people who, at one time or another, have contacted us and expressed an interest. This is more than 10% of Metro households. I believe that our mailing list includes the majority of people who are engaged in this issue. In addition to the mailing list, Metro distributes 10,000 additional copies, and each newsletter brings several thousand new names to the list. Therefore, the use of the list is the best tool for communication, short of a mass media campaign.

Second, the costs of a mailing (printing and postage) are around \$30,000 for a 16 page, four-color newsletter. A separate mailing requires a great deal of additional staff time in its preparation and layout and would cost an additional \$25,000 to \$30,000. The cost of adding a few pages to an existing newsletter is a couple of thousand dollars. It is much more efficient in both costs and staff time to combine forces.

Third, the combination of all of Metro's planning efforts in a newsletter allows us to deliver one consistent message. Many people are concerned that the public can be

easily confused by the many separate programs -- 2040, Future Vision, RUGGO, RTP, Regional Framework Plan, etc. This newsletter allows us to set each program in perspective, and explain the entire Charter-based program.

The contents of the newsletter, which would be distributed mid-March, would be:

- The Adoption of the 2040 Growth Concept - what the Council did (includes a color map)
- The Future Vision (2 to 3 pages, with a color map and some illustrations)
- Urban Reserves and the Growth Concept Refinement
- The Transportation Plan update
- The Regional Framework Plan - Introduction of the new logo and what comes next
- Response Sheet (This would include Future Vision issues)

We expect a press run of about 70,000, and a mailing of about 60,000. This would leave 10,000 for other distribution.

3) We would be able to produce the Future Vision report in a format similar to the 2040 Decision Kit with a color map. Once the text is finalized, production would take six to eight weeks. About 1,500 copies of the report would be distributed to local governments, CPOs, and other interested parties.

4) The budget includes additional funds for printing more newsletters if needed. The Commission could use these newsletters to distribute at meetings or other forums. We need to insure that we have a distribution plan prior to printing additional newsletters.

5) The budget also includes postage for the mailing 10,000 pieces of mail. This assumes that the Commission may want to do some mailings outside the Metro district, and to additional groups within the Metro boundary.

6) Funding for three "listening posts" is included for the Commission. These forums should be coordinated with the Metro Council and should be joint Commission/Council meetings.

7) The Commission should use Metro's Government Affairs staff to develop a media strategy for the Future Vision so a consistent message is sent.

8) I would recommend that Lisa Creel (the 2040 editor) be given the task of editing the Future Vision, with a budget of \$2,500 to hire and supervise a journalistic editor to clean up the draft, and insure that it has a consistent voice.

All of the above can be accommodated in the existing budget. I believe that this will allow the Future Vision Commission to finish our work and communicate effectively.

**METRO**

January 17, 1995

TO: Councilor Susan McLain
FROM: John Fregonese, Senior Manager
RE: Future Vision Public Involvement

I have reviewed our budget and our other plans for public involvement in the next six months and would like to make the following suggestions for informing the public on Future Vision. I believe that this program will be the most cost effective way to communicate with the general public regarding this issue. I developed this budget using only Metro funds; further activities are possible if outside funds are raised.

My recommendations are as follows:

- 1) The Future Vision Map - apparently, the lack of production of the map is the result of unclear direction as to what pictures should be included, and who should pick them. Mike Houck has volunteered to lead the effort to select some potential candidates, and the Future Vision can select them on their meeting on the 23rd of January. Once the pictures are selected, the final map can be produced in two to three weeks.
- 2) Newsletter. I strongly recommend that we combine forces in one newsletter. There are several very good reasons. First, we have developed a large mailing list of about 43,000 people. In addition, as part of our effort to integrate the components of the Regional Framework Plan, the next newsletter will be mailed to the transportation mailing list containing an additional 20,000 people for a total mailing of over 60,000 people in the region. These are people who, at one time or another, have contacted us and expressed an interest. This is more than 10% of Metro households. ~~While it is true that planning affects everyone in the Metro region, I believe that only 10 to 15 percent of the population is interested in these issues. Therefore,~~ I believe that our mailing list includes the majority of people who are engaged in this issue. In addition to the mailing list, we distribute 10,000 additional copies, and each newsletter brings several thousand new names to the list. Therefore, the use of the list is the best tool for communication, short of a mass media campaign.

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deliver one consistent message. Many people are concerned that the public can be easily confused by the many separate programs -- 2040, Future Vision, RUGGO, RTP, Regional Framework Plan, etc. This newsletter allows us to set each program in perspective, and explain the entire Charter-based program.

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- The Regional Framework Plan - Introduction of the new logo and what comes next
- Response Sheet (This would include Future Vision issues)

We would expect a press run of about 70,000, and a mailing of about 60,000. This would leave 10,000 for other distribution.

3) We would be able to produce the Future Vision report in a format similar to the 2040 Decision Kit with a color map. Once the text is finalized, we could produce this in six to eight weeks. I have assumed that you want to distribute this to local governments, CPO's and the like, and will need 1,500, at a total cost of \$5,000.

4) I have also included in the budget additional funds for printing more newsletters if needed. The Future Vision Commission could use these to distribute at meetings or other forums. We need to insure that we have a distribution plan prior to printing additional newsletters.

5) I have included enough additional postage for the mailing of 10,000 pieces of mail. I am assuming that the Commission may want to do some mailings outside the Metro district, and to additional groups within the Metro boundary.

6) I have included funding for three "listening posts" for the Future Vision Commission. These forums should be coordinated with the Metro Council and should be joint Commission/Council meetings.

7) The Commission should use our Government Affairs staff to develop a media strategy for the Future Vision so a consistent message is sent.

8) I would recommend that Lisa Creel (the 2040 editor) be given the task of editing the Future Vision, with a budget of \$2,500 to hire and supervise a journalistic editor to clean up the draft, and insure that it has a consistent voice.

All of the above can be accommodated in the existing budget. I believe that this will allow the Future Vision Commission to finish their work and communicate effectively.

**METRO**

DATE: January 24, 1995

TO: Metro Council

FROM: Casey Short, Council Analyst

RE: Future Vision Process Issues

The Council is scheduled to meet with the Future Vision Commission next Monday, January 30. One of the points of discussion should be a determination of the process the Council will follow to prepare for adoption of the Future Vision by June 30. I have identified three issues for the council to consider in preparation for this discussion.

1. When does the Council want to receive the Commission draft of a Future Vision document?

The Metro Charter (Section 5(1)(c)) says, "The Council shall appoint a commission to develop and recommend a proposed Future Vision by a date the Council sets." (Emphasis added.) At some point between now the end of June, the Council needs to "take possession" of the draft in order to consider whether to amend it and if so, how.

2. What are the respective roles of the Council and the Future Vision Commission in the review and adoption process?

The Commission has spent the better part of two years developing the draft Future Vision document. It is the Council, however, that is mandated to adopt the Future Vision, so it must be a vision that the Council supports. How shall the Council go about making the Future Vision that of the Council, and what will be the Commission's role in this final step in the process?

3. What process shall the Council follow to prepare the Future Vision for adoption?

The Planning Department plans to issue a newsletter in March that is largely focused on the Future Vision. The newsletter will be distributed to 50,000 - 60,000 people. The commission expects this to be the first major public release of its draft Future Vision.

I expect the Council will embark on a series of public hearings or "listening posts" following the March publication of the Future Vision. How will those hearings be structured, including dates, attendance, sites, and number? What opportunities will be provided for public comment? How shall the Council move from hearings to adoption?

Portland State University

P.O. Box 751, Portland, OR 97207-0751

January 24, 1995

To: Members of the Future Vision Commission
From: Ethan Seltzer
Re: The Tasks Ahead

1) January 30 Agenda:

- | | |
|----------------|--|
| 3 pm - 4 pm | Develop final comments on map |
| 4 pm - 5:30 pm | Develop final comments on words (see attached January 25, 1995, draft) |
| 5:30 pm - 7 pm | Meet with Metro Council and Executive |

2) Outreach Tasks - after our January 30 meetings the map and draft will be turned over to Metro's graphic designer and editor. They will develop the tabloid and return it to you for review on either February 13 or 27 (John will confirm date). In addition, at the meeting on either February 13 or 27, Metro staff will provide you with details regarding the listening posts, contact with communities outside the Metro boundary, and other outreach tasks and schedules.

3) Meeting with the Metro Council and Executive on January 30 - the purpose of that meeting will be to discuss the path to adoption with the Council and Executive. The Council will develop items for discussion at its meeting later today. The Future Vision Commission has agreed to raise the following issues during the discussion:

- Council commitment to the adoption process and roles for Council and Future Vision Commission (Peggy)
- Monitoring and evaluation as critical components of implementing the Future Vision, acting on the Commission's findings regarding carrying capacity, and demonstrating Metro's commitment to achieving the objectives outlined in the 2040 concept and upcoming Regional Framework Plan (Mike)
- Building relationships outside Metro's boundaries/need for an effective "foreign policy" in order to avoid what happened to Metro Toronto (Peter)

If there are other issues that you'd like to raise, please contact Susan McLain at Metro to coordinate.

4) Path to Adoption - the next six months looks something like this:

Feb 13 or 27...meet with Metro staff to review tabloid and outreach plans
mid-March to April 1...tabloid out, contacts with neighboring communities and MPAC
mid-April to May 1...listening posts

Memo to FVC - page 2

mid-May to June 1...review and revise draft
mid-June...Council hearings and adoption

This timeline is subject to change depending on the date by which the Council and the Executive want to act. Alice Schlenker, as the MPAC representative on the Commission, will work with Metro Staff to ensure that MPAC participates in the adoption of the Future Vision and will involve Commission members as needed in work with MPAC.

Please feel free to contact me or Ken Gervais should you have any comments or questions. Note that our next meeting after January 30 will be on either the 13th or 27th of February. We'll work with John to specify the date as soon as possible.

Thanks!

FUTURE VISION

Report of Metro's Future Vision Commission

Values, Vision Statements, and Action Steps

January 24, 1995 - DRAFT

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21

PREAMBLE

22

23 In 1805, Lewis and Clark came to this region, sent by President Jefferson on a journey of peace
24 and friendship, scientific exploration, conquest, and discovery. Beginning in the 1840's,
25 thousands of pioneers made an arduous 2,000 mile, eight month trek along the Oregon trail to river
26 valleys with rich farmlands and mountains with vast forests. Today, people are still attracted to
27 this region for its jobs, natural beauty, and culture of livability. Simply put, this is a great place to
28 live. We want to keep it that way.

29

30 However, today we are on an equally arduous journey into the future, one that challenges our
31 expectation that this will continue to be a place where people choose to invest their talents and
32 energy to keep what is good and fulfill our hopes for this land and all of its peoples. We must act
33 now and together. We offer this vision of the nine-county region in 2045 as a first step in
34 developing policies, plans, and actions that serve our bi-state region and all its people.

35

36 The bi-state metropolitan area has effects on, and is affected by, a much bigger region than the land
37 inside Metro's current boundaries. Our ecologic and economic region stretches from the crest of
38 the Cascades to the crest of the Coast Range, and from Longview on the north to Salem on the
39 south. Any vision for a territory as large and diverse as this must be regarded as both ambitious
40 and a work-in-progress. We offer this document in that spirit.

41

42 This vision has been developed with the expectation that individual dreams and effort will matter.
43 Our region is a place that rewards those who commit themselves to keeping and making it a great
44 place to live. Our region is a place where people act to meet the future, rather than waiting to cope
45 with its eccentricities. History teaches the often cruel lesson that a community that does not
46 possess a clear vision of the kind of future it wants is not likely to be satisfied with the one it gets.

47 Making the effort to identify what we want, and then acting purposefully and collectively to
48 achieve it, is critical.

49

50 Your Future Vision Commission has attempted to reflect the hopes and conscience of the people
51 who live here - we are neither oracles nor social engineers. Rather, we affirm differences in
52 thought and ways of life. We celebrate the individual as well as the community. We encourage
53 self-reliance and self-fulfillment as well as civic participation and civic pride.

54

VALUES

55

56 Our way of life in this region embodies a number of interconnected values that are essential to
57 facing the future wisely:

58

59 • We value taking purposeful action to advance our aspirations for this region, shaped by
60 the realization that we should not act to meet our needs today in a manner that limits or
61 eliminates the ability of future generations to meet their needs and enjoy this landscape
62 we're privileged to inhabit.

63

64 • We value natural systems for their intrinsic value, and recognize our responsibility to be
65 stewards of the region's natural resources.

66

67 • We value the greatest possible individual liberty in politics, economics, lifestyle, belief,
68 and conscience, with the full understanding that this liberty cannot be fully realized or long
69 endure unless accompanied by shared commitments for community, civic involvement, and
70 the health of our environment as a whole.

71

72 • We believe in the conservation and preservation of natural and historic landscape
73 resources. Widespread land restoration and redevelopment must precede any future
74 conversion of land to urban uses to meet our present and future needs.

75

76 • We value economic development because of the opportunities it affords us all, but
77 recognize that there can be true economic development only with unimpaired and
78 sustainable natural ecosystems, and suitable social mechanisms to insure dignity and equity
79 for all, and compassion for those in need

- 80
- 81 • We value our regional identity, sense of place, and unique reputation among metropolitan
82 areas, and celebrate the identity and accomplishments of our urban neighborhoods and
83 suburban and rural communities as well.
- 84
- 85 • We value participatory decisionmaking which harnesses the creativity inherent in a wide
86 range of views, dissenting and consenting, about the past, present, and future.
- 87
- 88 • We value a life close to the beauty and inspiration of nature, incorporated into urban
89 development in a manner that remains a model for metropolitan areas into the next century.
- 90
- 91 • We value vibrant cities that are both an inspiration and a crucial resource for commerce,
92 cultural activities, politics, and community building.
- 93
- 94 • We value meeting the needs of our communities through grass-roots initiatives that are
95 always aware of and in harmony with the collective interest of our overall metropolitan
96 community.
- 97
- 98 • We value a cultural atmosphere and public policy that will insure that every child in every
99 community enjoys the greatest possible opportunities to fulfill his or her potential in life. It
100 is, after all, primarily for them, and for their children, that we propose this vision.

101 **VISION STATEMENTS AND ACTION STEPS**

102 **Introduction...**

103 The Metro Charter, approved by voters in 1992, calls for the creation of two new planning
104 products: the Future Vision and the Regional Framework Plan. The Future Vision is described in
105 the Charter as follows:

106 “(1) Future Vision. (a) Adoption. The council shall adopt a Future Vision
107 for the region between January 15, 1995 and July 1, 1995. The Future Vision
108 is a conceptual statement that indicates population levels and settlement patterns
109 that the region can accommodate within the carrying capacity of the land, water,
110 and air resources of the region, and its educational and economic resources, and
111 that achieves a desired quality of life. The Future Vision is a long-term,
112 visionary outlook for at least a 50-year period. As used in this section, “region”
113 means the Metro area and adjacent areas.

114 (b) Matters Addressed. The matters addressed by the
115 Future Vision include but are not limited to: (1) use, restoration, and
116 preservation of regional land and natural resources for the benefit of present and
117 future generations, (2) how and where to accommodate the population growth
118 for the region while maintaining a desired quality of life for its residents, and
119 (3) how to develop new communities and additions to the existing urban areas
120 in well-planned ways.

121 ...

122 (e) Effect. The Future Vision is not a regulatory
123 document. It is the intent of this charter that the Future Vision have no effect
124 that would allow court or agency review of it.”

125

126 Metro is also directed to develop a “Regional Framework Plan” consisting of a number of

127 individual plans for issues of regional significance--the transportation system, urban growth
128 boundary, water resources, air quality, and housing densities, among others. The relationship
129 between the Future Vision and the Regional Framework Plan is explained in the Charter as
130 follows:

131 "The Regional Framework Plan shall: (1) describe its relationship to the Future Vision,
132 (2) comply with applicable statewide planning goals, (3) be subject to compliance
133 acknowledgement by the Land Conservation and Development Commission or its
134 successor, and (4) be the basis for coordination of local comprehensive plans and
135 implementing regulations."

136

137 Your Future Vision Commission has developed this document in response to both the requirements
138 and the spirit of the Charter. The following vision statements, in concert with the Future Vision
139 Map, provides the "conceptual statement" sought by the framers of the Charter and directly
140 addresses Charter requirements in the following ways:

- 141 • The Region - our area of interest is not the "3-county" or "4-county" area, but nine
142 counties (Clackamas, Clark, Columbia, Cowlitz, Marion, Multnomah, Polk, Washington,
143 and Yamhill) which interact now and will interact more completely in the future. We can
144 no longer afford to view ourselves apart from this larger metropolitan context, itself a part
145 of Cascadia, North America, the Pacific Rim, and a truly international economy.
- 146 • Population Levels and Settlement Patterns - our work has depended on population
147 projections and scenarios for its allocation developed through existing planning processes
148 in Oregon and Washington. The Future Vision Map depicts the relationship between this
149 written document and the landscape of the 9-county, bi-state region.
- 150 • Carrying Capacity - this metropolitan area, like all others, exceeded its physical
151 carrying capacity long ago. Our style of life depends on the importation of energy,
152 materials, capital, and "brain power" from all over the world. We've also found that

153 traditional biological models of carrying capacity are simply too narrowly drawn to be of
154 much use in a metropolitan setting. Though some will seek a number that ought to
155 represent the maximum population that this region can sustain, our discussions and study
156 of this issue lead us to the conclusion that settling on a number is artificial and
157 unproductive.

158

159 In fact, the question is not so much whether we have or have not exceeded carrying
160 capacity in some absolute sense, but whether our continuing inhabitation of this landscape
161 is occurring in a manner that will allow us to meet established criteria for protecting human
162 health and the environment, and serves our values associated with livability and
163 sustainability. Quite simply, carrying capacity must be viewed and discussed in a cultural
164 and social as well as physical context.

165

166 For that reason, and based on our review of the carrying capacity concept, we have chosen
167 to approach carrying capacity as an issue requiring ongoing discussion and monitoring.
168 We believe that the relevant question is not "when" carrying capacity will be exceeded, but
169 "how" we will collectively restore, maintain, and enhance the qualities of the region central
170 to sustaining our health, the quality of the natural environment, and the ability of future
171 generations to take action to meet the issues of their time.

172

173 Sustainable communities will come about through the skillful blending of factual data, our
174 values, and new ideas in a public discussion occupying a place of honor in this region, not
175 through blind adherence to numerical thresholds that cannot be specified, much less met.
176 Hence, carrying capacity is not a one-time issue, a single number, a simple answer, but an
177 ongoing question for us all.

179 • New Communities - this vision does not call specifically for the creation of new
180 communities. We choose, instead, to focus on the restoration and redevelopment of what
181 has already been committed to non-resource use. However, the values, vision statements,
182 and map, taken together, describe the nature of our region in 2045, and as such can be used
183 as a template for what any community, new or old, ought to embody.

184

185 • Other Issues - there are a number of issues that will require us, in the future, to
186 rethink some of our assumptions:

- 187 • telecommunications and information technologies are upon us but precise effects
188 on quality of life and urban form are not yet known;
- 189 • some aspects of our quality of life are likely to deteriorate with growth, some will
190 be enhanced;
- 191 • there will almost certainly be a change in the ways we use fossil fuels in the next
192 50 years;
- 193 • our sense of region will likely change as technology and the economy change.

194 After long discussion, we recognize that these issues and more will have profound and
195 largely unknown implications for our vision and this region. Nonetheless, we must move
196 forward with the belief that our region will rise to the challenges as they become apparent.

197

198 The vision statements fall logically into three groups, based on our belief that as inhabitants of this
199 bi-state region, we are committed to:

200

201 1) Each Individual - the development of each individual as a productive, effective
202 member of this region. We believe that this region must make clear and unambiguous
203 commitments to each individual in order that we all may have a vibrant, healthy place to
204 live.. This doesn't mean that our region must be all things to all people. It can't. Rather,

205 our challenge is to speak clearly about what we can and will do to support the ability of
206 individuals to participate fully in the prospering and stewardship of this region, balanced
207 by the responsibility of individuals to their community and region. Three vision statements
208 are presented for our aspirations for individuals:

209 I-1 Children

210 I-2 Education

211 I-3 Participation

212 2) Our Society - the ability to state and act on the collective interest of our communities
213 through civic involvement, a strong economy, and vital societal institutions. The ability to
214 work together, in the truest sense, is the hallmark of great communities and flourishing
215 societies. Engaging people with each other and with our economy, to solve problems and
216 act on dreams, is the cornerstone for how we go forward into the future. Six vision
217 statements are presented for our aspirations for our society:

218 S-1 Safety

219 S-2 Economy

220 S-3 Diversity

221 S-4 Civic Life

222 S-5 Vital Communities

223 S-6 Roots

224 3) Our Place - the physical landscape of the nine-county, bi-state region, the settlement
225 patterns that have evolved within it, and the economy that continues to evolve. We live in a
226 landscape of great variety and beauty, a stage for an enviable range of possibilities.

227 Preserving that vast sense of diversity must be the core of our legacy of inhabitation. Eight
228 vision statements are presented for our aspirations for our place:

229 P-1 Rural Land

230 P-2 Choice

231 P-3 A Life in Nature
232 P-4 Walking
233 P-5 Linkages
234 P-6 Downtowns
235 P-7 Equity
236 P-8 Growth Management

237 The vision statements have been developed with the elements of the Regional Framework Plan in
238 mind. Clearly, Metro has a critical role to play as planner, convener, monitor, and leader.
239 However, as in the past, the success we achieve in the future will be a collaborative
240 accomplishment. Keep in mind that the “strength” of this or any Future Vision for advising and
241 guiding policy and regulation is entirely dependent on its scope and persuasiveness. It is an
242 unparalleled opportunity to create an environment of consensus and predictability in the region for
243 what Metro’s planning and policymaking ought to accomplish.

EACH INDIVIDUAL (I)

244

245

246 • I-1 CHILDREN - In 2045, the welfare of children is of critical importance to our present and
247 future wellbeing. Creating and sustaining public and private initiatives that support family life are
248 among our highest priorities.

•To Achieve this vision:

--Recognize the needs of children as a critical metropolitan issue, and ensure that responsibility is assigned and assumed for meeting those needs.

252 –Regularly review surveys of children and families and incorporate the results in
253 all facets of planning and policymaking in the nine-county region.

--Incorporate the needs of children for healthy, safe, and accessible living environments in Regional Framework Plan elements dealing with the transportation system, housing, urban design and settlement patterns, and open space

--Develop new partnerships involving business, government, citizen, cultural, and educational organizations to incorporate the needs and act on opportunities for children and their families as part of planning, budgeting, and administrative processes.

262

• I-2 EDUCATION - In 2045, education, in its broadest definition, stands as the core of our commitment to each other. Life-long learning is the critical ingredient that enables the residents of this region to adapt to new ideas, new technologies, and changing economic conditions. Our commitment to education is a commitment to equipping all people with the means to not only survive but to prosper in this landscape.

- To achieve this vision:

269 --Work with other government entities and with educational and cultural

270 organizations to ensure that:

- parents are aware that the foundation of a child's language is developed in the first six months of life, and that infants should be read to from birth;
- public library policies, staffing, and resources are strong enough to reach out and effectively serve all citizens;
- children receive an education that brings them to the entry level competency of post-secondary education;
- our educational system includes an emphasis on both English literacy and foreign languages, an understanding of evolving information technology, and the ability to engage national and international opportunities at home, in the community, and on the job.

281 --Provide adequate public and private support for a variety of institutions of higher
282 education to meet needs for life-long learning, including obtaining college degrees,
283 improving job skills, and simply enjoying the excitement of learning.

284 --Create and enhance cooperative ventures linking public and private enterprises to
285 ensure that:

- community arts and performance centers, community libraries and schools, colleges and universities, concert halls, galleries, museums, nature centers, and theaters are each vital links in an integrated educational system for all residents;
- opportunities exist for all children and community residents, regardless of income, to engage in the visual, literary, and performing arts in community centers close to their homes.
- higher education in the metropolitan area draws its identity and mission from its interaction with the people, communities, economy, and landscape of our nine-county region. Here, higher education is truly a reflection of

296 the needs of our people, the role of the region in an international economy,
297 and the unique opportunities afforded by our landscape and history.

298

299 • I-3 PARTICIPATION - In 2045, all residents, old and young, rich and poor, men and
300 women, minority and majority, are supported and encouraged to be well-informed and active
301 participants in the civic life of their communities and the bi-state region. Ours is a region that
302 thrives on interaction and engagement of its people to achieve community objectives.

303

 • To achieve this vision:

304 --Include citizen involvement and education programs as a core function for all
305 government institutions, including schools.

306 --Promote an atmosphere of inclusiveness and tolerance of social, political, racial,
307 and economic differences.

308 --Provide adequate funding to enable broad-based participation by all economic
309 groups.

310 --Establish objectives for accessibility for all citizens to all civic programs and
311 events, and actively seek their achievement.

312 --Initiate and facilitate ongoing discussion of this Future Vision in neighborhood
313 and community forums.

314 --Coordinate a region-wide web for disseminating and collecting information
315 involving public libraries, schools, business and civic organizations, and
316 neighborhood and community groups.

317 --Strengthen neighborhood, community, and regional public library resources to
318 continue to offer free reader, reference, and information services to all.

319

320

OUR SOCIETY (S)

321

322 • S-1 SAFETY - In 2045, personal safety within communities and throughout the region is
323 commonly expected as well as a shared responsibility involving citizens and all government
324 agencies. Our definition of personal safety extends from the elimination of prejudice, to the
325 physical protection of life and property from criminal harm. Our hope and expectation is for a
326 society whose residents do not expect safety or protection to rely on guns or physical violence.

327

- To achieve this vision:

328

329 –Recognize that true community safety results from a collaborative effort involving
330 citizens, their government, and business. Support local initiatives to address public
331 safety issues in this manner through targeted public investment.

332

333 –Identify and address public and personal safety issues in the Regional
334 Framework Plan elements dealing with transportation, urban design, and bi-state
335 coordination.

336

337 –Identify public safety as a metropolitan area issue, rather than simply the concern
338 of a single jurisdiction or agency.

339

340 –Train community members in alternative means for dispute resolution.

341

342 –Co-sponsor with community groups activities that are designed to increase
343 community cohesion and the interaction of community members with each other.

344

345 • S-2 ECONOMY - In 2045, our bi-state, regional economy is diverse, with urban and rural
economies linked in a common frame. Planning and governmental action have created conditions
that support the development of family wage jobs in centers in the region.

346

- To achieve this vision:

347

348 –Direct all regional planning efforts to incorporate equitable economic progress for
349 communities throughout the region as a critical component for modelling and

- 346 evaluation.
- 347 --Address the further diversification of our economy, the creation of family wage
348 jobs, and the development of accessible employment centers throughout the nine-
349 county region in the Regional Framework Plan elements for transportation, rural
350 lands, urban design, housing, and water resources.
- 351 --Actively foster and engage enterprises that are attracted to our landscape and to the
352 human resources already here...those firms that need what we have, not what
353 we're willing to give away.
- 354
- 355 • S-3 DIVERSITY - In 2045, our communities are known for their openness and acceptance.
356 This region is distinguished by its ability to honor diversity in a manner that leads to civic cohesion
357 rather than a narrow separateness.
- 358 • To achieve this vision:
- 359 --Focus public policy and investment on the creation of mixed-use communities
360 which include dedicated public space and a broad range of housing types.
- 361 --Reinforcing cross cultural understanding and tolerance through positive
362 celebration of our region's diverse heritages and support for cultural expressions.
- 363 --Publicly recognize efforts, both public and private, that encourage all citizens to
364 be full participants in the civic and economic life of the region.
- 365 --Address the creation of community cohesion and a true civic culture in Regional
366 Framework Plan elements concerned with urban design, housing, and bi-state
367 governance.
- 368
- 369 • S-4 CIVIC LIFE - In 2045, citizens embrace responsibility for sustaining a rich, inclusive civic
370 life. Political leadership is valued and recognized to be in service to community life.
- 371 • To achieve this vision:

- 372 --Enact campaign finance and other reforms which make the pursuit of elective
373 office and the expression of minority views without fear of retribution a realistic
374 goal for all citizens.
- 375 --Strongly support public involvement in government initiatives, and provide
376 resources needed to develop innovative ways for expanding opportunities for
377 participation and making it more useful and effective for citizens and communities.
- 378
- 379 • S-5 VITAL COMMUNITIES - In 2045, communities throughout the bi-state region are
380 socially healthy and responsive to the needs of their residents. Government initiatives and services
381 have been developed to empower individual communities to actively meet the needs of their
382 residents. The economic life of the community is inseparable from its social and civic life.
383 Coordinated initiatives for health care and support for meeting basic needs are extended to those in
384 need, where they live.
- 385 • To achieve this vision:
- 386 --Identify needs and solutions to community problems from the neighborhood
387 level, and actively work to enlist all units of government in supporting and acting
388 on these grassroots agendas rather than allowing governmental entities to insulate
389 themselves from participating.
- 390 --Incorporate specific expectations for a basic standard of living for all citizens in
391 Regional Framework Plan elements concerned with urban design, housing,
392 transportation, and parks and open space.
- 393 --Recognize the presence of chronic poverty as a metropolitan issue. Support local
394 initiatives to address chronic poverty through targeted public investments, revisions
395 in tax codes, and metropolitan tax-base sharing.
- 396
- 397 • S-6 ROOTS - In 2045, our history serves us well, with the lessons of the past remembered and

398 incorporated in our strategies for the future. Our fellow citizens know our cultural history well,
399 and this knowledge helps them ground social and public policy in the natural heritage we depend
400 on and value so dearly.

401 • To achieve this vision:

- 402 –Preserve designated historical sites/structures, and use public incentives and
- 403 investments as necessary to preserve our history.
- 404 –Incorporate historical sites and events in the region in public events, school
- 405 curricula, and planning.
- 406 –Specifically incorporate historic preservation and landscape ecology in Regional
- 407 Framework Plan elements concerned with transportation, housing, urban design,
- 408 rural lands and the urban growth boundary, parks and open space, and bi-state
- 409 governance.

410

OUR PLACE (P)

- P-1 RURAL LAND - In 2045, rural land shapes our sense of place by keeping our cities separate from one another, supporting viable farm and forest resource enterprises, and keeping our citizens close to nature, farms, forests, and other resource lands and activities.

- To achieve this vision:

--Develop and implement local plans and the urban growth boundary and rural lands elements of the Regional Framework Plan to:

- actively reinforce the protection of lands currently reserved for farm and forest uses for those purposes. No conversion of such lands to urban, suburban, or rural residential use will be allowed; and
 - allow rural residential development only within existing exception areas or their equivalent. Rural residential development shall retain the rural character of the area, and be consistent with nearby farm and forest practices, the ability of natural systems to absorb new development, and the capacity of currently available public services.

–Work with the Departments of Agriculture and Forestry, in both states, to develop a broad program of public education about and contact with this region's agricultural and forest products producers.

- P-2 CHOICE - In 2045, our region is composed of numerous, distinct communities, open to all, which together provide a wide variety of healthy, appealing, and affordable housing and neighborhood choices. They are physically compact and have distinct identities and boundaries. Truly public space exists in every community, and serves as the stage for a rich and productive civic dialogue.

- To achieve this vision:

- 437 –Target greenspaces, transportation, and other funds to communities which act to
438 provide a range of housing types within their boundaries.
- 439 –Link the provision of building permits for single family detached structures to the
440 creation of mixed use neighborhood centers.
- 441 –Develop and implement community plans to clarify and strengthen distinct
442 identities. To the extent possible, develop boundaries between communities using
443 parks, rivers, streams, floodplains, and other landscape features.
- 444 –Make the development of complete, mixed affordable communities the central
445 focus for Regional Framework Plan elements dealing with housing, urban design,
446 and parks and open space.
- 447
- 448 • P-3 A LIFE IN NATURE - Our place sits at the confluence of great rivers, the Columbia,
449 Lewis, Sandy, and the Willamette and its tributaries, which dominate the landscape. This is a
450 region of water, volcanic buttes, and forest-clad mountains and hills. The metropolitan region is a
451 unique ecosystem, one which encompasses urban, rural, and wild within a common landscape. In
452 2045, our region is known for the intelligent integration of urban and rural development into this
453 common ecosystem as evidenced by:
- 454 -- improved air and water quality, and increasing biodiversity;
- 455 -- views of Mt. Hood, Mt. St. Helens, Mt. Rainier, Mt. Adams, Mt. Jefferson, and other
456 Cascade and coastal peaks, unobstructed by either development or air pollution;
- 457 -- ribbons of green bringing greenspaces and parks within walking distance of every
458 household;
- 459 -- a close and supportive relationship between natural resources, landscape, the built
460 environment, and the economy of the region; and
- 461 -- restored ecosystems, complemented by planning and development initiatives that
462 preserve the fruits of those labors.

- 463 • To achieve this vision:

464 --Ensure that Regional Framework Plan elements for transportation, the urban
465 growth boundary, rural lands, urban design and settlement patterns, parks and
466 open space, and bi-state governance positively affect the indicators listed above.
467 --Work with partners in the region to develop comprehensive interpretive programs
468 for the metropolitan ecosystem.
469 --Manage watersheds to protect, restore, and manage the integrity of streams,
470 wetlands, and floodplains and their multiple biological, physical, and social values.
471 --Create an interconnected mosaic of urban forest that provides multiple benefits to
472 neighborhoods, including shading and reduction of temperature extremes,
473 aesthetics, and habitat for local wildlife.
474 --Value the quality of natural resources and the landscape alongside other variables
475 when assessing the costs and benefits of new development and/or attracting new
476 enterprises to the region.

- 477
- 478 • P-4 WALKING - In 2045, residents of this region can shop, play, and socialize by walking or
479 biking within their neighborhoods. Walking, biking, or using transit are attractive alternatives for
480 a wide range of trips within neighborhoods, between important regional centers, and outside of the
481 urban area. This region is known for the utility of its non-auto transportation alternatives.

- 482 • To achieve this vision:

483 --Focus the urban design, settlement pattern, housing, transportation, and parks
484 and open space elements of the Regional Framework Plan on the design of new
485 neighborhoods and retrofitting old ones to better support walking, biking, and
486 transit use.
487 --Review and continually revise, as necessary, local land use plans and
488 transportation policies to dramatically increase the mode split for walking, and to

489 ensure the close interconnection of land use and transportation planning initiatives.

490 --Develop new commitments to funding arterial streets and bicycle and pedestrian
491 facilities.

492 --Focus the transportation element of the Regional Framework Plan on two central
493 issues: the creation of walkable neighborhoods and employment centers, and goods
494 movement.

495

496 • P-5 LINKAGES - In 2045, goods, materials, and information move easily throughout the bi-
497 state region. Manufacturing, distribution, and office employment centers are linked to the
498 transportation and communication systems in a comprehensive and coordinated manner.

499 • To achieve this vision:

500 --Incorporate goods movement and telecommunications technologies in Regional
501 Framework Plan elements concerned with transportation, urban design and
502 settlement patterns, and bi-state governance.

503 --Utilize new technologies and targeted public investment to move the work to
504 workers, rather than workers to the work.

505

506 • P-6 DOWNTOWNS - In 2045, downtown Portland continues to serve an important, defining
507 role for the entire metropolitan region. In addition, reinvestment, both public and private, has been
508 focused in historic urban centers such as Ridgefield, Camas, Vancouver, Gresham, St. Helens,
509 Beaverton, Hillsboro, Molalla, Woodburn, and others throughout our bi-state region. This pattern
510 of reinvestment and renewal continues to be the centerpiece of our strategy for building and
511 maintaining healthy communities.

512 • To achieve this vision:

513 --Target public and encourage private investment in infrastructure, workforce
514 development, and for other public purposes to existing neighborhoods, town

- 515 centers and downtown Portland.
- 516 --Address reinvestment in urban center in the Regional Framework Plan elements
- 517 concerned with the urban growth boundary, transportation, urban design and
- 518 settlement patterns, and bi-state governance.
- 519
- 520 • P-7 EQUITY - In 2045, the tradeoffs associated with growth and change have been fairly
- 521 distributed throughout the region. Our commitment to managing growth with an eye on the future
- 522 is matched by an equal commitment to social equity for the communities of today and tomorrow.
- 523 The true environmental and social cost of new growth has been paid by those, both new to the
- 524 region and already present, receiving the benefits of that new growth.
- 525 • To achieve this vision:
- 526 --Identify the presence of pockets of poverty as a metropolitan problem. Address
- 527 the issues associated with chronic poverty in locations throughout the nine-county
- 528 region through such mechanisms as tax base sharing, pursuing changes in tax
- 529 codes, overcoming physical and economic barriers to access, providing affordable
- 530 housing throughout the area, and targeted public investments.
- 531 --Ensure that the costs of growth and change are borne by those who receive the
- 532 benefits.
- 533 --Develop fair and equitable funding mechanisms for all public infrastructure
- 534 needed to support growth and to keep infrastructure and service levels from
- 535 declining as growth occurs.
- 536 --Address issues associated with chronic poverty in locations throughout the region
- 537 in Regional Framework Plan elements concerned with transportation, housing, the
538 urban growth boundary, and bi-state governance.
- 539
- 540 • P-8 GROWTH MANAGEMENT - In 2045, growth in the region has been managed. Our

*all RFP
elements*

voter recourse, Gangway + parks

541 objective has been and still is to live in great cities, not merely big ones. Performance indicators
542 and standards have been established for the Future Vision and all other growth management
543 efforts, and citizens of the bi-state region annually have an opportunity to review and comment on
544 our progress. The results of that review process are used to frame appropriate actions needed to
545 maintain and enhance our regional quality of life.

546 • To achieve this vision:

547 --Annually produce a "state of the region" report which concisely points out the
548 trends, strengths, and weaknesses in performance towards the vision statements
549 listed above, followed by a survey to determine whether the public is satisfied with
550 our progress. Short and long-term actions will be shaped by this review, and the
551 results will be reported to the people of the region.

552 --Use the values and vision statements in this document as the starting point for
553 developing evaluative criteria associated with the development of each element of
554 the Regional Framework Plan.

555 --Broaden the elements of the Regional Framework Plan to include environmental
556 quality, sustainability, public safety, the welfare of children, and education.

557 --Create an accountable bi-state, nine-county institutional framework for discussing
558 and addressing issues which extend beyond Metro's jurisdictional boundaries, and
559 incorporating such an institution in the Regional Framework Plan element
560 concerned with bi-state coordination.

561

562

IMPLEMENTATION

563

564 We recommend that the Metro Council, upon the adoption of the Future Vision, identify and act on
565 measures to implement the vision conscientiously, affirmatively, and proactively. The Metro
566 Charter calls for the Metro Council to adopt a Future Vision, and to "describe the relationship" of
567 the Regional Framework Plan to that Future Vision. Further, the Charter specifically prevents the
568 Future Vision from having any "effect that would allow court or agency review of it".

569

570 Clearly, the ambition for implementation of the Future Vision, as expressed in the Charter, is quite
571 modest. However, we live in a landscape which is home to communities of substantially greater
572 ambition. In fact, our participation in this project has impressed on us that our nine-county, bi-
573 state region deserves the attention, affection, and stewardship to which we are singly and
574 collectively called.

575

576 We believe that implementing actions could include, but not be limited to, the following:

577

578 1) Regional Framework Plan - We have attempted to identify actions to implement
579 individual vision statements in conjunction with Regional Framework Plan elements. The
580 Council should use those proposed actions at the beginning of the process for creating
581 Framework Plan elements in order to ensure that there is a relationship between the Future
582 Vision and the Regional Framework Plan to "describe".

583

584 2) Vision Index - The Metro Council can use the vision statements to create a Vision
585 Index for use as a diagnostic or evaluative tool in planning, policymaking and budgeting.
586 The Council could direct that the vision statements be used at the outset of new or ongoing
587 initiatives to guide the formulation of decision criteria. As examples, the following kinds of

588 questions might get asked:

- 589 • Will the action or plan assist in improving the welfare of children?
- 590 • Will the action or plan help to extend educational resources to the people of the
- 591 region more effectively or comprehensively?
- 592 • How, if at all, will the action or plan enable improve the ability of people
- 593 throughout the region to compete for jobs or other opportunities?
- 594 • Will the action or plan, through its development and implementation, serve as a
- 595 vehicle for enabling wider participation in policy formation and planning?
- 596 • Does the action or plan support and encourage efforts to engage citizens and
- 597 business to join with government to improve public safety?
- 598 • Will the action or plan add to efforts to diversify our economy and encourage the
- 599 creation of new enterprises best able to further other regional objectives?

600 ...and so on.

601

602 3) Annual State of the Region Review - of critical importance will be efforts to
603 promote, lead, and engage the citizens and communities of the region in an ongoing
604 discussion of our future. The Metro Council and Metro Executive should commit
605 themselves to a program of monitoring that is designed to provide the data needed to
606 evaluate whether the region is achieving the goals that it has set for itself. The best plans,
607 left unattended and unexamined, will not secure the future for this region that it deserves.
608 In fact, the investment being made in plans must be complemented by a relatively small
609 commitment to monitoring and evaluation, as proposed here, if the value of that planning is
610 to be realized.

611

612 Metro should begin by recruiting a technical advisory team to provide advice and review
613 during the development of a short list of indicators or benchmarks for assessing progress

614 towards implementing the Future Vision and the Regional Framework Plan. Such a list is
615 not meant to be exhaustive. Rather, it should include key indicators that, when discussed
616 in a public forum, would direct attention to issues requiring urgent attention. It is a list of
617 the “canaries” that alert us to hazards ahead. Based on our work, we believe that the initial
618 list of indicators for this task should be:

- 619 • I-1 CHILDREN - Readiness to learn (already collected by the Oregon Progress
620 Board).
- 621 • I-2 EDUCATION - Adult literacy; student skill achievement; time to rehire and/or
622 to attainment of previous income
- 623 • I-3 PARTICIPATION - Voter turnout in local and metro races; number of
624 candidates in local and metro races (available from counties)
- 625 • S-1 SAFETY - Crime rates by crime; perception of crime surveys; % of schools
626 with no reported crimes
- 627 • S-2 ECONOMY - Household income; Per capita income; business formation;
628 business failures; business license activity by economic sector (much is already in
629 RLIS)
- 630 • S-3 DIVERSITY - Bias crime rate; standardized segregation index (census)
- 631 • S-4 CIVIC LIFE - Number of active neighborhood associations, CPO's, etc.;
632 number and types of voluntary associations by community
- 633 • S-5 VITAL COMMUNITIES - Number of newspapers, radio stations, cable
634 access studios, etc. by community; proximity of public/civic space to households;
635 number of self-nominations for recognition of neighborhood “breakthroughs”
636 (check benchmarks)
- 637 • S-6 ROOTS - Number of designated structures saved/demolished; number of
638 annual celebrations of place and history by community
- 639 • P-1 RURAL LAND - Number of acres in farms with gross sales of at least

- 640 \$40,000.00 outside UGB's; number lots less than or equal to five acres in size
641 outside of UGB's; number of acres of land zoned for exclusive farm or forest use
642 converted to other classifications
- P-2 CHOICE - number of dwelling units within a quartermile of parks, shopping, transit, and public buildings; percentage of households able to afford the median sale price for housing by community
 - P-3 A LIFE IN NATURE - number of rivers and streams that meet instream flow needs during the summer months; number of waterbodies that meet state and federal instream water quality standards; number of rivers and streams in a degraded condition which have active restoration efforts underway; net loss or gain of wetlands compared to 1994 survey; number of species of plants and animals and their distribution compared with 1994 survey; percentage of population living within one quarter mile of both a neighborhood park and a natural area/"greenspace"; number of watersheds managed for multiple values; number of days that region is in compliance with state and federal air quality and visibility standards
 - P-4 WALKING - Pedestrian Environment Factor by community/jurisdiction; number of miles of bike lanes by community; mode split for walking by community
 - P-5 LINKAGES - commodity flow indicators from 1994 study; intermodal shipping activity at Port
 - P-6 DOWNTOWNS - vacancy rates in downtowns by type of use and by downtown; percentage of business in downtowns, by downtown
 - P-7 EQUITY - children in poverty by community; percentage of households paying no more than 30% of their monthly gross income for housing by community; new jobs by jurisdiction
 - P-8 GROWTH MANAGEMENT - population density regionwide and by

666 community; percentage of urbanized area

667 Note that in some cases Metro already collects the data required. In addition, a number of
668 these indicators are drawn from the Oregon Benchmarks and are monitored by the state. In
669 some instances Metro will need to initiate new data collection and surveying activities.
670 However, in all cases, the information collected will be of value to to Metro's other
671 planning efforts, and to those of other jurisdictions as well.

672
673 The Metro Executive and Metro Council can use these indicators in a public process to
674 discuss the state of the region, and whether we are moving further from or closer to our
675 goals as described by the Future Vision. The outcome of the monitoring effort and
676 discussion, on an annual basis, should be used by Metro to establish priorities for planning
677 and implementing activities in the coming year. In addition to advising the Metro Council
678 and Executive on the development of the list of indications and data collection methods, the
679 technical advisory team could also assit with interpreting the results. It is our belief that the
680 list of indicators should be kept short as a means for focusing attention on the region as a
681 whole, rather than on the status of its individual parts.

682
683 4) Regional Study Fellowships - The region needs a consistent and ongoing research
684 program to better inform its planning efforts. One component of that program could be the
685 creation of Regional Study Fellowships, developed in collaboration with academic
686 institutions and funded through corporate donations and foundation grants. Fellows
687 would develop projects linked to the implementation of the Future Vision and the Regional
688 Framework Plan. The fellows would be chosen through a competitive process and the
689 results of their work would be presented in a public forum. The fellowships would give
690 Metro and the region access to the experience and talents of area professionals, would give
691 the fellows the opportunity to "recharge" and explore an issue or set of issues in depth and

692 with few distractions, and would give area communities access to cutting-edge thinking
693 about the challenges of the future.

694

695 Whatever the course that is chosen, the fundamental objectives must always be to ensure that no
696 issue gets dealt with in isolation, and that a broad cross-section of our region's people are involved
697 in discussing, debating, and shaping our path to the future. Undoubtedly there are many more
698 ways to use the Future Vision to achieve these objectives. We offer the three outlined above as
699 proof that it can be done and in an efficient manner. As a region, our aspiration should be to match
700 the spectacular nature of our landscape with an equally spectacular and regular civic celebration of
701 our sense of the region, truly our sense of place. For it is only through the creation of a shared
702 and far-reaching culture of this place that we will be able to gracefully and magnificently rise to our
703 responsibilities for stewardship, and adapt to the dynamism of the world we live in, now and in
704 the future.

705

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Tue Feb 7, 1995

To: Dr. Ruth McFarland, Presiding Officer,
and Councilors:

Jon Kvistad

Patricia McCaig

Susan McLain

Rod Monroe

Don Morrisette

Ed Washington

From: Bob Textor
Member, Metro Future Vision Commission

Re: Mr. Jefferson Would Be Proud

Dear Colleagues:

On Monday, Jan 30, 1995, the Future Vision Commission handed over its draft Future Vision Statement to the Council. There was no ceremony and no brass band -- no ruffles, no flourishes. And yet it was, I believe, a genuinely historic occasion.

It was an event that signalized three new accomplishments that ought to be included in the next edition of James Andrew Long's *Oregon Firsts*:¹

- ♦ The first truly metropolitan legislature in the US
- ♦ accepting the first long-range future vision statement ever to be chartered by a vote of the people,

¹North Plains: Pumpkin Ridge Publications, 1994. Available at Oregon Historical Society Bookstore.

♦ to serve, after the Council makes the Statement its own, as the first official and comprehensive document of moral guidance for the long-range future of an American metropolitan region.

Peggy Lynch concluded her remarks on that occasion by quoting from a great American, Margaret Mead. Dr. Mead was most famous as an anthropologist, but during the final decade before her death in 1978, she was also a futurist. If she could have been present at our meeting, she would have been deeply moved.

And while one thinks of it, one wonders how the architect of modern Oregon would feel about all of this. My answer is straightforward: Mr. Jefferson would be proud.

Best Regards,

BR

Cc: Mr. Mike Burton,
Metro Executive

Mr. James Andrew Long

M E M O R A N D U M



METRO

February 17, 1995

TO: Metro Councilors

FROM: Sherry Oeser, Senior Public Involvement Specialist, Growth Management *SD*

RE: Future Vision Draft Newsletter Article

Attached is a first draft of the Future Vision article for the growth management newsletter that will be published this spring. Since a discussion of Future Vision is on the Council agenda for next Tuesday, February 21, I wanted to get this draft to you as soon as possible. Councilor McLain and Lisa Godwin have reviewed and added their written comments to this draft.



MOSEY/HUNT

ISSUE COMMUNICATIONS
AND MARKET STRATEGIES

SHIRLEY A. SKIDMORE
Senior Account Executive

February 16, 1995

TO: Lisa Godwin
FROM: Shirley Skidmore *Shirley*
RE: First draft of Future Vision article

Enclosed is my first try at summarizing Future Vision. I have split the article into three parts that can best be described as an introduction, a summary of the proposals and a conclusion. It is too long (about 2,600 words), but I would rather get your opinions about how to shorten it before I take a stab at it. I have taken quite a few liberties with Susan's quotes, and a couple of minor ones with Len's. I'll leave the quote approval process in your capable hands.

I tried to incorporate key themes (regional cooperation, individualism, etc.) that you and Susan brought up in our meeting last week, as well as those Len conveyed to me in our conversation Monday. You'll note that other topics I found to be less important, such as "carrying capacity" (a term unused in the article), are only touched upon. You asked me during our meeting to tell you if I felt there was too much emphasis on the environment at the expense of the economy in this document; my initial reaction is that on the surface there is, simply because economic goals are not spelled out as glowingly as those regarding quality of life issues. But the idealistic tone of this report doesn't really lend itself to talking about meaty economic issues anyway — I assume that all comes later, when you're trying to deal with the nuts and bolts of bringing the vision into the realm of reality.

*Add -written comments from
Massachusetts re: economics*

I'm also including an "optional" introduction to the article that is shorter and more readable. I realize this version probably strays a bit too far from the language you want to incorporate, but I hope it will give you and Susan some ideas on how we can shorten the piece and still convey key themes.

The final enclosure is the list of potential pull quotes you requested.

Please call if you have questions.

DRAFT**OPTIONAL INTRODUCTION**

*(Optional intro
(Susan M. and I both
like this version)*

In 1805, Lewis and Clark began a journey that would eventually spur thousands of people to dare an arduous 2,000-mile trek along the Oregon Trail to the "promised land" full of river valleys, rich farmlands, majestic mountain and vast forests.

Nearly 200 years later, they're still coming.....and finding more than just trees and streams when they arrive. Our region has built a thriving economy amidst all its natural beauty, and we can be proud of the careful planning done decades ago that helped create such a culture of livability. But it's time to start planning for the next set of generations, to make sure this stays a great place to live..

That's the whole premise behind "Future Vision," an ambitious report assembled over the past year-and-a-half by 18 local elected officials, business leaders and citizen volunteers. Required by the Metro charter approved by voters in 1992, Future Vision outlines how our region can grow and still preserve the natural resources and quality of life we treasure. The report offers guidance to Metro on how it needs to integrate regional values and goals in making decisions that affect this area's livability over the next 50 years. Future Vision also promotes several specific goals, from putting every child within walking distance of a library, to giving communities incentives to create diverse neighborhoods. It reflects a blend of environmental and economic values that will shape every important planning decision we will make in the foreseeable future.

"Future Vision is the big picture," says Metro councilor Susan McLain, vice chair of the Future Vision Commission. "This document is our compass. We have a tradition in this region of acting to meet the future, rather than letting it come to us. And Future Vision gives us the foundation on which to build that future."

"This vision is more than a piece of paper," adds commission chair Len Freiser. "People want to come to Portland today because they see the potential here. But do we want our kids to stay here? Do we want our grandchildren nearby? If the answer is 'yes,' we need to make sure this continues to be place of promise for them."

One of the main premises of Future Vision is that cooperative planning must occur well beyond the boundaries of the Portland-Vancouver metropolitan area. Our "real" region stretches from the Cascades to the coast and from Longview to Salem, and decisions made in each part of that region affect all of us.

"I hope when people read Future Vision they will see the interconnectedness of our communities and see that we don't share just space, but also many values and goals," McLain comments. "We've tried to take everyone's ideas and values and create a document that people can feel comfortable with."

Future Vision, then, is an attempt to put our collective conscience into writing. It's definitely a work still in progress, but it reflects a number of "core" values that are essential to shaping our future. Those values include:

- 2 -

- Celebrating diversity and individual choices
- Making decisions to meet today's needs based on how they will affect future generations
- Encouraging both individualism and a commitment to community-building
- Preserving our environment and treasured natural resources
- Welcoming environmentally friendly economic development that offers benefits to the entire community
- Preserving a regional identity that includes distinct rural, suburban and urban areas
- Keeping our cities economically and culturally vibrant
- Encouraging citizen participation in all decision-making
- Ensuring every child in every community enjoys the greatest opportunities to fulfill his or her potential

Is FVC going to be upset that these values are summarized this much? I think Shirley's version is much more readable/suitable for our audience.

DRAFT

*Original
Version of
Intro*

FUTURE VISION ARTICLE -- Draft #1, 2/16/95

"In 1805, Lewis and Clark came to this region, sent by President Jefferson on a journey of peace and friendship, scientific exploration, conquest and discovery. Beginning in the 1840s, thousands of pioneers made an arduous 2,000-mile, eight-month trek along the Oregon Trail to river valleys with rich farmlands and mountains with vast forests. Today, people are still attracted to this region for its jobs, natural beauty and culture of livability. Simply put, this is a great place to live. We want to keep it that way."

So begins "Future Vision," a report assembled over the last year and a half by 18 local elected officials, business leaders and citizen volunteers, to give Metro guidance on how it should integrate our regional values and goals in making decisions that will affect the livability of our area well into the next century. Required by the Metro Charter approved by voters in 1992, Future Vision outlines how the region can grow and still preserve natural resources and our treasured quality of life for future generations. The document promotes a variety of goals, from putting every child within walking distance of a library, to revitalizing our urban centers.

"Future Vision is the big picture, the guidebook," says Metro councilor Susan McLain, vice chair of the Future Vision Commission. "This document is a compass for all the future planning Metro will do. We've agreed on some benchmarks that will make sure that as we grow, we're maintaining the kind of livable region people want."

"This vision is more than a piece of paper. People — especially children — are at the heart of it," adds commission chair Len Freiser. "People want to come to Portland today because they see the potential here. To make sure this continues to be a place of promise, we need Future Vision to keep us going in the right direction."

Clearly, the paths we choose over the next five decades will be equally as important as the paths that led Lewis and Clark here nearly 200 years ago, and the journey may be just as difficult. We are challenged to keep this a region where people will invest their talent and energy to create a place that is a good home for all of us. Future Vision is only the first step in developing the policies to start us moving now and together toward the region we want to be in 2045.

Our region covers nine counties in two states. The place we think of as the Portland-Vancouver metropolitan area is not an island; decisions made here are felt well beyond Metro's current boundaries. In turn, we're touched by decisions made in a broader region, marked by the Cascades on the east and the coastline on the west, stretching as far north as Longview and as far south as Salem.

Obviously, creating a "vision" covering a region so large and diverse is an ambitious project, and it also must be considered a "work in progress."

"We took everyone's ideas and values and tried to create a document that people could feel comfortable with," McLain commented. "When people read it, I hope they will see the interconnectedness of our communities and see that we don't share just space, but also many values and goals."

The 9-county "region" was dropped somewhere. We need to name the 9 counties and explain why Future Vision examines such a broad geographic area.

- 2 -

Future Vision was developed around the theme that individual goals and efforts do matter. Traditionally, this region has been a place where people act to meet the future, rather than just let it come to them.

"The first step to planning for the future is knowing what you want," McLain summarizes. "Without a foundation of your values and commitments, you have no place to start."

So the Future Vision Commission has tried to reflect our collective conscience, and to give us the starting mark we need to plan our future — a future in which we promote and celebrate diversity of thought and life, individual choices, and the pride and fulfillment that results from keeping our communities strong and vibrant. The report reflects several interconnected "core" values that are essential to facing the future wisely. Namely, regional citizens must:

- Act to meet today's needs in a way that will allow future generations to enjoy the same livable environment we treasure.
- Preserve our environment, and recognize our responsibility to be stewards of the region's natural resources.
- Promote individualism in beliefs and lifestyles, while realizing individual liberty is preserved by making shared commitments to the health of our environment and community.
- Restore and redevelop property already devoted to urban uses before converting new land to meet present and future development needs.
- Encourage economic development that incorporates preservation of the environment, equitable treatment for all and compassion for those in need.
- Value our unique regional identity and reputation, and celebrate the identity and accomplishments of all our urban neighborhoods and suburban and rural communities.
- Embrace participatory decisionmaking based on the expression of a wide range of views.
- Appreciate urban development that allows us to live close to the beauty of nature in a manner that's a model for other metropolitan areas.
- Value vibrant cities that are both an inspiration and a crucial resource for commerce, cultural activities, politics and community-building.
- Promote grass-roots efforts that reflect our collective interests to meet the needs of our communities.

- 3 -

- Value a cultural atmosphere and public policies that will ensure every child in every community enjoys the greatest opportunities to fulfill his or her potential in life.

So where do we want to be in 2045? The recommendations of Future Vision essentially can be divided into three categories: *On improving our region in three major areas focus*

- 1) *Each Individual* — How do we develop productive citizens who will be good stewards of the region?
- 2) *Our Society* — How do we work together to create strong communities and solve problems?
- 3) *Our Place* — How do we protect our physical environment while enhancing the economy?

Each Individual

Future Vision claim

"The Future Vision is built on children," says Freiser. "We're writing for people who have yet to be born. The basic message of this document, in my view, is, 'How will it affect children?'"

Recognizing and meeting the needs of children is critical to our future and one of the region's highest priorities. The Metro Regional Framework plan and other policy documents dealing with transportation, housing, land use and other issues will incorporate the needs of children and families for healthy, safe and accessible living environments. Future Vision also calls for new partnerships among business, government, educational and community organizations to create new opportunities for children.

Education is a key tool to help children — and all of us — adapt to our changing world and thrive in it. Future Vision recommends we all make a commitment to life-long learning by:

- Encouraging parents to read to their children from birth.
- Strengthening public libraries.
- Ensuring that all children receive a high school education that stresses literacy in English and foreign languages, an understanding of information technology and a recognition of available national and international opportunities.
- Supporting a variety of higher education institutions, and promoting interaction between those institutions and the communities they serve.

- 4 -

Future Vision
The report also stresses the need to link education and the arts to provide learning opportunities, particularly for children. One of Future Vision's goals is to ensure that every person has the chance to personally take part in arts/activities close to his or her home, and cultural, regardless of income.

Other forms of education and interaction will help all citizens become well-informed and active participants in their communities and their region. Future Vision outlines a path to complete citizen involvement that includes:

- Establishing citizen involvement and education programs in schools and government institutions.
- Promoting an atmosphere of inclusiveness and tolerance.
- Making participation accessible to all citizens, regardless of their economic status.
- Gathering and distributing information through a region-wide network that includes a public library system offering free informational services.

Our Society

"Every individual needs to be strong and free to make choices, but we also need to realize we're part of a community," McLain ^{said} comments. "We are going to be strong only if the community enables us to be strong."

Future Vision seeks to encourage each of us to act collectively to solve problems and achieve community goals in six key areas:

Safety

Citizens need to share responsibility for eliminating prejudice and reducing crime. Public safety is not just the responsibility of the police; it's an issue in which we must all become involved. True safety will come only from cooperative efforts among citizens, businesses and government, and it will require people to interact more within their communities.

Economy

Regional planning efforts must focus on economic diversification, the creation of family-wage jobs and the development of accessible employment centers. Our goal should be to attract businesses that value the environment and human resources we have to offer — in other words, businesses that need what we have, not what we're willing to give away. — This sounds

Catchy & appealing, but I don't understand what it really means.

- 5 -

Diversity

We should encourage and honor diversity by publicly celebrating our region's many cultural heritages and recognizing efforts that invite all citizens to be full participants in our communities. ~~Investing in diverse neighborhoods and communities that dedicate space to the public and offer all manner of affordable housing will help create a truly cohesive environment for all of us.~~ Focus public policy & investment on creating workable, appealing mixed-use communities that include public areas and a broad range of housing types and choices.

Civic Life

We need to re-evaluate the term "public service" and recognize that political leadership is important to sustaining community life. By enacting campaign finance reform and other changes, we can encourage the pursuit of elective office and ensure that minority views may be expressed publicly ~~without fear of retribution~~. We should strongly support new, innovative ways to get more citizens involved in public policymaking.

Is this
too
political
sentiment

Vital Communities

The fabric of each community's economic, social and civic life is interwoven, so those communities must be healthy and responsive to the basic needs of all their residents. We need to work at the neighborhood level to identify problems and their solutions, and to enlist government in acting on these grass-roots agendas. We must demand a basic standard of living for all citizens, and target public investments and other regional initiatives to eliminate pockets of chronic poverty throughout the region.

Roots

Our future success relies on our ability to learn the lessons of our past and to retain our rich cultural history. We need to find more ways to publicly celebrate our history, whether through school curricula or public events, and we must develop regional plans that specifically promote the preservation of historical sites and structures.

Our Place

"Land use issues are going to fall on their face unless they're tied in with the way people live," Freiser says. "People have a need for community, a need for jobs and affordable housing, and especially a need for a good place for their kids to grow."

Preserving "our place" — the beautiful landscape we enjoy and the evolving economy it supports — is at the heart of regional planning efforts. Future Vision uses eight themes to promote ideas on how we can keep our region livable: *We need another couple of sentences here to explain what a sense of place is. It's fuzzy here and needs a better definition.*

- 6 -

(Shirley - don't leave "natural" farmland in with "natural" areas. It's a political issue that farmers are very upset about).

Rural Land

~~and land is here~~
 Farms, forests and other "natural" places are important to the economy, and help us separate our cities while keeping all of us close to nature. We must actively protect lands currently designated for farm and forest uses, and require that rural residential development be ~~allowed only~~ planned and monitored to preserve the health and character of rural areas. Rural lands should not be converted to urban or suburban use.

Variety in Communities and Neighborhoods

Our region should include a wide variety of affordable and appealing neighborhoods and communities with distinct identities. We must offer incentives to communities to develop housing for people of all income levels and require the creation of mixed-use neighborhood centers. Parks, streams and other natural features can provide excellent natural boundaries between communities and help strengthen community identities. Develop community plans to strengthen community identity, including use of public space as a *A Life in Nature stage for a rich and productive Civic dialogue*.

We live in a unique environment, surrounded by water, mountains and forests. In order to maintain our special quality of life, we must improve air and water quality, preserve mountain views, protect our existing watersheds and ensure a park or other "ribbon of green" is within walking distance of every household. Environmental benefits and costs must be considered in all new economic development activities.

Walking

We want to become a place where ~~you~~ don't need a car to get around. Our regional housing and transportation plans should be designed and funded to encourage walking, biking and use of mass transit. ~~We must focus on ways to make both neighborhoods and employment centers walkable and well-connected to mass transit.~~

Linkages

~~During~~ Over the next 50 years, we must invest in the latest technologies to allow goods and information to move easily through the region. Manufacturers and other businesses must be linked to a comprehensive regional transportation and communication system, and we should encourage investments that give employees the flexibility to work at home.

Downtowns

Downtown Portland will continue to be the nucleus of our region. Continuing our pattern of reinvestment and renewal there, and in ~~our own and regional centers~~ all of our other urban areas, is the centerpiece of our strategy to build and maintain healthy communities.

- 7 -

Equity

Our commitment to managing growth with an eye on the future, should be matched by our determination to "spread the wealth." We must continue to invest in our public infrastructure, while making sure the costs and benefits of regional growth and change are fairly distributed. In particular, we must attack the causes and effects of poverty throughout our nine-county region.

Growth Management

We want to live in great cities, not just big ones, so we need to "grow smart." Our Future Vision ideals for what our regional community should look like in 2045 should be continuously reviewed and updated. All formal regional planning should incorporate each of those "visions" as a starting point, and progress in achieving goals should be monitored. Regional planning must be a cooperative, broad-based effort that extends beyond Metro's boundaries into our greater nine-county region encompassing southwest Washington and northwest Oregon.

So those are the goals. Now, how do we achieve them?

The authors of Future Vision have several ideas on how we can integrate these values into all regional decisions. Future Vision ideals will be incorporated into the official Metro Regional Framework Plan currently being developed, and progress in achieving them will be monitored. The commission even recommends creating fellowships that would allow professional planners from around the country to come here and implement projects directly linked to the Future Vision.

One of the most important initial steps, however, is to begin asking "vision" questions at all stages of regional planning: How will this action improve the welfare of children? Will it encourage public participation in decisionmaking? How will it improve the ability of people throughout the region to compete for jobs and other opportunities? Is it in sync with our commitment to protect the quality of our environment? These and many other questions will become the starting point from which future decisions affecting our region are made, and asking them will ensure that no decisions are made without considering all the consequences.

One thing Future Vision does not tell us is what the sustainable population of our region actually is. Our metropolitan area is no longer self-sufficient; we must import physical and intellectual resources from all over the world ~~in order~~ to sustain our lifestyle. Continued growth is inevitable, so the main issue ~~may be~~ not how many people we can "hold," but how we shape growth to maintain and enhance quality of life.

or what our future population will be

- 8 -

"Future Vision is definitely a living document," McLain ~~comments~~^{said}. "It shows our region's commitment to planning as something that's important and necessary, and something that brings good results. And it's a blueprint for how all of our citizens can get involved in discussing, debating and shaping our path to the future."

Future Vision doesn't call for the creation of new communities, nor does it fully address the kinds of changes technology and time will no doubt render in this region. But it does provide the framework for moving forward on some important regional decisions with the faith that we can rise to all the new challenges the next 50 years will bring, if we can just start down the right path on our journey to 2045.

POTENTIAL FULL QUOTES

From text:

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Our goal should be to attract businesses that need what we have, not what we're willing to give away.

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"The Future Vision is built on children. We're writing for people who have yet to be born. The basic message of this document is, 'How will it affect children?'"

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"People have a need for community, a need for jobs and affordable housing, and especially a need for a good place for their kids to grow."

To: John Fregonese
From: Ken Gervais
Re: Today's Council Discussion of Future Vision
2/21/95

It appears that we have a divided staff on this. Lisa and the editor have prepared a news article. I think that it might be just fine for the Oregonian and a general audience. If we use it we will not have presented a version of the Vision for Public response. As I told you I was excluded from giving direction to the editor. Either you or the executive should probably be prepared to state a staff recommendation so that we (Godwin & I) don't appear before Council with conflicting suggestions. I think Ethan, and Textor will be agreeing with me and McLain & Freiser with Godwin.

Questions for Council to Ask

1. News story about Future Vision or a version of the Vision?
- 1' Are the versions of these before you adequate to work with?
- 1" Do you want to do this today or by some other process?
2. Are these the right values? Yours? The Publics?
3. Are these the right Vision Statements? Yours? The Publics?
4. Is the discussion of Carrying Capacity/Slow/No Growth adequate? Do you want more/less discussion? Do you want to deal with this question here at all? That is just deal with values and vision statements and deal with other charter requirements later?
5. How does Council wish to involve Executive? Get his recommendation, give him directives?
- 6.

From: Ken Gervais
To: Casey Short
Date: 2/6/95 3:13pm
Subject: Council Review of Future Vision portion of March Newsletter

Per our discussion of today about when Council makes it's check on the Future Vision map and text for the newsletter it looks like the following schedule would work.

Feb. 20 Draft text & map to Council

Feb 21 Council informal discusses "whose draft is this?" and makes any suggestions it wants considered.

Feb 27 Future Vision Commission meets to discuss draft and Council's questions, comments.

Feb. 28 Council informal gives final comment.

This schedule will provide minimum time for Sue Gemmel to format and finalize prior to sending document to printer on March 15.

Please check with Councilor McLain and confirm this schedule.

CC: John Fregonese, Sherry Oeser, Heather Nelson, Lisa...

Susan: I gave Ethan a copy of this stuff - he has doubts
(to put it mildly) about the news story format. His # is
182-4155 if you want to call him.

To: Lisa Godwin

From: Ken Gervais

Re: Future Vision article for Newsletter

2/17/95

Ken

Good start, Shirley obviously has good skills for cutting to the essence.

I personally would encourage emphasis on the Future Vision rather than comments about it from members. I would make it more descriptive of the Vision than a story about the vision and how it came into existence.

Something better than the marked para on page 1 of my latest version setting out the idea that the Future Vision provides context for growth management planning. I am afraid that readers will not recognize that reference to individuals and communities are background within which growth management takes place, not Metro plans, aspirations, or god forbid regulations.

I don't think the Future Vision the council will adopt will include any of the how to statements and therefore I would not include them in this version other than possibly by way of example. Susan may be of a very different mind on this or all of the above.

This version (mine as well as Shirley's) doesn't sound uniquely like this place. It could be a Vision for just about any desirable place. Life in nature begins to get to this issue. In both my draft and Shirley's these headings under Place are awkward and clunky. They look better in Shirley's version since she uses them under Individual and Society. In my last draft I have tried to group rural with life in nature; Variety and life in communities with Downtown as a special case; and walking through freight under motion; with equity and growth management in a separate category.

Enclosed herewith is a copy of Shirley's version with some marks and a copy of my latest.

If you share this with Shirley please indicate this is quite positive response from me.

Thanks to both of you.

I:\gm\kg\fvc\godwin.01

First Rough Draft Outline

Resolution 95 2104

Whereas

- voters adopt Metro Charter
- charter provides for Future Vision
 - how to be drafted (role of FVC)
 - matters considered
 - function of document (legal standing)
- FVC
 - Representation & how appointed
 - Meetings
 - Studies, consultations, information examined
 - Report
 - matters addressed
 - Map/area covered
 - Topics covered
 - Values
 - Vision statements
 - Carrying capacity
 - Settlement Patterns
 - Quality of Life
 - Population projections
 - Implementation
 - Monitoring

Now therefore be it resolved:

- Thanks to the commission
- Accepting Report (exhibit A)
- Adopting Map (Exhibit B)
- Adopting Vision (Exhibit C)
- Directives to be carried out(?)
 - Benchmarks
 - Monitoring
 - Governance
 - Citizen Involvement

i:\gm\kg\fvc\drftres



MOSEY/HUNT

ISSUE COMMUNICATIONS
AND MARKET STRATEGIES

SHIRLEY A. SKIDMORE
Senior Account Executive

February 16, 1995

TO: Lisa Godwin

FROM: Shirley Skidmore *(Signature)*

RE: First draft of Future Vision article

Enclosed is my first try at summarizing Future Vision. I have split the article into three parts that can best be described as an introduction, a summary of the proposals and a conclusion. It is too long (about 2,600 words), but I would rather get your opinions about how to shorten it before I take a stab at it. I have taken quite a few liberties with Susan's quotes, and a couple of minor ones with Len's. I'll leave the quote approval process in your capable hands.

I tried to incorporate key themes (regional cooperation, individualism, etc.) that you and Susan brought up in our meeting last week, as well as those Len conveyed to me in our conversation Monday. You'll note that other topics I found to be less important, such as "carrying capacity" (a term unused in the article), are only touched upon. You asked me during our meeting to tell you if I felt there was too much emphasis on the environment at the expense of the economy in this document; my initial reaction is that on the surface there is, simply because economic goals are not spelled out as glowingly as those regarding quality of life issues. But the idealistic tone of this report doesn't really lend itself to talking about meaty economic issues anyway — I assume that all comes later, when you're trying to deal with the nuts and bolts of bringing the vision into the realm of reality.

*Add -written comments from
Massette re: economics*

I'm also including an "optional" introduction to the article that is shorter and more readable. I realize this version probably strays a bit too far from the language you want to incorporate, but I hope it will give you and Susan some ideas on how we can shorten the piece and still convey key themes.

The final enclosure is the list of potential pull quotes you requested.

Please call if you have questions.

DRAFT**OPTIONAL INTRODUCTION**

*Optional intro
(Susan M. and I both
like this version).*

In 1805, Lewis and Clark began a journey that would eventually spur thousands of people to dare an arduous 2,000-mile trek along the Oregon Trail to the "promised land" full of river valleys, rich farmlands, majestic mountain and vast forests.

Nearly 200 years later, they're still coming....and finding more than just trees and streams when they arrive. Our region has built a thriving economy amidst all its natural beauty, and we can be proud of the careful planning done decades ago that helped create such a culture of livability. But it's time to start planning for the next set of generations, to make sure this stays a great place to live.

That's the whole premise behind "Future Vision," an ambitious report assembled over the past year-and-a-half by 18 local elected officials, business leaders and citizen volunteers. Required by the Metro charter approved by voters in 1992, Future Vision outlines how our region can grow and still preserve the natural resources and quality of life we treasure. The report offers guidance to Metro on how it needs to integrate regional values and goals in making decisions that affect this area's livability over the next 50 years. Future Vision also promotes several specific goals, from putting every child within walking distance of a library, to giving communities incentives to create diverse neighborhoods. It reflects a blend of environmental and economic values that will shape every important planning decision we will make in the foreseeable future.

"Future Vision is the big picture," says Metro councilor Susan McLain, vice chair of the Future Vision Commission. "This document is our compass. We have a tradition in this region of acting to meet the future, rather than letting it come to us. And Future Vision gives us the foundation on which to build that future."

"This vision is more than a piece of paper," adds commission chair Len Freiser. "People want to come to Portland today because they see the potential here. But do we want our kids to stay here? Do we want our grandchildren nearby? If the answer is 'yes,' we need to make sure this continues to be place of promise for them."

One of the main premises of Future Vision is that cooperative planning must occur well beyond the boundaries of the Portland-Vancouver metropolitan area. Our "real" region stretches from the Cascades to the coast and from Longview to Salem, and decisions made in each part of that region affect all of us.

"I hope when people read Future Vision they will see the interconnectedness of our communities and see that we don't share just space, but also many values and goals," McLain comments. "We've tried to take everyone's ideas and values and create a document that people can feel comfortable with."

Future Vision, then, is an attempt to put our collective conscience into writing. It's definitely a work still in progress, but it reflects a number of "core" values that are essential to shaping our future. Those values include:

10/9/1993

FOLIO 13

- 2 -

- Celebrating diversity and individual choices
- Making decisions to meet today's needs based on how they will affect future generations
- Encouraging both individualism and a commitment to community-building
- Preserving our environment and treasured natural resources
- Welcoming environmentally friendly economic development that offers benefits to the entire community
- Preserving a regional identity that includes distinct rural, suburban and urban areas
- Keeping our cities economically and culturally vibrant
- Encouraging citizen participation in all decision-making
- Ensuring every child in every community enjoys the greatest opportunities to fulfill his or her potential

Is FVC going to be upset that these values are summarized this much? I think Shirley's version is much more readable/suitable for our audience.

DRAFT*Original
Version of
Intro***FUTURE VISION ARTICLE -- Draft #1, 2/16/95**

"In 1805, Lewis and Clark came to this region, sent by President Jefferson on a journey of peace and friendship, scientific exploration, conquest and discovery. Beginning in the 1840s, thousands of pioneers made an arduous 2,000-mile, eight-month trek along the Oregon Trail to river valleys with rich farmlands and mountains with vast forests. Today, people are still attracted to this region for its jobs, natural beauty and culture of livability. Simply put, this is a great place to live. We want to keep it that way."

So begins "Future Vision," a report assembled over the last year and a half by 18 local elected officials, business leaders and citizen volunteers, to give Metro guidance on how it should integrate our regional values and goals in making decisions that will affect the livability of our area well into the next century. Required by the Metro Charter approved by voters in 1992, Future Vision outlines how the region can grow and still preserve natural resources and our treasured quality of life for future generations. The document promotes a variety of goals, from putting every child within walking distance of a library, to revitalizing our urban centers.

"Future Vision is the big picture, the guidebook," says Metro councilor Susan McLain, vice chair of the Future Vision Commission. "This document is a compass for all the future planning Metro will do. We've agreed on some benchmarks that will make sure that as we grow, we're maintaining the kind of livable region people want."

"This vision is more than a piece of paper. People — especially children — are at the heart of it," adds commission chair Len Freiser. "People want to come to Portland today because they see the potential here. To make sure this continues to be a place of promise, we need Future Vision to keep us going in the right direction."

Clearly, the paths we choose over the next five decades will be equally as important as the paths that led Lewis and Clark here nearly 200 years ago, and the journey may be just as difficult. We are challenged to keep this a region where people will invest their talent and energy to create a place that is a good home for all of us. Future Vision is only the first step in developing the policies to start us moving now and together toward the region we want to be in 2045.

Our region covers nine counties in two states. The place we think of as the Portland-Vancouver metropolitan area is not an island; decisions made here are felt well beyond Metro's current boundaries. In turn, we're touched by decisions made in a broader region, marked by the Cascades on the east and the coastline on the west, stretching as far north as Longview and as far south as Salem.

Obviously, creating a "vision" covering a region so large and diverse is an ambitious project, and it also must be considered a "work in progress."

"We took everyone's ideas and values and tried to create a document that people could feel comfortable with," McLain commented. "When people read it, I hope they will see the interconnectedness of our communities and see that we don't share just space, but also many values and goals."

The 9-county "region" was dropped somewhere. We need to name the 9 countries and explain why Future Vision examines such a broad geographic area.

- 2 -

Future Vision was developed around the theme that individual goals and efforts do matter. Traditionally, this region has been a place where people act to meet the future, rather than just let it come to them.

"The first step to planning for the future is knowing what you want," McLain summarizes. "Without a foundation of your values and commitments, you have no place to start."

So the Future Vision Commission has tried to reflect our collective conscience, and to give us the starting mark we need to plan our future — a future in which we promote and celebrate diversity of thought and life, individual choices, and the pride and fulfillment that results from keeping our communities strong and vibrant. The report reflects several interconnected "core" values that are essential to facing the future wisely. Namely, regional citizens must:

- Act to meet today's needs in a way that will allow future generations to enjoy the same livable environment we treasure.
- Preserve our environment, and recognize our responsibility to be stewards of the region's natural resources.
- Promote individualism in beliefs and lifestyles, while realizing individual liberty is preserved by making shared commitments to the health of our environment and community.
- Restore and redevelop property already devoted to urban uses before converting new land to meet present and future development needs.
- Encourage economic development that incorporates preservation of the environment, equitable treatment for all and compassion for those in need.
- Value our unique regional identity and reputation, and celebrate the identity and accomplishments of all our urban neighborhoods and suburban and rural communities.
- Embrace participatory decisionmaking based on the expression of a wide range of views.
- Appreciate urban development that allows us to live close to the beauty of nature in a manner that's a model for other metropolitan areas.
- Value vibrant cities that are both an inspiration and a crucial resource for commerce, cultural activities, politics and community-building.
- Promote grass-roots efforts that reflect our collective interests to meet the needs of our communities.

- 3 -

- Value a cultural atmosphere and public policies that will ensure every child in every community enjoys the greatest opportunities to fulfill his or her potential in life.

So where do we want to be in 2045? The recommendations of Future Vision essentially can be divided into three categories: *On improving our region in three major areas focus*

- 1) *Each Individual* — How do we develop productive citizens who will be good stewards of the region?
- 2) *Our Society* — How do we work together to create strong communities and solve problems?
- 3) *Our Place* — How do we protect our physical environment while enhancing the economy?

Each Individual

Future Vision Claim

"The Future Vision is built on children," says Freiser. "We're writing for people who have yet to be born. The basic message of this document, in my view, is, 'How will it affect children?'"

Recognizing and meeting the needs of children is critical to our future and one of the region's highest priorities. The Metro Regional Framework plan and other policy documents dealing with transportation, housing, land use and other issues will incorporate the needs of children and families for healthy, safe and accessible living environments. Future Vision also calls for new partnerships among business, government, educational and community organizations to create new opportunities for children.

Education is a key tool to help children — and all of us — adapt to our changing world and thrive in it. Future Vision recommends we all make a commitment to life-long learning by:

- Encouraging parents to read to their children from birth *an early age.*
- Strengthening public libraries.
- Ensuring that all children receive a high school education that stresses literacy in English and foreign languages, an understanding of information technology and a recognition of available national and international opportunities.
- Supporting a variety of higher education institutions, and promoting interaction between those institutions and the communities they serve.

- 4 -

Future Vision

The report also stresses the need to link education and the arts to provide learning opportunities, particularly for children. One of Future Vision's goals is to ensure that every person has the chance to personally take part in arts/activities close to his or her home, regardless of income and culture.

Other forms of education and interaction will help all citizens become well-informed and active participants in their communities and their region. Future Vision outlines a path to complete citizen involvement that includes:

- Establishing citizen involvement and education programs in schools and government institutions.
- Promoting an atmosphere of inclusiveness and tolerance.
- Making participation accessible to all citizens, regardless of their economic status.
- Gathering and distributing information through a region-wide network that includes a public library system offering free informational services.

Our Society

"Every individual needs to be strong and free to make choices, but we also need to realize we're part of a community," McLain comments. "We are going to be strong only if the community enables us to be strong."

Future Vision seeks to encourage each of us to act collectively to solve problems and achieve community goals in six key areas:

Safety

Citizens need to share responsibility for eliminating prejudice and reducing crime. Public safety is not just the responsibility of the police; it's an issue in which we must all become involved. True safety will come only from cooperative efforts among citizens, businesses and government, and it will require people to interact more within their communities.

Economy

Regional planning efforts must focus on economic diversification, the creation of family-wage jobs and the development of accessible employment centers. Our goal should be to attract businesses that value the environment and human resources we have to offer — in other words, businesses that need what we have, not what we're willing to give away. — This sounds

Catchy & appealing, but I don't understand what it really means. It is a slap at Fox brothers for Intel etc.

- 5 -

Diversity

We should encourage and honor diversity by publicly celebrating our region's many cultural heritages and recognizing efforts that invite all citizens to be full participants in our communities. Investing in diverse neighborhoods and communities that dedicate space to the public and offer all manner of affordable housing will help create a truly cohesive environment for all of us. Focus public policy & investment on creating workable, appealing mixed-use communities that include public areas and a broad range of housing types and choices.

Civic Life

We need to re-evaluate the term "public service" and recognize that political leadership is important to sustaining community life. By enacting campaign finance reform and other changes, we can encourage the pursuit of elective office and ensure that minority views may be expressed publicly without fear of retribution. We should strongly support new, innovative ways to get more citizens involved in public policymaking.

Is this
too
politically
sensitive?

Vital Communities

The fabric of each community's economic, social and civic life is interwoven, so those communities must be healthy and responsive to the basic needs of all their residents. We need to work at the neighborhood level to identify problems and their solutions, and to enlist government in acting on these grass-roots agendas. We must demand a basic standard of living for all citizens, and target public investments and other regional initiatives to eliminate pockets of chronic poverty throughout the region.

Roots

Our future success relies on our ability to learn the lessons of our past and to retain our rich cultural history. We need to find more ways to publicly celebrate our history, whether through school curricula or public events, and we must develop regional plans that specifically promote the preservation of historical sites and structures.

Our Place

"Land-use issues are going to fall on their face unless they're tied in with the way people live," Preiser says. "People have a need for community, a need for jobs and affordable housing, and especially a need for a good place for their kids to grow."

Preserving "our place" — the beautiful landscape we enjoy and the evolving economy it supports — is at the heart of regional planning efforts. Future Vision uses eight themes to promote ideas on how we can keep our region livable: We need another couple of sentences here to explain what a sense of place is. It's fuzzy here and needs a better definition.

at City limit leads to definition 1911199

- 6 -

(Shirley - don't leave rural land with "natural" areas. It's a political issue that farmers are very upset about).

Rural Land

and land

Farms, forests and other "natural" places are important to the economy, and help us separate our cities while keeping all of us close to nature. We must actively protect lands currently designated for farm and forest uses, and require that rural residential development be ~~allowed only~~ planned and monitored to preserve the health and character of rural areas. Rural lands should not be converted to urban or suburban use.

Variety in Communities and Neighborhoods

Our region should include a wide variety of affordable and appealing neighborhoods and communities with distinct identities. We must offer incentives to communities to develop housing for people of all income levels, and require the creation of mixed-use neighborhood centers. Parks, streams and other natural features can provide excellent natural boundaries between communities and help strengthen community identities. Develop community plans to strengthen community identity, including use of public space as a *A Life in Nature stage for a rich and productive Civic dialogue.*

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We want to become a place where ~~you~~ don't need a car to get around. Our regional housing and transportation plans should be designed and funded to encourage walking, biking and use of mass transit. *We must focus on ways to make both neighborhoods and employment centers walkable and well-connected to mass transit.*

Linkages

During Over the next 50 years, we must invest in the latest technologies to allow goods and information to move easily through the region. Manufacturers and other businesses must be linked to a comprehensive regional transportation and communication system, and we should encourage investments that give employees the flexibility to work at home.

Downtowns

Downtown Portland will continue to be the nucleus of our region. Continuing our pattern of reinvestment and renewal there, and in ~~our own and regional centers~~ all of our other urban areas, is the centerpiece of our strategy to build and maintain healthy communities.

- 7 -

Equity

Our commitment to managing growth with an eye on the future should be matched by our determination to "spread the wealth." ~~among everyone who benefits from growth.~~ We must continue to invest in our public infrastructure, while making sure the costs and benefits of regional growth and change are fairly distributed. In particular, we must attack the causes and effects of poverty throughout our nine-county region. *statewide*

Growth Management

We want to live in great cities, not just big ones, so we need to "grow smart." Our Future Vision ideals for what our regional community should look like in 2045 should be continuously reviewed and updated. All formal regional planning should incorporate each of those "visions" as a starting point, and progress in achieving goals should be monitored. Regional planning must be a cooperative, broad-based effort that extends beyond Metro's boundaries into our greater nine-county region encompassing southwest Washington and northwest Oregon.

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One thing Future Vision does not tell us is what the sustainable population of our region actually is. Our metropolitan area is no longer self-sufficient; we must import physical and intellectual resources from all over the world ~~in order~~ to sustain our lifestyle. Continued growth is inevitable, so the main issue ~~may~~ be not how many people we can "hold," but how we shape growth to maintain and enhance quality of life.

or what our future population will be

- 8 -

"Future Vision is definitely a living document," McLain ^{said} ~~commemorates~~. "It shows our region's commitment to planning as something that's important and necessary, and something that brings good results. And it's a blueprint for how all of our citizens can get involved in discussing, debating and shaping our path to the future."

Future Vision ~~doesn't call for the creation of new communities, nor does it fully address the kinds of changes technology and time will no doubt render in this region.~~ But it ~~does~~ provide the framework for moving forward on some important regional decisions with the faith that we can rise to all the new challenges the next 50 years will bring, if we can just start down the right path on our journey to 2045.

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"The Future Vision is built on children. We're writing for people who have yet to be born. The basic message of this document is, 'How will it affect children?'"

"Land use issues are going to fall on their face unless they're tied in with the way people live." *Too negative*

"People have a need for community, a need for jobs and affordable housing, and especially a need for a good place for their kids to grow."

8/17/93 draft
by Genugis

1

2 FUTURE VISION

FORWARD

4 This Future Vision, a Charter mandated element of Metro's growth management process, sets
5 forth the values and aspirations of the citizens for this region. It closely follows the report of the
6 Future Vision Commission which also provides elements for inclusion in the Regional Goals and
7 Objectives and the Regional Framework Plan. This Future Vision is not a regulatory document, rather, it is a
8 standard against which to gauge our progress toward maintaining a livable region. This document also sets
9 out some of the context, both geographic and programmatic, in which Metro manages growth. While Metro
10 recognizes that it has no control over surrounding jurisdictions and little or no role in the provision of public
11 safety and other social services, the ability to successfully manage growth within this region is dependent on
12 and impacts each of these.

PREAMBLE

14
15 In 1805, Lewis and Clark came to this region, sent by President Jefferson on a journey of peace and
16 friendship, scientific exploration, conquest, and discovery. Beginning in the 1840's, thousands of pioneers
17 made an arduous 2,000 mile, eight month trek along the Oregon trail to river valleys with rich farmlands and
18 mountains with vast forests. Today, people are still attracted to this region for its jobs, natural beauty, and its
19 culture of livability. This is a great place to live. We want to keep it that way.
20
21 Today we are on an equally arduous journey into the future, one that challenges our expectation that this will

22 continue to be a place where people choose to invest their talents and energy to keep what is good and fulfill
23 our hopes for this land and all of its peoples. We must act now and together. This vision of the nine-county
24 region in 2045 is a first step in developing policies, plans, and actions that serve our bi-state region and all its
25 people.

26

27 The bi-state metropolitan area has effects on, and is affected by, a much bigger region than the land inside
28 Metro's current boundaries. Our ecologic and economic region stretches from the crest of the Cascades to the
29 crest of the Coast Range, and from Longview on the north to Salem on the south. Any vision for a territory
30 as large and diverse as this must be regarded as both ambitious and a work-in-progress.

31

32 This vision is predicated on the expectation that individual dreams and effort will matter. Our region is a
33 place that rewards those who commit themselves to keeping and making it a great place to live. Our region is
34 a place where people act to meet the future, rather than waiting to cope with its eccentricities. Making the
35 effort to identify what we want, and then acting purposefully and collectively to achieve it, is critical.

36

37 This Future Vision reflects the hopes and conscience of the people who live here, it affirms differences in
38 thought and ways of life. It celebrates the individual as well as the community. It encourages self-reliance
39 and self-fulfillment as well as civic participation and civic pride.

40 **VALUES**

41

42 Our way of life in this region embodies a number of interconnected values that are essential to facing the
43 future wisely:

44

45 • We value taking purposeful action to advance our aspirations for this region, shaped by the
46 realization that we should act to meet our needs today in a manner that does not limit or eliminate the

47 ability of future generations to meet their needs and enjoy this landscape we are privileged to inhabit.

48

49 • We value nature's systems for their intrinsic values, and recognize our responsibility as stewards of
50 the region's natural resources.

51

52 • We value the greatest possible individual liberty in politics, economics, lifestyle, belief, and
53 conscience, with the full understanding that this liberty cannot be fully realized or long endure unless
54 accompanied by shared commitments for community, civic involvement, and the health of our
55 environment as a whole.

56

57 • We value the conservation and preservation of natural and historic landscape resources.
58 Widespread land restoration and redevelopment must precede any future conversion of land to urban
59 uses.

60

61 • We value economic development because of the opportunities it affords us all, recognizing there
62 can be true economic development only with unimpaired and sustainable natural ecosystems, and
63 suitable social mechanisms to insure dignity and equity for all, and compassion for those in need.

64

65 • We value our regional identity and sense of place, and celebrate the identity and accomplishments
66 of our urban neighborhoods and suburban and rural communities.

67

68 • We value participatory decision making and grass roots initiatives which harness the creativity
69 inherent in a wide range of views about the past, present, and future.

70

- We value a life close to the beauty and inspiration of nature incorporated into urban development.
 - We value vibrant cities that are an inspiration and a crucial resource for commerce, cultural activities, politics, and community building.

- We value a cultural atmosphere and public policies that will insure that every child in every community enjoys the greatest possible opportunities to fulfill his or her potential in life.

VISION STATEMENTS

- The Region - In keeping with the Charter mandate this vision looks at a nine county area (Clackamas, Clark, Columbia, Cowlitz, Marion, Multnomah, Polk, Washington, and Yamhill) which interact now and will interact more completely in the future. We can not afford to view ourselves apart from this larger metropolitan context, itself a part of Cascadia, North America, the Pacific Rim,

- Population Levels and Settlement Patterns - This Vision anticipates annual growth at from 1.2 to 1.4% over the next 50 years.. The Future Vision Map depicts the relationship between this written document and the landscape of the 9-county, bi-state region.

- Carrying Capacity - this metropolitan area, like all others, exceeded its physical carrying capacity long ago. Our style of life depends on the importation of energy, materials, capital, and "brain power" from all over the world. Biological models of carrying capacity are simply too narrowly drawn to be of much use in a metropolitan setting. Determining the sustainability of population levels at the current or better quality of life is greatly complicated by uncertainties regarding the consequences of technological change and the effects on our region of global economics. In addition, there are difficult values questions which must be addressed, since values can be the basis for an analysis but cannot be derived from it. For these reasons, it is not now and

95 may never be possible to identify a sustainable population level for the region.

96
97 The question is not what is our carrying capacity, but whether our continuing inhabitation of this
98 landscape is occurring in a manner that will allow us to meet established criteria for protecting
99 human health and the environment, and serves our values for livability and sustainability. Increases
100 in population will continue to degrade natural systems, absent significant changes in how we grow.
101 Quite simply, carrying capacity must be viewed and discussed in a cultural and social as well as
102 physical context.

103
104 Carrying capacity as an issue requiring ongoing discussion and monitoring. The relevant question is
105 not "when" carrying capacity will be exceeded, but "how" we will collectively restore, maintain, and
106 enhance the qualities of the region central to sustaining our health, the quality of the natural
107 environment, and the ability of future generations to take action to meet the issues of their time.

108
109 Sustainable communities will come about through the skillful blending of factual data, our values,
110 and new ideas in a public discussion occupying a place of honor in this region, not through blind
111 adherence to numerical thresholds that cannot be specified, much less met. Hence, carrying capacity
112 is not a one-time issue, a single number, a simple answer, but an ongoing question for us all.

113
114 • New Communities - this vision does not call specifically for the creation of new communities.
115 Instead, it focuses on the restoration and redevelopment of that which has already been committed to
116 "non-resource" use. The values, vision statements, and map, taken together, describe the nature of
117 our region in 2045, and as such can be used as a template for what any community, new or old, ought
118 to embody.

119 The vision statements fall logically into three groups, as inhabitants of this bi-state region, we are committed

120 to:

121 1) Each Individual - the development of each individual as a productive, effective member of
122 this region. This region must make clear and unambiguous commitments to each individual in order
123 that we all may have a vibrant, healthy place to live. Our challenge is to speak clearly about what we
124 can and will do to support the ability of individuals to participate fully in the prospering and
125 stewardship of this region, balanced by the responsibility of individuals to their community and
126 region.

127

128 Three vision statements are presented for our aspirations for individuals under the headings of
129 children, education, and participation. For children creating and sustaining public and private
130 initiatives that support family life are among our highest priorities. Education, in its broadest
131 definition, stands as the core of our commitment to each other, life-long learning is the critical
132 ingredient that enables the residents of this region to adapt to new ideas, new technologies, and
133 changing economic conditions and opportunities. All residents are to be supported and encouraged
134 to be well informed and active participants in civic life. Ours is a region which thrives on interaction
135 and engagement of its people to achieve community goals.

136

137 2) Our Society - the ability to state and act on the collective interest of our communities
138 through civic involvement, a strong economy, and vital societal institutions. Engaging people to
139 working with each other and with our economy, to solve problems and act on dreams, is the
140 cornerstone for how we go forward into the future. Three vision statements present aspirations for
141 our society under the headings of safety, economy, and diversity, civic life, vital communities, and
142 roots.

143 Personal safety is a shared responsibility of citizens and government agencies and extends from the
144 elimination of prejudice to the physical protection of life and property from criminal harm to
145 preparation for and response to natural disasters.

146

147 Our economy should be characterized by a vitality derived from a complex of rural and urban
148 elements interrelated in a common frame. Family wage jobs capitalizing on our educational
149 infrastructure should predominate. Employment opportunities must be accessible to all parts and all
150 residents of the region. The region must strive for a robust economy which builds opportunities for
151 future generations. The economic life of the community is inseparable from its social and civic life.

152

153 This region honors diversity in such a way as to create civic cohesion. Communities must be socially
154 healthy and responsive to the needs of residents. Our fellow citizens should know our history and
155 values well and ground social and public policy on the natural heritage we depend on. Citizens take
156 responsibility for sustaining a rich, inclusive social life. Service to the community is highly valued.

157

158 3) Our Place - the physical landscape of the nine-county, bi-state region, the settlement patterns
159 that have developed within it, and the economy which supports it and that continues to evolve. We
160 live in a landscape of great variety and beauty, a stage for an enviable range of possibilities.
161 Preserving that vast sense of diversity must be the core of our legacy of inhabitation. Four vision
162 statements are presented for our aspirations for our place.

163 That which is rural and natural are critical to defining who we are. Rural land shapes our sense of
164 place by separating cities, supporting viable farm and forest and keeping our citizens close to nature.
165 Nature itself is part of the urban and suburban as well as the rural experience. Our place sits at the
166 confluence of great rivers which dominate the landscape which encompasses urban, rural and

167 wild in a common ecosystem. Our aim is to enhance, protect and restore this system.

168
169 The way we get around and move goods are critical to achieving the future we want. Walking for
170 shopping, play, socializing and work are to be encouraged in every practical way in every part of the
171 region. Linkages for the movement of goods, services and information are enhanced throughout the
172 bi-state area. Manufacturing, distribution, and office employment centers are linked to the
173 transportation and communications systems in a comprehensive and coordinated manner.

174 Variety in the choices for how we live are important. Variety in our communities assures healthy,
175 appealing, and affordable housing and neighborhood choices. Truly public space exists in every
176 community. Downtowns are a special version of these choices and continue to be the center piece of
177 our strategy for building and enhancing healthy communities. Downtown Portland serves as an
178 important, defining role for the entire metropolitan region. In addition reinvestment is focused in
179 historic urban centers throughout the region.

180
181 Managing growth equitably is an important aspiration. Equity shall be achieved by fairly
182 distributing the tradeoffs of growth and change throughout the region. The true environmental and
183 social costs of new growth shall be paid by those, both new to the region and already present,
184 receiving the benefits of new growth. Growth management enables us to live in a great region, not
185 just a big one. Performance indicators and standards enable citizens of the bi-state region to judge
186 how well Metro is managing growth to maintain and enhance our quality of life.

187
188 Clearly, Metro has a critical role to play as planner, convener, monitor, and leader. However, as in the past,
189 the success we achieve in the future will be a collaborative accomplishment. It is an unparalleled
190 opportunity to create an environment of consensus and predictability in the region for what Metro's planning

191 and policy making ought to accomplish.

192

193 The Metro Council intends for these vision statements to be used to create a Vision Index for use as a

194 diagnostic or evaluative tool in planning, policy making and budgeting. The Council directs that the vision

195 statements be used at the outset of new or ongoing initiatives to guide the formulation of decision criteria. As

196 examples, the following kinds of questions should be asked:

197 • Will the action or plan assist in improving the welfare of children?

198 • Will the action or plan help to extend educational resources to the people of the region

199 more effectively or comprehensively?

200 • How, if at all, will the action or plan enable or improve the ability of people throughout the

201 region to compete for jobs or other opportunities?

202 • Will the action or plan, through its development and implementation, serve as a vehicle for

203 enabling wider participation in policy formation and planning?

204 • Does the action or plan support and encourage efforts to engage citizens and business to

205 join with government to improve public safety?

206 • Will the action or plan add to efforts to diversify our economy and encourage the creation

207 of new enterprises best able to further other regional objectives?

208

209 Council directs that there shall be a public discussion of Governance Structures - A public re-

210 evaluation of the appropriateness of the structures of governance in our region to address 21st

211 century problems and issues, especially those at the neighborhood and regional level.

212

213 Council directs that there shall be an Annual State of the Region Review - of critical importance will

214 be efforts to promote, lead, and engage the citizens and communities of the region in an ongoing

215 discussion of our future. The Metro Council and Metro Executive do hereby commit themselves to a
216 cooperative program of monitoring with regional partners that is designed to provide the data needed
217 to evaluate whether Metro is achieving the goals that it has set for itself. The best plans, left
218 unattended and unexamined, will not secure the future for this region that it deserves. In fact, the
219 investment being made in plans must be complemented by a small commitment to monitoring and
220 evaluation if the value of that planning is to be realized.

221

222 Whatever the course that is chosen, the fundamental objectives must always be to ensure that no issue gets
223 dealt with in isolation, and that a broad cross-section of our region's people are involved in discussing,
224 debating, and shaping our path to the future. As a region, our aspiration should be to match the spectacular
225 nature of our landscape with an equally spectacular and regular civic celebration of our sense of the region,
226 truly our sense of place. For it is only through the creation of a shared and far-reaching culture of this place
227 that we will be able to rise to our responsibilities for stewardship, and adapt to the dynamism of the world we
228 live in, now and in the future.

ROBERT B. TEXTOR
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Portland OR 97210

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Mon Feb 27, 1995

To: Colleagues on Future Vision Commission
Ken Gervais, Staff
Ethan Seltzer, Facilitator

From: Robert B. Textor
Professor of Anthropology, Emeritus
Stanford University
Office and Residence as Above

Re: Short Quotations from Future Vision Commissioners for
Possible Use as Sidebars for the March Mailout, and
Other Outreach Purposes

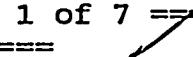
Dear Colleagues:

This Commission is a special and diverse group of people. The public should know how each of us thinks and feels about the Future Vision. For this reason, and because of the urgent need expressed by Councilor/Commissioner Susan McLain to preserve momentum and timetable, recently I have been phoning each of you asking for a quotation for possible use in the March Mailout. The attached pages reproduce all the quotes I have been able to obtain, in alphabetical order. Thanks to all of you.

It is of course understood that any editor would contact you to approve any editorial changes in your quote, using the phone numbers provided.

I urge the Metro staff to use these quotes also in other creative ways -- e.g., in releases to the Oregonian, Willamette Week, radio and TV, etc.

Cheers,

==== TEXTOR TO F.V.C. & STAFF, p. 1 of 7 ====
==== 14:24 Mon Feb 27/95 ====


16 #####

17 We must preserve and enhance communities where people
18 want to live and work and play. To achieve this we
19 need to think about the Region as a whole, as well as
20 about our own neighborhoods -- and how everything is
21 interconnected. Our Future Vision gives us goals to
22 work toward. Without such a vision we are likely to go
23 in different directions that won't add up to the future
24 we all want. -- *Judy Davis, Future Vision Commissioner*
25 and urban planner. [Tel 274-7219]

26 #####

27 Future Vision celebrates human scale, neighborhood,
28 walking -- it is a document with a human face. At its
29 heart, our vision is a dedication to children. It is
30 they who inherit the world we make. Therefore, before
31 we act, we must ask how our action will affect
32 children. -- *Len Freiser, Chair of the Future Vision*
33 *Commission.* [Tel 232-4946]

34 #####

35 Communities that have a strong identity and a strong
36 sense of where they are going, operate best. The
37 Future Vision provides that sense of direction.

38 --- *Mike Gates, Future Vision Commissioner and former*
39 *Metro Councilor.* [Tel 656-0399]

==== TEXTOR TO F.V.C. & STAFF, p. 2 of 7 ===

==== 14:24 Mon Feb 27/95 ===

40 #####
41 Nature cannot become some place we go to. It should be
42 an integral part of the urban and rural landscape --
43 literally in everyone's back yard. Nature is not an
44 extra frill, a few isolated pieces that are left over
45 after the Region has developed. Where else in the
46 world can you watch great blue herons court, mate, and
47 raise their young; where else can you swim, canoe or
48 kayak in streams, rivers and wetlands; where else can
49 you stroll through a 5000-acre forest preserve -- all
50 within sight of the downtown skyline? Nowhere else!
51 That's what the Future Vision intends to preserve
52 throughout the Metro Region. -- *Mike Houck, Future*
53 *Vision Commissioner and urban naturalist.*

54 [Tel. 225-0016]

55 #####
56 When you do growth management through regulations,
57 rules, and public meetings it is all black and white.
58 The charge of the Future Vision Commission is to
59 provide as much color as possible. To the extent that
60 one can do this in so many words: You should be able to
61 see Mt. Hood, salmon in our rivers, and muskrats in our
62 sloughs -- and perhaps hear the laughter of children as
63 they enjoy these gifts in an urban setting. -- *Wayne*
64 *Lei, Future Vision Commissioner and environmental*
65 *manager, Portland General Electric.*

66 [Tel 464-8988]

67

#####

68

-- Robert Liberty, Future Vision Commissioner and
69 00000000. [Tel 487-1000]

70

#####

71

It's the PEOPLE of this Region at the heart of Future
72 Vision. People live in homes we build; picnic in parks
73 we support; shop in our stores; fish in our streams;
74 work in our businesses; learn in schools we provide;
75 drive on our roads; walk on our sidewalks; and
76 celebrate our heritage together. And it will be the
77 PEOPLE of this Region who will insure a tomorrow for
78 our children and grandchildren. -- Peggy Lynch,
79 Future Vision Commissioner and community activist.

80

[Tel 646-4580]

81

#####

82

Future Vision recognizes that we are irreversibly
83 linked. It will help bring our communities together to
84 create something greater than the sum of our individual
85 parts. -- John Magnano, Future Vision Commissioner
86 and Chair of the Clark County Board of Commissioners.
87 [Tel 206/699-2232]

==== TEXTOR TO F.V.C. & STAFF, p. 4 of 7 ====
==== 14:24 Mon Feb 27/95 ===

88 #####

89 I visualize a society where diversity is celebrated;
90 where people live in relative harmony in interesting
91 communities in which jobs, services, and shopping are
92 more easily accessible, with fewer automobiles; where
93 there is a tight, crisp Urban Growth Boundary beyond
94 which natural resource industries can thrive without
95 undue pressures; and where all people in the entire
96 Region have access to educational, cultural,
97 recreational and social services. -- Peter McDonald,
98 Future Vision Commissioner and farmer. [Tel 625-7437]

99 #####

100 I hope when people read the Future Vision they will see the
101 interconnectedness of our communities and see that we don't
102 share just space, but also many values and goals. We've
103 tried to take everyone's ideas and values and create a
104 document that people can feel comfortable with. -- Susan
105 McLain, Vice Chair of the Future Vision Commission and Metro
106 Councilor. [Tel 357-9215]

107 #####

108 Our future relies on the creativity of business,
109 investors, neighbors, and planners -- to cooperatively
110 design communities in new patterns. Patterns with far
111 more options for housing, for transportation, and for
112 workplaces. Together we can build a diverse, thriving,
113 sustainable economy that protects our high quality of
114 life. For make no mistake about it: our choice is not
115 between jobs and quality of life. We must plan for
116 both. We can't have one without the other. -- Linda
117 Peters, Future Vision Commissioner and Chair of the
118 Washington County Board of Commissioners.

119 [Tel 693-4545]

==== TEXTOR TO F.V.C. & STAFF, p. 5 of 7 ===

==== 14:24 Mon Feb 27/95 ===

120 #####
121 Our Culture is one where the values of even one
122 individual can make a difference, and collectively
123 these values will be reflected in the Future Vision,
124 thereby sustaining and enriching our livable
125 communities. -- *Alice Schlenker, Future Vision*
126 *Commissioner and Mayor of Lake Oswego.* [Tel 635-0213]
127 #####
128 We must manage our unique balance of human and natural
129 environment -- and this includes transportation
130 services which must blend into and support our Region's
131 economy and environment. By putting our values first
132 and incorporating them into our Future Vision, we will
133 secure this balance. We are already the envy of the
134 nation, and the Future Vision will help us keep it that
135 way. -- *Ted Spence, Future Vision Commissioner and*
136 *transportation planner.* [Tel 245-1549]
137 #####
138 Now let's hope they follow through. -- *Rod Stevens,*
139 *Future Vision Commissioner and financier.*
140 [Tel 222-3217]
141 #####
142 For the past 200 years our Region has been a pearl in
143 the making. We are a community that demands excellence
144 in our environment, both man-made and God-given. The
145 Future Vision is our collective commitment to the
146 generations that will follow us. -- *Fred Stewart,*
147 *Future Vision Commissioner and realtor.* [Tel 289-4970]

148 #####
149 As one who has lived in and studied a number of
150 European and Asian cultures, I am continually struck by
151 the world-class quality of our own Metro Culture, with
152 its priceless values of livability and the good life
153 for all. But danger looms. We might take our Culture
154 so much for granted that we lose it. We must steer not
155 drift into our future. The Future Vision, when adopted
156 and conscientiously used by our Metro Council, will
157 serve as a trustworthy moral compass for years to come.
158 -- Robert B. Textor, Future Vision Commissioner and
159 futures anthropologist. [Tel 223-6370]
160 #####
161 The Future Vision's challenge is to conceptualize the
162 future of our Region. The Vision commits to preserving
163 the uniqueness of our Region for each individual, for
164 society, and for our physical place, by retaining the
165 values that are the hallmark of our distinctive
166 Northwest lifestyle and outlook. -- Marilyn M. Wall,
167 Future Vision Commissioner and attorney.
168 [Tel 238-0333]

M E M O R A N D U M



METRO

To: Metro Council and Executive Officer
From: Ken Gervais, Senior Management Analyst *(Signature)*
Re: Future Vision Newsletter Draft
2/28/95

Attached please find the Future Vision Commission's recommendation of material on the Future Vision for inclusion in the March Newsletter.

This material was reviewed and edited by the Commission at a regularly scheduled meeting last night. Twelve members, including Councilor McLain, were present and participated in the three hour discussion.

C: Future Vision Commission

1 February 28, 1995
2 Tabloid Copy
3 2021 Words

4 FUTURE VISION
5 Our ecological and economic region goes beyond Metro's current
6 boundaries and stretches from the Cascades to the Coast Range,
7 and from Longview to Salem. It is made up of nine counties:
8 Clackamas, Clark, Columbia, Cowlitz, Marion, Multnomah, Polk,
9 Washington, and Yamhill. Any vision for a territory as large and
10 diverse as this must be regarded as both ambitious and a work-in-
11 progress. We offer this vision of the nine-county region in 2045
12 in that spirit and as a first step in developing policies, plans,
13 and actions that serve our bi-state region and all its people.

14 While Metro recognizes that it has no control over surrounding
15 jurisdictions and is not responsible for the provision of public
16 safety and other social services, the ability to successfully
17 manage growth within this region is dependent on and impacts each
18 of these.

19 Future Vision is mandated by Metro's 1992 Charter. It is not a
20 regulatory document; rather it is a standard against which to
21 gauge progress toward maintaining a livable region. It is based
22 on a number of core values essential to shaping our future:

- 23 • We value taking purposeful action to advance our
24 aspirations for this region, realizing that we should act to
25 meet our needs today in a manner that does not limit or
26 eliminate the ability of future generations to meet their
27 needs and enjoy this landscape we are privileged to inhabit.
- 28 • We value the greatest possible individual liberty in
29 politics, economics, lifestyle, belief, and conscience, with
30 the understanding that this liberty cannot be fully realized
31 unless accompanied by shared commitments for community,

- 32 civic involvement, and a healthy environment.
- 33 • We value our regional identity and sense of place, and
- 34 celebrate the identity and accomplishments of our urban
- 35 neighborhoods and suburban and rural communities.
- 36 • We value vibrant cities that are an inspiration and a
- 37 crucial resource for commerce, cultural activities,
- 38 politics, and community building.
- 39 • We value a healthy economy that provides stable family-
- 40 wage jobs. We recognize that our economic well-being depends
- 41 on unimpaired and sustainable natural ecosystems, and
- 42 suitable social mechanisms to insure dignity and equity for
- 43 all and compassion for those in need.
- 44 • We value the conservation and preservation of natural and
- 45 historic landscapes. Widespread land restoration and
- 46 redevelopment must precede any future conversion of land to
- 47 urban uses.
- 48 • We value a life close to nature incorporated in the urban
- 49 landscape.
- 50 • We value nature for its own sake, and recognize our
- 51 responsibility as stewards of the region's natural
- 52 resources.
- 53 • We value meeting the needs of our communities through
- 54 grass-roots efforts in harmony with the collective interest
- 55 of our regional community.
- 56 • We value participatory decision making which harnesses
- 57 the creativity inherent in a wide range of views.
- 58 • We value a cultural atmosphere and public policies that
- 59 will insure that every child in every community enjoys the
- 60 greatest possible opportunities to fulfill his or her
- 61 potential in life.

62 It is, after all, primarily for our children, and for their
63 children, that we propose this vision.

64

65 OUR VISION

66 EACH INDIVIDUAL:

67 As inhabitants of this bi-state region, we are committed to the
68 development of each individual as a productive, effective member
69 of society. This region must make clear and unambiguous
70 commitments to each individual in order that we all may have a
71 vibrant, healthy place to live. We seek the full participation
72 of individuals in the prosperity of this region, accompanied by
73 acceptance of their responsibility for stewardship of the
74 community and region. Our vision statements for Each Individual
75 are:

76 • CHILDREN - In 2045, the welfare of children is of critical
77 importance to our well-being. Creating and sustaining public and
78 private initiatives that support family life are among our
79 highest priorities.

80 • EDUCATION - In 2045, education, in its broadest definition,
81 stands as the core of our commitment to each other. Life-long
82 learning is the critical ingredient that enables the residents of
83 this region to adapt to new ideas, new technologies, and changing
84 economic conditions. Our commitment to education is a commitment
85 to equipping all people with the means not only to survive, but
86 to prosper.

87 For example, we will provide opportunities for all children
88 and community residents, regardless of income, to engage in
89 the visual, literary, and performing arts in community
90 centers close to their homes.

91 • PARTICIPATION - In 2045, all residents, old and young, rich and
92 poor, men and women, minority and majority, are supported and
93 encouraged to be well-informed and active participants in the
94 civic life of their communities and the bi-state region. Ours is
95 a region that thrives on interaction and engagement of its people
96 to achieve community objectives.

97

98 OUR SOCIETY:

99 The ability to work together is the hallmark of great communities
100 and flourishing societies. Our vision statements for Our Society
101 are:

102 • VITAL COMMUNITIES - In 2045, communities throughout the bi-
103 state region are socially healthy and responsive to the needs of
104 their residents. Government initiatives and services have been
105 developed to empower individual communities to actively meet the
106 needs of their residents. The economic life of the community is
107 inseparable from its social and civic life.

108 • SAFETY - In 2045, personal safety within communities and
109 throughout the region is commonly expected as well as a shared
110 responsibility involving citizens and all government agencies.
111 Our definition of personal safety extends from the elimination of
112 prejudice to the physical protection of life and property from
113 criminal harm.

114 • ECONOMY - In 2045, our bi-state regional economy is diverse,
115 with urban and rural economies linked in a common frame.
116 Planning and governmental action have created conditions that
117 support the development of family wage jobs in centers throughout
118 the region.

119 *For example, we will encourage further diversification of*
120 *our economy, the creation of family wage jobs, and the*
121 *development of accessible employment centers throughout the*
122 *nine-county region.*

123 • CIVIC LIFE - In 2045, citizens embrace responsibility for
124 sustaining a rich, inclusive civic life. Political leadership is
125 valued and recognized for serving community life.

126 • DIVERSITY - In 2045, our communities are known for their

127 openness and acceptance. This region is distinguished by its
128 ability to honor diversity in a manner that leads to civic
129 cohesion.

130 • ROOTS - In 2045, our history serves us well, with the lessons
131 of the past remembered and incorporated in our strategies for the
132 future. Knowledge of our cultural history helps ground social
133 and public policy in the natural heritage we depend on and value.

134 OUR PLACE:

135 We are committed to preserving the physical landscape of the
136 region, acknowledging the settlement patterns that have developed
137 within it, and supporting the economy that continues to evolve.
138 We live in a varied and beautiful landscape. Our place sits at
139 the confluence of great rivers--the Columbia, Lewis, Sandy, and
140 the Willamette and its tributaries, which dominate the landscape.
141 This is a region of water, volcanic buttes, and forest-clad
142 mountains and hills. Our vision statements for Our Place are:

143 • A LIFE IN NATURE - In 2045 The metropolitan region is
144 recognized as a unique ecosystem, known for the intelligent
145 integration of urban and rural development as evidenced by:
146 -- improved air and water quality, and increased
147 biodiversity;
148 -- views of Mt. Hood, Mt. St. Helens, Mt. Rainier, Mt.
149 Adams, Mt. Jefferson, and other Cascade and coastal peaks,
150 unobstructed by either development or air pollution;
151 -- Greenspaces and parks within walking distance of every
152 household;
153 -- a close and supportive relationship among natural
154 resources, landscape, the built environment, and the economy
155 of the region; and
156 -- restored ecosystems, complemented by planning and
157 development initiatives that preserve the fruits of those
158 labors.

159 *For example, we will manage watersheds to protect, restore,*
160 *and manage the integrity of streams, wetlands, and*
161 *floodplains and their multiple biological, physical, and*
162 *social values.*

163 • RURAL LAND - In 2045, rural land shapes our sense of place by
164 keeping our cities separate from one another, supporting viable
165 farm and forest resource enterprises, and keeping our citizens
166 close to nature, farms, forests, and other resource lands and
167 activities.

168 *For example, we will develop and implement local plans and*
169 *the urban growth boundary and rural lands elements of the*
170 *Regional Framework Plan to actively reinforce the protection*
171 *of lands currently reserved for farm and forest uses. No*
172 *conversion of such lands to urban, suburban, or rural*
173 *residential use will be allowed.*

174 • DOWNTOWNS - In 2045, downtown Portland continues to serve an
175 important defining role for the entire region. In addition,
176 reinvestment, both public and private, has been focused on
177 historic urban centers such as Ridgefield, Camas, Vancouver,
178 Gresham, St. Helens, Beaverton, Hillsboro, Lake Oswego, Oregon
179 City, Molalla, Woodburn, and others throughout our bi-state
180 region. This pattern of reinvestment and renewal continues to be
181 the centerpiece of our strategy for building and maintaining
182 healthy communities.

183 • VARIETY IN OUR COMMUNITIES AND NEIGHBORHOODS - In 2045, our
184 region is composed of numerous distinct communities. Each
185 community provides a wide variety of healthy, appealing, and
186 affordable housing and neighborhood choices. They are physically
187 compact and have distinct identities and boundaries. Truly
188 public space exists in every community, and serves as the stage
189 for a rich and productive civic dialogue.

190 For example, we will encourage a choice of neighborhood
191 types, including new neighborhoods with suburban densities,
192 neighborhoods of traditional (pre-WWII) densities, and
193 mixed-use neighborhoods of a more urban design.

194 • WALKING - In 2045, residents of this region can shop, play,
195 and socialize by walking or biking within their neighborhoods.
196 Walking, biking, or using transit are attractive alternatives for
197 a wide range of trips within neighborhoods, between important
198 regional centers, and outside of the urban area. This region is
199 known for the utility of its non-auto transportation
200 alternatives.

201 • LINKAGES - In 2045, goods, materials, and information move
202 easily throughout the bi-state region. Manufacturing,
203 distribution, and office employment centers are linked to the
204 transportation and communication systems in a comprehensive and
205 coordinated manner.

206 • EQUITY - In 2045, the tradeoffs associated with growth and
207 change have been fairly distributed throughout the region. Our
208 commitment to managing growth is matched by an equal commitment
209 to social equity for the communities of today and tomorrow. The
210 true environmental and social cost of new growth has been paid by
211 those, both new to the region and already present, receiving the
212 benefits of that new growth.

213 For example, we will address the issues associated with
214 concentrations of poverty throughout the nine-county region
215 through tax base sharing, pursuing changes in tax codes,
216 overcoming physical and economic barriers to access,
217 providing affordable housing throughout the area, and
218 targeted public investments.

219 • GROWTH MANAGEMENT - In 2045, growth in the region has been

220 managed. Our objective has been and still is to live in great
221 cities, not merely big ones. Performance indicators and
222 standards have been established for our Vision and all other
223 growth management efforts, and citizens of the bi-state region
224 annually have an opportunity to review and comment on our
225 progress. The results of that review process are used to frame
226 appropriate actions needed to maintain and enhance our regional
227 quality of life.

228 **IMPLEMENTATION:**

229 Clearly, Metro has a critical role to play as planner, convener,
230 monitor, and leader. However, as in the past, the success we
231 achieve in the future will be a collaborative accomplishment.
232 We have an unparalleled opportunity to create an environment of
233 consensus and predictability in the region for what Metro's
234 planning and policy making ought to accomplish. The full report
235 of the Future Vision Commission contains detailed suggestions for
236 acting on each vision statement, examples of which have been
237 provided, above.

238 Perhaps the most critical implementing step is Metro's commitment
239 to a continuing dialogue with the citizens of this nine-county
240 region to address 21st century problems and issues. An annual
241 review of the region will allow us to promote, lead, and engage
242 citizens in an ongoing discussion of our future, including a
243 discussion of carrying capacity. The relevant question is
244 not "when" carrying capacity will be exceeded, but "how" we will
245 collectively restore, maintain, and enhance the qualities of the
246 region.

247 As a region, our aspiration is to match the spectacular nature of
248 our landscape with an equally spectacular and regular civic
249 celebration of our sense of the region--truly our sense of place.
250 For it is only through the creation of a shared and far-reaching
251 culture of this place that our accomplishments will match our

252 aspirations. Our Vision is a work in progress and we challenge
253 future generations to continue our work.



METRO

To: Susan McLain
From: Mike Burton
Re: Future Vision
Date: May 9, 1995

M. Burton

The Future Vision Commission has done an admirable job the past year-and-a-half, due in part to your leadership as vice chair. Of particular note is the commission's success in having correctly outlined the values held by this region. I believe the commission's vision statements are on target and reflect what most people want for this region's future generations.

In addition, the other charter-required issues discussed by the Future Vision Commission, such as carrying capacity and settlement patterns, were responsibly and adequately addressed.

I do have a problem, however, with the regulatory elements of the Future Vision. These are quite detailed mandates about what should occur, by whom and when. The Future Vision, as you know, is not a regulatory document. I believe some sections of the Future Vision as written go beyond what the 1992 Metro Charter intended. Any regulatory issues should be addressed by the Council as we develop 2040 Framework.

My recommendation is that the Council should adopt the Values and Vision Statements, except for the part that begins "To Achieve." I also recommend that the entire section on implementation be deleted, for the reason explained in the previous paragraph.

Again, please accept my compliments on the fine work done by the Future Vision Commission. A tremendous amount of time, effort and talent went into producing the document. The Future Vision will serve as a guiding force in addressing this region's long-range visions, values and goals.

cc: Metro Council
Metro Policy Advisory Committee

PEGGY LYNCH

par

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May 11, 1995

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Re: May 9th Memo from Mike Burton to Susan McLain on Future Vision (also being transmitted herewith)

As a Future Vision Commissioner who spent over eighteen months working on the Future Vision document, I am disappointed by Mike's recommendation and will be an active participant in working to defeat such actions as are listed in the fourth paragraph of said memo.

However, being a prudent person and one who cares deeply about the work done in the "To Achieve" and "Implementation" sections, I respectfully request that MTAC and MPAC consider each "to achieve" statement as a proposed amendment to RUGGOS and attempt to integrate the "Implementation" section into RUGGOS. Certainly the portion of the implementation section regarding performance standards could fit into the current RUGGOS document.

With the short timeline, I cannot suggest or direct exactly where in the current RUGGOS draft each statement belongs--and some may already be included--but ask that staff struggle with and attempt to honor this request for such consideration.