



600 NE Grand Ave.
Portland, OR 97232-2736

Council work session agenda

Thursday, May 15, 2025

10:30 AM

Metro Regional Center, Council chamber,
<https://zoom.us/j/615079992> (Webinar ID:
615079992) or 253-205-0468 (toll free),
www.youtube.com/live/_Hm9DaWsPZ0

This work session will immediately follow the Council meeting.

Start times for agenda items are estimates.

This meeting will be held electronically and in person at the Metro Regional Center Council Chamber.

You can join the meeting on your computer or other device by using this link:

<https://zoom.us/j/615079992> (Webinar ID: 615 079 992). Stream on YouTube:

www.youtube.com/live/_Hm9DaWsPZ0

10:30 Call to Order and Roll Call

10:30 Work Session Topics:

10:30 Future Vision Commission Charge and Process

[25-6260](https://www.metro.net/transportation/25-6260)

Presenter(s): Jess Zdeb, Investment Areas Project Manager

Attachments: [Staff Report](#)

11:30 Chief Operating Officer Communication

11:35 Councilor Communication

11:40 Adjourn

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ការគោរពសិទ្ធិពលរដ្ឋរបស់ ។ សំរាប់ព័ត៌មានអំពីកម្មវិធីសិទ្ធិពលរដ្ឋរបស់ Metro
ឬដើម្បីទទួលពាក្យបណ្តឹងរើសអើងសូមចូលទស្សនាគេហទំព័រ
www.oregonmetro.gov/civilrights។

បើលោកអ្នកត្រូវការអ្នកបកប្រែភាសានៅពេលអង្គ

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ថ្ងៃធ្វើការ) ជ្រាបពីវិធី
ថ្ងៃធ្វើការ មន្ត្រីប្រជុំដើម្បីអាចឲ្យគេសម្រួលតាមសំណើរបស់លោកអ្នក ។

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Metro

600 NE Grand Ave.
Portland, OR 97232-2736
oregonmetro.gov

Agenda #: 10:30

File #: 25-6260

Agenda Date: 5/15/2025

Future Vision Commission Charge and Process

Jess Zdeb, Investment Areas Project Manager

FUTURE VISION COMMISSION CHARGE AND PROCESS

Date: May 1, 2025
Department: Planning Development & Research
Meeting Date: May 15, 2025

Prepared by: Jessica Zdeb
Presenters: Malu Wilkinson; Jess Zdeb
Length: 30 minutes

ISSUE STATEMENT

Starting in 2025, Metro will be updating its 50-year regional vision, the Future Vision, as required by Metro Charter. Metro's Charter does not describe a specific process to update the Future Vision, so staff is seeking Council guidance on a scope to define a set of planning and engagement steps for the update. The Charter also requires Council appointment of a Future Vision Commission to develop and recommend the vision.

The Future Vision is a conceptual vision for the region, not a regulatory document. Regulatory changes could be identified as part of the implementation plan that will follow this vision and/or as part of the actions identified therein.

ACTION REQUESTED

Staff request active participation in the discussion to help define the process by which the Future Vision Commission will develop a Future Vision to recommend to Council.

IDENTIFIED POLICY OUTCOMES

Council will consider a resolution to appoint the Future Vision Commission at their June 12 meeting. This resolution will also include the charge for this body, the direction that Metro Council is giving to the Commission for how they will conduct their work to develop a 50-year vision for the region.

POLICY QUESTIONS

1. What are your reactions to the draft proposed vision development elements and process?
2. How could these be adjusted to better reflect Council's articulated goals for the process and outcomes?

POLICY OPTIONS FOR COUNCIL TO CONSIDER

Council will consider whether the core elements of a Vision development process presented would result in the Council-identified outcomes developed over the course of two recent work sessions. Council will also consider whether the proposed Future Vision Commission charge accurately captures how Council would like to direct the work of this body as they develop and recommend a Future Vision to Council.

STAFF RECOMMENDATIONS

There is no staff recommendation associated with this item.

STRATEGIC CONTEXT & FRAMING COUNCIL DISCUSSION

Through two work sessions, Council has identified desired goals and outcomes for the Future Vision development process. This work has informed staff development of the draft process elements and how the Future Vision Commission will use the outputs from each element of the process. Council's key desired goals and outcomes are documented below for reference while considering the content presented in the work session.

Future Vision project outcomes.

The Future Vision project should result in:

- Galvanized partners excited to work toward the region's potential together
- A vision that is:
 - Aspirational and supported by an actionable implementation plan
 - Clear, unified, and internally consistent, where multiple aspirations are interconnected and not in conflict
 - Unique to the greater Portland region
 - Resonant with and relevant to the people of the region
 - Actively used by Metro and its partners to inform decisions in the region

Future Vision process principles.

The process to develop the Future Vision should:

- Embody regional coordination
- Present opportunities to unify the region through dreaming about the region's potential, but also address difficult questions directly
- Include a variety of methods and strategies to engage core audiences as partners and co-developers of the vision. Activities could include:
 - In person gatherings that allow for robust discussion between residents with a range of perspectives. The gatherings should allow space to interact, provide feedback, learn about the region, and as budget allows, celebrate the unique aspects of the community through food, art, or entertainment.
 - A targeted action summit to get buy in from community leaders and key partners who are not on the Future Vision Commission but play key roles in shaping and implementing the vision on shared values and goals.
 - A youth summit focused on getting input from and developing the vision with youth
- Consider whom to engage, when, and how to get the right level of input within the process's timeframe and budget. For example, Metro may consider strategically targeting one audience for more costly forms of engagement and consider philanthropic partnerships.
- Include those who already know and care about Metro and those that are unfamiliar with the agency but care about the region.
- Be data driven

Note that the presentation will include an outline of a proposed engagement strategy, but the project team's intent is that Metro staff work with a strategic communications and

engagement consultant to further define this key element of the Vision development process.

BACKGROUND

In 2024, the Metro Council discussed this topic during two work sessions and two rounds of staff conversations, plus additional one-off discussions. Those conversations reinforced Council's interest in this work but did not coalesce around desired outcomes for the project and process.

Metro Council spent time at two work sessions on February 25 and April 8, 2025 to articulate to staff goals and desired outcomes for the Future Vision and the process to develop it. Small group conversations with Councilors, as well as Councilor-led "pre-scoping" conversations with interested parties, have also informed the material that will be presented at this work session.

ATTACHMENTS

None

Materials following this page were distributed at the meeting.



May 15, 2025

Future Vision Commission charge

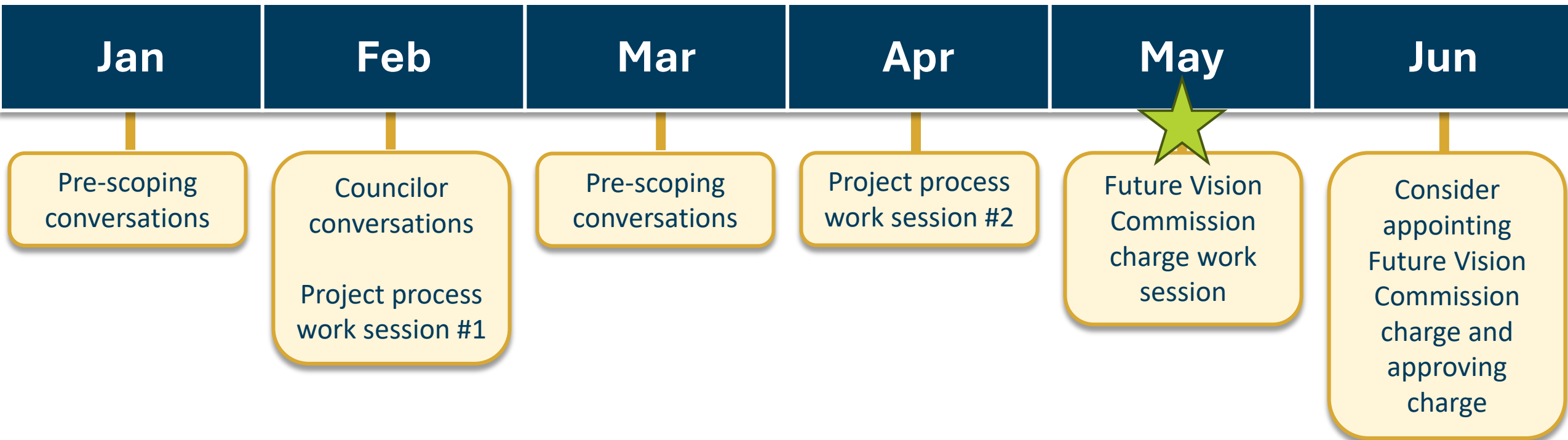


Agenda

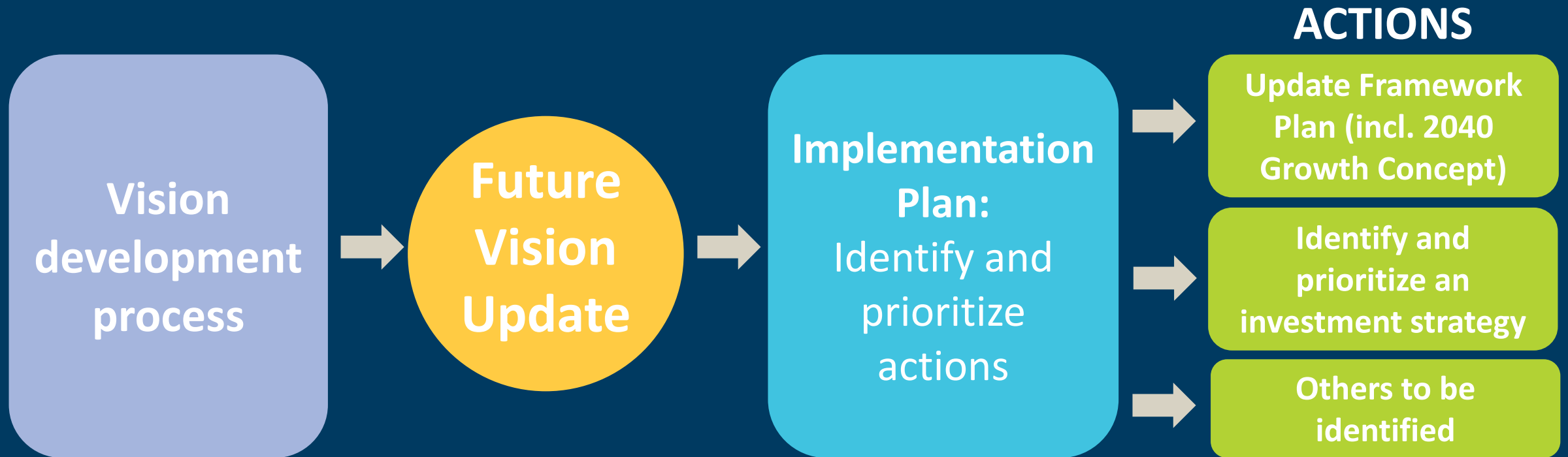
1. Vision development outcomes and principles
2. Future Vision Commission charge
3. Phases of vision development work



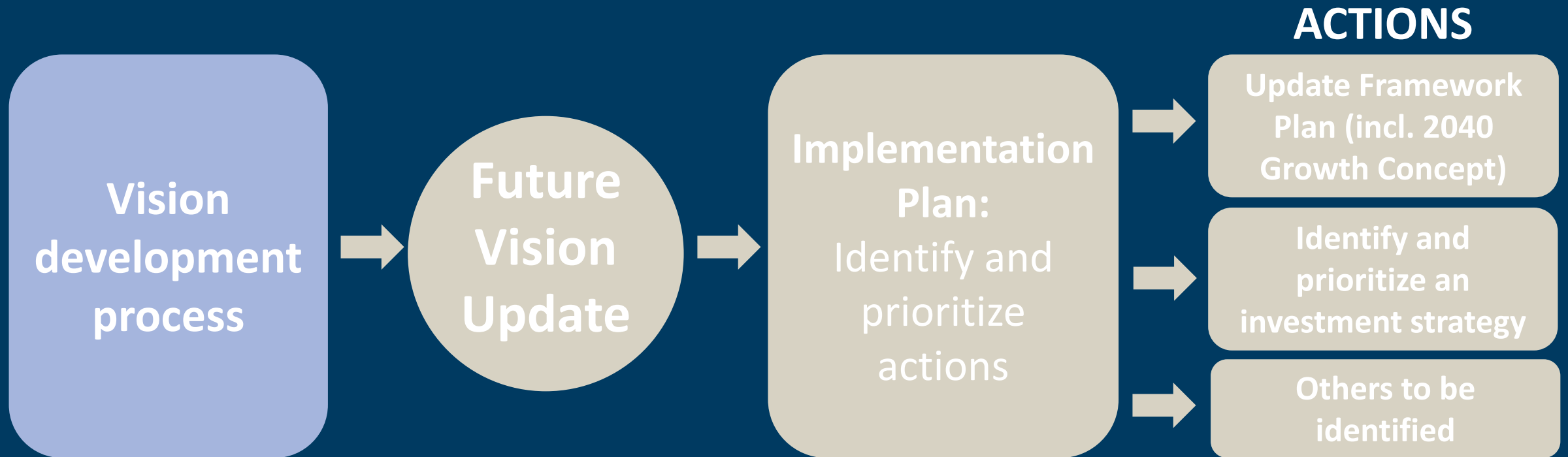
Council touchpoints: Q1/Q2 2025



Project process outline



Project process outline



Process outcomes

Galvanized partners excited to work toward the region's potential together

A vision that is:

- Aspirational and supported by an actionable implementation plan
- Clear, unified, and internally consistent
- Unique to the greater Portland region
- Resonant with and relevant to the people of the region
- Actively used by Metro and its partners to inform decisions in the region

Process principles

Embody **regional coordination**

Present opportunities to **unify the region** through **dreaming about potential**, but also address difficult questions directly

Include a **variety of methods and strategies** to engage core audiences as **partners and co-developers** of the vision

Include those who already know and care about Metro **and those that are unfamiliar** with the agency but care about the region

Be **data driven**

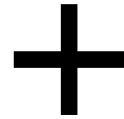
Vision development elements



**Current
conditions
and critical
topics**



**Trends and
futures**



**Community
values**



**Vision
Statements**

Future Vision Report



Prepared by
the Future Vision
Commission

March 4, 1995



METRO

Commission charge

Recommend a Future Vision to
Council

Incorporate all relevant
information and public comment

Focus on vision, but consider
implementation

Charge: Commissioner role



Champion the Future
Vision process and be an
ambassador



Generate participation in
the process and
excitement for action



Engage from a systems
perspective



Charge: topics and themes

Develop a Future Vision that addresses *at least* these topics and themes

- **Creativity and innovation**, including arts and culture
- **Economic prosperity**, including sports and sports tourism, workforce development
- **Resiliency**, including climate, environment/natural areas, health, social connection
- **Thriving places**, including land use, transportation and housing
- **Racial equity**

Charge: understand current conditions and critical topics

Assessments of 2040 Growth
Concept: general and racial equity
audit

Compilation of existing conditions
data and mapping

Research and expert panels on key
topics



*How have we been doing and what is
the current state of the region.*

Charge: consider trends and futures

Research to document and explain:

- Shorter-term, more certain trends
- Emerging, fast-moving, less certain trends
- Impacts of uncertainty



Where we're (possibly) headed.

Charge: reflect community values

Lit review of 30 recent sample
visions forms values baseline

Broad outreach to:

- 1) confirm/vet values
- 2) identify priorities for
implementation

Summits and Tables



*What we want to retain and what we
want to aspire to.*

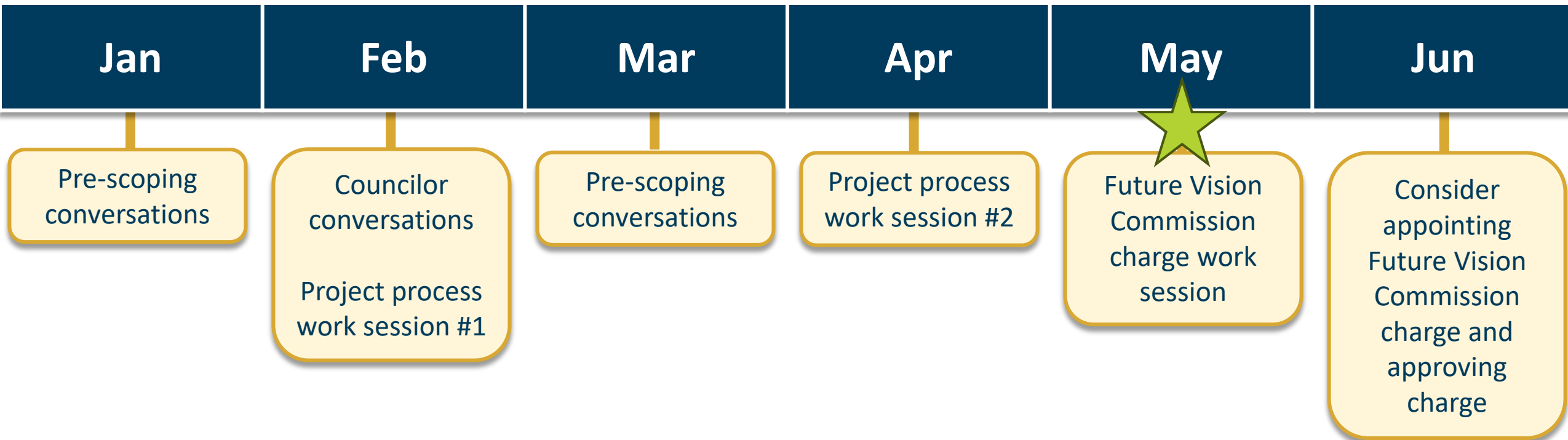
Engagement strategies





Vision development phases

Council touchpoints: Q1/Q2 2025



Next steps

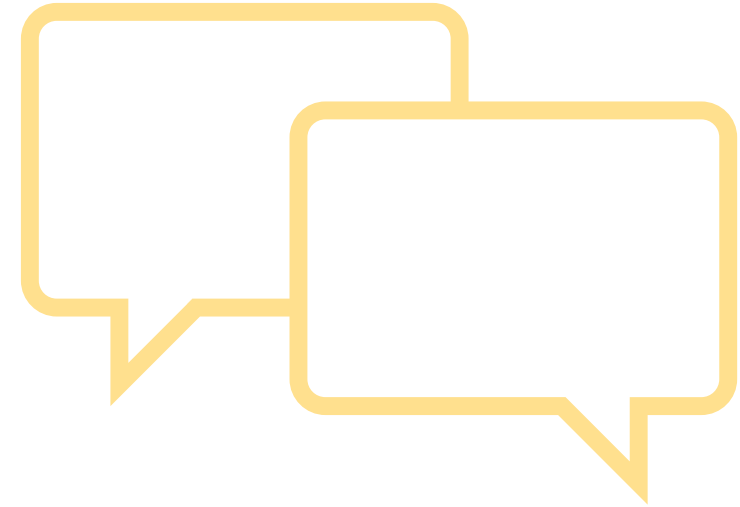
- Small group meetings with staff for feedback on draft charge
- Councilor discussions regarding Future Vision Commission appointments



Discussion questions

What are your reactions to the draft proposed vision development elements and process?

How could these be adjusted to better reflect Council's articulated goals for the process and outcomes?





Arts and events
Garbage and recycling
Housing and supportive services
Land and transportation
Parks and nature
Oregon Zoo

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