

MEMORANDUM



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To: Michelle Marx, City of Portland Bureau of Transportation

Lidwien Rahman, Oregon Department of Transportation

From: Jean Crowther, Alta Planning and Design

Date: January 25, 2019

Re: PedPDX Mission Vision Goals Objectives Memo (Deliverable 2C)

Overview

The PedPDX vision, mission, goals, and objectives will guide all subsequent content of the Plan. They will provide a critical foundation for the Plan's pedestrian network needs analysis, prioritization criteria, implementing strategies and actions (the "toolbox"), and performance measures.

To help guide the development of the vision, mission, goals, and objectives, the PedPDX Community Advisory Committee (CAC) completed a "PedPDX vision, goals, and objectives exercise" in advance of their November 29, 2017 meeting. At the meeting, committee members shared the future state that they envision for Portland, and what Portland should be, do, and have in order to become a truly great walking city. Staff collected the responses from the CAC and grouped them into core themes that naturally appeared from the sum of the feedback. Staff then drafted goals and objectives from the themes and subthemes that emerged and crafted draft vision and mission statements to reflect the spirit of the sum of the goal statements.

The draft vision, mission, goals, and objectives were reviewed and refined by the PedPDX Technical Advisory Committee, made up of partner agency, bureau, and department technical specialists. The drafts were then brought to the City of Portland's Pedestrian Advisory Committee for additional feedback and refinement.

Plan Vision ("know where you want to go"):

A Vision statement concisely introduces a future that the Plan is intended to achieve. It offers the broadest expressions of a community's desires, providing overarching direction for the long term, and often describing ideal situations.

PedPDX Vision:

Portland is a truly great walking city for all

Plan Mission ("what is our purpose?"):

A mission statement is a short description of the purpose of an entity, organization, or campaign. It succinctly summarizes aims and values to define what the group is going to do and why it is going to do that. Mission statements account for the "big picture" while being practical and action-oriented.

PedPDX Mission:

PedPDX affirms walking as a fundamental right and the most fundamental means of transportation. PedPDX will make walking safe, accessible, and attractive for everyone in Portland by putting pedestrians at the forefront of City policy, design, and investments.

Plan Goals ("define your priorities"):

A goal is a broad statement that sets preferred courses of action in support of the vision and mission. Goals are intended to carry out the vision in the foreseeable future and should be specific enough to help determine whether or not a proposed project, program, or course of action will advance the community values expressed in the goals.

PedPDX Goals:

- Safe + Secure: Make walking in Portland safe and secure for everyone.
- Comfortable + Inviting: Provide a comfortable, inviting, and connected pedestrian network that supports walkable neighborhoods and helps make great places.
- Equitable + Inclusive: Make Portland walkable and accessible for all, no matter who you are or where you live.
- Healthy people + Environment: Increase walking in Portland as a means of achieving improved health outcomes for all people and for the environment.

Plan Objectives ("understand what it takes to get there"):

Objectives are specific statements of action that support achieving the goals. Objectives help assess incremental progress toward advancing the broader outcomes expressed in the vision and goals.

Once the big, broad ideas of the vision and goals are channeled into objectives that offer a practical, workable approach, their strategies and action items provide the basis for a workplan.

PedPDX objectives:

- 1. Complete and maintain a Priority Pedestrian Network that promotes and encourages walking for people of all ages, languages, and abilities, and connects people to their essential daily needs
- 2. Commit to funding pedestrian network improvements in the Priority Pedestrian Network
- 3. Support the City's Vision Zero commitment to eliminate traffic-related deaths and serious injuries
- 4. Protect the public safety and personal security of people walking

- 5. Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations to reduce disparities in access to safe pedestrian facilities
- 6. Make walking in Portland a joyful experience that helps people connect with their community

Cross-Tabulation of PedPDX Goals and Objectives with adopted City goals:

PedPDX Goals Relevant City Policies	Equitabl e + Inclusive	Safe + Secur e	Comfortabl e + Inviting	Healthy People + Environmen t	Nexus with PedPDX Objectives
Transportation Strategy for People Movement. Implement a prioritization of modes for people movement by making transportation system decisions according the following ordered list: • Walking • Bicycling • Transit • Fleets of electric, fully automated, multiple passenger vehicles • Other shared vehicles • Low or no occupancy vehicles, fossil-fueled non-transit vehicles (Policy 9.6)	X	x	X		Objective 2 Objective 3
Pedestrian safety and accessibility. Improve pedestrian safety, accessibility, and convenience for people of all ages and abilities. (Policy 9.19)	x	Х	Х	х	Objective 4 Objective 5 Objective 6
Accessible and age-friendly transportation system: Ensure that transportation facilities are accessible to people of all ages and abilities, and that all improvements to the transportation system (traffic, transit, bicycle, and pedestrian) in the public right-of-way comply with the Americans with Disabilities Act of 1990. Improve and adapt the transportation system to better meet the needs of the most vulnerable users, including the young, older adults, and people with different abilities. (CP Policy 9.9)	X	x			Objective 2
System management: Give preference to transportation improvements that use existing roadway capacity efficiently and that improve the safety of the system for all users. (CP Policy 9.45) • 9.45.a Support regional equity measures for transportation system evaluation.	X				Objective 1 Objective 2 Objective 5

Age-friendly public facilities: Promote public facility designs that make Portland more age-friendly. (CP Policy 8.38) Interconnected network: Establish a safe and connected rights-of-way system that equitably provides infrastructure	X	х	X		Objective 2 Objective 1 Objective 2
services throughout the city. (CP Policy 8.39)	^		^		Objective 3
Eastern Neighborhoods active transportation. Enhance access to centers, employment areas, and other community destinations in Eastern Neighborhoods by ensuring that corridors have safe and accessible pedestrian and bicycle facilities and creating additional secondary connections that provide low-stress pedestrian and bicycle access. A. Prioritize new sidewalk connections. Prioritize adding sidewalks where there are none over expanding/ widening existing connections. B. North-South transit. Support development of, access to, and service enhancement for North-South transit. (Policy 3.98)	X	х	X		Objective 1 Objective 2 Objective 3
Western Neighborhoods active transportation. Provide safe and accessible pedestrian and bicycle connections, as well as off-street trail connections, to and from residential neighborhoods. (Policy 3.100)		×	X	x	Objective 2 Objective 3
Western Neighborhoods trails. Develop pedestrian-oriented connections and enhance the Western Neighborhoods' distinctive system of trails to increase safety, expand mobility, access to nature, and active living opportunities in the area. C. Focus for active transportation. Primarily focus sidewalk and bicycle route improvements in (and in close proximity to) the designated Centers and Corridors of the Comp Plan. designated Centers and Corridors of the Comp Plan. D. Filling gaps in connections. Fill gaps in important access connections, including exploring traditional ROW acquisition and partnerships with other City bureaus. E. Accessible routes. Improve accessibility/create parallel routes in some cases (for motor vehicles, bicycles and pedestrians, and/or both). Explore what existing facilities and connections most merit upgrades or secondary accessible routes. (Policy 3.103)		X	X	×	Objective 2 Objective 3 Objective 6
Street Design Classification. Maintain and implement street design classifications consistent with land use plans, environmental context, urban design pattern areas, and the			Х		

Neighborhood Corridor and Civic Corridor Urban Design Framework designations. (Policy 9.1)				
Streets for Transportation and Public Spaces. Integrate both placemaking and transportation functions when designing and managing streets by encouraging design, development, and operation of streets to enhance opportunities for them to serve as places for community interaction, environmental function, open space, tree canopy, recreation, and other community purposes. (Policy 9.14)		×	х	Objective 6
Pedestrian networks. Create more complete networks of pedestrian facilities and improve the quality of the pedestrian environment. (Policy 9.18)		х		Objective 2 Objective 3
Connectivity. Establish an interconnected, multimodal transportation system to serve centers and other significant locations. Promote a logical, direct, and connected street system through street spacing guidelines and district-specific street plans found in the Transportation System Plan and prioritize access to specific places by certain modes in accordance with policies 9.6 and 9.7. (Policy 9.47) • 9.47.d Provide street connections with spacing of no more than 530 feet between connections except where prevented by barriers such as topography, railroads, freeways, or environmental constraints. Where streets must cross over protected water features, provide crossings at an average spacing of 800 to 1000 feet, unless exceptional habitat quality of length of crossing prevents a full street connection • 9.47.e Provide bike and pedestrian connections at approximately 330 feet intervals on public easements or rights-of-way when full street connections are not possible, except where prevented by barriers s such as topography, railroads, freeways, or environmental constraints. Bike and pedestrian connections that cross	X	X		Implementatio n strategies for Objective 2

	1	1		ı	
protected water features should have an average					
spacing of no more than 530 feet, unless exceptional					
habitat quality or length of connection prevents a					
connection.					
Repurposing street space: Encourage repurposing street					
segments that are not critical for transportation connectivity			X	X	Objective 6
to other community purposes. (CP Policy 9.15)					
Community uses: Allow community use of rights-of-way for					
purposes such as public gathering space, events, food					
production, or temporary festivals, as long as the community					
uses are integrated in ways that balance and minimize			X	X	Objective 6
conflict with the designated through movement and access					
roles of rights-of-ways. (CP Policy 8.44)					
Pedestrian amenities: Encourage facilities that enhance			V		Objective C
pedestrian enjoyment, such as transit shelters, garbage			X		Objective 6
containers, benches, etc. in the right of way. (CP Policy 8.45)					
Flexible design: Allow flexibility in right-of-way design and					
development standards to appropriately reflect the pattern			X	X	Objective 6
area and other relevant physical, community, and					
environmental contexts and local needs. (CP Policy 8.47)					
Pedestrian-oriented design: Enhance the pedestrian					
experience throughout Portland through public and private					Objective 2
development that creates accessible, safe, and attractive	X	X	X		Objective 2
places for all those who walk and/or use wheelchairs or other					Objective 6
mobility devices. (CP Policy 4.5)					
Alleys: Encourage the continued use of alleys for parking					
access, while preserving pedestrian access. Expand the			V		Implementatio
number of alley-facing accessory dwelling units. (CP Policy			X		n strategy for
4.8)					Objective 2
Walkable scale: Focus services and higher-density housing					
in the core of centers to support a critical mass of demand					
for commercial services and more walkable access for			X		
customers. (CP Policy 4.20)					
Street environment: Encourage development in centers and					
corridors to include amenities that create a pedestrian-					
·			X		Objective 6
oriented environment and provide places for people to sit,					
spend time, and gather. (CP Policy 4.21)					
Design for pedestrian and bicycle access: Provide					Objection
accessible sidewalks, high-quality bicycle access, and	×	X	X		Objective 2
frequent street connections and crossings in centers and					Objective 3
corridors. (CP Policy 4.23)					

Inner Neighborhoods active transportation. Use the extensive street, sidewalk, and bikeway system and multiple connections to the Central City as a key part of Portland's active transportation system. (Policy 3.91) Access to Transit. Transit stations should be designed to accommodate a high level of safe multimodal access within a half mile radius of the station. (Policy 6.6A)	х	×		Objective 2 Objective 3 Objective 2 Objective 5
a half-mile radius of the station. (Policy 6.6A) Access to Transit. Provide safe and convenient access for pedestrians and bicyclists to, across, and along Major Transit Priority Streets. Provide safe and accessible pedestrian crossings at all transit stops along Major Transit Priority Streets. (Policy 6.6B)	Х	х		Objective 2 Objective 5
Access to Transit. Provide safe and convenient pedestrian and bicycle access to transfer points and stops and along Transit Access Streets. Provide safe and accessible pedestrian crossings at all transit stops along Transit Access Streets. (Policy 6.6C)	Х	х		Objective 2 Objective 5
Mode share goals and vehicle miles travelled (VMT) reduction: Increase the share of trips made using active and low-carbon transportation modes. Reduce VMT to achieve targets set in the most current Climate Action Plan and Transportation System Plan, and meet or exceed Metro's mode share and VMT targets. (Policy 9.5)			X	
Design with nature: Promote street and trail alignments and designs that respond to topography and natural features, when feasible, and protect streams, wildlife habitat, and native trees. (CP Policy 9.16)			х	Objective 6
Pedestrian transportation: Encourage walking as the most attractive mode of transportation for most short trips, within neighborhoods and to centers, corridors, and major destinations, and as a means for accessing transit. (CP Policy 9.17)		x	x	Objective 2 Objective 6
Trees in rights-of-way: Integrate trees into public rights-of-way to support City canopy goals, transportation functions, and economic, social, and environmental objectives. (CP Policy 8.43)		х	х	Objective 6

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PedPDX Mission:

Through PedPDX, the City of Portland affirms walking as a fundamental human right and the most fundamental means of transportation. PedPDX ensures walking is a safe, accessible, and attractive experience for everyone in Portland by putting pedestrians at the forefront of City policy, investments, and design.

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A goal is a broad statement that sets preferred courses of action in support of the vision and mission. Goals are intended to carry out the vision in the foreseeable future and should be specific enough to help determine whether or not a proposed project, program, or course of action will advance the community values expressed in the goals.

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- Safe + Secure: Make walking in Portland safe and secure for everyone.
- **Comfortable + Inviting**: Provide a comfortable, inviting, and connected pedestrian network that supports walkable neighborhoods and strengthens community.
- **Healthy People + Environment**: Increase walking for transportation and recreation in Portland as a means of achieving improved health outcomes for all people and for the environment.

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Cross-Tabulation of PedPDX Goals and Objectives with adopted City goals:

PedPDX Goals	Equitable	Safe +	Comfortable	Healthy	Nexus with PedPDX
Relevant City Policies	Inclusive	Secure	Inviting	People + Environment	Objectives
Transportation Strategy for People Movement. Implement a prioritization of modes for people movement by making transportation system decisions according the following ordered list: • Walking • Bicycling • Transit • Fleets of electric, fully automated, multiple passenger vehicles • Other shared vehicles • Low or no occupancy vehicles, fossil-fueled non-transit vehicles (Policy 9.6)	X	X	×		Objective 2 Objective 3
Pedestrian safety and accessibility. Improve pedestrian safety, accessibility, and convenience for people of all ages and abilities. (Policy 9.19)	х	Х	Х	Х	Objective 4 Objective 5 Objective 6
Accessible and age-friendly transportation system: Ensure that transportation facilities are accessible to people of all ages and abilities, and that all improvements to the transportation system (traffic, transit, bicycle, and pedestrian) in the public right-of-way comply with the Americans with Disabilities Act of 1990. Improve and adapt the transportation system to better meet the needs of the most vulnerable users, including the young, older adults, and people with different abilities. (CP Policy 9.9)	X	X			Objective 2
 System management: Give preference to transportation improvements that use existing roadway capacity efficiently and that improve the safety of the system for all users. (CP Policy 9.45) 9.45.a Support regional equity measures for transportation system evaluation. 	х				Objective 1 Objective 2 Objective 5

Age-friendly public facilities: Promote public facility designs that make Portland more age-friendly. (CP Policy 8.38) Interconnected network: Establish a safe and connected	Х	X			Objective 2 Objective 1
rights-of-way system that equitably provides infrastructure services throughout the city. (CP Policy 8.39)	X		Х		Objective 2 Objective 3
Eastern Neighborhoods active transportation. Enhance access to centers, employment areas, and other community destinations in Eastern Neighborhoods by ensuring that corridors have safe and accessible pedestrian and bicycle facilities and creating additional secondary connections that provide low-stress pedestrian and bicycle access. A. Prioritize new sidewalk connections. Prioritize adding sidewalks where there are none over expanding/ widening existing connections. B. North-South transit. Support development of, access to, and service enhancement for North-South transit. (Policy 3.98)	X	х	X		Objective 1 Objective 2 Objective 3
Western Neighborhoods active transportation. Provide safe and accessible pedestrian and bicycle connections, as well as off-street trail connections, to and from residential neighborhoods. (Policy 3.100)		x	X	×	Objective 2 Objective 3
Western Neighborhoods trails. Develop pedestrian-oriented connections and enhance the Western Neighborhoods' distinctive system of trails to increase safety, expand mobility, access to nature, and active living opportunities in the area. C. Focus for active transportation. Primarily focus sidewalk and bicycle route improvements in (and in close proximity to) the designated Centers and Corridors of the Comp Plan. designated Centers and Corridors of the Comp Plan. D. Filling gaps in connections. Fill gaps in important access connections, including exploring traditional ROW acquisition and partnerships with other City bureaus. E. Accessible routes. Improve accessibility/create parallel routes in some cases (for motor vehicles, bicycles and pedestrians, and/or both). Explore what existing facilities and connections most merit upgrades or secondary accessible routes. (Policy 3.103)		X	X	X	Objective 2 Objective 3 Objective 6
Street Design Classification. Maintain and implement street design classifications consistent with land use plans, environmental context, urban design pattern areas, and the			Х		

Neighborhood Corridor and Civic Corridor Urban Design Framework designations. (Policy 9.1)				
Streets for Transportation and Public Spaces. Integrate both placemaking and transportation functions when designing and managing streets by encouraging design, development, and operation of streets to enhance opportunities for them to serve as places for community interaction, environmental function, open space, tree canopy, recreation, and other community purposes. (Policy 9.14)		х	X	Objective 6
Pedestrian networks. Create more complete networks of pedestrian facilities and improve the quality of the pedestrian environment. (Policy 9.18)		х		Objective 2 Objective 3
Connectivity. Establish an interconnected, multimodal transportation system to serve centers and other significant locations. Promote a logical, direct, and connected street system through street spacing guidelines and district-specific street plans found in the Transportation System Plan and prioritize access to specific places by certain modes in accordance with policies 9.6 and 9.7. (Policy 9.47) • 9.47.d Provide street connections with spacing of no more than 530 feet between connections except where prevented by barriers such as topography, railroads, freeways, or environmental constraints. Where streets must cross over protected water features, provide crossings at an average spacing of 800 to 1000 feet, unless exceptional habitat quality of length of crossing prevents a full street connection • 9.47.e Provide bike and pedestrian connections at approximately 330 feet intervals on public easements or rights-of-way when full street connections are not possible, except where prevented by barriers s such as topography, railroads, freeways, or environmental constraints. Bike and pedestrian connections that cross	X	X		Implementation strategies for Objective 2

				T	1
protected water features should have an average					
spacing of no more than 530 feet, unless					
exceptional habitat quality or length of connection					
prevents a connection.					
Repurposing street space: Encourage repurposing street					
segments that are not critical for transportation			X	X	Objective 6
connectivity to other community purposes. (CP Policy 9.15)					
Community uses: Allow community use of rights-of-way for					
purposes such as public gathering space, events, food					
production, or temporary festivals, as long as the			V	V	01-1
community uses are integrated in ways that balance and			X	X	Objective 6
minimize conflict with the designated through movement					
and access roles of rights-of-ways. (CP Policy 8.44)					
Pedestrian amenities: Encourage facilities that enhance					
pedestrian enjoyment, such as transit shelters, garbage			X		Objective 6
containers, benches, etc. in the right of way. (CP Policy 8.45)			^		,
Flexible design: Allow flexibility in right-of-way design and					
development standards to appropriately reflect the pattern					
area and other relevant physical, community, and			X		Objective 6
environmental contexts and local needs. (CP Policy 8.47)					
Pedestrian-oriented design: Enhance the pedestrian					
experience throughout Portland through public and private					
development that creates accessible, safe, and attractive	Х	x	X		Objective 2
places for all those who walk and/or use wheelchairs or	^	^	^		Objective 6
other mobility devices. (CP Policy 4.5)					
Alleys: Encourage the continued use of alleys for parking					
				Impleme	Implementation
access, while preserving pedestrian access. Expand the number of alley-facing accessory dwelling units. (CP Policy			X		strategy for
4.8)					Objective 2
Walkable scale: Focus services and higher-density housing					
in the core of centers to support a critical mass of demand			X		
for commercial services and more walkable access for					
customers. (CP Policy 4.20)					
Street environment: Encourage development in centers					
and corridors to include amenities that create a pedestrian-			X		Objective 6
oriented environment and provide places for people to sit,					,
spend time, and gather. (CP Policy 4.21)					
Design for pedestrian and bicycle access: Provide					
accessible sidewalks, high-quality bicycle access, and	×	X	X		Objective 2
frequent street connections and crossings in centers and		^			Objective 3
corridors. (CP Policy 4.23)					

Inner Neighborhoods active transportation. Use the extensive street, sidewalk, and bikeway system and multiple connections to the Central City as a key part of Portland's		X		Objective 2 Objective 3
active transportation system. (Policy 3.91)				
Access to Transit. Transit stations should be designed to accommodate a high level of safe multimodal access within a half-mile radius of the station. (Policy 6.6A)	x	×		Objective 2 Objective 5
Access to Transit. Provide safe and convenient access for pedestrians and bicyclists to, across, and along Major Transit Priority Streets. Provide safe and accessible pedestrian crossings at all transit stops along Major Transit Priority Streets. (Policy 6.6B)	х	Х		Objective 2 Objective 5
Access to Transit. Provide safe and convenient pedestrian and bicycle access to transfer points and stops and along Transit Access Streets. Provide safe and accessible pedestrian crossings at all transit stops along Transit Access Streets. (Policy 6.6C)	×	х		Objective 2 Objective 5
Mode share goals and vehicle miles travelled (VMT) reduction: Increase the share of trips made using active and low-carbon transportation modes. Reduce VMT to achieve targets set in the most current Climate Action Plan and Transportation System Plan, and meet or exceed Metro's mode share and VMT targets. (Policy 9.5)			х	
Design with nature: Promote street and trail alignments and designs that respond to topography and natural features, when feasible, and protect streams, wildlife habitat, and native trees. (CP Policy 9.16)			X	Objective 6
Pedestrian transportation: Encourage walking as the most attractive mode of transportation for most short trips, within neighborhoods and to centers, corridors, and major destinations, and as a means for accessing transit. (CP Policy 9.17)		Х	х	Objective 2 Objective 6
Trees in rights-of-way: Integrate trees into public rights-of-way to support City canopy goals, transportation functions, and economic, social, and environmental objectives. (CP Policy 8.43)		Х	х	Objective 6