

# ***Greenspaces Policy Advisory Committee***

## ***A vision for the greater Portland-Vancouver metropolitan area***

Vision, Outcomes, Objectives and Means

March, 2005

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We envision an exceptional, multi-jurisdictional, interconnected system of neighborhood, community, and regional parks, natural areas, trails, open spaces, and recreation opportunities distributed equitably throughout the region. This region-wide system is acknowledged and valued here and around the world as an essential element of the greater Portland-Vancouver metropolitan area's economic success, ecological health, civic vitality, and overall quality of life.

As the region grows and develops, this region-wide system also expands, diversifies, and matures to meet the needs of a growing and changing population. All residents live and work near and have access – regardless of income – to nature, areas for recreation and leisure, and public spaces that bring people together and connect them to their community.

This region-wide system of parks, natural areas, trails, open spaces, and recreation opportunities:

- Drives the region's economy and tourist trade
- Preserves significant natural areas for wildlife habitat and public use
- Enhances the region's air and water quality
- Promotes citizens' health, fitness, and personal well-being
- Connects the region's communities with trails and greenways

- Provides sense of place and community throughout the region
- Supports an ecologically sustainable metropolitan area

There is a powerful, shared ethic that a region-wide system is essential. There is widespread recognition of its value from economic, personal health, community, and ecological perspectives. Tools for its support are well established, including partnerships, policies, and funding. Individuals and organizations from all parts of the region appreciate and champion the system through education, advocacy, and stewardship.

## Definitions

**Objective:** 1. Something toward which effort is directed or an aim, goal or end of action. 2. A strategic position to be attained or a purpose to be achieved.

**Outcome:** Something that follows as a result or consequence.

**Means:** A method, course of action, or instrument by which an act can be accomplished or an end achieved.

| Objective   | Outcomes   | Means  | Who  | When | Lead |
|---|--|--|--|------|------|
| <b>1. Drives the region's economy and tourist trade</b> | <p>1.1. The system is marketed as part of the region's overall quality of life and constitutes a strategic advantage in attracting new and expanded businesses. People and business interests alike value and invest in the system as an essential service that maintains clean water and air quality, preserves and restores habitat, manages storm water and provides environmental buffers.</p> | <p>1.1.1. Develop a marketing strategy that includes naming the system, developing a key message, and integrating the message into existing economic marketing packages.<br/> 1.1.2. Promote the system to all audiences using a speakers' bureau; publications that describe the system's value and importance to the region at all levels; web-based newsletters, journals, etc<br/> 1.1.3. Formally adopt fish, wildlife and botanical icons at the local and regional levels as highly visible public benchmarks for measuring the success of protection and restoration efforts. Publicize and integrate the icons by electronic and print media across the region, outside the urban growth boundaries, and on both sides of the Columbia River.<br/> 1.1.4. Research and distribute analyses of the economic benefits of the system to various audiences and integrate their findings into local economic development and other marketing strategies.<br/> 1.1.5. Establish a regional business council to promote the economic benefits of the system and to encourage investment in it by the business community.</p> | <p>1.1-3. Metro, local and county governments, park providers, conservation nonprofits, planning and other local and regional departments, business associations, chambers of commerce, media<br/> 1.1.4. Scientists, educators, agencies, consultants<br/> 1.1.5. Metro, key business leaders</p> |      |      |
|   | <p>1.2. The system is valued as a core element of the region's identity and is a significant attraction for tourists interested in nature-based experiences and recreation within a metropolitan and regional context.</p>   | <p>1.2.1. Market the system, its attributes and uses – hiking, biking, boating, stewardship activities, etc. – as reasons to visit the region.<br/> 1.2.2. Integrate the message (1.1.1.) into local and regional tourism marketing strategies.</p>  | <p>1.2.1. Metro, business leaders, local chambers</p>  |      |      |
|   | <p>1.3. Elements of the system – natural areas, parks, trails and recreation resources – are strategically located in or near the region's employment centers to revitalize neighborhoods and commercial areas, and to provide attractive settings for new residential, commercial and industrial development.</p>   | <p>1.3.1. Identify opportunities for targeted investment in parks, trails, natural areas, and/or recreation development, and amend local and county comprehensive plans and ordinances to include such opportunities.<br/> 1.3.2. Provide parks and open space, prior to redevelopment/construction, as an economic catalyst to developers.<br/> 1.3.3. Encourage developers to include tracts of accessible open space in development plans.</p>  | <p>1.3.1-4. Metro, county and local jurisdictions</p>  |      |      |
|   | <p>1.4. Elements of the system – natural areas, parks, trails and recreation resources – serve as catalysts for regional and economic development.</p>   | <p>1.4.1. Work with state, business and local economic development groups to devise economic development strategies that promote the system as a key component of the region's livability, its high quality of life, enhanced property values, and attractiveness for new businesses and workforces, etc.</p>  | <p>1.4.1. Metro, state and local economic interests</p>  |      |      |

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| <b>2. Preserves significant natural areas for wildlife habitat and public use</b> | 2.1. Additional significant natural areas are conserved, protected and continually acquired ensuring that vital habitat and regional biodiversity are protected.  | 2.1.1. Develop, adopt and implement a regional biodiversity recovery and management plan.<br>2.1.2. Pool and share best management techniques and successes from around the region, and coordinate public and private resources to encourage and facilitate large-scale volunteer biodiversity protection efforts.<br>2.1.3. Focus acquisition efforts on prioritized habitat and natural areas as identified in the biodiversity plan (e.g., large tracts).   | 2.1.1. Metro, local and county jurisdictions, all natural resource managers (nonprofits, universities, state and federal agencies)<br>2.1.2. Metro, local governments, watershed councils, nonprofits, schools, private property owners |      |      |
|   | 2.2. Functional wildlife corridors throughout the region are conserved, protected, restored and managed.  | 2.2.1. Coordinate and focus corridor acquisition, restoration and management activities on connections between habitat areas as identified in the biodiversity plan.   | 2.2.1. Metro, local jurisdictions, state and federal agencies, land trusts  |      |      |
|   | 2.3. Invasive plant, animal and aquatic species are removed, controlled or managed where appropriate. Native species are reestablished throughout the region.   | 2.3.1. Pool and coordinate public and private resources to conduct large-scale volunteer eradication efforts.<br>2.3.2. Pool and coordinate public and private resources via comprehensive database, forums and training sessions, etc. to share best management practices.<br>2.3.3. Develop a regional invasive plant policy and plan for aggressive removal, control, management and coordinated implementation at local and regional levels.<br>2.3.4. Develop education programs and outreach activities to increase public awareness of invasive species and to motivate citizens to eradicate and control them whenever possible. | 2.3.1. Metro, local governments, state agencies, local and state weed boards, soil and water conservation districts, universities, neighborhood associations, private property owners   |      |      |
|   | 2.4. Activities that harm natural areas and interfere with public use and enjoyment, such as illegal dumping, discharge of pollutants, vandalism, and inappropriate recreation activities, are substantially reduced. | 2.4.1. Pool best management practices and conduct large-scale volunteer clean up efforts.<br>2.4.2. Increase public education efforts, security and monitoring by land managers, rangers and law enforcement to reduce harmful activities.<br>2.4.3. Develop a process to identify, promote and publicize recreation activities appropriate for natural areas, wildlife corridors and other habitat areas.   | 2.4.1-2. Metro, local governments, private property owners, federal agencies (e.g., Bureau of Land Management, U.S. Fish and Wildlife Service, U.S. Forest Service)   |      |      |
|   | 2.5. People of the region treasure and enjoy immediate access to nature and its experiences within a short walk of their homes and work places, whether it's a natural area, inner city park, garden or green space.  | 2.5.1. Develop quantitative and qualitative level of service standards and implementation strategies at local and regional levels.   | 2.5.1. Park providers and planners  |      |      |

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|   | 2.6. Schools and youth groups regularly visit and use natural areas as outdoor laboratories or classrooms which helps build a lifelong relationship with nature and an attitude of stewardship toward one's landscape.  | 2.6.1. Develop region-wide school and youth programs, field trips, volunteer and other educational activities to teach and offer practice in stewardship.   | 2.6.1. Metro, existing educational infrastructure, nonprofit groups |      |      |
|   | 2.7. Citizens and private landowners, all levels of government, organizations (e.g., watershed councils, nonprofits, land trusts), and business interests (e.g., the development community) promote a united stewardship ethic that is reflected in the active protection and restoration of natural areas for wildlife and people. | 2.7.1. Implement smart growth and other coordinated policy, planning, design and conservation efforts among residents, businesses, government and the development community to protect biodiversity.<br>2.7.2. Define what constitutes a 'stewardship ethic' and develop strategies for popularizing it at neighborhood, community and regional levels.<br>2.7.3. Incorporate 2.7.2. into existing local and regional economic development, tourism and other marketing strategies. |   |      |      |
|   | 2.8. Ongoing funding is available for acquisition of significant natural areas for wildlife habitat and public use.   | 2.8.1. Develop a multi-tiered funding strategy.   |   |      |      |
| <b>3. Enhances the region's air and water quality</b> | 3.1. A healthy urban forest canopy is recognized throughout the region as an essential element of the system that contributes to storm water management, habitat, and air quality.  | 3.1.1. Actively monitor, increase and manage the extent and health of the region's urban forest canopy through coordination with private property owners and public agencies.<br>3.1.2. Expand urban tree programs region wide including planting of more trees, expanded technical assistance and improved management of existing tree canopies.   |   |      |      |
|   | 3.2. An interconnected system of local and regional trails, bike paths, pedestrian-friendly streets and other transportation alternatives significantly reduces vehicle miles traveled and miles of impervious road surfaces. Both reduce air pollutants and storm water runoff pollution.  | 3.2.1. Continue expanding, improving and implementing the regional trails plan.<br>3.2.2. Identify and pursue alternative trail and transportation funding sources for planning and implementation.<br>3.2.3. Develop resources (e.g., plans, design guidelines) to help local jurisdictions develop and implement their own trail plans.   |   |      |      |
|   | 3.3. The system is an essential, "green" part of the urban infrastructure and intentionally used to improve the region's air and water quality.   | 3.3.1. Establish a scientific target for Effective Imperviousness within each watershed and sub-basin.<br>3.3.2. Use public parks, natural areas, green streets, bioswales, etc. as demonstration sites for practical and innovative storm water management techniques, and as ways to educate public and private landowners about the multiple benefits that rivers, streams, wetlands and floodplains provide.  |   |      |      |

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|  | <p>3.4. The region’s watersheds successfully maintain the long-term ecological integrity of streams, wetlands, rivers and their floodplains, including their biological, physical, and social values.</p>  | <p>3.4.1. Develop, integrate and implement cooperative watershed management strategies.<br/> 3.4.2. Focus land acquisition, restoration, regulations and stewardship programs on maintenance of the hydrological integrity of sub-basins, and watersheds as a whole.<br/> 3.4.3. Integrate existing surface water management plans with regional efforts, and coordinate overall goals for fish and wildlife habitat protection.</p>  | <p>3.4.1-3. Bureau of Environmental Services, Water Environment Services, Clean Water Services, American Water Works Association, Clark County, Endangered Species Act plans</p>                 |      |      |
|  | <p>3.5. An informed, passionate public consistently advocates for restoration activities, resource conservation and appropriate use of natural areas to maintain the region’s air and water quality.</p>   | <p>3.5.1. Use public parks and natural areas as demonstration sites to illustrate innovative natural resource management techniques and educate private and public landowners about the multiple benefits that rivers, streams, wetlands, and floodplains provide.<br/> 3.5.2. Develop an advocacy strategy and implementation plan that will help residents recognize the importance of air and water quality, and encourage their active involvement in its maintenance and improvement.</p>  |  |      |      |
| <p><b>4. Promotes citizens’ health, fitness, and personal well-being</b></p> | <p>4.1. The region’s parks, green spaces, community centers and public/private facilities provide a range of diverse, affordable and accessible recreation resources to all, regardless of income, physical ability or location. People reach such resources easily by foot, bike, horse or public and private transportation.</p> | <p>4.1.1. Develop standards that, at a minimum, define measures of affordability, accessibility, desired facility characteristics, and funding strategies for every neighborhood.<br/> 4.1.2. Apply and coordinate these standards at regional and local levels to identify common goals, geographic and activity deficiencies, and development strategies responsive to local needs.<br/> 4.1.3. Formulate grassroots education programs to increase citizens’ awareness of the connection between nature and an improved quality of life.</p> | <p>4.1.1. Existing scientific, educational infrastructure<br/> 4.1.2. Metro, GPAC, local jurisdictions, existing educational infrastructure, neighborhood associations, local citizen groups</p> |      |      |
|  | <p>4.2. People connect parks and green spaces with their physical and mental health. A variety of inviting, fitness-based resources enable everyone to improve and enrich his or her daily well being.</p>   | <p>4.2.1. Develop full-service neighborhood community centers, trails and sports facilities within a short walk, bus/car trip or bicycle ride of every home in the region.<br/> 4.2.2. Develop education and activity programs that increase citizens’ awareness of the connection between nature and an improved quality of life.</p>  | <p>4.2.1-3. Local jurisdictions, private interests, existing educational infrastructure, neighborhood associations, local citizen groups</p>   |      |      |
|  | <p>4.3. The regional system contains easily accessible places for contemplation of nature, appreciation of natural beauty, and refuge from the stresses of urban life.</p>   | <p>4.3.1. Identify geographic and activity deficiencies to help determine development goals.<br/> 4.3.2. Develop and conduct education programs to increase citizens’ awareness of the connection between nature and an improved quality of life.</p>   | <p>4.3.1. Metro, local jurisdictions<br/> 4.3.2. Existing educational infrastructure, neighborhood associations, local citizen groups</p>  |      |      |

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|   | 4.4. The regional system provides places and settings that encourage creativity and other experiences that help residents maintain and improve their psychological well being.  |   |  |      |      |
| <b>5. Connects the region's communities with trails and greenways</b> | 5.1. All residents have physical access within fifteen minutes of home or destination, by foot, bike, horse or transit, to a comprehensive, well-designed system of neighborhood, local, regional and inter-regional land and water trails.                 | 5.1.1. Continue expanding, improving and implementing the existing regional trails plan.<br>5.1.2. Define accessibility, including distance and physical ability measures, and integrate them with regional and local service standards.<br>5.1.3. Identify gaps in the existing regional system, including neighborhood and other local connectors. Create and implement an integrated plan for their development.<br>5.1.4. Identify trail corridors that meet ADA and other accessibility requirements. Establish cost estimates and schedules for their development.<br>5.1.5. Develop and strategically distribute a variety of high quality, materials (e.g., signs, maps, brochures, web-based tools, etc.) to clearly identify the system and encourage its use among a broad public. | 5.1.1-4. Metro, local and county jurisdictions, trails groups<br>5.1.5. Metro, media and graphic consultants |      |      |
|   | 5.2. Trails and greenways are a fundamental infrastructure actively used to augment transportation networks and link parks, natural areas, waterways, public facilities (schools, libraries, etc.), neighborhoods, communities, towns and regional centers. | 5.2.1. Develop and strategically distribute a variety of high quality, materials (e.g., signs, maps, brochures, web-based tools, etc.) to clearly identify the system and encourage its use among a broad public.<br>5.2.2. Adopt and incorporate pedestrian, bicycle and waterway networks into all existing transportation systems and transportation planning.<br>5.2.3. Expand the regional trails inventory and plan by integrating identified local connectors to and from neighborhoods, parks, public facilities, waterways and other system features.  | 5.2.1-3. Metro, local and county jurisdictions   |      |      |
|   | 5.3. The trail and greenway system connects existing and future natural resource and other significant areas on the edge of and beyond the metropolitan region (e.g., the coast, mountains and Oregon's wine country).                                      | 5.3.1. Develop a plan for a larger trail network that connects significant natural and cultural landscape resources.  | 5.3.1. Metro, four county jurisdictions, Willamette Valley interests, scientific and cultural stakeholders   |      |      |

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|  | <p>5.4. The trail and greenway system is funded on an ongoing basis as an affordable commuter transportation alternative that also provides access to nature, diverse recreation opportunities, and other settings that improve peoples’ health and well being.</p>   | <p>5.4.1. Seek bond measure funding for regional trail and corridor acquisition, construction and maintenance.<br/>           5.4.2. Seek dedicated state funding (e.g., State Recreation Trails Program, etc.) for interregional trails planning and implementation.<br/>           5.4.3. Maximize use of Metropolitan Transportation Improvement Program (MTIP) and other transportation funds for trail development throughout the region.</p> | <p>5.4.1-2. Metro, trail advocacy groups</p>                                    |      |      |
|  | <p>5.5. The region’s major arterial streets complement the trail and greenway system as well-designed, attractively planted corridors for pedestrians, cyclists and autos alike.</p>  | <p>5.5.1. Develop and adopt arterial design and planting standards and integrate them into local and regional transportation plans.</p>  | <p>5.5.1. Metro, local jurisdictions, Portland Department of Transportation</p> |      |      |
| <p><b>6. Provides sense of place and community throughout the region</b></p> | <p>6.1. The system as a whole is an integral part of our identity as a region – a shared sense of place that crosses all boundaries. Elements of the system – significant natural, scenic and cultural features, and the ordinary landscapes of our daily lives, reflect the region’s essential character and identity, regardless of boundary.</p> | <p>6.1.1. Develop a coherent, readily understood message about the region, including key phrases, images and aspirations. Integrate it into existing local and regional marketing and acquisition strategies.<br/>           6.1.2. Acquire and manage areas of varying size, from small neighborhood pocket parks and gathering spaces to public plazas and regional scale nature preserves.</p>  | <p>6.1.1. Metro, local jurisdictions, citizen and “friends” groups</p>          |      |      |
|  | <p>6.2. Individual elements of the system, such as natural areas, interconnected trails, parks and public spaces, help physically and visually define and distinguish each neighborhood, community and city in the region.</p>  | <p>6.2.1. Identify features whose character and value to citizens helps define individual places.</p>  | <p>6.2.1. Metro, local jurisdictions, citizen and “friends” groups</p>          |      |      |
|  | <p>6.3. Elements of the system facilitate a sense of community by providing physical and cultural settings for diverse activities that foster community interaction at all levels.</p>  | <p>6.3.1. Use elements of the system to organize volunteer, nonprofit, business and governmental activities that support and protect the system, and encourage active participation in neighborhood, local and regional community life.<br/>           6.3.2. Develop public gathering spaces and/or facilities in residential neighborhoods, town and regional centers.</p>   | <p>6.3.1. Metro, local jurisdictions</p>  |      |      |
|  | <p>6.4. People value and appreciate ‘living in nature’ as part of the region’s identity.</p>  | <p>6.4.1. Acquire and ecosystem-manage natural areas of varying size – from small neighborhood pocket parks to regional scale nature preserves and refuges – throughout the region.<br/>           6.4.2. Where natural areas are no longer possible, provide small parks, gardens or restored green spaces as nature experiences at the neighborhood, community and city level.</p>   |   |      |      |



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| <b>7. Supports an ecologically sustainable metropolitan area</b> | 7.1. The region’s diversity of habitat types, plants and animals is protected, conserved and restored across the region’s urban and rural landscape.   | 7.1.1. Develop, adopt and actively implement a bi-state, four-county Regional Biodiversity Recovery and Management Plan. Integrate it with other sustainability and transportation plans and planning efforts.<br>7.1.2. Identify significant natural areas for acquisition/protection and formally integrate them into transportation, land use planning and other sustainability plans and projects (e.g. green streets) through regional and local policies.<br>7.1.3. Develop and implement a tool box of innovative strategies (e.g., acquisition, regulatory, stewardship and incentive programs) to conserve the region’s natural resources and ensure that large and small refugia are interconnected in every neighborhood in the region. | 7.1.1-3. Metro, four-county coalition, scientific community, natural resource managers |      |      |
|  | 7.2. In all the region’s neighborhoods, parks, greenways and other natural areas protect and maintain clean water, wildlife and access to nature.  | 7.2.1. Use parks and natural areas as models of best management practices for storm water, water usage, and pest management.<br>7.2.2. Partner with nonprofit organizations, schools and government agencies to use natural areas as classrooms and on-site laboratories for environmental education and interpretation of watershed health, fish and wildlife habitat issues.   | 7.2.1. Local jurisdictions<br>7.2.2-3. Metro, existing educational infrastructure      |      |      |
|  | 7.3. Long-term, comprehensive federal, state, and regional funding, strongly supported by elected officials at all levels, the business community and the general public, is established to continually expand, operate and maintain the system. |  |  |      |      |
|  | 7.4. Full-time professionals staff regional and local elements of the system and collaborate with nonprofit organizations, private property owners and citizens to protect the diverse flora and fauna associated with urban natural areas.      | 7.4.1. Hire and fund, on an ongoing basis, staff with expertise in urban ecosystem management, restoration practices and community collaboration projects.   |  |      |      |

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|           | <p>7.5. The ecological health of the system’s natural resource elements is continually monitored.</p>   | <p>7.5.1. Establish standards and monitor changes in the system on a site specific, and watershed and regional scale over time. Produce a bi-annual “Ecological State of the Region” report and distribute to all residents of the region.</p> <p>7.5.2. Establish a regional ecosystem research consortium to conduct, document and apply new research to strategies that protect, restore, and manage the urban ecosystem and the region’s natural areas. Develop monitoring as a combination of adaptive management and new information to influence choices and applications.</p> <p>7.5.3. Complete a regional assessment of and recommendations for the ecosystem services or “natural capital” values of the system, including natural areas, streams, floodplains, and wetlands.</p> <p>7.5.4. Place quantitative and qualitative values on individual elements and on the system as a whole to help make policy and investment decisions.</p> | <p>7.5.1-3. Metro, universities, scientific community, nonprofits, land trusts</p> <p>7.5.4. Universities, federal agencies</p>   |      |      |
|           | <p>7.6. Biodiversity protection and recovery efforts in the Portland-Vancouver Metropolitan Region are integrated with similar urban initiatives in Salem, Albany, Corvallis, and the Eugene-Springfield area. Parks, trails, and natural area planning in the urban areas are integrated with efforts to maintain biodiversity goals throughout the Willamette Valley.</p> | <p>7.6.1. Develop, adopt and implement a Willamette Valley Ecosystem Protection and Enhancement Strategy.</p>  | <p>7.6.1. Metro, four-county coalition, Willamette Valley coalition, scientific community, Willamette Urban Watershed Network, Governor’s Willamette Initiative, nonprofits, Oregon Natural Heritage Information Center</p> |      |      |
|           | <p>7.7. Natural areas, parks, trails and recreation resources are recognized, embraced and used as an essential infrastructure in public and private community planning and design, permitting and development, especially in areas outside of the Urban Growth Boundary and throughout the Willamette Valley.</p>  |  |   |      |      |