



**SMALL BUSINESS RESPONSE
TO
VISIONPDX**

**Alliance
Of
Portland
Neighborhood
Business
Associations**

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Prepared for
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Commissioner Sam Adams
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SUMMARY

Thirty business district associations participated in visionPDX. Survey responses were collected at live, focus-group sessions among active business district associations in Portland. The majority of participants were small business owners. The responses were compiled using the visionPDX coding scheme and are included in visionPDX's final report.

Business people who participated in visionPDX focus group sessions have a longing for simplicity and grace in their everyday lives. Their first thoughts for actions to improve Portland were about education and social issues. Their actions were funding for schools, solving the problem of homelessness, and relieving the urban living blight caused by drugs and the sex industry.

For themselves, people want to work near where they live. They want to be good citizens, to work *with* the government.

They express a strong social concern: They want health care for everyone, great schools, and graduates ready to work. They want clean rivers, lots of parks, an urban downtown surrounded by vibrant individualistic neighborhoods each with their own thriving business district. They want to shop locally, to remain a small town, or if not possible, a series of small towns hooked together by the downtown.

They want more jobs and more corporate headquarters with business leaders willing to serve. They want affordable housing, living wage jobs, and families scattered throughout the city. They see the need for more and better transit systems, and more pedestrian and bike friendly amenities, without reducing the ability of the freight to move through the area by rail, truck, or plane.

They understand they are growing more diverse and want to do something about it, although they aren't too sure just what. They want to take care of the children, elderly, and the mentally and physically disabled, again without knowing just how.

The strong pioneer spirit in Portland surfaced in the many suggestions that the city allow citizens to participate more directly in the city's life than sitting on committees. People want to be able to work on projects to improve their neighborhood. They want to be partners in Portland.

They're willing to pay their taxes but they want good schools, clean rivers, and paved sidewalks. They are willing to accept diversity and density, but they want the ability to expand and run their business with a minimum of red tape. They are willing to support a vibrant, urban downtown, but they want to continue doing business in the distinct small neighborhood and business district "villages" that surround the downtown. They are willing to help recruit new business, but they want an end to the tax abatements that a perceived, unfair advantage to big companies.

A question we were asked, at every focus group we facilitated for visionPDX was, "Now that we've spoken, will the Mayor and Commissioners really listen?" They await the city's response.

INTRODUCTION

Purpose

The purpose of this report is to communicate the results of the small business response to the visionPDX survey. Although 325 individuals completed the Demographic Survey Form, a total of nearly 500 persons attended the focus sessions and took part in the discussions.

Opportunity

The City of Portland's vision of the future is not keeping pace with the changes brought about by increasing density, the spread of technology, and the increasing rate of change in all sectors of public and private life.

Mayor Tom Potter commissioned a new study allowing citizens to articulate their concepts of the state of the city, to share ideas of its future and how to make that vision happen. The APNBA received a grant to survey the small business people throughout its member business districts.

Scope

Survey responses were collected from live, focus-group sessions hosted by over 30 active business district associations in Portland between June and September, 2006. visionPDX gave the APNBA survey team the opportunity to meet with, and listen to, nearly 500 members of business associations across Portland.

The APNBA visionPDX Team covered Portland from Hillsdale and Multnomah in the West to Parkrose and Gateway in the East, from St. Johns in the North to 82nd Ave. and Midway in the deep Southeast. APNBA also held a focus session with the East Portland Chamber of Commerce, representing businesses from the Willamette River east to the Gresham City border.

Process and compilation

As instructed in the visionPDX Participation Guide, participants were allowed to give more than one response to questions. Participants were encouraged to speak their truth; discouraged from making statements critical of others' responses. "Comments on comments" were not recorded nor tabulated. The first question received the most responses, questions 2 and 3 each less than the question before, and question 4, the last and hardest question, the fewest responses.

The responses were compiled using the visionPDX coding scheme and are included in visionPDX's final report.

The narrative distillations of research findings that follow are based on the ranking of responses aggregated from these business association members across the city.

What Portland's business people value most highly

Geographic desirability and amenities

Our respondents treasure parks and open spaces, community pools, the Rose Garden, golf courses, green spaces, trees, the waterfront, fountains, and rivers.

They consistently mentioned Portland's geographic location, only a couple of hours to the mountains, the ocean, the desert, and the gorge.

They appreciate the great art community, the events, festivals, public art, outdoor music events, free concerts, zoo, Rose Festival, farmers markets, a downtown that is alive and vibrant after 6:00 p.m., and the libraries.

The "villages of Portland"

By far, small businesses people most value "urban livability".

These Portlanders said they are proud to be – using the wording most often stated – "A major city with a small town feel". Participants expanded this notion, saying they appreciate that distinct neighborhoods and business districts surround Portland's urban core. Each neighborhood functions, somewhat, like a small village.

People told us they hold the acceptance of "diversity" – race, age and gender – in high regard.

A sustainable city of likeable inhabitants

To put it succinctly: *Portlanders like Portlanders.*

People to whom we listened said they value their neighbors. They say Portland is family friendly; its citizens are friendly and sincere, caring and committed to their neighborhoods, willing to work together for their community. They are delighted that Portlanders support local businesses.

They said they believe Portlanders support the concepts of "green", sustainable, and recycling.

Moving, changing

Overall, mobility throughout the city was well regarded. The transportation system, participants said, made Portland fairly easy in with to travel (except the Southwest) without a car. They appreciate Portland's efforts to provide alternate methods of transportation, safe walking areas, bike lanes, and they endorse the city's interest in biodiesel and hybrids.

Business participants say they are pleased that Portland is a city that plans for the future and is willing to try new ideas. Portland appreciates community input and offers opportunities to collaborate.

Immediate changes business people would make

It is interesting to note that business people, meeting together under the auspices of their business association to participate in visionPDX, spoke first about education and social issues.

Top issues: Education, homeless and the Sex Industry

Funding for schools – While respondents indicated they realized school funding is not the responsibility of city government, they were still concerned about this issue. The indication was that a failing education system erodes a civilization; and, adding an undefined amount of additional funding to the school system would mend the problem of poor educational performance of Portland Public Schools.

Solving homelessness – Business people want to see this social problem corrected for three reasons. The first was a concern for wellbeing of people living on the street. Secondly, homeless individuals were said to be a deterrent to operating a business because they annoyed their customers. Finally, was the concern about the tourist image of Portland being a metropolis thick with aggressive panhandlers in front of shops, on corners and freeway ramps.

Urban living blight: “Porn-land, OR” – Another single issue that stood out among business people across the city was the number of sex-oriented stores. Respondents said the city should find a way to limit porn shops and strip clubs in neighborhoods and near schools, suggesting a red light district be created away from neighborhoods, perhaps in industrial districts. This was a particularly heated topic for most of the outer districts.

Economic Issues

While issues dealing with taxation were a popular topic across the city, three concepts surfaced as the top actions business people say they’d like to see immediately changed or implemented.

Support business districts – The attendees want greater support for keeping business districts strong. They suggested a Community Development Corporation to support new and expanding businesses. They expressed real concern about the number of small businesses lost to gentrification and wanted some economic development help.

Less local government intrusion in business – This theme was echoed across the city. There is still a strong pioneer spirit in Portland. People want to be able to work on projects to improve their neighborhood. They complained of monumental red tape or outright refusal to allow a citizen’s group to tackle physical projects.

Become more proactive in bringing more businesses into the region – One concept expressed was that Portland partner with other Oregon cities to increase business recruiting, as a region, with cities as far south as Eugene.

Taxation and Bureaucracy

The business people who participated in these focus groups said they understood the city needs revenue to provide services. However, they expressed hope that a revenue stream – other than taxing businesses – could be found.

Of those who expressed an opinion, the count was evenly split between those who favored a sales tax and those who didn't. (Each opinion was stated as an individual comment, not as a reaction or “vote” on another's input.)

Specific immediate changes of note:

- Create an Office of Business Involvement, similar to ONI for business districts that provide support grants to improve business districts.
- Allow Portland Business Licensees to buy Loading Zone permits for cleaner running cars and SUVs used as delivery vehicles – instead of limiting the permits to large trucks.
- Set up a system of geographically based ombudsman for businesses.

Generalized immediate changes, ranked by number of comments for each:

- Give businesses a tax break for providing health insurance to workers.
- More reasonable SDC charges.
- Fair taxation for all businesses – no special deals for big business.
- Consolidate business taxes - 1 tax payment, split among agencies.
- Fees and permit costs lowered to match Washington County.
- City fee structure be more open and honest, fair, and transparent.
- Lower taxes for small businesses. Look for ways to ease the cost of doing business.
- Taxes are proportional to services received.
- Less business taxes – it affects small business bottom line and drives away businesses.
- More equalization on property tax across the city.
- End tax abatements.

Transportation

Participants expressed concerns about the future of transportation in Portland. Specifically, many called for better traffic coordination. Others indicated the immediate need for an expanded MAX line, and expanding mass transit programs in general.

Others advocated for more bike lanes; more pedestrian friendly streets with more and better sidewalks, no private cars downtown, and more walking trails.

Speed bumps? Opinions were evenly split on this issue. In equal numbers, some respondents wanted more speed bumps installed; others wished all speed bumps and “traffic calming devices” would be removed immediately.

Portland in 2026

The Villages of Portland

As Portland business people gazed into their crystal ball and envisioned the city two decades in the future, they saw vibrant business district associations located in more neighborhoods.

Across Portland we heard statements such as, “Neighborhoods look and feel like villages. Each neighborhood is self-sustainable – all retail and services, with local ownership, are within walking distance – including groceries.”

Neighborhoods are reconfigured so each has a commercial center with markets and schools, public commons with plazas, farmers markets, parks and clean public bathrooms. Crime is nearly non-existent. People are healthy because they are covered by a universal health care program.

Citizens can move between villages easily, because mass transit operates non-polluting busses to downtown and other areas with frequent 24/7 service. Commuter trains extend north and south. 50% our population use mass transit.

Schools are fully funded and the quality of education in our schools has increased to the point where our educational system is nationally lauded.

Backstroking the Willamette

Respondents are optimistic that ecological challenges have been met. A commonly heard phrase is, “The Willamette is clean enough to swim in.”

As part of our combined efforts, brownfields have been decontaminated. The city embraces renewable resources and technology has improved to the point where businesses and residents can generate most of the electric energy they use.

Strong business backbone

This gathering of villages is supported by taxes generated because Portland has an attractive business environment. Businesses and the city get along well; working in partnership to improve the region’s economy.

They see several international and national business headquarters have chosen to make Portland their homes. However, the citizens are served more by small businesses than corporate chains.

Business people who participated said they realize they’ll have to pay for this utopia – but they hope for a more fair system of taxation, and a transparent business fee structure.

Action Steps to the Future

Experienced researchers know that participants have difficulty forming concise answers to questions they *have not previously considered*, and our focus group participants struggled for answers.

Semantically, asking participants about “things we can do to get there” created puzzlement. We helped by restating the question, substituting the term “actions” for “things”.

Start with business

Without a sound economy, the city can't make progress, the participants said. The city needs to welcome businesses and actively bring them to Portland. A typical statement was, “Start from the bottom line – attract businesses first; this will support an increase in tax revenue.”

Specific suggestions were to:

- Encourage local company and business development;
- Loosen restrictions on businesses; and,
- Remove impediments to growth.

Business leaders need to become more active and the City needs to recognize the important assets business leaders can provide.

Add responsible citizens

Many contributors agreed it will take a “shift in collective consciousness” for Portland to grow into the city they envision. This includes inhabitants embracing a sense of common responsibility; taking control of their own lives.

At the same time, people in Portland must continue, and grow, in their support of common civility.

There is value in promoting and integrating seniors as volunteers and advisors in all aspects of community life. Younger voters should be engaged in civic processes. In fact, children should become involved at an early age by spending part of a day a week involved volunteer work.

Refine the governmental processes

Our respondents presented many pointed suggestions to improve the governing process.

Nearly a quarter of the respondents said the form of city government needs to be changed although they differed in whether that meant a City Manager system, a ward system, merging the city and county for efficiencies of scale or merging city, county and metro into a new, regional government.

The City needs to set meaningful deadlines and follow them when developing a program or process. The city needs more creative people and fewer bureaucrats.

Collectively, the city and its citizens need to create an environment in city government that attracts leaders with integrity and trustworthiness.

Business would like to see City Council and Town Hall meetings in the neighborhoods instead of being only downtown and in the evening, when citizens can participate without leaving their livelihood.

A cornucopia of suggestions

As our participants struggled to seek the answer to this question, they suggested a wide variety of actions and behaviors that could take us to a better Portland 20 years hence, including:

- Buy locally;
- Every community accept people of all cultures and incomes;
- People support each other's dreams;
- Teach individual self-sufficiency so people can survive disaster;
- Train citizens to be leaders; and,
- Teach mediation in high school – and the art of listening.

And finally, “Work to better educate voters who will elect officials that represent the values that we are talking about” that will bring about a “Shift in collective consciousness.”

Conclusions

Poring through the results from the APNBA facilitation of the visionPDX process is fascinating.

While one would expect business people to concentrate on business issues only, this was not the case. Before speaking to business concerns, many participants chose to focus on issues dealing with quality of life and social issues.

The most important steps toward this future, they told us, included building a sound business based economy with family wage jobs for an educated populace, educating citizens in their civic responsibilities, using the talents of all ages, and revamping the government so it ran more like a business with sound finances and good customer service practices.

Geographic segmentation

Inner districts

The closer many business districts were to Portland's central core, the more the participants tended to focus on social, rather than business, issues.

These participants said clean rivers, no homeless, universal health care, better schools and more mass transit were their primary concerns. They admire the City's willingness to try new alternative solutions to problems and to take a chance on unproven strategies.

Looking at Portland's future, businesses saw more vibrant neighborhoods, each with their own business district, pedestrian friendly, supplying all the needs of the neighborhood. They saw more jobs with students graduating ready to work and Kindergarten to College a learning continuum.

After expressing their social concerns, the inner districts, both east and west of the Willamette River, moved on to how the government of Portland related to their business – and commerce in general.

While some people in these groups said they desired lower taxation and fees; others countered that the city needs more taxes to pay for these programs.

Outer districts

People representing business districts further from the central city viewed Portland differently. Business people in these areas said they felt "on the outside"; and not well represented by either city or county leadership. They want funding for development of the outer city as well as the central area. They want finished streets, paved sidewalks, and social services to help the residents living in the low income housing built there.

These "outsiders" said, overall, that Portland is a good place to have a small business, raise a family and enjoy the geographic location and mild climate. They agree that Portland politicians are approachable. They concur that one of the city's strengths is its urban and distinct neighborhoods.

The changes business people would like to make immediately include more support for business districts, less government regulation and intrusion into business life, and more jobs.

Looking to the future, these participants saw a completed transportation system that took them between the downtown and the neighborhoods without interfering with the flow of freight. They understood the importance of motorized vehicles move freight, make deliveries, allow families to travel together, and provide mobility to the disabled..

They saw many more businesses, large as well as small, with active, contributing leaders working in partnership with officials, and a fair, transparent system of taxation. They saw family wage jobs for the growing population, and training for career changes brought by outside forces.

All the districts envisioned the City of Portland joining other jurisdictions to actively encourage new business to the region, from Vancouver, Washington to Eugene. They saw themselves as part of a regional economy, hampered by duplication of services in the city, county, and Metro. Joining them all together for “economies of scale” was a favored suggestion.

Recommendations

While it is difficult to make recommendations based on a sample representing less than 2% of the small businesses, some ideas were common to all of the small businesses interviewed.

1. Portland needs a sound economy, brought about by more businesses, more employment, and a business friendly atmosphere. Suggestions included an economic development department, separate economic development personnel for the districts, and aggressive recruitment for the entire region.
2. Portland's schools need to graduate students who are ready to work. Sufficient funding was the first suggestion, followed by the concept of kindergarten to college learning continuum, with training readily available.
3. Portland needs more family wage jobs and corporate headquarters of big business. Suggestions included recruiting big business, helping local businesses grow, and making the city more business friendly.
4. Portland in twenty years still has vibrant, distinct neighborhoods surrounding thriving business districts. Supporting both the neighborhood and the business district systems was the favored solution.
5. Portland's government, while more businesslike, leaner, and more organized, is still available to citizens. Agreement only on a more professionally run system.

SURVEY RESPONSES

BY

BUSINESS DISTRICT ASSOCIATION



visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

Thanks for being a part of creating a community vision for the future of Portland. Your voice matters!

1. What do you value most about Portland and why?

Portland has a small town feel (x3)
Clean green spaces (x3).
Trees for the serenity (x3).
Accessible to mountains and ocean (x4).
Good transportation and the blocks are short – walking distances (x1).
Mixture of cultures (x2).
People are friendly and sincere.
People are caring and committed to their neighborhoods.
It's a 5 – 10 minute drive to work.
Community centers with swimming pools.
Rivers.
Weather – the climate has no extremes.
Opportunities to collaborate across neighborhood and business association boundaries (x2).
Community and government are open to community based changes.
Neighborhood associations.
Formalized, organized, and supported neighborhood system.
Layout of the city N, S, E, W easy to get around (except SW).

2. What changes would you most like to see in Portland right now?

Create a better transportation system and infrastructure – get people out of cars.
No X-rated establishments.
A walking trail from the River (Willamette) to I-205 along Sullivan's Gulch
More media attention to the good young people do.
Better decision making – with public benefit in mind.
Stop turning apartments into condos and kicking out renters.
10,000 new jobs that pay \$20 or more an hour.
The city and county work better together (x5).
General public will have more input - government will listen to citizens and respond to what they say.
Honor the vote of the people.
Quit using the East side as a dumping ground (poor, homeless, kicked out of their neighborhoods, immigrants) (x7).
Pave the sidewalks – more pedestrian friendly(x5).

Pave the streets and put in street lights (x2).
 Recognize the east side as part of the city and support it – schools, funds, social services.
 Plant roses all over 82nd Avenue.
 Crack down on drug dealing and drug use.
 Plant grass in school playgrounds.
 Bring in a professional baseball league and put the stadium in Lents.
 Open Wapato jail and staff it (x5).
 Enforce the laws on the books (x1).
 Stop building high-rises close to the river's edge – possible flooding (x3).
 The homeless get jobs or move on.
 More money flows to the East side – better distribution of resources – equalization.
 Fewer teenagers on the streets after curfew.
 Enforce the curfew.
 Hire more police and get them on the streets.
 Make it illegal to build “pencil” housing in Portland.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

There are fewer vehicles – more rapid transit hubs.
 Better mass transit to downtown.
 More small busses running more often – less traffic tie-ups behind them.
 More people are using their front yards and communicating with each other – neighbors know each other.
 Individual communities are self supporting.
 No more dependence on fossil fuels.
 Less crime (x3).
 A state hospital that shelters those than need it.
 A sense of personal safety.
 Activity directors in all big housing complexes.
 Safer to ride on mass transit.
 Better communications between diverse groups (ethnic, economic, racial) (x2).
 Don't need crime, drugs or prostitutes (x1).
 We can trust and respect everyone around us.
 Better government representation by neighborhoods and business districts.
 The city listens.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Maintain a high level of education for all citizens
 Keep English as a unifying language.
 Make criminals accountable for their crimes.
 Start now to recruit a broad spectrum of businesses.
 Better residential planning with driveways and garages.
 Education adapted to prepare students for the future.
 Community colleges, PSU, etc offer training and retraining to adults as well as students.

Stop polluting now.

Be more environmentally friendly – support bikes and pedestrians.

Make bike education a requirement like driver education.

Government agencies listening to and responding to citizens (x7).

Teach individual self-sufficiency so people can survive disaster.

Citizens need to take control of their lives – should be doing much of what the government does now.

Local government meetings scheduled to when citizens can attend (x4).

Develop a more interactive model of government (virtual meetings, elections).

Work hard to prevent the loss of human touch.

Bring back front porches or gazebos (x5).

visionPDX Questionnaire

1. What do you value most about Portland and why?

Portland embraces small business.
Diversity enables many niche markets.
Environmentally friendly – a green city.
Don't need a car to get around.
Parks and open spaces (x14).
Citizens committed to buying local.
Great art community.
Mavericks – environmental and sustainable.
Individual entrepreneurial energy.
Portland is friendly.
Cooperation among businesses.
Big city with small town feel.
Individuality of neighborhoods and business districts.
Each neighborhood is a small village (x14).
All information and products needed to start a small business are available locally.
International cultural influence.
Low entry costs to start a business.
Tolerance for different opinions.
Portland is a beautiful place.

2. What changes would you most like to see in Portland right now?

Tri-Met picks up the trash at their bus stops.
City embraces multiculturalism.
Urban green spaces in the center of the neighborhoods as gathering places.
Greater environmental consciousness.
Think big – not penny ante.
Reduce fees for small businesses.
Create a more reasonable fee structure (x14).
Parking on roof tops, underground, under parks.
More racial integration in business.
Better traffic coordination – more pedestrian friendly.
Focus on pedestrians.
No private cars downtown – movement of goods is regulated.
Close Alberta Street for Last Thursdays.
More bike boulevards – become a Platinum Bike City.
More people to come by my store.
A parking garage – park and walk.
NFL team in Portland (x8).
Destination shopping on Alberta.
Garden sidewalk cafes.
Wider sidewalks.
New development requires more low cost housing.
Living wages and health care for employees and owners.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Fewer cars.
More roof top gardens.
Fruit trees and vegetable gardens in parks.
No national chain stores (x14).
Over 50% of businesses produce their own energy (or all businesses produce 50% of their own energy).
Park and green spaces in Alberta.
No pollution in the Willamette.
You can swim in the Willamette.
Universal health care.
Portland wins the super bowl.
A tram runs to the top of Mt Hood.
Transit system operates 24/7 and is extended to all parts of metro area.
Newly developed housing in income diverse and racially integrated.
Less crime.
Portland schools are tops in the nation and well supported.
Streams and creeks are unburied.
Expanded street car system on the east side – street car on Alberta.
Portland becomes a center for fine and performing arts.
Public art grant programs support local arts projects.
100% voter turnout.
Everybody owns a bike.
Biking is a serious transportation option.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Local businesses organize to fund specific art projects.
Make election day a holiday.
Publicly owned media sources.
1% for green spaces – all new buildings.
BDAs and the City act as a group to make inexpensive health insurance available.
PDC funds minority business and mixed income housing.
People are willing to pay for services like improved education.
Restructure transportation – bikes on one road, trucks/cars on the other.
Better sources of information on development crucial to the area.
Find new ways to fix school funding.
Organize the neighborhood and businesses for purchasing power.
Centralized information source.
Individuals make a commitment to these ideas.
Organize and fund more group discussions.
Provide a tax incentive for purchasing green power.
Publish the 10 toes coupon book all over the city every year.
Make incentives and tax breaks available to small business as well as large businesses (x16).
Neighborhood association have autonomy, better funding, and local control.
Tri-Met picks up the litter at the bus stops.



visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Portland's focus on sustainability.
Livability.
Great neighborhoods (x1).
Public Transportation.
The political, spiritual, environmental mindset.
Accessibility – easy to move around city.
Arts – all forms (x1).
Business Associations with community focus.
Small town feel in a large city.
Recreation opportunities.
Geographic location – 1 hour from mountains, forest, desert (x3).
Rivers (x4).
Ability to adapt from timber economy to high tech.
People are friendly (x4).
Portland is friendly to tourism (x4).
City is relaxed and casual.
You can wear blue jeans to any restaurant.
Fountains.
Parks, golf courses – private and public.
Beautiful architecture.
Trying hard to make schools better.
Opportunities for family friendly education and recreation.

2. What changes would you most like to see in Portland right now?

Require parking for new business buildings (x1).
Add sales tax (x1).
Solar energy collection required on all new construction.
All boards and commissions required to be trained to understand sustainability.
Add more Max, mass transit, bike lanes (x3).
Add a bike lane paralleling I-84.
Add a bike lane paralleling Hwy 26.
Free public transportation.
Geographically based ombudsman for businesses.
More accurate, less sensational reporting by media.
Public ownership of utilities.
Free wi-fi city-wide.
Nuclear free zone.

Graffiti vandals required to do their own cleanup.
Providing opportunities for families – the backbone of neighborhoods.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Fewer cars.
No cars.
Thriving neighborhood business centers.
Cooperative buying for businesses.
Neighborhood retail nodes – walk and bike for basics.
Owner operated businesses.
Locally owned businesses promoted.
Bureaucrats have a more friendly attitude toward business.
Users pay to clean up after themselves.
Fareless square is expanded throughout retail nodes.
Homeless have an option to live/work on a collective.
Public schools have fine arts and sports centers – pull resources from individual schools into great facilities.
Centralize arts and sports into high quality facilities.
No crime.
No graffiti.
No drugs.
More community service work required for misdemeanors.
No gas lawnmowers (x1).
More bio-diesel cars – other alternative fuels.
Curbside recycling for all plastics and electronics (x1).

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Create a live-work program for the homeless.
Set a harbor speed limit on the Willamette.
Government prioritizes actions, votes on them, and DOES them.
Elect leadership that promotes integrity – motivate by example.
Create an environment that creates leaders with integrity and trustworthiness.
Public sponsored political process – debates, cable time.
End privately sponsored political process.
Recognize all leaders for their leadership – political, neighborhoods, business districts.
Train people to be leaders.
Teach financial literacy K – 12 (x3).
Teach mediation in high school – art of listening.
Provide personal or family intervention for first-time offenders.
Promote affordable family and parenting classes.
Corporations offer in-house day care, health facilities, gyms.
This process is working!



visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

People are friendly, open cooperative, with similar values.
Relationships.
Scenery – beautiful city close to rivers, mountains, ocean (x1).
Appreciation for historical architecture.
Portland has both urban area and neighborhoods – progressive, great planning (x1).
Traditional parks.
City size – big enough to attract national attention and business, but not too crowded (x1).
Universities – good base of higher education.
Accessible – easy to get there and easy to park.
Accessible government
Cultural events.
Transportation access.
Social and environmental consciousness.
Bikes, pedestrian access with urban living – figure out how to do.
Community activism.
Affordable housing.
Many non-profits doing good work.
Volunteers.
City downtown and main streets in good shape, positive change.
Transportation infrastructure is kept up.
Disparity in Portland not as bad as other cities.

2. What changes would you most like to see in Portland right now?

Less red tape for businesses opening or remodeling.
Facilitator to streamline the red tape process.
Change the structure of business taxes, not based on income but personal property.
Make taxes more fair.
More affordable housing.
More focus on a cleaner city with less graffiti.
More civility in regard to people and property.
Alternative transportation more aggressively promoted.
Pedestrian only downtown – no motor vehicles.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Buildings painted, no garbage.

Active healthy community based on local businesses.
Live work spaces.
Nodes of transportation as well as services.
More pedestrian access.
Fewer cars.
Less grunge.
Fewer homeless.
More affordable housing.
Fewer drug problems.
Better building design.
Healthy, locally based environment (x1).
Better design guidelines for the whole city (x1).
Thriving social community, more activity.
City is totally wireless.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Provide more alternative forms of transportation (x1).
Fund affordable housing.
Create more better paying jobs.
Fund affordable quality day care.
Better education.
Support local businesses – keep the money in the community (x3).
Cross town transportation – stop being so downtown centric.
Aggressively support policies to end disparities in income.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

The diversity of Portland's products and talents.
Diversity of cultures.
Creative businesses.
Quality of life.
Opportunity – employment is available from entry level to executive level.
Small population – more peaceful, more freedom of movement, ease of transportation, open spaces, less congestion in people and traffic, less crime.
Dense business area with no sprawl.
Access to markets.
Physical setting – geographic location is unique.
Urban growth boundary is splendid.
Not dominated a one or more big businesses, more independent businesses.
Lots of higher education opportunities.
Economic drivers are a positive effect on businesses.
Powell's City of Books.
Portland has a great deal of civic pride.
Portland is a very clean city.
Rain.
Bottle bills.
Parks and greenery.
Largest urban park in the US.
Wine and beer industry – microbreweries are most in US.

2. What changes would you most like to see in Portland right now?

Remove the Pearl district.
Double the police force.
Simplify the development review process.
Help businesses through the permit process – new and expanding.
Provide consultant or expeditor for permit process.
More balanced view of planning to support industry.
Less provincial.
Make PDC transparent – real disclosure.
Dialogue between the city and its districts.
Less socialistic government.
Government more business friendly.
Cure the "fairness disease".
City must be fiscally responsible – pay for core services (schools, roads, water, etc) before amenities.
Reduce the tax burden on businesses.
Share the risk in the "partnership" with businesses.
Reorganize the form of City Government.
Hire professional management in city government.

Less union control of government.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Smaller government.
Stronger communities.
Better transportation – pedestrians, bikes, mass transit, movement of goods.
Safer community.
Drastically reduced lottery.
Drastically reduced homelessness.
Drastically reduced adult entertainment industry.
People are more considerate.
The split between East and West, North and South in city and neighborhoods is removed.
Less beer environment – no more known as beer identity.
Fiscally responsible, schools, parks, etc are supported.
Financially sound management – no more special levys.
Sales tax.
Market based economy.
Less socialism.
Less planning.
Many large companies have grown or moved into Portland.
Portland is a place companies want to come to.
More green parks with swing sets.
Professional football team.
Solved the business permit problem.
Huge farmer's market in inner SE Portland.
Additional uses of the waterways – river taxis, water parks, pedestrian only bridges.
More parks in CEIC.
Resolution of the I-5 problem.
I-5 in a tunnel under the SE.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

This plan follows a process with all steps delineated.
Start from the bottom line – attract businesses first, then raise taxes, support the schools, etc.
Invest in the infrastructure that responds to the individual's need for a car or motorcycle.
Don't treat all areas the same.
Craft a unique response to each district depending on its needs.
Create 500,000 acres of buildable industrial land.
Infrastructure is car and truck and van friendly to businesses (x1).
Focus on local businesses that sell beyond Portland and bring money into the economy.
Aggressively pursue businesses that bring money into the region.
Right to work state.
Remove impediments to growth.
Encouragement to grow and retain local companies 9 the key to success).
Find out why people come to Portland and encourage tourism.
Find out why people come to Portland and encourage businesses.
Remove fees, taxes, charges to new or expanding businesses.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Geographic location – access to mountains, ocean, etc (x4).
Easy to get around town (x2).
Portland is friendly.
People value the quality of life.
People value the distinct neighborhoods and business districts.
People are invested in their communities.
Portland is a place you want to make better.
Relaxed lifestyle – slower pace of life.
Portland is a safe city.
Portland is a commuter friendly city, you can get in and out of anywhere.
Weather is temperate (mild).
Portland is clean.
Portland is a destination for the educated.

2. What changes would you most like to see in Portland right now?

Recognize you can only maintain the lifestyle by developing an economic engine to support that lifestyle (x5).
Less visioning and process and more leadership (x5).
Work more effectively with Salem to give Portland a more effective role in the state (x5).
Leadership in business development (x5).
City provides more support to small and medium sized businesses.
Lure more small and medium sized businesses to Portland.
Reform fees and tax structures so they are more fair to small and medium sized businesses.
Salem – change the tax structure.
Reduce and simplify the business paperwork.
City bureaus become more consumer friendly.
Improve general prosperity – take care of basics first.
Adopt a program similar to Seattle's Prosperity Program.
Support small businesses 0 Schumacher Furs.
Response to minorities is over-tolerance.
Another bridge over the Columbia.
Light rail over the Columbia.
City and state working on business focus in Portland.
City leadership in favor of growing and reclaiming businesses.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

There are five (5) or more Fortune 500 businesses in Portland (x5).
The business community is partnered with city leadership - they listen and contribute (x5).
More wealth brings more funding for arts and amenities.
Everyone has a job (x6).
Convention hotel is up and running.

Freight transportation runs smoothly and without delays.
Continuing improvement in water quality.
Business atmosphere has improved – the city consults with business on initiatives.
More major sports – football, baseball.
Schools are better.
Portland is proud of its schools.
Tax base problems are fixed.
PERS is fixed.
Funding for police/fire disability/pensions is fixed.
Sales tax a predictable, stable funding source.
Increased tourism.
More options for international air travel in Portland.
Columbia Crossing bridge is done and working well.
Tom McCall Park is a tourist attraction with slope to the river, public art, etc.
Alternatives to the tram towers are working, towers are gone.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

City makes Portland a business friendly city.
City attracts and keeps businesses.
Leaders are willing to exert individual leadership to get projects going.
Change the city council structure.
Revise the business and personal tax processes.
Refocus schools on children's education, not teachers.
Make schools a higher priority.
Fix PERS.
Business leadership has to become more active.
City recognizes the importance of business leadership.
Business leaders step up to the city.
Business leaders in public office.
Create inventive additional revenue streams – don't just keep raising taxes.
Focus on the core needs of the city.
Give businesses more influence than environmental groups.
City works with regional partners (Hillsboro, Washington county, Gresham, etc.)
Support the businesses that provide the City's financial support.
Find more jobs.



visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

- Accessibility – everything is easy to get to (x1).
- Ease of travel (x2).
- It's beautiful!
- Portland is clean, friendly, changing, getting better, attractive to others, respectful, likes diversity.
- Portland is open to new ideas, forward thinking (x1).
- Willing to learn from other cities.
- Allows young people to teach us new ideas.
- It's pedestrian friendly – most of what you need is in walking distance or close by.
- Like the different business districts.
- So many things to do – activities, events, etc.
- Portland has community gardens, mindfulness, education.
- Distinctive Neighborhood, lots of trees.
- Major city with a small town feel.
- Portland grows more and more green and recycling.
- Take advantage of infrastructure.
- City life has a lot to offer.
- Portland has good location geographically.
- Continuous change and response to it.
- Business associations and Neighborhoods work together.

2. What changes would you most like to see in Portland right now?

- Ideology – the city is more accepting but has a long way to go.
- Support for business districts to retain their individuality – part time staff, visits, help recruit business.
- Look at street traffic flows.
- Extend the boundaries for land use notification to over 150 feet. Large new buildings affect more than their nearest neighbors.
- Help retain and increase family wage jobs (x2).
- Affordable housing (or raise wages to housing becomes affordable again) (x2).
- Mark on-street parking in commercial areas (x1).
- Enforce posted time limits, especially in commercial areas – this also affects residents (x2).
- System development fees should go to the district where they were generated.
- More help for the mentally ill and street people to have real lives (x1).
- Quit pushing to put residences in business areas (x3).
- Start listening to people's testimony – hearings should not be just a formality (x1)
- Allow some flexibility in the rules.

Respond to the studies – or quit doing them (x3).
Limit times for trucks to unload and use Division.
Remove big sign boards.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Residents are less dependent on automobiles.
Transportation is changed – people are more eco-friendly.
There are no homeless (x1).
Children feel safe in the parks and on the streets.
There are places for kids to play and go.
There are more local community centers.
More people are volunteering in/for the community.
Good parks, places for RVs to park.
Stopped financing urban lifestyle with suburban amenities.
Parking garages – better urban parking.
Pedestrian friendly – safe crossing streets.
More libraries (x3)
More thriving small business districts.
More green spaces with trees. (x1).
Increased personal safety.
Even MORE vibrant, distinct neighborhoods and business districts (x2).
Active healthy baby boomers.
No meth, heroin, etc.
More waste cans on street for refuse.
A slower speed limit.
Better cross walks.
More parking on Division and side streets for residents.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Shorter processes – more efficient follow through.
Reduction of red tape to start and expand businesses.
Continue to do this type of process.
Let individuals help – be more transparent.
More local control by neighborhoods and business associations.
Neighborhoods and business associations share a visible store fronts – local “town halls” – community meeting spaces.
Neighborhoods could be autonomous.
Ferry access across the river for pedestrians and bikes.
Encourage community plans.
Encourage public land trusts (x1).
More personal responsibility and self sufficiency (x1).
How to assist the aging will be figured out.
Make it more possible for qualified small groups to complete projects (i.e. Lents create new Little League park).
Provide more opportunities to earn a living near where you live.
More people testify when appropriate.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Wide variety of K-University education available.
Public education functions in the city.
Beautiful Rose Garden – Portland is city of roses.
Growing diversity in age, race, etc (x15).
Diversity of individual businesses.
Great parks and green spaces.
Large city with small town feel.
Diversity of activities – things to do when people visit.
High tech businesses with home town feel.
Individual neighborhoods.
Individual business districts.
Food – farmers markets, restaurants, supermarkets.
Easy to become part of the community as a person or a business.
Great transportation system – you can get anywhere.
Bus and Max.
Chambers and business groups welcome newcomers.
Portland is clean (x30).
Portland is friendly (x30).
Great port system.
Forward thinking city.
Liberal city.
Summer festivals – you can party every weekend.
Festivals focus on the locality and region.
Community involvement.

2. What changes would you most like to see in Portland right now?

End covert racism in Portland – racial profiling and different treatment in meetings.
Make transportation expanded for businesses and people.
Mass transit runs 24/7.
Clean the Willamette.
Make sure the Columbia is dredged.
More funding for public schools.
Dredge the Willamette so we can have cruise ships on the seawall.
Maintain the street dividers.
Reduce and simplify the business tax system – too many taxes of different sorts.
Clean the downtown so people are comfortable there.
More emphasis and support for businesses east of the river – outer SE.
Free parking downtown.
Open the jails – keep the crooks in jail.
More and better mental health programs.
More amenities along the riverbank.
Break Portland Public Schools into smaller groupings.
More accountability from downtown – i.e. Tram.
Merge Portland and Multnomah County and end duplicate services.

Change city government form to City Manager (16).
Give small businesses the same tax breaks as big businesses get.
Major effort to remove graffiti and street gangs.
Increase community policing.
Less density in housing.
People in “The City that Works” – work (x10).
People held responsible for their pet’s behavior.
Portland’s web sites focus on the entire city – not just downtown.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Rush hour traffic jams are eliminated.
Communicating – all are technologically connected.
No East, West, North, South – all one city.
Grandchildren can afford to buy a house.
Portland Public Schools are a model of accountability and efficiency.
Mass transit will take you anywhere in the city 24/7.
Swim and fish in the Willamette without fear.
Two more bridges connecting Portland and Vancouver.
More big businesses in the state.
Improved economy.
Pockets of crime and prostitution eliminated.
Portland still a big city but retains current feel.
More bikes and bio-fuels.
Green and sustainable buildings and businesses.
No catch and release for criminals.
More diversity in elected officials.
Major city centers in North, East, and South equivalent to downtown.
Diversity of professional sports and arts.
Teleportation.
Help starting decent small businesses.
Racism and diversity not an issue any more.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Make tax abatement firms accountable – stay or pay back the incentives.
Demand/Insist on state-wide school funding.
Eliminate State Income tax – create Sales tax.
Use lottery money for schools, social services.
Listen to and respect all small businesses on both sides of the river.
City stay within charter – no funds for other projects.
State universal health care.
Demand all government officials enforce the laws on the books.
Make laws allowing parents to parent.
No more pet projects.
No more tax abatement for upscale projects.
Start the discussion to change/reform local government and vote on it.
Change the planning mentality – develop regional centers.

Consider rent control.
Get rid of kicker checks.
Improve voter turnout – consider incentives.
Honoring the will of the people.
Accountability of schools.
Preserve industrial areas.
Religious communities pay taxes.
Ensure equitable housing – no eviction for mobile housing.
Remove double taxation of businesses – tax business or individual, not both..

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Public Transportation – commute to and from work (x1).
Portland is still affordable (x2).
The climate is mild (x3).
People are accepting (x3).
Portland is livable (x1).
Lots of activities – culture, sports, outdoor activities (x1).
Diverse business district associations and main streets.
Neighborhood associations.
Street festivals all over town (x1).
People are down to earth.
Opportunity filled city – diversity of jobs.
Higher education choices.
Opportunities to participate in government – have your voice heard.

2. What changes would you most like to see in Portland right now?

Enforce the traffic laws (x2).
More accountability in government (x2).
High school students graduate ready to go to work or college (x2).
Art and Music, Drams and Shop are returned to schools (x3).
Options – you can work, go to school, raise a family – equity for all (x1).
People no longer kicked out of their own neighborhoods because of growth (x2).
Development meets the needs of the people, not the developer (x1).
Fix the inequity in the business taxes (x5).
Better priorities in spending – tram vs. schools (x1).
More money in the general fund – stop special pots of money (x3).
Change city charter to cover other priorities.
Maintain the roads (x1).
Start an economic development policy for Portland (x1).
Stop gentrification.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

School test scores are better.
Every child has art, music in curriculum.
No more dropouts.
Less criminal activity.
Sense of pride.
Common culture – more understanding of each other.
Raise the minimum wage to above the poverty level.
Community understands the importance of every working adult earning a living wage.
Photo radar on every intersection.

Equitable tax structure (x1).
Better public transportation – light rail or street car.
Every business district and neighborhood has a family friendly park.
More parks (x2).
No drug use or prostitution (x1).
Cleaner air, water – the environment (x1).
Portland will be a top recycler.
High quality food available to all.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Get mote people to become involved.
Enforce the environmental guidelines (1).
Government to listen to and respond to neighborhood input.
Create and follow a city-wide economic development plan.
Bring in new businesses.
Encourage better use of land and facilities (x2).
Business districts need financial support for staff.
Good education program available to businesses – teach people how be run a business.
Better communication between business districts and neighborhoods.
Start purchasing land for parks and plazas.
Stabilize school funding (x3).
Community to gain control of their school funding and management – Portland money goes to
Portland not some other town.
Districts get to set priorities for their schools.
Change the tax structure.
Use economic development to help businesses improve their locations (x3).
People need to hear others' views.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Climate is mild.
People are warm and friendly.
Diversity in people and businesses.
Diversity in life style, social, economic, and political.
Geographic setting – access to mountains, ocean, lakes, (x28).
Portland is clean.
Portland is easy to get around in.
Small town feel.
Parks and green spaces (23).
Cutting edge in sustainability.
Arts and entertainment.
City supports neighborhood associations (x1).
Spirit of city – Portland works to solve its problems.
Strong downtown.
Diversity of businesses.
Schools.
People work to solve problems – responsible for their area.

2. What changes would you most like to see in Portland right now?

Lower gas prices.
Cleaner rivers.
Better support for our schools.
Schools accountable for their product – education.
Identity for Gateway.
Incentives to save money – stop bureaus spending all budget when not needed.
City leaders more responsible to people.
Stronger commitment to all forms of transportation – alternatives.
Elected officials get leadership and management training and a sense of business.
Elected officials understand small business supports them.
Make it easier for industry to come to the state.
No taxes without being voted on.
Better public safety east of I-205.
Open jails and put criminals away.
Easier permit processing for new and expanding businesses.
Don't spend more than you collect.
Limit line item expense payables to those authorized in City charter.
Department expenses, no donations to schools.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

City government is sending tax refunds because it's fiscally sound.
Less traffic congestion.
Zero based budgeting.
Less pollution – cleaner river (x14).
Decide what services to give up if public is unwilling to pay for them.
Best education in the US.
End of childhood obesity.
Major league baseball and football.
“No student left behind” is reality.
Improved security for banks.
Reduced street crime, prostitution and drinking.
No more aggressive panhandling.
Fewer homeless.
Gateway has 4 high rises and more slated for construction.
Gateway has become a force to be reckoned with.
Better employees.
Politicians stick to local issues.
Gateway is driving economic development in East Portland.
New businesses built off the street with parking in front (x14).

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Public sector employees are accountable.
Community involvement pushed as important.
Establish incubator fund for tax free new small businesses.
Create a master vision plan – plan the work and then work the plan.
Replace politicians with businessmen.
Citizen legislatures – no politicians.
Town Hall meetings in the districts – not downtown (x14).
Examine the tax structure and fix it – don't waste money.
More space between houses.
Make a serious investment in East Portland (x14).
Test teachers – hold them accountable for student progress.
Count the total number of planners in Portland.
Decentralize control – more public involvement.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Ethics.

Open spaces – make Portland unique and beautiful (x1).

Weather and climate – like the seasons (x2).

Quality of city neighborhoods.

Distinct good, livable inner city neighborhoods.

Low crime in the community (x2).

Portland is livable – food, beer, parks (x2).

Portland has a small town atmosphere (x3).

Easy access to the beach, mountains, views. (x1).

Distinct neighborhood character – diversity(x2).

You can get downtown in 17 minutes(x3).

Bike and pedestrian accommodations.

Oregonians are friendly (x4).

Great location to raise a family.

Trees, smell of fresh lumber.

The River Renaissance.

The Max system (x2).

Culture – arts, music.

Rose festival, Cinco de Mayo – all festivals.

Oregon's reputation as innovative, maverick, independent.

2. What changes would you most like to see in Portland right now?

Abolish the business income tax (x5).

End homelessness.

End hunger.

Modify the tax system – sales tax to take advantage of visitors and tourists.

Perceived as better, fully funded education system.

End the school crisis – more money and responsible spending (x2).

Open Wapato and use it – make the streets safer.

Less business regulation.

Abolish taxpayer funded elections.

More dedicated bike paths – Springwater corridor.

Expand Max for optimal use.

Decrease cost of mass transit for riders (x1).

Provide more transit access (x1).

Revitalized downtown.

More community centers – stabilized.

Connection to the River (Willamette).

Less confusing red tape.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Pristine Willamette river with traffic and wildlife.
Still have schools with students – families live in town.
Uncover buried streams.
More green spaces (x3).
Fewer cars (x2).
More contiguous, exclusive bike paths.
The taxing permitting, and licensing process is simplified.
Walk on the streets without crime (x2).
No rush hour – flex time – high occupancy transit.
Affordable housing.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Participate - more volunteering (x2).
Involvement (x1).
City Hall would have leaders, not politicians.
Keep his discussion alive!! – not put on a shelf (x2).
VisionPDX is a living process (x2).
Vote and elect responsible leaders.
Strong neighborhood structure, involved at grassroots.
People feel they can make a difference.
People take responsibility for themselves.
Greater property ownership.
Take pride in what Portland is.
Educate people to live and work in a diverse environment.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Education opportunities – there is a school for almost anything you want to learn.
Quality of life.
Big city amenities, small town feel.
High percentage of small businesses.
Growing appreciation of cultural and ethnic diversity.
Ease of living here – Portland in general.
Wonderful neighborhoods and distinct business districts.
Viability of the city.
Sense of community – people are connected to their area.
Green spaces and parks in the city.
People are environmentally aware.
Diversity of small businesses.
Bike friendly (x1).
Mass transit makes it unnecessary to own a car.
Many transportation choices – flex car, bike, street cars, busses, walk (x20).
City officials are accessible to business districts and neighborhoods.
Human scale of the city – designed for humans.
People are accessible – friendly and helpful.
Value placed on historic resources like old buildings.
Dog friendly (x16).
People are proud of their neighborhoods 0 shows in the way they work and live.
Compactness of the city – easy to get about.
Urban growth boundary.
Geographic setting – convenience of mountains, ocean.
Creative people have chosen Portland – creative city.
Public art in Portland % for art.
Clean city.
Parks (x37).
People are willing to help their neighbors.
People are friendly.

2. What changes would you most like to see in Portland right now?

Have more money for schools than they need (x37).
Eliminate panhandlers.
More money to business district associations instead of downtown.
Take out every speed bump (x15).
Hold fast on industrial sanctuary boundaries.
More speed bumps (x12).
Provide a larger maintenance budget for street sweeping, maintenance.
Friendly, reasonable permit inspectors.
More training on use of force and diversity for police.
Find a way to keep business districts strong and not losing businesses to gentrification.
Pave the dirt roads and put in sidewalks.
Fix the tax system for stable funding – sales tax perhaps (x15).

No sales tax (x15).
Parents must take parenting classes to get child tax deduction.
Tougher enforcement of drug abuse.
Wholesale revamp of city and state tax system.
Provide low income housing for working poor who really need it.
Solve the homeless problem.
Housing market stabilized so first time buyers can afford to move into Portland.
Low income housing distributed fairly throughout the city.
Restore funding for social services.
Create a rational tax system.
Be able to walk through the parks barefoot without worrying about needles, glass or dog feces.
Repeal Measure 37.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

The jails are empty.
Fewer cars and vehicles are less polluting.
Affordable health care.
a 5 foot tall woman can walk in the parks safely.
All business districts, and 10 more, are strong, thriving, and independent.
Intersecting bike ways – point to point without sharing with cars.
More independent businesses than major corporations.
More high school and college graduates.
Less crime and poverty in the city.
Express train from Eugene to Vancouver, B.C.
The Mayor takes visitors on tours EAST of 82nd.
Portland is inclusive – east and west sides.
Urban sprawl is contained.
Tap water is as clean and fresh as bottled water.
Freeway is used by mass transit and bikes.
Very few strip malls.
Swimming in the Willamette.
Ecology is taken care of.
Still farm from Sauvie's Island and in an hour from town – pick your own fresh produce.
Portland/Vancouver work together on regional issues.
Wal-Mart exists only in history books.
Teachers are reasonably paid and not stressed out.
Nature is fully integrated in children's lives.
No sewage treatment plants in flood plains.
Living wage for anyone who works full time.
Schools are opening instead of closing and smaller classes.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Vote responsibly.
Increase the level of citizen participation.
Take personal responsibility for what we want to achieve.
Stop propositions funded by outside money.

Equitable funding for ideal future.
Make sure schools teach and reflect values we want in 20 years.
Involve kids in the civic life of the city.
More public awareness of what small business does to enhance the city.
End corporate personhood to reduce the influence of lobbyists.
Parents learn to respect teachers.
Decriminalize substance abuse problems – treat as social problems – including mental illness.
Develop our high tech infrastructure – wi-fi for all.
Create a favorable climate for small business entrepreneurship.
Increase civic education to newcomers – teach values and importance.
Increase the allocation for bike and pedestrian amenities.
Foster a sense of ownership and identity for Portlanders.
City is more active at the federal level.
Elect officials that represent the values that we are talking about.
Inclusion – more tolerance, not just racial.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Diversity in the city
Transit is well integrated
Fareless Square
Community newspapers
Started getting stronger schools
Friendly town – welcomes people
Many amenities
Progressive architecture
Livability – ease of getting around
Green buildings
Recycling
Human Scale
Aesthetically pleasant place
Ease of getting services
Good climate
Parks and wild life (x15)
Regulation of development
Taking care of the environment
Acknowledgment and recognition of the importance of neighborhoods.
Individualistic business districts
Strong central core
Avoiding sprawl
Urban growth boundary (x8)
Citizens can make the city change – with enough work
Relaxed way of living
Everything you want is here
Geographic location
Many resources for small business owners
Green spaces (x15)
Farmer's markets
Profusion of locally owned businesses in business districts
Transit
Bike lanes
Courage to explore alternate methods of transportation
Safe downtown and at home

2. What changes would you most like to see in Portland right now?

Reinstate “40 assets” program to support young people
Retrain police in non-confrontational methodologies
Spend more on the infrastructure
Focus on repair and maintenance
Reinvest the kicker
Stabilize the school funding at a high level (1)
Target making Portland schools the best (1)
PDC pay more attention to local businesses

- PDC focus on the health of the business districts
- Parents have more to say about where their children go in the school system
- School system more responsive to citizens in the decision making process
- Small business health insurance
- city-wide universal health insurance
- Re-institute community policing – more cops on the street, out of cars
- Re-institute mental health care
- Revise the charter so city council is at least partially elected by district
- Re-negotiate all city/union contracts – for a portion of health care
- Privatize many city services – street cleaning, maintenance, etc.
- Establish a city-wide children’s agenda to eliminate crime (SUN schools, head start, etc)
- Give businesses a tax break for providing health insurance to staff
- Consolidate governments to make them more efficient – city, county, metro, schools
- Involve youth in planning for the future
- Streamline the permitting process – DRASTICALLY!
- Pave unpaved secondary streets before repaving what’s in good shape
- Draw more businesses into Portland – offer tax incentives
- Stop subsidizing businesses
- Bring arterial streets in SW to standard
- Support Metro’s town centers and support underground utilities in them

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

- Portland is a kinder, gentler, more relaxed community
- Commute time is 10 minutes because less travel is required - People work near where they live (x8)
- Portland Public school is recognized as the finest in the country (x15)
- PPS is a system of community learning units – a model for the country
- Activity of choice in the evening is social – family, community, volunteering)
- More person to person contact – less screen time
- More real world living – less fantasy
- Park boulevards connect the city
- City is better lit in the winter
- More volunteerism and community involvement
- Highly functional, low cost Wi-Fi
- Infrastructure allows various modes of transportation, bike, foot, car, bus
- Pedestrian safety
- Affordable housing for everyone
- Keep Wal-Mart out of city centers
- Portland has the highest percentage of small locally owned businesses and chances of success are high
- No demand for illicit drugs
- Mental health system works
- Neighborhoods are reconfigured so each has a commercial center with markets and schools, public commons with plazas, farmers markets, public bathrooms
- Protect neighborhoods from commercialization
- Feel safe anywhere in town – less traffic and crime
- Greater degree of commercial landlord participation in the community’

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

- Have business advisory boards overseeing agencies and departments
- Create a new state that includes the four counties that are covered by Metro
- Clearly prioritize where our taxes are going
- City council no longer run departments – more responsible for focusing on what citizens want
- Empower neighborhoods to bring more involvement
- Turn schools into community learning centers – involve the 80% of voters who don't have children in the system.
- Continuum of education from Head start to death
- Restart the Park and Recs program and run through the schools as before
- Charter revision makes running for office affordable
- Seeking and integration of seniors as volunteers and advisors in all aspects of community life
- Stabilizing school funding
- Permanent multi-use structures for farmers markets
- Major improvements in bike boulevards in the SW
- Make affordable housing and full employment as top priorities

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

City struggles to understand businesses and accommodate them.
Big city with small town feel (x1).
Lots of small communities make up the city.
Climate of opportunity.
Small business districts – number and diversity.
Portland is clean and green.
Portland is family friendly.
Many transportation options – max, trolley, busses, lift busses, bike, walk.
Green spaces and parks.
Small city blocks.
Each neighborhood has a different character.
Geographic location – access to mountains, ocean.
Open transportation access – easy to get around town.
Mix of small local businesses, national and international.
Always something going on in Portland.
Lots of information available about what's happening in Portland.
Use of our waterfront.
Strong local economy.
No “ugly” dirty industries near by.
Micro breweries.
More job opportunities.
Affordable housing/neighborhoods (x1).
Citizen involvement – awareness of problems and will to solve them.
People are friendly (x1).
Families stay here and don't move away.
Bike friendly.
Bull Run water.
What's good for small businesses is good for Portland and vice versa.
City amenities bring customers and visitors.
Climate is mild.
City architecture, preservation and restoration of old buildings – Portland is a pretty city.
Excellent park system with swimming pools.

2. What changes would you most like to see in Portland right now?

Reduce adult industries.
More diversity on City Council – race, gender, politics.
Eliminate BIT, BLT.
Change form of government with ward system and strong mayor (x8).
City contracts instate – local hire, local contracts.
Enforce traffic laws for bicyclists.
More general maintenance – streets, parks, trees.
Create small business economic development strategy for city.

Solve panhandles and homeless problem (x14).
 Fair treatment of businesses in Portland – Schumacher’s furs.
 Transparency- Where does all our money go?
 Concentrate on city’s core priorities.
 Better entry level opportunities for college educated.
 Look for ways to ease the cost of doing business generally (x13).
 Serious reform of police and fire disability (x19).
 All of Portland becomes a drug and prostitution free zone.
 All teachers and administrators have to reapply for their jobs.
 School system increased frugality – including pencils.
 More cooperative attitude toward building industry.
 Free wireless internet access for everyone – no more haves and have nots (x6).

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Transportation – freeway system is better.
 All building tax exemptions have expired.
 No homeless, panhandlers, graffiti.
 People are safe on the streets.
 Titles for Queen and princesses of Rosaria restored – covered by media like athletic triumphs.
 Still afford to live in home.
 Population is diverse in age, economic levels, education, color, etc (x5).
 Housing is affordable.
 We all share the cost of community.
 Families have returned to the city.
 City personnel are working instead of meting.
 Strong and stable school districts (x11).
 Major league baseball (x4).
 More rigorous education at all levels.
 Portland is still individualistic but not bizarre.
 Stable and adequate long term care for seniors.
 Recapture major corporations (x16).
 Portland is more polite – better mannered.
 Safe to swim across the Willamette.
 Better development of universities.
 Portland is still green.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Better, different city government system.
 Stronger state legislature and coordination with city (x14).
 Younger voters engaged in civic process.
 Better educated voters.
 Term limits.
 Politicians are more service minded – take less salary.
 Adequate police in Portland.
 Create actions that prove government is worthy of public trust.
 More public/private partnerships.

City could help business associations.
Keep a lid on utility costs (x4).
Find alternative energy sources.
Police enforce our laws – entire justice system.
Develop a balanced transportation system not ignoring cars and freight.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Sense of hope (x1).
Sense of safety (x2).
Small town feel.
Greenery, cleanliness (x7).
Opportunities – right to be creative.
Good roads – ability to get anywhere speedily.
The people and diversity.
Geographic setting, the parks and beauty.
Access to the environment – mountains, ocean, rivers, desert (x4).
Portland is livable.
Politically liberal, progressive.
The climate is mild.
Public services including transportation meet the needs of the people.
Great transit.
University research and health services.
Higher education.
Good K-12 education.
Excellent place to raise a family.

2. What changes would you most like to see in Portland right now?

Fully fund education (x6).
Less crime.
Make it easier to start a business – fewer surprises in fees.
Universal health care (x4).
More jobs in the inner city (x1).
Affordable housing (x1).
Better cross cultural contact, understanding and awareness.
Clean rivers (x1)
Less travel congestion (x1).
People to be friendly again (x2).
Local media ownership (x1).
Local business ownership (x1).
Easier to get around city.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

People have time to volunteer.
Accessible arts – vibrant art scene (x6).
A lot of smart people.
A highly educated population.

Empty jails, full universities.
Nobody on welfare.
Successful local businesses (x3).
People who need help have a place to turn.
No homelessness.
No traffic jams.
No cars.
No pollution – air, water, ground or noise (x6).
You can drink water from the Willamette River and the Slough.
Healthy, well cared for seniors.
Diverse economy.
Portland is a major center for international trade.
Full and active churches.
Healthy children – well taken care of (x6).
Easy access to adult education/training.
The city and citizens are prepared for disasters.
Responsive 911 system – calls get answered.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Invest in education (x8).
Knowledge of other peoples in the community.
Sane tax policy and system (x2).
Increased community participation.
Sense of social contract.
Teaching civics in grade school (x1).
Increased volunteerism.
Give business an incentive to allow for employee volunteerism.
Pooling resources for health care.
Willingness to take small steps to improve.
Support for common civility (x6).
Sense of common responsibility (x1).
Remembering to smile.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Mass Transit system – because it's environmentally conscious.
Set up with neighborhood and parks within 8 to 10 blocks usually.
Green spaces (x1).
Pioneer Square (x1).
Fact of combo with living and work spaces – ability to walk to grocery store and café.
Mixed land use (x1).
Eastside Esplanade, 40 mile loop (x1).
Golf courses – public, reasonable.
Smart Park garages with validation.
The value of PDC to the city's economic development (x1).
The use of tax increment financing to foster economic development (x1).

2. What changes would you most like to see in Portland right now?

Business permitting process is very arduous and expensive.
Businesses not having to move out of the city (x1).
Businesses not having to pay all the fees & permit costs.
Portland and the Mayor partnering with other Oregon cities for business recruiting.
Portland becoming a regional partner with cities at least as far south as Eugene.
More regional marketing – broader appeal.
Embrace bigger city elements.
Portland acting its size – marketing with a big city attitude.
Improve the freeway transportation – I-84 weave, I-5, entrance to Rose Quarter and entrance to I-5 going south..

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Businesses all want to locate in Portland and it will grow exponentially.
People will be able to access businesses more easily – thriving business environment.
More employees, customers, visitors.
Over 50% of population uses mass transit.
Mass transit – computer trains expanded south and north (x1).
Infrastructure encourages movement (x1).
Portland is the most respected city for environment in the country.
Will be fostering changes in choice – making in a more partner-oriented way.
Elected officials will not act independently but will get consensus and be representative of the people who elected them.
Will be talking and partnering with the large employers to promote retention and growth.
Will visit major employers such as ESCO and Pacific Power.
Business is the city and supports and community.

Non-adversarial relationship with businesses.
City officials will make time to meet on a regular basis with business leaders (x1).
Will be courting larger businesses to headquarter in Portland so income levels are going up and the income taxes goes up too.
There will be a sales tax to support infrastructure.
Tax system will be overhauled.
The kicker will be gone (x1).

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Educate the public on today's tax structure. – find a new structure to do what is needed to help tourists benefit Portland and Oregon (x1).
Create a task force to develop an action plan that lightens the burden for businesses.
Change the complicated fee structure for new businesses so taxes are coming in another way.
Reward and encourage sustainable development from companies.
Market the weather differently – Oregon actually has a moderate climate.
Market the cleanliness factor.
Market the green factor.
Market Oregon.
Market “Come for a week, stay forever.”
Elect intelligent, thoughtful public officials who realize the ramifications of public officials.
The city and state need to educate the country about Oregon.
Fix the school system so all districts are doing well together.
State-wide managed system so all are haves and none are have-nots.
Reduce bureaucracy to allow all to be served well.
Bring driver's education back.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Portland's small town atmosphere – everyone knows their neighbors (x2).
The feeling of security and continuity.
Portland is accessible – it's an approachable size.
The cultural opportunities, plays, symphony, events and opportunities.
Distinct, different types of neighborhoods (x2).
Diverse educational opportunities - kindergarten through college.
Libraries, online, personal, variety of offerings (x1).
Portland is a nice city.
Diversity of types of businesses in Portland for its size, large and small.
Diversity of population – Portland is a vibrant, exciting city.
International businesses in Portland.
Music – jazz.
Amazing restaurant scene, good quality, diverse, small, independent.
Recreational diversity – golf courses, Glendover is an example.
Quality of the parks (x1).
The city is open, parks, trees, greenery.
The climate.

2. What changes would you most like to see in Portland right now?

More police officers, better law enforcement, more prisoners in jail.
Uniforms in all schools.
Stronger education – graduates should be prepared to go to work (x2).
Focus on education – uneducated graduates are un-hirable (x2).
Put in curbs, sidewalks, finish the amenities.
Pave the streets and keep them paved.
More hours at the library
More conservative leadership to reflect East County's perspective (x2).
More representation of East County in city government.
Better fiscal responsibility in city government.
Spend funds beyond downtown.
Bring social services beyond downtown.
Low income housing distributed throughout Portland.
Get rid of pan handlers on freeway and streets (x1).
Clean up Pioneer Square – stop loitering.
More enforcement at Max stops – 102nd and 122nd.
More cross town transit – not all to downtown (x3).
Require business license for panhandlers.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Sidewalks!
Safer for pedestrians.
High school graduates are job ready (x2).
Higher level of respect and common courtesy (x2).
More community involvement and volunteerism.
Tri-counties merged together – libraries and other systems.
Community attracts large businesses because of infrastructure, business education, attitude.
No more traffic congestion – more light rail, busses.
Reduced tax burden – more fair to businesses.
Business taxation with representation.
Metro has grown – urban density remains the same.
Better energy conservation – Portland is known for being green (x1).
City government contracts with local businesses first.
No fast food restaurants in 2026.
Give owners tax breaks for environmental stewardship – go green.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Educate children and get them involved in community – 1 day a week for volunteer work.
Take responsibility for own actions.
Make city elections by district – city council represents all areas of Portland.
Rethink and realign Metro transit 0 add light rail, add hubs, add more shelters.
Tri-Met should be free.
Open primaries – local people run.
Finishing East County neighborhoods.
Code enforcement for abandoned cars, un-mowed lawns.
Meth labs closed – seriously deal with drug problem – add police enforcement, courts, prison, serve time (x1).
Open Wapato.
Make Portland less friendly to criminals and the homeless.
Encourage home ownership.
Affordable housing.
Landlord training required.
Make permit process easier – city support small businesses.
City contract with small businesses.
Increase cultural events in the city – subsidize if needed.
Turning closed schools into magnet schools or academies.
SUN schools are thriving.
Festivals spread around town.
Libraries well supported – BIG new library in SE above 82nd.
City wide wireless – broadband is free.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Quality of life.
Portland is a big village.
Pedestrian friendly.
Feel of community.
People are friendly.
Urban growth boundary.
Developers make do with what's available.
Reinvest in local area.
Flowers alongside the freeways.
Portland is green.

2. What changes would you most like to see in Portland right now?

More money for schools
More money for police.
Find revenue.
Improve quality of public schools.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Portland is bigger without losing the community feel/
Portland is a vibrant, progressive city.
Active street life.
Strong commercial districts all over the city.
City is willing to try new things
Public transportation/
Innovative use of public space.
Making small changes.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

None

visionPDX Questionnaire

1. What do you value most about Portland and why?

Bike friendly town (x1).
Diversity – something for everyone(x1).
Parks (x18).
Attention to beauty and nature in the city (x1).
Portland is clean (x1).
Great transportation alternatives – planes, bikes, cars, street cars (x1).
Green environmental attitude (x1).
Recycling (x1).
Geographic location – close to mountains, ocean, etc (x1).
Planning for our future – thinking about where we’re going (x1).
Nurturing environment – encourage participation (x1).
Public school system (x1).
Art and cultural events (x1).
Mass transit, light rail, street cars (x1).
Distinct, individual neighborhoods and business districts. (x12).
Small town all throughout Portland (x1).
Walkable (x1).
Strong sense of community (x1).
Green spaces – wildlife (x1).
Outdoor music events (x1).
Community is supportive of small business (x12).
Stumptown coffee (x1).
Local roasters, breweries (x1).
Willing to commit to situations and solutions.
Volunteerism (x13).
Alternative health care.
Farmer’s Markets.
Potter told the FBI to stuff it.
City is independent.

2. What changes would you most like to see in Portland right now?

Stop spending money elsewhere.
Support music and arts in the schools (x2).
Reform the building permit process – give inspectors authority to make decisions in the field (x13).
Spend SDC funds in the district where they originated (x12).
Improve the streets.
City services proactive instead of reactive – shouldn’t run on complaints.
Maintain public school grounds.
Ride share for hire – taxi’s, other groups – schedule by Internet.
Reduction of crime – small ones get no response (x18).
More reasonable SDC charges.
Better funding for schools (x8).

Transparency – visibility in budget process.
Fair taxation for all businesses – no special deals for big business (x14).
Tax relief for small business.
More creative way of dealing with density – housing.
Keeping nature in the neighborhoods.
In-law apartments.
All identity theft and embezzlement reported and prosecuted.
Tax panhandlers.
Prosecute panhandlers and pimps.
Bury utility wires.
Less skyglow.
Creative approach to housing the homeless.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Less automobile traffic.
No nursing homes – better options for advanced aging.
Low crime.
No homeless.
Roads dedicated to bikes.
Fewer jails, more treatment options for drug affected.
Clean up the water – clean rivers.
Change pollution fine structure – it's cheaper to pay fines than comply with regulations.
Ross Island is reclaimed.
Government is managing its funds properly.
City projects and on time and on budget (x14).
People buy locally and are Internet educated – know the price of buying online (x7).
Good, consistent schools.
Portland schools are #1 in the nation.
Options in schools include online learning.
More trees.
Lots of co-housing options for seniors and young people.
Free health care for everyone.
No more taxes.
Sales tax and no income tax (x8).
One-half of all cars are hybrid, electric, bio-diesel (x14).
Free Wi-Fi all over Portland.
Support for local agriculture.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Audit the state – where is the money going?
Bicycles obey the laws – get licensed.
Transportation and Housing plan together so people can work near where they live.
Alternative fuels.
More money in schools, less in prisons.
Concentration of services in business districts – walk to shopping, including grocery.

No more tax exemptions.
Reform the schools – fire incompetent teachers.
More citizen oversight committees.
Prisoners work 8 hours a day and pay for their bed and board.
Less attention to density – maintain livability.
Maintain the individual identity of neighborhoods.
Finance cleaning the environment.
Community has more real input in its future.
Make a plan and DO IT!
WPA for panhandlers and homeless.
City services work together – unified vision statement.
City and county work together.
More libraries – open all hours.
Seniors, children, vulnerable are cared for.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

Thanks for being a part of creating a community vision for the future of Portland. Your voice matters!

In the questions below, we want to know your thoughts and values about Portland now, and into the future. Our main goals are to engage Portlanders, listen, invite people to make choices about Portland's future, and create a community-led vision from all of your voices. We hope these conversations spark Portlanders into action for their communities. **The future starts right here...**

PLEASE WRITE CLEARLY

2. What do you value most about Portland and why?

The connection between the city and the business districts – especially Sam Adams.
Accessibility to transportation, culture, music, the arts.
Arts and Culture (x1).
Connections in transportation – easy to get around the city (x1).
Small neighborhoods are vital to the city (x1).
Max – light rail.
Flex cars.
Portland parks and facilities near neighborhoods.
Arts center.
Portland is green and clean (x1).
People are independent, diverse, free-thinking.
No fluoride in the water.
Commitment to the environment - green progress (x1).
Local businesses.
Keeping density in town, retaining rural areas.
Local police stations.
Big city with small town feel.
Variety of local media, specifically newspapers.
Variety of expo events.
Local art festivals.
Interest in historic preservation (x16).
Activities for children.
Neighborhood emergency teams.
Commitment to bike paths.
Good biking and walking.
Wide open downtown.
Walking around downtown.
Vital downtown.

2. What changes would you most like to see in Portland right now?

More emphasis on transportation.
Better bike lanes.
More sidewalks in residential areas.
No more electronic billboards – spectaculars.
Less pan handling downtown.
Bike accessibility like Eugene.
Park like area that major acts can use – more like Brit Festival.
Keep neighborhoods small and active for businesses.
Preserve the history of neighborhoods.
Support grants to improve business districts.
Consolidate business taxes - 1 tax payment, split among agencies (x12).
Local government stop meddling in business – let free enterprise operate (x2).
Big businesses get more involved locally.
More county resources for mental illness and disabilities (x10).
County do vision process.
Community development corporation to support new and expanding businesses, maybe SBDC (x4).
Better traffic control – better roads.
Fewer condos and row houses adding to traffic and parking problems.
More green – recycling.
Better use of solar power.
Recycle building materials.
Solve the drug problem (x10).
Fees and permit costs lowered to match Washington County (x18).
Eliminate speed and signal cams (x5).
Bring in new businesses to downtown.
Eliminate homelessness with a positive solution.
Eliminate tax breaks for big businesses to move in.
Stop forcing renters from their community by turning buildings into condos.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Vibrant neighborhoods and business districts (x16).
Money spent on defense in spent on education and health.
Clean air.
Affordable water.
Cleaning the Willamette (x16).
Keeping the same police chief.
Sewer system is working.
Public schools are vital and performing at the top of the nation.
Public schools are well financed.
Education is meeting kid's needs.
Art and music are back in the classroom.
Important buildings and monuments are preserved.
Managed growth – Portland is vibrant and diverse.
Many small businesses.

Full employment and affordable housing.
Green spaces are preserved.
More prosperous city.
Stronger spiritual atmosphere – more people go to church.
Drug problems are solved.
Portland is fully prepared for disaster.
Complete grid of street cars.
Autos use alternate fuel – not dependent on oil (10).
Gas is \$1.00 per gallon and I'm retired.
Portland is recognized for good qualities.
Still an Urban Growth Boundary.
Affordable health care for small businesses – city helps (x18).
Services for small businesses – Portland is a vital place for businesses to grow.
More fair business taxation – better business services for taxes paid (x18).
No pollution in air, water, soil.
No more plastic.
All new buildings follow green standards.
Only organic food is available.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Buy locally.
More conversations like this process.
Think long term when making decisions.
Invest in infrastructure for our delivery system.
Big and small businesses talk to each other more.
Be willing to make trade-offs between needs and wants.
Prioritize needs over wants.
Government do more for less.
User fees – pay as you go – toll bridges.
Better focus on mental health and connection to drug use and homelessness.
More volunteerism.
More communication between city and citizens – TV, radio, media and feedback from citizens.
Ownership comes from having a stake in decisions.
Personal contacts – keep at high level.
Higher pollution standards for air, water, factories.
Businesses will pay more if shown results of taxation.
Shift in collective consciousness (x13).

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

City parks (x3)
Small town with big city fee (x1).
Mass transit – availability of light rail (x2).
Desirable geographic location – access to mountains, coast (x1).
Affordable housing compared to other cities.
People are pleasant and friendly (x1).
Portland is environmental – green (x2).
Sustainable development in big projects.
People are friendly (x1).
Neighborhood structure(x3).
Politicians are available to the public – you can make an appointment and see the mayor.
Small town with big city availability.
School system K-PHD is available without leaving town.
Community colleges are affordable (x1).
Portland supports and sustains a creative community.
Portland is “green” (x3).
Volume and scope of recycling.
City is laid out in grids – except SW.
Diversification of cultures.
We take care of the poor, homeless, mentally ill.
No sales tax (x6).
Arts and culture (x1).
Free concerts all over town.
Portland sends help and resources to disasters all over the world.
Reasonable start-up costs.

2. What changes would you most like to see in Portland right now?

Mayor would limit porn shops and strip clubs in neighborhoods and near schools (x6).
Create a red light district away from neighborhoods.
Slow down the infill – limit growth.
Light rail on Sandy.
Create more jobs in Portland (x2).
City recruit and be more receptive to new businesses in Portland.
More residents living downtown – use currently empty spaces in buildings (x2).
More tourism in Portland – Convince Princess Cruise lines to stop here - Navy can park on sea wall, why not cruise ships?
Professional football or basketball team – stadium in Lents or Gateway (x5).
More variety of international restaurants.
Take funding away from central city and help districts (x5).
Pave and maintain the streets.
Year round schools.
Teach foreign languages K –12 in schools (x6).

Cluster car lots – like Vancouver mall (x1).
City help small businesses upgrade and expand.
City redefine small to cover micro businesses – 1 or two employees.
Create a city-sponsored small business health plan.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Umbrella health plan for small businesses.
People can swim in the Willamette (x2).
Illegal drugs no longer an issue.
Elders are cared for.
City is sustainable.
We are now “there” environmentally.
We are adjusting to a no petroleum economy.
Electric cars.
Affordable health care for all (x6).
No more homeless (x2).
No more se4x shops or prostitutes with the city limits.
City is bike and pedestrian oriented.
People shop locally (3).
More international flags - more tourism.
More people living and working locally.
More balance in jobs – trade and professional.
City government is working for people.
Better regional mass transit system – interconnected to coast.
Easy to get to recreational areas.
More ethnic and cultural integration.
School funding problems are solved (x2).
No sales tax (x6).
Fair taxation across city.
Fair fees for small business.
Portland still has kicker check.
Better funding for animal care.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Change city form of government to legislative.
Better budgeting.
Representatives elected geographically.
Eliminate corporate kicker checks.
Improve education.
People back bonds for schools.
Add band, arts back to schools.
Provide an incentive to support schools.
Restructure how schools spend money.
Year round schools.
City takes over school system and taxes people.
Restructure PDC – distribute funds around the city(x2).

More economic tools to help the city (x1).

Reduce the work week to 30 hours statewide – more people would have jobs (x1).

Need university research institutes – engineering.

Reduce traffic by working 10 hours a day for 4 days a week.

Portland purchase and operate sustainable energy plants

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Diversity.
Portland is accessible – easy to get around city (x1).
The city is clean (x1).
Transportation is excellent.
Opportunities for education.
Opportunities for culture.
Opportunities for employment.
Business opportunities – businesses available to wide customer base.
Access to local government.
Opportunity to volunteer and become active in issues.
Neighborhood livability – you can live wherever you can afford to.
City support for black publishers, black press.
Ability to start a business and receive assistance.
Opportunities for new businesses to come.
This is my home – I was born here.
The visionPDX process to plan for the future – asking businesses.
People trying to build community to improve the community.
People are more open to ideas.
Organized at grass roots levels with direct voice to City Hall.

2. What changes would you most like to see in Portland right now?

Local businesses sit on boards with decision makers.
Stop geographic fragmentation of the black community.
City government more responsive – less arrogant.
PDC becomes part of the city and directly under the mayor (x5).
City fee structure be more open and honest, fair, and transparent (x5).
Open zoning – build what you want where you want (x1).
Develop of outer as well as inner city (x4).
Tri-Met gets approval of citizens before changing routes.
Portland city government stands by its word when making deals.
Support more African-American businesses.
Government listen to and abides by citizen's votes (x1).
Improve the school system – graduates are employable (x8).
Address obstacles to African-Americans getting a business line-of-credit.
Separate school bonds and judicial systems in ballots.
BDAs more involved in city government.
Community members committed to seeing needs and helping others.
Work toward more diversity.
Take care of I-5 between Vancouver and Washington county – around Portland instead of through it.
Fix the air quality – improve it.

Change HVO lanes into truck lanes on freeways.
Improve traffic on Vancouver, Williams, and Killingsworth.
Improve education.
Humboldt Gardens.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

People are moving in rather than trying to move out (x1).
Freeway to Hwy 26 bypasses Portland.
Universal health care (x1).
Jefferson High is a magnet school for college bound students and 90% graduate.
Everyone can live and work in the community of their choice.
90% of the people use alternative transportation.
Grass roots citizen involvement is commonplace and decisions are made from grass roots up.
Park and ride system is city wide and in every business district.
Clean water in the Willamette and Columbia, you can swim and walk in it.
Lots of green spaces, grass and trees.
More unions throughout businesses.
Livable wages.
Good solid education – bottom line in city budget.
Universal health care in Portland.
Full employment opportunities.
No undesirable neighborhoods – all are viable.
Affordable housing for families and everyone (x1).
Family wage jobs.
Debt recovery.
No more homeless.
Crime is down.
Many new jobs.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Long range planning.
Change city policies and get them passed.
Change the systems that keep these things from happening.
Stabilize gas prices.
Government is consistent in goals and statements.
Businesses taking up acres of land pay more than their fair share.
Get our history from our elders.
Elected representatives can influence Tri-Met, Metro, State – teach and follow the same vision.
Institutions need to change.
Diversity in the work place.
Better use of financial resources.
Renegotiate all current city contracts.
Incomes are fair and equitable.
Zoning – everyone can afford to live in the community of their choice.
Every community is accepting of all cultures and incomes.
2 years of trade school or secondary education is required of all students.

Small business sustainability – create support systems.
Disaster insurance for the community.
Citizens need to be informed and vote.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

The quality of life – small town feel with amenities of a city (x18).
People are nice.
Diversity of ages, ethnicity, ideas (18).
Distinct, different neighborhoods (x18).
District, different business districts (x1).
People support local businesses (x19).
Downtown is clean and safe.
Environmental steward ship and consciousness.
It is a visionary city.
Lots of creative people.
Easy access to public transportation.
Critical media, local and regional – diversity of voices
Preservation of buildings and culture.
Respect for our history.
Dog friendly parks and businesses (x14).
Support for non-profits (x14).
Arts and culture – Independent, small, grass roots (x18).
Brew pubs.
Wide variety of things to do.
Great dining.
City-wide gourmet grocery stores.
Geographic location – mountain, ocean.
Bike transportation – walk hike – alternative transportation.
Family oriented events
Land use planning

2. What changes would you most like to see in Portland right now?

Better mass transit
Less road construction – better planning.
Improve the schools – higher focus on quality (x17).
End transient problems (x15).
More community centers.
Affordable housing all over Portland (x18).
Better health and dental care for low-income (x15).
Activities for adolescents (x16).
Lower taxes for small businesses (x12).
Taxes are proportional to services received.
Better money management by public officials.
Better civic responsibilities.
Lower income tax and add sales tax.
Better roads and parks maintenance.

Better off street parking.
More Max lines – more light rail and street cars (x16).

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Portland is the first city to embrace renewable resources (x18).
Improved mass transit (x18).
Feeling of personal safety.
Schools are in the top bracket (x18).
Schools provide education relevant to kid's interests.
Government is willing to change and adapt quickly – no more planning processes on shelves.
More citizen participation.
More efficient government.
Easy access to healthy foods for all income levels.
Thriving local farm economy.
Lure big businesses back into the city – major headquarters in Portland.
Many more thriving small businesses – fewer strip malls.
Even more diverse communities.
Affordable health care.
Portland is the model of a progressive city.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Control urban sprawl – no more strip malls.
Active lobbying at state government – keep the schools funded (x14).
More citizen involvement./
Business district associations involved in city government.
Prioritize where the money goes to provide more social services.
More public disclosure – transparent government.
Write a report – where the money goes, what is funded (like non-profits do).
More affordable urban housing – live near where you work.
Encourage healthy eating – community gardens.
More community forums – local TV stations, churches, etc
Set a deadline for the process and get on with it! (x19).
Zero budget financing.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

PLEASE WRITE CLEARLY

1. What do you value most about Portland and why?

The Outdoors, available green spaces, the nature and rivers – I enjoy them.
This is a city that reads and supports the library.
The visioning process asking what we want.
The eclectic collection of people in Portland.
The “Keep Portland Weird” attitude.
The diversity in all areas, people, businesses, places, neighborhoods.
That businesses can work together with the City to accomplish projects.
Portland has a friendly, casual, small town feel.
The proliferation of art is a civilizing influence.
The structure of neighborhood associations that focus on local issues and give a forum and voice on localized issues.
The recreational opportunities that relieve stress and enhance health.
The climate.
The citizen involvement – people volunteering gets more things done and by helping each other we aid safety.
Portland recycles and has a concern for the environment.
Portland's mindset about environment – people like Portland the way it is.
Residents accept alternative health care as a primary health care option.
The diversity of small, independent businesses.
The relationships between customers and business people.
Water is good.

2. What changes would you most like to see in Portland right now?

Less business taxes – it affects small business bottom line and drives away businesses.
Fewer business fees in general.
The mayor be more open to the needs of businesses. (who obtained grants?).
Need quality education in public schools.
Need forward movement in communication – cross information between bureaus.
Highway traffic clogging makes a big city into a “small town”.
Increase light rail with better links between Washington and Oregon.
Recognize that people often need to drive and plan accordingly.
Improve interstate transportation.
We need an Office of Business Involvement with equal access to financial resources as neighborhoods.
An adult bicycle rider law.
Better communication between the City and businesses and from Development Services.
The City works for the people who work in Portland.
Get rid of the carpool lane on the Interstate bridge.
More Benson Bubblers.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

We have a truck bridge between St Johns and St Helens.
No one is asking for a vision.
High speed wireless is free to the entire city.
Crime will be practically non-existent, no business will be told to move out of town.
There will be affordable housing.
Salaries will be inline with housing prices.
We found a better way to address the homeless issue.
Small businesses will be thriving.
There is inexpensive retirement housing.
We support schools and the library without constant levies.
There is more support for community arts events.
Bicycles obey the rules of the road and are courteous to cars.
Affordable child care is available to all working families.
The money is gone from politics.
There are more completed light rail systems and NO potholes in the roads.
There is available parking with parking structures where needed.
Portland has a strong economy.
The City has strong bonds of customer service with businesses.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Better citizen involvement – citizens can see results!!!
City has a sense of urgency – city needs to think like a business – accountability.
Create a Bureau of Implementation – charged with getting things done.
Get money out of politics.
Run the city like a profitable, enlightened business.
Loosen restrictions on businesses to allow them to drive the economy.
Give more autonomy to regional business districts.
Discover why we have low voter turnout.
Start to pay attention NOW and take action.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Taste of drinking water.
Weather is mild.
Geographic location – 1 1/2 hours to mountains and beach (x20).
Access to outdoor recreation (x15).
Business opportunities.
Light rail.
Location of the airport.
No sales tax.
Bike and hiking trails and Forest Park.
Incredible park system.
Fabulous zoo.
Good restaurants.
Pioneer Court House Square and the events there.
Ethnic diversity and the acceptance of it.
Portland still has a sense of community.
Two rivers.
Beauty, recreation, economics.
Big city with small town feel.
Portland Rose Festival – Cruise In.
All the amenities that bring in people who are available work force.
Wide diversity of higher education.
People are friendly and nice.
Highways and streets are clean.
High level of volunteerism.

2. What changes would you most like to see in Portland right now?

Adult oriented businesses rezoned to industrial districts (x30).
Legalize prostitution and create highly regulated red light districts.
Government invites businesses to exist.
Less local government intrusion in business (x30).
Better budgeting of school funds – not more money.
Reduce government by 50%.
Stop zoning buildings to the sidewalk – allow parking in front.
City Hall friendly to business.
Get rid of professional homeless who don't need help.
Equal distribution of funding across the city (x25).
Eliminate or control panhandlers.
Fix the streets – paving and maintenance.
Maintain sidewalks and pave where needed.
Increase employment in Portland.
More equalization on property tax across the city.
End tax abatements.
Reduce drug-involved crime.
Get rid of the meth problem.

Wise use of public funds – stop paving streets that don't need it.
More privatization of city services.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Neighborhoods look and feel like villages.
No more rush hour traffic gridlock (x30).
More business district associations and more neighborhoods.
Safe streets.
No crime prostitution or drugs exist.
Light rail that goes where I want it to go (x15).
Politicians concentrate on basic services first.
Less bureaucracy.
Politicians and elected officials have business experience – citizen leaders.
Permit fees as obstacles to growth are eliminated.
Young people have a good education and can get jobs.
Affordable housing.
All mass transit pays for itself.
50% reduction in property taxes because of effective government.
Flat fee for business licenses.
Fully staffed police department with latest technology.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Citizen leaders are new breed of politicians.
Get rid of drugs – adequate law enforcement – police are active instead of reactive.
Businesses acknowledged as economic engine of city – politicians remove roadblocks that interfere with growth.
Substantial investment on roads – not a tram – other special projects.
Increased jail and prison capacity.
Continual expansion and support of business districts and chambers of commerce.
Ship our bad guys to other states – Texas.
50% of bureaucracy is gone.
For every new regulation or law, 2 current ones must be removed.
Adequate staffing for entire justice system.
Partnership between businesses and justice system – a stronger work release system.
Eliminate mail in voting and reduce chances of fraud.
Effective and binding audits of government and Portland Public Schools.
Focus more on victims rights, less on criminal's rights.
Mike Taylor in charge of Portland Public Schools.
Set aside the Little, David Bacon act.
Create employment or job skill education for 15 – 18 year olds.

visionPDX Questionnaire

1. What do you value most about Portland and why?

The value put on environmental consciousness (x11).
Mobility of Portland – ease of moving around city center.
Public transportation – all phases (x11).
Small town accessibility.
Accessible politicians.
Public input is encouraged.
Arts – all forms (x11).
People are friendly.
Distinct personalities and character of the neighborhoods.
District personalities and character of business districts.
Portland has a great infrastructure and downtown is well maintained.
City keeps sprawl to a minimum.
Downtown is alive and vibrant after 6:00 PM.
People coming to Portland add to the diversity (x9).
Portland is a good climate for women business owners.
Parks and green spaces.
Dog friendly community.
Climate is mild.
Businesses that are committed to organic, sustainable ideals.

2. What changes would you most like to see in Portland right now?

Promote Portland – make it a destination city.
Transport every five minutes throughout the city.
More walking malls – no parking, served by trolley.
More bike lanes.
Increase financial support for arts and culture.
City creates a way businesses can support culture.
Less militant parking enforcement (x12).
Business owners can buy parking permits for cars and SUVs used as delivery vehicles.
Reduce small business taxes.
Institute a sales tax.
restructure the tax base so there are fewer places to pay tax to and less paperwork (x6).
Better freeway signs.
Better neighborhood signs.
Revamp the police department so it's more efficient.
Don't make laws that can't be enforced.
Enforce owners picking up after their dogs.
No smoking in bars.
Leave bars to decide about smoking in bars.
Support small businesses.
More public garbage cans – poop sacks.
Keep trash cans emptied.

Get rid of the meth problem.
Help the homeless.
More obvious containers for recycling.
No dumpsters on the sidewalk – keep them in the building.
Better planning of road closures for construction.
An ONI for business districts.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

The freeways are fixed.
The schools are better.
Large industries have moved to Portland.
Everywhere is accessible.
More visitor friendly.
Better signage.
Portland is a destination – people want to come.
Schools have arts and sports emphasized.
Business districts are contiguous and walkable.
Portland has an international airport and international visitors.
Sales tax is in place.
More handicapped friendly – more places are easily accessible.
More bike traffic – more accessible and easier to get around.
Portland remains charming.
Each neighborhood is self-sustainable – all retail and services are in walking distance – including groceries.
Not many national chain stores.
City is supported on current taxes – spends its resources better.
More conventions – the convention center hotel is completed.
Major sports – soccer and baseball.
Partnerships between the city, businesses, and the schools – city actively supports.
City makes sure more small businesses get contracts.
The city's wealth of talent is used for livability.
Actions show more tolerance and acceptance for diversity.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Widespread education that incorporates business.
Portland has a small business liaison – one person to handle city/business interaction.
Audit the city – more accountability.
Developers are held accountable – no more meetings just for show.
Regulate developers – more philanthropic – include the little guy.
Encourage business diversity.
City listens and responds to citizen input.
City needs to track code trade offs and their effect long term.
Change the philosophy of parking – make shoppers welcome downtown.
More focus groups – more and better communication.
Reduce the discrepancy between small business and developers.
More incentives for small business - less incentives for big business (10).

Large buildings sell ground floor retail spaces to small businesses – live work on second floor.
Hire more creative people – fewer bureaucrats (x12).
Better communications among business districts.
More affordable housing.
Less over tolerance of homeless and panhandlers.
Get the homeless off the streets and into programs.
Shadow some tourists – find out what help they need and create a project to provide it.

visionPDX Questionnaire

Help us shape Portland's future – we want to hear from you!

1. What do you value most about Portland and why?

Diversity (x2).
Bid city with a small town feel (x4).
Portland cares about what kind of place they live in (x3).
Portland reads (x3).
Portland values the arts, literature, the library (x3).
The public transportation system (x4).
People work together (x2).
Green spaces are maintained (x3).
People are involved and committed (x2).
Involvement (x1).
Geographic setting – easy access to mountains, lakes, desert – well situated (x1).
Accessible physical and financial (x1).
Roads and transportation (x2).
Access to cultural events (x3).

2. What changes would you most like to see in Portland right now?

Street cars everywhere (x2).
Well funded education K – college (x2).
No business income tax (x1).
Reasonable system development charges (x1).
City and businesses work to get things done.
City offers good customer service.
Less bureaucracy.
Consistent responses from the city.
Access to resources from PDC.
Fix the potholes in the streets.
More support for alternative transportation (x1).
Clean the air – better quality (x1).
Clean rivers.
More alternative power sources at a reasonable price.
Available housing for seniors only.
School funding based on something other than gambling or taxes (x1).
Community policing at community level.
More direct police presence.
Trick bridge to St. Johns.
Arts for kids.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Schools are excellent and well funded (x1).
Transportation options are all over the city (x1).

Families with children are moving back into the city (x1).
Streets are replaced with pedestrian pathways and street cars – Meg Lev (x1).
No air pollution (x1).
Every household has four bikes per car. (x1).
Property taxes remain the same (x1).
Wal-Mart has declared Portland a waste of time (x1).
Free Wi-Fi available all over Portland (x6).
Vibrant economy (x1).
Libraries are open 24/7 (x1).
Public services are fully funded (x1).
Library has drive-thru hold pickup (x1).
Community policing is best in the nation – low crime rates (x1).
City and business have good customer relations – help for startups and expansions.
Willamette Greenway is finished 40 Mile Loop is completed.
Flourishing business districts.
No brownfields in the city.
Universal health care.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Educate ourselves that services cost money and be willing to pay for them (x3).
All levels of the community work together.
Increased community involvement.
Individuals and businesses voicing concerns to the city.
Fiscally responsible government.
Fiscally responsible citizenship.
Focus on priorities (x3).
Resources and infrastructure needed to complete projects are available.
People support each other's dreams.
City and residents understand we all work toward the same common goal.

visionPDX Questionnaire

1. What do you value most about Portland and why?

Quality of life – atmosphere.
Big City with small town feel.
Diversity – cultural, ethnic, events (x2).
Urban core with small business districts and neighborhoods.
Green spaces.
All main streets – all little towns.
Opportunities for business.
Celebrate and honor individual uniqueness.
Educational opportunities at all levels.
Portland reads.
Strong neighborhood associations – structure – community.
Little towns within the city.
Portland is a safe city.
Geographic location – access to mountains, oceans, etc.
Recreational opportunities.
Clean drinking water.
Music scene.

2. What changes would you most like to see in Portland right now?

Work ready high school graduates (x5).
Health care for everyone in Oregon.
Affordable health care.
Inner SE light rail.
Clean up the Willamette.
Universal wi-fi up and running.
Protect neighborhoods from businesses neighbors don't want (Wal-Mart, adult entertainment).
Infrastructure adequate for development.
Economic impact studies before fees are levied.
Restore public safety funding.
Fully fund schools.
Art, music, theatre back in schools.
Reduce class size.
Many small, well maintained neighborhood schools.
Storefront improvement grants available throughout the city.

3. Imagine Portland 20 years in the future and all your hopes for the city have been realized. What is different? How is our city a better place?

Affordable family housing.
Homelessness is eradicated.
Kids are in school during school.
Young people have hope and are being educated.
Fewer cars.

Bus system would go N-S and E-W
People spend money locally.
Businesses do business with each other.
Recycling rate is 100%.
Crime is gone – no graffiti.
People take ownership of their community.
Children attend school the same hours their parents work (no latch key kids).
Repeat offenders are removed from society.
Increase rehabilitation opportunities.
Adequate drug treatment and rehab.
Parents have more communication with their children – don't turn them over to the community to raise.
New Sellwood bridge.
New Columbia River bridge.
Parents can afford to stay home with their children.
Children live in Kibbutz-like communities and visit their parents on weekends.

4. As you imagine the Portland you've just described, what are the most important things we can do to get there?

Fund drug rehab.
Stop cutting social services from general fund.
Get rid of political pork – go back to basics.
VOTE!
Voter/civic education in schools (x2).
Better green public transportation.
Schools add art, music.
Schools have smaller classes.
Everybody feels free to testify at City Hall on community matters.
Accept jury duty.
Portland stays business friendly and affordable to small business.
Reduce or eliminate taxes and fees.
More equitable taxation – progressive.
Encourage more employee-owned businesses.
Consciously buy local.
Inner SE light rail.
Use Wapato jail.
Better bike commuting lanes.
Sell Wapato to McMinnamin's for a pub.
Raise the minimum wage (x1).
Affordable health care – negotiate lower rates.
Business making over \$5 million required to provide employee health.
Tort reform.
After school activities for kids.
Youth centers.