

JPACT Worksheet

Agenda Item Title: Future Vision Updates: Engagement and Regional Values

Date: July 16, 2026

Presenters: N/A, memo only

Contact for this worksheet/presentation: Jess Zdeb, jessica.zdeb@oregonmetro.gov

Purpose/Objective

Metro's charter requires a 50-year Future Vision for the region, to be updated every 15 years. This updated Future Vision will guide Metro policies, projects and programs and Metro Council has also directed staff to approach this effort in a way that can galvanize public, non-profit and private sector partners to work together toward our region's potential future.

Staff anticipates bringing an updated Future Vision to Council for consideration in Spring 2027. The Vision will be developed and recommended by the Future Vision Commission, whom Council appointed last June. Two JPACT members are also members of the Commission: Mayor Anne McEnerny-Ogle and Councilor Christine Lewis who serves as a non-voting Commission member. MPAC will also be asked to provide a recommendation to the Metro Council.

JPACT members will be invited to a joint MPAC/JPACT workshop on October 28 to refine aspiration statements that will form the core of the Future Vision. This is a key opportunity for government leaders around the region to shape the vision. The outcomes of this workshop will be shared with the Future Vision Commission for their drafting of the Future Vision.

Regional values engagement

This round of engagement in March through May sought to identify a core set of regional values that residents of greater Portland want to inform decisions about the region's future. These values will serve as the foundation of the vision, ensuring that the interests of the region's people are reflected in the vision.

The key tool for seeking input on values was a low-barrier online survey available in English, Spanish, Chinese, Russian and Vietnamese. This survey was open from March 12 to May 31. Metro promoted the survey through numerous means including:

- Metro social media channels, newsletters and publications (e.g., Our Big Backyard)
- Metro staff promotion: holding and visiting department all-staff meetings; Metro Together
- Paid online and social media advertising
- Government partner promotion (e.g., TriMet's *Rider Insider* newsletter, Wilsonville's "Boones Ferry Messenger" paper)
- Non-government partner promotion (e.g., Metro staff attend Intertwine Alliance event, community-based organizations include link in newsletters)

- Physical collateral in public spaces (e.g., flyers, bookmarks and postcards in public libraries)

In addition, Metro also contracted with Community Engagement Liaison Services to do targeted outreach in less represented areas of the region and in languages other than English later in the survey window.

Findings from the online survey reflect sentiments often heard in Metro public engagement and in statistically sampled polling by Metro and others. When asked to describe the region today, respondents' most frequently cited descriptors had to do with nature and green space. They also pointed to community/belonging and walkability, and a little over 60% of descriptors were generally positive. When asked about the future, either to describe it or what they would like preserved for future generations, respondents also pointed to a green and natural region, as well as one that is welcoming, diverse and equitable.

The survey also asked respondents about topics that are concerns today that they hope are no longer concerns in 2077. Again, these responses largely reflected concerns expressed by the region's residents in other settings, with homelessness and cost/affordability being the top two categories of answers. One interesting finding regarding concerns is that economic decline was less prevalent in respondents' thinking about the future than today, possibly indicating a tendency to believe that this current issue is cyclical and is less likely to be a persistent issue in 50 years.

Metro also developed a conversation kit that provides an opportunity for open, thoughtful dialogue about what we value, what we hope for and what we want to pass on to future generations. Responses from these kits surfaced similar sentiment to the survey with some more detail in their descriptions, for instance hoping for gathering, joy and connection within the idea of belonging.

Additional future engagement

The project team will continue to gather input and feedback from the region's residents throughout the rest of 2026 and into 2027 in these ways:

- Summer tabling: project staff will table around the region to raise awareness of the project and continue to get participation and spark conversation through activities such as writing a Postcard to the Future. This effort will keep the project in the public eye, help promote the Future Fest, and provide an opportunity for public review of the summary of regional values resulting from the first engagement phase.
- [Future Fest](#): a youth-focused summit, will be held August 15 at Portland State University. Young people ages 14-24 are invited to a free, all-day event to dream boldly, think big and help shape a 50-year vision for the greater Portland region.
- Vision Summit: a half-day cross-sector convening to start drafting aspirations for the region that will form the core of the Future Vision, held October 8. Attendees will draft aspirations with the context of outcomes from Future Fest (youth summit), Commission development of guiding principles, and findings from research on drivers of change that will shape the region in the next 50 years.
- Vision Tables: smaller group workshops to refine draft aspirations in late October and early November. Events will be held in cooperation with groups such as

community-based organizations, business associations, and government committees. The JPACT/MPAC workshop is part of this series.

- Regional priorities engagement: early 2027 to seek broad public feedback on the draft Future Vision and input to future implementation actions.

Draft regional values

Values are the enduring core beliefs about what matters most to a community, the philosophical anchor that the broader vision must align with and reinforce. They are grounded in input, actionable, distinct from one another, and they are not goals.

The project team has developed draft regional values based on spring engagement as well as review of recent visions, long-range and strategic plans from governments and organizations from throughout the region. This review of others' documents allows Future 50 to bring prior engagement with the region's residents into this process. Input from the Future Vision Youth Committee also helped shape the draft values.

As of writing this worksheet, the draft values are still being refined for presentation to the Future Vision Commission at their July 9 meeting (recording available [here](#) after the meeting). Commission feedback will be incorporated into a revised set of values presented at their August 13 meeting where they will vote on approving the values for use at the fall Vision Summit.

Outcomes

JPACT members are updated on the outcomes of spring engagement, plans for summer tabling, and the process for developing regional values based on spring engagement and other inputs.

What has changed since JPACT last considered this issue/item?

Since the last JPACT update in February 2026, the Future Vision Commission has continued to meet monthly. The project team conducted a large round of public engagement in the spring. Three expert panels on topics and themes important to Future Vision have been held, and recordings are available online:

- [2040 Growth Concept lookback: Perspectives on equitable outcomes](#)
- [Human networks: Laying a foundation for regional resilience](#)
- [Metro Climate Lab: Powering resilience with bold vision and smart investment](#)

What packet material do you plan to include?

None