

MPAC Worksheet

Agenda Item Title: Future Vision update

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Purpose/Objective

Provide a report out on the December Future Vision Commission meeting.

Provide an overview of the Future Vision project engagement strategy for MPAC feedback. The project team has drafted engagement principles, and identified phases and tactics for seeking region-wide input and feedback in creation of the Future Vision.

Outcomes

MPAC members are updated on the recent Future Vision Commission meeting outcomes.

MPAC members are aware of the draft engagement strategy contents and can provide feedback.

Background

Work has begun on the update to the Future Vision, a 50-year conceptual vision whose purpose is to guide development of plans, policies and investments throughout the region. It is anticipated that the updated Vision will come before Council for adoption in Spring 2027. The Vision will be developed and recommended by the Future Vision Commission, whom Council appointed earlier this year. The work of the Commission is guided by the guidance provided by Council during project scoping:

- Be broadly reflective of what the region wants
- Have been developed through a process including engagement that meets Council expectations
- Have been vetted by staff and supported by region at large

In order to meet these needs, the Future Vision Commission's draft vision will need to be informed by broad engagement with people throughout greater Portland.

The process principles below were developed by Metro Council in scoping sessions earlier in 2025. These principles have in turn guided the project team's development of principles for engagement that drive the development of the Future Vision.

Future Vision process principles, developed by Council

The process to develop the Future Vision should:

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

Future Vision engagement principles

The following engagement principles follow from the Council direction articulated above and will shape the strategies and tactics the project team will use to engage the region. These principles are also in line with Metro's adopted [Guiding Principles for Meaningful Public Engagement](#).

Center on Relationship Building

Establishing new and existing relationships with agency and community partners, youth, and the arts, culture, and creative community must be a priority, as this is a visioning effort with generational impacts. These connections should be cultivated thoughtfully, with a focus on building strong foundations that support implementation of the vision, sustained growth, and lasting impact.

Community-Driven Approach

This is a vision of and for the region's communities. The visioning process and outcomes will be reflective of the region's diversity and shared values with intentional efforts made to include voices that are often excluded and marginalized. The stories, cultures, and lived experiences of residents should be treated as valuable forms of expertise. The process will be transparent about how community input shapes decisions

Rethink How We Communicate and Engage

Move beyond traditional written language-based communication and traditional forms of engagement. Use diverse communication mediums through visuals and art to effectively

convey values, pathways, and the vision to a broad audience. The barrier to entry for understanding the vision should be low, ensuring it's accessible to all, while the values and goals must remain dynamic, authentic, and unafraid to challenge boundaries. Acknowledge the precarious and politically charged nature of the current moment, and the challenge of envisioning the next 50 years amid urgent, pressing issues facing communities today.

Building on Past Work

It is important to recognize and celebrate past efforts, using them as a foundation for future work. The strategy should be rooted in previous initiatives, aligning with the policies and recommendations of earlier visions to guide future implementation.

Key engagement tactics

The tactics identified below are a summary of a subset of those that will be used to hear from the residents of greater Portland. These tactics embody the principles described above.

Youth Advisory Committee

Council identified youth as a key audience and participant in the development of the Future Vision. A key tactic within the engagement strategy will be the creation of a Youth Advisory Committee consisting of 20 young people (ages 16-25) from throughout the region meeting throughout 2026. This group will advise the project team on how to engage with young people and especially on development of the Youth Summit. The group will also advise the Future Vision Commission on how to incorporate the interests of young people into the vision.

Arts and culture

Metro has contracted with an artist to consult on incorporation of arts and culture into the project process, including engagement. This will not simply include commissioning artists to create works that communicate the Future Vision in ways that resonate across cultures, but also tactics that enable people involved to experience arts and culture as an audience and as witnesses to the creative process.

Jurisdiction partners

Government partners at jurisdictions throughout the region are key future implementers of the Vision. Metro will use many existing channels to work with these partners: MPAC and other Metro committees, County coordinating committees, other gatherings such as regional city managers, engagement professionals and at Metro mixers. Project staff will also connect with jurisdictions to understand whether there are opportunities for syncing up engagement with forthcoming planning efforts jurisdictions will already be undertaking. Engagement will include not just the 24 cities and three counties within the Metro boundary but also neighboring cities.

Community Based Organization partners

Staff are reaching out to Community Based Organization (CBO) partners to understand what tactics are most resonant with and approachable to their communities for engaging with a process like Future Vision. Staff will also be gauging whether any CBOs are

interested in and have capacity to help execute engagement tactics beyond simply disseminating materials.

Private sector and philanthropic partners

Staff are reaching out to partners in the business community, both those who represent businesses and business owners themselves, to understand what tactics will be most effective in engaging this sector in conversations about the Vision. Project staff are also working with the Partnerships and Social Innovation Director to understand how to best engage with the philanthropic community. These conversations will help define strategies to bring both of these critical implementation partners into the development of the Vision so they feel connection and ownership.

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

The Future Vision Commission has held its December meeting.

The project team has developed a draft engagement strategy and presented it to both the Future Vision Commission (December 11) and the Metro Council (December 16).

What packet material do you plan to include?

None