

# MPAC Worksheet

**Agenda Item Title:** Future Vision Updates: Engagement

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## **Purpose/Objective**

Work has begun on the update to the Future Vision, a 50-year conceptual vision to set the course for policies, programs and projects that will work toward a better future for the greater Portland region. This vision will help define the region's priorities for the future, including transportation, housing, the economy, the arts, the environment and beyond.

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 last year. Two MPAC members are also members of the Commission: Councilor Elana Pirtle-Guiney and Commissioner Vince Jones-Dixon MPAC will review the draft vision and provide comment to Metro Council on the Commission's recommended Vision.

The work of the Commission is guided by Council direction from project scoping:

- Be broadly reflective of what the region's issues, interests and hopes, as identified through a robust engagement process
- Focus on the long-term, 50-year vision, not implementation
- Consider the impacts of critical trends shaping the region in the next 50 years

In order to follow this guidance, the Future Vision Commission's draft vision will need to be informed by broad engagement with people throughout greater Portland, as well as detailed conversations with elected officials and topic experts who are likely to be involved in eventual implementation steps. 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. Planning is currently underway for the broad public engagement phase focused on regional values, spanning from March to May.

This phase of engagement will include several means of hearing from community members around the region:

- Online survey: a short, low-barrier survey promoted widely through targeted online advertising and social media, plus physical promotion (posters, postcards, etc.) in public locations around the region. All other listed activities will also direct participants to the online survey. Will be available in English and four other languages.
- Roadshows: Metro staff and elected officials present project details and goals, plus facilitating directed conversations that get participants talking more deeply about the region today and in the future. These will include (as desired and available):
  - City Councils
  - County Boards

- Jurisdiction community engagement committees
- Non-profit coalitions (e.g., Intertwine Alliance)
- Business organizations (e.g., chambers of commerce)
- Philanthropic gatherings (e.g., Social Innovation Table)
- Hosted conversations: Metro equips organizations and individuals to host conversations and report findings. Materials will be available in English and four other languages. Conversation hosts may include:
  - Future Vision Commission: each acts as an ambassador in their given community, e.g., higher education, arts organizations, etc.
  - Future Vision Youth Committee: 20 youth ages 16-25 act as ambassadors in their communities to convene conversations with other young people
  - Individual community-based organizations
  - Metro staff across the agency
  - Any members of the above roadshow groups

In the summer season when more community events occur (e.g., farmers markets, festivals), 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 a summer Youth Summit, and provide an opportunity for public review of the summary of regional values resulting from the first engagement phase.

#### **Outcome**

MPAC members are oriented to the project schedule and phases and are updated on the recent Future Vision Commission meeting outcomes.

MPAC members receive information about the project schedule and plans for upcoming regional values engagement, learn about opportunities to be involved in the project, and hear a preview of future engagement activities focused on the desired characteristics of our future regional transportation system.

MPAC members provide suggestions for organizations and/or locations for Metro to conduct outreach for project.

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

Future Vision project staff have been updating MPAC monthly about progress on this project. Since last month, a Future Vision Commission meeting has been held, and project staff have further developed the approach to the upcoming engagement phase.

#### **What packet material do you plan to include?**

None