

PedPDX: Portland's Citywide Pedestrian Plan

DRAFT Mission, Goals, and Objectives

The PedPDX vision, mission, goals, and objectives will guide all subsequent content of the Plan. They will provide a critical foundation for the Plan's pedestrian network needs analysis, prioritization criteria, implementing strategies and actions (the "toolbox"), and performance measures.

To help guide the development of the vision, mission, goals, and objectives, the PedPDX Community Advisory Committee (CAC) completed a "PedPDX vision, goals, and objectives exercise" in advance of their November 29, 2017 meeting. At the meeting, committee members shared the future state that they envision for Portland, and what Portland should be, do, and have in order to become a truly great walking city. Staff collected the responses from the CAC and grouped them into core themes that naturally appeared from the sum of the feedback. Staff then drafted goals and objectives from the themes and subthemes that emerged and crafted draft vision and mission statements to reflect the spirit of the sum of the goal statements.

The draft vision, mission, goals, and objectives were reviewed and refined by the PedPDX Technical Advisory Committee, made up of partner agency, bureau, and department technical specialists. The drafts were then brought to the City of Portland's Pedestrian Advisory Committee for additional feedback and refinement.

I. Plan Vision ("know where you want to go"):

A Vision statement concisely introduces a future that the Plan is intended to achieve. It offers the broadest expressions of a community's desires, providing overarching direction for the long term, and often describing ideal situations.

PedPDX Vision: Portland is a truly great walking city *for all*

II. Plan Mission ("what is our purpose?"):

A mission statement is a short description of the purpose of an entity, organization, or campaign. It succinctly summarizes aims and values to define what the group is going to do and why it is going to do that. Mission statements account for the "big picture" while being practical and action-oriented.

PedPDX Mission: *PedPDX affirms walking as a fundamental right and the most fundamental means of transportation. PedPDX will make walking safe, accessible, and attractive for everyone in Portland by putting pedestrians at the forefront of City policy, design, and investments.*

III. Plan Goals (“define your priorities”):

A goal is a broad statement that sets preferred courses of action in support of the vision and mission. Goals are intended to carry out the vision in the foreseeable future and should be specific enough to help determine whether or not a proposed project, program, or course of action will advance the community values expressed in the goals.

PedPDX Goals:

1. **Safe + Secure:** Make walking in Portland safe and secure for everyone.
2. **Comfortable + Inviting:** Provide a comfortable, inviting, and connected pedestrian network that supports walkable neighborhoods and helps make great places.
3. **Equitable + Inclusive:** Make Portland walkable and accessible for all, no matter who you are or where you live.
4. **Healthy people + Environment:** Increase walking in Portland as a means of achieving improved health outcomes for all people and for the environment.

IV. Plan Objectives (“understand what it takes to get there”):

Objectives are specific statements of action that support achieving the goals. Objectives help assess incremental progress toward advancing the broader outcomes expressed in the vision and goals.

Once the big, broad ideas of the vision and goals are channeled into objectives that offer a practical, workable approach, their strategies and action items provide the basis for a workplan. Performance measures provide a means of tracking progress along that workplan.

PedPDX objectives:

	Safe + Secure	Comfortable + Inviting	Equitable + Inclusive	Healthy People + Environment
Complete and maintain a Priority Pedestrian Network that promotes and encourages walking for people of all ages, languages, and abilities, and connects people to their essential daily needs	X	X	X	X
Commit to funding pedestrian network improvements in the Priority Pedestrian Network	X	X	X	X

	Safe + Secure	Comfortable + Inviting	Equitable + Inclusive	Healthy People + Environment
Support the City's Vision Zero commitment to eliminate traffic-related deaths and serious injuries	X	X	X	X
Protect the public safety and personal security of people walking	X	X	X	X
Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations to reduce disparities in access to safe pedestrian facilities	X	X	X	X
Make walking in Portland a joyful experience that helps people connect with their community	X	X	X	X

Deferred Strategies (to be discussed as part of "Toolbox"):

- Promote education and enforcement for the safety of all road users
- Considerate design of streets and public spaces (to increase public safety and personal security)
- Partner with other agencies and City bureaus as a means to advance the wellbeing and personal security of vulnerable communities as they use Portland transportation infrastructure
- Ensure all Portlanders have safe pedestrian connections to transit
- Implement new and creative transportation solutions / alternative designs to complex problems
- Prioritize investment in centers and along corridors to promote healthy lifestyles in every neighborhood
- Prioritize investment in safe routes to school to promote healthy lifestyles in every neighborhood