2. MISSION, VISION, GOALS, & OBJECTIVES
The PedPDX mission, vision, goals, and objectives guide every aspect of the Plan. This framework provides a critical foundation for the Plan’s needs analysis, prioritization criteria, implementing strategies and actions (the “toolbox”), and performance measures. Each of these plan elements ties directly back to the foundational mission, vision, goals, and objectives.
The mission, vision, goals, and objectives were developed with the project’s guiding committees, as well as feedback from the Walking Priorities Survey. The PedPDX Community Advisory Committee (CAC) completed a “PedPDX vision, goals, and objectives exercise” early in the planning process, with core themes emerging from that exercise. 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 mission, vision, goals, and objectives were reviewed and refined by the PedPDX Technical Advisory Committee (TAC), made up of partner agency, bureau, and department technical specialists. The drafts were then brought to the City of Portland’s Pedestrian Advisory Committee (PAC) for additional feedback and refinement, and then further refined once again by the PedPDX CAC.

How does this shape PedPDX?

Figure 10 shows how PedPDX recommendations are shaped by the Plan’s mission, vision, goals, objectives, strategies, and action items. The overarching mission and vision inform a set of goals that are supported by a series of objectives. The objectives are achieved through strategies and action items. Together, these components provide the basis for PedPDX’s analysis of network needs, development of prioritization criteria, and the implementation toolkit.

Building from this work, the performance measures in Chapter 7 circle back and provide a way to answer the question “Are we achieving our objective?” The following section describes the Plan’s mission, vision, goals, and objectives in more detail.
Figure 10: The overarching mission and vision inform a set of goals that are supported by a series of objectives. The objectives are achieved through strategies and action items.
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 work plan. Performance measures provide a means of tracking progress along that work plan.

The following mission, values, goals, and objectives inform all of the recommendations included within PedPDX.
PedPDX Mission

Through PedPDX, the City of Portland affirms walking as a fundamental human right and the most fundamental means of transportation.

PedPDX ensures walking is a safe, accessible, and attractive experience for everyone in Portland by putting pedestrians at the forefront of City policy, investments, and design.

PedPDX Vision

Portland is a great walking city for all.

PedPDX Goals

• **Equitable + Inclusive**: Make Portland walkable and accessible for all, no matter who you are or where you live.

• **Safe + Secure**: Make walking in Portland safe and secure for everyone.

• **Comfortable + Inviting**: Provide a comfortable, inviting, and connected pedestrian network that supports walkable neighborhoods and strengthens community.

• **Healthy People + Environment**: Increase walking for transportation and recreation in Portland as a means of achieving improved health outcomes for all people and for the environment.
PedPDX Objectives

**HISTORIC UNDERINVESTMENT**
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.

**CONNECT TO DAILY NEEDS**
Complete and maintain a Pedestrian Priority Network that encourages walking for people of all ages, cultures, and abilities, and connects people to their essential daily needs.

**FUNDING**
Commit to funding pedestrian network improvements in the Pedestrian Priority Network.

**VISION ZERO**
Support the City’s Vision Zero commitment to eliminate traffic-related deaths and serious injuries.

**PUBLIC SAFETY**
Protect the public safety and personal security of people walking.

**JOYFUL EXPERIENCE**
Make walking in Portland a joyful experience that helps people connect with their community.
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