

Vision without Action is Hallucination

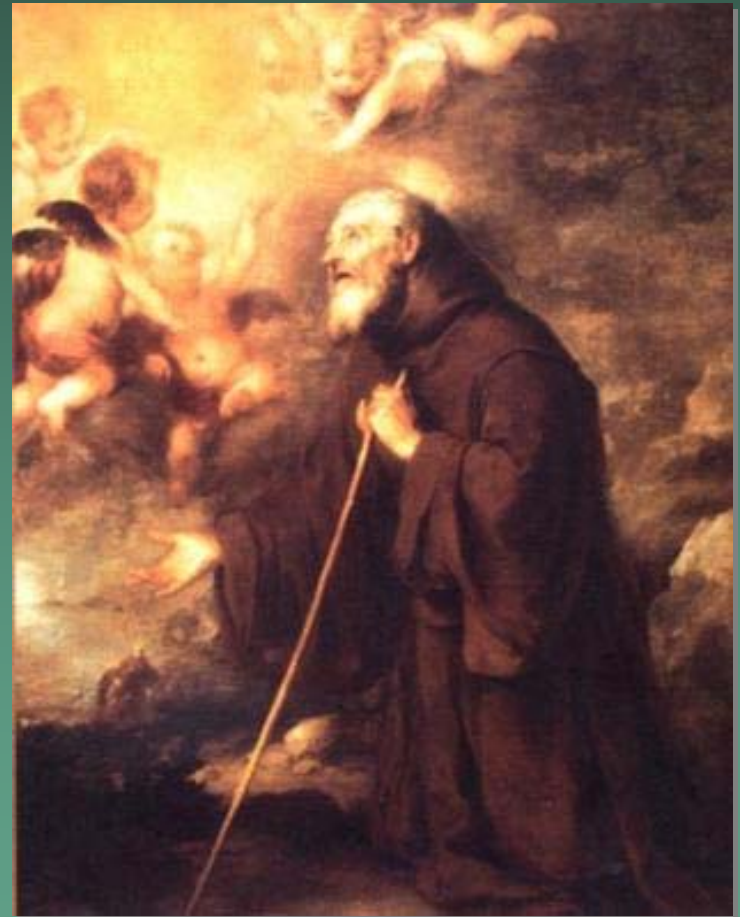
John Fregonese

www.frego.com



Vision

What is Vision?



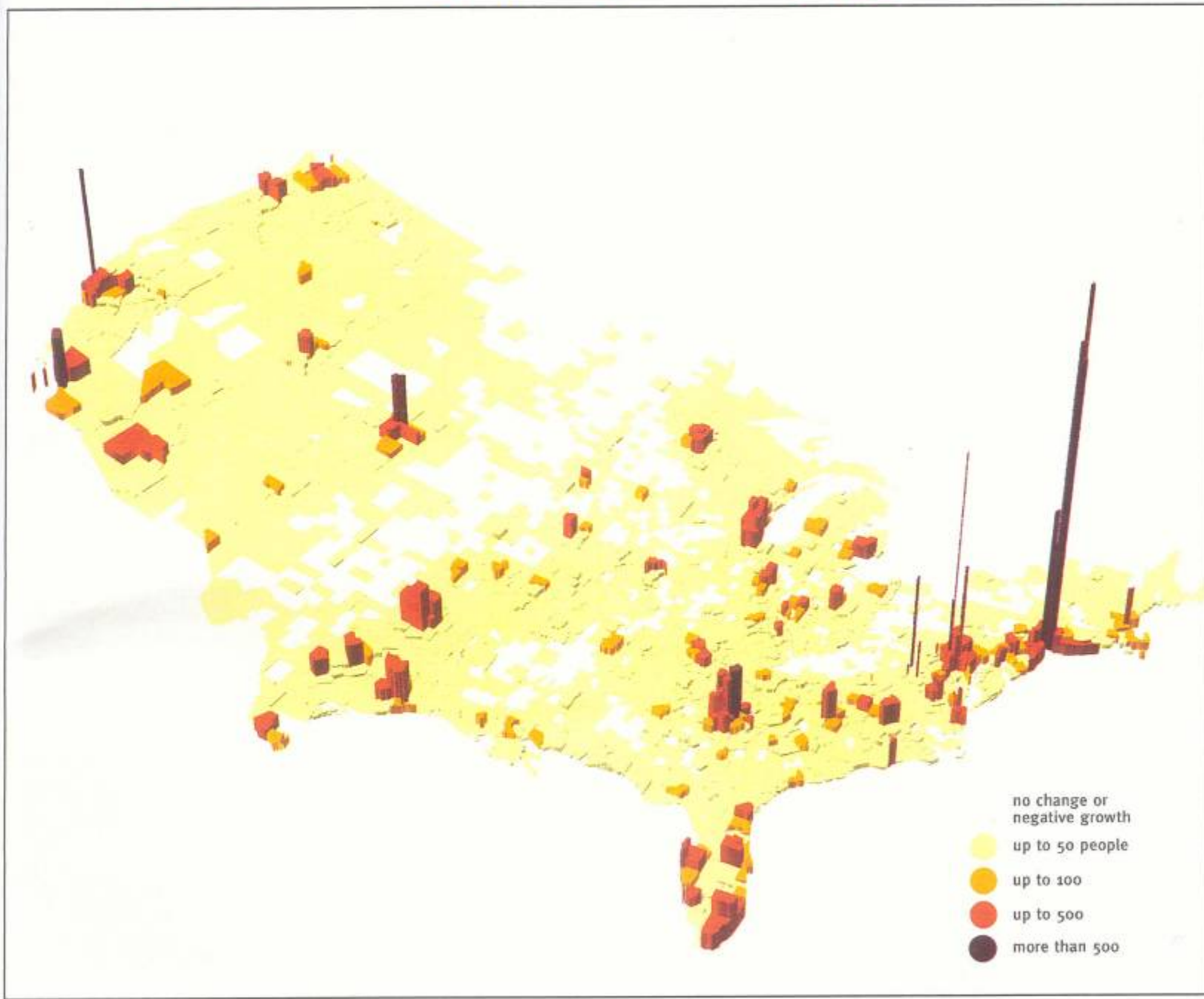
What is Vision?



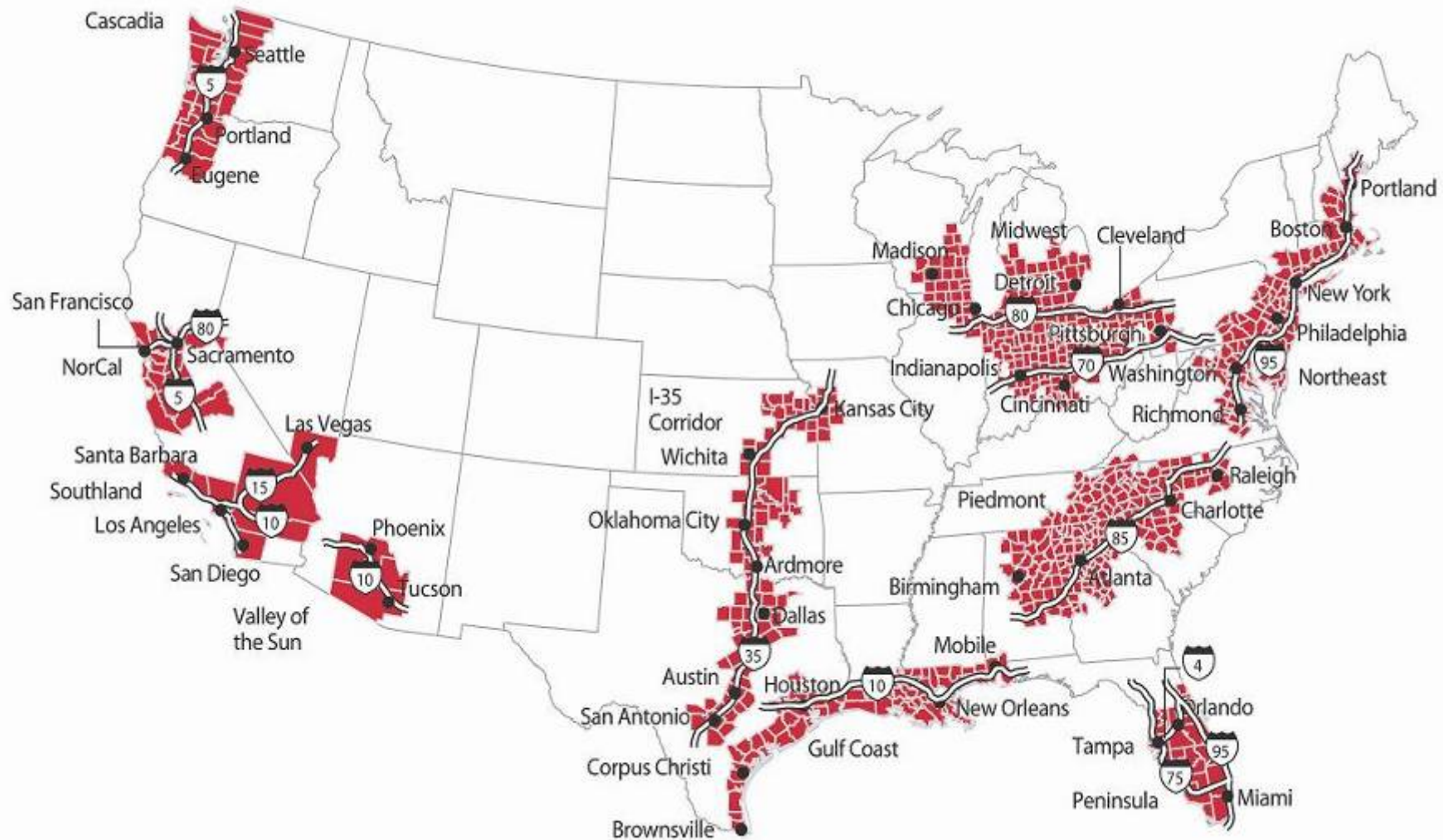
Regions are Shaped by Strong Forces

- Growth
- Demographics
- Economics
- Global Trends

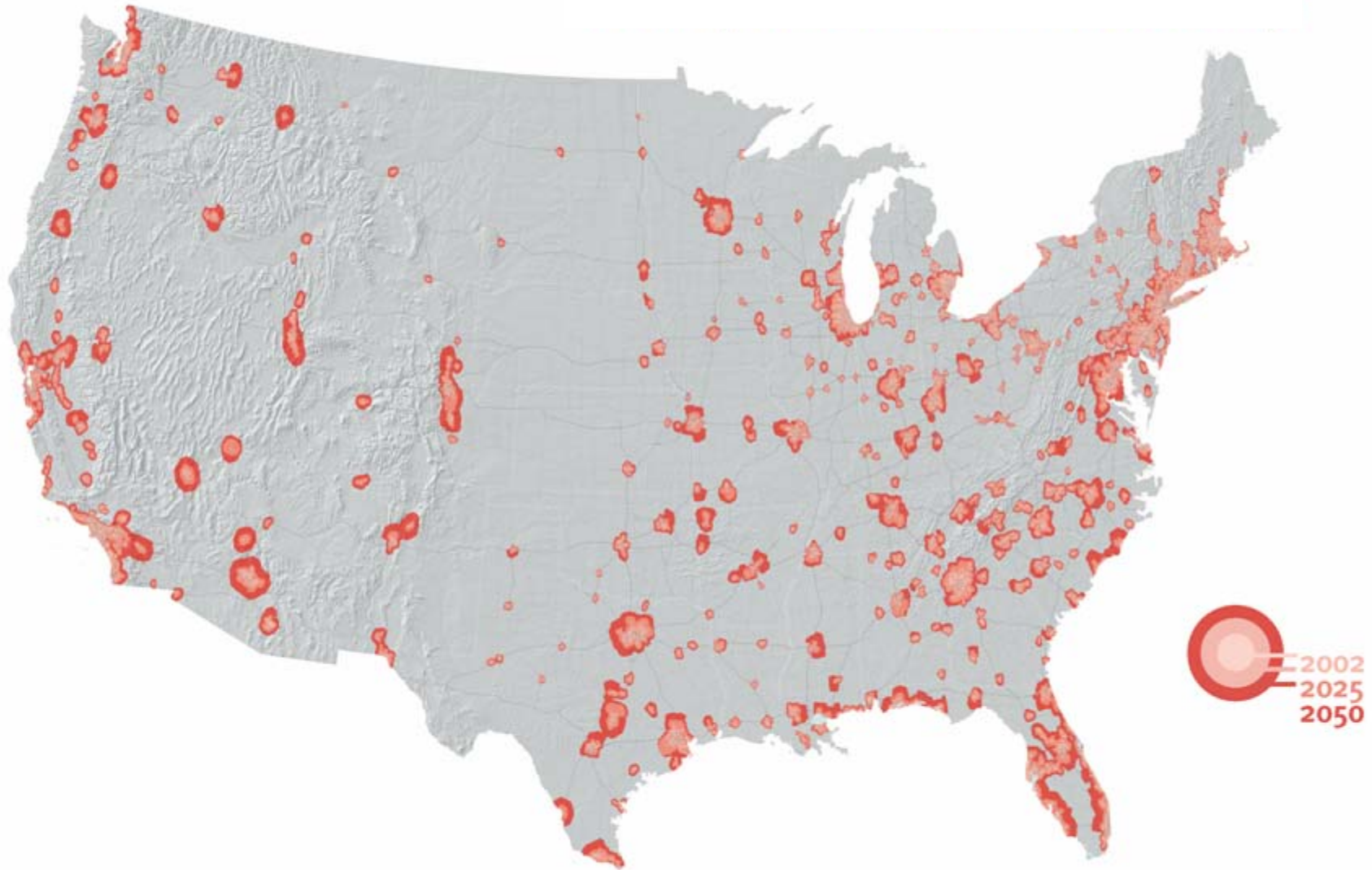
Population Change per square mile, 1990-2000 (by county)



Megapolitan Regions

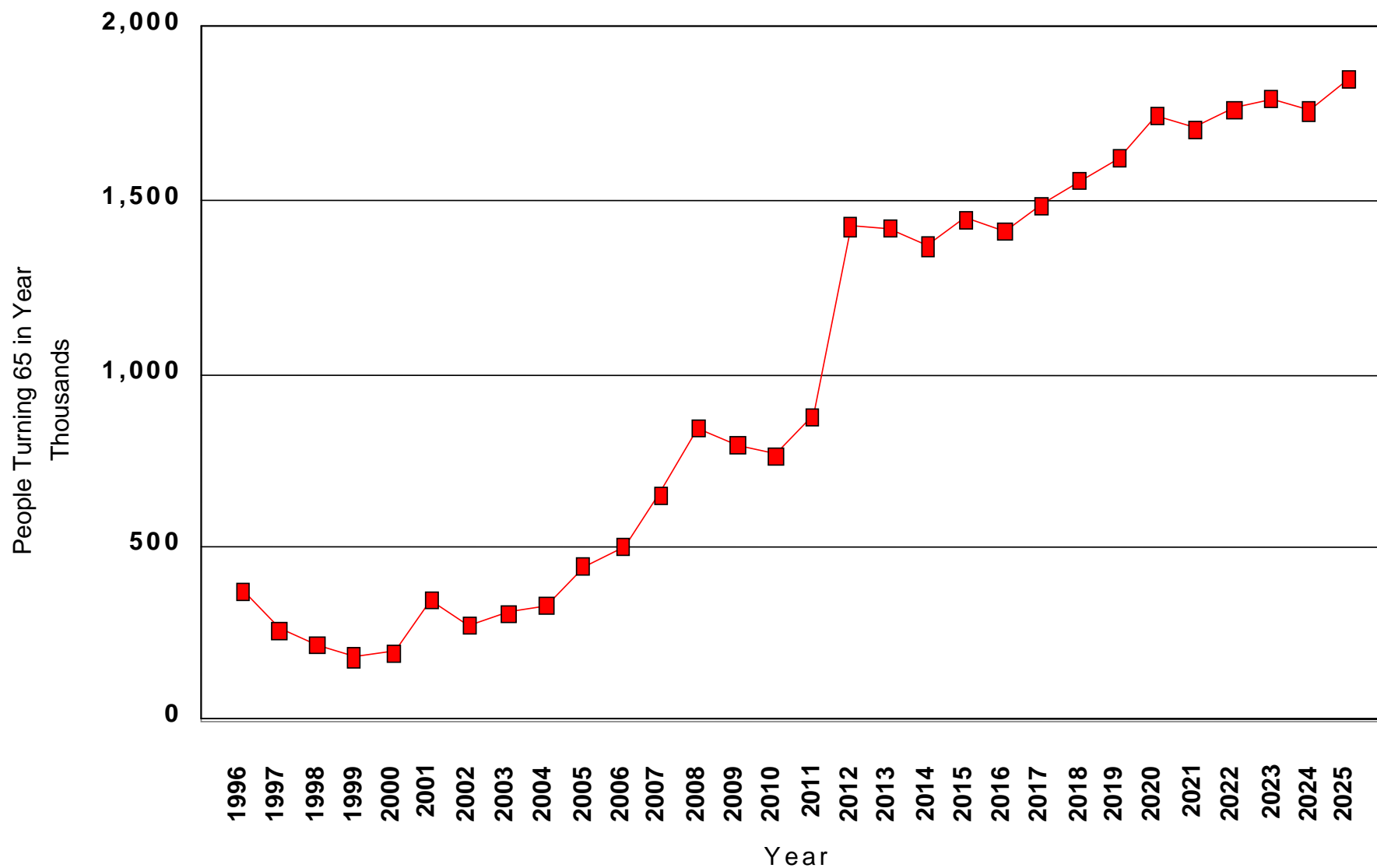


Metropolitan Growth 2002-2050



Map: University of Pennsylvania

People Turning 65 Annually 1996-2025

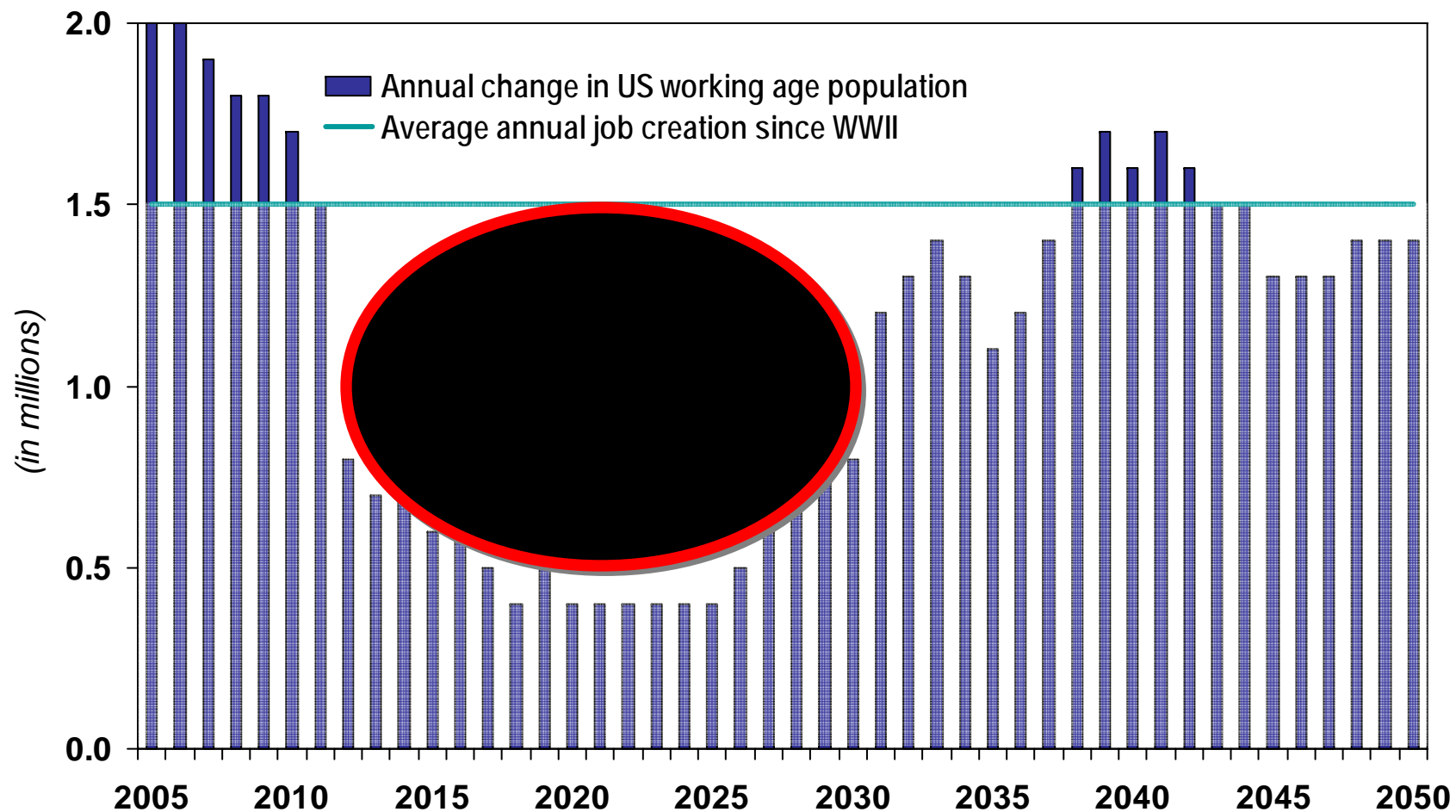


Growth in Households without Kids

<u>Household Type</u>	<u>Share</u>
With Children	12%
Without Children	88%
<i>Single-Person</i>	34%

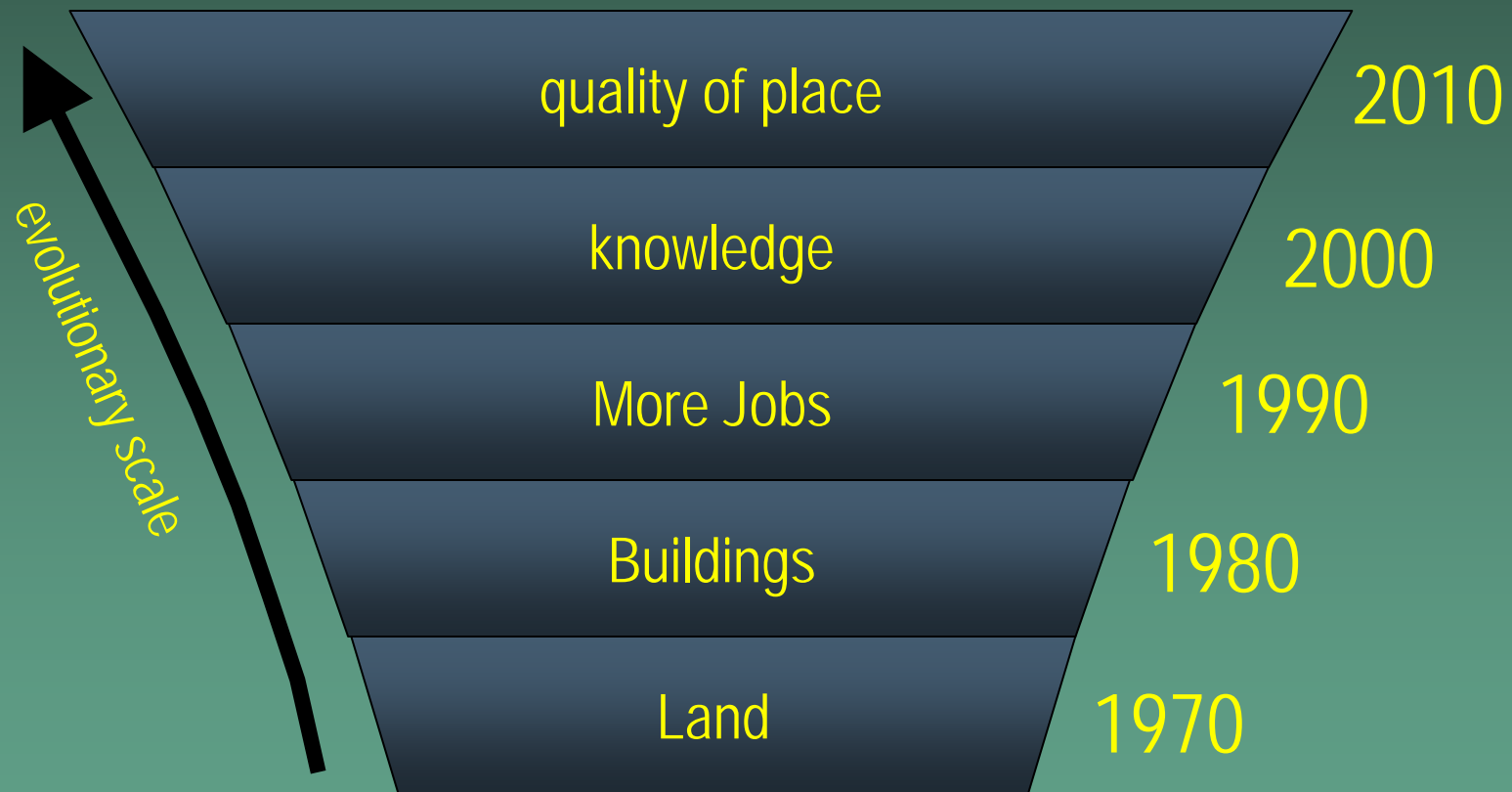
Source: Adapted and extrapolated by Chris Nelson from Martha Farnsworth Riche, *How Changes in the Nation's Age and Household Structure Will Reshape Housing Demand in the 21st Century*, HUD (2003).

Approaching labor shortages



Source: TIP Strategies; US Bureau Labor Statistics; US Census Bureau

evolution of ED goals





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Oil falls after nearing \$110

Crude prices dip on lower crude consumption forecasts after rising to another trading record in six of seven sessions.

Last Updated: March 11, 2008: 11:05 AM EDT

SINGAPORE (AP) -- Oil prices fell after setting another record Tuesday as report showed crude consumption for the year would come in less than previously forecast.

Light sweet crude for April delivery surged to a new record of \$109.72 on the New York Mercantile Exchange before falling after the International Energy Agency cut its forecasts for crude consumption this year. In morning

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Slippery oil politics



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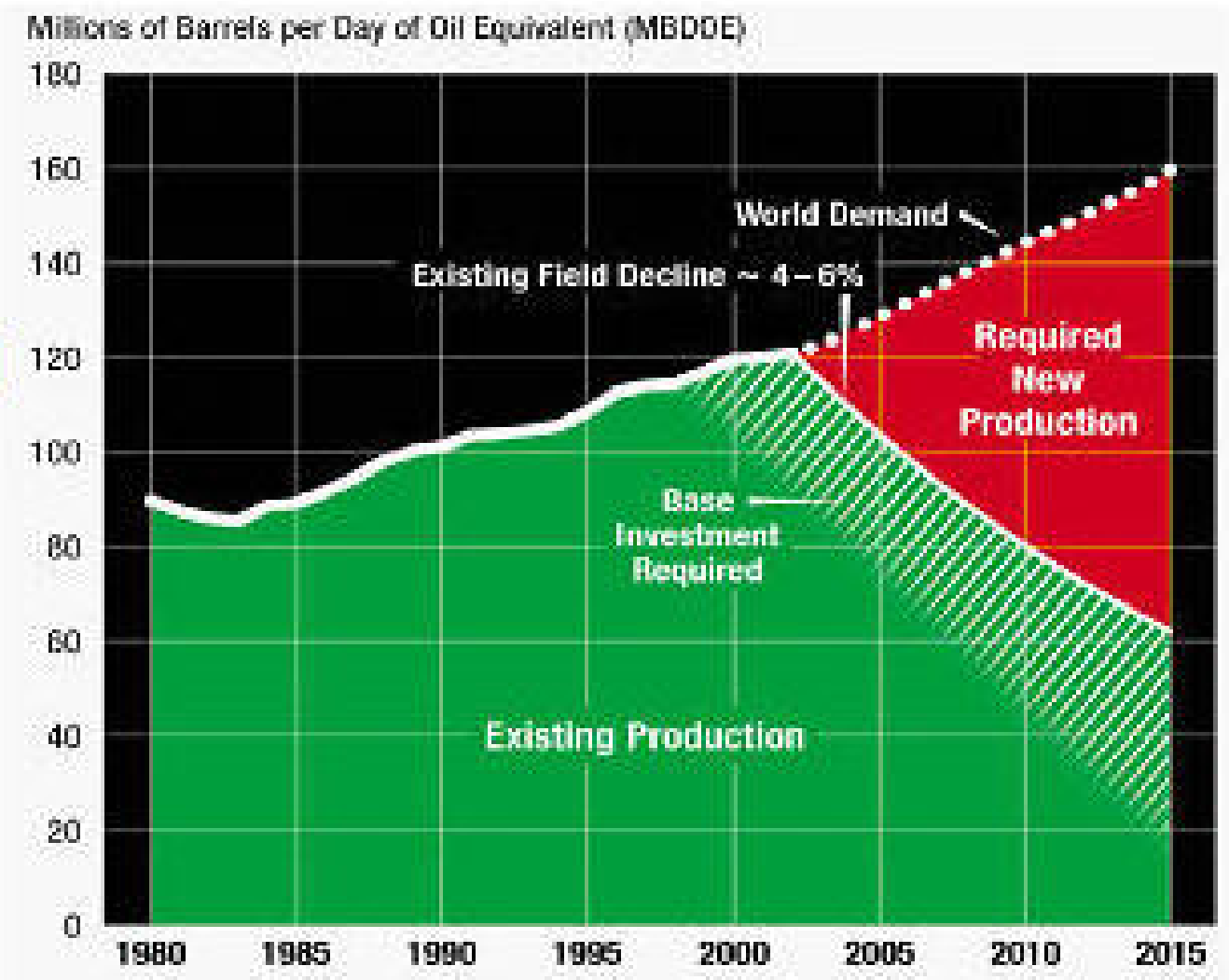
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1. Fed rally keeps raging
2. The risks of buying into the bond market
3. Fed pumps \$200 billion into financial markets
4. Recession? What recession?
5. Bear Stearns skids on analyst comments

You are talking to Craig.

Oil Demand-Production Cross-Over

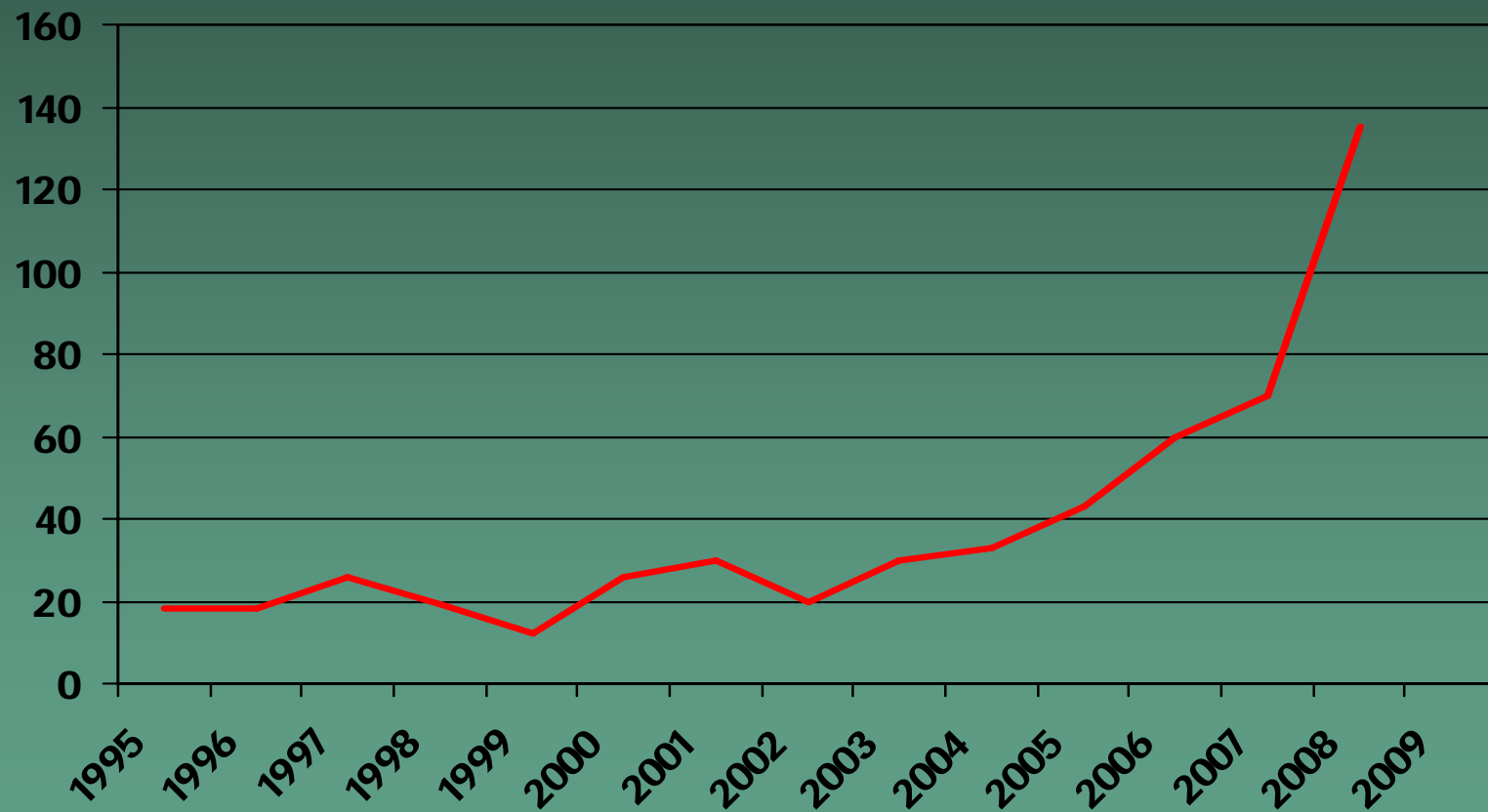
The red portion represents demand short fall
Result: oil prices go through the roof...



Exxon-Mobil Report, Oct. 2004

What We Can Expect?

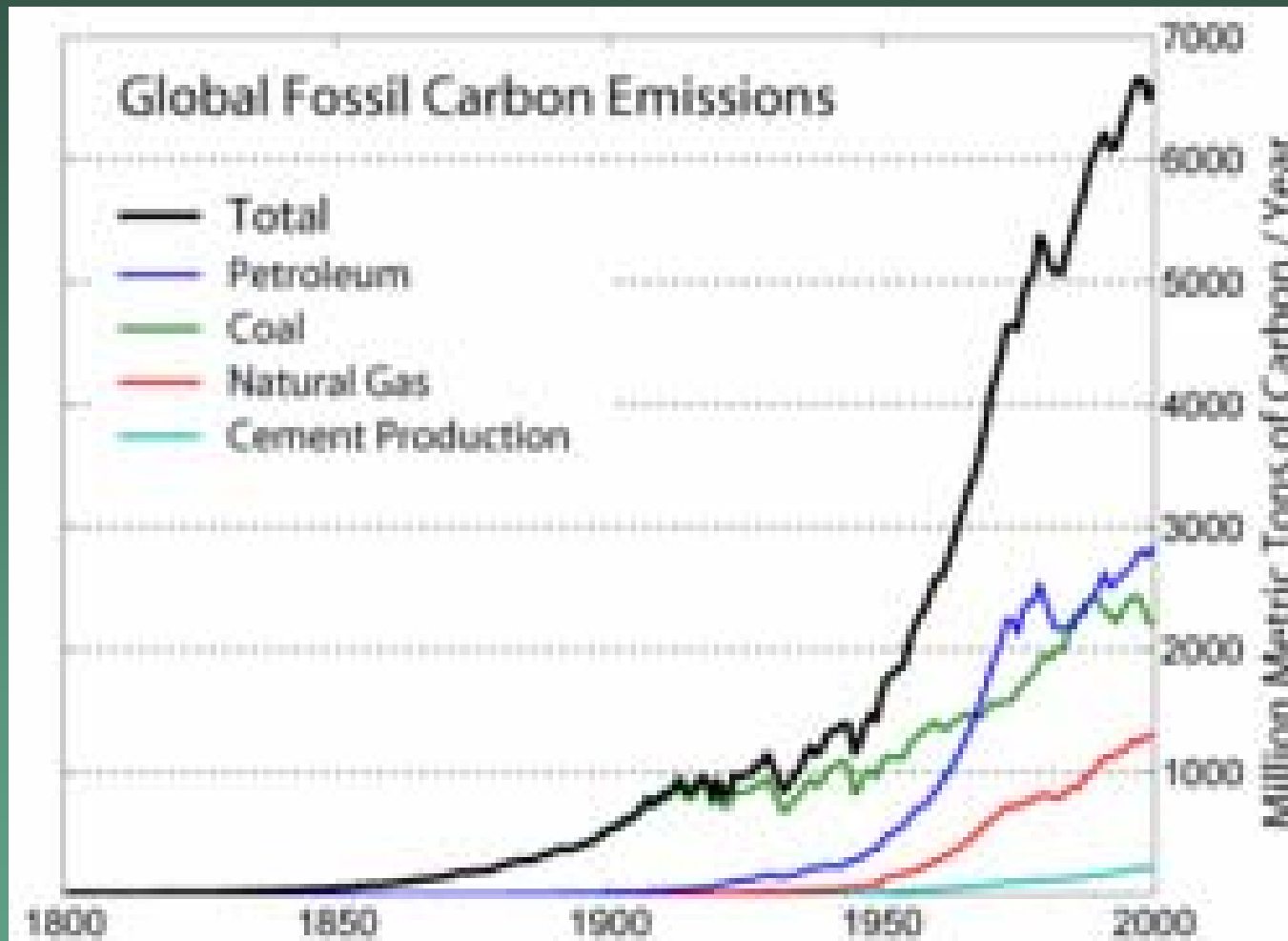
Oil costs will continue to rise



What About Climate Change?



Carbon Emissions continue to rise



The future will not be like the past, nor the present



Demographic Shifts

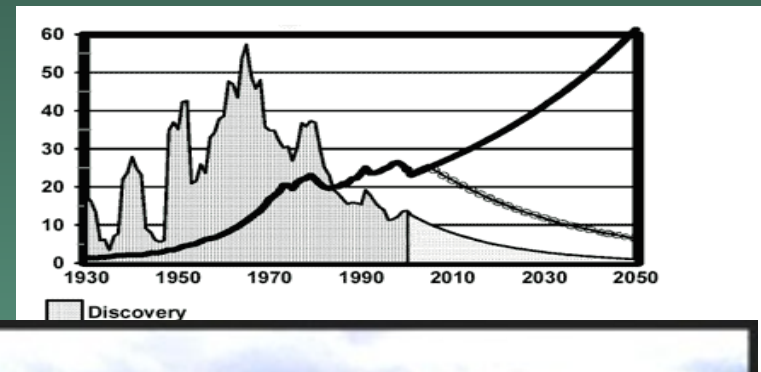
- Growth concentrated in 55+ ages and 15-34 – Different housing demand
- These shifts will result in more multi family and mixed use growth.



What We Can Expect?

Oil costs will continue to rise

Concern for climate change will lead to scrutiny of carbon emissions



There will be pressure to increase land use efficiency



Many Communities will compete to be great places to live & work



Trends

Strong forces will put a premium on:

- 1. Energy efficient, sustainable communities**
- 2. Places Attractive to Workforce**
- 3. Effective Transportation**
- 4. Great Livability**
- 5. More Options for Travel, Housing Shopping, and Work**

The Emerging American Vision



The logo features a large, light blue swoosh that curves from the top left, under the text, and extends to the right. The text "Chicago Metropolis" is in a bold, italicized, black serif font. Below it, the year "2020" is written in a white, italicized, sans-serif font inside a green oval. At the bottom, the tagline "One Region. One Future." is in a black, sans-serif font.

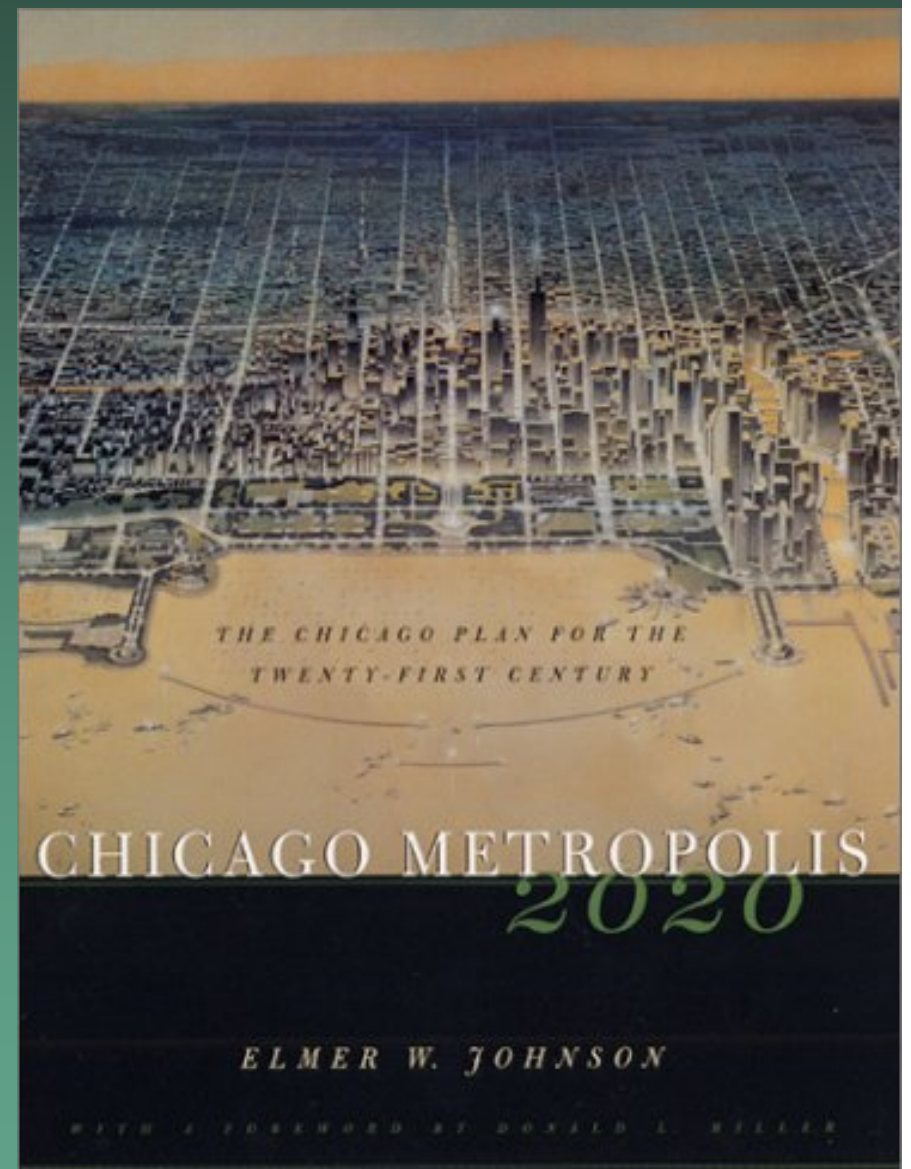
Chicago Metropolis

2020

One Region. One Future.

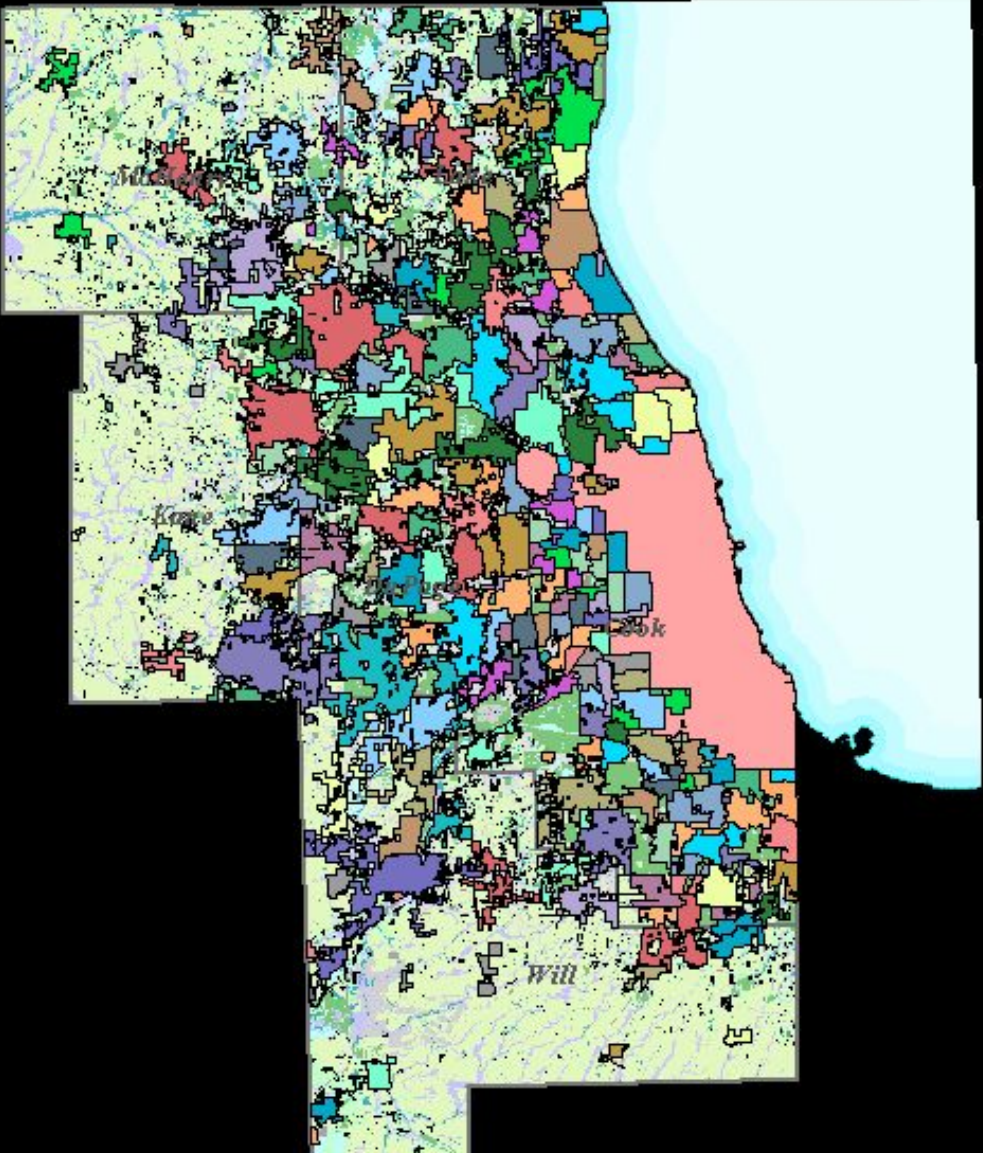
Chicago Metropolis 2020

- Created by the Commercial Club of Chicago
- Follows in the tradition of Daniel Burnham
- Goal: A Region that will attract investment and create jobs.



Chicago Plan of 1909



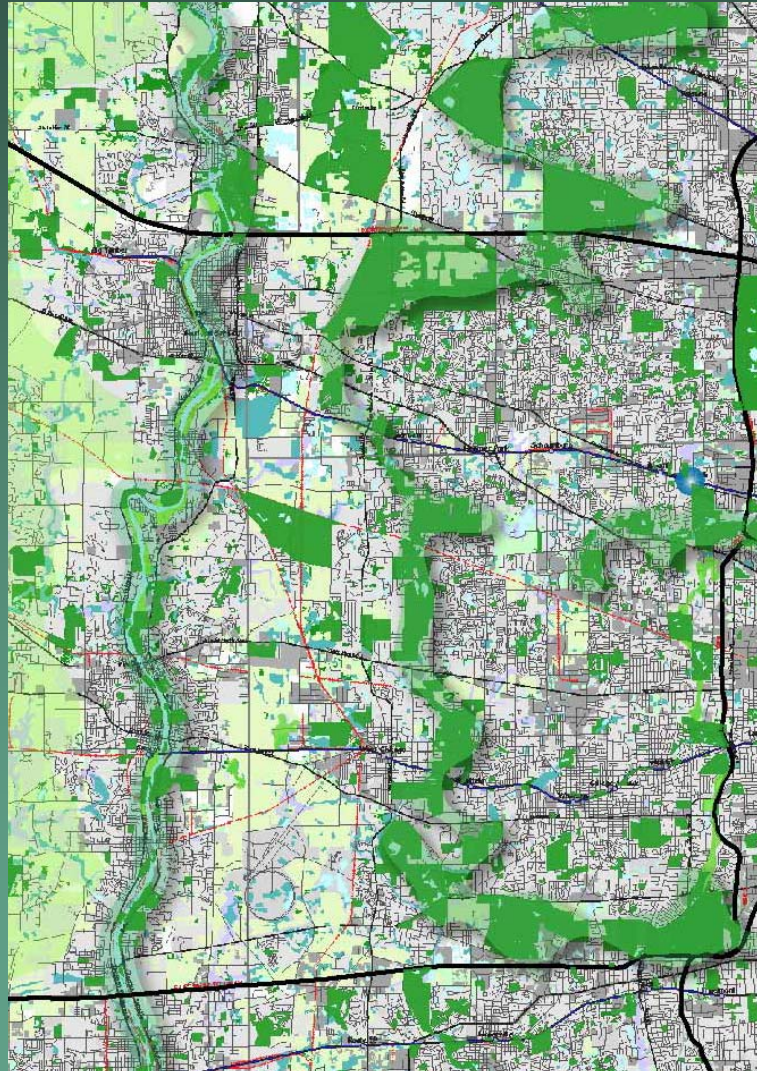


Developing an Alternative Plan for the Chicago Region



Insert whole
region map of
bright
greenways,
cartoon effect
Include Ag

Nature's Metropolis



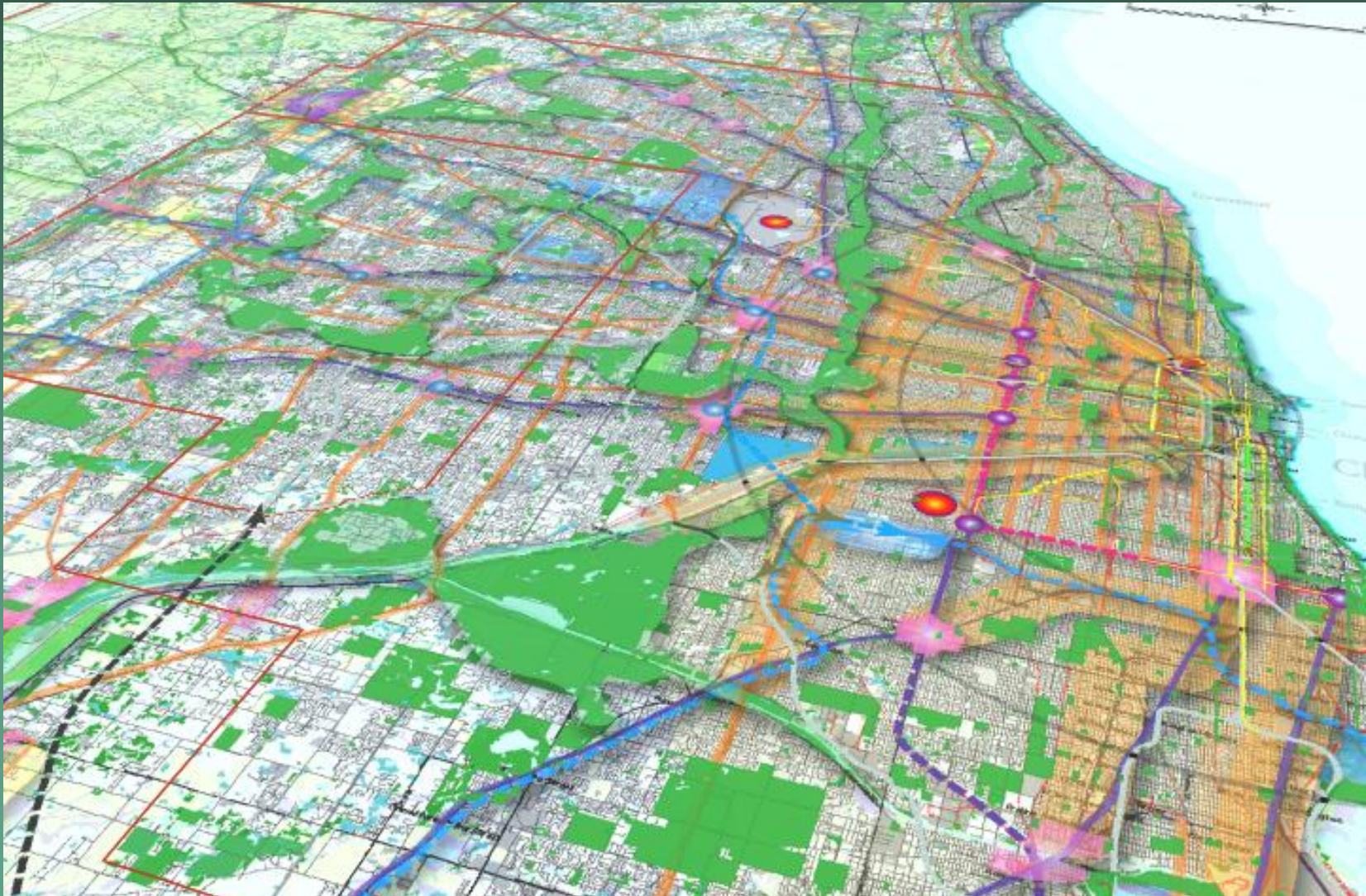
Key Concepts: Regional Cities



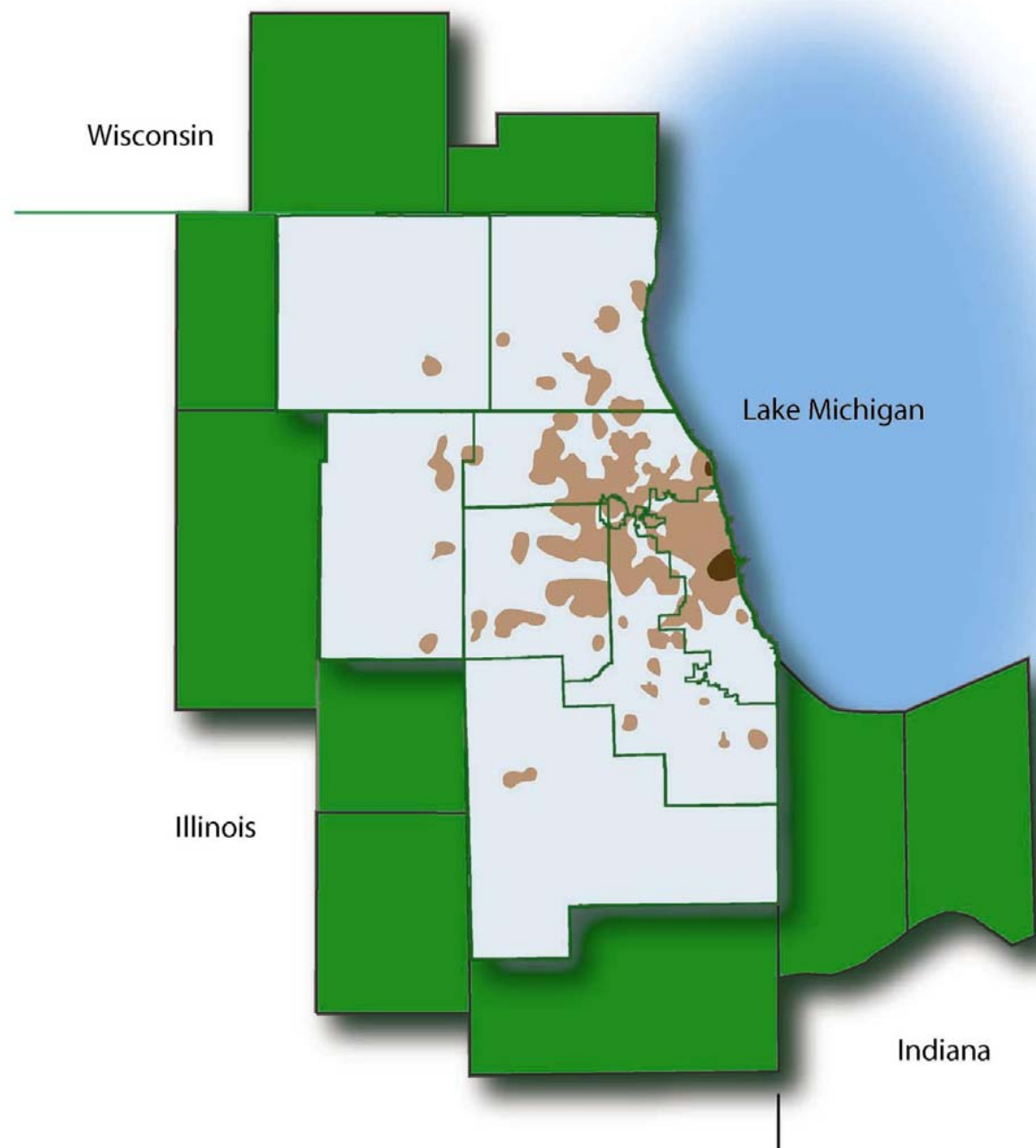
Key Concepts: A Rich Life for Everyone



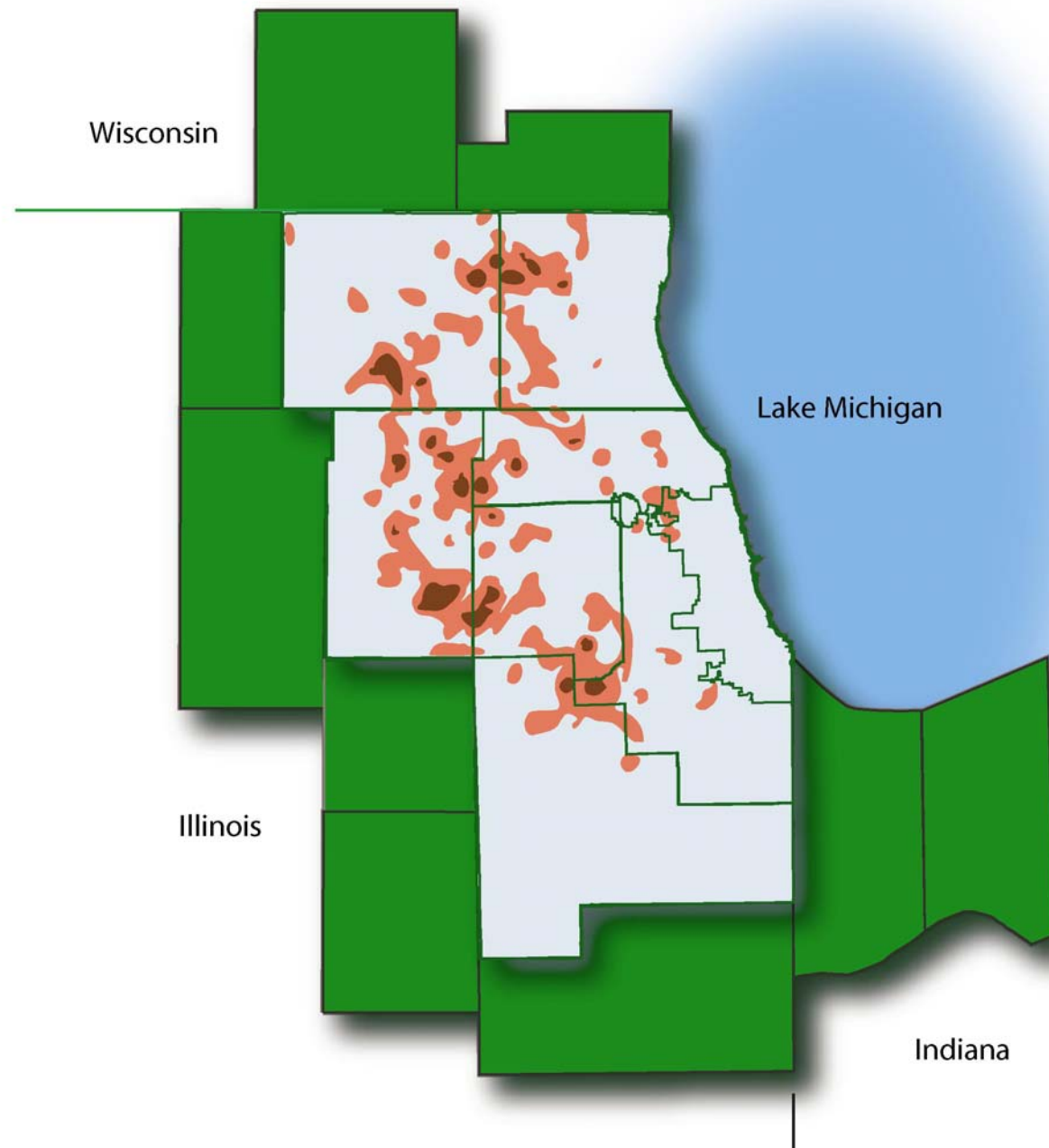
Key Concepts: The Plan of Chicago Legacy



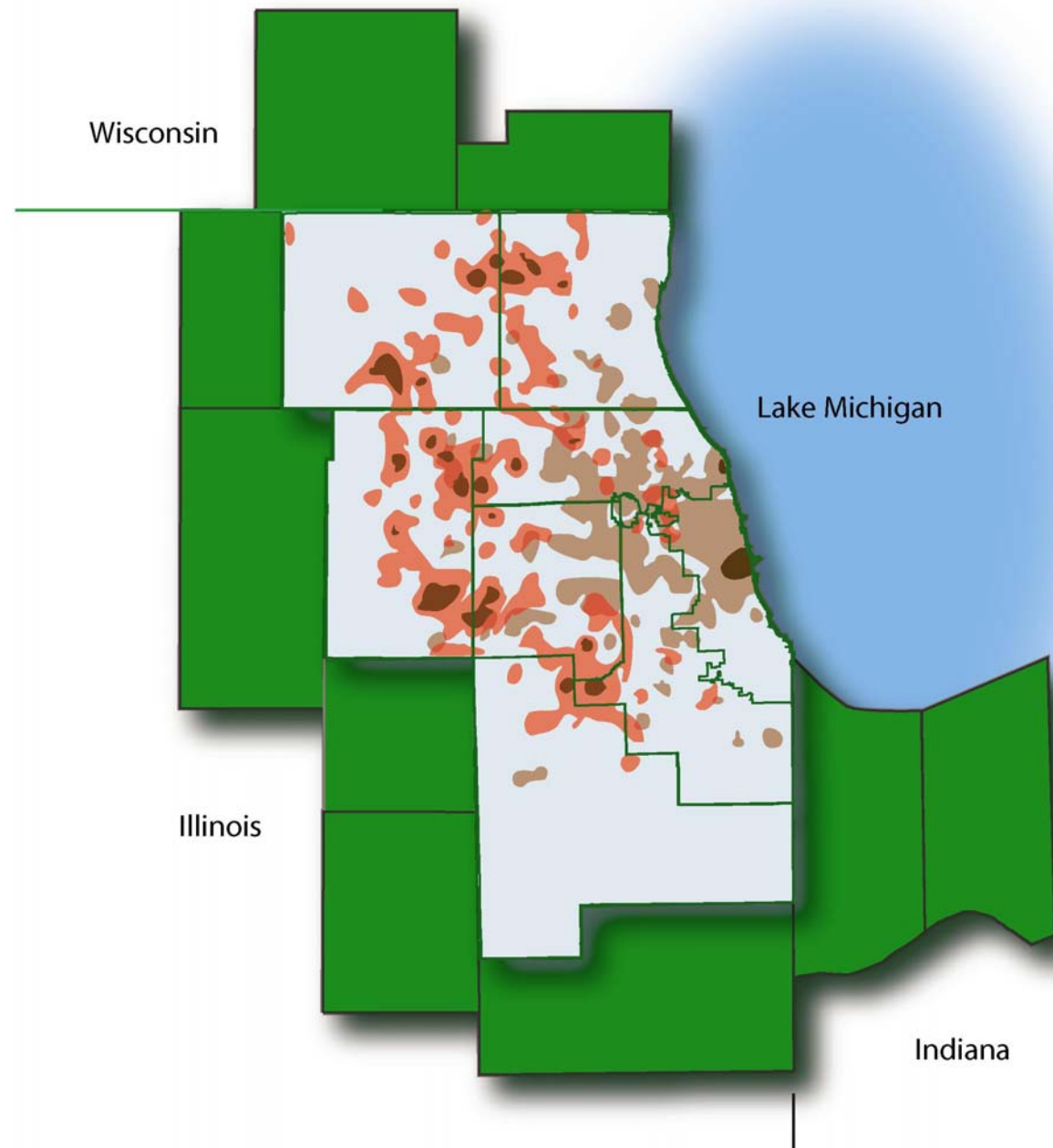
Where Jobs Are (2000)



Housing Increase (1990-2000)

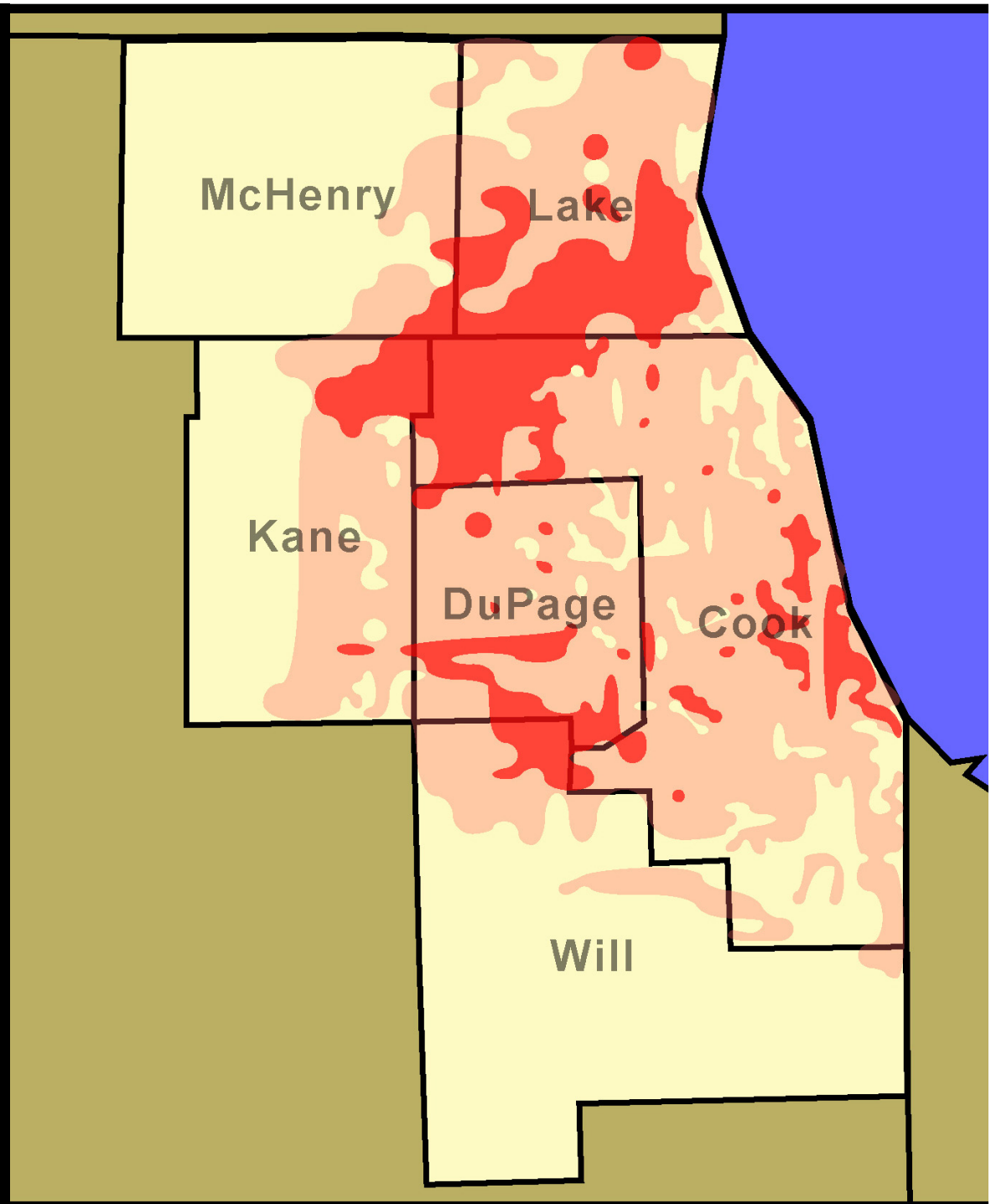


Jobs/ Housing Mismatch (1990-2000)

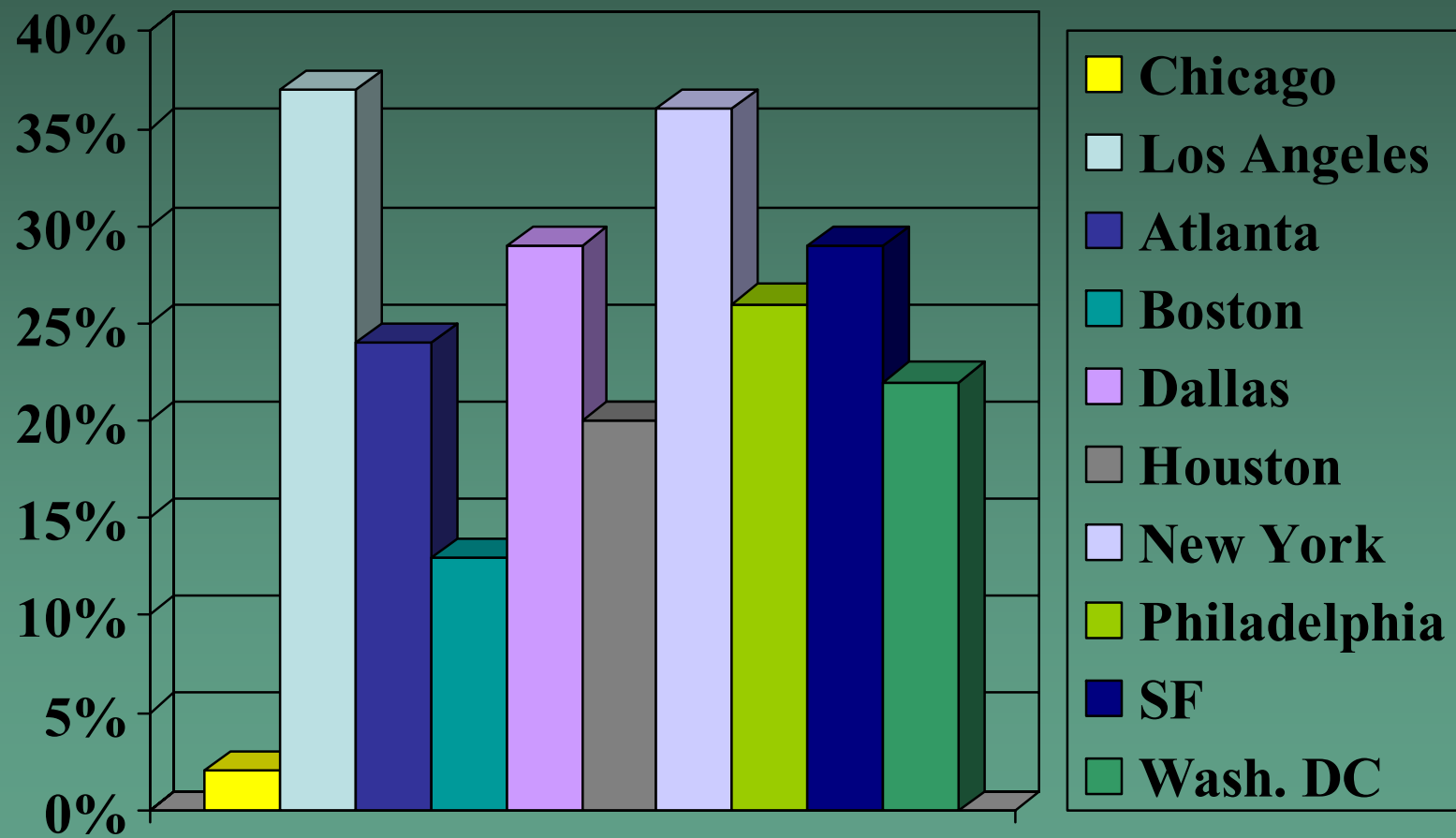


Road Congestion 2030

Business as Usual



New Occupied Housing, % Rental



King Harris





Metropolitan
Mayors
Caucus



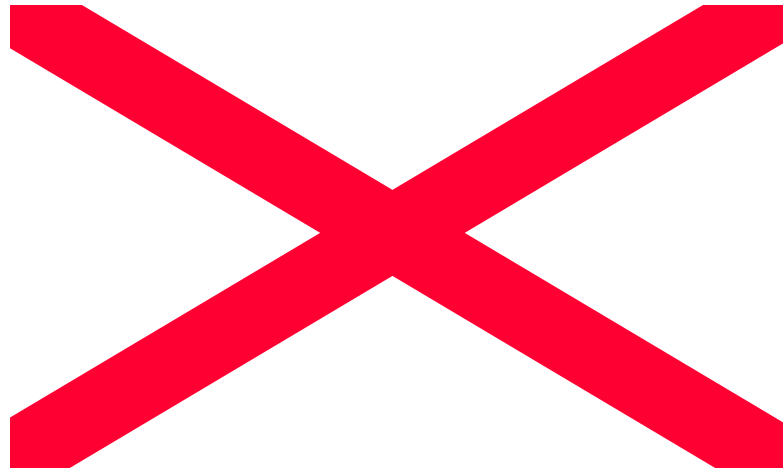
Homes for a Changing Region

A Collaboration Between the
Metropolitan Mayors Caucus and
Chicago Metropolis 2020

Lake County Municipal League + Gurnee



Gurnee: Supply vs. Demand







Greater Wasatch Area



The Premise of Envision Utah

- The “public” has the right to choose its future—public officials should serve that vision
- The “public” will make good choices if presented with real options

Workshop #1

Where to Grow?

- What areas should be off limits?
- What areas are options for growth?
- How much land will be needed for future generations?



PUBLIC AWARENESS EFFORTS

Television, Radio and Newspaper



Let's start today creating more regional public transportation choices

*that will help maintain quality of life for us,
our children and grandchildren*

MORE INFO TODAY
CHANNEL 5 - 11:30 A.M.

More Choices for people from every walk of life

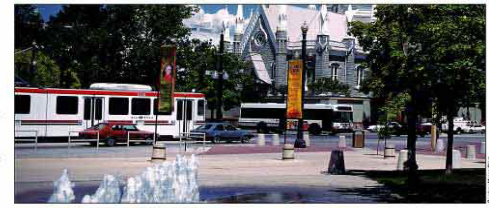
While most of us will continue to drive automobiles, the region will benefit from a more convenient and reliable public transportation system that will give us all more choices and options, more freedom and mobility, and provide more opportunities for people from every walk of life to get to and from work, shopping and recreation. A system can include commuter rail, light rail, lower cost self-powered rail, private vans and buses, and more bus routes with more frequent service. Your locally elected officials have developed a long-term region-wide plan to create a balanced public transportation system that will accommodate residents throughout the Greater Wasatch Area, but additional funds and citizen involvement will be necessary.

Investing today saves money

A region-wide public transportation system is a key Envision Utah strategy, which as part of a package of strategies, can help preserve our quality of life and can save the region 4-1/2 billion dollars over the next 20 years, as well as reduce personal transportation costs to those using the system.

Opportunities will be lost and expenses will go up if we fail to move forward now

With the addition of another million people by 2020, land will become more scarce and places to build new roads or rights of way for public transportation will become more expensive and difficult to find. Increasing the capacity of rail transit is more cost effective and uses less land than adding additional lanes to our roads and highways. Developing a region-wide public transportation system can help take the pressure off critical lands we wish to preserve.



Cars, buses, & rail modes of our future transportation

Benefits the economy and quality of life

The benefits go beyond transportation choices. Developments for housing, shopping, work, recreation and cultural amenities can economically and aesthetically enhance key sites adjacent to public transportation routes. Communities that provide convenient and reliable public transportation exhibit a vitality that gives them a competitive edge in capturing economic development and in attracting and retaining businesses and workers. A region-wide public transportation system also benefits non-riders by reducing the increase of congestion and time spent in traffic, resulting in more time to spend with family and friends. In addition, it helps reduce mobile emissions released, which will help keep Utah's air clean.



Passengers boarding commuter rail

It's up to you!

Learn more
about these
and other
Envision Utah
strategies
today
11:30 A.M. ON
KSL/CHANNEL 5



Facts and Information

Envision Utah's Quality Growth Strategy through the year 2020

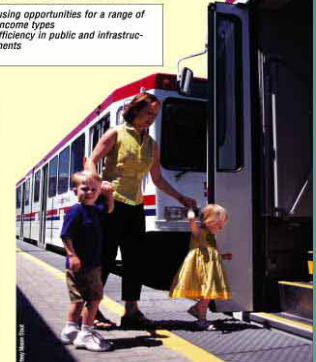


Foundation Centers and Critical Land

- Population Centers
- Critical Lands
- Public Land & Bureaucratic Areas
- Farmland
- Wilderness & Rangeland
- Designated Area

ENVISION UTAH'S QUALITY GROWTH STRATEGY IDENTIFIES SIX PRIMARY GOALS

- Increase mobility and transportation choices
 - Enhance air quality
 - Preserve critical lands
 - Conserve and maintain the availability of water resources
 - Provide housing opportunities for a range of family and income types
 - Maximize efficiency in public and infrastructure investments
- The Wasatch Front Regional Council and the Mountain West Association of Governments (MWAG) have adopted the Quality Growth Strategy (QGS) as a long-term regional public transportation system.
- The implementation of Envision Utah's Quality Growth Strategy, which includes providing a region-wide transportation system, will reduce total infrastructure costs by \$4.5 billion over the next 20 years. This translates into a \$0.5 billion savings in both regional and sub-regional roads, approximately \$0.5 billion savings in regional water, an additional investment of \$1.5 billion in public transportation projects, and \$2 billion in savings in other infrastructure costs. Quality Growth Strategy (QGS) was developed by the Governor's Office of Planning and Budget.
- In a poll conducted in Salt Lake, Davis, and Weber Counties, 90% of residents favor the expansion of the public transportation system, including the expansion of light rail, building commuter rail, increased bus service, van-pooling and ride-sharing. (Salt Lake and Davis County, July 10-22, 2000)
- Envision Utah's Quality Growth Strategy shows that through the implementation of a region-wide public transportation system, accompanied by changes in land use patterns, 171 square miles less land will be converted to urban use over the next 20 years compared to baseline projections. This also allows for the preservation of 116 square miles of agricultural land.
- According to information gathered from the Wasatch Front Regional Council, once a facility is in place, either rail or highway, it costs approximately 20% of the total capital costs to double the capacity of the rail transit, but costs 100% of the total capital costs to double the capacity of the highway.
- Some \$2.4 billion worth of investment has occurred along the Portland-Medford line since the decision to build. (U.S. Dept. of Transportation, Portland, Oregon, September, 1998)
- A 1989 Texas Transportation Institute Report on congestion-related tolls between 1980 and 1984, the Salt Lake Area experienced the greatest growth in congestion in the country. Since 1980, congestion of Utah roads has increased by over 50%.
- QGS's transportation modeling for Envision Utah's Quality Growth Strategy resulted in a reduction in vehicle miles traveled of 2.4 million per day. At the same time, average speeds increased by 12.0%, commute times declined by 0.2%, travel time increased by 0.7%, and total emissions were reduced by 3.5 percent, a total of 83 tons per day due to a reduction in mobile emissions of 7.3 percent. This reduction is a result of more transit use, shorter trip times, and higher average peak speeds.



Envision Utah Keeping Utah beautiful, prosperous and neighborly for future generations
Paid for with private funds by the Coalition for Utah's Future, sponsors of Envision Utah

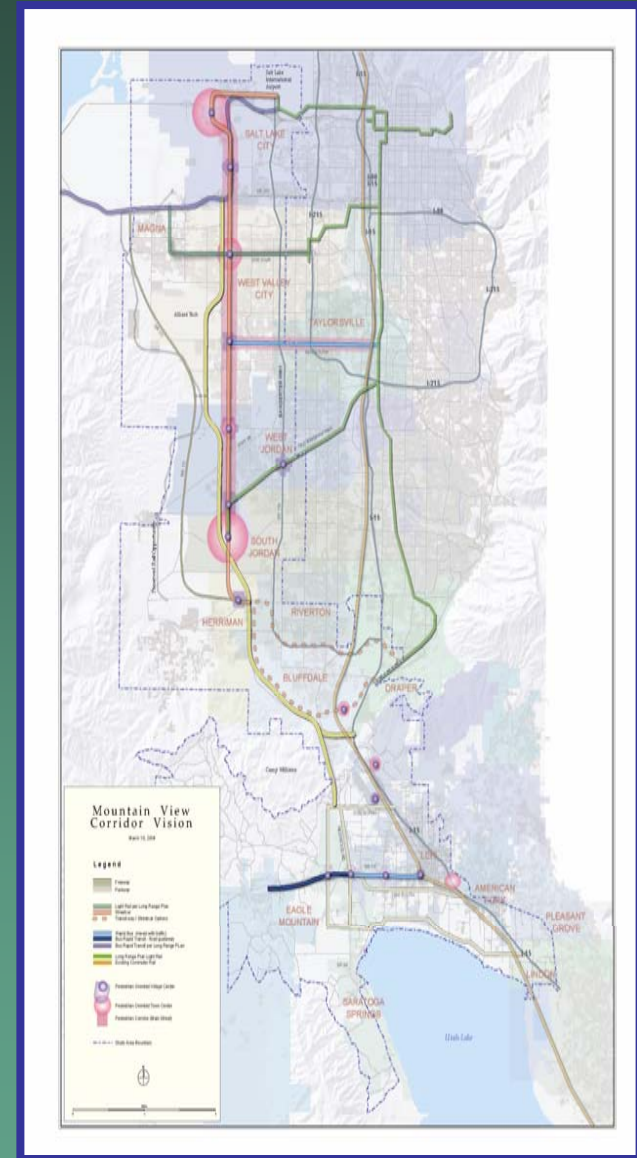
Behind the Scenes

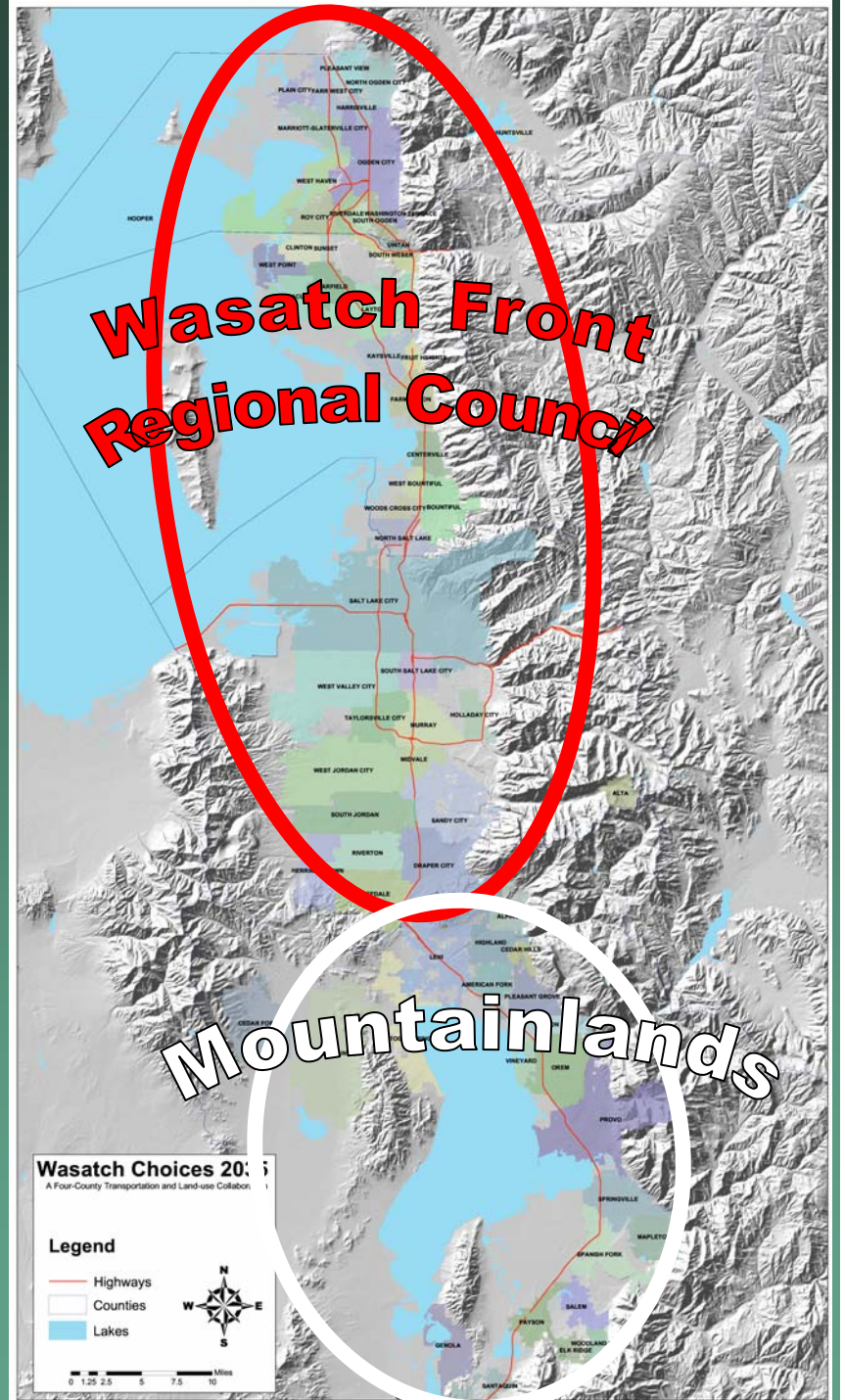
gaining support from key stakeholders

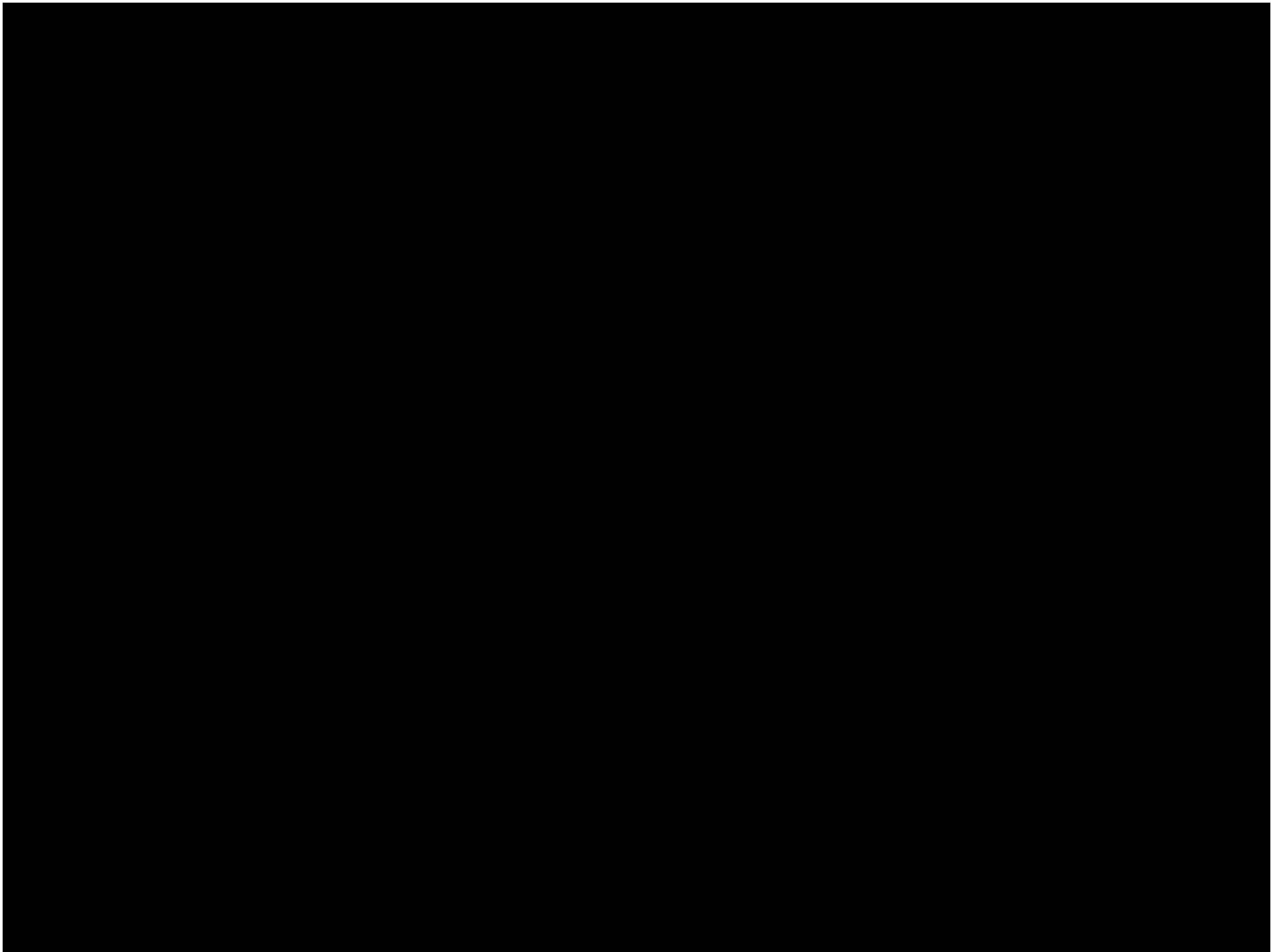


The Mountain View Corridor Vision

- 10 Jurisdictions signed
- 12 organizations endorsed
 - Including Sierra Club
- UDOT used the Vision as the official view of how growth might occur







Context

- Oregon's population is projected to grow from 3.4 million to 5.4 million between 2000-2040 (nearly 2 million new people)
- This population growth means the state could add about 800,000 housing units and 720,000 jobs

Lane County Forecasts

Lane	(county)
Urban	(housing needs model size)
323950	2000 Population
471511	2040 Population
66,667	Total Acres of Land in UGB

Rental Units

	2000 Units	2040 Needed Units	Increment
	61808	90246	28438

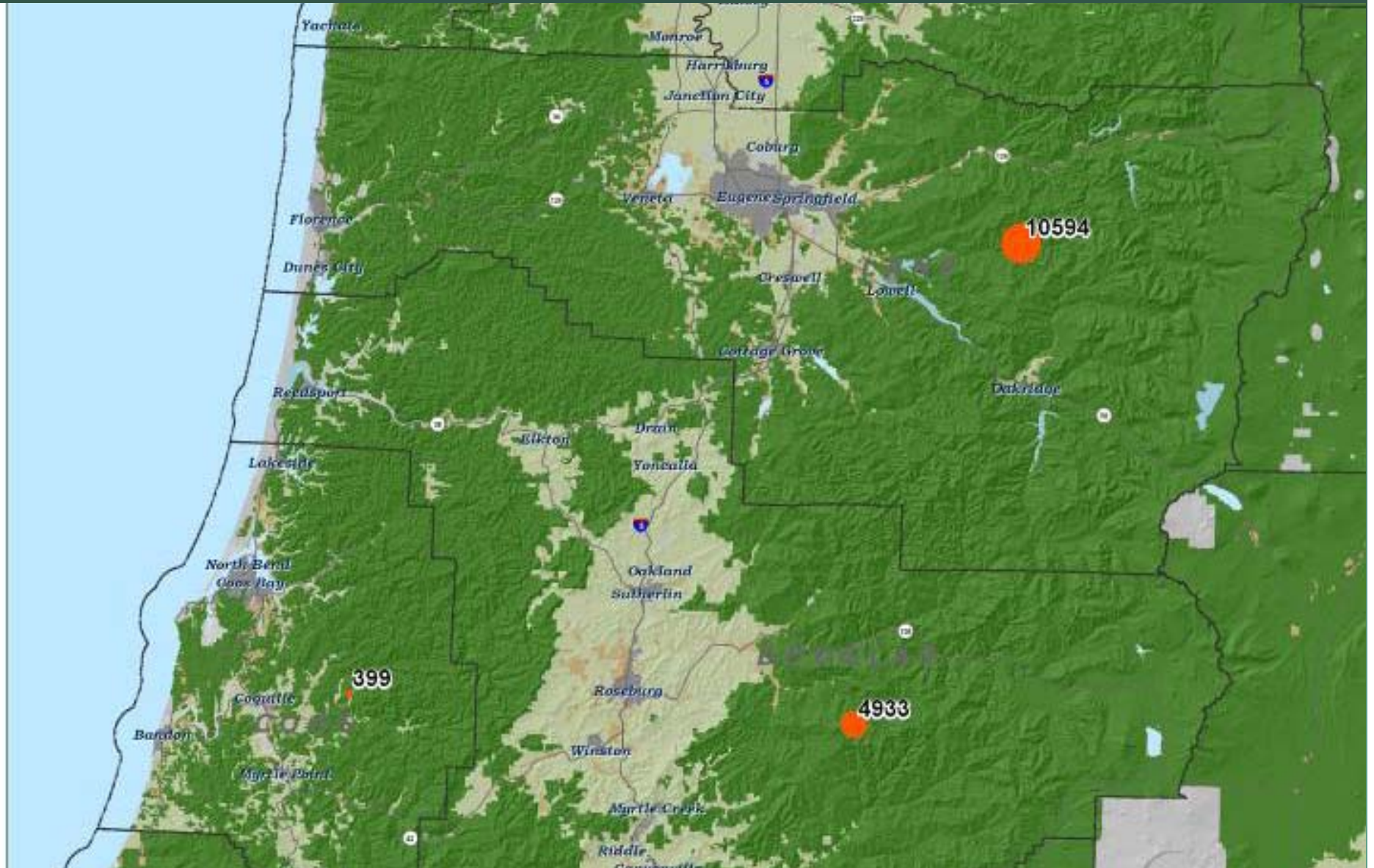
Ownership Units

	2000 Units	2040 Needed Units	Increment
	73820	108056	34236

Employment

	2000 Jobs	2040 Jobs	Increment
	143900	194700	50800

Lane County Land Demand





Bend, Oregon



Jacksonville, Oregon



Medford Oregon



- **Advantages:**
 1. Edge on OffSet the Intersection
 2. Traffic Signal / T-Intersections or Roundabout
 3. Smooth Street Realignment
 4. Joint Street (Parallel) Slipway Crossover with T-Intersect
 5. Suppressed Intersection Controls











Stakeholder Group Briefings June 2008





Task Force Members



**Ken
Bailey**



**David
Bragdon**



**Gretchen
Palmer**



**Mike
Thorne**



**Judie
Hammerstad**



**Cameron
Krauss**



**Jill
Gelineau**



**Nikki
Whitty**



**Steve
Clark**



**Wes
Hare**



Big Look Task Force's Charge

- The Oregon Legislature created the Big Look Task Force in 2005 with SB 82 (2005)
- The Task Force was tasked to:
 - conduct a comprehensive review of Oregon's planning system
 - make recommendations on land-use policy to the 2009 Legislature





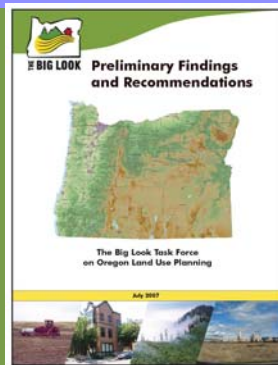
Timeline of Work

1 2006 - 2007



Background Research
Meetings

2 June 2007 -
October 2008



Preliminary
Recommendations &
Public Outreach

3 October 2008 –
January 2009



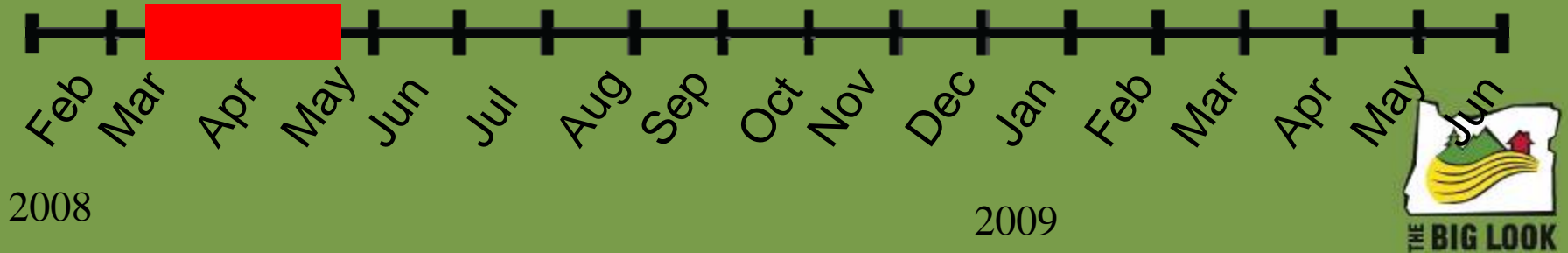
Public Involvement
Legislative
Liaison



Schedule - March/May 2008

Taskforce Recommendations March-May 2008

- Task force members create a small set of preliminary recommendations to be reviewed by stakeholders.
- The recommendations have potential to be turned into legislative action.

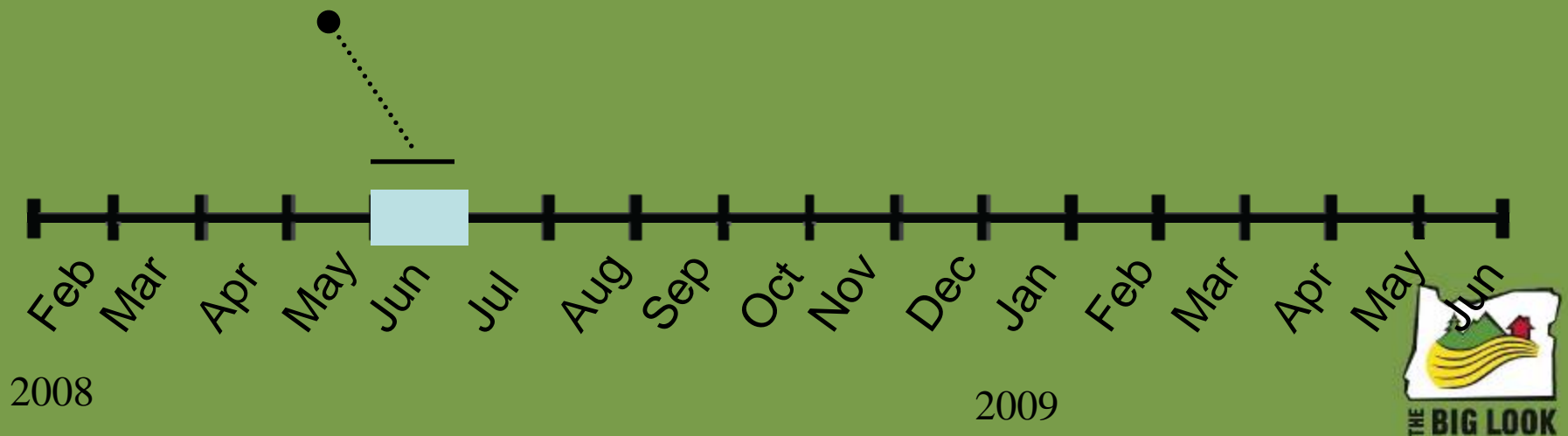




Stakeholder Outreach

June-July 2008

- Task Force members will discuss their preliminary recommendations with critical stakeholder organizations.
- The goal is to encourage stakeholder suggestions.

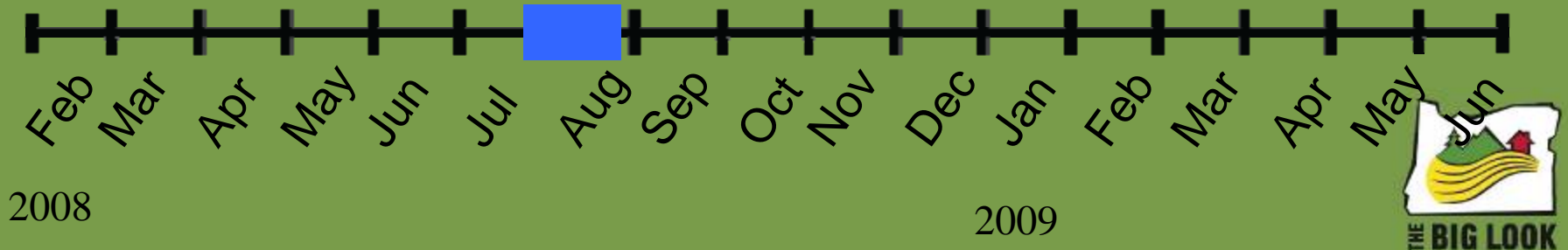




Schedule – July/August 2008

Fine Tune Recommendations July-August 2008

- With stakeholder input, the Task Force will develop more refined recommendations.
- Issue white papers will provide more detailed information.
- A set of clear choices will be presented to the public in September.



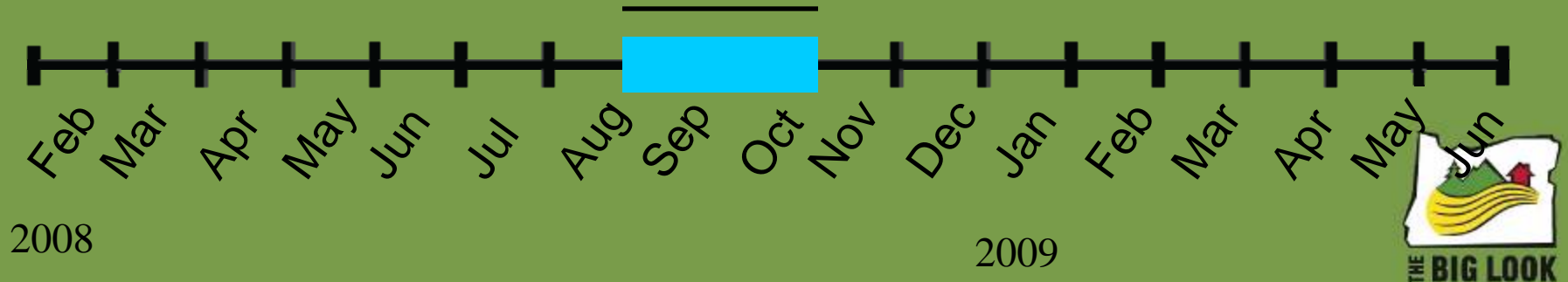


Schedule – Sept./October 2008



Large Scale Public Outreach August - October 2008

- Broad public outreach will be performed in an 8-week period in September and October 2008. Regional meetings, video, media outreach, newspaper inserts, and other methods will engage tens of thousands of Oregonians.





Overarching Principles

Economic Prosperity

**Healthy
Environment**

**Equity and
Fairness**

**Quality of Life and
Livable Communities**





Revised Preliminary Recommendations

- Resource Lands and Rural Areas
- Growth Management
- Governance
- Economic Prosperity
- Climate Change





Resource Lands and Rural Areas—background

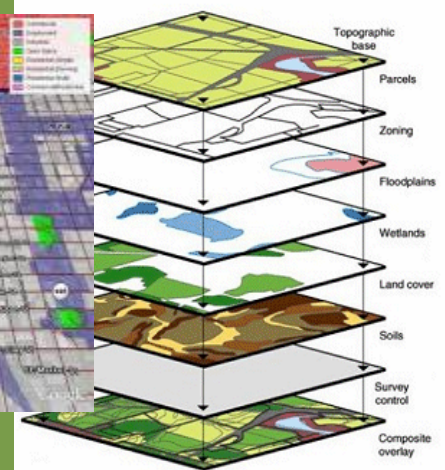
- Program defines land for farm and forest lands
 - 1970's: resource lands identified by soil maps, aerial observation, and analysis of parcels
 - 2008: computer-aided mapping, satellite photos, advanced technology available



1970's



2008





Resource Lands and Rural Areas—current problems

- No statewide depository of land use data
- Land not evaluated or protected for ecological value
- Program is complex, rigid, based on regulation
- Some classified lands offer little economic utility
- Rural zoning has very little nuance



THE BIG LOOK



Resource Lands and Rural Areas—recommendation

- Identify lands of statewide importance
- Use market-based tools in addition to regulation

A photograph of a forest scene. The foreground is covered in a thick layer of fallen, brown and yellow leaves. Several tree trunks, heavily covered in green moss, are visible, leaning at various angles. The background shows a dense canopy of green leaves, with some light filtering through. The overall atmosphere is quiet and natural.

Resource Lands and Rural Areas—recommendation

- Allow more flexibility for lands that are not of statewide importance



Growth Management—background

- 1.7 million more people expected by 2040
- Need to provide water, sewer, roads, transit, and other infrastructure
- Challenges of climate change, skyrocketing energy prices
- Need to invest in communities resilient to water shortages, flooding, sea level rise, and other consequences of climate change





Growth Management—current problems

- UGB expansion of 40K-120K acres (over 50 years)
- Large percentage of growth expected through infill – tens of thousands of acres
- Not enough focus on quality or character of communities
- Lacking tools to foster desirable urban patterns
- Public improvement financing not in place



An aerial photograph of a suburban neighborhood. In the foreground, there's a large, open, brownish field. To the left, there are several large, rectangular, light-colored structures, possibly warehouses or industrial buildings. The middle ground is filled with a dense residential area featuring many houses with dark roofs and some greenery. In the background, more houses and trees are visible under a clear sky. A semi-transparent black rectangular box is overlaid on the middle part of the image, containing white text.

Growth Management—recommendation

- Improve quality of life in urban places while making more room for people to live and work

An aerial photograph of a suburban neighborhood. In the foreground, there is a large, rectangular, brownish field, likely a brownfield site, with some sparse vegetation and a few trees. To the right of this field is a well-developed residential area with many houses and streets. To the left of the field are several large, industrial-looking buildings with flat roofs. In the background, there are more houses and trees, and a line of trees separates the foreground from the background.

Growth Management—recommendation

- Provide funding for infill development
- Target development of brownfield sites

An aerial photograph of a suburban neighborhood. In the foreground, there is a large, open, brownish field, possibly a construction site or undeveloped land. To the right, a well-developed residential area with many houses and streets is visible. In the background, there are more houses, some commercial buildings, and a line of trees. A semi-transparent black text box is overlaid on the middle of the image, containing the title and a bulleted list.

Growth Management—recommendation

- Expand urban and rural reserves
- Allow contingency planning
- Provide for "safe harbors"



Governance—current problems

- No regional variance or flexibility
- More complex and static over time
- Program not based on strategic planning
- No statewide GIS system in place



Governance—recommendation

- LCDC planning function



Governance—recommendation

- Reduce complexity and restore flexibility to state law



Governance—recommendation

- Build state resources to support local and regional planning
- Encourage regional collaboration



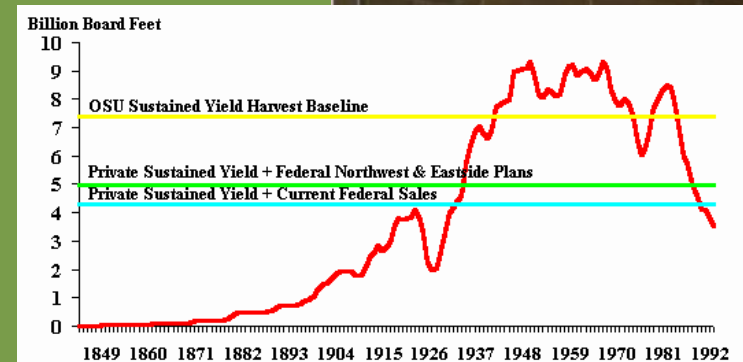


Economic Prosperity—background

- Timber a less dominant industry
- Diversified into high-tech, manufacturing, information technologies, with a strong agricultural component
- Some rural areas (i.e. timber towns) stagnant
- Industries evolve quickly to changing conditions



Oregon Timber Harvest





Economic Prosperity—current problems

- Program not nimble or balanced enough to deal with today's economy
- Conversion of industrial zoned land limiting overall large parcel supply
- Program does not adapt to changes in work force or facility needs



Economic Prosperity—recommendation

- Identify key economic land needs
- Develop “rapid response” process
- Expand certified sites program





Climate Change—background

- 2007 Oregon Legislature adopted targets:
 - 2010: arrest state GHG growth; measurable progress toward not exceeding 1990 CO₂ levels
 - 2020: 10% reduction below 1990 GHG levels
 - 2050: “climate stabilization”; 75% below 1990 levels



Oregon Strategy for Greenhouse Gas Reductions

Governor's Advisory Group On Global Warming

State of Oregon, December 2004



Climate Change—recommendation

- Establish benchmarks to reduce greenhouse gases
- Set targets for land use planning to reduce greenhouse gas emissions



Climate Change—recommendation

- Benchmarks should be developed by the Global Warming Commission.
- Create better analytical tools to predict carbon emissions.

Climate Change—recommendation

- Ensure investments support compact development
- Develop tools to evaluate climate impact





Climate Change—recommendation

- Develop “Best Practices”
- Provide technical assistance
- Help communities adapt to climate change

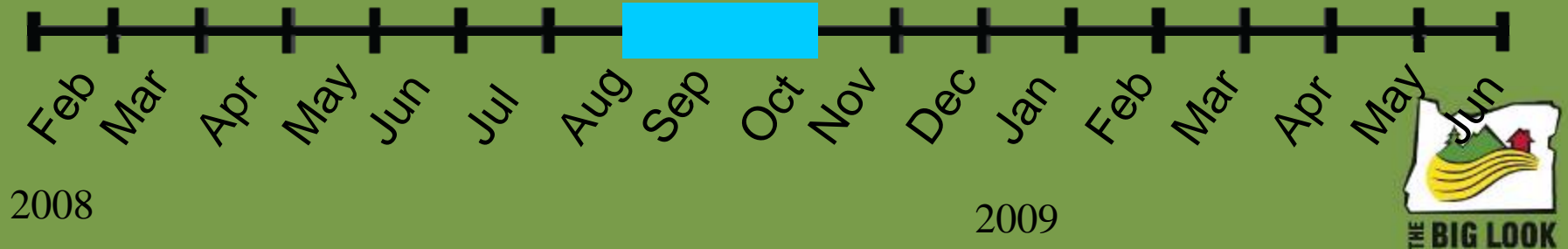


Schedule – Sept./October 2008



Large Scale Public Outreach August - October 2008

- Broad public outreach will be performed in an 8-week period in September and October 2008. Regional meetings, video, media outreach, newspaper inserts, and other methods will engage tens of thousands of Oregonians.



Newspaper Insert—fall delivery

- 12 pages full color
- 650,000 copies
- All newspapers in Oregon
- Tested by focus group
- Also a scientific survey at the same time





Video Insert—fall viewing

- Documentary montage
- 28 minutes
- Covers core issues and proposals
- Directs people to the website and insert
- Meetings in a Box





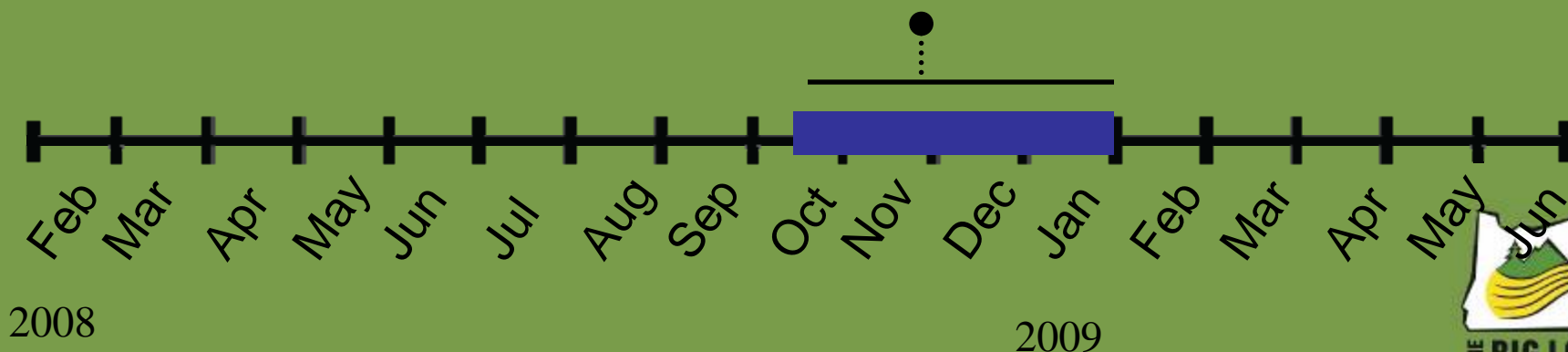
Schedule – October 2008/Jan. 2009

The Task Force will prepare final recommendations, including specific proposals to the Legislature as well as documenting the results of the outreach process.



Finalize Recommendations

October - January 2009





THE BIG LOOK