

# Vision without Action is Hallucination

John Fregonese

[www.frego.com](http://www.frego.com)



FREGONESE  
ASSOCIATES

*Vision*

# What is Vision?



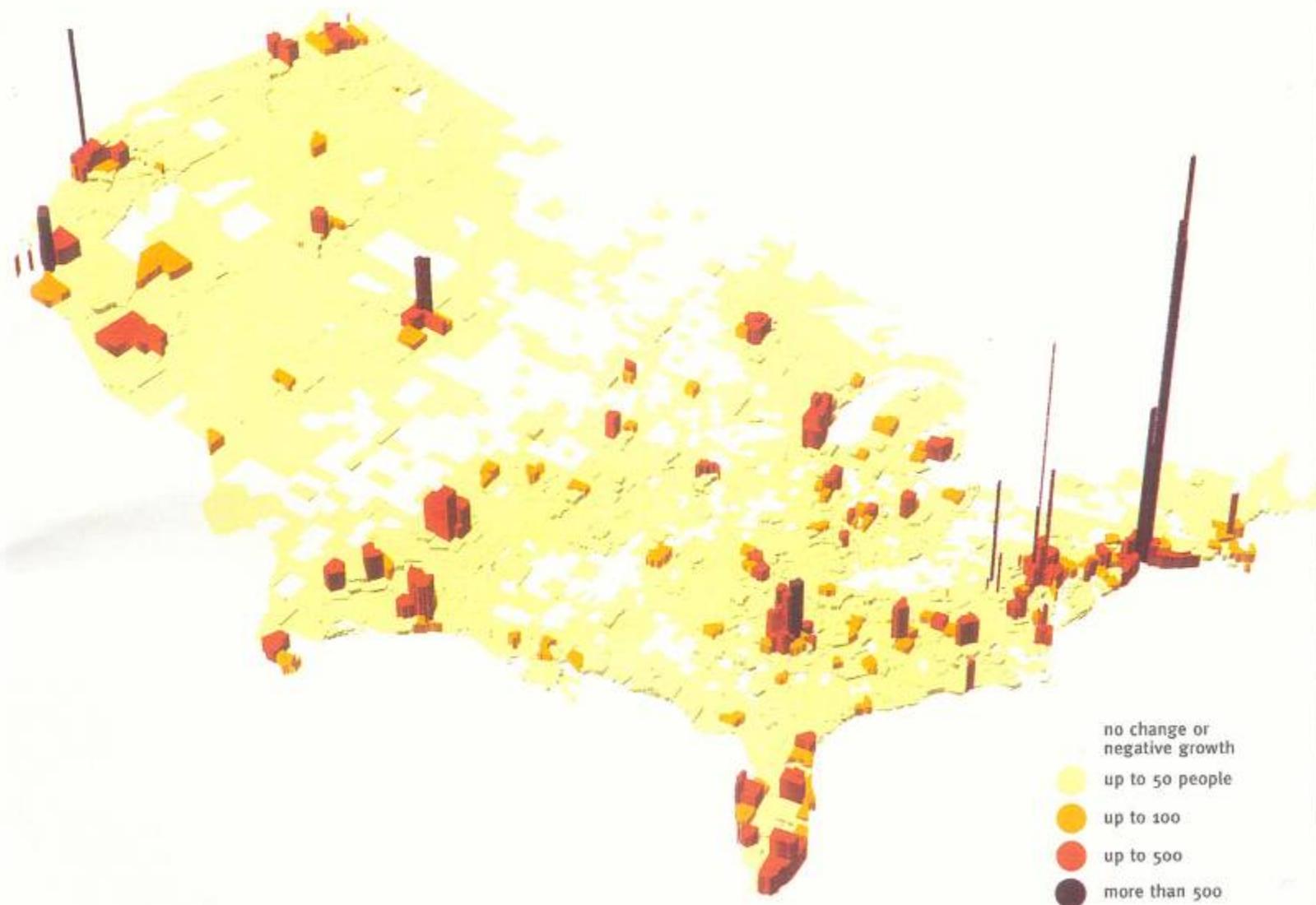
# What is Vision?



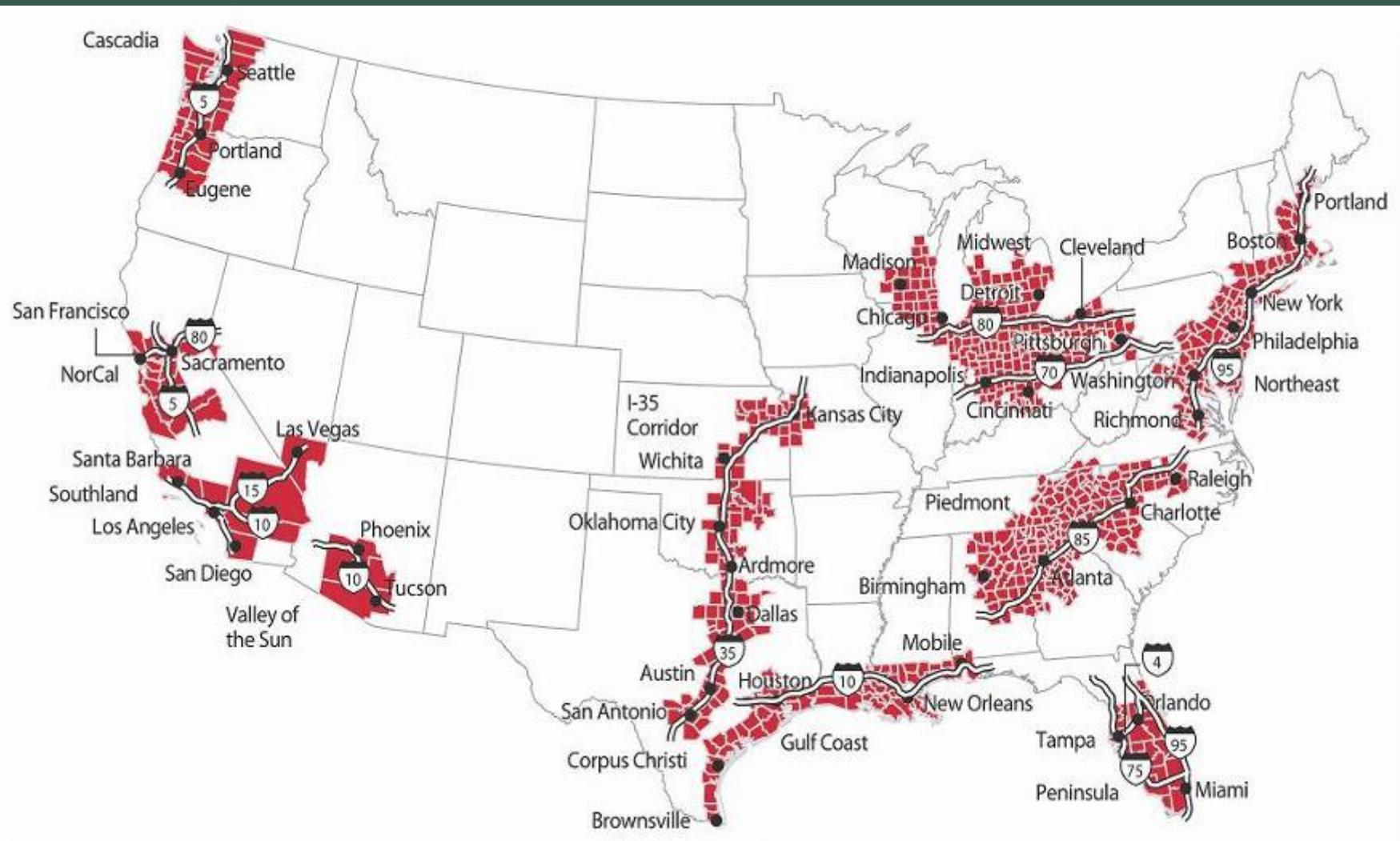
# Regions are Shaped by Strong Forces

- Growth
- Demographics
- Economics
- Global Trends

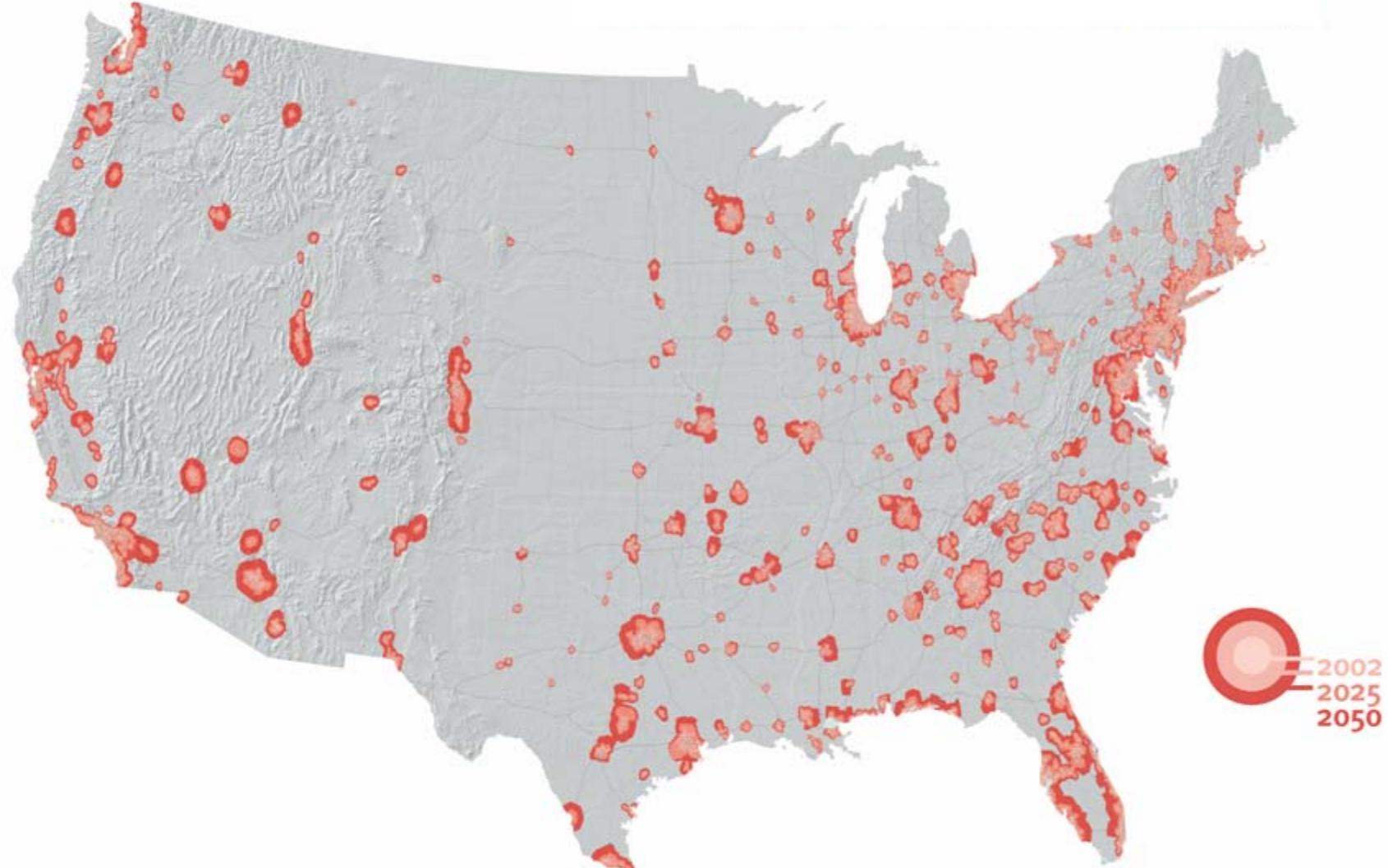
## Population Change per square mile, 1990-2000 (by county)



# Megapolitan Regions

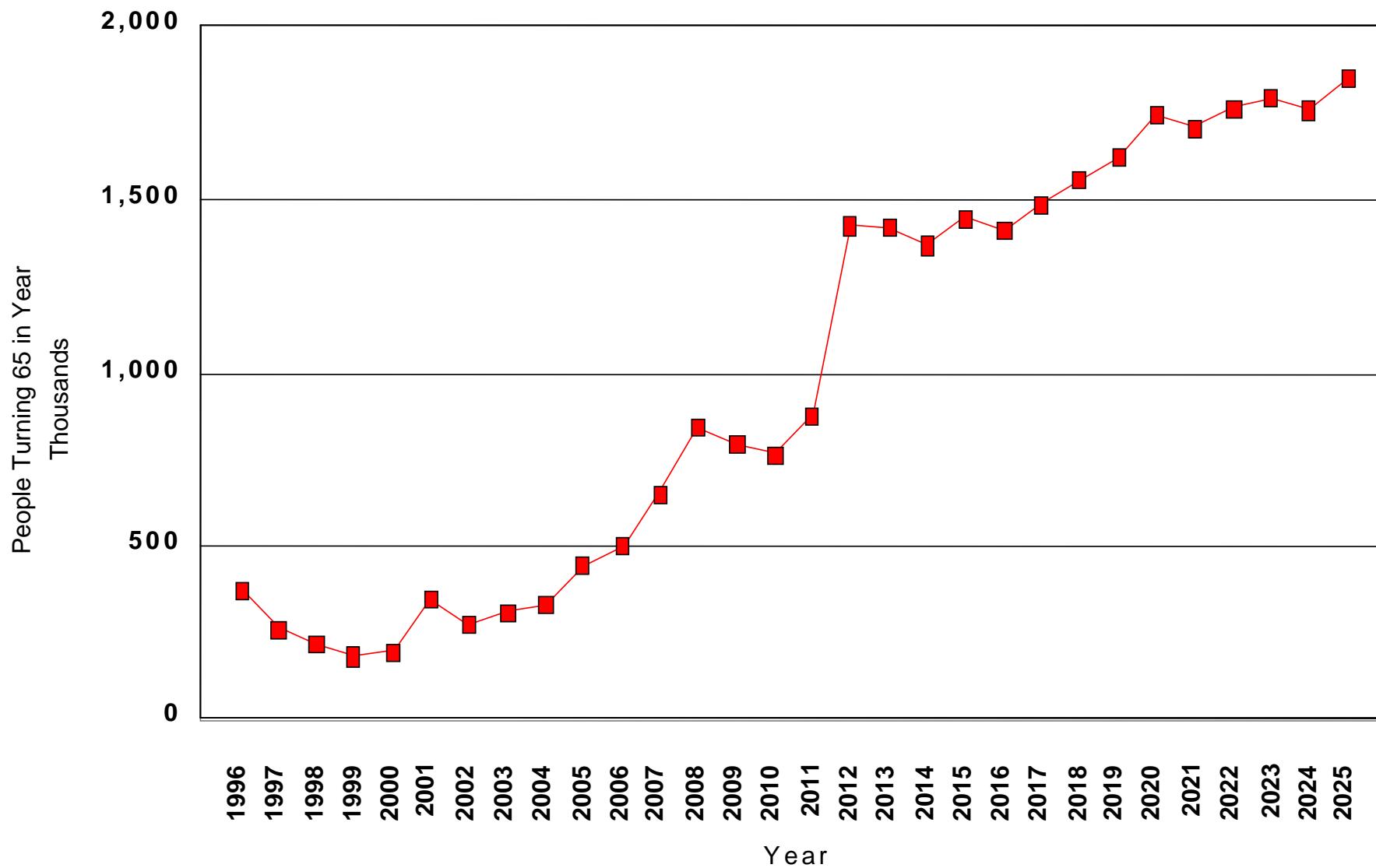


# Metropolitan Growth 2002-2050



Map: University of Pennsylvania

# People Turning 65 Annually 1996-2025

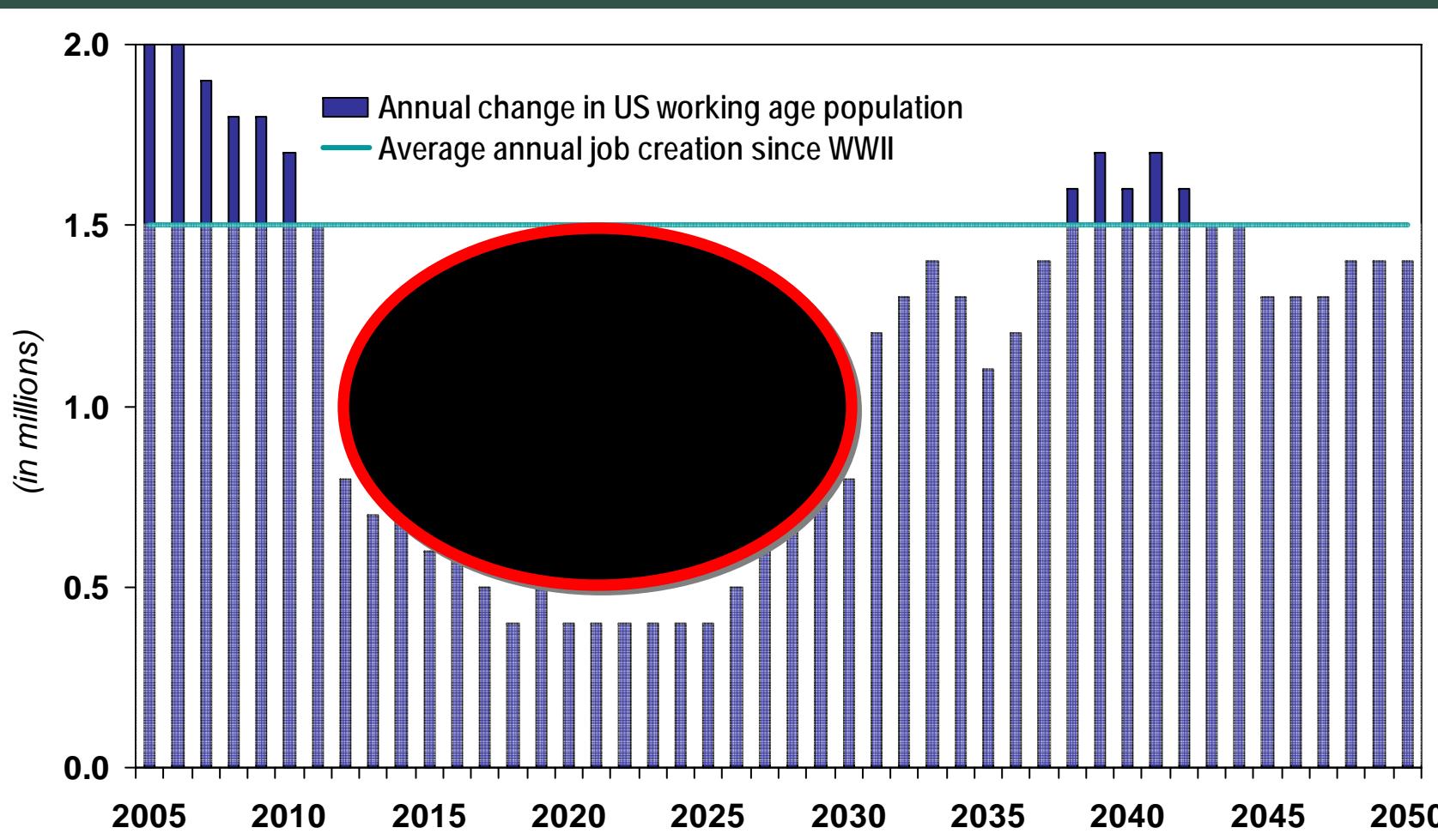


# Growth in Households without Kids

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

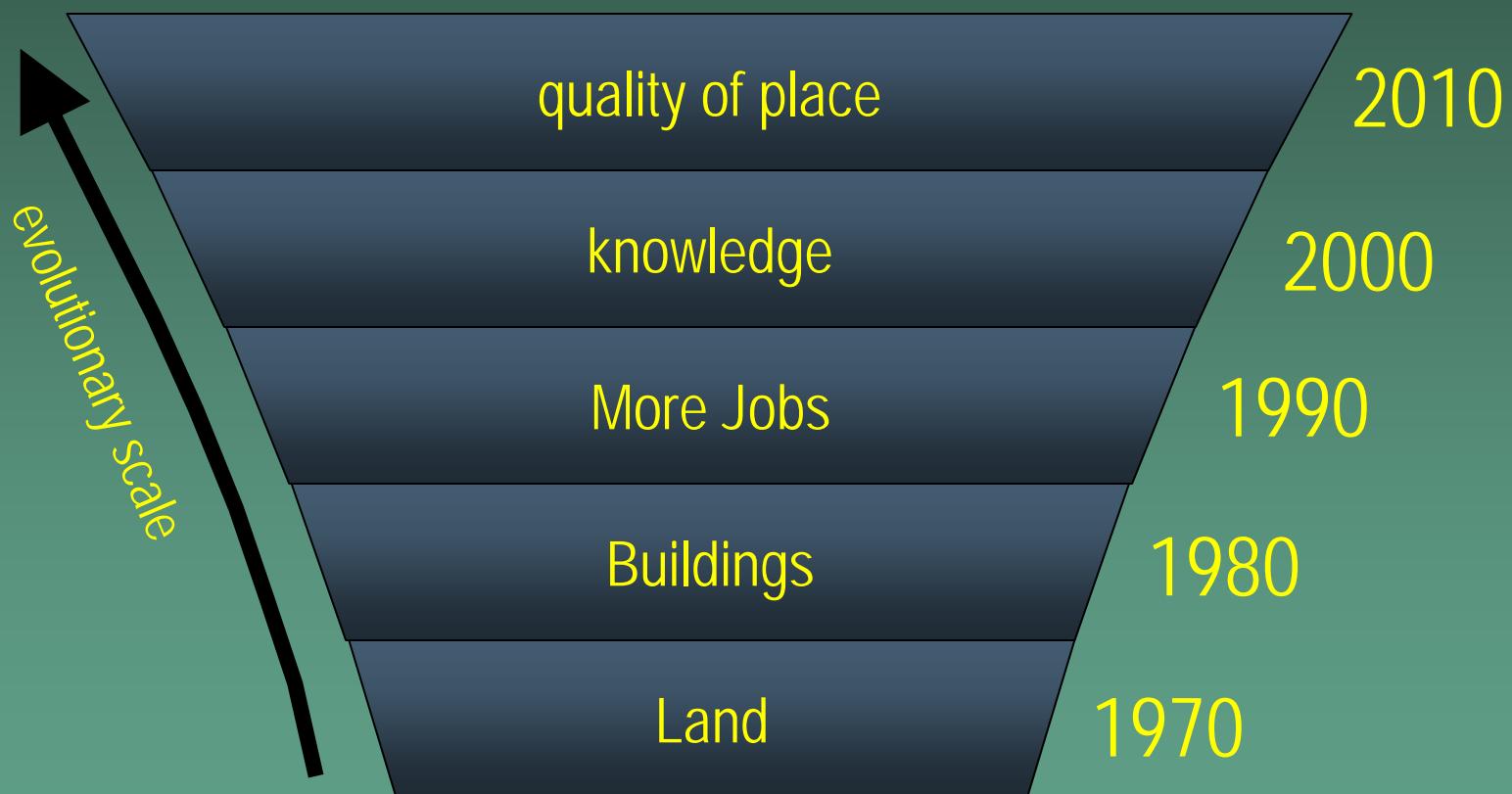
Source: Adapted and extrapolated by Chris Nelson from Martha Farnsworth Riche, *How Changes in the Nation's Age and Household Structure Will Reshape Housing Demand in the 21st Century*, HUD (2003).

# Approaching labor shortages



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

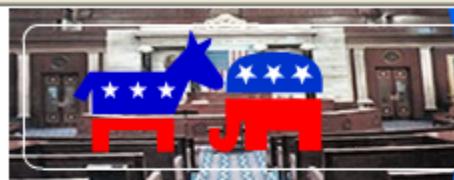
# evolution of ED goals



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Address [http://money.cnn.com/2008/03/11/markets/oil\\_prices.ap/index.htm?cnn=yes](http://money.cnn.com/2008/03/11/markets/oil_prices.ap/index.htm?cnn=yes) Go



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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

forecast for crude consumption this year. In morning

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### Slippery oil politics



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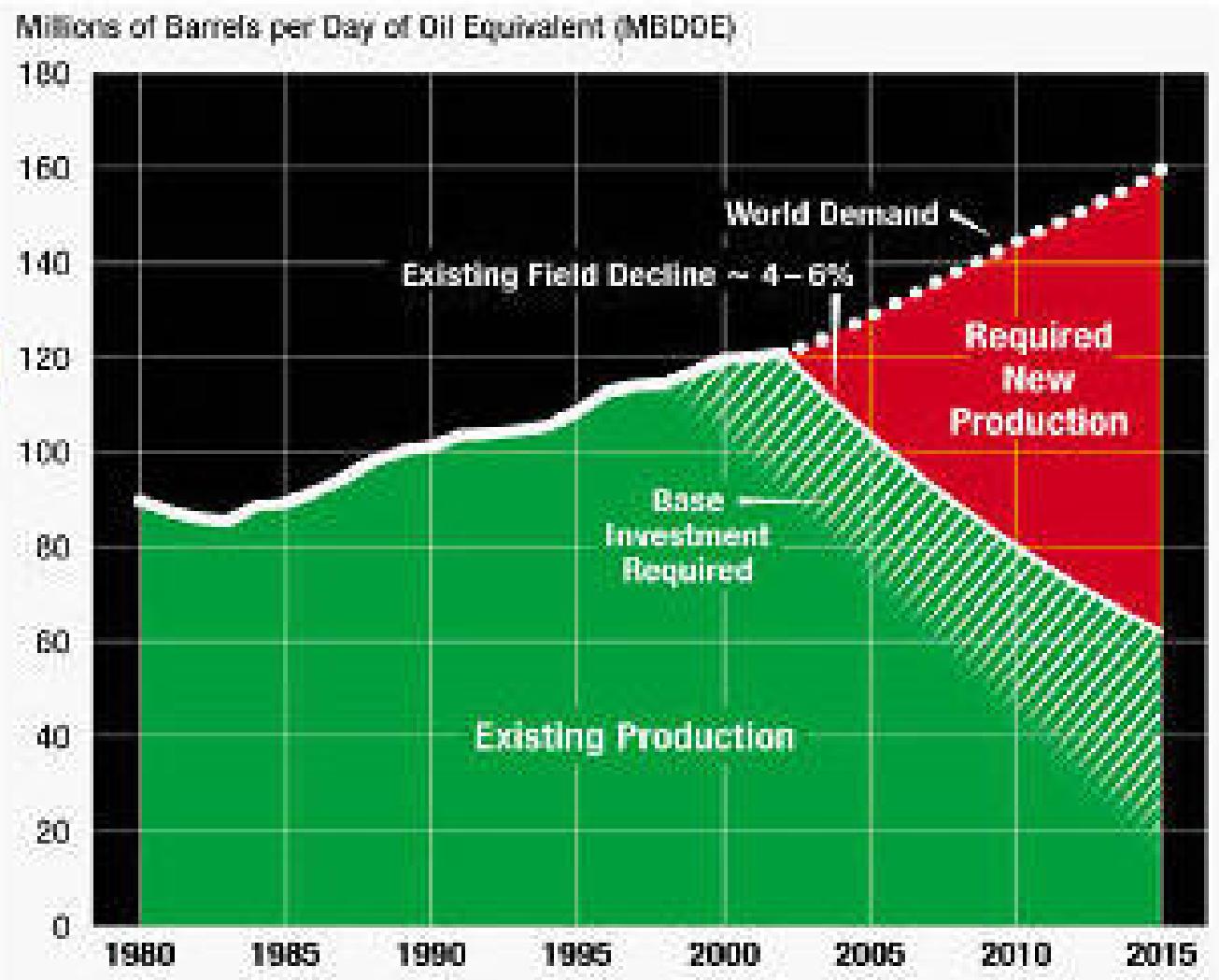
1. Fed rally keeps raging
2. The risks of buying into the bond market
3. Fed pumps \$200 billion into financial markets
4. Recession? What recession?
5. Bear Stearns skids on analyst comments

You are talking to Craig.

Internet

# Oil Demand-Production Cross-Over

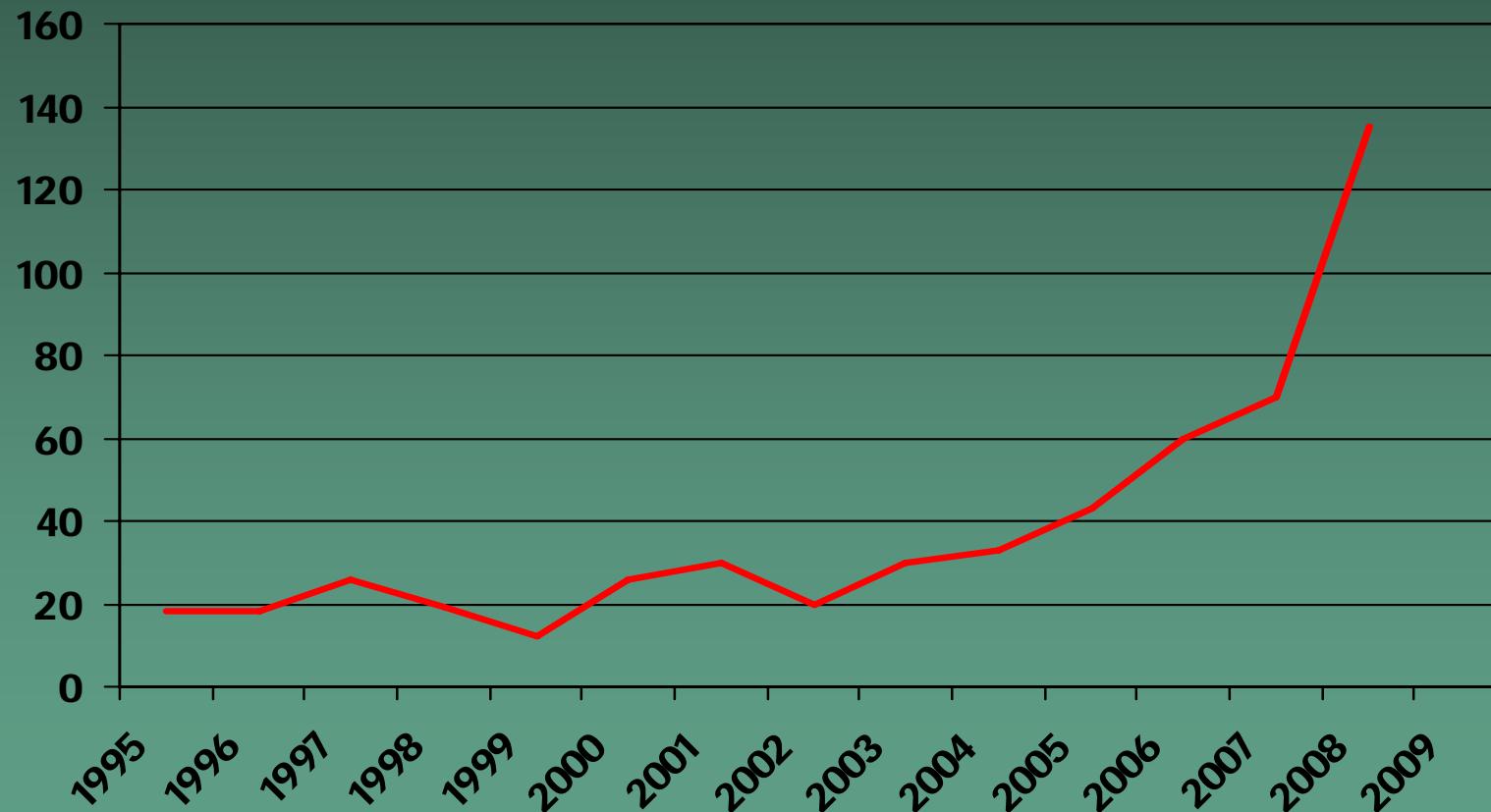
The red portion represents demand short fall  
Result: oil prices go through the roof...



Exxon-Mobil Report, Oct. 2004

# What We Can Expect?

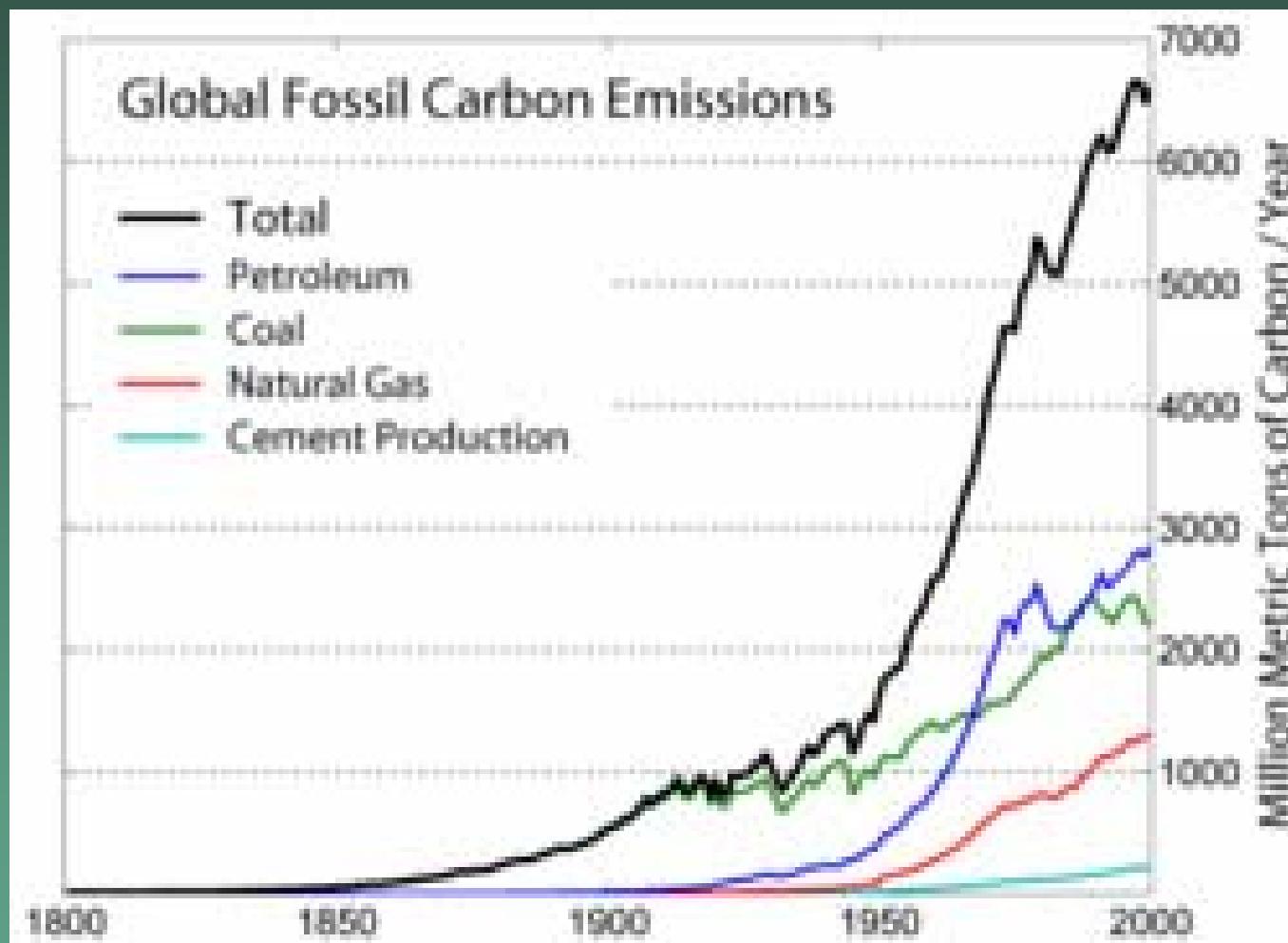
## Oil costs will continue to rise



# What About Climate Change?



# Carbon Emissions continue to rise



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

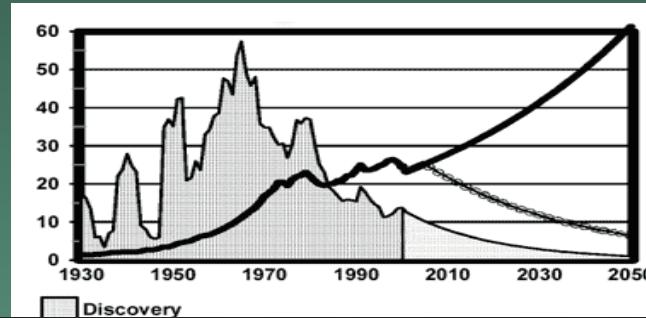
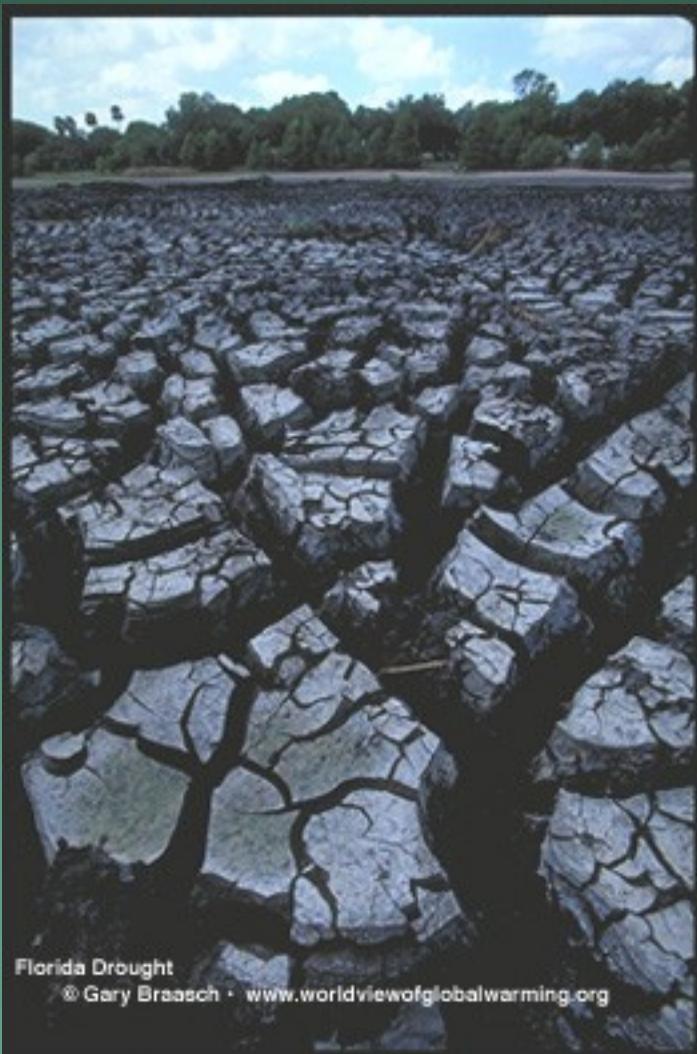


# Demographic Shifts

- 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





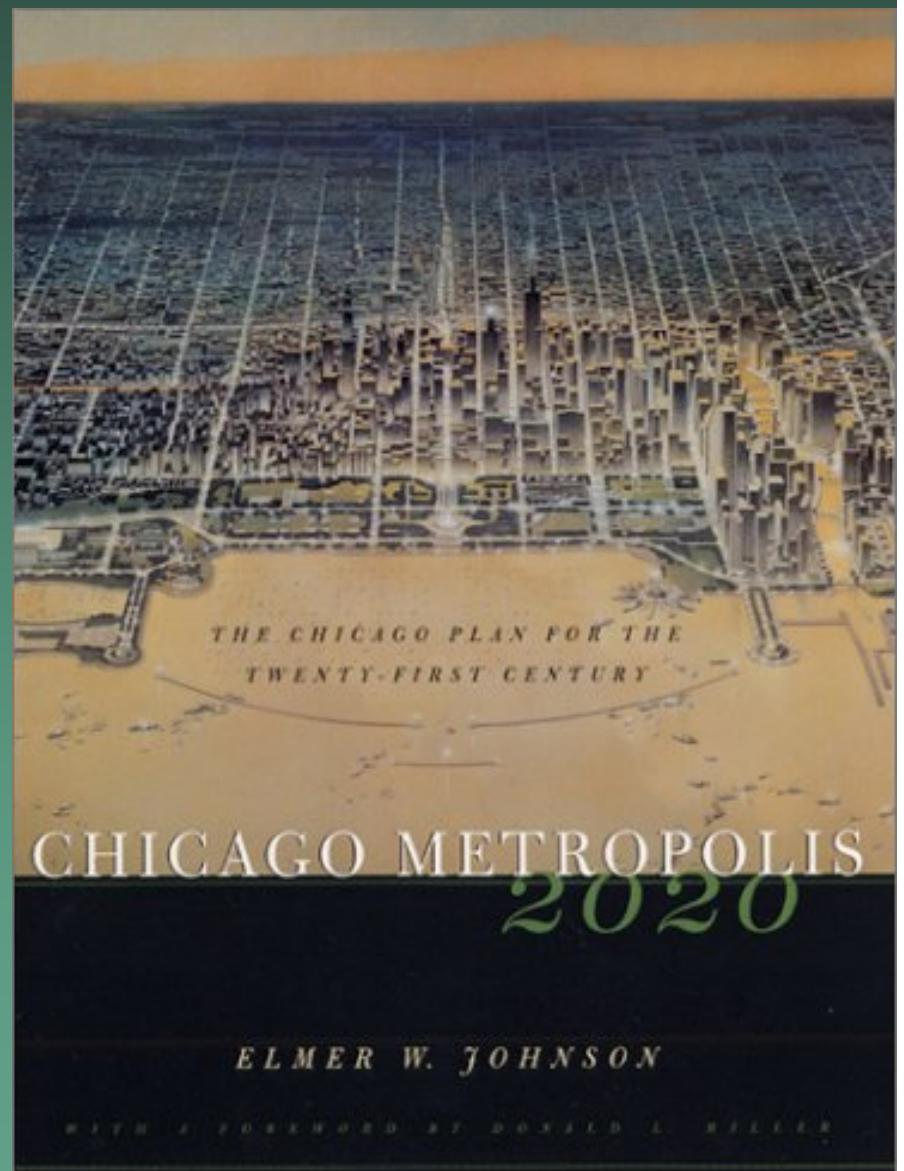
*Chicago Metropolis*

2020

One Region. One Future.

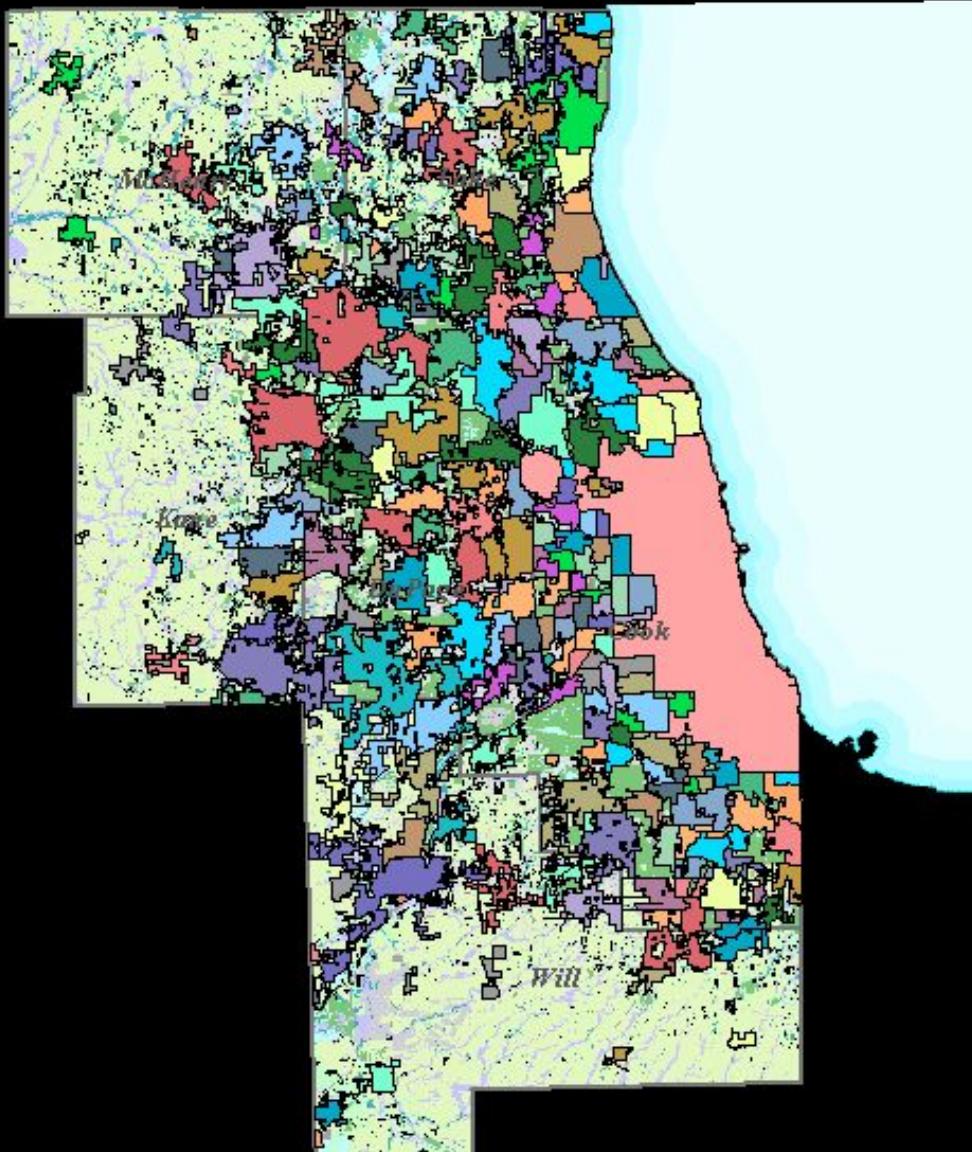
# Chicago Metropolis 2020

- 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



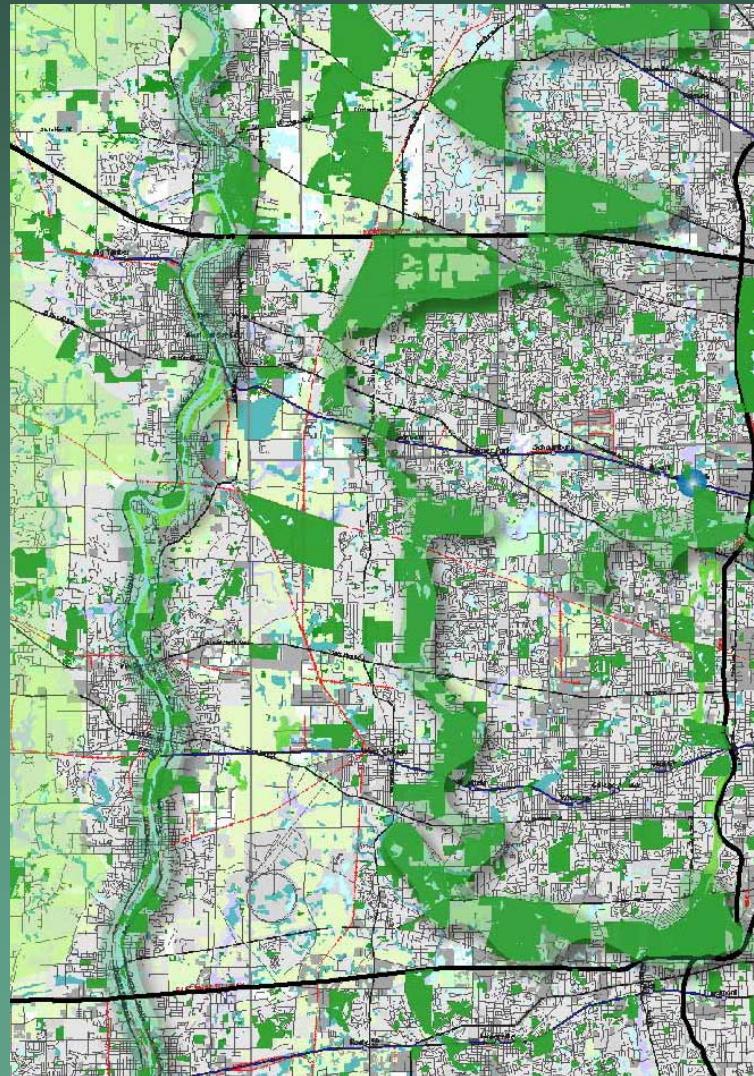


# Developing an Alternative Plan for the Chicago Region



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

# Nature's Metropolis



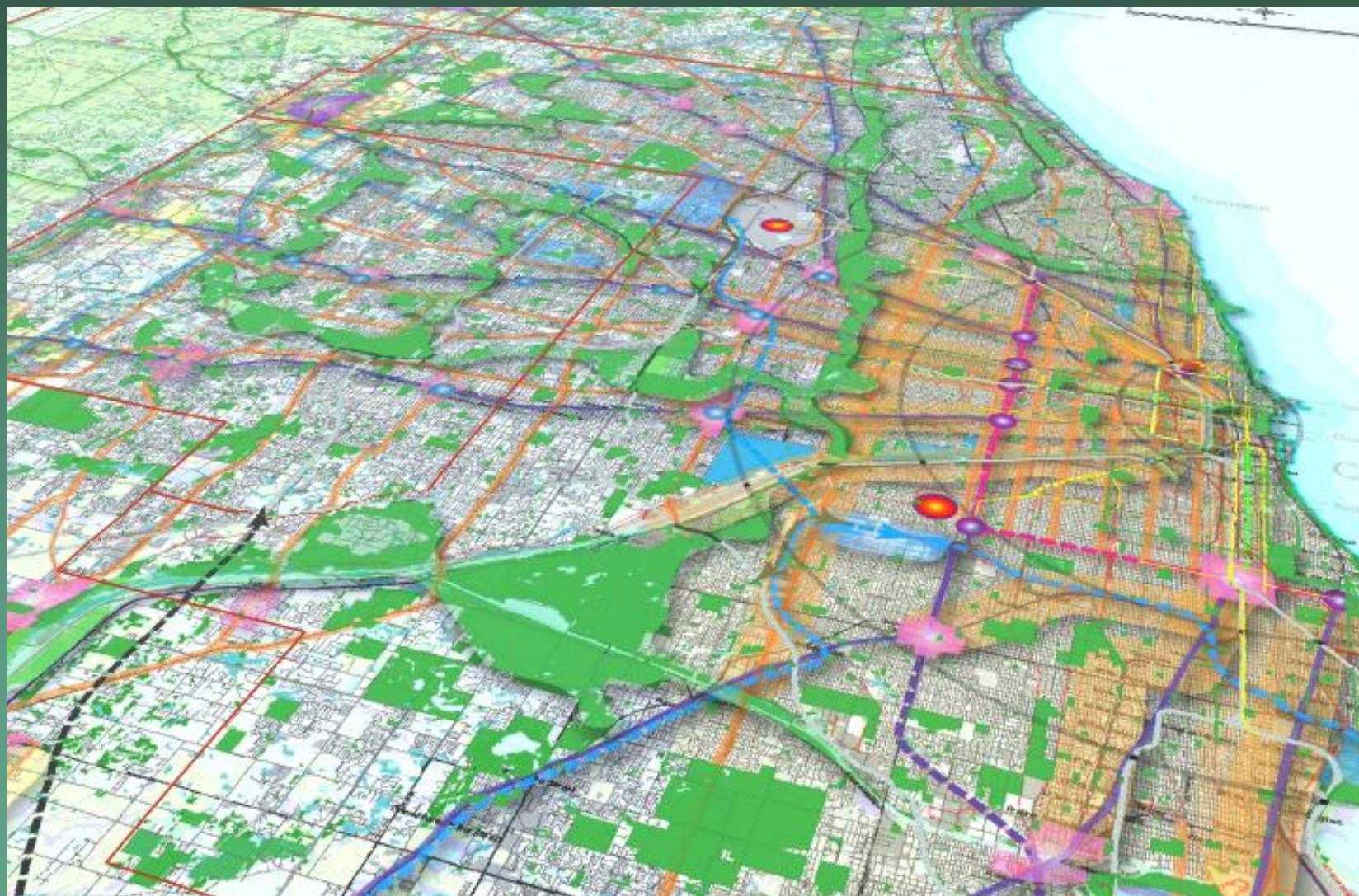
# Key Concepts: Regional Cities



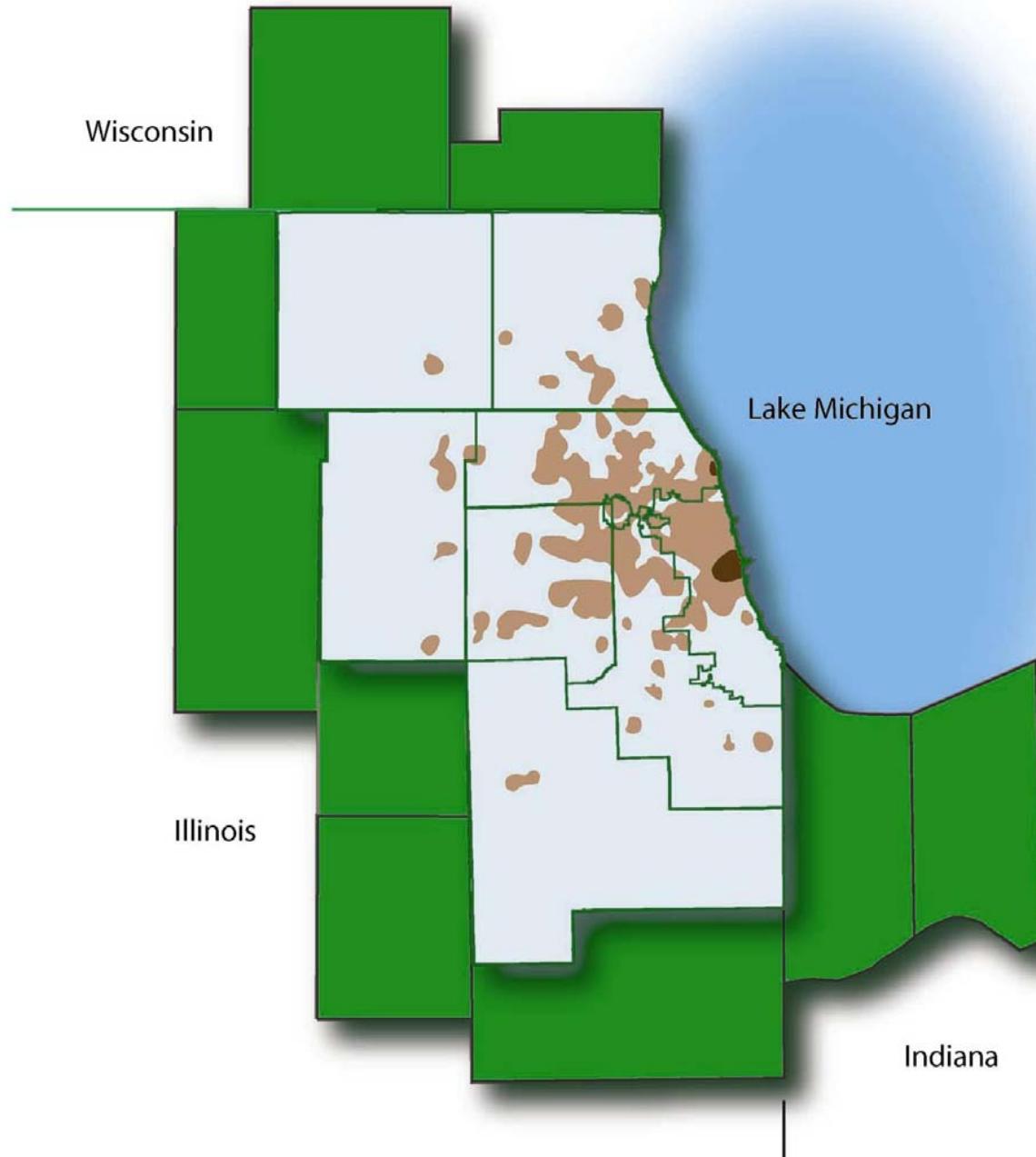
# Key Concepts: A Rich Life for Everyone



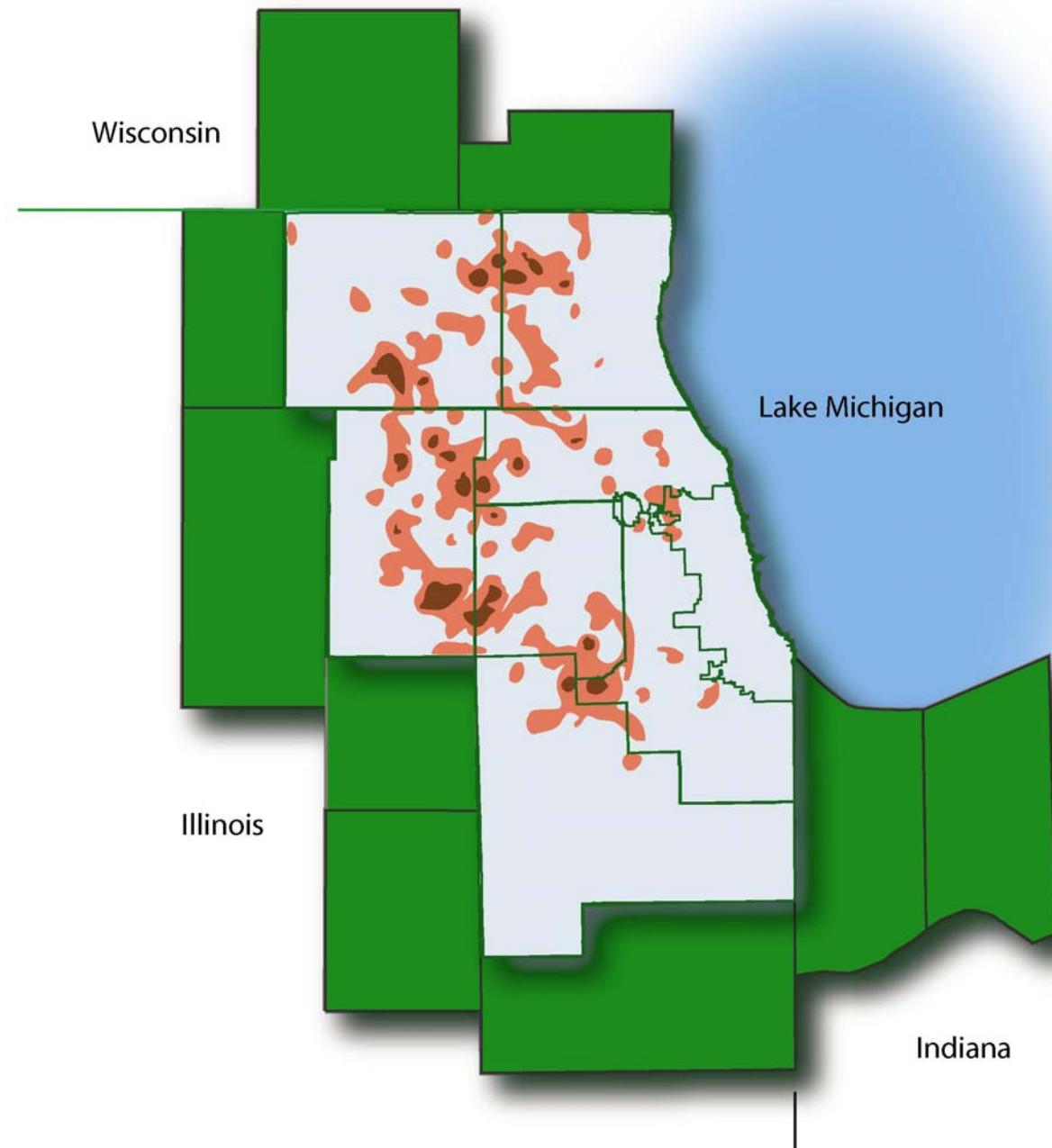
# Key Concepts: The Plan of Chicago Legacy



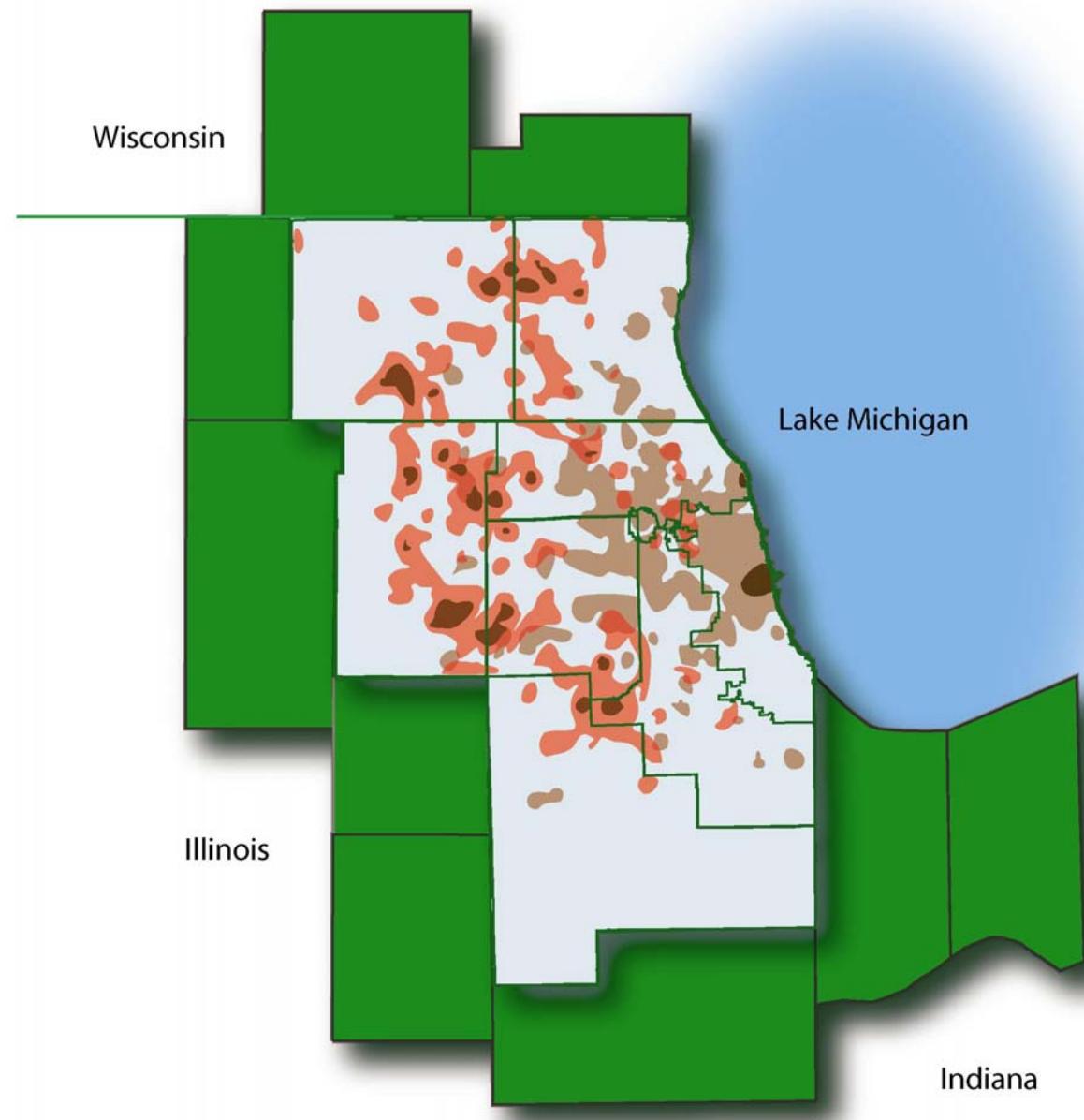
# Where Jobs Are (2000)



# Housing Increase (1990-2000)

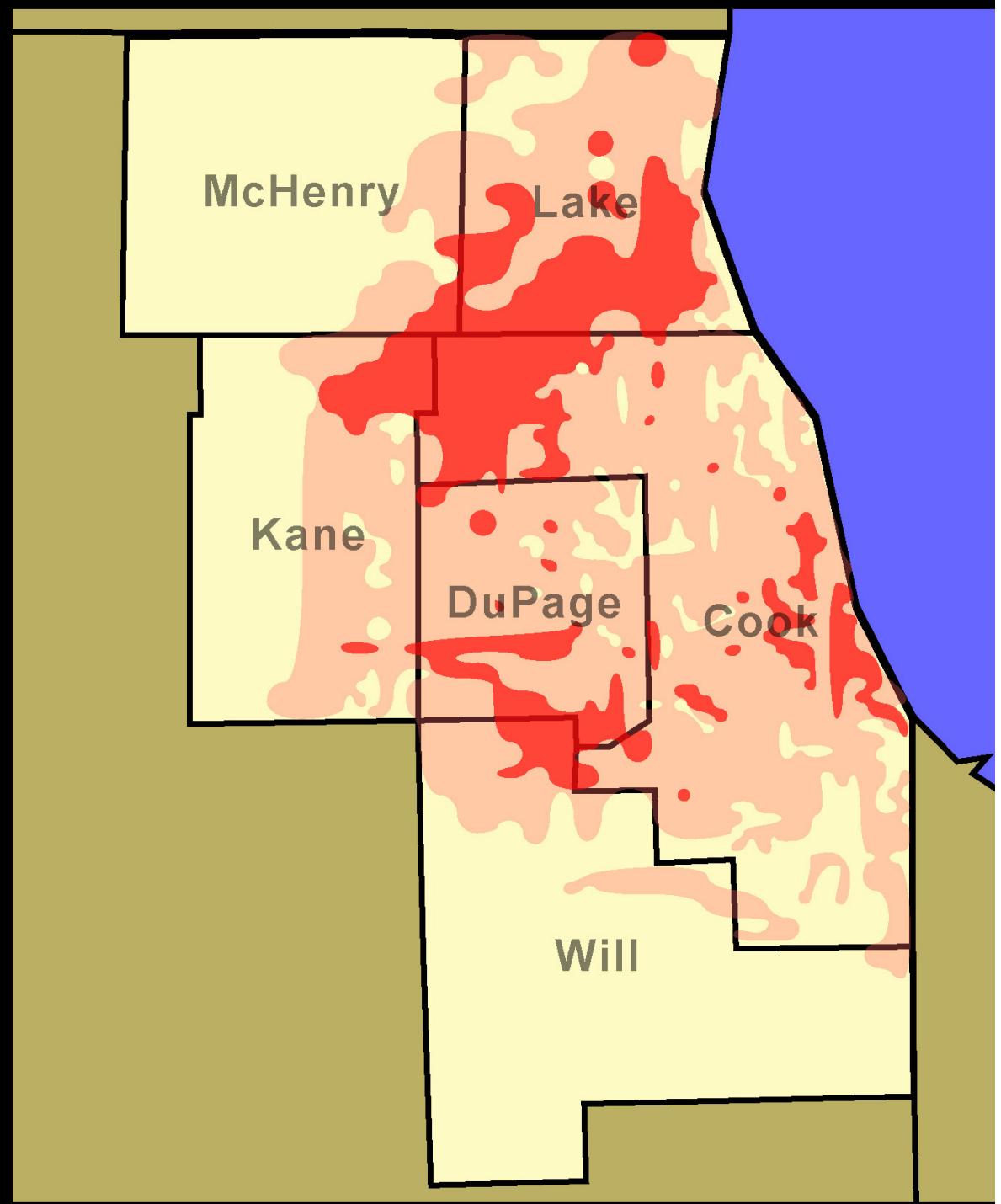


# Jobs/ Housing Mismatch (1990-2000)

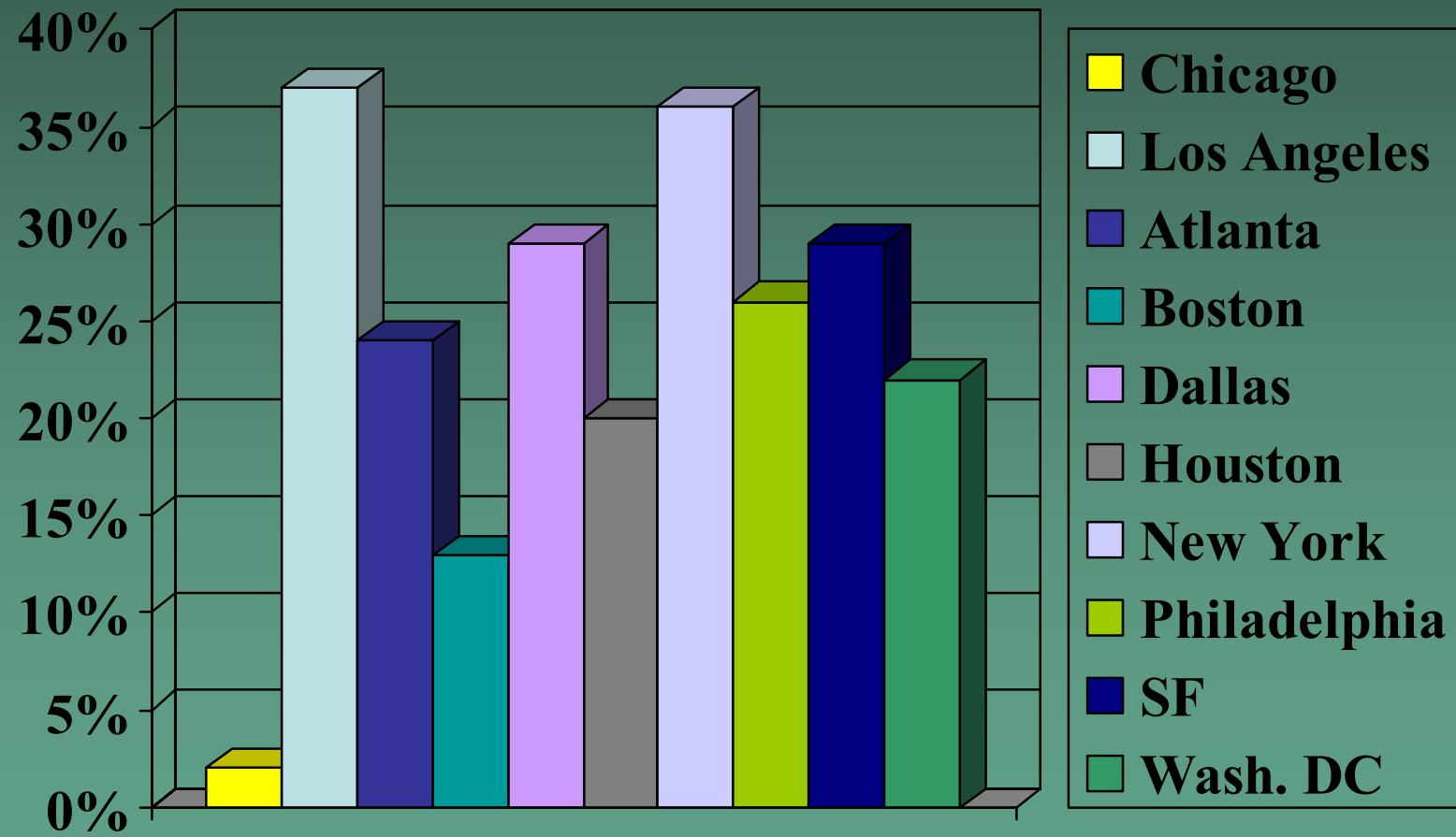


# Road Congestion 2030

Business as Usual



# New Occupied Housing, % Rental



# King Harris





# 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 Choices for people from every walk of life

While most of us will continue to drive automobiles, the region will benefit from 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, buses and 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 key. Envision Utah strategists who are part of a pack of strategists have helped 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.

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 may wish to preserve.



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

With the addition of another million people by 2025, land will become more scarce and we will need new roads, 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 may 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 transportation facilities. Communities that provide convenient and reliable public transportation exhibit a vitality that gives them a competitive edge in capturing economic development in attracting and retaining businesses and workers.

A region-wide public transportation system also benefits the environment 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.



Passenger boarding commuter rail

Learn more  
about these  
and other  
Envision Utah  
strategies  
today



**ENVISION UTAH**  
A Partnership for Greater Utah

[www.EnvisionUtah.org](http://www.EnvisionUtah.org)

*It's up to you!*

### Facts and information

#### Envision Utah's Quality Growth Strategy through the year 2020



#### 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 Mountainland Association of Governments are the two long-range transportation plans that include major improvements to our region-wide transportation system.

• The implementation of Envision Utah's Quality Growth Strategy, which includes promoting a regional transportation system, the implementation of \$1.5 billion in public transportation infrastructure costs by 2015, and the implementation of \$3.5 billion in regional and sub-regional roads, approximately \$5.5 billion in regional and sub-regional roads, and the implementation of \$1.5 billion in public transportation infrastructure costs. Quality Growth Efficiency Strategy, Governor's Office of Planning and Budget.

• In a poll conducted in Salt Lake, Davis, and Weber Counties, 80% of residents favor the expansion of the region-wide transportation system, including the expansion of light rail, building connector roads, and the expansion of bus pooling and ridehailing. Dan Jones and Associates, 1998.

• Envision Utah's Quality Growth Strategy shows that through the implementation of a region-wide transportation system, transportation by automobile in long-term, 171 square miles less land will be consumed by 2020 than would be consumed compared to baseline projections. The area

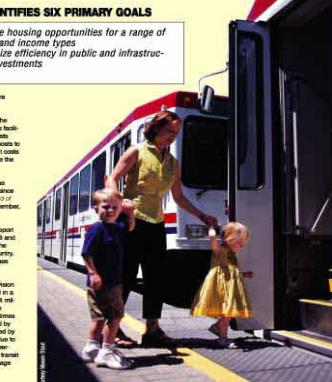
alone is the conservation of 116 square miles of agricultural land.

• According to information gathered from the Wasatch-Front Regional Council, traffic is projected to grow 10% to 15% by 2020. This is approximately 20% of the initial capital costs to double the capacity of the highway. It is estimated 100% of the initial capital costs to double the capacity of the highway.

• According to information gathered from the Wasatch-Front Regional Council, traffic is projected to grow 10% to 15% by 2020. This is approximately 20% of the initial capital costs to double the capacity of the highway.

• According to information gathered from the Wasatch-Front Regional Council, traffic is projected to grow 10% to 15% by 2020. This is approximately 20% of the initial capital costs to double the capacity of the highway.

• ODOT's transportation modeling for Envision Utah's Quality Growth Strategy resulted in a reduction in vehicle miles traveled of 2.4 million miles per day. The average vehicle speed increased by 12.5%, commuter times decreased by 5.8%, and travel times were reduced by 3.5%. A total of 10.8 tons per day due to transportation by automobile were reduced by 10.8 tons per day, a result of more transit usage, less driving, 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

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

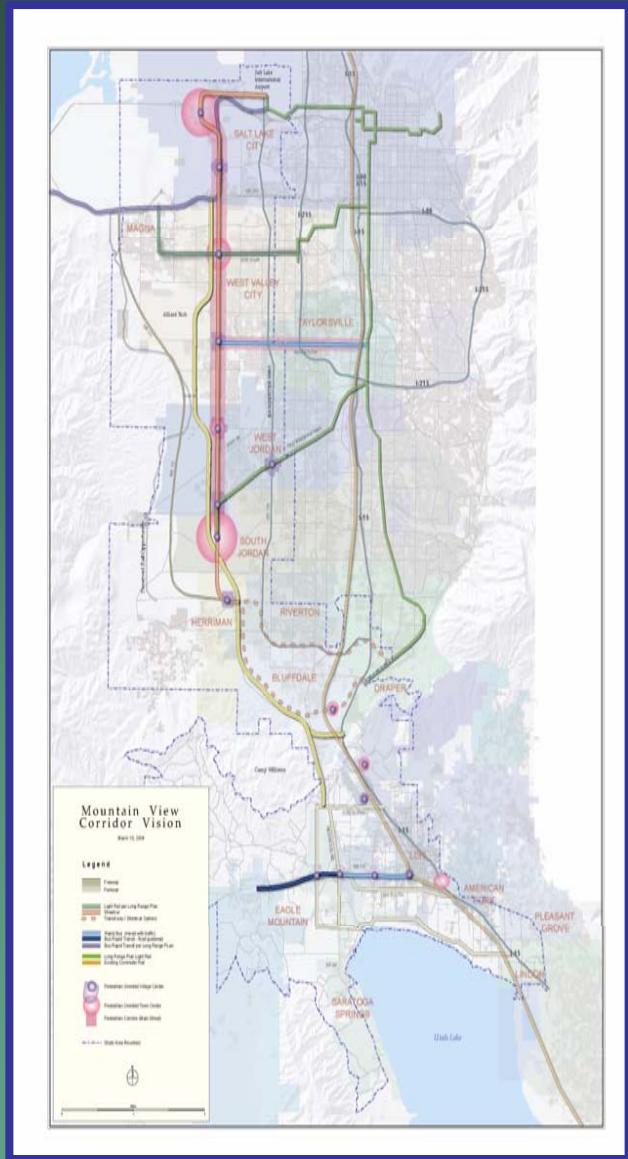
# Behind the Scenes

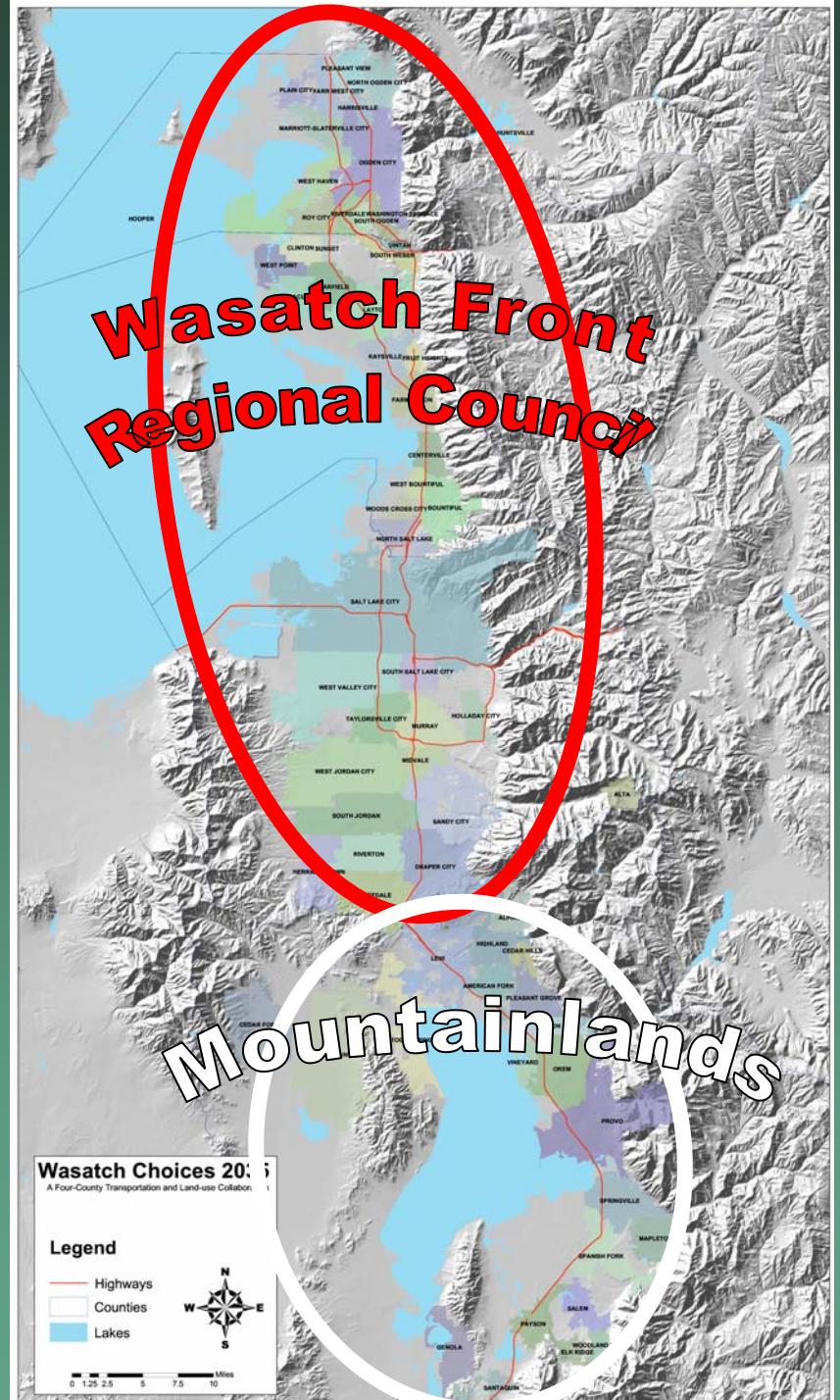
*gaining support from key stakeholders*

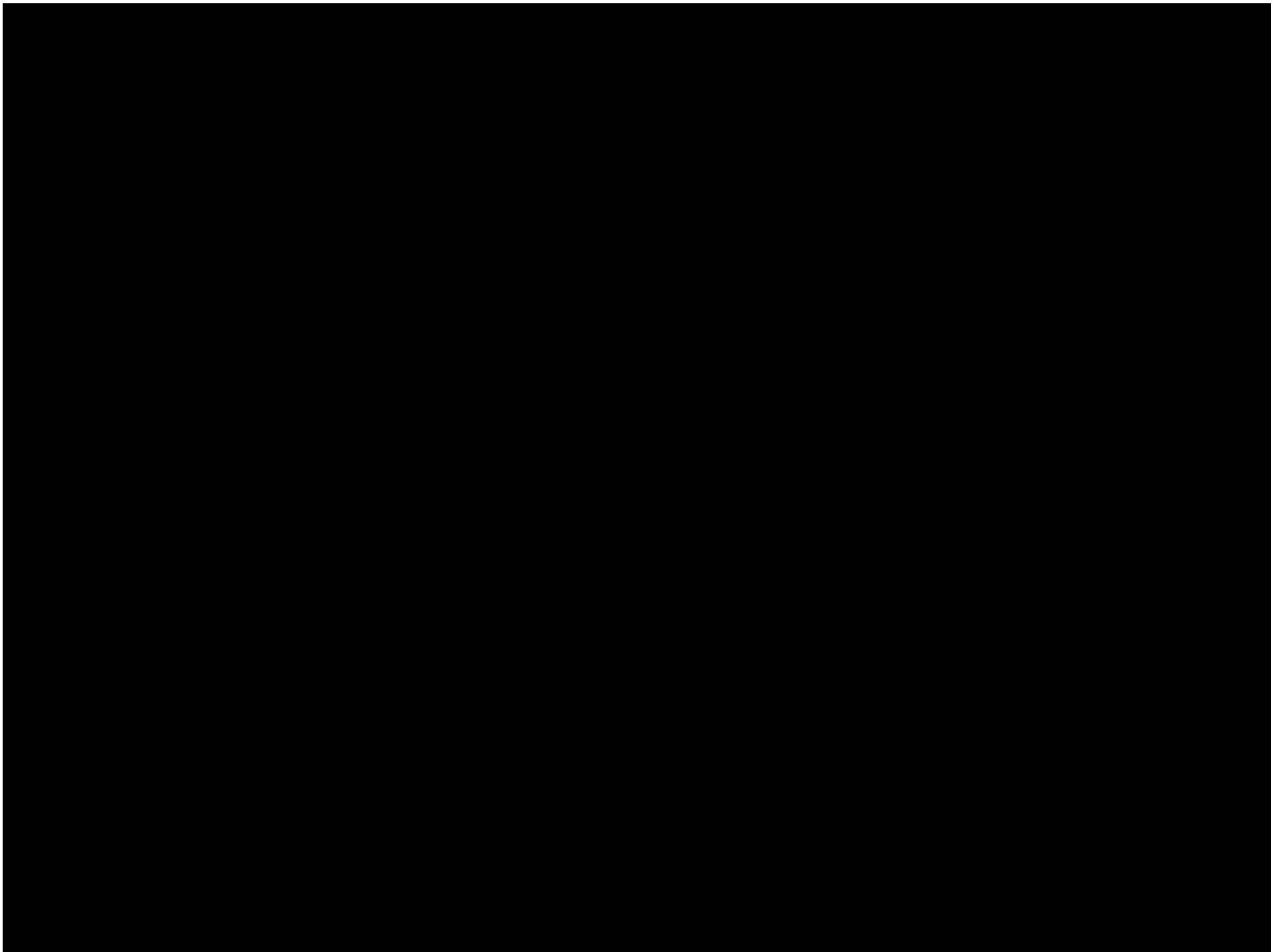


# The Mountain View Corridor Vision

- 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

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

## Rental Units

	<b>2000 Units</b>	<b>2040 Needed Units</b>	<b>Increment</b>
	61808	90246	28438

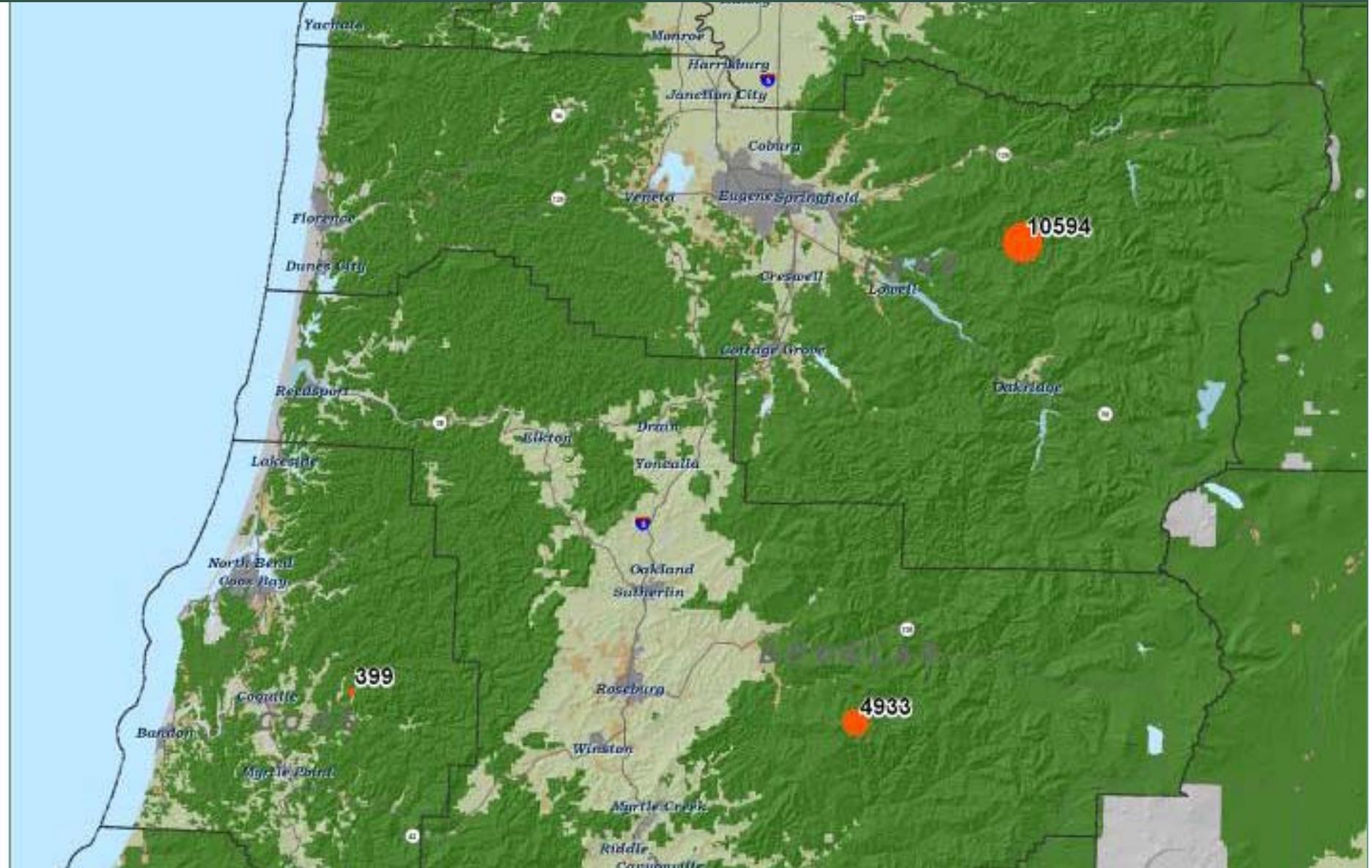
## Ownership Units

	<b>2000 Units</b>	<b>2040 Needed Units</b>	<b>Increment</b>
	73820	108056	34236

## Employment

	<b>2000 Jobs</b>	<b>2040 Jobs</b>	<b>Increment</b>
	143900	194700	50800

# Lane County Land Demand





# Bend, Oregon



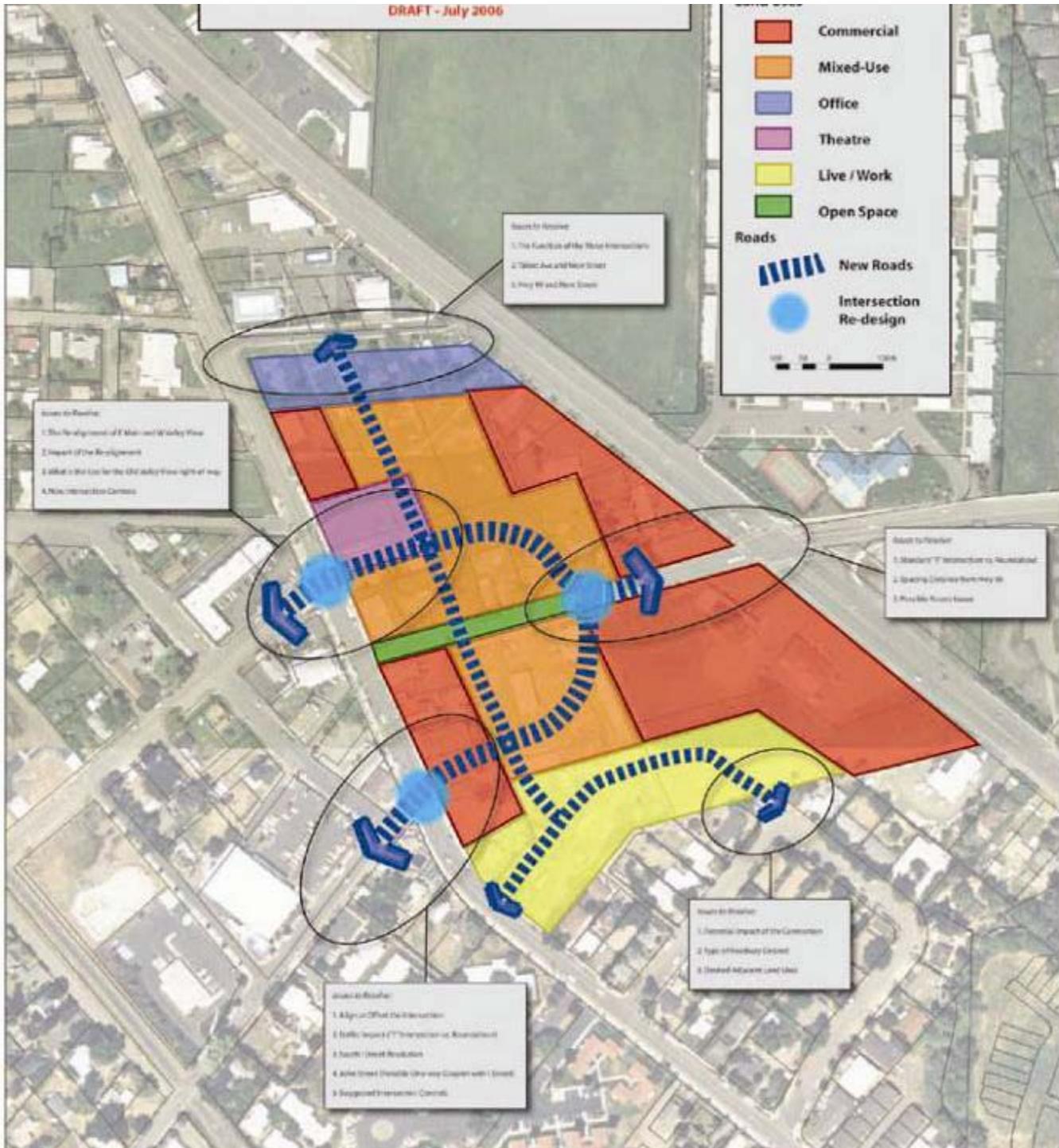
# Jacksonville, Oregon



# Medford Oregon



C













**THE BIG LOOK**

Stakeholder Group Briefings  
June 2008





# Task Force Members



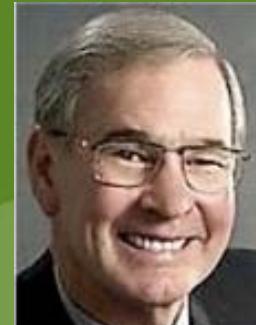
**Ken  
Bailey**



**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

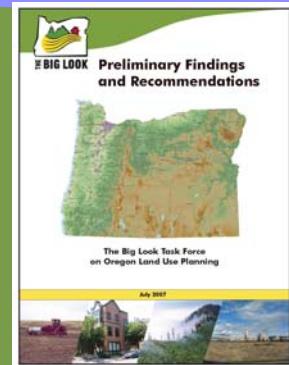
1

2006 - 2007



Background Research  
Meetings

2 June 2007-  
October 2008



Preliminary  
Recommendations &  
Public Outreach

3 October 2008 –  
January 2009



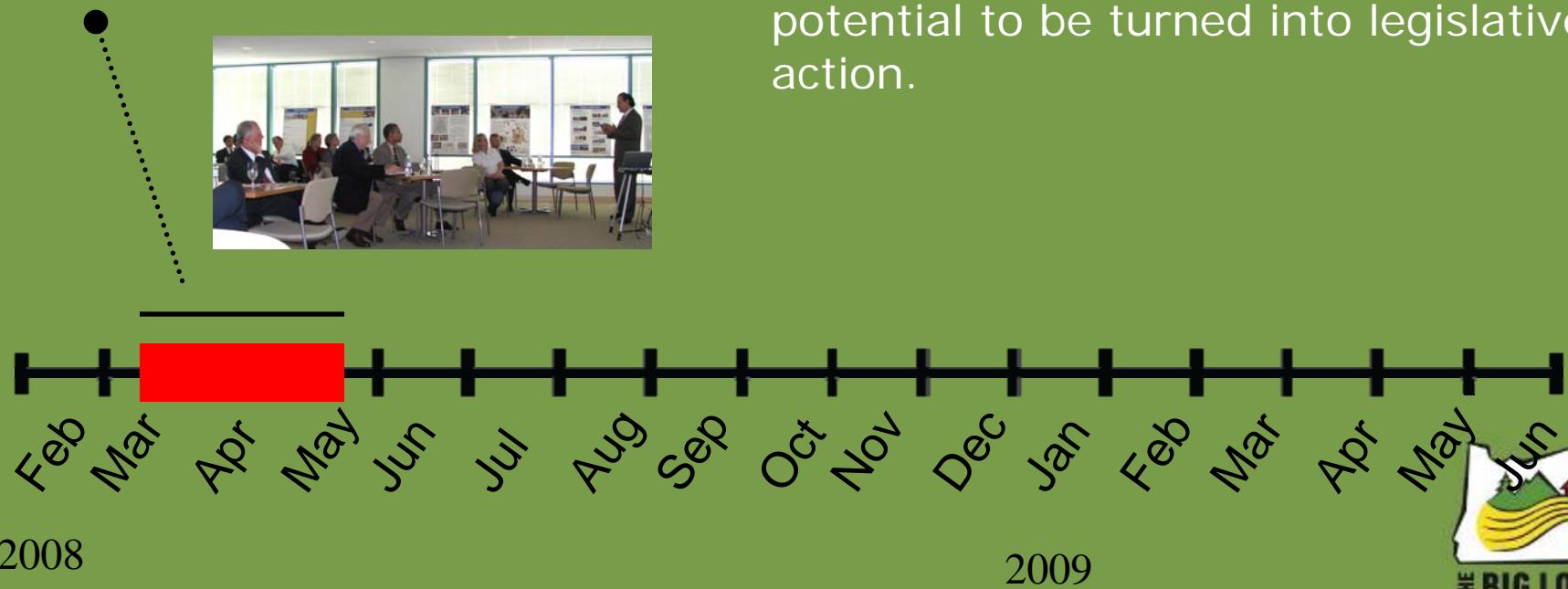
Public Involvement  
Legislative  
Liaison





## Schedule - March/May 2008

### Taskforce Recommendations March-May 2008



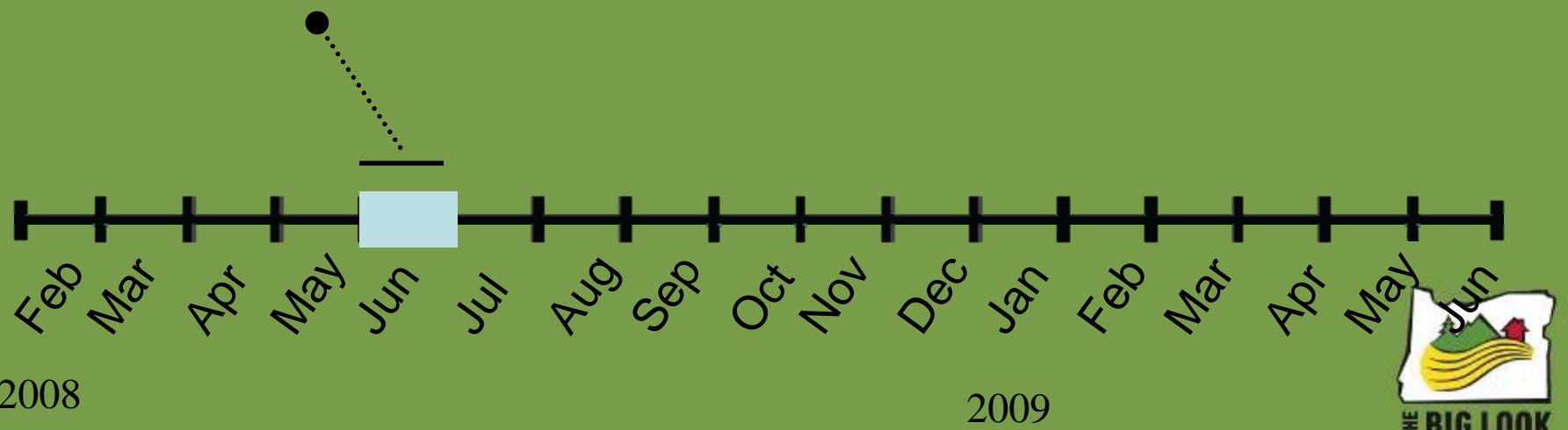


# Schedule – June/July 2008



## Stakeholder Outreach June-July 2008

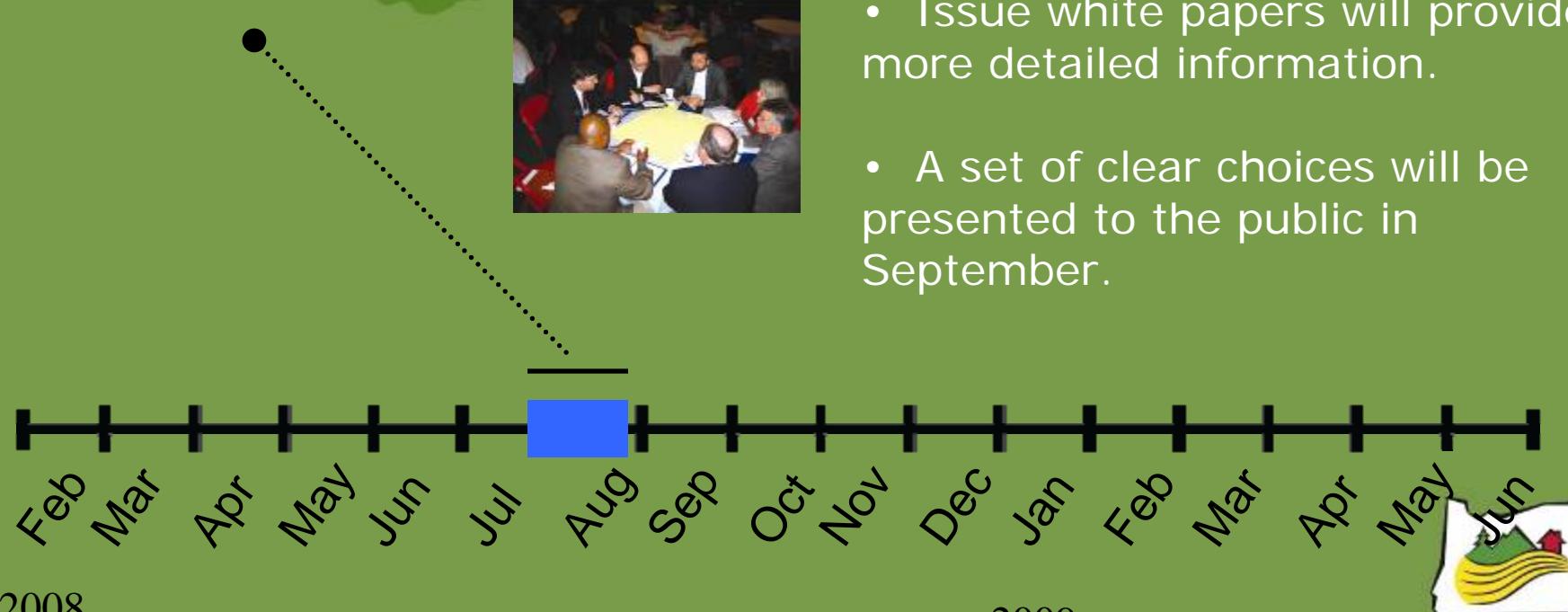
- Task Force members will discuss their preliminary recommendations with critical stakeholder organizations.
- The goal is to encourage stakeholder suggestions.





## 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.

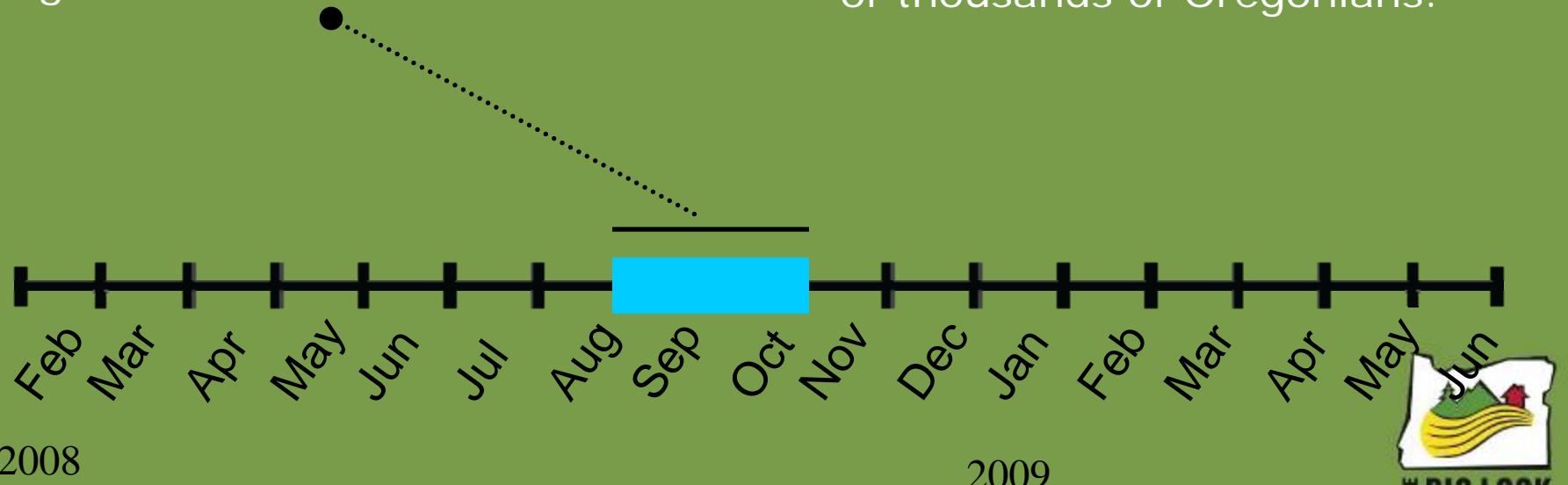


## Schedule – Sept./October 2008



### 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.



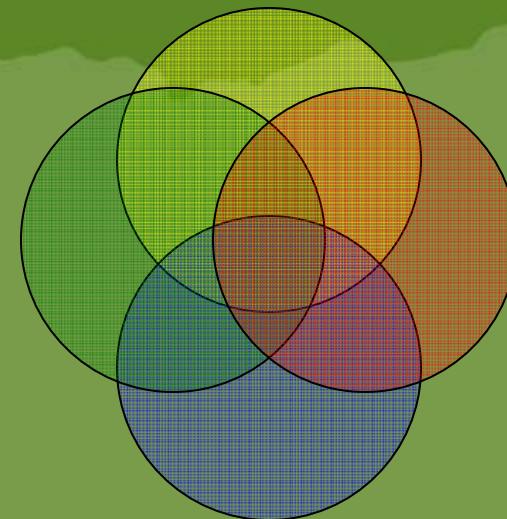


# Overarching Principles

Economic Prosperity

Healthy  
Environment

Equity and  
Fairness



Quality of Life and  
Livable Communities





# Revised Preliminary Recommendations

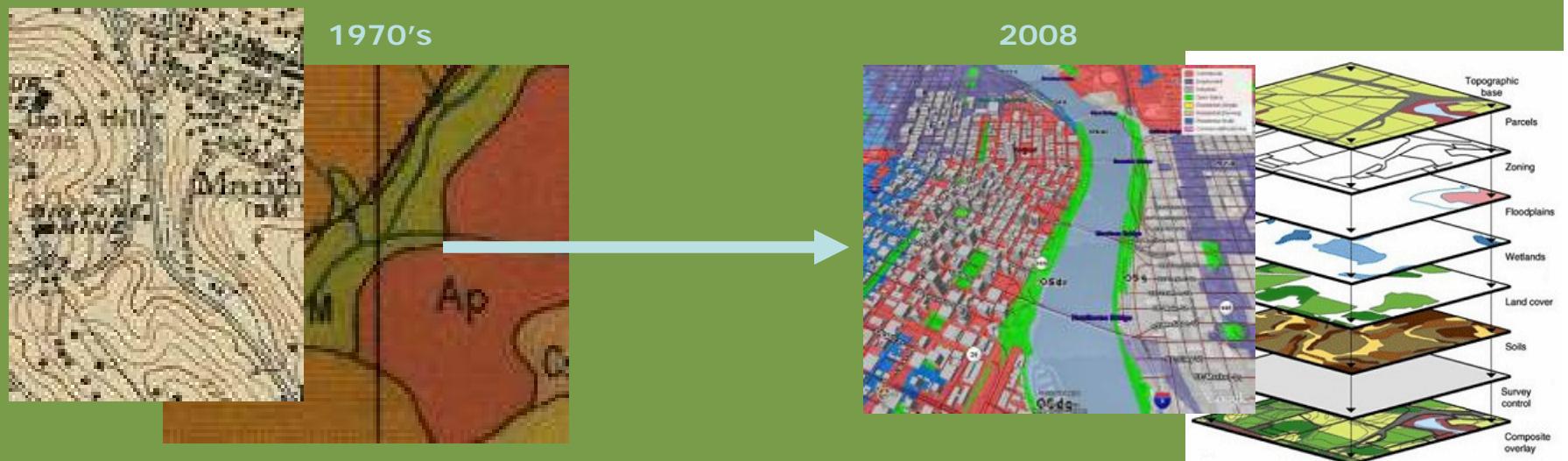
- Resource Lands and Rural Areas
- Growth Management
- Governance
- Economic Prosperity
- Climate Change





## 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





## 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



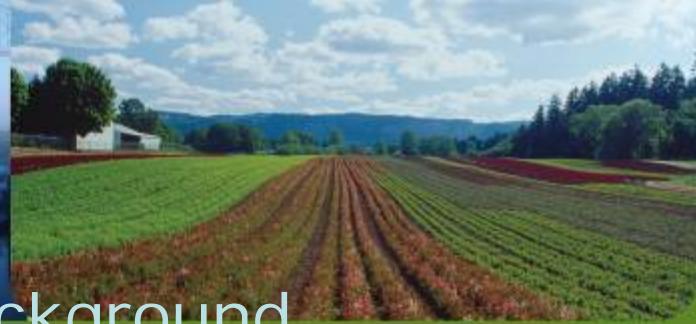
## Resource Lands and Rural Areas—recommendation

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



## Resource Lands and Rural Areas—recommendation

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

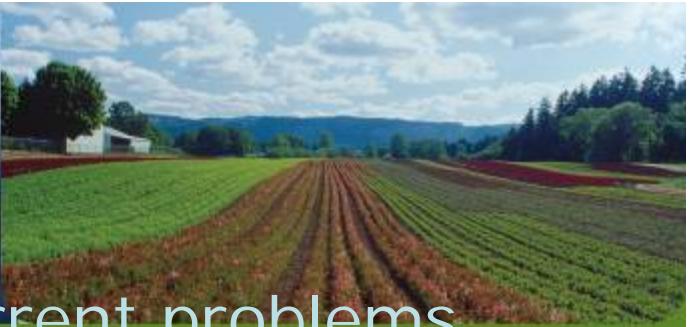


# Growth Management—background

- 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



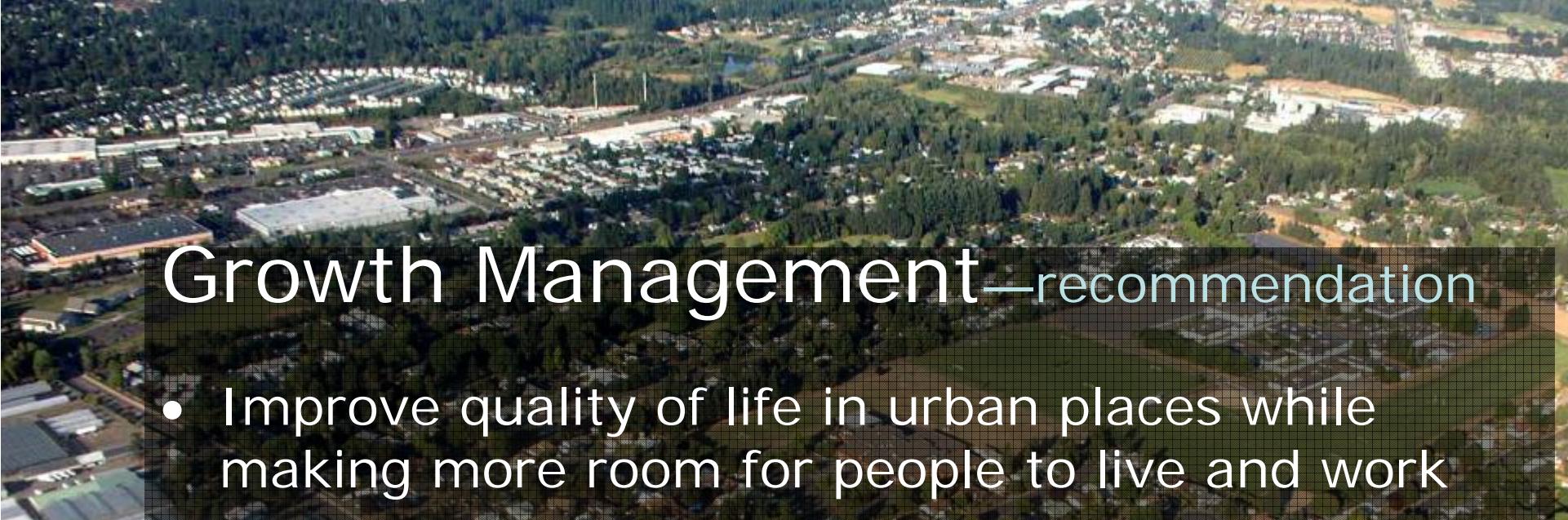
Google



## 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





# Growth Management—recommendation

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





# Growth Management—recommendation

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





# 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

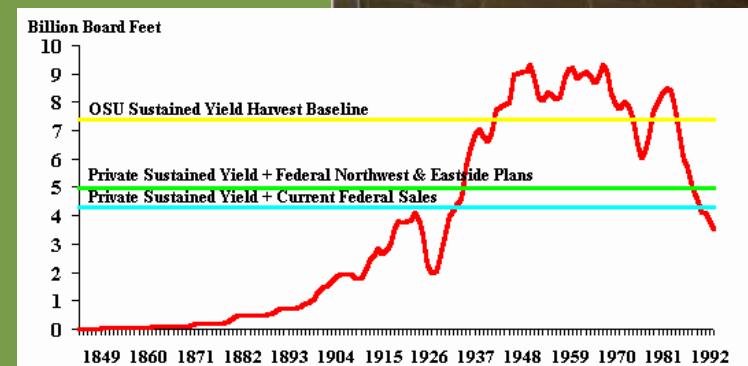


# Economic Prosperity—background

- 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

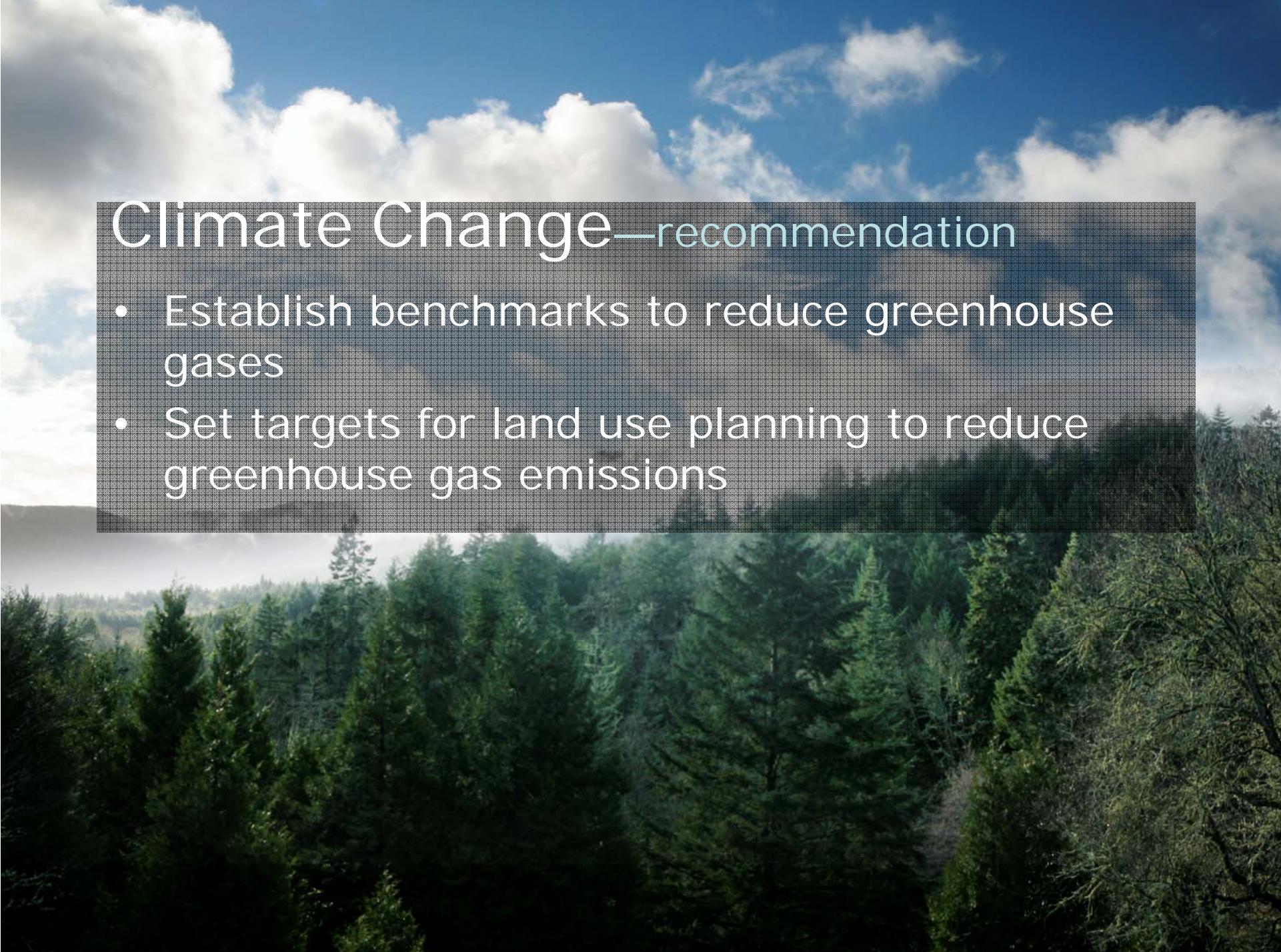
- 2007 Oregon Legislature adopted targets:
  - 2010: arrest state GHG growth; measurable progress toward not exceeding 1990 CO2 levels
  - 2020: 10% reduction below 1990 GHG levels
  - 2050: “climate stabilization”; 75% below 1990 levels

## *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

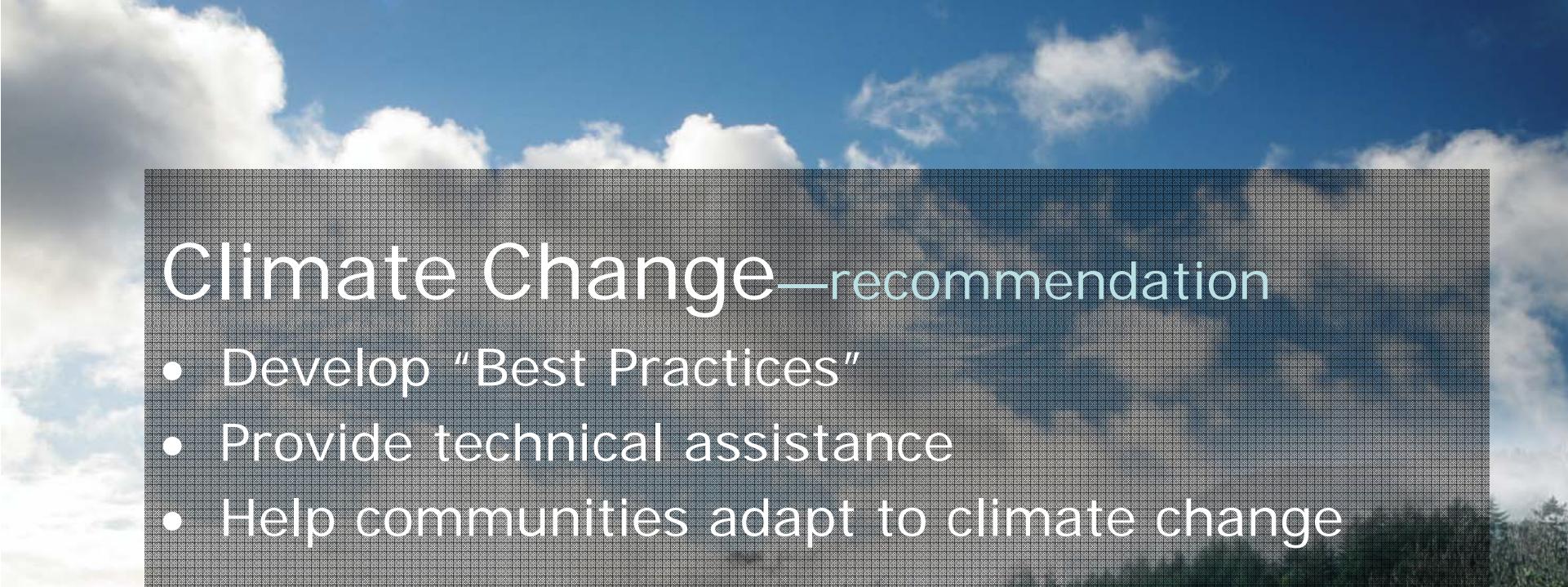
- Benchmarks should be developed by the Global Warming Commission.
- Create better analytical tools to predict carbon emissions.





# 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



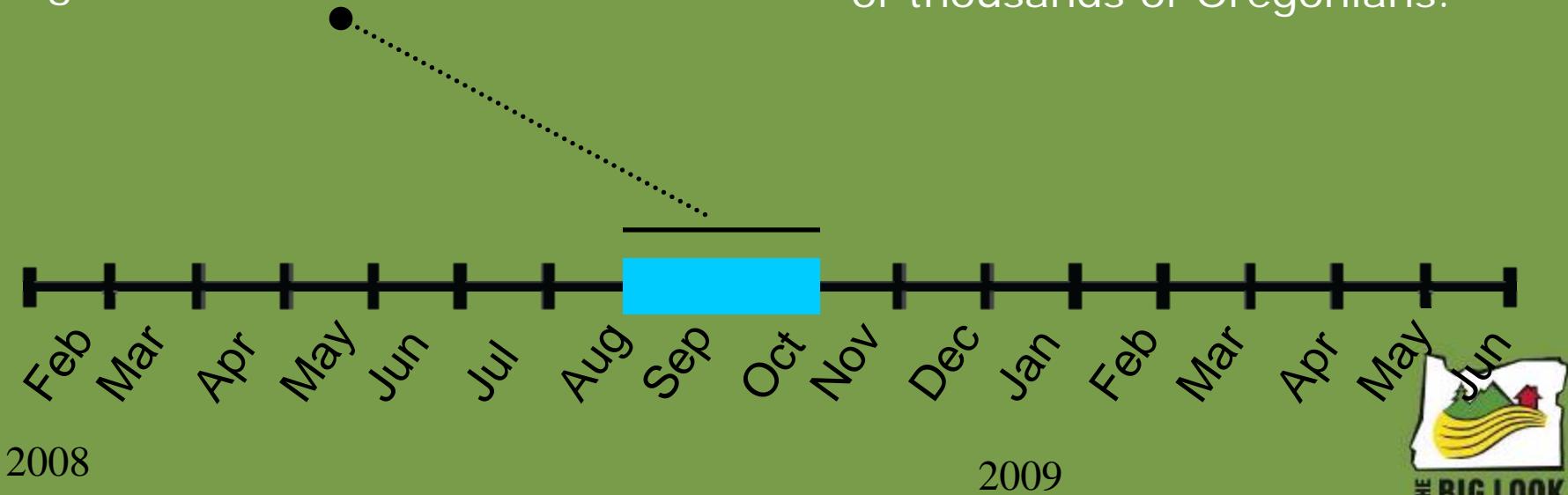
# Schedule – Sept./October 2008



## 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





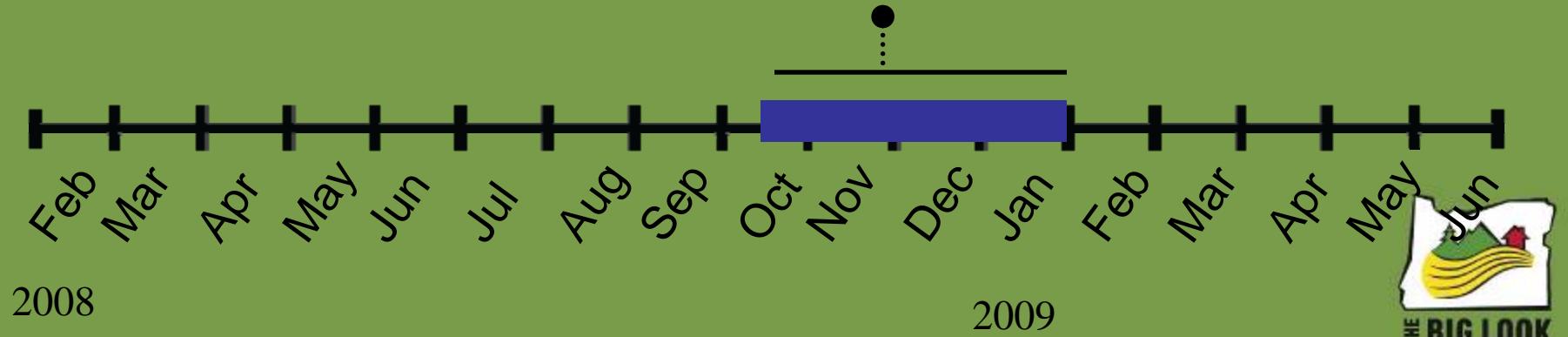
## Schedule – October 2008/Jan. 2009

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**