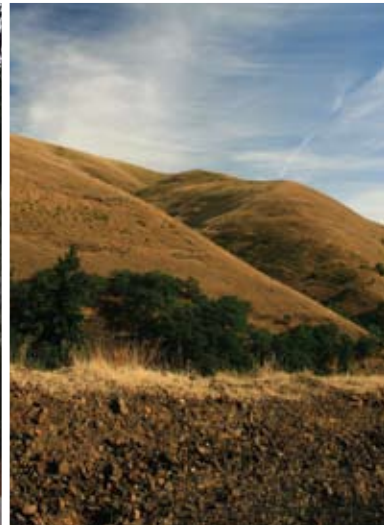
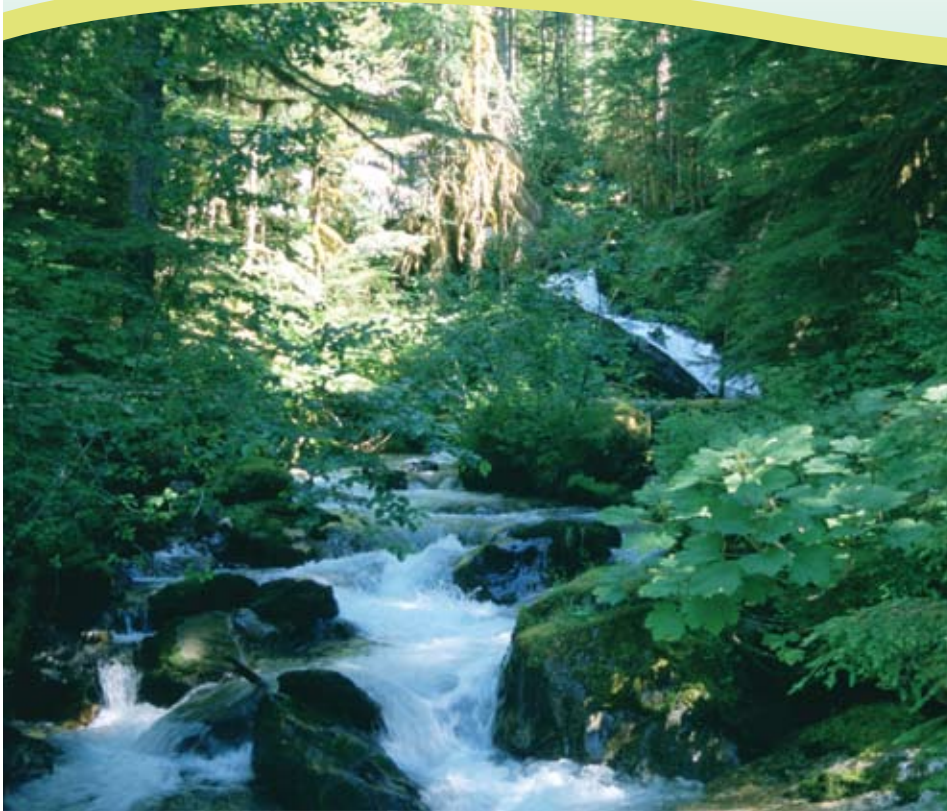


# envision oregon



## FINAL REPORT

APRIL 2007



**Envision Oregon Round One was made possible by the generosity  
and hard work of the following Co-Sponsors and Partners**

Active Living by Design	Housing Alliance
American Institute of Architects, Oregon Chapter	Jefferson County Farm Bureau
Audubon Society of Portland	League of Women Voters® of Oregon
Bicycle Transportation Alliance	League of Women Voters® of Rogue Valley
Blue Mountain Forum	Mt. Hood Railroad
Brooks Resources Corporation	Ned and Sis Hayes Family Fund of the Oregon Community Foundation
Bullitt Foundation	Oregon Action
Bus Project	Oregon Business Association
Catherine and Mark Turner Fund of the Oregon Community Fund	Oregon Downtown Development Association
Central Oregon Jobs With Justice	Oregon Wheat Growers League
Central Oregon Landwatch	Portland Business Alliance
City Club of Portland	Portland Habitat for Humanity®
Coalition for a Livable Future	Rogue Valley Oregon Action
Community Development Network	SERA Architects
Ecumenical Ministries of Oregon	Seven Diamond Fund of the Oregon Community Foundation
Friends of Jackson County	SOLV
Fruit Growers League	Southern Oregon Land Conservancy
Gerding/Edlen Development Company	Surdna Foundation
Gray Family Fund of the Oregon Community Foundation	Sustainable Northwest
Harry & David	The Neighborhood Partnership Fund
Hells Canyon Preservation Council	The Rogue Initiative for a Vital Economy
Home Builders Association of Metropolitan Portland	visionPDX
Hood River Chamber of Commerce	Williams & Dame Development
Hood River Downtown Business Association	Zimmer Gunsel Frasca Partnership
Hood River Valley Residents Committee	1000 Friends of Oregon





## INTRODUCTION

Oregon is a special place. We have a wide variety of landscapes, from our spectacular coastline, to the fertile Willamette Valley, to snow-capped peaks in the Cascade Mountains and the open rangelands to the east. Oregon's people cherish living here—whether on a remote ranch in Malheur County, as part of the “creative class” developing the latest product in a converted warehouse in Portland, or raising Easter lilies on the Harbor Bench in Curry County. Oregon is also a place of innovation—the Bottle Bill, the Beach Bill, land use planning, vote by mail and fast-food burgers made from home-grown organic beef.

**Oregon is a  
great place to live.**

*And the word is out.*

In what may be our biggest challenge yet, Oregon's population is projected to grow by nearly two million people, roughly the current population of the state of New Mexico, between now and 2040. These additional Oregonians will need about 1.1 million new homes and about 1.3 million new jobs. Where will these people live, work, shop, learn, and play? How will they get from place to place?

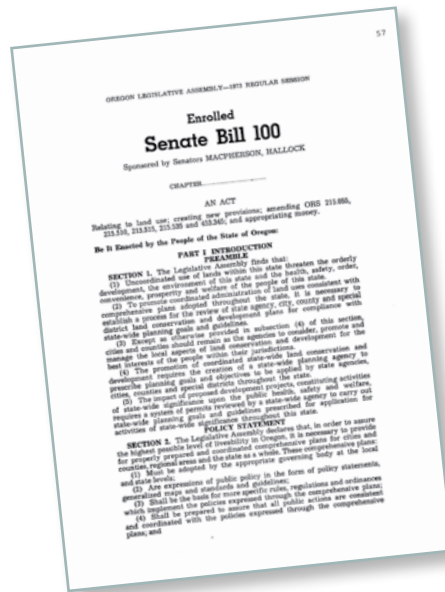
During 2006 more than 1,100 Oregonians from all around the state gathered to begin to develop answers to these questions—to “Envision Oregon.” This report summarizes what they have accomplished so far, and what comes next.





"We are long overdue for a statewide conversation about planning Oregon's future. This is our opportunity to engage, inform and motivate a new generation of Oregonians to take charge of their future rather than simply letting it happen to them."

—Bob Stacey, Executive Director,  
1000 Friends of Oregon, 2005



"The Legislative Assembly finds that: (1) Uncoordinated use of lands within this state threatens the orderly development, the environment of this state and the health, safety, order, convenience, prosperity and welfare of the people of this state. (2) To promote coordinated administration of land uses consistent with comprehensive plans adopted throughout the state, it is necessary to establish a process for the review of state agency, city, county and special district land conservation and development plans for compliance with goals."

—Senate Bill 100, preamble, 1973

## AN OPPORTUNITY FOR A NEW GENERATION

In 1973, under Governor Tom McCall's leadership, the Oregon Legislature adopted Senate Bill 100. The new law established a statewide land use planning system to preserve Oregon's quality of life. The following year, ten thousand Oregonians participated in public hearings and meetings held around the state to create the goals of the system. The resulting 19 statewide planning goals have served, in the words of McCall, "to keep Oregon lovable, and make it more livable."

Oregon has seen many changes since those hearings took place. Among the more significant of these is that Oregon's population has doubled. Less than half of today's adult population was here in 1973. When issues as important as our quality of life are at stake, 30 years is too long to go without asking the people to re-engage and to re-make their visions and goals.

Recognizing this, in 2002 the Oregon Chapter of the American Planning Association's

Committee on the Oregon Planning Experience (COPE) issued a report calling for "a statewide dialogue to revisit and affirm the shared vision for Oregon, and to agree on the means to achieve that vision."

Building on the COPE recommendations, the 2005 Oregon Legislature adopted Senate Bill 82, creating the "Big Look" Task Force. The Task Force's mandate is "to study and make recommendations on the effectiveness of Oregon's land use planning program in meeting current and future needs of Oregonians in all parts of the state."

In 2006, 1000 Friends of Oregon, the Bus Project, and SOLV started discussing how to help Oregonians participate in the "Big Look" and envision Oregon's future. Soon the League of Women Voters® of Oregon and the Oregon Business Association joined the effort. Envision Oregon was born out of these discussions and was launched at the first town hall forum on April 29, 2006 in Corvallis.

## DIFFERENT POINTS OF VIEW

Envision Oregon is based on a simple principle: In any democracy, the people are the ultimate decision-makers. This principle is especially true in Oregon, where in 1902 the “Oregon System” of voter initiatives and referendums was born, and where in 1974 the people made “Citizen Involvement” the first goal of the land use planning system.

Thus, Oregonians of all points of view are encouraged to participate in Envision Oregon. The original group of five partners has grown to a movement including 50 diverse organizations working together to include as many people as possible. And generous

contributions kept Envision Oregon Round One forums free, so that cost is not a barrier to participation. (See the complete list of supporting organizations inside the front cover.)

**Oregonians of all points of view are encouraged to participate in Envision Oregon.**



“I firmly believe that what we need is a new resurgence of civic pride and a new unifying spirit. Every one of us should participate in building a better, stronger, more unified Oregon.”

—Jack McGowan, Executive Director, SOLV, 2006

## ENVISIONING OREGON

When we designed Envision Oregon we consciously decided that our role was not to tell, but rather to listen. We also knew that asking the right questions was critically important. Round One did not begin by asking people how to (re)design Oregon’s land use planning system, but rather what they care about and what kind of Oregon they want to live in.

**What do you most value about living in Oregon today?**

**What is your vision for Oregon 30 years from now?**

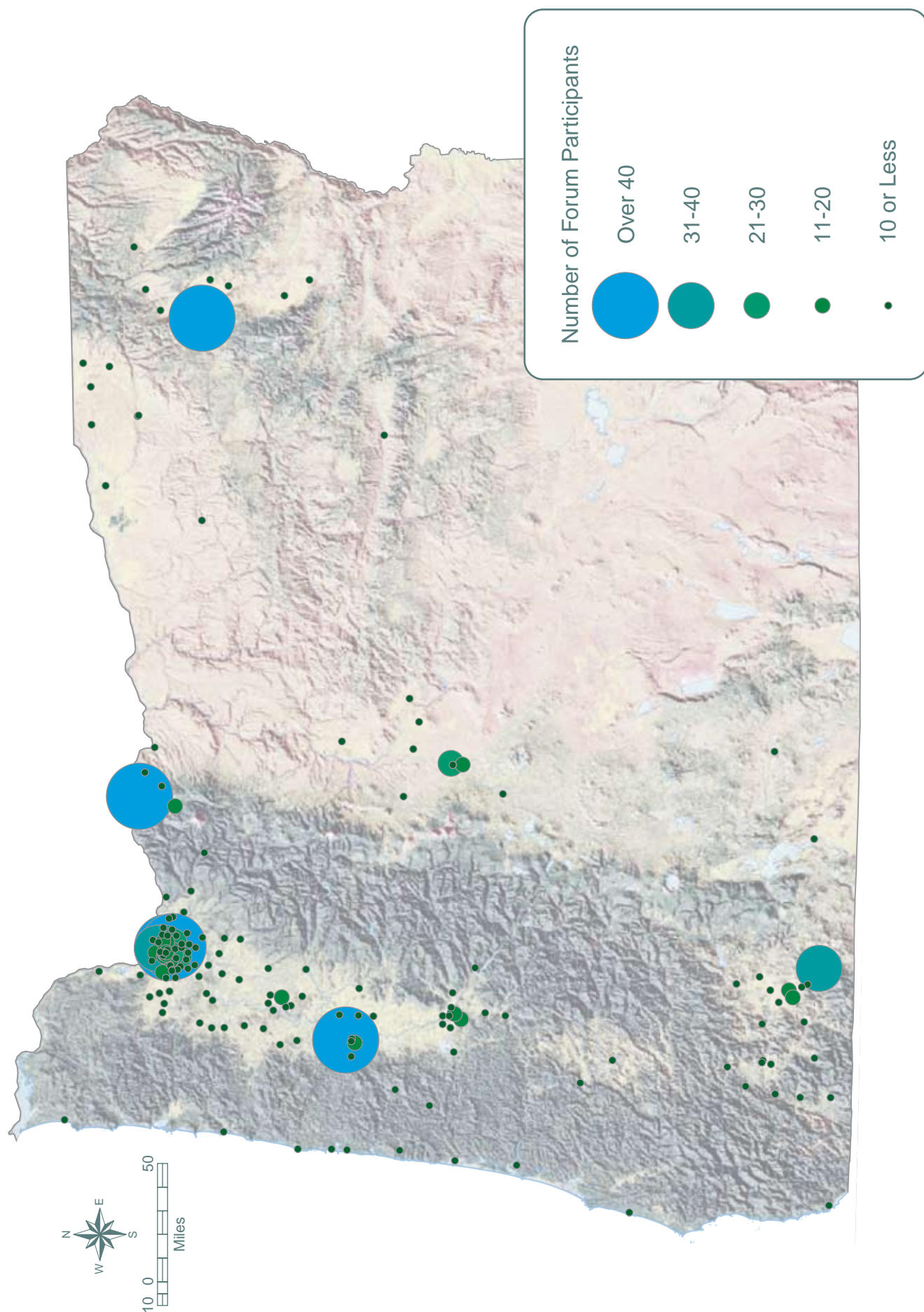
about what was important to them. Indeed, while the idea for Envision Oregon is rooted in concerns around land use, participants also raised other issues, such as health care, education, and accountable government.

The town hall forums featured a three-tiered approach to answering these questions. First, participants wrote their individual answers to each question about values and vision. Second, participants seated around tables discussed their values and visions with each other, seeking to reach consensus for the table. Third, representatives from each table met to summarize the views from a cluster of tables. The intent was to identify commonalities and build consensus.

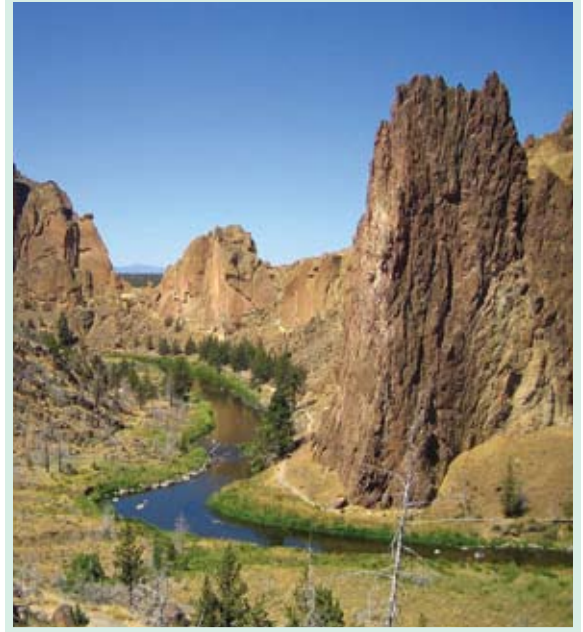
The following pages present the themes that emerged from the Round One forums, highlighted by the views of some participants in their own words. We conclude with a discussion of what comes next.



The Round One town hall forums were designed to be inclusive and open. Participants were given time to discuss and present their own ideas, and were encouraged to talk freely







## SHARED VALUES/SHARED VISION

Between April and October of 2006, Envision Oregon town hall forums were held in Corvallis, Hood River, Portland, La Grande, Medford and Bend. More than eleven hundred Oregonians participated in these forums. The map to the left shows the places those people call “home.”

Participants represented all the different types and sizes of communities here in Oregon from very rural to very urban. They included members of a diverse set of organizations. (See the list of Co-Sponsors and Partners inside the front cover.) Every forum featured a mix of ages, gender, and political party affiliation.

This incredibly diverse group of people from all over Oregon was asked two open-ended questions:

**What do you most value about living in Oregon today?**

**What is your vision for Oregon 30 years from now?**

What emerged was a remarkable consistency in the values Oregonians hold and

in the visions we share for our collective future. The degree to which people from different parts of the state expressed similar values, sometimes using the exact same words, is a strong indication that consensus can be found among Oregonians on the question of how we plan for our future.

A careful review of all of the individual responses to these questions revealed the following themes:

- Natural beauty and open space;
- Community;
- Good government and planning;
- Farming and forestry;
- Jobs and the economy; and
- Other themes related to quality of life in Oregon.

These themes are discussed in more detail in the following pages.





## HOOD RIVER TOWN HALL FORUM

Approximately 100 people participated in the Hood River town hall forum on June 22, 2006 at the Hood River Hotel. In addition to several communities in the Gorge, participants came from places such as Hillsboro, Roseburg, and Turner. State Senator Rick Metzger of Welches and Metro Councilor Rod Park of Gresham were among the officials present. “Big Look” Task Force member Ken Bailey, 1000 Friends of Oregon executive director Bob Stacey, and Bus Project executive director Jefferson Smith gave presentations.



## VALUES AND VISIONS

### NATURAL BEAUTY AND OPEN SPACE

More than three-quarters of all the participants at all of the forums indicated that they value Oregon’s natural beauty and open space. The specific comments related not only to the enjoyment and accessibility of our “natural beauty” and “special places,” but also to the importance of maintaining those places not only for our use, but also for the health and well-being of current and future generations.

Enjoying the land was clearly expressed, and it was remarkable how many people from all parts of the state used the same words to express this theme. People value the “diversity of landscapes” and said that this diversity makes Oregon a place unlike any other.

Participants also spoke to the importance of having “access to nature,” e.g., living in a large city while being able to get to a beautiful

mountain, river, or forest easily. People value Oregon’s natural beauty as scenery as well as for its recreational opportunities: hiking, camping, fishing, hunting, boating, skiing, and more.

As these Oregonians describe their visions of the future it is clear that they are concerned not only about enjoying the land but also about conserving the land for future generations and for other species.

Also, people clearly recognize the connection between land, air, and water quality and maintaining good health. People value clean air and clean water, and feel strongly that conserving land, air, and water was critical for our continued well-being.

Here is how some participants expressed these ideas in their own words.





## WHAT OREGONIANS VALUE ABOUT OREGON TODAY ...

No other State has such great natural wonder and diversity; from the cascades to high dessert, the Columbia River basin, and mature forests scattered throughout. Oregon takes pride in preservation by protecting farmland, forests, scenic areas, wildlife, and water quality. It's citizens share a respect for these resources and a commitment to ensure they continue to thrive for future generations.

—Gary Rhinhart, Pendleton

The Protection: Oregon owes a debt to the people who had the foresight to protect its natural beauty and resources, who looked forward to our future, and made tough decisions about what we want Oregon to be.

—Stephanie Nystrom, Corbett



The diverse natural beauty: open spaces, farmland and orchards, coast, mountains and desert. Every form of nature exists here making it one of the most spectacular places in the world.

—Diane Garcia, Medford

Quality of life, which is made possible by the protection of the environment, access to public lands for recreation and land use providing open space, thriving urban areas, and preservation of rural areas.

—Trudi Klinger, Hood River



## ... AND OUR VISION FOR THE FUTURE

Hopefully, the Oregon I see in the future will still have open spaces, beautiful mountains, unparalleled lakes and streams; that the citizens of Oregon who follow me will enjoy what makes Oregon great to me.

—Carole Zimmerie, Talent

The environment belongs to all of us. By concentrating development in some areas we preserve others.

—Marc Valens, Beatty

I would like to see Oregon maintain a stable economy as well as providing opportunities to escape from it all and enjoy what nature has to offer!

—Calvin Davis, La Grande

I am eager to help Oregon keep the treasure that it is, and that means new Oregonians will need to live in cities here to keep the open land and the clean air, clean water, etc. available to renew itself and to be in reach of everyone. We need to be willing to bear the political and economic cost of keeping these values.

—Carol Bosworth, Corvallis



## CORVALLIS TOWN HALL FORUM



Approximately 200 people participated in the town hall forum held April 29, 2006 on the Oregon State University campus in Corvallis. Participants came from many Willamette Valley communities, as well as from such diverse places as Corbett, Jacksonville, Prineville, St. Helens, and Wallowa. “Big Look” Task Force members Ken Bailey of The Dalles and Judie Hammerstad of Lake Oswego, and Land Conservation and Development Commission Chair John VanLandingham of Eugene were among the officials present. SOLV executive director Jack McGowan, 1000 Friends of Oregon executive director Bob Stacey, and Bus Project executive director Jefferson Smith gave presentations.

## COMMUNITY

About half of the participants in Round One used the word “community” when describing their values and their visions of the future. People used this term not only to describe the physical places—the towns and neighborhoods—where they live, but also to indicate a sense of belonging to a group of people with similar goals and aspirations.

In describing the places they live and love, people stated they value a sense of place and human-scaled neighborhoods with easy access to nearby goods and services. Participants also mentioned transportation choice as something they valued. Participants from small towns and from large cities shared their appreciation for distinct or unique places, recognizing that different places, especially urban and rural places, are and should be unique.

People also talked about a sense of community as being connected to others, of friendly and caring people, and how even larger cities have a small-town feeling. Participants value respect for others and a diversity of people.

They also used the term “community” when talking about the details that fall into some



of the other major themes. For example, people spoke about the importance of civic involvement and the ability to participate in government decision-making. Many commented that their access to decision-makers is better than in other places they have lived. Others mentioned quality health care, good education, affordable housing, and living wage jobs as part of what makes up “community” in their values and visions.

Here is how some participants expressed these ideas in their own words.





## WHAT OREGONIANS VALUE ABOUT OREGON TODAY ...

The focus on community spirit and community development. When many other places are moving toward an even more individualistic approach to life than America has always seen, Oregon—if only in small and increasingly threatened ways—seems to want to stay a community of families and friends.

—John Metta, Hood River

Unlike other parts of the country I've lived in, people seem to truly want to live here. Oregon is not just a stop on your way to somewhere else. It is a place to build community around a common desire to make this place our home.

—Stacey Perry, Hillsboro

Oregon represented my American Dream—a state to raise my family in a place that I can call a community.

—Maurizio Valerio, Union

What makes Oregon special to me is community—the sense that people still look out for each other, that people are willing to work hard to create a thriving, creative, healthy neighborhood for everyone, that people care about doing the right thing for the right reasons, that in spite of a tough few years, people still feel hope and optimism carry the day.

—Cheryl Albrecht, Portland

Sense of community statewide; spirit of cooperation across geographic and political party lines, keeping the whole state's interests in mind.

—Sara Stewart Johnson, Bend

## ... AND OUR VISION FOR THE FUTURE

What makes eastern Oregon special to me is the existence of individual communities. The social and economic network within a community must be preserved. Planning that supports the network of social interactions and helps keep the local economy thriving is essential.

—Julie Keniry, La Grande

Until recently, Oregon had a real sense of community and a common desire to have a livable environment. I would like to reestablish that commitment and create a land use plan that will serve Oregon for the next 50 years.

—Jack Hunter, Cove

A state in which the population is concentrated in urban and rural centers with more connected housing; a state with an increase in public transportation and communities designed to support walking and bicycle use; a state which has returned to a strong land use program, which encourages the above through carefully considered incentives and tax breaks. A state with a strong commitment to public health and welfare, cleaner air and water.

—Peter Frothingham, Odell

I hope that Oregon will be a vibrant place of diverse people with jobs, hope and kids who think they can make a difference.

—Jennifer Porter, Portland



## LA GRANDE TOWN HALL FORUM



Approximately 100 people participated in the town hall forum held October 12, 2006 at the Blue Mountain Conference Center in La Grande. Participants came from numerous eastern Oregon communities, including La Grande, Athena, Elgin, Helix, John Day, and Milton-Freewater.

La Grande Mayor Colleen Johnson and 1000 Friends of Oregon executive director Bob Stacey gave presentations.





## PORTLAND TOWN HALL FORUM

Over 500 people participated in the town hall forum on August 3, 2006 at the Governor Hotel in Portland. In addition to many communities in the Metro region, participants came from their homes in Aurora, Boring, Madras, McMinnville, Mt. Hood, Newberg, North Plains, and Welches. State Representative Jeff Merkley of Portland, Metro Councilors Rex Burkholder and Robert Liberty of Portland, Damascus Mayor Dee Westcott and City Councilor John Hartsock, Happy Valley Mayor Gene Grant, Tigard Mayor Craig Dirksen, Lake Oswego City Councilor Jack Hoffman, and “Big Look” Task Force members Steve Clark of Tigard and Lake Oswego Mayor Judie Hammerstad were among the officials present.

Oregon Business Association president Lynn Lundquist, Oregon Action associate director Jo Ann Bowman, 1000 Friends of Oregon executive director Bob Stacey, and Bus Project executive director Jefferson Smith gave presentations.

## GOOD GOVERNMENT AND PLANNING

Over a third of participants indicated they value good government and good planning. Some talked about Oregon being “progressive,” “innovative,” and “visionary.”

People expressed pride in some of Oregon’s strong leaders, such as Governor Tom McCall. People are also proud that Oregon is a leader in the nation: the voter initiative process, the Beach Bill, the Bottle Bill, and Oregon’s land use planning program all originated here.

This theme overlaps with that of community, as people expressed a sense of ownership

in their government and the importance of civic involvement. People recognize the connection between good government and planning and Oregon’s quality of life.

Participants stressed that people need to be involved in the decision-making that happens in their communities. These decisions need to be fair—not only to individuals but to the communities of which they are a part.

Here is how some participants expressed these ideas in their own words.

### WHAT OREGONIANS VALUE ABOUT OREGON TODAY ...

Small-town feel.—you can go to the city council meetings and the county commissioner meetings and speak.

—Lynda Stevenson, Medford

Oregonians care about a wide range of issues. From both sides of the political spectrum, people here are passionate about their ideas and are willing to put the time and effort into making creative and progressive policy.

—Tracie Weitzman, Corvallis

I have appreciated Oregon’s stance on land use issues for so long now and have become dismayed at the fact that Oregon could look like just any other place, USA, with the passage of 37. My feeling is that Oregon has done things differently for years and it has proven to work in so many ways—if you want to live like the rest of the USA does, there are 49 other states to choose from.

—Keegan Lucas, Beaverton

Things that we take for granted today—like public ownership of beaches—were the result of visionary Oregonians who decided to make a difference. Today, however, our Legislature is concerned more with scoring political points than with building a better state. The politicians in Salem have lost touch with the values that make us who we are. Oregon remains special to me because I believe it has the capacity to return to the state it once was—a national leader for innovative and sustainable policy.

—Tobias Read, Beaverton

We planned, it worked!

—Chris Smith, Portland





## ... AND OUR VISION FOR THE FUTURE

I would like to see citizen involvement in planning for the future. We need to have a voice that is not made louder because of money and influence. We need to control growth and protect the livability of our towns and the beauty of our landscapes.

—Carolyn Ramsey, Eagle Point

Government and democracy works so well that the initiative system is irrelevant; history is preserved; political campaigns inspire hopes, not fears; Oregon is recognized for its stable, fair revenue system; there are no 'two Oregons'; national reputation for less hunger, better education, and a strong economy.

—Brian D. Cole, Baker City

Communities participate in land use planning; public-interest institutions enable citizens to participate in land/resource use planning.

—Jim Lang, Roseburg

I want Oregon and its communities to continue its self autonomy and self governance by keeping laws and institutions that favor local civic participation and locally owned business, strong, self-reliant and self-governing communities that are in balance with the natural habitat.

—Torrey Byles, Talent

Before 30 years I hope will shall elect a legislature that will not fight over partisanship, will not split over urban versus rural needs and desires, and will have as its #1 priority working for the State of Oregon rather than preservation of their legislative jobs.

—Jack Mills, Mt. Hood



## FARMING AND FORESTRY

Many participants talked about the importance of Oregon's working landscape, specifically agriculture and forestry. Like those related to natural places and to community, comments related to this theme can also be broken into two groups of ideas. Participants noted not only the connection to jobs and the economy, but also to non-economic issues related to "quality of life."

People recognize that Oregon's family farms provide jobs and, although not at the same level as in the past, that the forests and forest products will continue to be an important part of Oregon's economy. They expressed a general appreciation for farms and forests and noted that it is very important that farming and forestry must continue to be profitable.

Participants also indicated that they appreciate the availability of locally grown and/or organic foods, and feel that it is critical that the state maintain the ability to grow the food needed to feed Oregonians as world and climate conditions change in the future.

People also value farms and forests as open space.

Here is how some participants expressed these ideas in their own words.



### WHAT OREGONIANS VALUE ABOUT OREGON TODAY ...

Oregon is a place where if we work together in a creative, innovative and thoughtful manner, farming is still a viable occupation.

—Kara Olmo, Grants Pass

Protection of resource land and rural lands from sprawling and random development

—Pat Wheeler, Monmouth

The statewide land use planning system that promotes the preservation of farm and forest lands and the livability, enjoyment, and availability of land for resource uses it provides.

—Shelley Wetherell, Umpqua

I particularly like the way we set aside certain farmlands with unique rich soils and our forestlands we have set aside for a healthy economy.

—Steve Klein, Clackamas

Saving Farms and stopping sprawl.

—John & Pat Graves, Phoenix

### ... AND OUR VISION FOR THE FUTURE

Oregon will remain a strong agriculturally-based state. Our strong natural resources will continue to be protected and used wisely.

—Robert Klein, Milton-Freewater

I believe strongly that we must protect our farms, our forestland and communities from unchecked development. This is not just about individual property rights, this is about community rights—the right to a quality of life as a state, as a community, and as an individual.

—Jim Hill, Salem

Our farmlands and forests will be secured from development. The family farm will produce most of our food distributed locally and safely.

—Kathleen Koch, Elgin

A land use system that allows farmers to have small-scale farms and options for value-added products.

—Melissa Anderson, Medford





## JOBS AND THE ECONOMY

Many participants talked about economic development, although the economy as an abstract entity was mentioned only infrequently. More often, people talked about living-wage jobs and affordable housing, and the importance of having a strong economy in order to have these things.



### WHAT OREGONIANS VALUE ABOUT OREGON TODAY ...

Having grown up in Eastern Oregon, I jumped at the opportunity to move back after graduate school and start a small high tech business. I appreciate the friendly people, the clean environment, and predominately forward social objectives.

—David Mayes, La Grande

Oregon has a balance of natural resources and economic opportunity.

—Bill Peterson, Grants Pass

Opportunities to build your own business.

—Karen Richie, Philomath

Oregon has been able to maintain its natural beauty while remaining economically strong. The clean air (in most places, still) gorgeous natural mountain vistas, active cultural groups/events and innovative, independent spirit of its people distinguish Oregon as a very special place to live.

—Sally Russenberger, Bend

People also stressed the importance of protecting family farms and forests for their role in the economy, and discussed the importance of diversity in the types of jobs available to Oregonians in the future.

Here is how some participants expressed these ideas in their own words.



### ... AND OUR VISION FOR THE FUTURE

Economic opportunity: Not just jobs, but entrepreneurial opportunity; a regional specialty in sustainable business like green architecture, bio fuels, urban public transport, information technology, organic agriculture, sustainable forestry and fisheries.

—Pam Hardy, Bend

We will have a strong manufacturing base to provide employment with less lower-paying services jobs.

—Robert Klein, Milton-Freewater

My vision for Oregon is one that supports the future with ideas that support sustainable growth while preserving the quality of life so many of us cherish.

—Trey Jenkins, Gold Hill

Sustainable economic development = family-wage jobs.

—Kathleen Koch, Elgin



### MEDFORD TOWN HALL FORUM



Approximately 130 people participated in the Medford town hall forum held on October 26, 2006 at the Red Lion Hotel. In addition to many Rogue Valley communities, participants came from such places as Beatty, Brookings, Klamath Falls, Selma, and Wolf Creek. Jackson County Commissioner David Gilmour, Oregon Action associate director Jo Ann Bowman, 1000 Friends of Oregon executive director Bob Stacey, and Bus Project executive director Jefferson Smith gave presentations.



## OTHER VALUES EXPRESSED

Several topics that don't fit into the categories above were raised by small but significant numbers of participants at nearly every forum. For example, many participants talked about the importance of independence. Oregon's maverick spirit was seen as a source of strength. Our independence from one another was mentioned, but the independence Oregonians as a group have



from other states and the rest of the nation was stressed more. Respect for a diversity of views and lifestyles was valued highly.

A few participants singled out Oregon's climate, saying they like the variety of seasons. Some even said they like the rain!

Finally, participants raised several issues at every forum that, while not strictly related to land use, are important values and critical to the quality of life we as Oregonians share. The issues raised most often were quality health care and a good education system. Many of the visions for the future expressed optimism that we will fix these things, and indicated a willingness to do so.

Here is how some participants expressed these themes in their own words.

### WHAT OREGONIANS VALUE ABOUT OREGON TODAY ...

The culture of quality: We like to do things well. Whether it's good food, good beer, naturally ranched beef, good health care, or good land use planning. There's a universal sense that we're aiming for quality, not just average.

—Pam Hardy, Bend

The (partial) political independence of Oregon. I think of this as the Wayne Morse tradition—as perhaps the Tom McCall tradition. The political independence is partial, fragile, fragmentary and always in danger but worth sustaining.

—Linda Elegant, La Grande

I like having both the ocean and the mountains close by. The weather is nice too, including all the rain.

—Brian Pollock, Portland

### ... AND OUR VISION FOR THE FUTURE

Our educational system needs to be fully supported. An educated citizenry is paramount to good government and planning for the future. We need an enlightened Oregon.

—Carolyn Ramsey, Eagle Point

I hope there will be affordable housing and health care for everyone and that Oregon will have clean and safe water to drink and be in, as well as clean air to breathe.

—Bernadette Williams, Hood River

Energy independence: use of alternative energy sources, e.g., wind, geothermal, wave, solar. We are rich in these sources of energy. We will be a model for other states and nations. This we lead to quality of life and preservation of air, water and soil and job creation.

—Liz Crites, Bend

I hope that in 30 years we will have an innovative, progressive school system that has adequate, stable funding.

—Krista Shipsey, Portland





## SUMMARY OF THEMES

This discussion of themes that emerged from Round One, although an accurate representation of what was said at the forums, is necessarily somewhat oversimplified. In reality, many comments do not fit neatly into one category or another. There was significant overlap, for instance, between “natural beauty and open spaces” and “farming and forestry,” as well as between “community” and “jobs and the economy.”



Perhaps the strongest evidence of this is how people used the term “quality of life” when referring to many, if not all, of their values and their visions of the future. Good jobs, affordable housing, nearby farms providing locally grown food, and clean air and water all contribute to a “quality of life” we value today. Having responsive and receptive government, well designed towns and neighborhoods, working forests and affordable health care will each contribute to “quality of life” in the future.

The challenge to participants in Round Two of Envision Oregon is to identify the strategies and make the choices necessary to preserve these values and to make our shared vision of the future a reality.



### BEND TOWN HALL FORUM



Approximately 70 people participated in the town hall forum held November 18, 2006 at Summit High School in Bend.

Participants came from the communities of Redmond and Bend, as well as from Madras, Philomath, Portland, Prineville, and Sisters. Brooks Resources Corporation CEO Kirk Schueler,

1000 Friends of Oregon executive director Bob Stacey, “Big Look” Task Force member Jill Gelineau, and Bus Project executive director Jefferson Smith gave presentations





“At some point it won’t be merely history asking us a question, someday it will be our own grandchildren. And they will say, ‘When the country was at a turning point of history and we were deciding what kind of place we wanted to be like and how we were going to get there, where were you?’ We are going to say, ‘When we were revolutionizing energy, health care, education and land use systems, we were here. When Oregon was setting an example for the nation, we were here.’”

—Jefferson Smith, Executive Director, Bus Project, 2006







## CHOICES FOR THE FUTURE

At the Round One town hall forums, there was a sense that Oregonians love their state and want to be involved, and that the forums were larger than any one person, organization, or issue. It was clear that the town hall forums filled a deep-rooted need for ordinary people to take part in shaping Oregon, to take responsibility for the state.

Indeed, there was a sense that people felt Oregon does not belong to any one of us or even to this generation, but that Oregon is something that belongs to all of us. In their values and visions, people spoke as if they collectively owned Oregon, as if we are all stewards of the land, charged with managing it responsibly for future generations.

As recent polling and several initiative votes indicate, there is another significant factor that plays into any evaluation of our land use system. Today there is a tension between the desires of the community and the desires of the individual.

The struggle between these conflicting desires, present to varying degrees in all of us, is playing out now as Oregon attempts to reconcile basic community land protections enacted for the common good with

individual rights granted under Measure 37, which values the interests of the individual over the interests of the community.

This tension is also present in the work of the “Big Look” Task Force. Created in 2005 by Senate Bill 82, this group is grappling with the same balancing act as they consider changes to our statewide planning system. The recommendations the Task Force makes to the legislature in 2009 may have a profound impact on Oregon’s future.

Looking back over the last 30 years, it is clear that the land use system we have today has had significant, and most people think positive, impact on the Oregon we love today.


As we look forward 30 years it is clear that any number of futures is possible. Which one we arrive at will depend on choices we make today and along the way. Each choice involves tradeoffs. If we are to reach our goals, keeping our values and visions in sight will be critical at every step of the journey.

Envision Oregon does not yet have an answer for what Oregon should look like in 30 years or how to get there. But in Envision Oregon Round Two, participants will have a chance to continue forging those answers.

Learn more about  
Envision Oregon and how  
to get involved online at:

**[www.envisionoregon.org](http://www.envisionoregon.org)**

or by request from:

**envisionoregon** 

534 SW Third Avenue, Suite  
300, Portland, OR 97204

**(503) 497-1000**

**[info@envisionoregon.org](mailto:info@envisionoregon.org)**

The “Big Look” Task Force  
continues its own look  
into the land use system  
it feels is necessary to  
take Oregon another 30  
years into the future.

Up-to-date information  
online at:

**[www.oregon.gov/LCD/BIGLOOK](http://www.oregon.gov/LCD/BIGLOOK)**

**[big.look@state.or.us](mailto:big.look@state.or.us)**




Envision Oregon Round Two will pick up where Round One left off, starting with the values and visions, considering choices for the future, and looking for strategies to get us there.

Learn more about  
Envision Oregon and how  
to get involved online at:

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

or by request from:

**envisionoregon** 

534 SW Third Avenue, Suite  
300, Portland, OR 97204

**(503) 497-1000**

[info@envisionoregon.org](mailto:info@envisionoregon.org)

Plan to join us at one of these  
Envision Oregon Round  
Two Town Hall Forums

**MAY 3, 2007**  
EUGENE

**MAY 17, 2007**  
NEWPORT

**JUNE 7, 2007**  
SALEM

**JUNE 28, 2007**  
BEND

**JULY 19, 2007**  
MEDFORD

**AUGUST 16, 2007**  
THE DALLES

**SEPTEMBER 6, 2007**  
HILLSBORO

**SEPTEMBER 8, 2007**  
PORTLAND

**SEPTEMBER 11, 2007**  
OREGON CITY

**OCTOBER 23, 2007**  
PENDLETON

**OCTOBER 25, 2007**  
BAKER CITY

