



Sustaining Quality of Life in the Southern Willamette Valley

ATTACHMENT B REGIONAL GOALS AND OBJECTIVES



Regional Strategy Goal and Objectives

Approved by the Regional Policy Advisory Board
October 24, 2001

Goal

Region 2050's goal is to improve and sustain the region's quality of life by building regional consensus among public and private interests on goals, objectives, and actions in seven inter-dependent quality of life categories:

1. Land Use and Development Patterns
2. Natural Resources, Open Space and the Environment
3. Community Facilities and Services
4. Jobs and the Economy
5. Housing
6. Transportation
7. Education

Objectives

1. Maintain the autonomy of the local jurisdictions in any regional strategies.
2. Pursue an integrated approach that addresses the inter-relationships among the six categories.
3. Value the interests of all local governments in the region by using consensus decision-making processes requiring unanimous consent of all Policy Board members present.
4. Achieve grass-roots support for proposals through a public education and outreach program and stakeholder process designed to facilitate understanding of the issues, conditions, possible futures, choices, and trade-offs.
5. Evaluate proposals based on consideration of current and possible future conditions such as economic, technological, financial, ecological, and social equity.
6. Identify regional needs, compare community visions with regional needs, identify gaps and conflicts, develop an action plan, and review periodically.



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Land Use and Development Patterns Goal and Objectives

Approved by the Regional Policy Advisory Board
October 24, 2001

Goal

Promote land use and development patterns that sustain and improve quality of life in the Southern Willamette Valley, maintain each community's identity, facilitate economic development, and conserve and manage natural resources.

Objectives

1. Identify the appropriate future distribution of population and employment throughout the region based on the vision of the region and the individual communities.
2. Provide employment opportunities, affordable housing choices, open space and natural areas, and access to goods and services.
3. Promote efficient use of land and limit adverse impacts on environmentally sensitive lands. *Implementation Action:* Encourage redevelopment and increased densities in cities where necessary and desired.
4. Identify regional strategies that support downtown revitalization in all cities.
5. Maintain rural community identities and protect productive farm and forest lands.
6. Consider rural residential development patterns and needs.
7. Develop a regional strategy to maintain and improve access to community, recreational, and cultural services.



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Natural Resources, Open Space, and the Environment Goal and Objectives

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October 24, 2001

Goal

Protect, restore, manage, and enhance important natural resources and open spaces, and maintain high quality air, water, and land resources in the Southern Willamette Valley.

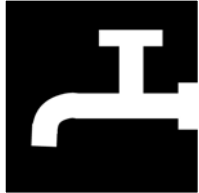
Objectives

1. Develop and implement a vision for regional natural resources and open space that protects and connects valuable farm and forest lands, wetlands, surface and ground water resources, wildlife habitat, and opportunities for recreation.
2. Sustain and improve air quality throughout the region.
3. Develop a regional approach to restoring and protecting endangered and threatened plants and animals. Work to prevent sensitive species from becoming threatened or endangered.
4. Minimize the loss of important natural resources, unique habitats, and open spaces as development occurs.
5. Mitigate environmental impacts, and impacts to important natural resources, where some impact is unavoidable.
6. Provide adequate facilities throughout the region to meet existing and future recreational needs.
7. Foster increased environmental sensitivity and stewardship through public education.



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Community Facilities and Services Goal and Objectives

Approved by the Regional Policy Advisory Board
October 24, 2001

Goal

Develop a regional approach to identify, improve, and maintain infrastructure and community services in the Southern Willamette Valley.

Objectives

1. Work collaboratively to ensure the availability of a full range of infrastructure and services to meet the needs of all residents in the region.
2. Identify innovative strategies and partnerships to finance existing and future facility expansions and improvements.
3. Develop a regional strategy to place less demand on infrastructure through enhanced conservation policies and practices.
4. Develop a regional strategy to improve access to telecommunications facilities.



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Jobs and the Economy Goal and Objectives

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Goal

Promote a diverse regional economy in the Southern Willamette Valley that facilitates access to quality employment, goods, and services throughout the region, while recognizing the unique advantages of each community.

Objectives

1. Encourage partnerships with local organizations, communities, and businesses to help achieve local and regional economic development goals.
2. Promote the development of a full range of local job opportunities throughout the region with a focus on family wage jobs.
3. Work collaboratively to encourage economic diversity throughout the region and encourage cooperation and communication between communities to reduce competition.
4. Enhance “human capital” in the region, fostering a skilled, educated labor force that can attract high-wage industries.
5. Promote redevelopment of brownfields and other sites and identify financing techniques to facilitate redevelopment projects.
6. Promote management of resource lands, including agriculture and forest, in a manner that maximizes the long-term return for the local economy and maintains the long-term health of the resource lands.



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Housing Goal and Objectives

Approved by the Regional Policy Advisory Board
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Goal

Seek to ensure that each community has an adequate variety of housing types to meet the needs of residents.

Objectives

1. Foster public-private partnerships to address unmet local and regional housing needs.
2. Encourage a variety of housing options for residents in the region, including housing that varies by type, affordability, and location.
3. Encourage the availability of adequate financial and technical assistance to meet the housing needs of residents in the region.
4. Encourage conservation of the existing housing stock.
5. Encourage the incorporation of energy and water efficiency standards in housing for retrofits and remodels. *Implementation Action:* Encourage financial incentives.
6. Encourage urban environments that promote neighborhood livability.



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Transportation Goal and Objectives

Approved by the Regional Policy Advisory Board
October 24, 2001

Goal

Develop and maintain transportation systems in the region while improving transportation choice and air and water quality.

Objectives

1. Minimize anticipated increases in congestion and maintain high air quality through a blend of regional transportation approaches that provide alternative transportation options and reduce single-occupant automobile trips.
2. Identify and implement self-supporting financing strategies for maintaining and developing multiple modes of transportation in the region.
3. Maintain and improve intra- and inter-regional mobility, including providing convenient access to commuter services (public transportation, express bus, park and ride, car pools) throughout the region and particularly in areas with high levels of commuting to employment centers. *Implementation Action:* Increase public and private transportation access for the transportation disadvantaged, especially in small cities.
4. Encourage the improvement and expansion of mass transit to and within outlying communities.
5. Where feasible, work cooperatively with the private sector to develop and implement incentives to use alternative transportation (taxi providers, shuttle services).



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Education Goal

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Goal

Develop a regional strategy to improve and maintain access to high quality educational services throughout the region.