



UNIQUE LOCAL APPROACHES, ONE COMMON GOAL – to make our region a great place to live in the years ahead

From downtown Gresham to Orenco Station to Oregon City, the region is rich with unique places to live where parks, schools and jobs are close by. As a result, we drive 20 percent fewer miles a day than most people in urban areas our size, so we spend less time in traffic and more time with our families and friends.



Working together with city, county, state, business and community leaders, Metro is researching the most effective combinations of policies and strategies to help us meet Oregon's targets for reducing greenhouse gas emissions.

The things we have done to make this a great place are more important now than ever. The same efforts that helped protect farmland and revitalize downtowns and main streets over the last generation are essential to meeting statewide climate goals for the years ahead. Rising energy prices, a state mandate to reduce pollution and a growing eagerness to live in walkable neighborhoods make it essential for us to create places for people to work, shop and play – without having to drive far away. With federal and local resources lagging, we need to work together to make our visions a reality.

The Climate Smart Communities Scenarios Project will help the region's cities and counties define their goals for the next 20 years. It will show how those goals might help the region reduce carbon emissions. There are many ways we can reduce pollution, create healthy, more equitable communities and nurture the economy, too. Investing in main street businesses, expanding transit service, encouraging electric cars and providing safer routes for biking and walking can all help.

A one-size-fits-all approach won't meet the needs of our diverse communities. Instead, a combination of many local approaches, woven together, will create a diverse yet shared vision for how we can keep this a great place for years to come.

MAKING A GREAT PLACE



COMMUNITY BENEFITS, MANY OPTIONS EMERGE FROM EARLY RESEARCH

Metro staff researched land use and transportation strategies that reduce emissions in communities across the nation and around the world. In December 2011, this work was summarized in a toolbox describing policies for community design, pricing, marketing and incentives, roads, fleet, and technology.

These strategies also provide many community benefits:

- Fewer emissions means less air pollution.
- Investment in main streets and downtowns can boost job growth, save public money and make it easier to get to work and entertainment.
- Safe places to walk can improve public health, increase transit use and lower obesity rates.
- Creating vibrant commercial areas combined with transportation options can increase dollars spent locally while taking cars off the road.

Working closely with cities and counties, Metro tested 144 combinations of strategies, called scenarios. No single strategy was enough to meet the region's target of 20 percent lower emissions by 2035, but more than 90 combined scenarios met or surpassed it.



Encouraging findings from early results

- Current local and regional plans provide a strong foundation for meeting our carbon emissions reduction target.
- The cities and counties in our region are already implementing most of the strategies under consideration to achieve other economic, social or environmental goals.
- If the state achieves its own expectations for advancements in cleaner fuels and more efficient vehicles, the local plans and policies already adopted in our region will get us very close to our emissions reduction target.

STRATEGIES EVALUATED

	COMMUNITY DESIGN Walkable communities, vibrant downtowns, job centers, housing and transportation options, walk and bike-friendly facilities, frequent transit service, urban growth boundary
	PRICING Gas tax, fees and pay-as-you-drive insurance
	MARKETING AND INCENTIVES Education and marketing programs that encourage efficient driving, car sharing and use of travel options
	ROADS Clearing breakdowns and crashes quickly, adding capacity and using ramp metering, traffic signal coordination and traveler information to help traffic move efficiently
	FLEET Replacing older cars with more efficient new ones; shifting from light trucks to cars
	TECHNOLOGY More fuel-efficient vehicles, cleaner fuels, use of hybrid and electric vehicles



LOCAL INGREDIENTS FOR A REGIONAL VISION

With many options available to the region, the natural next step is to test some potential future ways the region could grow and invest, called scenarios, to see what might work best. In building those alternatives in 2012, Metro will start local, gathering the most recently adopted community plans and visions to serve as the foundation of each scenario. Efforts such as the Beaverton Civic Plan, McLoughlin Area Plan, South Hillsboro Plan, AmberGlen Community Plan, Portland Plan, Gresham Downtown Plan and transportation system plans from across the region are the ingredients that will make up the alternatives we consider going forward. A work group of local planning staff continues to help guide the project.

Since community investment is such a powerful tool for helping grow jobs and protecting our clean air, the region will consider a range of investment levels - low, medium and high – to demonstrate what communities and the region can accomplish on our current path with existing resources and tools, and what could be accomplished with more. Current local plans will comprise the medium option. Each option will consider how we can stretch our dollars for the greatest impact on the things that will make the region a more prosperous, healthy and equitable place for all.

Through a series of case studies, community partner workshops and a regional summit, Metro and local elected officials will decide what should go into the three scenarios. All will be tested in 2013, so cities, counties and community partners can decide which elements of the three should go forward into one scenario for the region to adopt in 2014. As with the 2035 Regional Transportation Plan and the 2040 Growth Concept, the region's preferred scenario will vary from place to place within the metropolitan area, responding to local goals.

One scenario – many options for local communities.

WHAT'S NEXT?

- Start with common vision
- Shape scenarios to test
- Evaluate scenarios
- Engage public



Driving less, saving money

By driving just four fewer miles a day, the average car owner driving 10,000 miles a year can save \$1,126 a year, according to AAA.

About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

Stay in touch with news, stories and things to do.

www.oregonmetro.gov/connect

Metro Council President

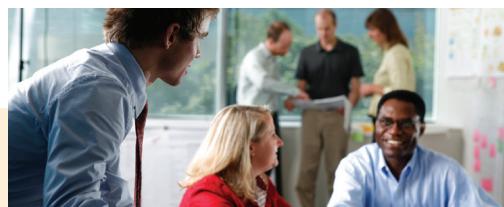
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HELP SHAPE THE FUTURE OF YOUR COMMUNITY

Beginning summer 2012, city, county, community and business leaders will be asked to share their community visions. These visions will help set the direction for regional scenario options to be tested.

In 2013-14, Metro will engage the public in evaluating the regional

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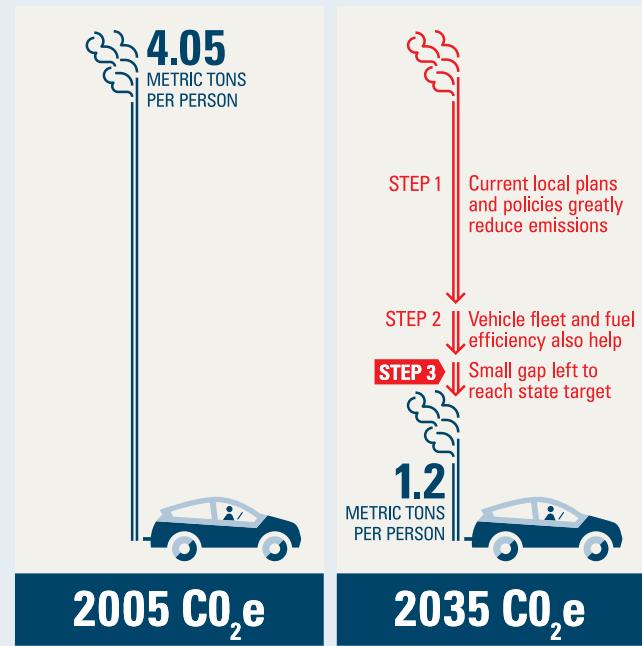
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scenario options. Leaders from across the region will adopt a regionwide scenario in 2014.

OREGON'S EMISSIONS TARGET FOR 2035 FOR THE PORTLAND AREA

The state Land Conservation and Development Commission established a 2005 baseline for the Portland area: 4.05 metric tons annual, per capita roadway greenhouse gas emissions. (One metric ton CO₂ equals 112 gallons of gasoline.)

The 2035 target calls for cutting emissions to 1.2 metric tons. Implementing our local plans and realizing advancements in cleaner fuels and more efficient vehicles reduce emissions to 1.3 metric tons. Additional policy actions will be needed to reach the target (Step 3, on right).



CO₂e stands for the variety of greenhouse gases included in the 2035 target, combined and expressed as an equivalent amount of CO₂.

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ONLINE PANEL

STAY CONNECTED Sign up to receive periodic updates about the scenarios project at www.oregonmetro.gov/connect.

SHARE IDEAS Share ideas or suggestions with your local elected officials and your Metro Councilor.

OPT IN Voice your opinion by signing up for Metro's online opinion panel at www.optinpanel.org. Upcoming survey topics will include the scenarios project.

