The Investment Areas Story

Integrated Regional Growth Strategy Implementation
Panelists

- Elissa Gertler  
  Director, Planning & Development @ Metro

- Craig Dirksen  
  Metro Councilor

- Malu Wilkinson  
  Manager, Investment Areas @ Metro

- Denver Igarta  
  Senior Transportation Planner @ City of Portland

- Alan Lehto  
  Director of Policy & Planning @ TriMet
Metro Functions

• Land Use and Transportation Policy and Planning
• Urban parks and natural areas
• Solid waste disposal and recycling
• Convention, exhibition, and spectator facilities
• The Oregon Zoo
"There is a shameless threat to our environment and to the whole quality of life: unfettered despoiling of the land. Sagebrush subdivisions, coastal 'condomania'...

Governor Tom McCall
“...and the ravenous rampage of suburbia in the Willamette Valley all threaten to mock Oregon's status as the environmental model for the nation.”

Tom McCall’s address to the Legislature, January 8, 1973
Senate Bill 100

- Legislature adopts pioneering 1973 statewide planning program to limit sprawl and protect forest and farms
- Legislation requires local plans to meet statewide goals; creates LCDC
- Urbanization now focused inside urban growth boundaries
2040 Growth Concept
20 Years of a 50 Year Vision

How Are We Doing?
What Are We Learning?
What Is Working?
What Has Changed?
Where Do We Go From Here?
The next 25 years