

DRAFT GUIDING PRINCIPLES

Consistent with the Airport Futures Vision and Values that recognize the long-term, critical interconnection between economic development, environmental stewardship and social responsibility, the Port and City will use the following guiding principles as they work together towards assuring PDX and the Airport Plan District become the most sustainable in the world by 2035:

1. **Triple Bottom Line:** Encourage synergistic connections between economic, environmental and social factors to ensure these linkages are well understood, considered, and balanced when community planning, development, and governance decisions are made;
2. **It Takes a Village:** Utilize the full proactive engagement and involvement of our entire community and encourage our citizens to take responsibility for their individual actions to ensure the quality of our economic, environmental, and social health. This requires collaboratively developing solutions that remove barriers and build upon existing private and public efforts to ensure efficient, timely, and complementary results;
3. **Charting Progress:** Establish and track clear, measurable goals, both short and long term, that are tied to those of our governmental and partners, do not default to regulatory minimums, and take responsibility for our proportional share of the problems and the solutions;
4. **Stay Ahead of the Curve:** Use proactive as well as corrective actions, including the development of voluntary, incentive-based, and performance-oriented systems to supplement traditional regulatory approaches;
5. **Balance:** When our economic, environmental, and social goals cannot be reconciled, we will look for alternative strategies to achieve our objectives and use a cost-benefit analysis to evaluate decisions individually and cumulatively, to determine whether they substantively contribute or detract from the health of the region for future generations;
6. **Resource Efficiencies:** Use resources efficiently and reduce the demand on them, rather than always looking to solutions that expand capacity. This requires maximizing the use of existing facilities and considering alternatives methods of managing demand (including the application of emerging technologies) before building new facilities;
7. **Continuous Learning:** Emphasize on-going learning and adaptive management to inform and improve the process continually;
8. **Equity:** Ensure commitment to equity so impacts and the costs of protecting our resources do not burden unfairly any one geographic or socioeconomic sector because social and cultural equity and diversity contribute to a thriving and vibrant community;
9. **Leadership:** Support and implement innovative programs, projects and initiatives that maintain and promote our collective leadership in sustainability;
10. **Accountability:** Report annually to OPIS and other private and public stakeholders on our results, lessons learned, plan adjustments, and future endeavors.