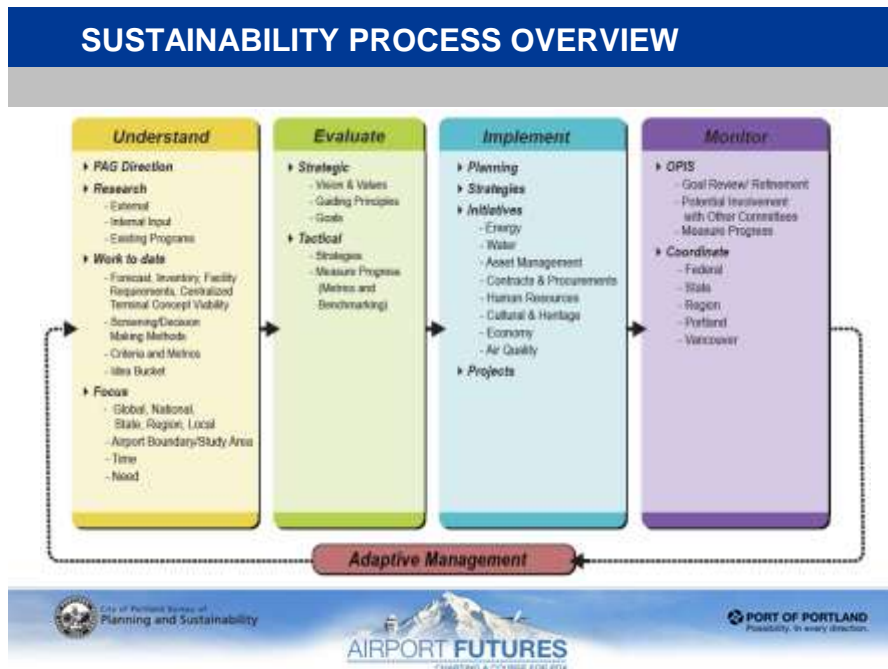
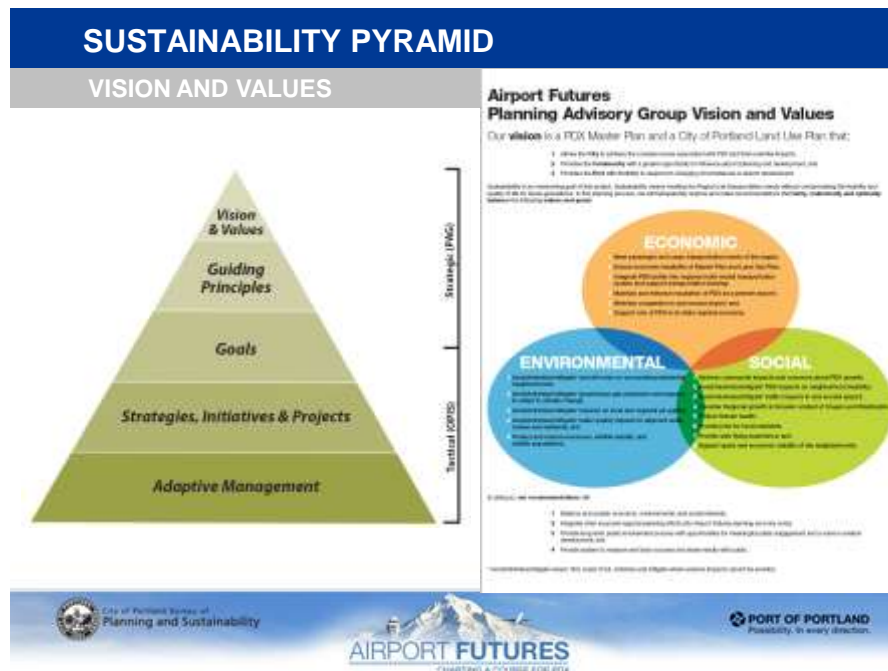


SUSTAINABILITY GUIDING PRINCIPLES

May 15, 2009 DRAFT

Airport Futures Vision and Values recognize the long-term, critical interconnection between economic development, environmental stewardship, and social responsibility. The Port of Portland and City of Portland will use the following Guiding Principles as they work towards assuring PDX and the Airport Plan District become the most sustainable in the world.

These Guiding Principles should be read in conjunction with the adopted Vision and Values, and considered alongside the Sustainability Pyramid and Process Overview graphics that follow:



SUSTAINABILITY GUIDING PRINCIPLES

May 15, 2009 DRAFT

1. **Generational Fairness and the Triple Bottom Line:** Sustainability is not a choice because our resources are finite. The essence of sustainability is to find a balance between the economic, environmental, and social needs of current and future generations. As we shift our emphasis from quantity to quality growth, we need to ensure the resources we consume and the pollution we generate are understood, considered, and balanced with future quality of life needs when making community planning, development, and governance decisions.
2. **Community:** Engage and involve our entire community and encourage our citizens to take responsibility for their individual actions to reduce resource use, production of pollution and waste. This requires collaboratively developing solutions that remove barriers and build upon existing private and public efforts to ensure efficient, timely, and complementary results.
3. **Measure Progress:** Establish and track clear, measurable goals, both short and long term, that are linked to those of our governmental partners, do not default to regulatory minimums, and take responsibility for our proportional share of the problems and solutions without regulatory prompting.
4. **Stay Ahead of the Curve:** Supplement traditional regulatory approaches by taking voluntary actions with incentive-based and performance-oriented systems.
5. **Balance:** Explore alternative strategies to achieve objectives when current goals cannot be reconciled with future needs. Decisions should be made in consideration of their individual and cumulative economic, environmental and social impacts, and whether they substantially benefit or harm the health of the region for future generations.
6. **Reduce, Reuse, and Recycle:** Use resources (e.g. fossil fuel-derived energy) efficiently and reduce demand, rather than first looking to expand capacity. Commit to the maximum use of existing facilities. Consider alternative methods of managing demand, including the application of emerging technologies, before building new facilities. Prefer options that reduce pollution and waste.
7. **Continuous Learning and Education:** Emphasize on-going learning and adaptive management to inform and improve the process continually, consider future generations, and educate the public about goals and what was learned.
8. **Equity:** Ensure commitment to equity so impacts and the costs of protecting our resources do not burden unfairly any one geographic, socioeconomic, or generational group, particularly those that are disadvantaged.
9. **Leadership Now:** Accelerate, support, and implement innovative programs, projects, and initiatives to maintain and increase our collective leadership in sustainability.
10. **Accountability:** Using a project management approach, report annually on our results, lessons learned, plan adjustments, and future endeavors to our stakeholders, including OPIS, at least annually.