

SUSTAINABILITY GUIDING PRINCIPLES

1. **Generational Fairness and the Triple Bottom Line:** Sustainability is not a choice because the world's 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 the world shifts its 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 (e.g. 2009 City of Portland and Multnomah County Climate Action Plan), 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. **Economy:** Maintain and enhance PDX as a world class airport that meets the passenger and cargo transportation needs of the region and supports the role of PDX and the surrounding area in the bi-state regional economy.
7. **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.
8. **Avoid, minimize, mitigate and restore impacts to natural resources:** Where natural resources in special habitat areas or protection areas will be adversely impacted, apply the principles of avoid, minimize, mitigate and restore to ensure we fully mitigate for impacts and contribute to the overall net improvement of wildlife habitat quality, quantity and connectivity within the Columbia Slough Watershed.
9. **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.
10. **Equity:** Ensure commitment to equity so impacts and the costs of protecting our resources do not burden unfairly any one geographic, socioeconomic, ethnic, or generational group, particularly those that are disadvantaged.
11. **Leadership Now:** Accelerate, support, and implement innovative programs, projects, and initiatives to maintain and increase our collective leadership in sustainability, including encouraging our partners to use sustainability practices.
12. **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.

