

2040 Thriving Communities Initiative

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Today's Briefing

- Origins of the 2040 Thriving Communities Initiative
- 2040 Thriving Communities Council
- Public Engagement to Identify Our Communities' Core Values
- Operationalizing Core Values for Benton County Government
- Where We Are & Where We're Going

Commitment to Sustainability

- 2002: County established sustainability policy & Sustainability Committee (now, Resource Efficiency Committee)
- 2002-15: Focused on reducing environmental impacts on County operations
- 2015: Full-time Sustainability Coordinator hired to expand scope to the public & explore 2040 Initiative

Sustainability for Benton County

- Social Well-Being & Equity
- Environmental Quality & Resiliency
- Economic Prosperity & Vitality
- Community Livability & Opportunity

Why the Need for 2040 Initiative?

- Pressure internally & countywide from population increases; Demographic shifts
- Land use changes & increased need for affordable housing
- Reduced carrying capacity
- Human & environmental effects from climate change
- Lack of meaningful public engagement



2040 Council

In Spring 2016, the 2040 Council is convened as a group of individuals representing a variety of interests, including agricultural industries, Oregon State University, regional development, municipalities, private sector, and multiple community organizations.



Guiding Principles & Desired Outcomes

- Build Relationships & Public Trust; Open Dialogue; Transparency
- Inclusivity of Disenfranchised & Populations Not Usually Reached
- Does Not Have To Be Everything for Everyone Forever; Iterative Process
- Collaboration, Integration, & Long-Term Solutions



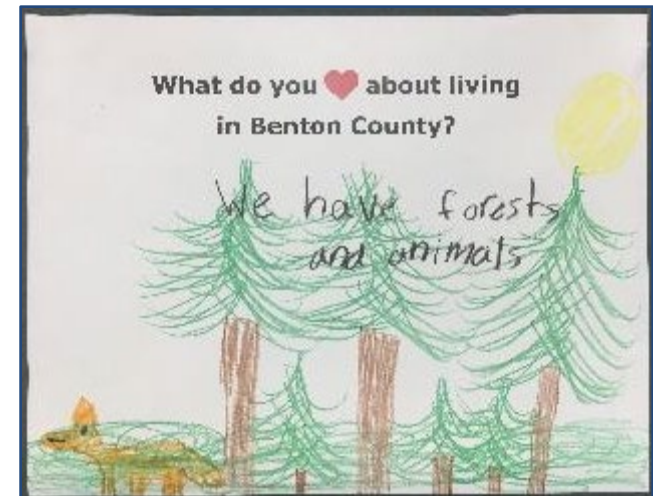
Phase 1: Public Engagement

- 1. What do you like and value about living in Benton County?*
- 2. What do you want Benton County to be like between now and 2040?*
- 3. What needs to happen to achieve your vision?*



Phase 1: Public Engagement

1. Public Events
2. Online Surveys
3. Listening Sessions
4. Imagine Corvallis 2040
5. Community Plans

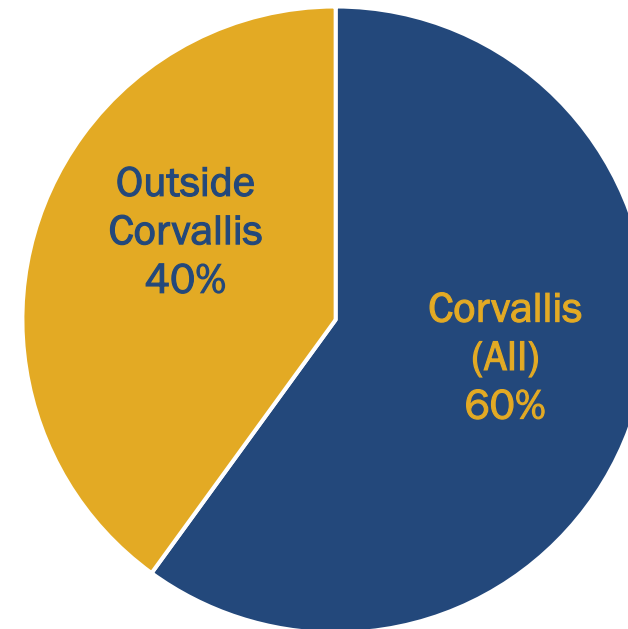


Who We Heard From

Demographics from Online Survey

What City or Area Do You Live In?	Responses
Adair Village	2
Albany	14
Alsea	2
Bellfountain	2
Benton County/Rural	22
Corvallis	182
Greenberry	1
Kings Valley	1
Lewisburg	4
Monroe	22
North Albany	38
North Corvallis	13
Outside Benton County	3
Philomath	24
South Benton County	5
South Corvallis	18
Wren	2

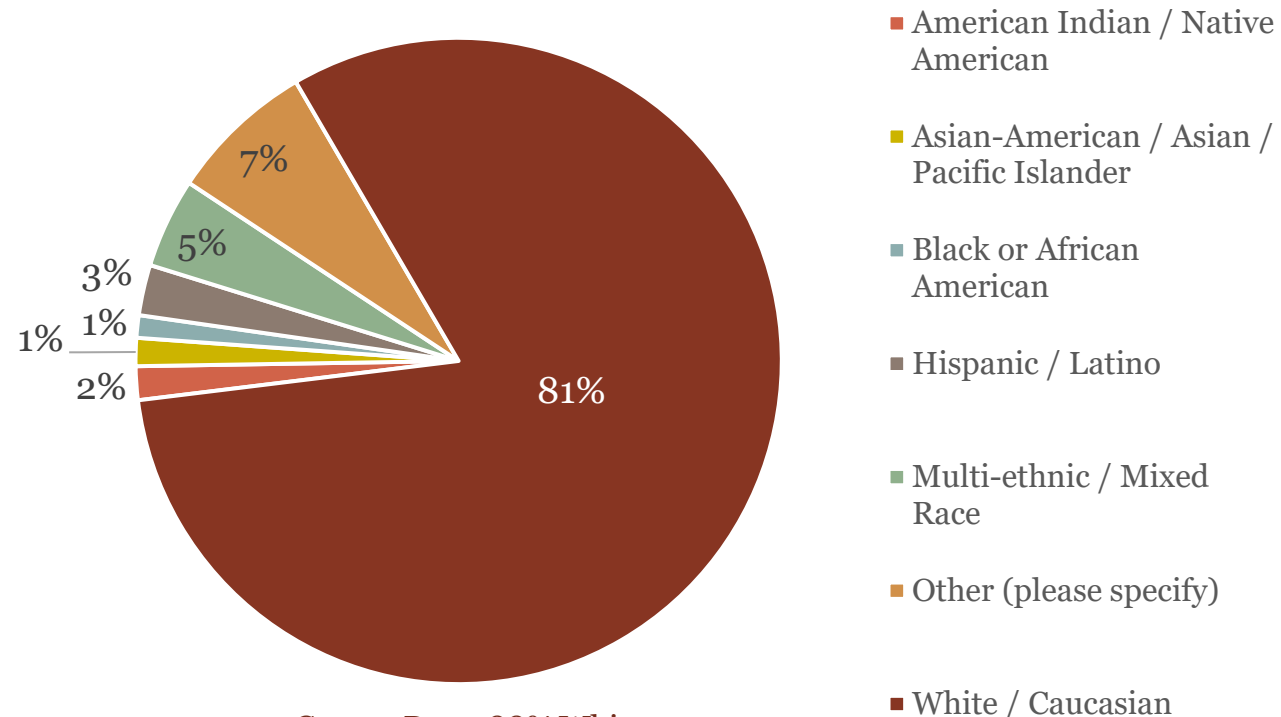
Number of Responses



Who We Heard From

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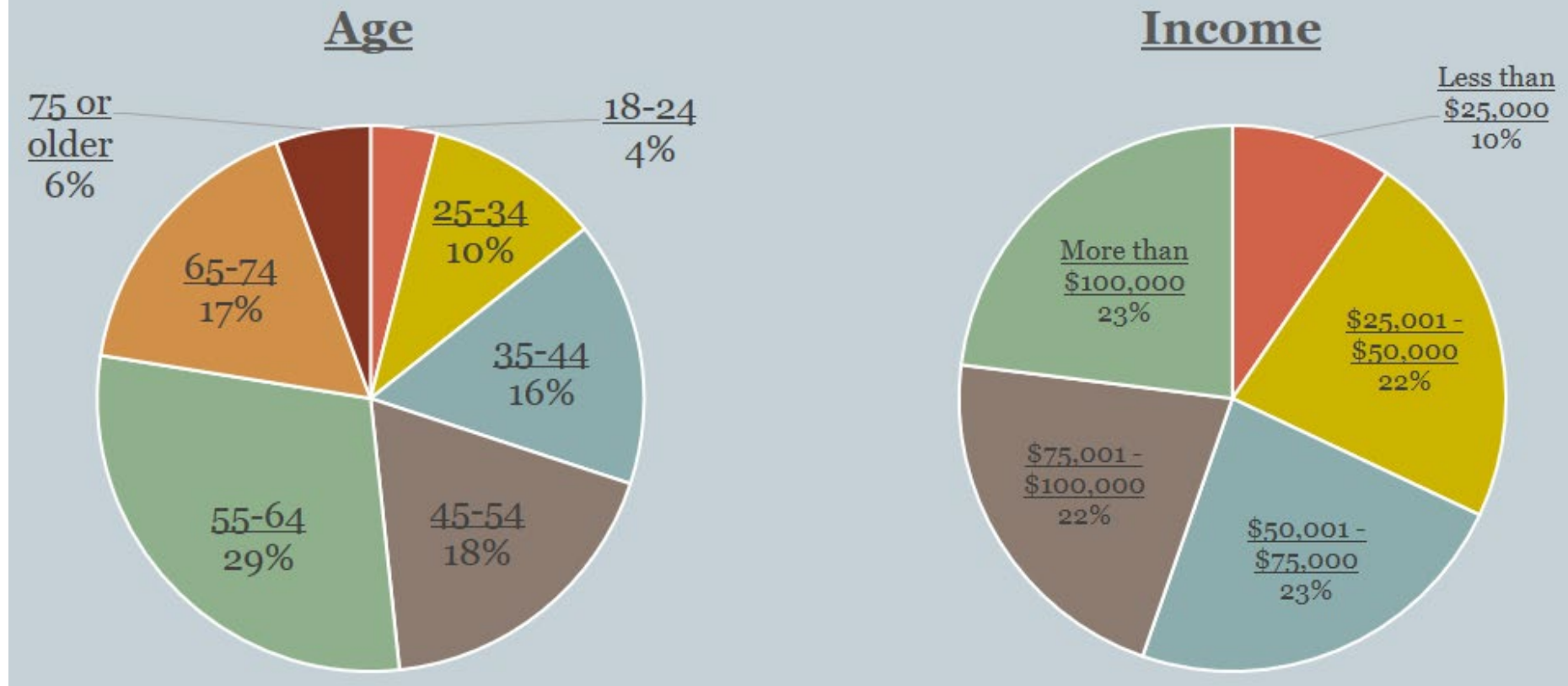
Ethnicity



Census Data: 88% White
Spanish-written entries **not** included.

Who We Heard From

Demographics from Online Survey



2040 Core Values

1st Draft: Summer, 2017

Phase 2: Fall, 2017

Final Version: February, 2018



Benton County's 2040 Thriving Communities Initiative's Core Values

*Based on the Principles of Equity & Health,
Benton County Strives to Ensure:*

"Vibrant, Livable Communities"

*Vibrant, Safe, & Livable Communities that Promote Creativity,
Forward-Thinking, a Sense of Place, & High Quality of Life*

"Supportive People & Resources"

*Welcoming Communities that Actively Build Social Connections,
Personal Interactions, & Community Resources that Foster Belonging*

"High Quality Environment & Access"

*High Environmental Quality, Conservation of Natural Resources,
Consideration of Carrying Capacity, and Easy Access to the Outdoors*

"Diverse Economy that Fits"

*A Diverse, Robust Economy that Inspires & Stimulates Local Business,
Entrepreneurship, Innovation, & Opportunities*

"Community Resilience"

*Communities & Individuals are Prepared to Respond to &
Recover from Natural & Human Caused Threats, & Disasters, & Changes*

Equity for Everyone

*We Appreciate the Inherent Value of Each Community Member,
Honor Differences, Celebrate Diversity, & Foster Inclusion*

Health in All Actions

*We Recognize & Will Address the Well-Being of our People by Including
Health Considerations in all Policies, Practices, Activities, & Operations*

Operationalizing the Core Values

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Operationalizing the Core Values

2040 Implementation Steering Committee

- Comprised of staff from most Departments & multiple levels
- Tasked with operationalizing Core Values into Government operations, initiatives, policies, services, & budget
- Specific actions include engaging staff, embedding Core Values into Departmental goals, & identifying cross-Department goals

Focus Areas & Vision Statements

Benton County Government endorses and will operationalize the Core Values identified by the 2040 Thriving Communities Council and will specifically recognize and promote Health, Equity, and Resource Efficiency.

- Community Safety
- Emergency Preparedness
- Outdoor Recreation
- Prosperous Economy
- Environment & Natural Resources
- Mobility & Transportation
- Housing & Growth
- Arts, Entertainment, Culture, & History
- Food & Agriculture
- Lifelong Learning & Education

Developing Vision Statements

Vision Statements per Focus Areas

Benton County Government endorses and will operationalize the Core Values identified by the 2040 Thriving Communities Council and will specifically recognize and promote Health, Equity, and Resource Efficiency.

COMMUNITY SAFETY	
Vision Statement	Benton County commits to ensure all people enjoy safe, just, welcoming, and supportive communities.

EMERGENCY PREPAREDNESS	
Vision Statement	Benton County commits to secure resilient communities where individuals and the County government can survive and recover from emergencies, shocks, and disasters by appropriate levels of threat awareness, preparation, mitigation, response, & capacity for recovery.

OUTDOOR RECREATION	
Vision Statement	Benton County actively promotes a range of outdoor recreation activities and will responsibly protect, manage, and develop our parks & natural areas.

PROSPEROUS ECONOMY	
Vision Statement	Benton County commits to support a prosperous, balanced, equitable, and sustainable economy.

ENVIRONMENT & NATURAL RESOURCES	
Vision Statement	Benton County commits to protect, conserve, & enhance our treasured, limited natural resources & prepare for future environmental challenges.

MOBILITY & TRANSPORTATION	
Vision Statement	Benton County will ensure people are efficiently connected to the places they work, play, shop, learn, enjoy, and receive services through transportation options that promote activity, reduce congestion, & build community.

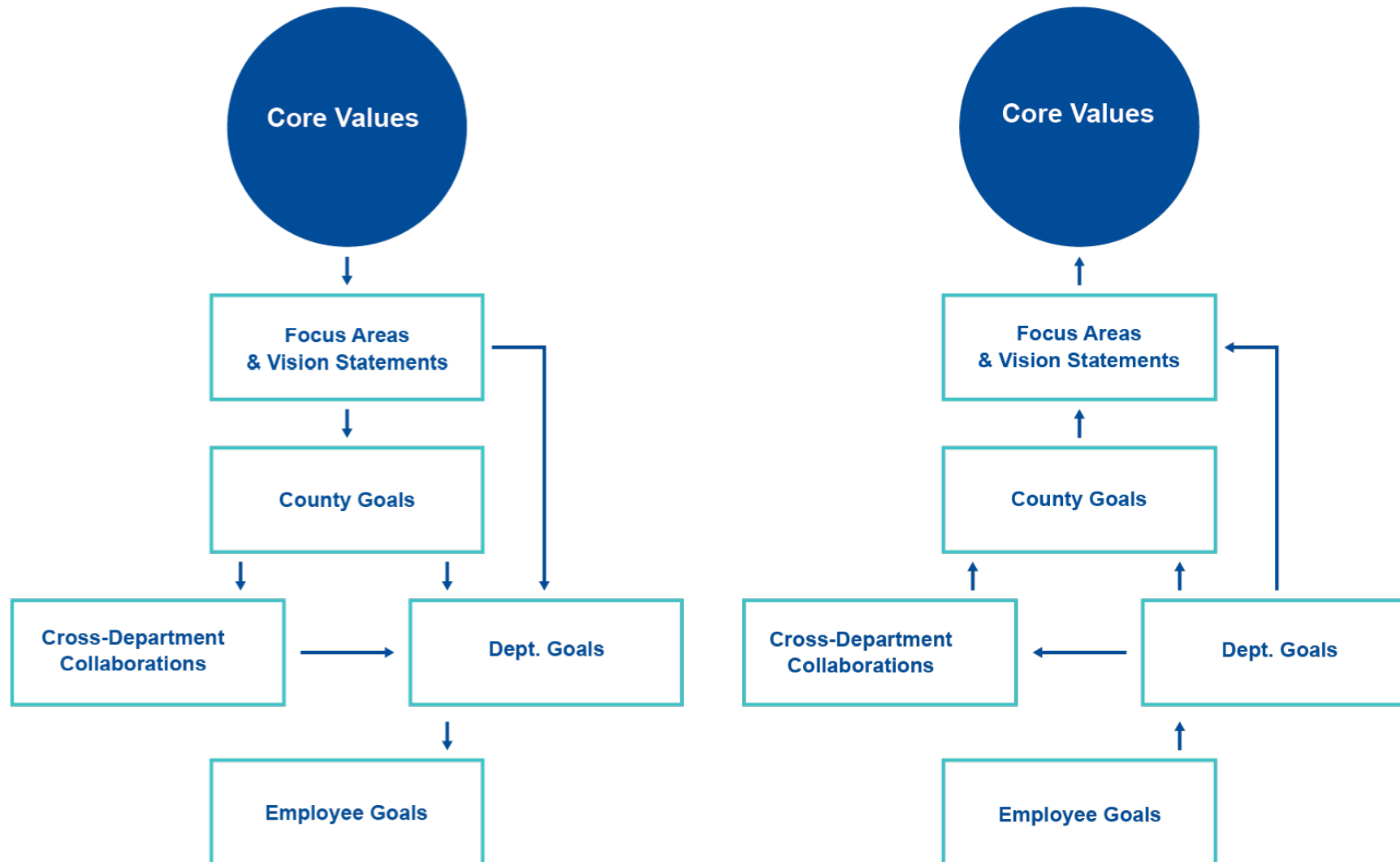
HOUSING & GROWTH	
Vision Statement	Benton County will strive for access to affordable, safe, and stable housing for all while retaining a sense of place in the face of growth pressures.

ARTS, ENTERTAINMENT, CULTURE, & HISTORY	
Vision Statement	Benton County will actively promote vibrant, inviting, and enriching artistic & entertainment opportunities while recognizing our history & celebrating our communities.

FOOD & AGRICULTURE	
Vision Statement	Benton County supports local agriculture and forestry and celebrates our rural communities.

LIFELONG LEARNING & EDUCATION	
Vision Statement	Benton County recognizes that learning never stops and will ensure professional and personal education opportunities for all ages.

Operationalizing the Core Values



Operationalizing the Core Values



BOC Checklists

- All presentations to BOC must complete Agenda Checklist
- Checklist includes Core Values & Focus Areas that must be identified & addressed

Operationalizing the Core Values

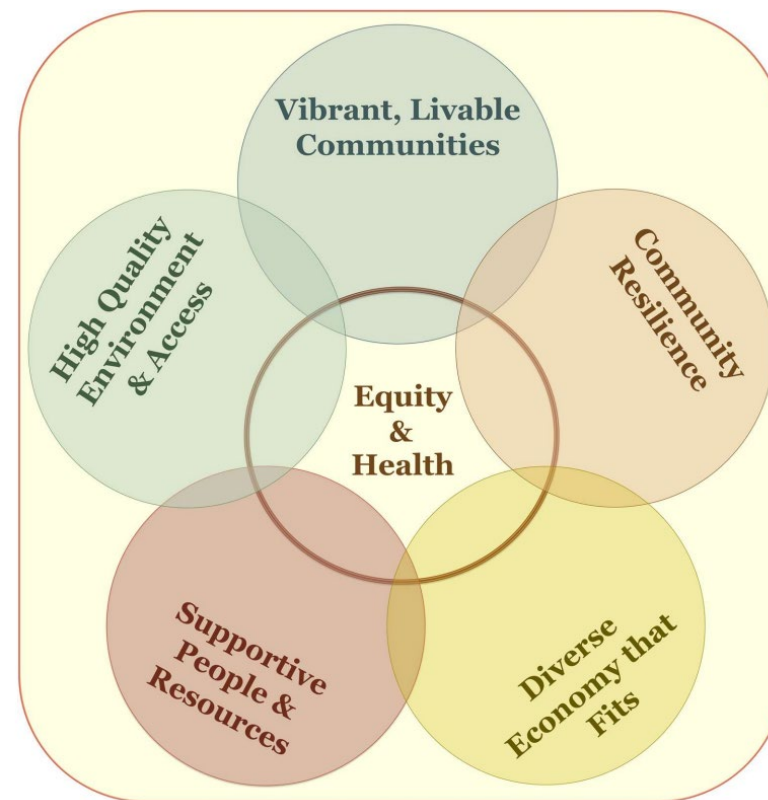


2020: Identify Goals

- C.A. directs Leadership to identify 3-5 Goals for Budgets & 2040 Initiative
- Progress is tracked

Operationalizing the Core Values

Externally, Our Communities' Core Values are Not a Set of Criteria for Evaluating Specific Projects; Rather, They Serve as a Lens for Evaluating and a Guide for Addressing Long-Term, Complex Issues





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