MOBILITY 2030

A DECADE OF OPPORTUNITY

Join Us

We are facilitating an online experiment in collective intelligence among a diverse group of participants to imagine potential futures.

Our Goal

We've designed Mobility 2030 to spark conversations and generate insights around transformative futures for mobility/transportation in the Portland region.

What's Shaping Our Future?

①

CLIMATE

The City of Portland has committed us to reducing transportation-related carbon emissions by 50% below 1990 levels by 2035. The good news is that emissions in other sectors —residential, commercial, industrial—have decreased. But transportation emissions are still going up.

②

POPULATION

We live in a vibrant city that continues to draw people and businesses. By 2030, the Portland Metro Region is projected to add 300,000 people.

③

EQUITY

Population growth, housing costs, and displacements all contribute to a shifting regional landscape. Many vulnerable residents live in areas that lack transit access, bike routes, and sidewalks. Addressing these issues is a matter of what the City calls "transportation justice."
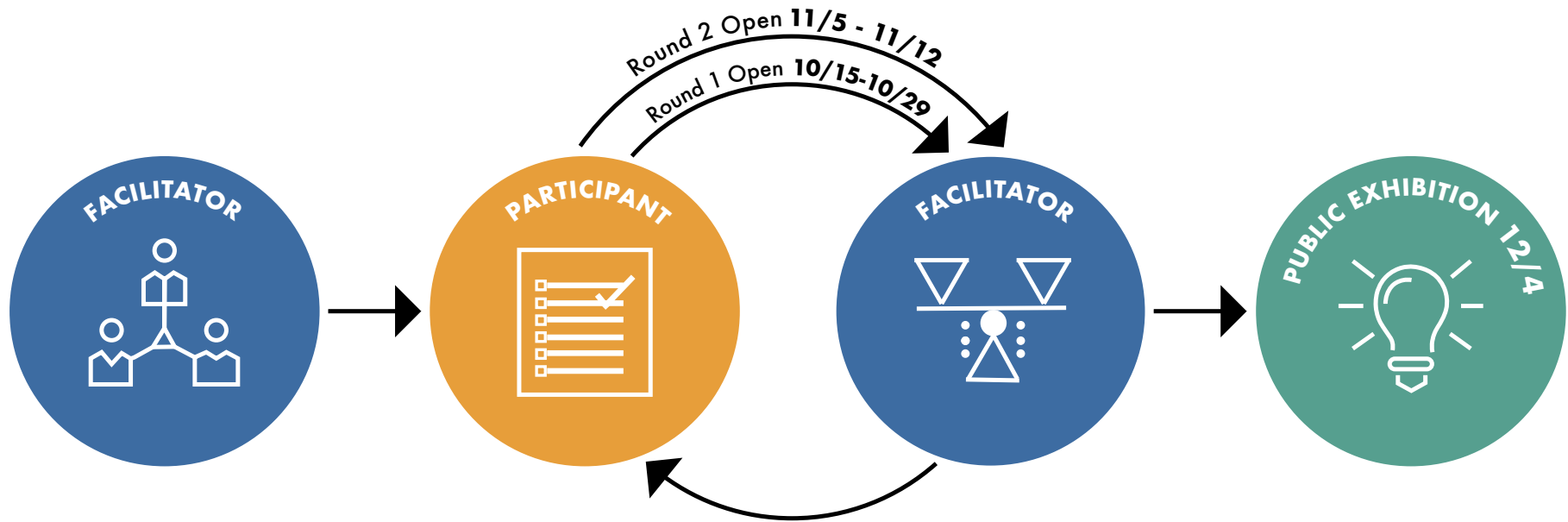
④

TECHNOLOGY

Transportation technologies and associated business models are in flux. Before long, "a new normal" may emerge. Now's our chance to shape the future we want to see.

Take a Leap

It's 2030 and in Portland we're on our way to meeting our climate and equity goals. How did we do it?

How it Will Work

Round 2 Open **11/5 - 11/12**

Round 1 Open **10/15-10/29**

FACILITATOR

PARTICIPANT

FACILITATOR

PUBLIC EXHIBITION 12/4

PNCA team engages a select and diverse group of participants.

Participants envision mobility futures that meet the City's climate and equity commitments. **Round 1 is open 10/15 - 10/29.**

PNCA team synthesizes Round 1 responses for participants to rate and discuss.

Participants anonymously review all responses for plausability, desirability, and impact. **Round 2 is open 11/5 - 11/12.**

PNCA team synthesizes Round 2 responses for report and presentation.

Findings are featured at public exhibition at PNCA on **12/4.**

Process

We are using the Mesydel platform (mesydel.com) to facilitate a collective intelligence process. This process is based on the Delphi technique of anonymous, iterative, feedback-informed deliberation. There will be two rounds of participation and we estimate that each round will take 15-30 minutes. The first round will be open from October 15th to October 29th and the second round from November 5th to November 9th.

"Anonymous" here means Chatham House Rule-style anonymity. We will analyze your responses to the questions in round one. Then, we will use your responses -- without attribution -- to develop the questions for round two. All your responses will be anonymous, and all participants will be acknowledged by name in our published materials. At the end of the process, participants will receive a factsheet summary of results via email.

We seek a select group of 15-20 participants. We are aiming for diverse and varied representativeness across race/ethnicity, age, gender, Portland regional geographies, frequently used transportation modes, and professional sectors. In round two, participants will be asked to respond to this list of demographic prompts, so that we can assess participation.

There will be a public exhibition of results on the evening of December 4th at Pacific Northwest College of Art. This exhibition will feature the results of this collective intelligence exercise as well as of another futures exercise that we are running. The exhibition will also have an interactive component, inviting attendees to imagine mobility/transportation futures for the Portland region.

References

CLIMATE

"By 2035, reduce Portland's transportation-related carbon emissions to 50% below 1990 levels, at approximately 934,000 metric tons."

Source: City of Portland. 2018. 2035 Comprehensive Plan (Policy 9.49.g). Accessed at: https://www.portlandoregon.gov/bps/70936.

"While emissions are down in other sectors, the reverse is true for transportation. … [T]ransportation emissions…are currently 8% above 1990 levels."

Source: City of Portland Bureau of Planning and Sustainability. 2019. Multnomah County 2017 Carbon Emissions and Trends. Accessed at: https://www.portlandoregon.gov/bps/article/742162.

POPULATION

Population projections for the Portland-Vancouver-Hillsboro, OR-WA, Metropolitan Statistical Area are: 2,519,200 in 2020 and 2,814,100 in 2030.

Source: Metro Research Center. 2016. Population Forecast to 2060. Accessed at: https://www.oregonmetro.gov/2060-growth-forecast.

EQUITY

For vulnerable residents, transit access, bike routes, and sidewalks, see the "Climate Action through Equity" section in the Climate Action Plan.

Source: City of Portland and Multnomah County. 2015. Climate Action Plan. Accessed at: https://www.portlandoregon.gov/bps/49989.

"Transportation Justice"

Source: Portland Bureau of Transportation. 2019 (webpage). Transportation Justice. Accessed at: https://www.portlandoregon.gov/transportation/article/741201.

TECHNOLOGY

For futures thinking about "a new normal," see for example this Deloitte report.

Source: Corwin, S. et al. 2015. The Future of Mobility: How Transportation Technology and Social Trends are Creating a New Business Ecosystem. Deloitte. Accessed at: https://www2.deloitte.com/us/en/insights/focus/future-of-mobility/transportation-technology.html

PACIFIC
NORTHWEST
COLLEGE OF
ART

HALLIE FORD
SCHOOL OF
GRADUATE
STUDIES

MFA COLLABORATIVE DESIGN

MA DESIGN SYSTEMS

In partnership with:

Mesydel

Better Decisions Through Collective Intelligence

STRATEGY + FORESIGHT CLASS

Collaborative Design MFA + Design Systems MA
Pacific Northwest College of Art

STUDENTS

Kate Baker
Mijounga Chang
Simone Crowe
Emilie Jensen
Audrey Lewis
Leah Payne
Jason Redcedar
Katie Scott

INSTRUCTOR

Howard Silverman
hsilverman@pnca.edu