

OUR VANCOUVER

OUR FUTURE 2045

GOALS FRAMEWORK AND VISION STATEMENTS

May 14, 2024

*The initial version of the goals framework was endorsed via resolution on December 18, 2023. This version includes specific chapter vision statements, and will need to be formally adopted via resolution to become final.

Introduction

The City of Vancouver’s Comprehensive Plan is an important tool that helps us navigate and plan for the future. The plan provides the overall long-term vision and policy direction needed to manage the built and natural environment in Vancouver and provide necessary public facilities needed to achieve that vision. The reality of long-term policy making in our community is recognizing that there is a wide range of complex, interconnected systems that influence how our community looks, operates, feels and functions, including market forces, federal and statewide policy, changing demographic and socioeconomic conditions, among other factors that will change over time. Within these larger forces there are areas where the City can shape and influence outcomes, like the delivery of municipal infrastructure and urban services, constructing, repairing, and maintaining roads, providing municipal services like water, sewer, fire and police protection, as well as parks & recreation programs and arts and cultural services. The City also administers land use policy and takes an active role in reviewing Vancouver’s residential, commercial and industrial development for building safety, appearance, design, and function.

In these areas where the City can influence outcomes, Vancouver’s next Comprehensive Plan, called **OUR VANCOUVER** will define the goals, policies, and implementation measures to guide the growth and development of our community over the next 20 years, with 2045 identified as the year for realizing the vision set forth in the plan. The City acknowledges that it has a deep responsibility to ensure that the intended and potential unintended consequences of policies developed through the Comprehensive Plan benefit community members that have typically been historically underrepresented, excluded or negatively impacted from public decision-making processes. Because of this, a specific equity focus has been integrated into the goals framework, to ensure insights and perspectives from these communities are emphasized and uplifted.

The last time the Plan was updated was **2011**, and since then, there have been significant demographic and socioeconomic changes that have occurred in our community.



How has our community changed since the last plan?

↑ 18%
Population increase

↑ 64%
Communities of color increase

↑ 34%
Median income increase

↑ 174%
Average home value increase

What is a Goals Framework?

The goals framework for the Comprehensive Plan will help to define the structure and organization by which we go about designing more specific goals, policies and implementation measures throughout the plan development process. The framework includes 12 chapters, a vision statement for each chapter, and a set of key themes that will inform the development of more specific goals and policies within the final plan.

What elements are legally mandated by law?

The Growth Management Act specifies mandatory elements that Cities in the State of Washington are legally required to integrate into their Comprehensive Plans. For Cities, this includes land use, housing, capital facilities, utilities, transportation, economic development, parks and recreation, and climate change and resiliency. As you read the goals framework, you will notice a number of chapters and elements that are included that aren’t mandated by state law. These additional chapters were informed during the plan scoping process, the initial phase of community engagement, and input from the Community Partners - who are the core committee of City residents tasked with co-creating the plan with the City.

How was the Framework Developed?

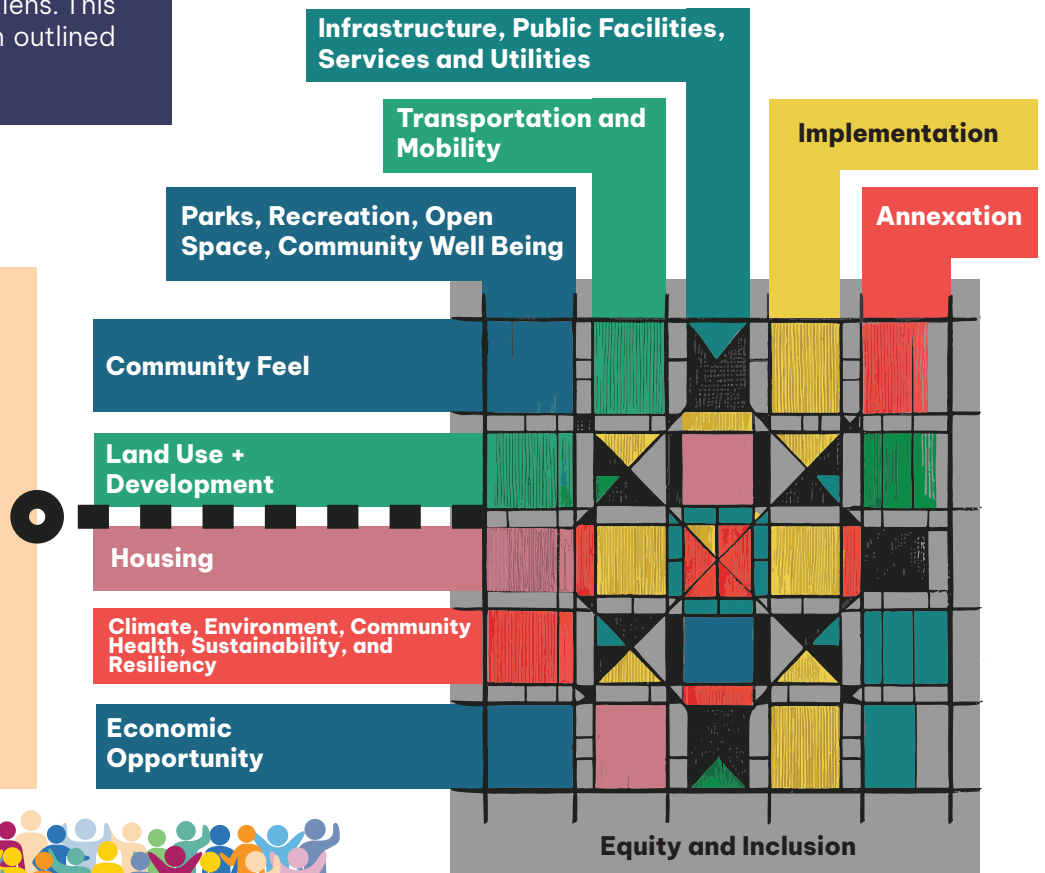
The basis of the Goals Framework is the plan’s vision statement – which was the result of a detailed visioning process which engaged more than 1,015 community members between June 2022 and February 2023. During this process, community members were asked about their hopes, needs and concerns, and their big ideas for the future of Vancouver. Some of the most frequently mentioned concerns included public safety, economic opportunity (jobs, business development and growth), housing affordability, houselessness, and climate change. These themes were reviewed with the City’s Strategic Plan Advisory Committee, and then incorporated into a vision statement for the Comprehensive Plan. The plan vision statement serves as the basis from which all other goals and policies in the plan are developed, and helped to prioritize additional elements to integrate into the framework, beyond what’s legally mandated by state law. The Community Partners – who are the core committee of City residents tasked with co-creating the plan with the City, also played a major role in forming the goals framework – particularly in developing more detailed vision statements for each of the plan elements, which will serve as the foundation for the land use alternatives and policy development phases of the plan. They provided input on the community partnership framework, and established the equity priority outcomes in the equity framework, which heavily influenced the goals framework structure, which is shown below.

Equity

The graphic of the goals framework shown below represents a quilt, where the different elements of the Goals Framework of the Comprehensive Plan are weaved together. Equity represents the base fabric in which all of the plan elements are weaved into, symbolizing the approach of integrating equity into all aspects of policy development. The Goals Framework includes a chapter specific to equity and inclusion with goals and policies that will be developed, but all elements of the Goals Framework are evaluated through an equity lens. This is consistent with the approach outlined in the plan’s equity framework.

Plan Vision Statement

“Vancouver is an equitable and prosperous community, which ensures that all residents, businesses and organizations benefit from the growth and advancement we make together. Vancouver will be recognized for our quality of life, as evidenced by affordable housing in vibrant, safe and walkable neighborhoods, access to jobs and economic opportunity for all, and leading-edge efforts to address climate change.”



Goals Framework + Key Themes

The framework for the plan includes chapters, represented in **bold text**, along with the **key themes and desired community outcomes** that will guide the development of more specific goals and policies in the final plan.

- 1 Introduction.** City's Core Values, Focus Areas.
- 2 Community Feel and Vision.** Inclusive, Affordable, Safe, Vibrant, Accessible, Prosperous, Livable.
- 3 Land Use and Development.** 15-minute neighborhoods, access to jobs & essential spaces, healthy, connected, resilient, harmony between built and natural environment.
- 4 Housing.** Affordable, Accessible, Choice, diversity in sizes and types, Universal Design, Culturally Appropriate, Neighborhood Cohesion, reduce houselessness, Homeownership and opportunities for wealth creation.
- 5 Equity and Inclusion.** Inclusive, Reparative, Promote health and wellness, Universal Access to Resources, Nurturing and Valuing All People.
- 6 Climate, Environment, Community Health, Sustainability, and Resiliency.** Equitable and Just Transition, Increase Tree Canopy, Decrease Emissions, Community Preparedness, Community Stewardship and Resilience, Holistic Cycles of Consumption and Production, Access to Healthy Food, Built Environment Promotes Health.
- 7 Economic Opportunity.** Support Business and Industry, Job Growth, Facilitate Startups and Innovation, Resilient Green Economy, Equitable Access, Wealth Creation, Access to Childcare.
- 8 Parks, Recreation, Open Space, and Community Well Being.** Increase access, More Trails and Green Spaces, Inclusive and Safe Public Spaces, Climate Adaptation, Native Plants and Species, Increase Health Opportunities Through Recreation, Diversity in Amenities, Youth Programming.
- 9 Transportation and Mobility.** Reliable, Frequent, Safe, Accessible, Equitable, Multi-Modal, Climate Friendly, Enhanced Transit, Regional Connectivity.
- 10 Infrastructure, Public Facilities and Services and Utilities.** Utilize Existing Infrastructure, Expand Services and Programs, Equity Lens, Community Safety, Green Infrastructure.
- 11 Annexation.** Sustainable Growth, Maintain Levels of Service.
- 12 Implementation.** Actionable Policies, Alignment with Strategic Plan, Local and Regional Coordination, Accountability.

How were the vision statements developed?

Vision statements for each chapter of the goals framework were developed through a co-creative process with the Community Partners group, City of Vancouver technical and policy staff, and the project management team for Our Vancouver. The vision statements will serve as a foundation for the goals and policies that are developed for each chapter of the Comprehensive Plan, in the same way that the community vision statement sets the foundation for the overall plan. There are twelve total vision statements, which are aligned with existing adopted policy documents and City Council’s core policy priorities of equity, community safety, and climate action. The **key themes and desired community outcomes** served as the foundation for each of the twelve statements. Note: Vision statements were not developed for Chapter 1 (Introduction) or Chapter 12 (Implementation).

Process

Individual small group meetings were held for each one of the goals framework categories. In these meetings, conversation were held on key themes, core values and priorities, existing assets and gaps, and the impacts of historic investment decisions in each area. These conversations were then compiled and used to draft an initial versions of potential vision statements.

Drafts were reviewed and discussed by Community Partners individually and as a group. The group discussion focused primarily on the equity vision statement and emphasized its fundamental importance in laying the foundation for equitable plan policies and future outcomes. Community Partners reviewed other draft statements individually and sent feedback to the project team.

Based on these discussions, the project team and other members of City staff refined one draft statement for each element/plan chapter. These reflected Community Partner discussions as well as adopted policy goals and priorities from the City of Vancouver Strategic Plan, Transportation System Plan, Climate Action Plan, Housing Action Plan, Urban Forestry Management Plan, Reside Vancouver Anti-Displacement Strategy, Parks, Recreation and Cultural Services Comprehensive Plan, the recently developed community wide vision statements, as well as the Our Vancouver Goals and Equity frameworks already endorsed by the Vancouver City Council.

2 Community Feel

We envision a city that is affordable, safe, accessible, vibrant and prosperous, where all community members feel **valued, included, and honored**. Our City is made up of authentic places that reflect our **different histories and lived experiences** and help **strengthen social bonds** and connections to each other. We recognize that our histories include big accomplishments and important milestones, as well as **individual and collective trauma and systemic injustice**, and we will work to intentionally repair past harms, and limit future ones. **We uplift individuals and communities** to collectively build a future where we not only survive but thrive, so that every person can lead a fulfilling life and **truly belong**.

- Inclusive
- Affordable
- Safe
- Vibrant
- Accessible
- Prosperous
- Livable

3

Equity and Inclusion

- Inclusive
- Reparative
- Promote health and wellness
- Universal Access to Resources
- Nurturing and Valuing All People

We strive to build an equitable and inclusive community that recognizes and respects **intersecting identities**. We do this through intentional action that seeks to repair injustices of the past and chart a new course, centering voices that were excluded and, in many instances, **continue to be excluded** from decision-making processes. We follow the guidance and expertise of those who have been directly impacted by **exclusionary practices and racist and oppressive systems**, in order to design a more equitable future for our community. We examine the intended and unintended consequences of past, current and proposed policies with an equity lens, and work towards **increasing pathways** to access and participation. **Reparative actions**, universal access, and physical and mental health are critical priorities in creating inclusive environments.

4

Land Use and Development

We will create **connected and accessible neighborhoods** that provide a mix housing, jobs, and essential services in accessible and inviting spaces. We will add new types and sizes of housing that are affordable to a wide range of community members and foster a **sense of inclusion for people of all backgrounds**. We recognize that change will occur in neighborhoods and corridors across the city, and that we must accommodate this change while **preventing displacement**, maintaining livability and finding new ways to use existing buildings and infrastructure. Our vision emphasizes the importance of creating **community spaces** where people can **build and sustain relationships**. We aspire to build a resilient, thriving, connected, and inclusive urban landscape that creates **harmony between the built and natural environment** and fosters **choice and opportunity** throughout the city.

- Connected and accessible neighborhoods.
- Access to jobs & essential spaces
- Healthy size house
- Resilient
- Harmony between built and natural environment

5

Housing

- Affordable
- Accessible
- Choice
- Diversity in sizes and types
- Universal Design
- Culturally Appropriate
- Neighborhood Cohesion
- Reduce houselessness
- Homeownership and opportunities for wealth creation

We strive to build a community where people have many choices about where they will live, all within thriving, active, and affordable neighborhoods that they are **proud to live in**. We envision a future where housing is affordable and accessible to everyone and is designed in a culturally inclusive way. We commit to increasing opportunities for homeownership and wealth creation and **prioritizing the needs of historically excluded communities** from opportunities. Our strategy aims to maximize the number and range of housing options, embrace **non-traditional design methods**, add **middle and multigenerational housing**, and accommodate the diversity of housing needs within our community. In the future, many different housing options will be affordable to the entire community, all located within **connected and accessible neighborhoods** that provide safe and convenient **access to employment opportunities, education, essential services and open space**.

6

Climate, Environment, Community Health, Sustainability, and Resiliency

We envision a future where there is balance between the **built and natural environment**, with resilient and thriving communities that are well prepared to **adapt to the impacts of climate change**. We commit to expanding **green spaces and the ecosystems they host, building sustainable infrastructure**, combating **heat islands** and providing every community member with multimodal transportation options that reduce greenhouse gas emissions. We will invest in projects and initiatives that support those most impacted by climate change and engage all community members in finding solutions. We will prioritize the development of infrastructure and community spaces that are ready to function during times of disaster and create places where people continue to be able to live, work and play as the climate changes.

- Equitable and Just Transition
- Increase Tree Canopy
- Decrease Emissions
- Community Preparedness
- Community Stewardship and Resilience
- Holistic Cycles of Consumption and Production
- Access to Healthy Food
- Built Environment Promotes Health.

7

Economic Opportunity

We envision a future where all community members have access to stable jobs that allow them to support themselves, their families and communities. We commit to prioritizing wealth creation and financial stability for historically excluded groups, growing economic opportunity for all, developing a green economy that mitigates the impacts of climate change, and supporting innovation in business and industry. We recognize that access to **housing and childcare is essential to building a resilient and equitable economy**. We believe in **community-centered economic development** that focuses on people and **uplifts our existing workforce** while providing options for those who will be here in the future. We commit to building and strengthening partnerships to support small businesses and startups, expand workforce training opportunities, **break down barriers to entry and promote upward mobility, particularly for historically underserved and excluded communities**.

- **Support Business and Industry**
- **Job Growth**
- **Facilitate Startups and Innovation**
- **Resilient Green Economy**
- **Equitable Access Wealth Creation**
- **Access to Childcare.**

8

Parks, Recreation, Open Space and Community Well Being

We strive for a future where all people enjoy **increased access to cultural events, public art, natural areas, parks, community and green spaces**, and an expansive network of trails and greenways. We recognize that art, culture and open spaces are critical elements of community health, wellness and quality of life. We commit to building inclusive and safe public spaces that reflect the diversity of our community without cost barriers, while conserving and preserving natural areas and **adapting to climate change**. Embracing native plants and species, we aim to create biodiverse havens that enhance ecological resilience. With a focus on health and well-being, our parks will offer **diverse recreational opportunities** and engaging programming, ensuring a thriving and **interconnected community** for generations to come.

- **Increase access**
- **More Trails and Green Spaces**
- **Inclusive and Safe Public Spaces**
- **Climate Adaptation**
- **Native Plants and Species**
- **Increase Health Opportunities Through Recreation**
- **Diversity in Amenities**
- **Youth Programming.**

9

Transportation and Mobility

We envision a future where transportation is safe and accessible for everyone, regardless of where they live or their socioeconomic status. We commit to building an **equitable and connected network** of streets, paths and trails that are safe and comfortable for people walking, driving, rolling, using small mobility devices and taking transit. By **prioritizing reliability and frequency**, our public transportation system allows people to move around the community easily and safely. We embrace **multi-modal options** such as bicycles and small mobility devices like scooters and commit to **breaking down barriers and removing financial obstacles** to using these travel options. Through strategic partnerships, we will establish **integrated transportation hubs**, fostering safe, climate-friendly, and accessible pathways to essential resources and opportunities in Vancouver and across the region.

- Reliable
- Frequent
- Safe
- Accessible
- Equitable
- Multi-Modal
- Climate Friendly
- Enhanced Transit
- Regional Connectivity.

10

Infrastructure, Public Facilities, Services and Utilities

We will prioritize public infrastructure and facility investments that **leverage our existing investments** to support **efficient and equitable growth**. We commit to providing high quality, well maintained and affordable public services that protect the environment, **mitigate and adapt to climate change**, ensure **equitable access to programs and resources**, and respond to our community's needs as we grow. We commit to enhancing **social infrastructure** to foster a sense of connectedness, well-being and acceptance to advance equitable outcomes.

- Utilize Existing Infrastructure
- Expand Services and Programs
- Equity Lens
- Community Safety
- Green Infrastructure.

11

Annexation

We will develop an annexation strategy that prioritizes sustainable growth and ensures urban levels of service delivery to current and future residents. By focusing on key investments, considering baseline conditions and logical boundaries, we can establish places with a sense of pride, place, and identity, and integrate future annexed areas into the urban fabric of Vancouver.

- Sustainable Growth
- Maintain Levels of Service