

Appendix 5: Core Values and Principles

VISION 2030: SHAPING OUR REGION'S FUTURE TOGETHER
FINAL REPORT

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Core Values and Principles

The following core values and principles were developed by the Vision 2030 Subcommittees during a series of meetings held from November 2001 to March 2002. The Subcommittees focused on the following topics: Environment, Social Equity, Economic Development, and Government and Public Policy. Subcommittee members come from a variety of sectors and backgrounds.

A “value” is something that is intrinsically desirable. Each of the subcommittees’ core values represent the fundamental and basic outcomes that the subcommittee wants to see Vision 2030 address. The Principles represent the policy framework for the future of the region.

Environment

Core value

- Public policy mechanisms that balance environmental protection, manage future growth and redevelopment and generate economic vitality.

Principles

- Educate elected officials, employees and citizens about incentives, which protect resources, promote defined growth patterns and provide appropriate locations for economic growth.
- Prioritize infill and redevelopment over greenfield development in local and regional economic development programs.
- Treat infill and redevelopment projects in established communities as the top priorities for public capital investments.
- Use full-cost accounting methods by public agencies that calculate a proposed project’s infrastructure, traffic, air and water impacts in addition to tax and job impacts.
- Protect rural lands from development through effective rural zoning.
- Use impact fees that cover the full cost of development outside of growth areas.

Core value

- A comprehensive, multi-modal transportation system.

Principles

- Connect land use and transportation planning.
- Invest in pedestrian, bicycle and greenway projects.
- A regional transportation planning process that is based on extensive public participation.
- Develop a convenient, efficient and accessible transit system.

Core value

- A common regional environmental ethic

Principles

- Promote public awareness of the importance of local watersheds.
- Incorporate 2000 Chesapeake Bay Agreement goals in public policy.
- Programs and policies that promote equal access across the region to clean air and water.
- Reduce the disparity of income and ensuring affordable housing choices throughout the region.
- Implement strong environmental education programming throughout the region.
- Promote “green” industries and building practices.

Core value

- Mixed base of land use to include agriculture, open spaces, forests, small towns, working landscapes and a mix of residential and commercial.

Principles

- Support the use of small town zoning to protect a mixed land use base in smaller jurisdictions.
- Programs and policies that support drinking water and sewerage infrastructure.
- Agricultural policy that helps farms transition into new farm economy.
- Provide for public open space in residential and commercial development.

Social Equity

Core value

- *Inclusive Communities.* Communities in all jurisdictions of the region, include housing opportunities for all people that maximize diversity of racial, social and economic backgrounds and minimize segregation or concentration of population by race or class.

Principles

- A diverse mix of housing types and options, including housing affordable by moderate and low-income people, in each community of the region.
- Land use and transportation planning that does not require that a household have a car to live successfully in any community.
- Encouragement and stimulation of the creation and preservation of neighborhoods where people of very different backgrounds can live, learn, and work together.

Core value

- *Quality Education for All.* Opportunities for quality education at all levels, from early childhood to life-long learning, are available to all our people.

Principles

- Early childhood and primary education in each neighborhood, and middle and secondary education in each community, which is challenging for all and adequate to prepare all students to fulfill their potential and to prepare themselves for higher education, a meaningful job at a family-supporting wage, and an active role as a citizen.
- Ensure that education at these levels, of high and equal quality, is a reality for all, regardless of physical or language barriers or special learning needs, and must not depend either on the income of the individual or the average income of the neighborhood, community, or jurisdiction of residence.
- The region as a whole must offer people of diverse incomes a range of choices of college, university, professional, technical, and enrichment education in order to allow all persons to develop their talents, pursue their personal choices, and advance their careers.
- Literacy must be universal by 2030.

Core value

- *Accessibility.* Each person has reasonable and safe access from home to a job that pays a family-supporting wage with benefits, to educational and retail facilities, to open space and recreation, to quality medical care, and to personal and social services.

Principle

- Support a high quality of life by making it easier for all people to get the goods and services they need; and thereby reduce poverty and disparity of incomes.
- Require proximity and transit accessibility, as well as accessibility for people with disabilities.
- Proximity should make some levels of facilities, including elementary schools and neighborhood retail, accessible by personal means (walking, wheelchair, bicycle).
- A transit network should make all levels of facilities, especially including jobs, schools, and medical care, convenient to most, if not all residences and to each other.

Core value

- *Participation.* All of our people are involved members of their communities, actively participating in the civic process to make well-

informed and just decisions and to choose leaders who responsibly consider the needs and desires of all the people of our region.

Principles

- All actors in the civic process, including individuals, businesses, religious groups, and civic associations, as well as the media and our educational institutions, make conscious efforts both to raise issues and provide relevant information and to seek out ways to involve their fellow citizens in the public process.
- Political leaders, in turn, must both help form public opinion, as well as respond to public input, keeping in mind the good of the whole metropolitan region, on which each of our individual goods in the long run depends.

Economic Development

Core value

- A highly trained, educated and flexible workforce.

Principles

- Ensure that every citizen should have an elementary and secondary education to allow them to successfully compete in the workplace.
- Develop a needs-based assessment of short and long-term employment projections.
- Conduct an inventory of workforce development organizations (e.g. colleges, universities, public schools, community-based organizations, and for profit organizations) and services provided.
- Establish a regional body made up of the workforce development and training sector, economic development authorities and employer representatives including chambers of commerce to develop and implement a responsive regional workforce development system.
- Develop a dynamic workforce development system that insures preparation, opportunities and job advancement for the difficult to employ population.

Core value

- A vibrant, dynamic economy and cultural core of the region.

Principles

- Identify current constituent groups and groups to attract to the city. Measure against existing constituent groups, create matrices to achieve goals.
- Programs to support existing population, increase education level of mothers.

- Invest state resources in City – region needs, support for city (cultural, etc.).
- If public and private investment goals are being achieved, if not stop.
- Market the core. Talk about success stories. Promote activities. Make the core user friendly and accessible (parking, etc.)
- Master planning neighborhoods; increase income level (address: transportation, education).
- Encourage diversity of ownership and investment (more people in the ownership and investment game).
- The core’s cultural and recreational institutions are enjoyed by the entire region; therefore, the State and region should support, invest and guide those resources for the economic benefit of the entire region.

Core value

- Universal mobility throughout the region

Principles

- Land use planning should be done in concert with transit, highway, and transportation solutions. Transportation solutions would include coordinated highways, heavy rail, light rail, buses, freight, bike, pedestrian, port facilities and airport.
- Regional development should be organized around centers of life activity such as employment, residences and commerce (retail) to make transit options viable.
- Regional funding solutions governed by the region (coordinated regional process).
- Freight mobility solution of rail through Baltimore.
- Measure the success of our transportation system on achieving our other core values as well as operations.

Core value

- Responsible and cohesive regional public and private leadership

Principles

- Build and maintain strong regional leadership by identifying and supporting a core of business and public leaders who will champion a regional effort that is broadly diversified, yet cohesive.
- Develop a coordinated effort to communicate with business and community groups.
- Encourage the recognition of regional importance, both within Metro Baltimore and in conjunction with Washington.
- Define and document public and private economic development efforts designed to encourage “locally-based” business startups and expansions.

- Active recognition of regional strengths and regular, effective activities to market area as a whole. Underlying reality is that sound economic development in any area political subdivision is beneficial to the whole!

Government and Public Policy

Core value

- A clear definition of regionalism and of the specific areas where regional solutions have a role and work best.
It is important that these definitions do not imply regional control but rather more cooperation and coordination as partners.

Principles

- Develop more coordination between regional and local policies and agendas.
- Form an increased public awareness, understanding and buy-in of regional issues such as, but not limited to:
 - Economy
 - Transportation
 - Public safety – i.e. communications
 - Air quality
 - Work force development
 - Cultural institutions including sports
 - Sanitation
 - Affordable housing, and its links to transportation
- Think of jurisdictions as partners with mutual benefits. It is not what they do but how they do it.

Core value

- A public leadership that integrates local and regional decision-making (including intra-jurisdictional cooperation).

Principles

- Develop a platform for debate among public leaders.
- Develop a forum for public leadership to consider public opinion.
- Develop awareness among public leaders.
- Develop mechanisms for shared planning and resources.
- Form policies that integrate local and regional decision-making.
- Recognize public leaders that are open to regionalism.

Core value

- The understanding that implementing the vision over the next 30 years might require substantial changes in the way regional decisions are made.

Principles

- Support the development of a shared regional vision and of regional governance institutions and tax structures that can implement that vision, including investigating successes and failures of other regions that have used other structures and institutions and educating stakeholders and the general public about that information.

Core value

- A stronger and more diverse involvement in regional decision-making of the community, non-profit organizations and businesses.

Principles

- Develop strong non-government regional leadership.
- Implement programs that encourage more diverse public participation in regional decision-making.

Core value

- The identification of equitable implementation mechanisms, policies and funding priorities for the vision's goals.

Principles

- Establish regional economies, transportation and environmental policies.
- Establish regional funding priorities.
- Establish regional tax sharing
- Develop regional implementation mechanisms.
- Coordinate county/city master plans.

Core value

- An increased public awareness, understanding and buy-in of regionalism as defined in 1-3 above.
- Principles
- Increase public awareness of the facts and trends that affect them in the region and the potential role, benefits and costs of regional cooperation.