



PDC | PORTLAND
DEVELOPMENT
COMMISSION
www.pdc.us

*Pathways to Urban Sustainability Workshop:
A Focus on the Portland Region*

National Academies

May 28, 2013

PDC Mission

“Create one of the world’s most desirable and equitable cities by investing in job creation, innovation and economic opportunity throughout Portland.”



J. Scott Andrews
Commission Chair



John C. Mohlis
Commission
Secretary



Charles A. Wilhoite
Commissioner



Steven Straus
Commissioner

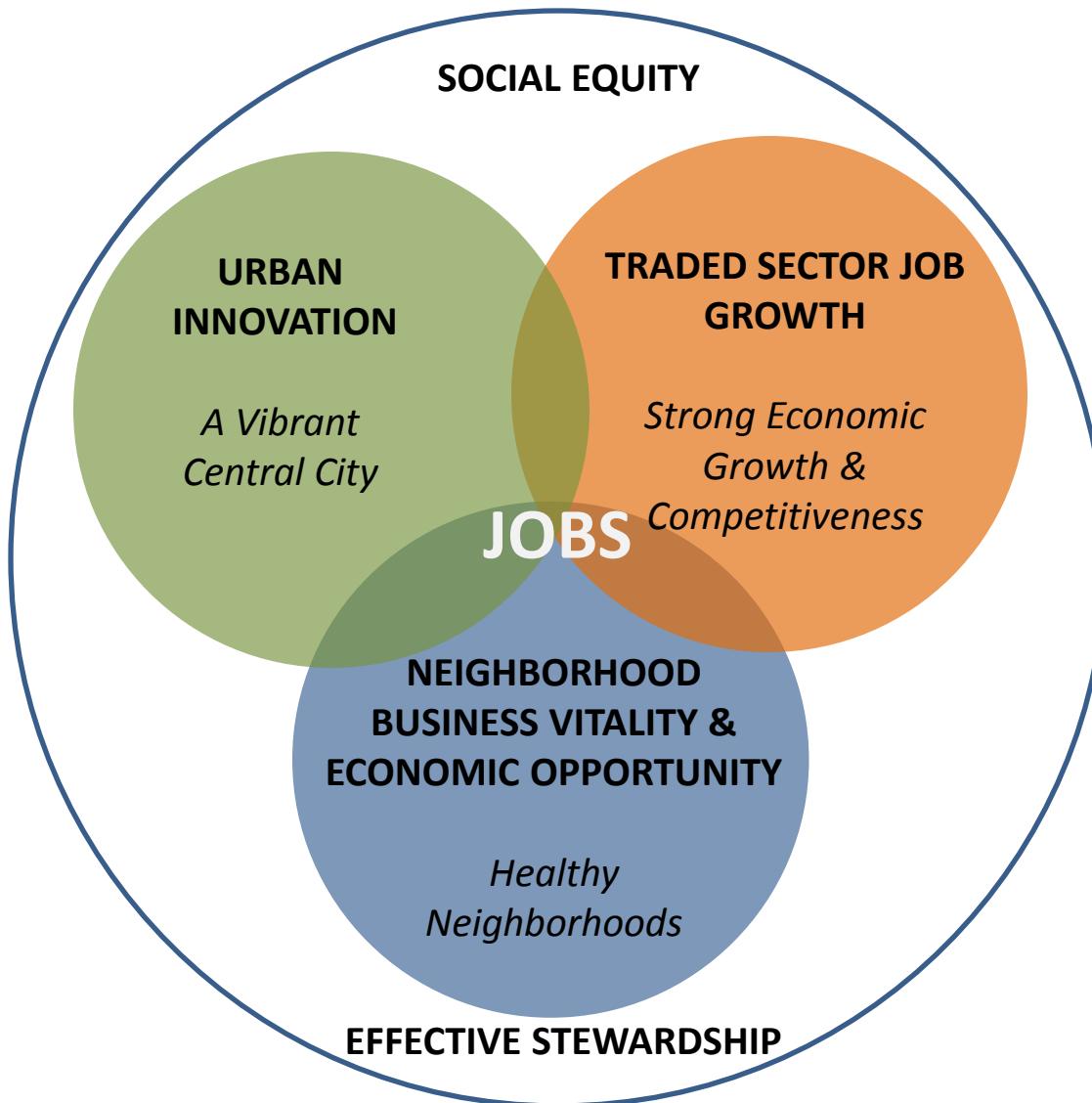


Aneshka Dickson
Commissioner

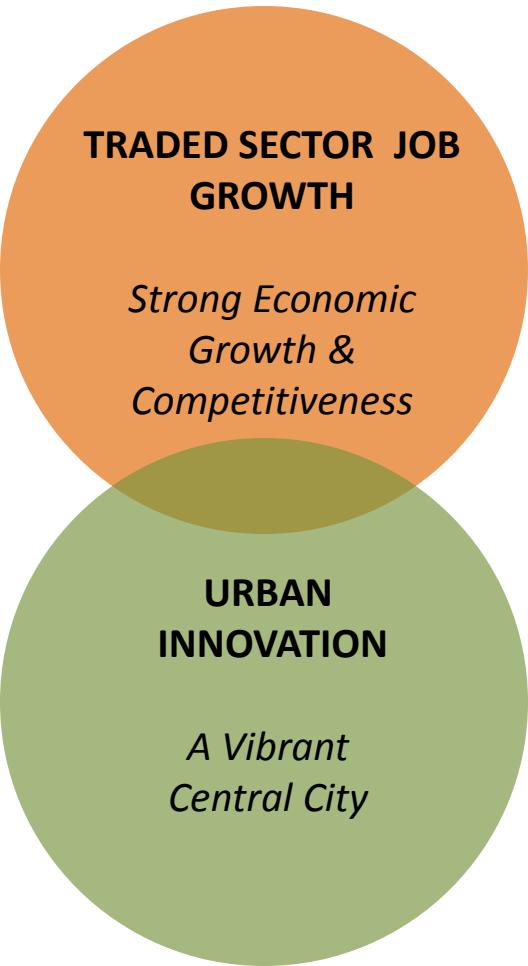


Patrick
Quinton
Executive
Director

Economic Development Strategy



Cluster Strategy – Clean Tech



Core B&I Activities



- Retention/Expansion
- Recruitment
- Export Promotion
- Entrepreneurship & Innovation
- Industry Program & Initiatives

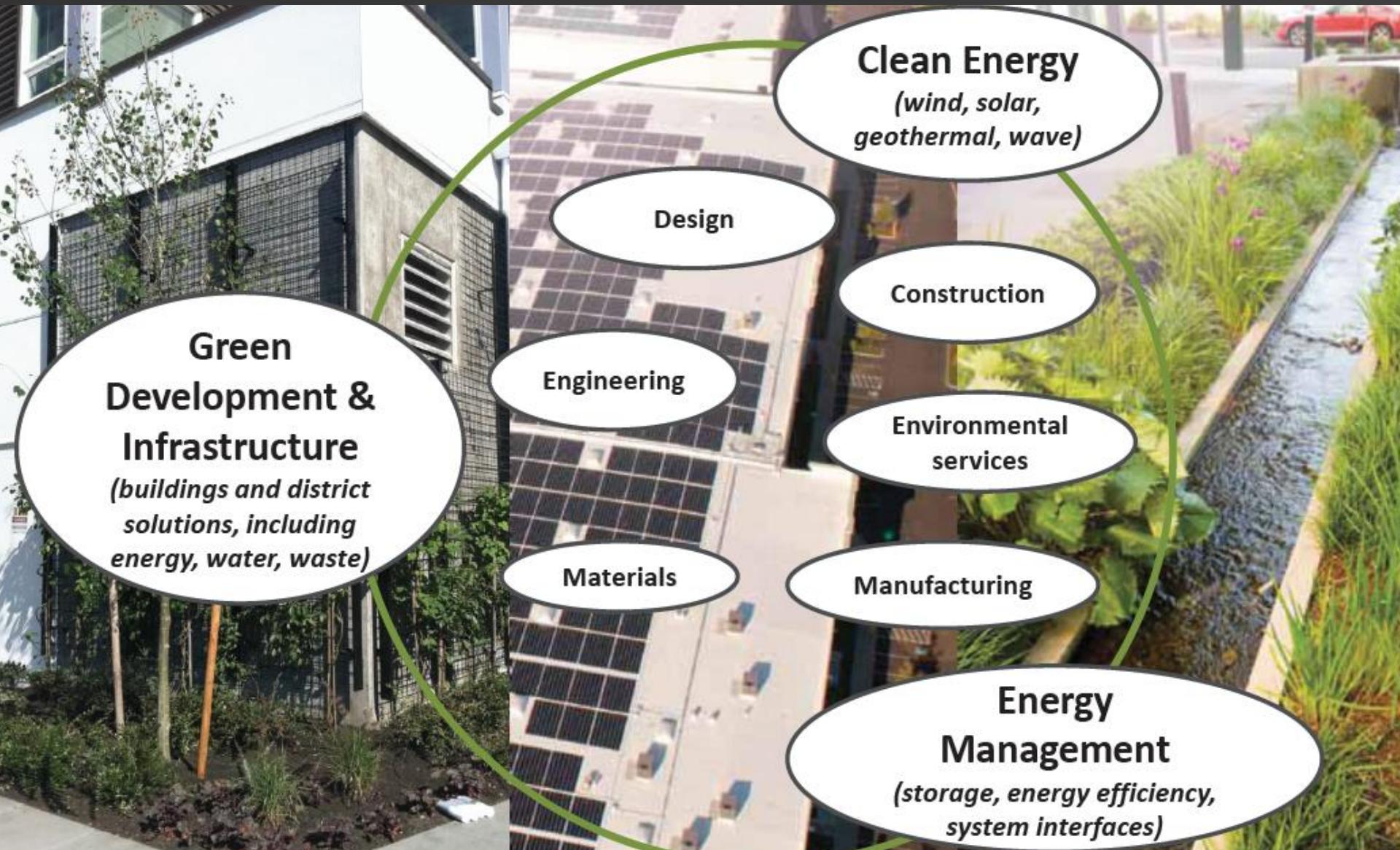
Core CC Activities



- City as a Living Laboratory
- Demonstration Projects

WE BUILD
PORTLAND GREEN CITIES

Portland's Green Industry Cluster



Metro Clean Tech Index

2012 U.S. METRO CLEAN TECH INDEX



CLEAN EDGE

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4

THE CLEAN-TECH MARKET AUTHORITY

CLEAN EDGE

Portland's National Rankings

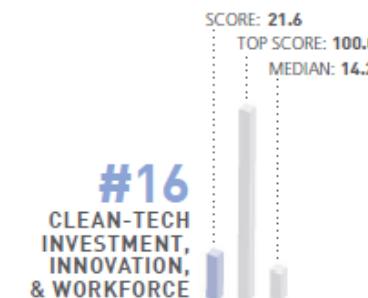
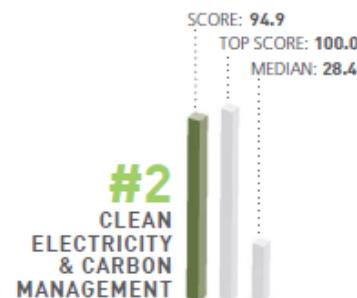
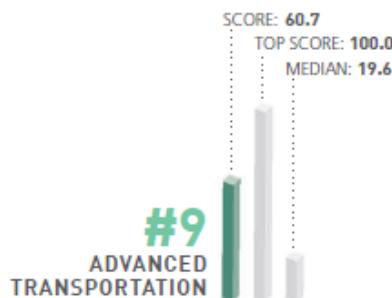
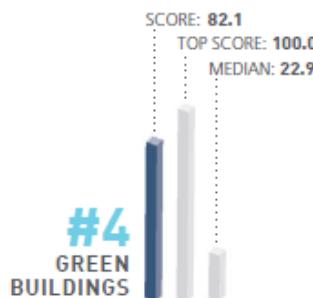
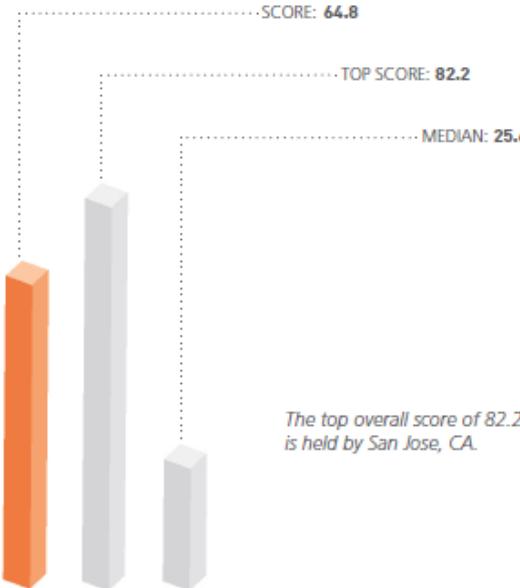
2012 Portland Report Card

PORLAND, OR



PORLAND-
VANCOUVER-
HILLSBORO, OR-WA

#3
OVERALL



THE CLEAN-TECH MARKET AUTHORITY

CLEAN EDGE

Regional Market



Strengths

- Policy leadership
- Early adopter culture
- Talent
- Location

Challenges

- Venture investment
- Intermittent incentives
- Research \$ and patent activity
- Low energy costs

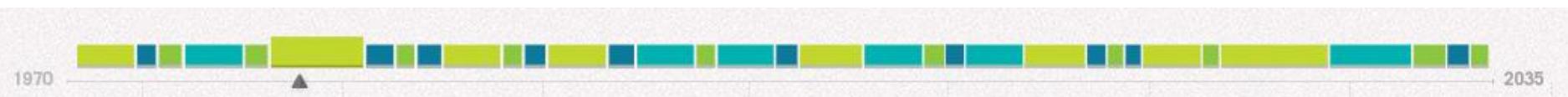
Portland Heritage

POLICY

- MAX for regional transit system
- Comprehensive land use bill
- Metro regional government
- Urban growth boundary

- 1st to adopt a Global Warming Action Plan
- 1st to implement car-sharing
- Streetcar reintroduced

- City/PDC Green Building Policy adopted
- Ambitious renewable energy and fuels laws
- Clean Energy Works launched



ECONOMIC ACTIVITY

- 1,000 recycling related jobs
- Drive 20% less than comparable cities

- 5 car sharing programs active in the Portland market
- Portland firms helping to institute bike sharing programs nationwide

- Most LEED buildings / capita
- Firms working globally & nationally as 2M SF/day become LEED-certified
- Epicenter of U.S. wind energy industry

Clean Tech Strategy: Goals

- Create Jobs
- Attract Investment
- Drive Innovation
- Improve Resource Efficiency
- Promote Leadership



Clean Tech Core Strategies

Living Laboratory

- First adopter - pilot new approaches & technologies
- Partnerships to accelerate market adoption
- Assist with certification

Entrepreneurship Ecosystem

- Research to commercialization
- Matchmaking big & small firms for new investment & deployment
- Cross industry fertilization

Market Expansion

- Conduct export market research
- Build relationships in new markets
- Brand & leverage Portland leadership on behalf of industry

Living Laboratory: EcoDistricts



Living Laboratory: Energy Efficiency

Residential (Clean Energy Works)

- Appliances
- Building envelope
- HVAC
- Energy monitoring

Commercial (Developing Model & Partnerships)

- HVAC
- Lighting & controls
- Sub-metering and sensors
- Energy monitoring dashboards
- Enhanced portfolio management.



Lower utility bills & operating costs

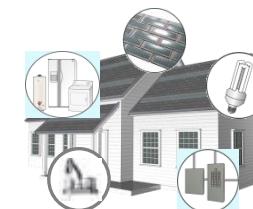


Benefits

- Grouped audits & implementation
- Bulk purchasing
- Testing/commercialization opportunities
- Reduced cost of capital
- Establishment of standards for grid interoperability
- Increased community engagement

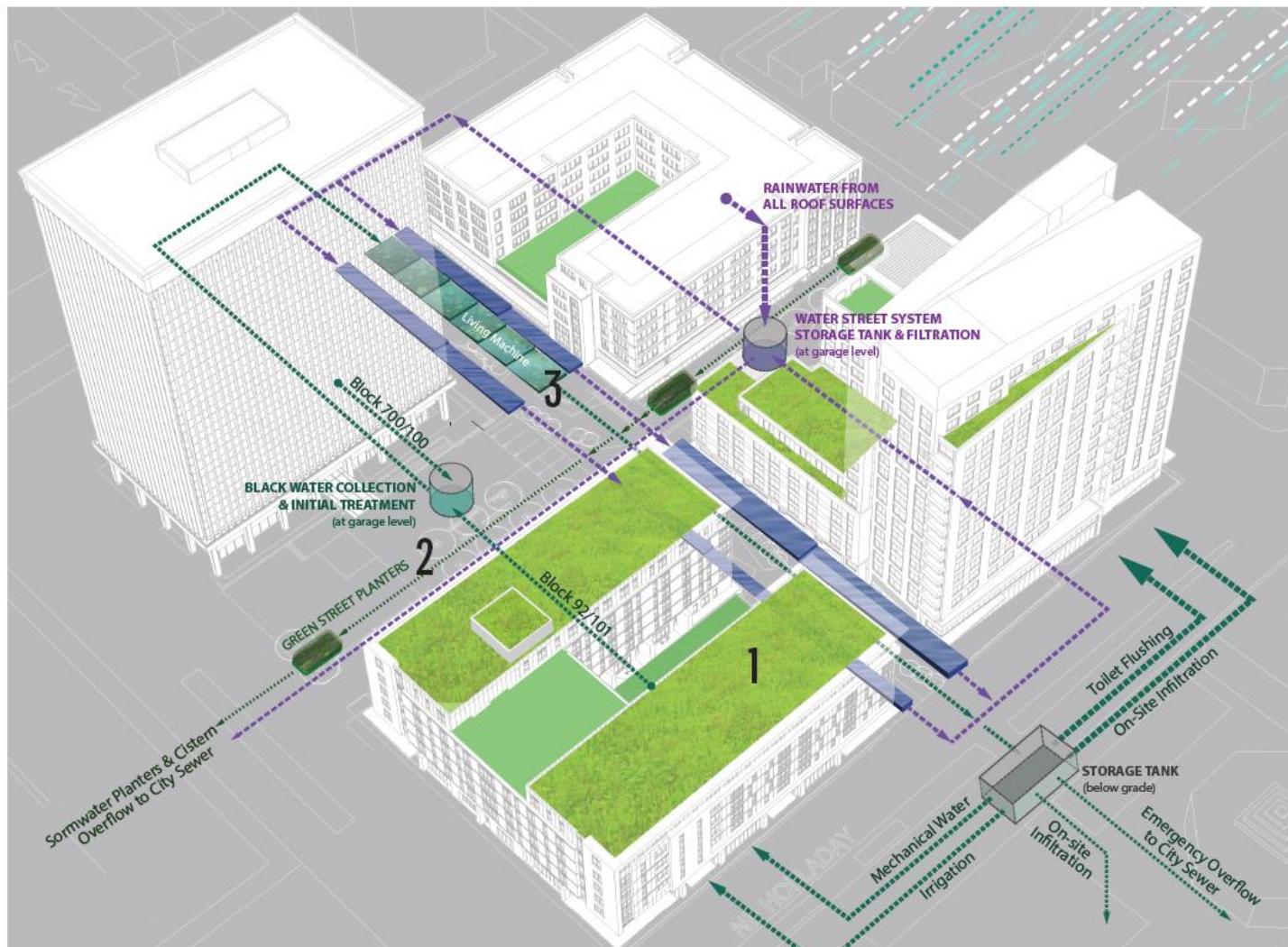


Increased awareness & new technology availability



Revitalized landscape & building performance

Living Laboratory: High Performance New



1
ECO BOOKS



2
GREEN STREET

Rainwater collected on Hassalo Street and surrounding hard surfaces is directed to shallow stormwater planters for detention and filtration.



3
WATER STREET

Rainwater collected in "reservoirs" are visually combined with a "Living Machine" black-water treatment system to form a new "Water Street" running north-south through the site. Planting will unify the two separated systems for a highly functioning and visually attractive pedestrian experience.





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PORLAND **GREEN CITIES**
OREGON

Questions?