

# EcoDistricts

## Building Blocks of Sustainable Cities

August 16, 2012

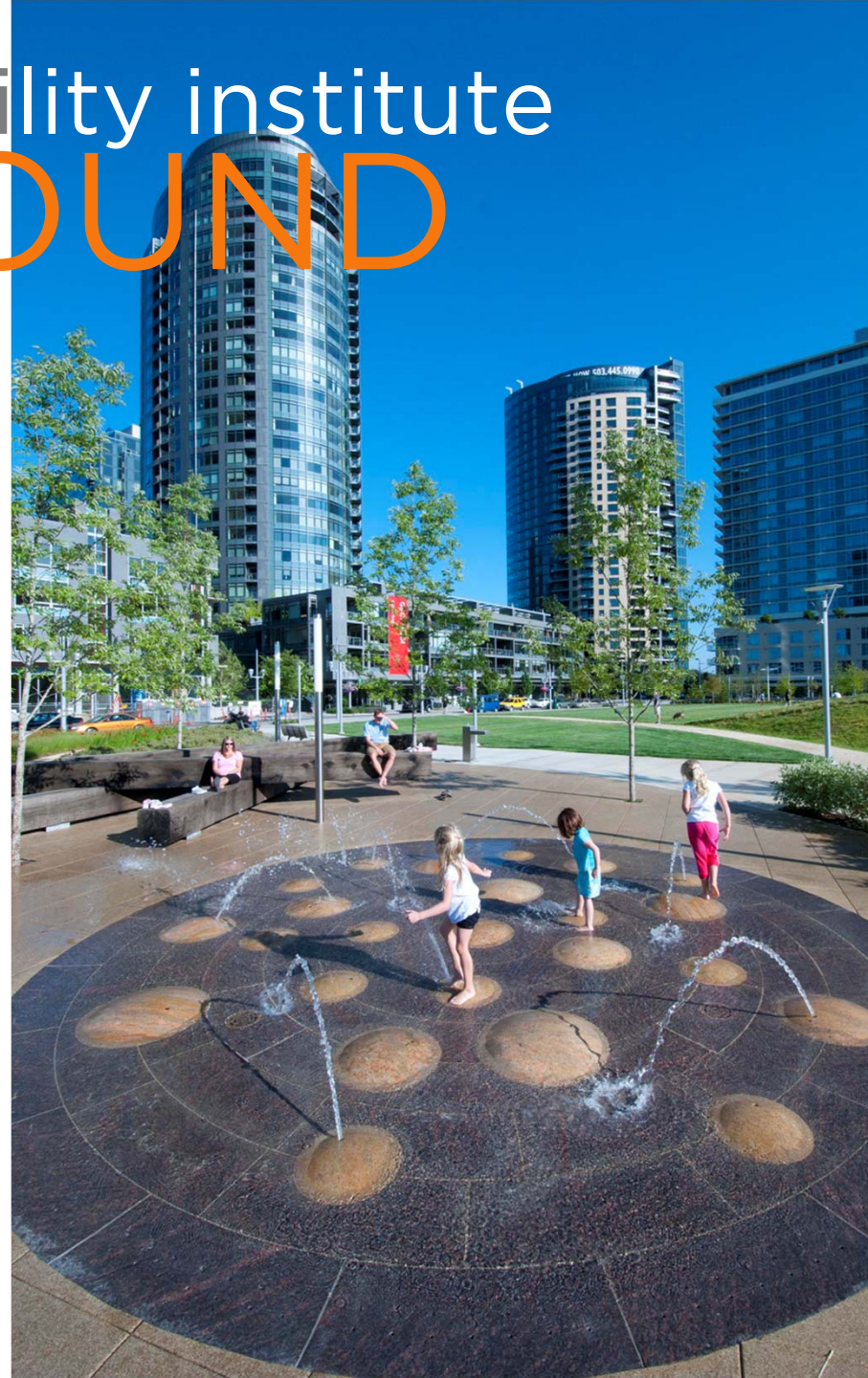




# portland sustainability institute BACKGROUND

We create and incubate smart practices here that lead to green cities everywhere.

We tackle cutting-edge green city initiatives in the Portland region that hold potential for application everywhere.





# WHAT









# ECODISTRICTS



An **ECODISTRICT** is a neighborhood or district committed to accelerating neighborhood-scale sustainability.

EcoDistricts offer a meaningful way to test and apply neighborhood-based solutions that cities urgently need.

# history ECODISTRICTS

2008. Identified EcoDistricts as next big thing for cities

2009. Developed approach for EcoDistricts

2009. Formed technical advisory committee

2010. Partnered with City of Portland to launch pilot program

2010. Produced first international EcoDistricts Summit

2012. Launched EcoDistricts Institute

2012. Designing North American EcoDistricts Program



# WHY

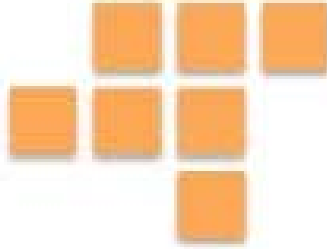


# scale ECODISTRICTS

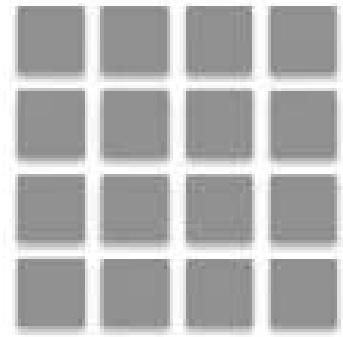
BUILDINGS



DISTRICT



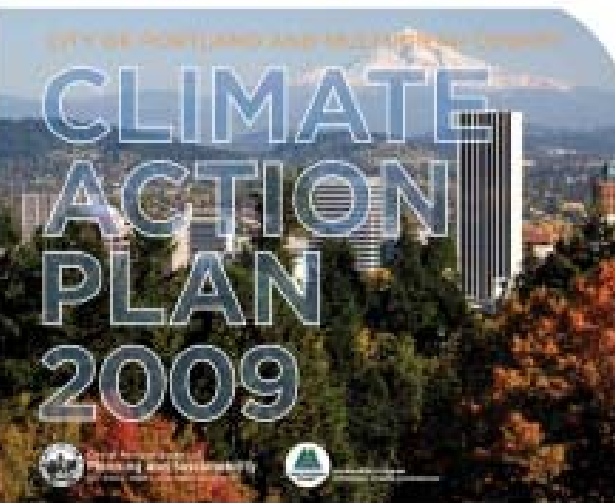
CITY





drivers

# ECODISTRICTS



POLICY IMPLEMENTATION	TOP DOWN/BOTTOM UP
PILOT APPROACH	INTEGRATION
ECONOMIC DEV.	COST SAVINGS
CARBON REDUCTIONS	DISTRICT PLANNING



# stakeholders

# ECODISTRICTS

CITIES

UTILITIES

DEVELOPERS

NEIGHBORS

BUSINESSES





# value proposition: utilities

# INFRASTRUCTURE



## GREY to GREEN

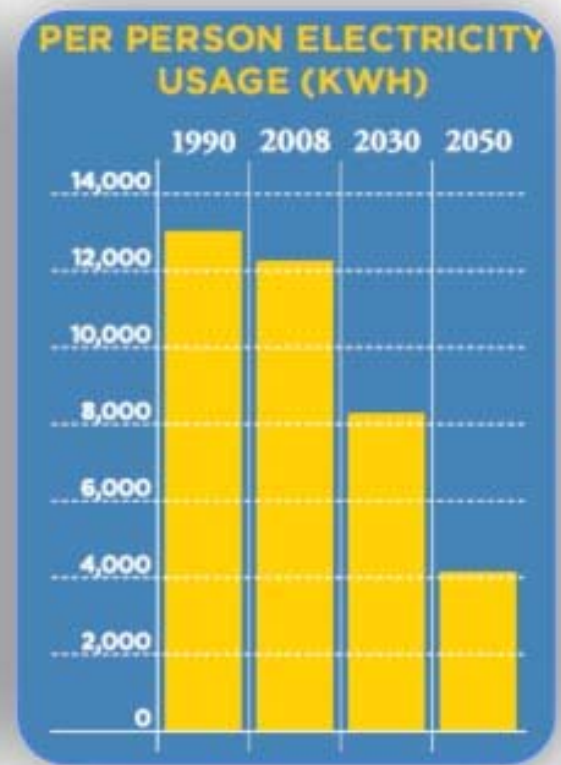
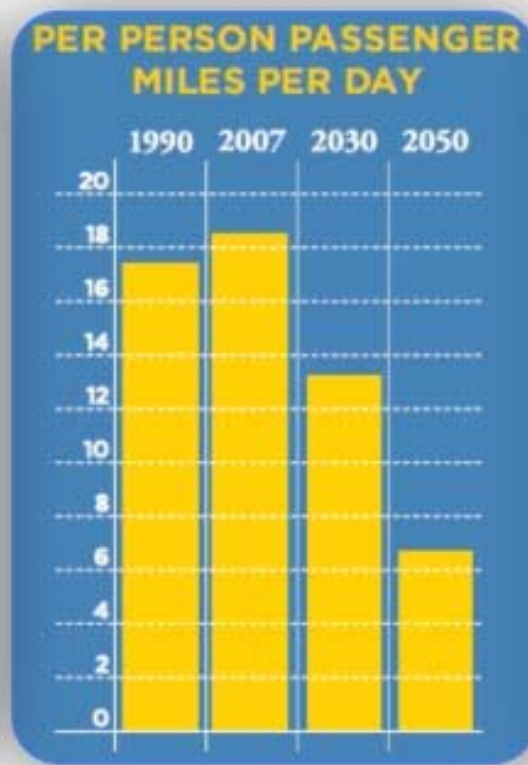
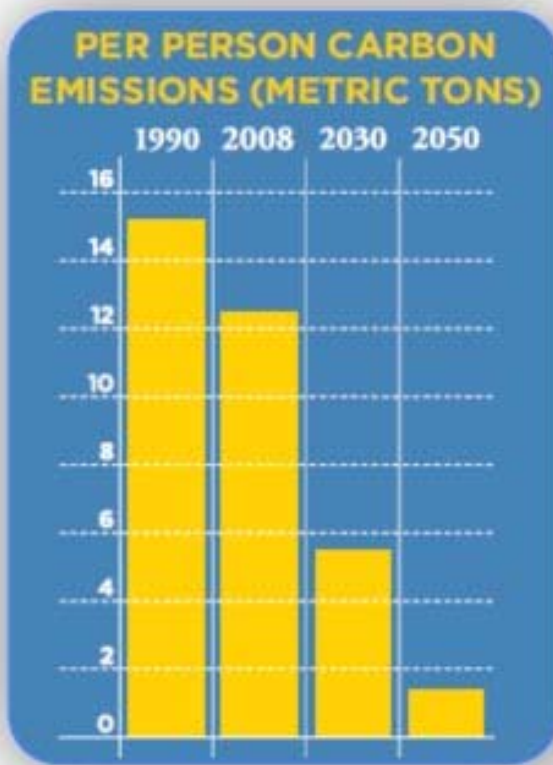


- \$63M savings (\$11M investment)
- Achievement of watershed goals
- Improved placemaking
- Enhanced property values
- Local job generation



value proposition: cities

# GHG & ENERGY



# value proposition: community **GREEN DIVIDEND**

2 million people drive 4 miles less per day,  
yielding **8 million** fewer miles per day

At 20 miles per gallon, that saves  
**400,000 gallons** of gas per day

At 19.4 pounds of CO<sub>2</sub> emitted/gallon, 365 days/yr, that  
saves **1.4 million tons** per year

Or **\$1.2 billion** per year in avoided costs



# HOW

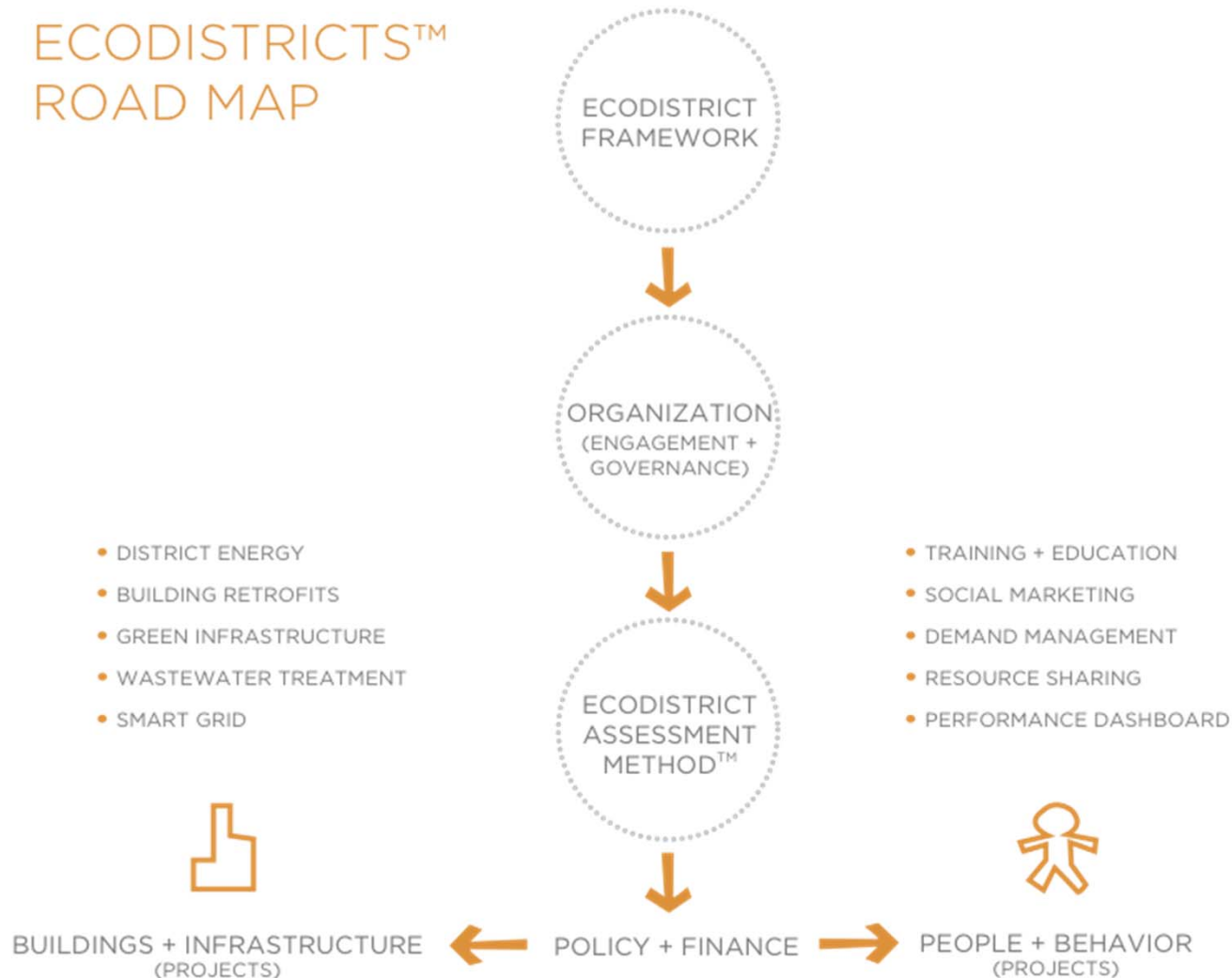


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# framework ECODISTRICTS

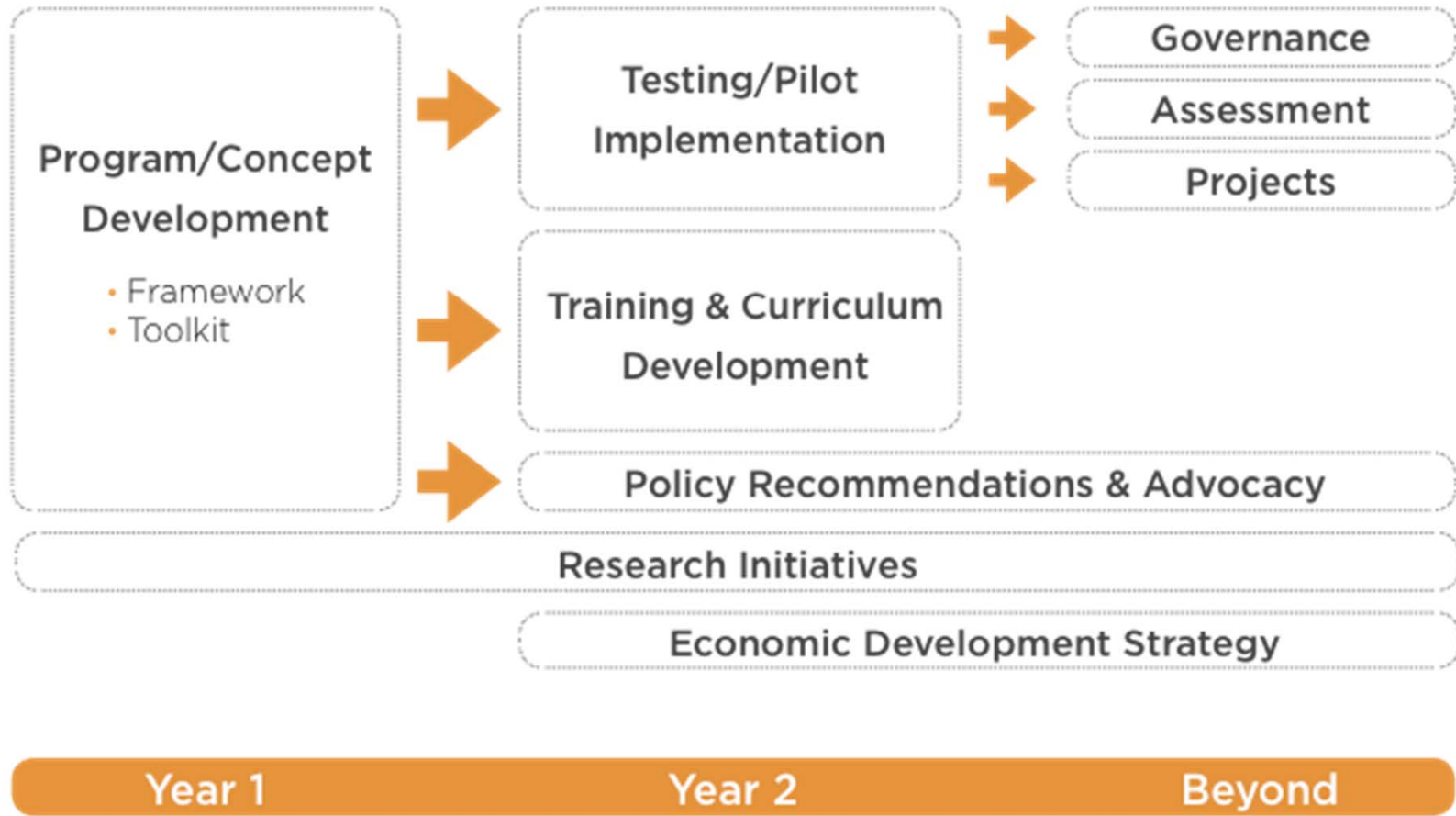
## ECODISTRICTS™ ROAD MAP





initiative roadmap

# ECODISTRICTS



# tools & resources

# ECODISTRICTS

## GUIDANCE

- EcoDistricts Framework

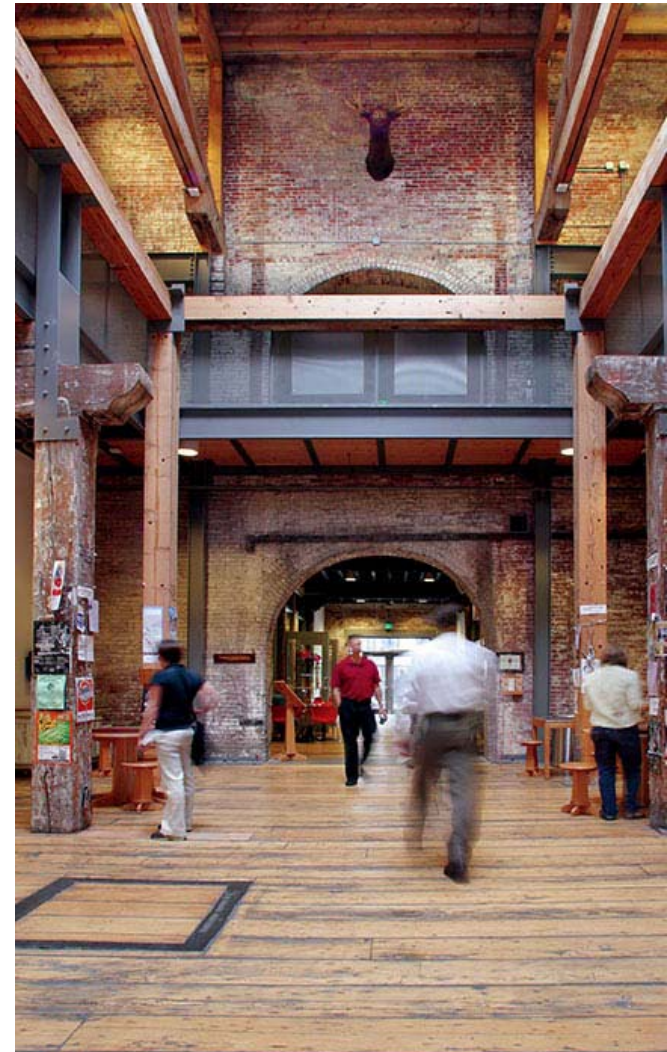
## ASSESSMENT TOOLKIT

- Performance + Assessment Method

## IMPLEMENTATION TOOLKITS

- EcoDistrict Organization
- Financing EcoDistricts
- EcoDistrict Policy Support

[www.pdxinstitute.org/publications](http://www.pdxinstitute.org/publications)





# ECODISTRICTS

## CREATING A PROGRAM + SELECTING A PILOT

ORG ALIGNMENT &  
GOALS

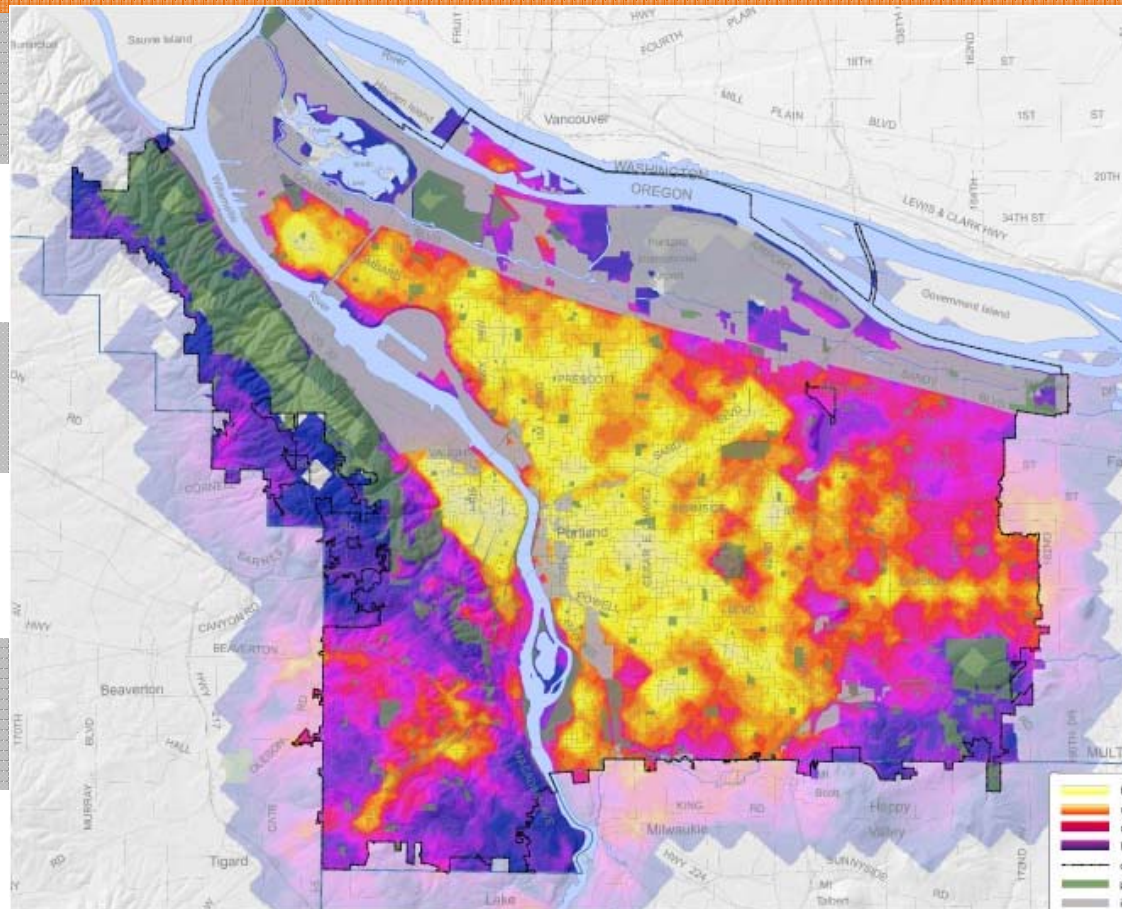
POLICY FRAMEWORK

PROGRAM DESIGN

NEIGHBORHOOD  
SELECTION

IMPLEMENTATION

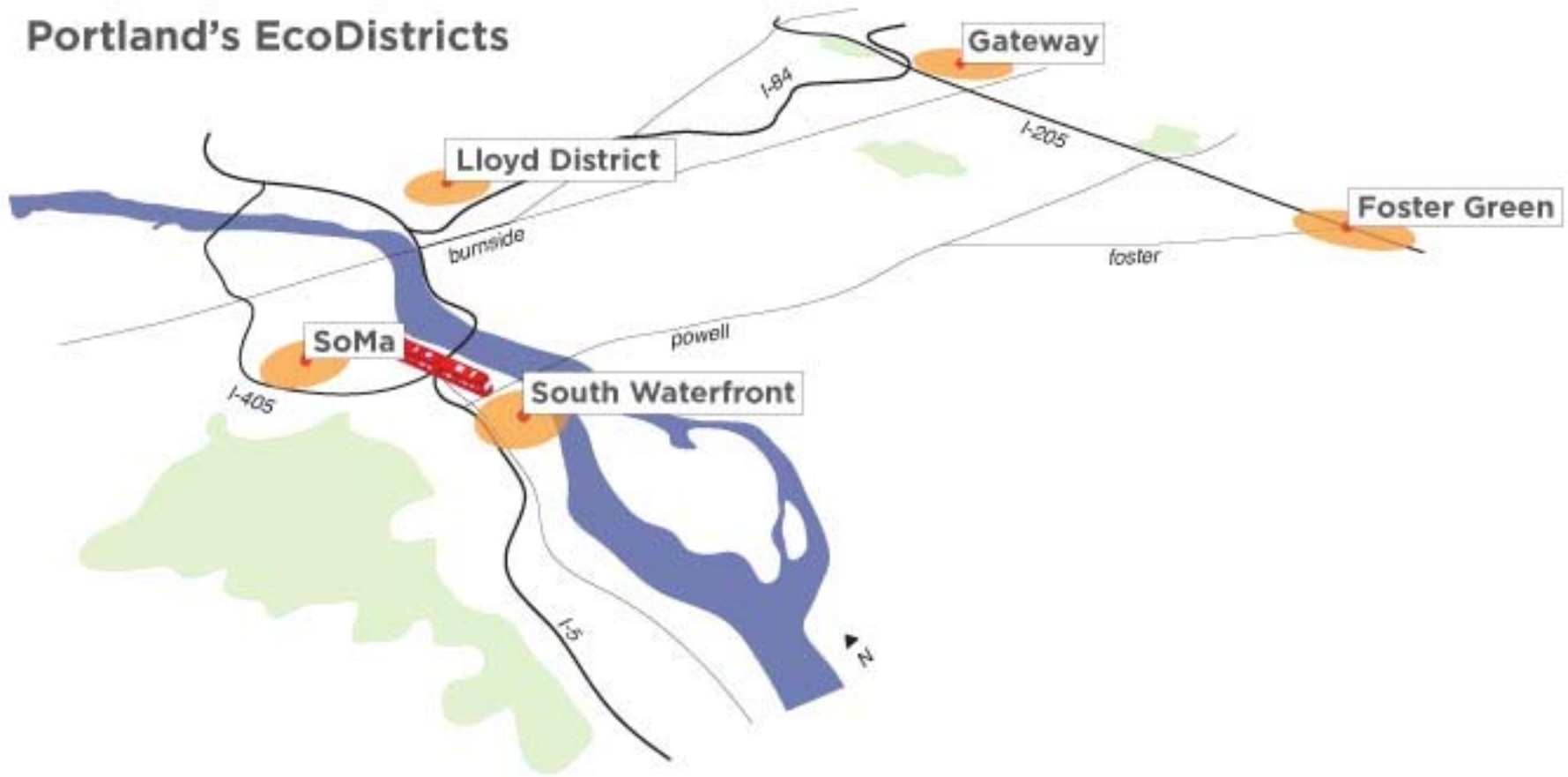
INSTITUTIONALIZE



pilot districts

# ECODISTRICTS

## Portland's EcoDistricts





# Lloyd EcoDistrict





# South of Market EcoDistrict











Foster Green EcoDistrict





# Gateway EcoDistrict

# pilot process ECODISTRICTS

## Five Step to EcoDistricts Implementation





# district organization

# ECODISTRICTS

Phase 1

District  
Organization

## engagement

**Intent:**

Create interest, ownership and priorities

**Outcome:**

Signed Memorandum of Understanding



## governance

**Intent:**

Create capacity, resources, and structure

**Outcome:**

Organizational structure and funding



# district organization ECODISTRICTS



## ECODISTRICTS REQUIRE

- Coordination of diverse interests and stakeholders
- Ongoing work guided by district leadership

## THIS SUGGESTS

- New relationships
- New organizing structure



# district organization ECODISTRICTS



## NEIGHBORHOOD/DISTRICT ASSOCIATIONS

- Exist for business, historic, community purposes
  - Not for managing sustainability performance

## THIS SUGGESTS

- New kind of role/need for neighborhood based organization
  - Sustainability Management Association

# district organization ECODISTRICTS

Phase 1

District  
Organization

## KEY QUESTIONS

What roles and responsibilities are necessary to achieve EcoDistrict success?

How can we manage a complicated set of activities with many different stakeholders?

What structure best positions us to achieve our vision and goals?

How can we institutionalize our collaboration?



# district organization – lloyd ECODISTRICTS



## Key Questions

- Will the nature of development change in next 5 – 7 years?
- Will sustainability drive a large portion of the change?
- If yes to both, will it be more beneficial to engage the change collaboratively (as a district) than individually?

## Work to date

- SMA
- Pending 501c6
- Hired Executive Director
- Contract Staff
- Develop projects

## Challenges Overcome

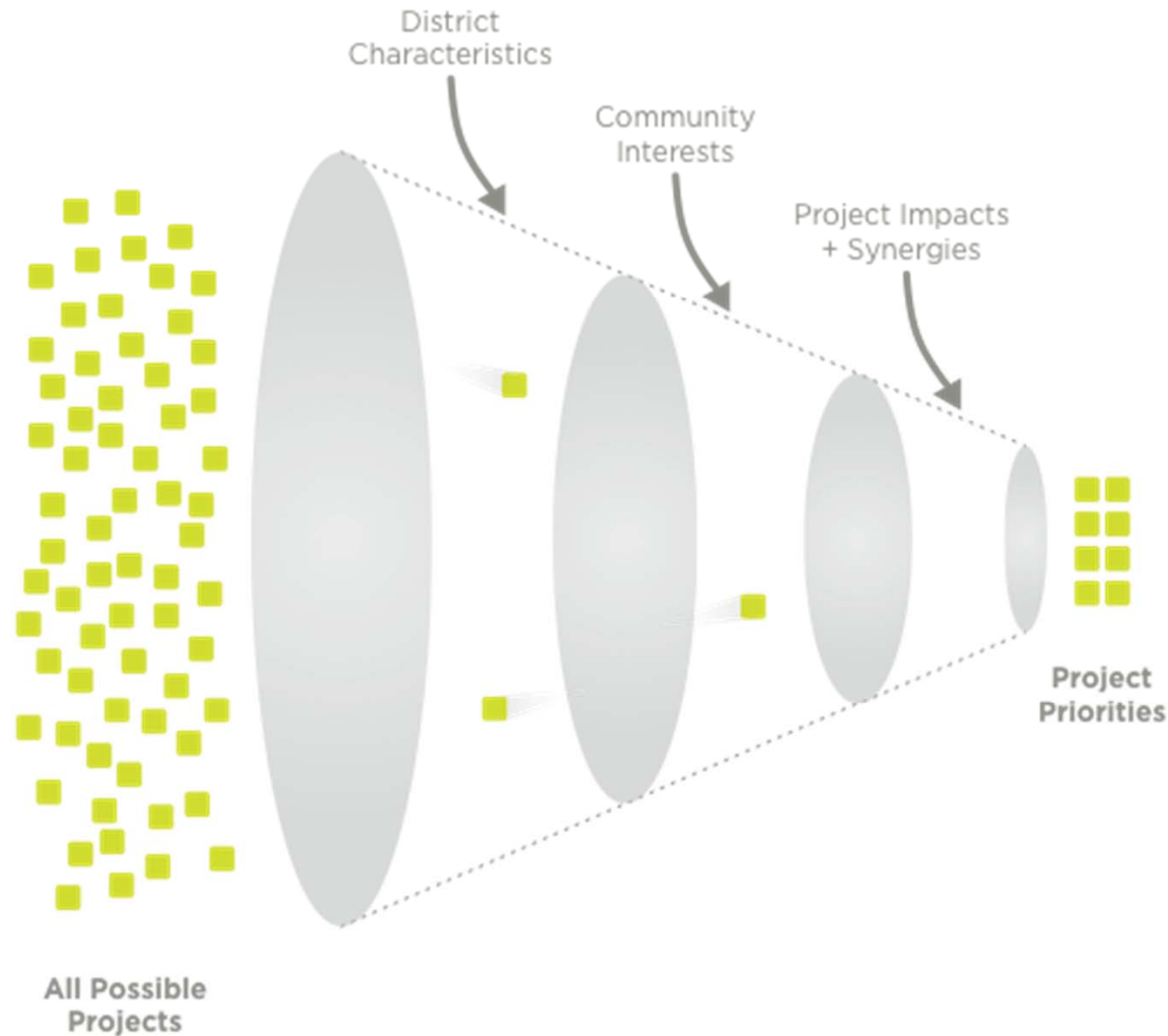
- Unique definition
- Fear of regulation
- District control
- “Crawl, walk, run”

# district assessment

# ECODISTRICTS

Phase 2

District  
Assessment





# district assessment

# ECODISTRICTS

Phase 2

District  
Assessment



equitable  
development



health + well  
being



community  
identity



access +  
mobility



energy



water



habitat +  
ecosystem  
function



materials  
management

## eight performance areas

# feasibility and project development



## GREEN BUILDINGS



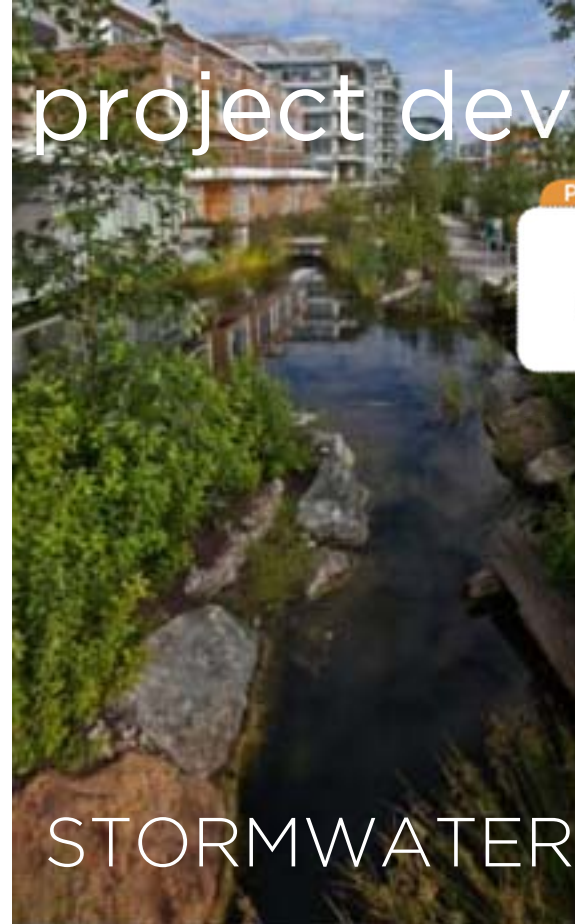
## INNOVATIVE





# feasibility and project development

## SMART INFRASTRUCTURE



## STORMWATER



## HABITAT



## WASTE



# feasibility and project development



ORGANIZING  
PLATFORMS



## What's The Problem

We hear a lot about greenhouse gas emissions and the need to reduce them. The first step is to understand where they originate.



INFORMATION TO ACTION



BEHAVIOR &  
COMMUNITY ACTION



# district monitoring ECODISTRICTS

Phase 5

District  
Monitoring



## EDUCATION CENTER

Tuesday's Forecast  
Low 12 F | High 25 F  
Mostly Sunny

### CURRENT USAGE



#### What is live current data?

The gauge above shows how many kilowatts of energy are currently being used throughout the building.



Click Arrows For Next Conversion



We have saved  
19,265  
kWhs of energy.



That's enough to fill  
2,390  
gallons of gasoline.



Home



Energy



Geothermal



Heating/Cooling



Lighting

summit – october 23-26

# ECODISTRICTS

3 days to innovate,  
invest and inspire  
#greencities



ECODISTRICTS  
SUMMIT

OCTOBER 23-26, 2012

[ecodistrictssummit.com](http://ecodistrictssummit.com)



# Questions/Thoughts?

