



Donna Matrazzo
Wordstruck Editing

15500L NW Ferry Rd. Slip #14
Portland, OR 97231
(503) 621-3049
matrazzo@msn.com
www.donnamatrazzo.com

PDC's Greening of Portland

Portland Development Commission
2008 Sustainability Report

Sustainability Defined

Sustainability is a buzzword these days, but what does it mean? At its simplest, sustainability is a state that can be maintained indefinitely. As it applies to humans, it includes using the Earth's natural resources at a rate so that they last for future generations.

The natural environment is the foundation for society's basic needs of food, clean air, clean water and shelter, but we are living beyond our means. Fourteen hundred scientists from 95 countries took a four-year global inventory of the earth's ecosystems. Their 2005 Millennium Ecosystem Assessment reports that some 60 percent of the planet's ecosystems services are currently being degraded by human activities.

Sustainability is now a global goal, on levels from planetary to local. Population explosions, clearcut tropical rainforests, shrouds of coal-burning pollution might seem continents away. But the responsibility to manage consumption without negative environmental impact is shared close to home.

Society's sustainability goal has three pillars: economic, environmental, and social. Economic growth must offer viable environmental protection while balancing the equity between the affluent and poor. Environmental protection must work in tandem with economic development while not placing undue hardship on people struggling to survive. Social equity must provide a fair distribution of goods and resources. Where these three meet is that place where we leave behind a society and a planet that will fill the resource needs of our grandchildren's grandchildren and beyond.

The long-term, step-by-step process of shifting our community toward a more sustainable future begins with planning. The Portland Development Commission (PDC) is in a unique position to spur development that is sustainable for people, the economy and the environment.

PDC's Sustainability Mandate

Beautiful parks of tall trees in the poorest of neighborhoods. Buildings so green that residents' energy bills are cut in half. Well-planned communities that conserve nature's resources. An employee's pledge to take shorter showers—"one song only."

Sustainability has long permeated the work of the Portland Development Commission in a multitude of ways. PDC's duties, as outlined in the City of Portland Charter, mirror sustainability's three pillars: "The Commission shall advance social equity ... [and] create, maintain and promote a diverse, sustainable community in which economic prosperity, quality housing and employment opportunities are made available to all residents."

Now, for PDC and all City of Portland bureaus and offices, sustainability is a mandate. The Portland City Council adopted a resolution requiring all bureaus and offices to develop annual sustainability plans and submit annual reports. This is PDC's first Sustainability Report, documenting the agency's achievements in meeting our 2007-8 fiscal year Sustainability Plan.

A traditional business or real estate venture is designed to generate a profit. PDC projects produce financial, social and environmental returns for investors, the community and nature.

In PDC's purview, sustainability is achieved through four directives: *Urban Development*, achieving high-performance buildings and green infrastructure. *Social and Community Equity*, working to make economic prosperity, quality housing and employment opportunities available to all. *Economic Development*, facilitating business activity that creates jobs, income and wealth. And *Internal Operations*, improving our environmental quotient on all fronts.

As Portland's population increases, sustainable urban development, new jobs and services, and amenities such as parks must be developed. This Sustainability Report endeavors to tell how PDC's projects improve the lives of Portland citizens, while heeding the global call to create a world where both people and nature can flourish, now and for the generations to come.

Sustainable Urban Development

Design directly influences our lives through economic, environmental, and social forces. As stewards of our resources, public officials must be keenly aware of how building processes contribute to or detract from the synergy among these three critical and interrelated sectors.ⁱ

American Institute of Architects

The Portland Development Commission was founded in 1958, and the change in approach to urban development in the past 50 years is dramatic. Just as with the norms of society and science, PDC has advanced and matured. Originally, like other cities, Portland used eminent domain to condemn “blighted” areas of the city and razed entire neighborhoods, replacing them with skyscrapers and new commercial districts. Fifty years later, in a world of emerging energy, climate, water and food crises, and a rising social consciousness, the goals of urban development are more humane and far broader.

Natural capitalism is about making small, critical choices that can tip economic and social factors in positive ways.

Paul

Hawken

Long before the topic was even being discussed by most cities, the City of Portland adopted a set of Sustainability Principles in 1994. In summary, the principles are:

- Support a stable, diverse and equitable economy.
- Protect the quality of the air, water, land and other natural resources.
- Conserve native vegetation, fish, wildlife habitat and other ecosystems.
- Minimize human impacts on local and worldwide ecosystems.

Today, PDC and the City of Portland adhere to a contemporary planning approach known as the Triple Bottom Line, which measures an organization's—and society's—success matching the pillars of sustainability: economic, environmental and social. The city is a member of ICLEI, an international association of local, regional and national government organizations that have made a commitment to sustainable development. In 2007, the United Nations ratified ICLEI's Triple Bottom Line standard for urban and cost accounting, making it the dominant approach today to public sector “full cost” accounting.

High Performance Buildings

PDC's 2005 *Green Building Policy Guidelines* support the City of Portland's green building policy by requiring developers who receive PDC funding to integrate green building practices into construction projects. (See Appendix ____). Increasingly, commercial and residential projects for which PDC provides funding and technical assistance are incorporating a range of sustainability techniques that go well beyond the policy requirements.

Eliot Tower—Portland's first LEED for Neighborhood Development project

The Eliot Tower is an 18-story condominium that has been described as a "vertical neighborhood," its 223 residences located in the heart of Portland's Cultural District, across the street from the Portland Art Museum. Not only has it earned a LEED Silver certification, it is also Portland's first LEED for Neighborhood Development (LEED ND) project—and one of the first in the nation.

LEED ND is a national system to rate neighborhood designs based on the principles of smart growth, urbanism and green building, and encourages designers to go beyond green construction and consider the location and design of the entire neighborhood. Environmental factors like ready access to transit become part of the early planning and design stages.

Constructed in the heart of downtown, Eliot Tower residents benefit by the well-planned neighborhood, with easy access to grocery stores, shopping, the central library, art and history museums, Portland State University and bus lines.

Mercy Corps headquarters seeks LEED Gold

Mercy Corps is an international organization that provides emergency relief service and sustainable economic development in more than 35 countries around

the world. In 1982, Mercy Corps' headquarters office in Portland had three staff members. Today, it has over 150 and is renovating the Historic Skidmore Fountain Building where all six of its offices will be housed in one location. The building is scheduled for completion by November 2009, and is being designed to meet LEED Gold certification standards.

White Stag sign exemplifies building salvage and reuse

The White Stag Block is easily identifiable by the bright 'Made in Oregon' sign on its rooftop in Old Town. The sign hints at the story of salvage and reuse in the restoration of the city block, comprised of the White Stag, Skidmore and Bickel buildings. Tenants including the University of Oregon and Venerable Properties, Inc. are bringing jobs into the Old Town/Chinatown area through revitalization of the properties.

Renovation was completed in 2008, and will long be appreciated for its beautifully restored historic architecture and its green building features. The three buildings were reused, insuring that all the energy it took to manufacture them is not wasted. Materials salvaged from other buildings were used in the renovation. For example, gym flooring salvaged from the University of Oregon's Gerlinger Annex in Eugene was reused to create the beautiful wood flooring in the building. Together, the green building features earned the development a LEED Gold certification.

White Stag Block's Green Features Include:

- More than 98% of materials salvaged were salvaged, reused or recycled
- Rainwater cachment system reduces water use by 40%
- Low-flow bathroom fixtures
- Located close to public transportation
- Energy-saving heating equipment
- Energy-efficient lighting
- Daylighting to reduce energy consumption

Vanport Square pioneers green commercial condominium spaces

Vanport Square is an ambitious undertaking to create a new commercial marketplace and help revitalize N.E. Martin Luther King Jr. Blvd. Designed and constructed according to high sustainable standards, Vanport Square is in line for a LEED for Core and Shell Gold certification.¹ Vanport is also giving underrepresented groups the chance to build equity and create wealth, fulfilling the vision of the developers, Ray Leary and Jeana Woolley, and that of the PDC.

Leary and Woolley are African Americans who helped pioneer the use of commercial condominiums in our region— a new model of small business ownership of spaces normally leased to tenants. The developers gave incoming businesses the chance to buy their commercial space, rather than just leasing it, which allows them to build equity, an opportunity that often eludes smaller businesses. The business condominiums buyers are all established local companies.

It's been a high-profile project that generated high expectations from all the groups potentially affected, including the African-American community, local residents, business owners and neighbors, which created many challenges. The achievement of tangible community benefits can increase a project's price tag. This is where public dollars can be most useful.

¹ Core and shell covers base building elements such as structure, envelope and the HVAC system. Building tenants then design and build out their own spaces.

Several of the businesses are following the green example set by the building, completing environmentally friendly build-outs in their condominiums. For example, the newly-opened Old Town Pizza extensively used salvaged materials from the ReBuilding Center. Providing \$6.8 million in loans and roughly \$2 million in tax credits to develop the condos, the PDC also assisted the incoming businesses, with an additional \$3 million in loans for condominium build-outs.

Vanport Square currently features 13 businesses, including,

1. Old Town Pizza, family pizza restaurant, owned by local businessman Adam Milne
2. Living Color Beauty Supply, owned by Hong Kim, Korean American businessman
3. Curious Comedy, improvisation and film company, owned by Stacey Hallal
4. A Step Above, fine clothing for men, owned by Garland Norman, African American businessman
5. Horn of Africa, owned by Mohammed Yousuf, African American businessman
6. Laura Cary Design, graphic design company owned by Laura Cary
7. Rick Harris, CPA, owned by Mr. Harris, African American businessman
8. Nghi Tran Allstate Insurance, owned by Mr. Nghi Tran, Vietnamese American businessman.
9. Norell Design, graphic design company owned by Eduardo Norell, Cuban American businessman.

Assurety Northwest anchors Lents Town Center with green building

(PHOTO)

Assurety Northwest has brought business and life to a once-blighted section of Foster Road, activating the street and anchoring the Lents Town Center with its new, green-built headquarters. Previously based in Gresham, the firm began a search for a new location and discussed their options with PDC, curious to see what Portland offered. Assurety ultimately decided to move into Lents Town Center with the aid of several PDC programs. The company quickly understood the potential for developing Lents and turned a blighted site on Foster Road into a LEED Silver certified building. Sitting below the company headquarters, a string of successful businesses enliven the street, which is within easy walking distance from the MAX Green Line station, opening next year.

Green Infrastructure

Clean streets and sidewalks lined with trees contribute to a neighborhood's sense of safety and wellbeing. Green infrastructure beautifies streets while naturally managing stormwater to improve water quality, reduce flooding and contributes to a healthy watershed.

Green streets can include plantings of trees, shrubs, small parks, bioswales and rain gardens that divert rainwater from streets to allow natural percolation through the soil, removing contaminants. Vegetated bioswales replenish groundwater supplies, cool streets in summer, and visually soften the streetscape. Transit lines and stations, pedestrian trails and bikeways are also part of green infrastructure, creating transportation alternatives to the automobile.

Under a new City of Portland policy, all street infrastructure projects receiving city funds must include green streets. A significant portion of PDC's budget supports green infrastructure. PDC, working with the Bureau of Environmental Services and the Office of Transportation, is transforming city streets.

During the 2007/2008 Fiscal Year, the Portland Development Commission funded about \$21 million in public infrastructure that included parks, street improvements, and public facilities.

Parks

Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts.

Rachel Carson

The jury is no longer out. Science has confirmed what common sense has long indicated— access to nature is good medicine for people of all ages, but perhaps most for the young among us.

The emerging body of evidence indicates that direct exposure to nature is essential for physical and emotional health. New studies suggest that exposure to nature may reduce the symptoms of Attention Deficit Hyperactivity Disorder, and improve all children's cognitive abilities and resistance to negative stresses and depression.ⁱⁱ

Richard Louv?

Street Improvements

Lents Green Streets

Partnering with Bureau of Environmental Services (BES), PDC funded the Lents neighborhood's development of green streets along 92nd Avenue that included the first streets in that southwest area to include planter boxes in the design. PDC funded a neighborhood and planner charette to evolve ideas for street improvements, and supports plans to develop several new green streets throughout the neighborhood.

Gateway Green Streets

Gateway district as a prime location for showcasing green street development.

Central Eastside Green Streets

PDC and BES have also collaborated to improve the intersection at SE 12th and Clay, and that will extend down Clay to Water Avenue.

North Albina Triangle Bioswale

The North Albina Triangle Bioswale project created a community gathering spot and green space in a neighborhood without parks

Historic Preservation

Up to now, our approach to life on this planet has been based on the assumption that "there's plenty more where that came from." With our environment in crisis, we have to face the fact that there may not be "plenty more" of anything – except trouble. In the face of that realization, we're challenged to find a way of living that will ensure the longevity and health of our environmental, economic, and social resources. ⁱⁱⁱ Richard Moe, President, National Trust for Historic Preservation

Deconstruction

The goal of PDC's Construction Services Team is to recycle 95 percent of all demolition debris. Residences and structures with significant salvage must be deconstructed using only hand tools, and commercial properties must salvage 85 percent of joists and rafters, 50 percent of wall studs and 90 percent of beams and columns. By requiring extensive salvage on its properties, PDC is increasing the awareness among contractors in the trade and helping to support a grown industry sector in Portland.

PDC Demolition 2007-2008 (in tons)				
Project Name	Salvage	Recycling	Net Waste to Landfill	Totals
Vanport Demolition – Commercial	232.4 13%	1472.75 82%	86.58 5%	1791.73 100%
North Albina	---			
Lents Church	---			

Cement Slabs—North Albina Triangle

On the North Albina Triangle Project, a large concrete slab cut into 12-inch squares allowed for the reuse of 130 of the squares on the project. The small concrete slabs were used to line the beds of bioswales. In addition, another 100 squares were sent to a similar stormwater bioswale project at the Headwaters at Tryon Creek project.

Old growth Doug Fir beams—MLK Jr. Blvd. warehouse

Two dozen 40' 16"x30" old growth Doug Fir beams were salvaged by Konell Construction from a warehouse on MLK Jr. Blvd. They will be remilled and let back into service.

Sidebar—Lovett Deconstruction

Lovett Deconstruction's North Portland warehouse specializes in tearing down buildings by hand and is using the leftover materials to build a new business. With new remodeling and demolition projects starting about every two weeks, Lovett recovers truckloads of material that would otherwise head for a dump.

Lovett donates much of the recovered material to nonprofit retailers but keeps the period pieces to sell in their store unless their clients specifically set them aside. Lovett is banking on the rising popularity of green building certifications such as the LEED program, which award points for material reuse and recycling in construction. Right now the program places an equal

importance on the use of salvage materials and materials with recycled content, but the next version will place more emphasis on a full life-cycle analysis that will favor the use of salvage materials over recycled content

Lovett reports that, "The demand for good deconstruction in Portland is growing. Both homeowners and general contractors are starting to understand that it makes sense to deconstruct buildings and reuse the materials. It saves resources and keeps high quality materials out of the landfill."

Sustainability and Community Equity

- **economic prosperity, quality housing and employment opportunities for all** ◀

Generating Opportunities

Diversity is an essential part of a thriving city. Historically underserved groups continue to face limitations today. Barriers still block opportunities as fundamental as employment and homeownership. PDC advocates for minority homeownership, skills training and business opportunities, and offers technical and financial assistance to help people pursue these goals.

Living wages enable families to live comfortably and generate enough income to improve their quality of life and contribute to a healthy community. Easily accessed transit routes provide the mobility for going to work, shopping, and community events. Healthy, affordable housing for homeless, low-income and workforce income families is a fundamental element of stable, healthy and sustainable neighborhoods. The entire community benefits from increased social equity, improved livability, broader homeownership, healthier businesses, and more engaged citizens.

Green Affordable Housing

Green construction is catching on—even among affordable housing developers who typically operate on a shoestring. In the past, green building was sometimes viewed as a luxury for the privileged few. Today, that is no longer the case, primarily because the relative costs of building green have dropped, and an increasing number of building professionals have gained experience in green construction. The monetary benefits of green building are also more widely documented than in previous years. Green building lowers operating costs, uses fewer natural resources, reduces pollution and waste, and minimizes impacts on the local, regional and global environment.

In fact, green affordable housing is a boon for low-income and workforce families, Green design and construction practices lower energy bills and provide healthier indoor environments. PDC directs 30% of its funds to providing this type of housing, improving the lives of those who need it most.

The siting of green affordable housing in the city, where families have been forced out by prohibitive rents, offers additional green benefits of mass transit options, accessibility to community services, and better access to nature.

Sustainability has three core components—economy, social equity and the environment. Affordable Housing directly addresses two of those aspects: economic stability and social equity. Integrated green building enables developers to address the third environmental component.^{i i}

Blueprint for Greening Affordable Housing

The Morrison Apartments

Developed along a vibrant cross-section of Portland’s urban culture—close to PGE Park and the MAX light rail—the Morrison is an affordable rental housing complex with a range of modern amenities and conveniences. The five-story, 140-unit mid-rise complex features ground-level and mezzanine retail space and an underground parking garage. A 24-hour reception desk provides secure access and service agency staff supports elderly and disabled residents. Low-income tenants pay only 30 percent of their income for rent.

The Morrison embodies the “20-minute neighborhood” living concept in which all basic services and amenities are within a 20 minute walking radius. It exemplifies the mixed-income, mixed-use and transit-oriented design that sustainable urban planners seek.

In successful public/private partnership with the Housing Authority of Portland and other partners, Gerding Edlen Development created the complex, which received LEED Gold certification.

The Watershed at Hillsdale

The Watershed at Hillsdale is a mixed-use, mixed-income, and transit-oriented development in the heart of the Hillsdale Town Center. Its 51 apartments provide affordable housing for seniors, with eight designated for homeless veterans. Another 40 units are available to those with incomes at or below 30% of median. The development also includes a 2,000 square foot community center and 3,200 square feet of market-rate office and commercial condominium space.

Graced by a vertical glass and steel tower bearing a HILLSDALE sign that adds vibrancy for local businesses as a gateway to the town center, the Watershed demonstrates the synergies that are created in the community when a development projects targets social, environmental and economic goals. The Hillsdale neighborhood was involved in and very supportive of the project from its earliest stages in 2001. Neighborhood and business leaders participated in naming the building, and helped raise funds for lighting the sign and tower, and installing a public water fountain. PDC was one of many partners who created this project, and contributed \$866,732 to its development.

The complex is built on a tiny triangular lot of 3,000 square feet, which was a brownfield that sat fallow for 30 years. Community Partners for Affordable Housing, who developed the project, is the first nonprofit in Oregon to win an Environmental Protection Agency Cleanup Grant. The project is on track to be certified LEED NC Silver.

Home Ownership

Home ownership has always been the primary route to wealth creation in the United States, and Guadalupe Avila's experience demonstrates the fulfillment of PDC's homeownership equity goals. "My dream was to own my own home and provide a safe place for my kids," says Avila, a low-income single mother of three. Avila received an Oregon Bond loan from the PDC with a low interest rate and affordable monthly payments. This support, along with other non-profit homeownership programs, allowed Avila to buy the home she had rented for the previous seven years.

Healthy Housing

Lead Control Hazard Program

Lead is known to be acutely harmful to children and pregnant women, and can cause learning disabilities, behavioral problems, and kidney and liver damage. PDC administers the Portland Regional Lead Hazard Control Program, which provides free test kits for homes built before 1978, which often contain lead-based paint. If lead is discovered, assistance and grants up to \$10,000 help homeowners control their exposure.

Jill Simons, a mother and homeowner who participated in the program, said "The entire house had chipping lead paint on it, and I didn't realize that." Simons now feels that her family is much safer. "The best thing is that our child is not exposed to lead anymore."

Fresh Air Ventilation

Today, the average person spends more than 90 percent of their time indoors. The quality of indoor air is a significant health concern, especially for infants, children, women of childbearing age and senior citizens. According to the Center for Disease Control and Prevention, two of the top eight public health factors are building ventilation and maintenance. Numerous studies have shown that providing fresh air ventilation in housing units reduces the incidence of respiratory and other diseases, and trips to a hospital or emergency room.

The Seattle Housing Authority's High Point Breathe Easy experiment with 35 families recorded a 30 percent drop in incidents and hospital visits after fresh air ventilation was installed in their housing units.

In Portland, using healthier building materials and fresh air ventilation in affordable housing offsets the small incremental costs of construction with savings in the reduced use of hospitals and emergency rooms by families who generally do not carry health insurance. Implementing prevention of indoor environmental contaminants helps to reduce public health risks and promotes the well-being of citizens throughout the community.

Business Ownership and Equity

Business Equity Program and Apprenticeships

Nathaniel Hartley's highly skilled lath and plaster business gained a foothold in Portland through PDC's Business Equity Program when he was hired to work with Hoffman Construction on the Mirabelle project on South Waterfront.

Originally from Portland, Hartley experienced barriers as an African American and moved to California, sensing it would offer his subcontracting business more opportunities than his native state. The Equity program lured him back.

Through outreach, and communication with subcontractors and employers, PDC seeks to create a more equitable contracting environment. In Business Equity Program, PDC contractors make a good faith effort to hire subcontractors certified as minority-owned, women-owned, or emerging small businesses (M/W/ESB) for 20% of all subcontractor utilization. PDC also promotes an apprenticeship program in the construction trades for minority and women, further establishing a connection between cultural communities, developers and contractors. Hartley got his foot in the door through the Business Equity program, but the quality of his work and his dedication earned him the contracts that followed and continues to provide business for him today.

[Nathaniel's PHOTO]

Development Forums

PDC has become more active in working directly with people of color in our community, which is building and strengthening our relationships with local business.

Stephen Green, PDC

PDC convenes Development Forums that help explain the real estate development process to property owners and first-time developers. The program seeks to catalyze homegrown development and wealth creation in North and Northeast Portland, specifically by minorities. Participants learn the names of people and companies who can partner with them as well as which PDC programs they are eligible to use. Equipped with new tools and knowledge, forum participants are poised to take advantage of growing markets in their own neighborhoods.

Development Opportunity Services

Property owners often need financial and technical assistance for assessing the feasibility of a potential development, and in planning studies. PDC's Development Opportunity Services (DOS) program equips novice developers. A DOS grant can help prevent a property owner from overextending their resources on an unrealistic project or facilitate a project from an emerging idea through to construction.

Livability

Livability is best defined at the local level because it embodies the community's unique identity and character. Understanding an area's unique combination of natural and manmade assets that distinguish it from other locales allows civic and community leaders to enhance those qualities most essential to the community. Livability encompasses walkable paths and bike trails, plus transit-oriented development, density, mixed-use development, public transit options and other tangible and intangible factors. PDC fosters Portland's livability by funding and promoting improvements to the city's fabric—from block-long streets to entire neighborhoods.

Commercial Property Redevelopment Loan Program

PDC makes loans to assist with new development, redevelopment and tenant improvements that encourage property revitalization and wealth creation within urban renewal areas, with the goal of eliminating blighted property, or vacant, abandoned or under-utilized buildings.

Storefront Improvement Program on Mississippi Avenue

The ReBuilding Center on N Mississippi Avenue recently finished creating their Community Trees, which grow out of cob tree trunks at the center's entrance. A local iron artist formed the tree tops from all-recycled materials, including metal objects collected from the community. Placed into the trees as a way to keep history alive, these metal objects—and the stories that come with them—let the community contribute to the artwork while making it their own. The Community Trees were partially funded by PDC's Storefront Improvement program, which helps revitalize business districts through enhancing their appearance and charm.

Chris Bekenmeyer, the project coordinator, loves the result. "It turned out even more beautiful than we had originally imagined!"

Community Livability Grants

Unique cultures and a rich history permeate the Interstate corridor urban renewal area. Cultural groups throughout the area can access Community Livability Grants to fund improvements to their community amenities or historic buildings, in an effort to address livability for current and future generations. The historic Kenton Firehouse has completed projects with grant money every year since 2006. Beginning with general improvements to the building and grounds, the Firehouse completed a sustainable landscaping project in 2007 and is currently installing solar panels on its roof. The Kenton landmark regularly hosts community meetings and private functions, while demonstrating environmental stewardship within the community.

Listening to the community

Livability springs from the community's assets character. A PDC principle is to "collaborate with others for the maximum benefit of those we serve." Public participation is an integral component of PDC's process, especially for major policy decisions, strategies and programs. People tend to agree with ideas they help create, making community input critical for citizens to find satisfaction with the urban development choices that impact their lives. Communities can voice their opinions in public hearings and Board meetings, or participate in the visioning, design, and implementation of project plans.

Sustainable Economic Development

▸ **business activity that creates jobs, income and wealth** ◀

*The green building industry could double between now and 2012,
becoming a \$70 billion market.*

Steve Pung.

PDC's strategy for our future sustainable economic vitality has two central goals: to facilitate the growth and diversification of green business activity that creates jobs, income and wealth, and to create investment that generates municipal revenue to fund the provision of facilities and services that maintain and enhance our quality of life.

Finavera—green building for green business

Finavera Renewables catches the LEED Platinum wave. The creative “vibe” and availability of flexible space in the Central Eastside industrial district—along with progressive incentives and relationships—drew Finavera Ocean Energy Ltd to the Olympic Mills Commerce Center at 107 SE Washington for its new Portland office. An expansion of Finavera Renewables, a publicly traded company headquartered in Vancouver B.C. and dedicated to the development of renewable energy generation from ocean wave and wave energy, the Portland Finavera office is the primary nexus for the company’s ocean energy business.

The company received financing through PDC’s Economic Opportunity Fund and Quality Jobs Program. Among the sustainable products and construction methods used in achieving LEED platinum certification were many from local suppliers, including Second Glass, Yolo Colorhouse, Refind Furniture, Green Building Services and Ecowork.

American Institute of Architects new LEED Platinum hub

AIA Portland walks its talk with a LEED-Platinum facility to serve as a new hub for the architectural community that reflects the Northwest's green ideals. The state-of-the-art new office and meeting space, the Center for Architecture, fulfills two of PDC's sustainable economic development goals. Two new family wage jobs add to the four existing AIA Portland jobs, creating quality job growth and retention in the central city. The meeting room offers a gathering space for continuing education for architects, engineers, and the construction industry. The building also serves as a focal point for the architectural community, housing incubator space for a target industry—one that provides creative *and* sustainable services.

Sustainable Internal Operations

▸ **environmental improvement on all in-house fronts** ◀

The Green Team

Initiatives led by the Green Team to improve the sustainability of PDC's operations include:

- Requiring that the default for all PDC printers be set to print double-sided
- Replacing paper and plastic cups, plates and forks with durable ceramic kitchenware and metal forks
- Modifying contract and solicitation templates to incorporate "environmentally preferable" criteria
- Developing a Sustainable Purchasing Policy for direct bids and purchases

Sustainable Purchasing

Twenty percent of the total number of office product types that PDC purchases are now either more energy efficient, contain a higher recycled content, contain no toxic components, are manufactured locally, or are more durable or reusable than the previous products purchased.

New Sustainable Purchases

- Fluorescent spiral light bulbs;
- Post-it pads: 100% recycled content;
- Easel Pads, 50% recycled content;
- Self sticking Easel Pads, 80% recycled content;
- Manila Folders: 10% recycled content;
- Facial Tissues: 10% recycled content;
- Colored copy paper: 30% recycled content;
- Steno Pad: 100% recycled

- content; Writing Pads: 100% recycled
- content;
- Non-toxic, locally produced air freshener
- Recycled black & white printer toner cartridges from a non-profit who provides jobs for people with disabilities

Waste Reduction

R.I.P—Reduction in paper waste

To raise awareness about our personal consumption levels, reduce wasteful resource depletion, save money, and prepare the staff for PDC's new Double-sided Printing Policy that would start on Earth Day, the Operations Green Team staged a friendly competition, a *Reduction In Paper-waste* (R.I.P.) contest between the PDC's seven floors. Whichever floor reduced its per capita paper use by the biggest percentage would win. Beginning in February 2008, the staff got into the spirit of the contest when they learned that the winning floor would receive a prize on Earth Day, which turned out to be free ice cream.

The education campaign included sharing tips on how to reduce paper use. One division developed a more sustainable system to electronically manage vacation leave approval forms, greatly reducing the number of paper copies made and saving the staff time and file cabinet space. Two floors tied for the winner and received all the ice cream they could eat, but the real winner was our natural resources and PDC's budget. PDC reduced its paper use by *13 percent* during that two-month period. Maintaining that savings throughout the year translates into an estimated \$13,000 in the cost of paper—a goal worth working for.

PDC tote bags

To reduce the use of plastic and paper bags for staff and special events, PDC purchased 300 PDC reusable jute totes.

Electronics reused and recycled

PDC's IT staff is very conscientious when it comes to reusing and recycling old electronics. In 2007, before recycling phased-out electronics monitors and other equipment, PDC donated 24 phased-out laptops to Portland Youth Builders, which works with young people to teach them computer maintenance skills. The laptops are then turned over to nonprofits such as Friendly House. PDC also recycled 836 pounds of monitors and 2,047 pounds of mixed electronics, turning them over to a certified electronics recycling vendor.

Utilities and water consumption reduced

Natural Gas

Year	Therms	Tons CO ₂
2006	6355.7	34.76
2007	4999.1	27.34

Electricity

Year	Total kWh	Tons CO ₂
2006	1186985	495.79
2007	1217198	508.41

Water Usage	
Year	Cubic Feet
2006	851,000
2007	924,000
2008	454,000

Employees rise to the challenge

Bike commuting competition

Last summer, PDC won first place in the large "public agency" category for the *Carefree Commuter Challenge*. With a stunning 31.5 percent staff participation rate, PDC beat our closest competitor, with participation rate of nearly half that. Our rate of participation was also two times our 8.5 percent rate for 2006. PDC also received an "Award of Excellence" from Commissioner Sam Adams. Most exciting, PDC applied for and won one of two free bikes offered by the Challenge. This bike belongs to PDC and is used

during the day for going to meetings and other events, further reducing our environmental footprint. Additionally, over 22 percent of PDC employees participated in the *Bike Commute Challenge* last September, for a total for 493 commutes.

Transit, Biking and Walking Commutes

Using transportation options—mass transit, biking, walking and carpooling—not only furthers PDC's vision of being a catalyst for positive change but represents a significant way to mitigate the effects of global climate change since transportation contributes one-third of our nation's carbon dioxide.

	FY2006 (as of 6/30/2006)	FY 2007 (as of 6/30/2007)
Bike/Walk Benefit	18	17
Percentage	9%	8.2%
Total # Staff	202 (6/06)	207 (6/07)
Tri-Met Pass	87	99
All Pass Types	43%	48%
Total # Staff	105	116
Total Percent	52	56
Percent Increase		8%

PDC's Earth Day 2008

Sustainability Fair

At PDC, Earth Day's purpose was to “Engage, Educate and Mobilize” every staffer at PDC to *Turn Over a New Leaf*—the day’s theme. Events throughout the day were planned to give everyone new opportunities to make lifestyle choices a little, or a lot, more sustainable. Earth Day was kicked off with an inspiring address by Mark Edlen of Gerding/Edlen Development, who spoke about how all Portlanders must be willing to take the next step in making our lives and our community more sustainable—and that there is no time to waste.

Native Plant Sale

The Green Team held a native plant sale, raising enough money to pay for lunch and other Earth Day costs. The staff arrived in droves to check out the plants, which ultimately filled dozens of staffers' gardens with beautiful native and drought-resistant plants, bushes and trees.

Staff Pledges - in their own words . . .

(of the nearly 90 made)

Stop buying water in bottles

No more coffee in a paper cup

Ride my bike to work

Lower my heat at 50° F when not at home

Use my PDC tote bag for groceries

Walk to my bus stop

Use less plastic

Ride my bike to work 10 days in the rain

Sign up to receive all bill statements via email

Make own cleaning solutions

Install a rain barrel

Start a composting program at my apartment community

Switch to low-flow shower heads

*Replace six incandescent light bulbs with compact
fluorescents*

Stop my junk mail

Take shorter showers – one song only

Did you know

- Old Town Pizza used copious amounts of salvaged building material in its new Vanport Square location
- The “Routes to the River” project placed signage in the Central Eastside, showing bicyclists and pedestrians how to get to the river
- PDC has been redeveloping brownfields since ____?
- Urban agriculture benefited from the rehabilitation of the farmhouse at Zenger Farm, completed this year with help from PDC funding
- The Nines Hotel in the renovated Meier & Frank Building plans to provide a Zipcar out front for their guests to use
- Vera Katz Park, the sliver park next to the LEED Platinum Gerding Theater at the Armory, opened in May
- Construction workers on the site of Assurety Northwest in Lents diverted 97.66% of the total construction waste from the landfill
- PDC is striving to be carbon neutral by 2010
- The North Albina Triangle Bioswale project created a community gathering spot and green space in a neighborhood without parks.

APPENDIX

Summary of PDC's 2005 Green Building Policy Requirements

NEW CONSTRUCTION	
Development Type	Green Building Standard Required
Commercial / Mixed Use	LEED™ NC Silver Certification
Residential	Greening Portland's Affordable Housing (ALL)
< 5 stories	Earth Advantage Green Certification
= 5 stories	Earth Advantage Green or LEED™ NC Silver based on the configuration of the building
> 5 stories	LEED™ NC Silver Certification
City-owned Buildings	<ul style="list-style-type: none"> - LEED™ NC Gold Certification - Eco-roof or Energy Star approved roofing materials - Operations & maintenance according to guidelines established by the Bureau of General Services

REHABILITATION	
Development Type	Green Building Standard Required
Commercial / Mixed Use	
Full-building	LEED™ NC Silver Certification
Partial-building Tenant Improvements	LEED™ CI (Commercial Interiors) Silver and/or G-Rated Tenant Improvement Guide Certification
Residential	Greening Portland's Affordable Housing (ALL)
< 5 stories	Earth Advantage Green Certification
= 5 stories	Earth Advantage Green or LEED™ NC Silver based on the configuration of the building
> 5 stories	LEED™ NC Silver Certification
City-owned Buildings	LEED™ CI (Commercial Interiors) Silver and/or G-Rated Tenant Improvement Guide Certification

EXPLANATION OF TABLE

LEED™ for New Construction (NC)

PDC's *Green Building Policy Guidelines* (Policy) require that new commercial construction projects that exceed specific size and financing thresholds, meet the U.S. Green Building Council's (USGBC) LEED™ NC Silver certification level. Silver certification requires a project to earn 33 points based on the USGBC's building rating system in areas that include site and building design, construction processes, water and energy efficiency, materials choices, indoor environmental quality and innovation.

LEED™ for Commercial Interiors (CI)

LEED™ CI is the industry benchmark for designing and constructing more sustainable tenant improvements in a building. It requires using green development practices to create a comfortable, high performance work space. LEED™ CI is a third-party verified standard and is more rigorous than Portland's G/Rated program.

Earth Advantage (EA) Certification

PDC's Policy requires all residential construction up to and including five stories to be EA certified, except when 51% or more of the units are defined as affordable housing. Earth Advantage primarily addresses energy efficiency, but also includes other sustainability attributes. EA certification is a residential standard that involves six steps: plan review, materials and methods selection, consultation, inspections, performance testing, and certification. This standard is less rigorous than the requirements for LEED™ CI certification.

G/Rated Tenant Improvements Guide Certification

PDC's Policy requires most building rehabilitations and tenant improvements to achieve G/Rated or LEED™ for Commercial Interiors certification. G/Rated is Portland's self-certification program in which the Office of Sustainable Development offers initial consultation and resources to building owners or operators planning tenant improvements to create a high performance workspace. A written manual guides novices and professionals alike through the process of planning, materials choices, construction and occupancy.

Greening Portland's Affordable Housing

PDC's *Greening Portland's Affordable Housing* (GAH) standard is the basic requirement in all PDC funding for affordable housing construction. It contains 66 required and voluntary green building strategies for housing projects, and is applied to projects in

which at least 51% of the units qualify as affordable housing. The GAH prerequisites and other green criteria promote a range of methods to reduce a building's environmental footprint, promote occupant health, increase durability and promote cost-effective options that go beyond current codes and standards.

ⁱ Livability 101, American Institute of Architects, 2005.

ⁱⁱ Kahn, Peter H., *The Human Relationship with Nature*, Cambridge, MA: MIT Press, 1999.

ⁱⁱⁱ Spoken at an address, Sustainable Stewardship, in Portland, Oregon, Feb. 27, 2008.