



**Portland Development Commission  
2010 Sustainability Plan**

**PORTLAND**

**PDC**

PORTLAND DEVELOPMENT COMMISSION

222 Northwest Fifth Avenue  
Portland, OR 97209

[www.pdc.us](http://www.pdc.us)

PDC: Sustainable Development 



# Portland Development Commission

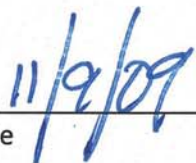
## 2010 Sustainability Plan

Approval:



Bruce A. Warner  
Executive Director

Date





# Portland Development Commission 2010 Sustainability Plan

*Making Portland the most sustainable city in the nation*

One goal of the Portland Development Commission (PDC) is to make Portland the nation's most sustainable city. It is a lofty goal but one that Portland has been working toward for decades and today is more than ever poised to achieve. PDC views the Sustainability Plan as part of the process that will help us achieve that goal.

PDC's 2010 Sustainability Plan identifies the projects, project completion target phases, related PDC plans, staff leads and the partner organizations that PDC will collaborate with to make progress on the projects and tasks outlined.

For the first time, PDC has added to the plan a basic sustainability ranking section to begin evaluating the extent or degree of sustainability each project represents. For the purposes of this plan, each project is "ranked" by the number of sustainability factors it targets or intends to achieve. There are 21 sustainability elements categorized under three areas: environment, equity and economy. Examples of these elements include LEED building certification, green affordable housing and long-term jobs created in clean tech and sustainable industries. This approach involves checking all of the 21 elements that are targeted by the project. PDC intends to continue refining this process over time.

## Plan Background

On December 20, 2006 the Portland City Council passed Resolution No. 36468 that required the director of each city agency or bureau to appoint a Sustainability Liaison. The liaison facilitates the development of an annual Sustainability Plan and Report. The 2010 Sustainability Plan is PDC's third plan.

## Why Does PDC Need a Sustainability Plan?

1. Provides a sustainability lens for project planning, decision-making, management and coordination;
2. Identifies PDC sustainability priorities;
3. Builds PDC management and staff ownership and accountability; and
4. Complies with a city council requirement (Resolution No. 36468, Dec. 19, 2006).


## 2010 Sustainability Plan Goals


<b>Goal 1</b>	Improve the environment through innovative development practices
<b>Goal 2</b>	Advance social equity and wealth creation by increasing opportunities for participation in a sustainable economy
<b>Goal 3</b>	Build the most sustainable economy in the world
<b>Goal 4</b>	Continuously Improve the Sustainability of Internal Operations and Organizational Culture

## Measuring Sustainability

The table on the following pages lists PDC projects, the targeted completion date or development phase, other PDC plans related to the projects, and staff leads and partner organizations. The right side of the table displays 21 urban development sustainability indicators under the categories of environment, social equity and the economy. The "Xs" represent the sustainability indicators or objectives of each project. This feature is intended to provide a basic measure or ranking of the degree of sustainability represented by the projects in this Plan.





PROJECT / PROGRAM DEFINITIONS	PHASE	RELATED PLANS	STAFF LEADS	PARTNERS	Environment								Equity						Economy							
					LEED Certified	EcoDistrict	Habitat Restoration	Green Streets	SW divert.	Bldg. Reuse	Const. Waste	Energy Eff.	Short-term CTSJ jobs	MWESB Contracting	EOI Prog.	Gr Aff -Hous	Neighborhood Dev.	Park Access	Transit Access	Long-term CTSJ jobs	Education out-reach	CTSI investment	CTSI cluster	CTSI infrastruct develop	Sust. Tech. Assistance	
<b>PDC 2010 Sustainability Plan</b>				Sustainability Ranking Criteria 	<b>Goal 1: Improve the environment through innovative development practices</b>																					
<b>OSC (Living Building Challenge) / PSU Ecodistrict</b> Establish the OSC, a 220,000 SF high rise living building to foster next wave of innovation in sustainable building & living	Planning, Design	SP Goal 1, 3, EDS 2.1.1	Lisa Abuaf	POSI, PSU, OUS, BPS	X	X		X	X		X	X	X	X	X			X	X	X	X	X	X			
<b>Schnitzer Campus- OHSU/North District</b> Planning and Development of 19-acre mixed use urban medical school campus in South Waterfront with OUS Life Sciences center, light rail line and associated infrastructure, site is identified as an eco-district.	Planning	SP Goal 3	Geraldene Moyle	OHSU, OUS, PBOT, BPS, TriMet, property owners	X	X	X	X	X		X	X	X	X	X			X	X			X				
<b>Scope pilot eco-district for Lloyd</b> Establish a broad framework for the EcoDistrict in Lloyd District coordination with P+OSI	Planning	SP Goal 3	Irene Bowers	POSI, PSU, OUS, BPS	X	X	X	X	X	X	X	X	X	X	X			X	X			X				
<b>Environmental Data Tracking and Reporting</b> Collect and analyze data from PDC-assisted LEED certified buildings		Strategic Plan,	Cindy Bethell, UDD PMs	UDD project managers, developers, EOI, asset mgmt. (Alfred)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
<b>2010 Green Building Policy Compliance Assistance</b> Develop training and outreach program		SP, Goals 1 & 2	Cindy Bethell	Public Affairs, UDD project managers, HR	X			X	X	X	X						X			X						
<b>Green maps Initiative</b> Provide funding and technical input to the development process		SP, Goal 1	Cindy Bethell	Robert Smith, Nick Lindekugel	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			

PROJECT / PROGRAM DEFINITIONS	PHASE	RELATED PLANS	STAFF LEADS	PARTNERS	Environment								Equity						Economy							
<b>PDC 2010 Sustainability Plan</b>					Sustainability Ranking Criteria 	LEED Certified	EcoDistrict	Habitat Restoration	Green Streets	SW divert.	Bldg. Reuse	Const. Waste	Energy Eff.	Short-term CTSI Jobs	MWESB Contracting	EOI Prog.	Gr Aff-Hous	Neighborhood Dev.	Park Access	Transit Access	Long-term CTSI Jobs	Education out-reach	CTSI investment	CTSI cluster	CTSI infrastructure develop	Sust. Tech. Assistance
<b>Lents TC: Foster-Woodstock Streetscape Improvement Project</b> Invest public resources in green street improvements to leverage private/public investment and create transit oriented TC. Implement CED initiatives. Area identified as EcoDistrict Pilot (Johnson Creek Industrial Area/Freeway Land & Town Center projects)	Planning, Design	SP, Goal 2; EDS 3.2, 3.3, 2.1.2	Bernie Kerosky	Trimet, METRO, BPS, BES, PBOT, POSI, Utilities		X		X	X				X	X				X	X							
<b>Lents TC: 92/H Mixed Use TOD</b> Initiate 3+ acre catalyst development next to new light rail station in Lents Town Center. Advance sustainability in neighborhood setting beyond LEED ND. Area identified as EcoDistrict Pilot (Johnson Creek Industrial Area/Freeway Land & Town Center projects)	Planning, Design	As above	Justin Douglas	PHB	X	X		X	X			X	X	X			X		X							
<b>Johnson Creek Indust. Area / Freeway Land</b> Redevelopment and business recruitment for large industrial site and reuse of multiple industrial brownfields. Mitigate Johnson Creek flooding through habitat restoration. Create jobs near new transit and transportation networks. Area identified as EcoDistrict Pilot (Johnson Creek Industrial Area/Freeway Land & Town Center projects)	Planning	SP Goal 2 & 4; EDS 3.2, 3.3	Kevin Cronin	BES, PP&R, BPS, PBOT	X	X	X	X	X		X	X	X	X			X	X	X	X	X	X	X	X	X	X
<b>Gateway RC: 97<sup>th</sup> Ave. Green Street</b> First implementation Central Gateway Redevelopment Strategy, including revised road network and green streets as framework for investment.	Planning, Design	EDS 3.2, 3.3; SP Goal 2 & 4	Justin Douglas	PBOT, BES, POSI		X		X	X		X	X	X	X			X		X							
<b>Gateway RC: Halsey-Weidler Mixed-use Project/Plaza</b> Redevelopment of brown field site to house future	Planning	EDS 3.2, 3.3; SP	Justin Douglas	PHB, PBOT, PP&R, BES,	X	X		X	X		X	X	X	X			X	X	X							



PROJECT / PROGRAM DEFINITIONS	PHASE	RELATED PLANS	STAFF LEADS	PARTNERS	Environment								Equity						Economy									
<b>PDC 2010 Sustainability Plan</b>					Sustainability Ranking Criteria 	LEED Certified	EcoDistrict	Habitat Restoration	Green Streets	SW divert.	Bldg. Reuse	Const. Waste	Energy Eff.	Short-term CTSI jobs	MWESB Contracting	EOI Prog.	Gr Aff-Hous	Neighborhood Dev.	Park Access	Transit Access	Long-term CTSI jobs	Education out-reach	CTSI investment	CTSI cluster	CTSI infrastructure develop	Sust. Tech. Assistance		
public Park or Plaza and mixed-use redevelopment. Implement CED initiatives.		Goal 2 & 4		POSI																								
<b>Kenton Downtown Redev.: Denver Ave. Streetscape</b> Implementation of DT Kenton Redev. Strategy, including catalyst projects, green streetscape enhancements and Comm. Ec. Dev. Initiatives.	Implementation	SP Goal 2; EDS 3.2, 3.3	Carol Hertzberg	PBOT, BES		X		X	X	X	X	X	X	X				X		X								
<b>Interstate Corridor URA Green Features for Business Grant</b> Pilot program intended to encourage sustainable investment by small, emerging businesses in Portland neighborhoods.	Implementation	SP Goal 2 & 4; EDS 3.2, 3.3	Randy Evans						X	X	X	X	X	X				X										
<b>City-wide Green Main Streets program</b> Establish Pdx Main Street Advisory Comm., Identify seed funding and ongoing program financial support Contract with the National Trust and coordinate with OMSP	Planning	SP Goal 2; EDC 3.2 & 3.3	Claudia Plaza	NTHP, APMBA ONI, PBOT BPS, OMSP	X			X	X	X	X	X	X	X				X		X							X	
<b>Goal 2: Advance social equity and wealth creation by increasing opportunities for participation in a sustainable economy</b>																												
<b>Green construction skills training program pilot for MWESB contractors</b> Develop and deploy the pilot in conjunction with the First Homes project.		SP, Goals 1 & 2	Cindy Bethell	ETO, CSG, Housing, Equity Programs	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X						
<b>EOI Worker training in green building &amp; clean energy Techniques &amp; skills</b>		SP Goal 1	Lynn Knox	EOI Pre-Apprentice-	X						X				X					X	X							

PROJECT / PROGRAM DEFINITIONS	PHASE	RELATED PLANS	STAFF LEADS	PARTNERS	Environment								Equity						Economy						
					LEED Certified	EcoDistrict	Habitat Restoration	Green Streets	SW divert.	Bldg. Reuse	Const. Waste	Energy Eff.	Short-term CTSI Jobs	MWESB Contracting	EOI Prog.	Gr Aff-Hous	Neighborhood Dev.	Park Access	Transit Access	Long-term CTSI Jobs	Education out-reach	CTSI investment	CTSI cluster	CTSI infrastructure develop	Sust. Tech. Assistance
<b>PDC 2010 Sustainability Plan</b>					Sustainability Ranking Criteria 																				
Incorporate and continuously improve green building curricula for pre-apprenticeship, HVAC, VERDE & other Projects				ship & HVAC Projects, WSI																					
<b>2 EOI Projects in Sustainable Natural Resource Management</b> Long-term training, employment & support for low income workers in green practices		SP Goal 1	Lynn Knox	Verde, POIC											X										
<b>EOI Micro Enterprise (479 businesses)</b> Intensive & Long-term TA for start-up & struggling businesses linking them to sustainable & growth clusters		SP Goal 1	EOI team	8 EOI Micro Projects											X										
<b>EOI Microenterprise Saving Green by Going Green Projects</b> Cultural & class appropriate sustainability Audits for EOI businesses with grant fund to support changes			Lynn Knox Kim Powe Caitlin Horsley	NW Area Foundation PSU Capstone Program BEST											X										
<b>Goal 3: Build the most sustainable economy in the world</b>																									
<b>Cluster Work</b>																									
Engage firms in the below local clusters for the purpose of identifying and implementing strategic interventions that will help grow and create sustainable competitive advantages for each local cluster.																									
<b>Electric Vehicle Cluster</b>	Convene	EDS 1.1.1, 1.4.2	James Mast	OBDD, private industry		X						X	X							X	X	X	X	X	
<b>Energy Efficiency Cluster</b>	Inventory / Convene	EDS 1.1.1, 1.1.3	John Tydlaska	Climate Solutions, NEEC, NW EE Alliance,	X	X						X	X							X	X	X	X		

PROJECT / PROGRAM DEFINITIONS	PHASE	RELATED PLANS	STAFF LEADS	PARTNERS	Environment								Equity						Economy							
					LEED Certified	EcoDistrict	Habitat Restoration	Green Streets	SW divert.	Bldg. Reuse	Const. Waste	Energy Eff.	Short-term CTSI jobs	MWESB Contracting	EOI Prog.	Gr Aff-Hous	Neighborhood Dev.	Park Access	Transit Access	Long-term CTSI jobs	Education out-reach	CTSI investment	CTSI cluster	CTSI infrastructure develop	Sust. Tech. Assistance	
<b>PDC 2010 Sustainability Plan</b>				Sustainability Ranking Criteria 																						
				private industry																						
<b>Green Development Cluster</b>	Act	EDS 1.1.1, 1.2.1, 2.1.2	John Tydlaska	OBDD, VOIS, private industry	X	X	X	X	X	X	X	X					X		X	X	X	X	X			
<b>Solar Manufacturing Cluster</b>	Convene	EDS 1.1.1	Colin Sears	OSEIA, OBDD, private industry	X			X					X							X		X	X	X		
<b>Wind Industry Cluster</b>	Diagnose	EDS 1.1.1	Pam Neal	Industry Associations	X			X											X	X	X	X	X			
<b>Climate-Prosperity Project</b> Develop and implement a roadmap (the Greenprint) to fully integrate climate change policies and economic development strategies for the purpose of growing the markets for green products and services and the companies and workers who supply those markets.	Greenprint Development	EDS 1.1.3	Erin Flynn, John Tydlaska	POSI, Metro, Greenlight Greater Portland, CPP members	X	X		X	X	X		X	X						X		X	X	X	X	X	

Goal 4: Continuously Improve the Sustainability of Internal Operations and Organizational Culture						
PROJECT / PROGRAMS	RELATED PLANS		DEFINITIONS - KEY ACTIONS	TASKS	STAFF LEADS	COMPLETION DATE
I. <u>Business Operations</u>	n/a		<ol style="list-style-type: none"> <li>1. Examine feasibility of requiring the use of EPEAT (electronic products environmental standard) specifications for all PDC electronics purchases.</li> <li>2. Implement Sustainable Purchasing Policy</li> <li>3. Develop policy requiring Energy Star certification for new computers</li> <li>4. Use computer management tools to place monitors on standby after 20 min. inactivity.</li> <li>5. Perform feasibility study on developing process to assigned costs and benefits to PDC's sustainability projects.</li> </ol>	<p>Work with IT to examine technical and financial feasibility</p> <ol style="list-style-type: none"> <li>a. Finalize policy</li> <li>b. Development procedures</li> <li>c. Return to OSC for comments</li> <li>d. Implement policy</li> </ol> <p>Work with IT to identify all the features of the policy (to the extent feasible)</p> <p>Work with IT to automate this procedure</p>	<p>Cindy Bethell</p> <p>Dan Spero, Cindy Bethell</p> <p>Rob Durkin, Bruce Gier, Cindy Bethell</p> <p>Tom Strodtbeck, Bruce Gier</p>	03/2010
II. <u>Internal Integration and Coordination</u>	n/a		Integrate, coordinate and track PDC's sustainability efforts to increase the agency's collective knowledge, understanding and effectiveness.	<ol style="list-style-type: none"> <li>a. Establish measures for communicating and coordinating sustainability projects</li> <li>b. Make final determination if a Sustainability Team model will be used</li> <li>c. Provide staff with regular updates of sustainability activities</li> <li>d. Refine sustainability metrics for environment, equity &amp; economy</li> </ol> <p>Track Sustainability Plan accomplishments</p>	<p>Cindy Bethell, Lois Cortell, Betsy Chase</p> <p>C. Bethell</p>	03/2010
III. <u>Training and Culture</u>	SP Goal 5		<ol style="list-style-type: none"> <li>1. Reduce SOV trips in work commute</li> <li>2. Develop Staff Communication &amp; Training Agenda,</li> <li>3. Continue pursuing a sustainability development goal</li> </ol>	<p>Develop a workplan for outreach to staff</p> <p>Provide at least four trainings per year on the following topics: recycling, PDX Climate Plan, toxics, facilitated film-based discussion.</p>	<p>Wendy Wilcox, Ana Inclan</p> <p>Ana Inclan, Wendy Wilcox, C. Bethell</p>	08/2010  Ongoing

Goal 4: Continuously Improve the Sustainability of Internal Operations and Organizational Culture						
PROJECT / PROGRAMS	RELATED PLANS		DEFINITIONS - KEY ACTIONS	TASKS	STAFF LEADS	COMPLETION DATE
			(TPM) that the staff attends at least two trainings annually. 4. New employee orientation	Continue promoting with the Executive Team  Implement as needed	C. Bethell  Robin Raffety, C. Bethell	Ongoing
<u>IV. Building Operations</u>	n/a		Seek Portland Climate Champion (PCC) recognition by complying with: 1. Energy Conservation  2. Renewable Power  3. Transportation  4. Water Conservation  5. Purchasing and Waste Prevention  6. Recycling & Composting	a. Have policy requiring Energy Star certification for kitchen equipment i. Develop energy policy ii. Use city energy policy as basis, change as needed Purchase 50% renewable electricity (or minimum of 2,500 kWh/month) a. Provide web-based information resources on transit & incentives  b. Perform annual commuter survey  c. Explore offering employees telecommuting option on 1 or more days per week  Seek ways to assure aerators remain attached to kitchen/restroom faucets Promotional materials contain post-CR content & display percentage on final products (business cards, brochures, mailers, etc.)  a. Write PDC People articles (humorous and informational) b. Clearly label recycling containers Provide employee orientation, annual education	Bruce Gier  Bruce Gier Dan Spero  Wendy Wilcox, Ana Inclan //  Cindy Bethell, Alfred Bookman //  Bruce Gier Robin Raffety  Robin Raffety, Cindy Bethell	8/2010

**Abbreviation Key**

APMBA	Alliance of Portland Neighborhood Business Associations
BES	Bureau of Environmental Services
BPS	Bureau of Planning and Sustainability
CPI	Consumer Price Index
CPP	Climate Prosperity Plan
CSG	Construction Services Group
CTSI	Clean Tech & Sustainable Industries
EDS	Economic Development Strategy
EOI	Economic Opportunity Initiative
ETO	Energy Trust of Oregon
HVAC	Heating, Ventilation and Air Conditioning
LEED	U.S. Green Building Council's Leadership in Energy and Environmental Design
LTC	Lents Town Center
MERC	Metropolitan Exposition Recreation Commission
NEEC	NW Energy Efficiency Council
NTHP	National Trust for Historic Preservation
OBDD	Oregon Business Development Department
OHSU	Oregon Health Sciences University
OMSP	Oregon Main Street Program
ONI	Office of Neighborhood Involvement
OSEIA	Oregon Solar Energy Industries Association
OSC	Oregon Sustainability Center
OUS	Oregon University System
PBOT	Portland Bureau of Transportation
PHB	Portland Housing Bureau
POIC	Portland Opportunities Industrialization Center
P+OSI	Portland+Oregon Sustainability Institute
PP&R	Portland Parks and Recreation
PSU	Portland State University
SP	Strategic Plan
UDD	PDC's Urban Development Department
URA	Urban Renewal Area
VOIS	Voice for Oregon Innovation and Sustainability
WSI	Work Systems, Inc.