

The **Portland Metro** **Climate Prosperity** Project



Sustainable Economic Development Across the Americas

June 7, 2011

Curitiba, Brazil



Greenlight



Greater Portland
prosperity has its place

Climate Prosperity The Place



The
**Portland Metro
Climate Prosperity
Project**

Climate Prosperity

The Region - Snapshot

DEMOGRAPHICS

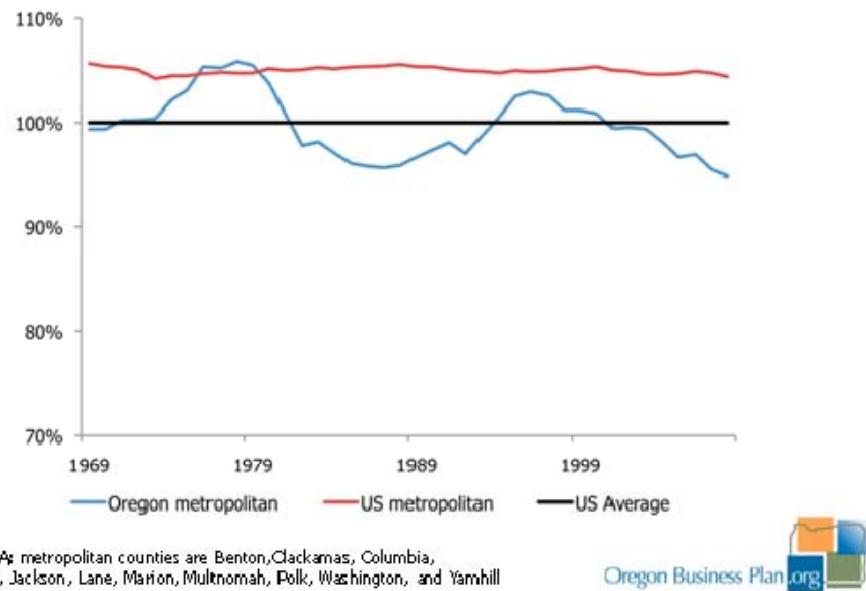
- Portland Metropolitan area 2.2 million in 2008 projected to grow to 2.4 million by 2013
 - 4 Counties: Multnomah; Washington; Clackamas; Clark
 - Bi-state metropolitan region that includes Vancouver, Washington.
- 31.9 % of population has obtained a bachelor's degree or higher
- Minority population growth 2000-2008 33.8%

ECONOMICS

- Median income: \$55,267 (2008)
- Gross Regional Product in 2008 reached \$111.4 (in billions)
- 50,000 businesses with payroll, 1.1 million employees
- GRP grew 36.6% from 2003 to 2008
- GRP forecast to grow by 29.1% between 2008 and 2013 to \$144 billion
- Job growth occurred primarily in professional services; education and health care; construction and natural resources; and manufacturing

Climate Prosperity Pressing Challenges

Personal income per capita, percentage of the national average,
1969 to 2008



- Population growth & changing demographics
- Infrastructure
- Rising energy and water costs
- Public funding shortfalls
- Income discrepancies



Decisions for Tomorrow

DRAFT

Exhibit O to Ordinance No. 10-1244

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LEGEND

Clark County

- Farm and Forest Land
- Rural Residential
- Low Density Residential
- High Density Residential
- Commercial
- General Commercial / City Center
- Public Facility
- Light Industrial
- Heavy Industrial
- Parks and Open Space
- Vancouver City Center
- Medium Density Residential
- Activity Centers
- Town Centers

LEGEND

Metropolitan Region

- Central City
- Regional Centers
- Town Centers
- Neighborhoods
- Employment Areas
- Industrial Areas
- Regionally Significant Industrial Areas
- Corridors
- Main Streets
- Station Community
- Station Community Core
- Potential Regional Thoroughways
- Planned & Existing HCT Lines
- Proposed Light Rail Alignments
- Light Rail Stations
- Potential Light Rail Stations
- International Airports
- Regional Airports
- Terminals
- Intermodal Rail Yards
- Rail Distribution Network
- Urban Reserves
- Rural Reserves
- Parks and Natural Areas
- Urban Growth Boundary
- Neighboring Cities

1 inch = 1 mile

Map as of 2012. June 2012

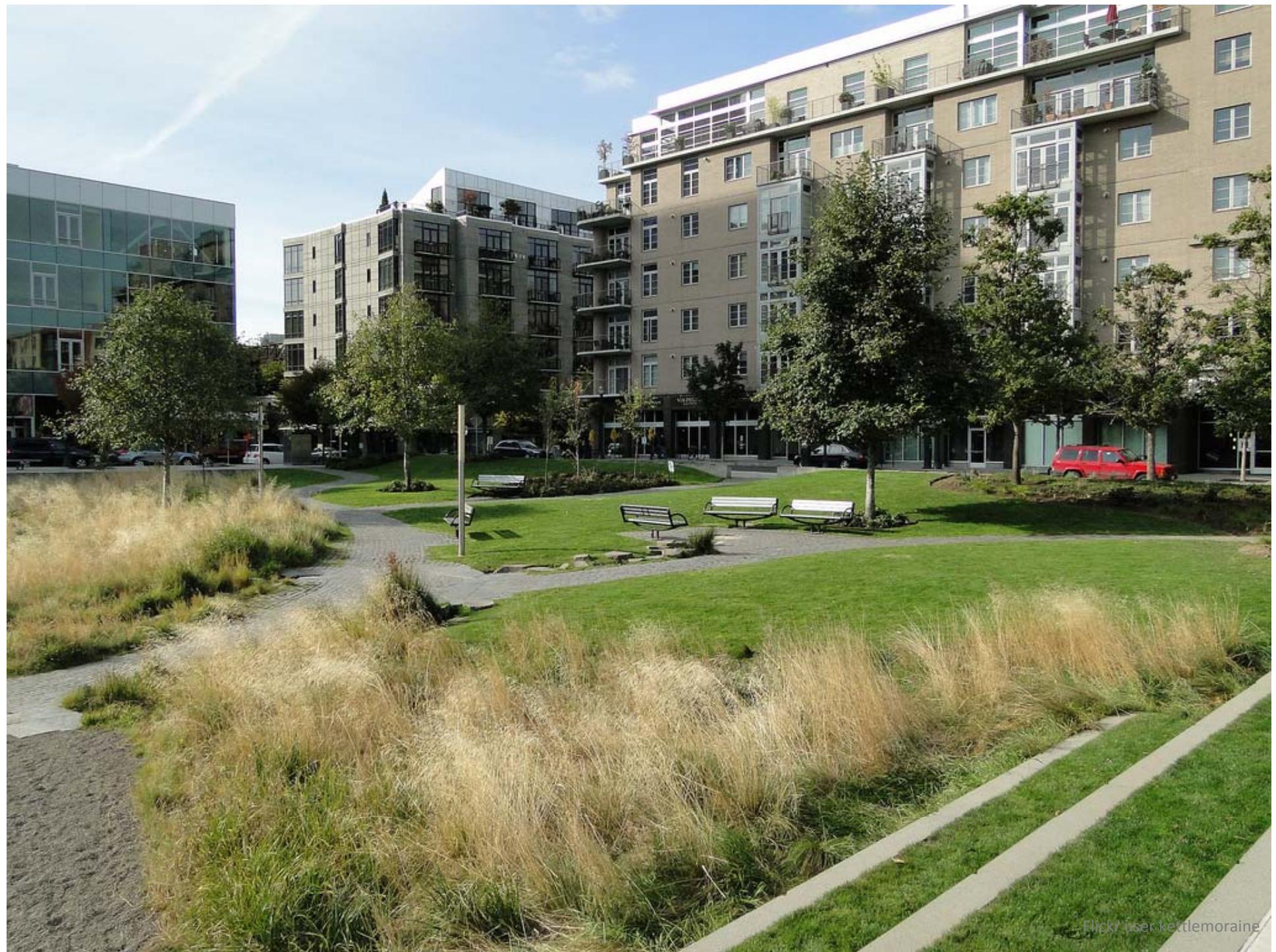




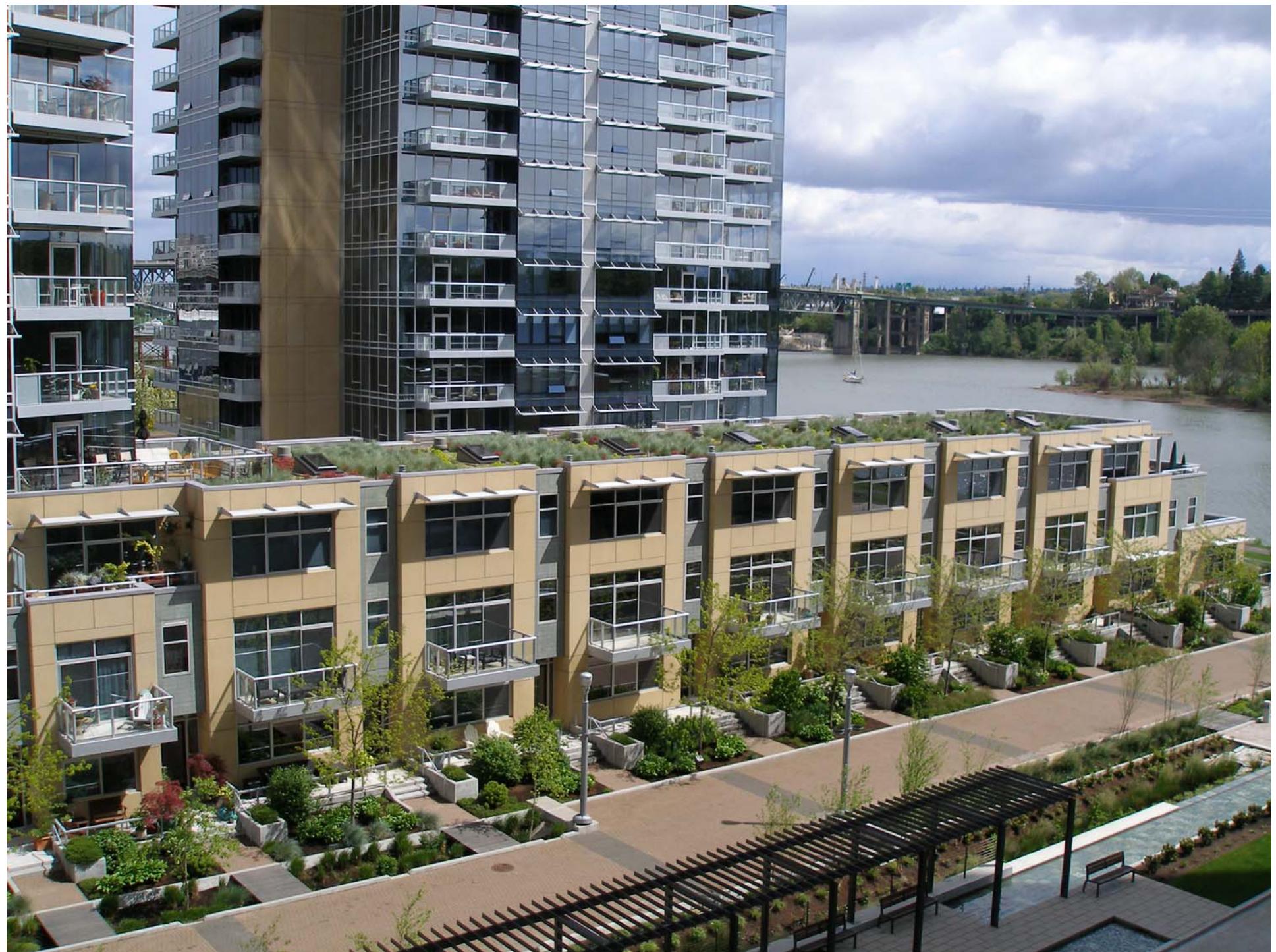




Flickr user Thomas Milne



Flickr user: kettlemoraine





Courtesy TriMet



Flickr user Cheryl & Rich

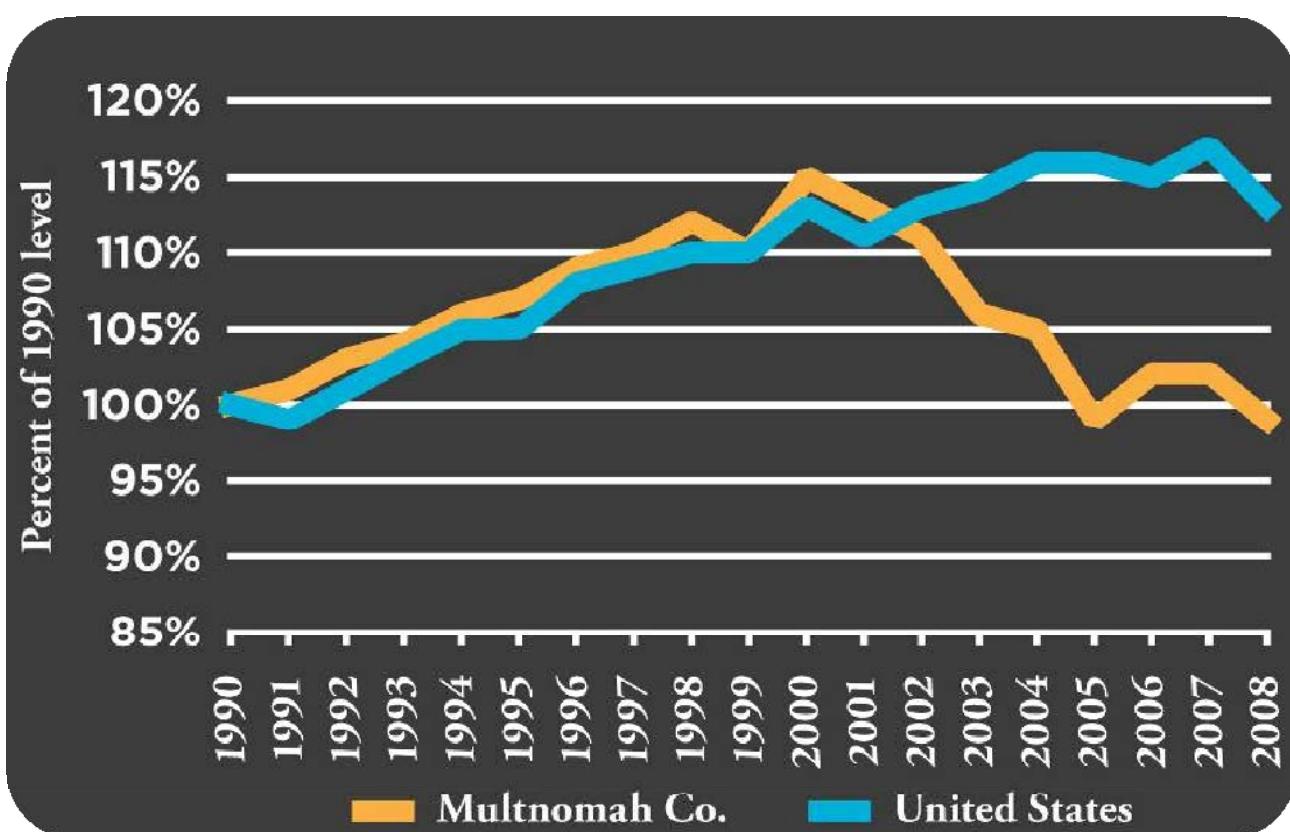




THINK SMALL.
CYANPDX.COM



Climate Prosperity Portland Emissions



Climate Prosperity 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 CO₂ emitted/gallon, 365 days/yr, that saves
1.4 million tons per year

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

Climate Prosperity

The Vision

1. We can simultaneously grow the economy and reduce greenhouse gas emissions
2. We can develop a new economic engine for the region that takes advantage of our long history as environmental innovators
3. The region is not guaranteed a leadership position in the fast-moving global green economy unless it invests in and organizes itself for success

Climate Prosperity Competitive Advantages

- Emphasis on quality of life *and* green job creation
- Investments in transportation options, density, smart growth, energy efficiency, and sustainable practices
- Creative class
- State and local policy leadership
- Concentration of clean tech firms: 2x national avg.
- Lower cost of doing business and living
- Accessibility to Asian markets

Climate Prosperity Portland Metro Clusters

CLUSTERS

- Clean Technology/Renewable Energy (wind and solar)
- Green Development
- Athletic and Outdoor industry
- Electronic Hardware and Software
- Advanced Manufacturing

MAJOR EMPLOYERS

- Electronic/Semiconductor: Intel (largest US facility - 15,000 employees); IBM; Xerox; Tektronix; Mentor Graphics; TriQuint Semiconductors; FLIR; ESI
- Athletic and Outdoor: Nike HQ; Adidas North American HQ, Columbia Sportswear HQ; KEEN HQ; Letherman HQ; Ice Breaker North American HQ
- Clean Tech: Solar World; Vestas; Ibedrola (all North American HQs)
- Green Development: Gerding Edlen, ZGF, Glumac; GBD Architects; Sera Architects; CH2MHill; David Evans; McKinstry
- Advanced Manufacturing: Precision Castparts Corp.; Daimler Trucks; ESCO; Gunderson; Oregon Iron Works; Sapa Panels; Cvraz Inc.

Climate Prosperity Framework



Climate Prosperity Priorities

1. Expand Green Project Finance
2. Accelerate Energy Efficiency and Clean Energy Deployment
3. Commercialize Green Technologies
4. Cultivate and Expand the Clean Tech Cluster
5. Cultivate Sustainable Forestry and Agriculture
6. Develop Pipeline of Green Talent
7. Institutionalize, Measure Progress, Brand Region

Climate Prosperity Catalytic Projects



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Climate Prosperity Key Outcomes

- Greenprint resulted in comprehensive regional inventory of green programs, initiatives and policies at regional and state level
- Greenprint underscored need for regional economic development capacity. Highlights need for institutional coordination at regional level.
- Greenprint demonstrates real economic benefit of Portland metro's green expertise
- Metrics established for each Greenprint Action item

Climate Prosperity Lessons Learned

- Too early to say Greenprint “working” – just produced and released
- Challenge is to cut through “green noise” in our region and demonstrate value add of Greenprint – i.e. cohesive framework to drive and measure progress
- Private sector is interested in projects not strategies
- Success will depend on ability to secure private sector support and build institutional capacity
- Need comparable metrics and data across regions for benchmarking progress



The EcoDistricts Summit

Accelerating Sustainability at a District Scale



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A photograph of the Portland, Oregon skyline at dusk. In the foreground, dark silhouettes of trees and buildings are visible. The city lights of the downtown area begin to glow, with various skyscrapers and office buildings illuminated. In the background, Mount Hood rises majestically against a sky transitioning from deep blue to a warm orange and red hue at sunset. The overall atmosphere is serene and captures the beauty of the Pacific Northwest.

Thank You

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