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# ECODISTRICTS SUMMIT

OCTOBER 23-26, 2012

2012 REPORT

PRESENTED BY



Institute for  
Sustainable Solutions

PORTLAND STATE UNIVERSITY

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4 days,  
14 countries,  
428 attendees,  
100 speakers



# 2012 SUMMIT *highlights*

Between Oct. 26-26, 428 urban leaders from 14 countries and 77 cities descended upon Portland for the fourth annual EcoDistricts Summit—four days, filled with 33 education sessions featuring over 100 speakers. This annual gathering of change agents shared best practices and exemplary projects that are driving district-scale sustainability and advancing the green cities agenda.



Highlights from the four days of events included crowdsourcing guru, **Erin Barnes** of **ioBy** inspiring community action through her fundraising workshop #FastCash and her lecture ‘When We’re all Urban Planners.’ Lloyd EcoDistrict celebrated its newest projects with a tour of the Rose Garden facilities and Portland’s first shared thermal energy node.

The Summit explored the latest in EcoDistricts projects from **Hoi An EcoCity** in Vietnam, **Google’s campus planning** in Silicon Valley, **Edmonton Airport** in Canada, Victoria Harbor redevelopment in Australia, among others. The Summit also explored the latest ideas in creating equitable communities.



Master speaker **Don Edwards**, CEO of **Justice Sustainability Associates**, said, “People get attached to places where they feel welcomed, safe, and loved—making EcoDistricts is attractive and real.”

Keynote **Carol Coletta** of **ArtPlace** urged residents and grass-root organizers to change their cities and neighborhoods using their creativity. She stated, the “key to success: recognize your distinctiveness and raise it up.”



Business and civic leaders from Portland and the Netherlands shared their insight on innovative business models and partnerships that can create district-scale solutions. **Mark Edlen** from **Gerding Edlen** told attendees that, “sustainability is buried in the infrastructure of communities. Bring it out and you’ll get economic returns.”



**Ellen Dunham-Jones** of **Georgia Institute of Technology** shared 400 ongoing case studies and 80 successful built examples of retrofitting suburbs. Responding to Ellen, **Tim Smith** of **SERA Architects** said, “EcoDistricts is a way to salvage the failed paradigm of the suburbs and suburban office parks.”

In a session on behavior and walkability revolutions in green lifestyles, **Karen Ehrhardt-Martinez** of **Garrison Institute** said, “change happens when societies adopt new behaviors, not when they adopt new technologies.”

To conclude the leadership event, **Mark Holland**, master of ceremonies and one of Canada’s leading sustainable development experts, facilitated a lively conversation with **Adam Beck** of **World Green Building Council Australia**, Edwards, Dunham-Jones, **Liz Dunn** of **Preservation Green Lab** and **Nick Barham** of **Wieden + Kennedy** on tactile strategies to grow the EcoDistricts marketplace.

The Portland Sustainability Institute thanks each sponsor, speaker, volunteer, and engaged attendee that helped to make the EcoDistricts Summit 2012 a success. We look forward to seeing you in 2013!

ROB BENNETT  
EXECUTIVE DIRECTOR

TEAGUE DOUGLAS  
SUMMIT COORDINATOR

# By The Numbers



## Featured Projects

Innovative green neighborhoods featured at the Summit!



# sharing the story

We wanted to make sure that the Summit wasn't just about expert practitioners talking and PoSI promoting our ideas; we wanted to hear what our attendees had to say. That is why, for the first time, we engaged a new Twitter strategy so all attendees (and those following the event from afar) could be heard. We asked them how they were **growing the green marketplace, who inspired them, and what the first things they would do the Monday after the Summit**. We carefully documented the proceedings with film, photographs, and presentations. In the spirit of cultivating a community of practice, we encourage you to stay in touch—with us at PoSI and fellow Summit-goers.

## TWITTER

### STATS

- @pdxinstitute has 582 followers
- #ecodistrictssummit was mentioned nearly 300 times

### TOP TWEETS

- [erinargyle](#) [Erin Barnes] Carol Coletta: 80% of millennials say they prefer living in urban centers
- [dutchcgsf](#) [Dutch Consulate SF] Broad: We have to co-create the grid of the future - important roles for consumers and for policy @ecofys
- [mayorsamadams](#) [Mayor Sam Adams] I always enjoy hearing @ccoletta discuss the secret life of cities
- [sharethewheel](#) [Don Grant] The notion that companies should shoulder risk alone is old school - Cities & utilities should share the risk & benefits

- [adambeck\\_gbca](#) [Adam Beck] Global consensus building here in last session of the Summit - existing neighbourhoods and communities is the 'next'
- [melissaoutloud](#) [Melissa JS Crosman] @ClarkBrockman: All cities are on top of 100-300 yr old infrastructure. We can't replace them with yesterday's models

## VIDEO + PHOTO

- For video footage from **Intersect Video**: <https://vimeo.com/54323391>
- To see **Andrew Paul Photography's** photos: <http://www.flickr.com/photos/pdxinstitute/>

## PRESENTATION

- Download Summit presentations at <http://www.ecodistrictssummit.com/program>

All of the engagement and participation didn't stop the last day of the Summit. Our energy and excitement surrounding the green marketplace caught on. Publications like **Metropolis, Fast Company, Stanford Social Innovation Review, Grist, Huffington Post, Portland Monthly Magazine**, and local newspapers are reporting on this important work. People continue to talk, and we're continuing to listen.



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# feedback

## WE ASKED ATTENDEES WHICH SPEAKERS INSPIRED THEM MOST. HERE IS WHAT THEY SAID:

The **Hoi An** presentation in totality was the most stimulating, informative, and enjoyable. Thank you to the Vietnamese leaders who came a long way to present on their approach to sustainable neighborhood development.

I loved the presentation from **ioBy** about grassroots fundraising efforts. Although such campaigns aren't designed to construct a permanent organizational structure (and therefore aren't appropriate for everything needed at the district level), they do raise awareness and empower local residents. I found the presentation very useful and inspiring.

**Ellen Dunham-Jones'** presentation was so thought provoking; she is well spoken, and so engaging.

**Blair McCarry** appeared to be a great resource on how to create and set up district scale utility systems. He has a track record of actually building projects.

**Llewellyn Wells** of Living City Block seemed to be very open/transparent in sharing information; he provided good financial detail, and answered tough questions.

I loved **Carol Coletta's** talk: knowledgeable and passionate.

I enjoyed **Erin Barnes** - great examples of projects from a range of neighborhoods, and a real world useful tool.

**Mark Holland** was an excellent MC and made a big impression, but the best session by far was **Behavior + Walkability Revolutions**: Design, Occupant Engagement, and Valuation for "Green Lifestyles". I could have done that all week; great speakers, tons of data, excellent ideas—I couldn't take notes fast enough.

**Keith Bowers** did an amazing job of describing the place and its issues and nuances and describing his company's process in designing and implementing green infrastructure solutions. By approaching an EcoDistrict from the ecology perspective, creating a healthy habitat for all species, particularly elegant solutions should arise.

**Keith Bowers** of BioHabitats and **Jason King** of TerraFluxus, because their ideas imparted a deep level of knowledge on the ecological interactions between humans and species within ecosystems and revealed a rich sense of place.

**Karen Ehrhardt-Martinez** clearly demonstrated that physical retrofit is only part of the challenge—behavior retrofit needs to be ongoing—she backed her presentation with quantitative research and examples.

**Mariela Alfonzo** directly related her research to her personal experience, but, most importantly, carried her research forward, connecting it to financial concerns. The State of Place metrics that she has developed are robust and rigorous. She showed the correlation between walkability and property values. This is key to bringing people outside the design community (realtors, developers, appraisers) into our conversations. I'll be watching her work develop further - she's on to something big!

**Greg Searle** offered a set of practicable strategies that I could envision moving the needle in a meaningful way for existing neighborhoods—the ecoConcierge and the socio-psychological "nudges" we can create to help people voluntarily choose the better option for their community and environment.

**Paula Kehoe** spoke about district-scale water solutions and the legal barriers that make them difficult. It was very practical.

A student discussing **Gateway EcoDistrict** - when she explained her team's realization that the most critical ingredient to an EcoDistrict is a sense of place and that is the least defined portion of the Framework. It underscored for me the fact that we're mostly technical experts and not civic organizers, but that what is we would need to be if we really wanted to make an EcoDistrict happen.

**Jacqueline [Cramer] from Utrecht** recognizing the end user. The fact that she has been doing this for 44 years was inspiring; she still seemed passionate about the work.



## WE ASKED ATTENDEES WHAT THEY WANT TO SEE AT THE 2013 ECODISTRICTS SUMMIT:

**More investor presentations!** How can we get their interest in order to achieve those EcoDistricts?

**Student participation**, networking as a student, more roundtable discussions and community developments' impact on the environment.

Projects that re-use district land, materials, and buildings.

**More involvement from developers**—case studies for financing and pro forma leverage points

**Utility policy** - regulatory issues in getting microgrids, DE, data driven efficiency to scale

More sessions on **retrofitting established neighborhoods** where large-scale redevelopment isn't planned

**More on equity.** Not just as a separate session (though this is good), but I'm interested in how equity is part of each project. When we hear about green innovation in Sweden or Vietnam or New York, is it an expensive model project for an affluent neighborhood, or is it a project that benefits a broader base?

More **technical tools** that deliver on district scale energy, water and waste management strategies

**How areas associated with sprawl can adapt** and implement the EcoDistrict concept (or can they?)

**Problems that have been encountered and how they were overcome.** So much of what was presented made establishing EcoDistricts seem quite easy. But often the failures provide the best opportunities for learning. Many of us will encounter failure as we work to move this concept forward—and learning tools on how to overcome the hurdles would be helpful.

There were so many simultaneous sessions, I'm sure people will come back to see stuff they missed. I didn't get to Retrofitting Suburbia, but would love it if that were repeated. It's an incredibly practical and important topic

Would be great to hear from **cities implementing these concepts outside of the NW and Europe**—realize they could be few and far between, but even an examination of the challenges would be interesting. SW? SE? Coming from Texas I felt a little marginalized. Community solar would be another topic I'd be interested in

**Utilities system other than energy**—water, wastewater, and gray water.

More content on **public-private partnerships** and how to make sustainability attractive from a business sense

More about the **bottom-up aspect of EcoDistricts**—emphasis on how partnerships are created and the reality of working with people from different backgrounds and how to get people on the same page

**Continue to bring case studies of real projects.** We need to hear about on the ground projects - their successes and their struggles. You've done an excellent job bringing the municipalities and jurisdictions to the table. Also, please work hard to bring in more people from the funding and financial side. We've got a clear grip on the people and planet piece. Now we need to stand firmly on the prosperity piece

More content on **incorporating and valuing social equity**

Ecological restoration, ecological democracy, participatory planning / budgeting, interactions between EcoDistricts, design-with-nature, design for the 90%, integrating food systems, and food production within EcoDistricts.

## OTHER SUGGESTIONS AND REFLECTIONS FROM OUR ATTENDEES ON THE 2012 ECODISTRICTS SUMMIT:

Thank you for integrating interactive activities into some of the sessions. I enjoyed being able to participate in some break out groups with fellow summit attendees.

Start thinking bi-coastal.

Thank you for the working scholarship. I really appreciated the opportunity to learn and network with others.

There was a lot more interactive discussion in the plenary sessions this year—great idea!

The Q/A session at the end seemed to engage audience, perhaps a dedicated Q/A panelist session or a little more time would be good

There were too many really good sessions to choose from at the same time. I missed discussions I would have really liked, so my suggestion would be to have more time for the presentations - perhaps add another half-day to the conference so they can be spread out more

Everyone wants more opportunities to talk to one another, possibly in structured ways, i.e. solving a problem or discussing what each of us is doing in our home cities. More opportunities to do so would be great

Keep it small & crowded—it's good for engaged discussion.

Include discussion sessions where all participants have a chance to reflect on their experiences in a semi-structured setting.

# program WEDNESDAY SESSIONS

## Western Harbor: Building a Sustainable Showcase

Just 40 years ago, Sweden was the most oil-dependent country in the industrialized world. Through a combination of lofty environmental objectives and holistic urban planning, Sweden reversed that legacy to develop some of the most advanced sustainable urban projects to date. One catalytic project to change Sweden's reputation was Western Harbour, a redevelopment attractive to knowledge-based companies and sustainable living. Hear from the project team of planners, architects, and energy providers as they discuss the various financial, logistical, and practical challenges, as well as lessons learned that arose in this pioneering sustainable neighborhood development.

**Carl Bäckstrand**, International Director, White Architects, Sweden  
**Kamilla Björkman**, Business Development Manager, E.ON Heat, Sweden  
**Tor Fossum**, Sustainability Strategist, Planning Department, City of Malmö, Sweden  
*moderator* **David Kördel**, Business Consultant, Swedish Trade Council, Chicago  
**Ulrika Signal**, Project Manager, Planning Department, City of Malmö, Sweden

## Effective District-Scale Development: The International Context and Msheireb Downtown Doha Project

Large-scale urban mixed-use developments, while generally slowed in the United States, are occurring at a steady pace around the globe. These projects stand to reshape and reinvent the traditional urban fabric within and at the edges of quickly-expanding cities. This session uses the Msheireb Downtown Doha project in Doha, Qatar, as a case study for thoughtful, district-level planning within the international context. The session will feature a collaborative exercise engaging participants on the processes and considerations of international district planning and development.

**Jeff Caudill**, Senior Consultant, Green Building Services  
*moderator* **Ralph DiNola**, LEED AP BD+C, O+M, Principal, Green Building Services  
**Andy Frichtl**, Principal/Senior Mechanical Engineer, Interface Engineering

## When We're All Urban Planners

What happens when communities lead planning in their own neighborhoods? And, what are the key characteristics of successful neighborhood entrepreneurs? Using examples from ioby, Project for Public Spaces, Hester Street Collaborative, Civic Ecology and more, Erin will dive into community-driven environmental and placemaking projects, tactical urbanism, design interventions, public space disruptions and the results that make neighborhoods stronger and more sustainable. Erin will focus on projects in low-income communities, communities of color and immigrant communities.

**Erin Barnes**, Co-founder/Executive Director, ioby

## Smart Grid: Exploring Stakeholder Perspectives

This session will explore the relationship of stakeholders in the implementation of smart grid strategies. The discussion will explore smart grid opportunities, obstacles and best practices at the district-scale, both locally and globally.

**Joe Barra**, Senior Consultant, Business Model Development, PGE  
*moderator* **Tom Foley**, Consultant, Smart Grid Oregon  
**Jeff Hammerlund**, Adj. Professor/Senior Fellow, College of Urban and Public Affairs, Portland State University/President, Northwest Energy and Environmental Strategies  
**Michael Jung**, Board Member, Smart Grid Oregon

## Partnerships for Creating an Eco City in Hoi An, Vietnam

Hoi An, a port city and UNESCO world heritage site, recognizes the need to adapt international models of sustainability to implement Eco City principles in the Vietnam context. In the fall of 2011, PSU, the City of Hoi An, and community leaders hosted a transdisciplinary workshop using EcoDistricts concepts to align local goals with performance areas. Continuing the initial workshop approach, this session will explore Hoi An's unique multi-generational perspective on sustainability to preserve cultural heritage, harness economic growth and protect the environment.

**Le Van Giang**, Chairman of the People's Committee of Hoi An City  
*moderator* **Dr. Marcus Ingle**, Professor/Director of Int'l Public Service, Center of Public Service, Portland State University  
**Ju Lee**, UNHabitat Urban Sustainable Development Specialist  
**Vinh Mason**, Policy Analyst, City of Portland Bureau of Planning and Sustainability  
**Dr. Nguyen Quang**, UNHabitat Program Manager

## Designing EcoDistricts for Silicon Valley

The future of neighborhood scale sustainability rests on creating innovative relationships between the private and public sectors. Through the delivery of project-specific visuals, attendees will learn how an innovative partnership is taking a 100+ year view in designing its built environment and ecological footprint. The project designers, SERA, Arup, and Sherwood Design Engineers, in conversation with the client and the City of Mountain View's economic development manager, will address how systems are optimized, afforded and realized at the EcoDistrict scale and will share their ideas on a data-driven design process for integrated district systems.

**Ellis Berns**, Asst Community Development Director/Economic Development Manager, City of Mountain View  
**Clark Brockman**, Director of Sustainability Resources Group, SERA Architects  
**Alisdair McGregor, PE, PhD, LEED AP**, Fellow and Principal, Arup  
**Pat Nielsen**, Director, N. California Planning & Operations, Real Estate & Workplace Services, Google  
**Bry Sarté**, Principal Engineer, Founder of Sherwood Institute, Sherwood Design Engineers  
*moderator* **Timothy W. Smith, AIA, AICP**, Principal, SERA Architects

## Making EcoDistricts Legal

Making innovations at the district-level a by-right rule, rather than an exception will proliferate sustainable neighborhood implementation. Panelists will explore the legal barriers in implementing neighborhood scale development, including codes, zoning, environmental and energy regulations, and green development certification issues. For an in-depth example, panelists will discuss onsite water management legal challenges and opportunities at the neighborhood level.

*moderator* **Jason Hercules**, Manager, LEED Department, US Green Building Council  
**Paula Kehoe**, Water Resources Director, San Francisco Public Utilities Commission  
**Ryan Vanden Brink**, Attorney, Intelkia Law Group, LLC

## Gateway: Seeing the Future

Working with PoSI, PDC, SERA Architects, local developers, and community members, University of Oregon architecture students tackled Gateway EcoDistrict's issues around redevelopment potential and lack of identity. Gateway leaders and students will share the design studio's work, and discuss how the design community can actively shape an EcoDistrict.

**Colleen Gifford**, President, ABC Sustainable Solutions/Chair, Gateway EcoDistrict Steering Comm.  
*moderator* **Kaarin Knudson**, Design Studio Faculty, UO School of Architecture and Allied Arts  
**Gordon Jones**, Private Real Estate Developer  
**Students**, University of Oregon School of Architecture and Allied Arts

# program WEDNESDAY SESSIONS

## Achieving Integration: Lessons from Pioneers of Collaboration, Engagement and Governance

Showcasing a variety of in-progress partnerships, this session will share lessons learned about forging successful alliances across agencies, disciplines and sectors to achieve sustainable community building. Drawing from the Seattle 2030 District, Denver Housing Authority's South Lincoln TOD Redevelopment, and City of Renton's Sunset Area Revitalization, this session will address the roles of the public, private, and non-profit sectors and the tools necessary to build capacity. Attendees will interact with panelists to test capacity building strategies through small group discussion.

**moderator** Erin Christensen, AIA, LEED AP ND / Associate Principal, Mithun  
Suzanne Dale Estey, Director of Economic Development, City of Renton  
Brian Geller, Executive Director, Seattle 2030 District  
Christopher Parr, Director of Development, Denver Housing Authority

## Federal and State Support for District-Scale Sustainability

Just as downtowns are the heart of every city, state capitals are the leaders, making them important places to implement district-scale sustainability projects that have community, environmental, and economic benefits. This session will provide best practices in finance, governance and policy using project examples of state capitol downtown districts and federally funded initiatives. Attendees will learn how to achieve replicable performance goals and increase community awareness through projects initiated by the US EPA, HUD and DOT's Greening America's Capitals program.

**moderator** Yogesh Saoji, Senior Associate, Wallace Roberts and Todd  
Abby Hall, Policy Analyst, Office of Sustainable Communities, U.S. EPA  
Wynn S. Hjermstad, AICP, Community Dev. Manager, Urban Development Dept

## Urban Interventions *Pecha Kucha style*

In the 20 slides, 20 second Pecha Kucha tradition, presenters will share the new wave of urban interventions sweeping our cities. From redefining public spaces to innovative transportation solutions, hear from panelists on a wide range of urban solutions.

Ann Forsthoefer, Co-founder/CEO, Aqua Annie  
Kirk Paulsen, Owner, Pedal Portland / Civil Engineering Graduate Student  
Joseph Readdy, Adj. Professor of Architecture & Urban Design, Portland State Univ.  
Jessica Roberts, Programs Manager, Alta Planning + Design  
**moderator** Nicole Storey, Comm. Energy Conservation Coordinator, City of Charlotte  
Adam Varat, Senior Planner, Citywide Policy Division, San Francisco Planning Dept

## The Booth Kelly EcoDistrict

This session will explore the results of a year-long collaboration between the College of Allied Arts and Architecture at the University of Oregon and the City of Springfield, Ore. City officials and students will present the challenges and opportunities of redeveloping a 17-acre former lumber mill site in Springfield into an EcoDistrict.

Hannah Bryant, Graduate, School of Architecture and Allied Arts, UO  
**moderator** Vicki Elmer, Director/Faculty, Oregon Leadership in Sustainability  
Courtney Grisel, Management Analyst, City of Springfield  
Brook Muller, Assoc Dean for Acad. Affairs, School of Arch./Allied Arts, UO  
Steve Richter, Graduate, OLIS, UO  
John Tamulonis, Community Development Manager, City of Springfield  
Leonard Yui, OLIS Adjunct Instructor, University of Oregon (UO)

## City of Edmonton: District Infrastructure

Blair McCarry and Trevor Butler will present their master plan proposal for redeveloping the Edmonton's Municipal Airport Lands, a 215-hectare rift in the city's urban fabric. The proposal addresses ambitious sustainability goals set out by the City to develop a carbon neutral community in what is a traditionally coal-fired electric region. The plan—called 'Connectivity'—creates a world-class sustainable community for 25,000 residents guided by four strands of connectedness: cultural, ecological, social, and economic.

Blair T. McCarry, P.Eng., PE, ASHRAE, LEED® AP, Principal, Perkins + Will  
Trevor Butler, Director, Archineers

## Lend Lease's Victoria Harbour Development

As part of the \$4.5 billion Dockland's redevelopment in Melbourne, Australia, Lend Lease is working in partnership with Places Victoria and City of Melbourne to deliver a vibrant mixed-use community. Ten years into its twenty-year development life, Victoria Harbour is approaching a pivotal point in delivering more than a commercial precinct, but a truly mixed-use urban neighborhood. This Lend Lease project team will explore the challenges and opportunities of managing this transition and the many dynamic external influences on such a large-scale project.

**moderator** Seamus McCartney, Senior Development Manager, Lend Lease  
Cate Harris, Head of Sustainability, Lend Lease  
Claire Johnston, Project Director Victoria Harbour, Lend Lease  
Kate Pearsall, Sustainability Manager, Lend Lease

## Transforming Civic Culture: Consensus Building and Civic Engagement for Green, Just and Smart Cities

This interactive workshop will introduce participants to consensus building protocols and civic engagement methodology through the District of Columbia's transformative civic culture from 1999 to 2006. Participants will also simulate the practice of deliberative democracy using the design and delivery of DC Mayor Vincent Gray's "One City" program.

Don Edwards, Principal and CEO, Justice Sustainability Associates

## Walking Tour of SoMA EcoDistrict

Over the years, Portland State University (PSU) has steadily transformed into a vibrant, living laboratory for practicing and applying sustainability. The university is now the heart of the SoMa EcoDistrict. Fletcher will guide participants through over 20 campus sustainability features; from LEED certified buildings, and Electric Avenue, to green roofs, the Bike Hub, the district energy loop, and Montgomery Green Street.

Fletcher Beaudoin, Partnerships Director, PSU Institute for Sustainable Solutions

## Consultants + Community in Foster Green EcoDistrict Assessment

The Foster Green EcoDistrict recently assessed its community assets and baselines to inform future project priorities. City staff, consultants, and community members will explore the relationship between consultant and community through the assessment process, and the lesson learned as a result.

Matt Arnold, AICP, Director of Urban Design & Planning, SERA Architects  
Jonathan Brandt, Member, Coordinating Committee, Foster Green  
Kevin A. Cronin, Sr Project Manager/Business Dev. Officer, PDC  
**moderator** Karen Wolfgang, Member, Steering Committee, Foster Green

## Curriculum to Action: Students creating EcoDistricts

Academic institutions, with tremendous faculty and student capacity, have the potential to advance EcoDistricts on the ground. However, fostering effective linkages between academic institutions and the projects of an EcoDistrict is no easy task. This panel will explore the intersection between sustainable neighborhood development and curricular efforts at universities through a variety of student-involved neighborhood development projects.

**moderator Fletcher Beaudoin**, Partnerships Director, PSU Institute for Sustainable Solutions

**Kim Douglas**, Assistant Professor, Landscape Architecture, Philadelphia University / Founding Principal, Studio Gaea

**Bruce MacDonald**, Community Development Student, Portland State Univ.

**Barry Messer**, Associate Professor, Urban Studies and Planning, Portland State Univ.

## Financing Models for Aggregated Conservation

Aggregation is often cited as critical to scale sustainability at the neighborhood level. This panel of district-scale innovators are developing organizational and funding models to bring property owners together to make joint investments in energy and water efficiency. Hear case studies from Living City Block, Seattle 2030 District and the Green Economic Development Initiative's research findings.

**Brian Geller**, Executive Director, Seattle 2030 District

**moderator Brendan McEwen**, Project Director, MIT Green Economic Dev. Initiative

**Llewellyn Wells**, Founder and President, Living City Block

## A Touch of the Dutch

For centuries, the combination of a densely populated, small land mass, with energy security challenges, and the collective fight against imposing water, has translated into the Dutch living and leading sustainable development. In this session, three leading Dutch companies and the director of the Urban Sustainability Institute will discuss the Netherlands' policies for district-scale development that translates into state-of-the-art solutions. The session will provide insights on current technology solutions, and the future innovations and developments coming from the Netherlands.

**Diane Broad**, Senior Consultant, Ecofys

**moderator Dr Jacqueline Cramer**, Director, Utrecht Sustainability Institute/Professor in Sustainable Innovation, Utrecht University

**Jan Karel Mak**, CEO/Chairman, Deerns Group

**Jan Westra**, Business Innovator, Priva

## EcoDistricts Research + Curriculum Luncheon

Please join Portland State University's Institute of Sustainable Solutions Director Jennifer Allen to explore the latest research in district-scale solutions for green neighborhoods. This luncheon will be an opportunity for networking, information-sharing and dialogue between Summit participants, faculty and researchers interested or engaged in EcoDistrict research and/or curriculum. Jennifer will kick off a round-table discussion, followed by an open time for general networking.

**Jennifer Allen**, Director, PSU's Institute for Sustainable Solutions

## Seattle's District Energy Efforts

District energy systems have a long successful track record internationally, but are less prevalent in the U.S. This session will explore the process and lessons learned from Seattle's efforts to plan for district energy in established, but growing, neighborhoods. Two major efforts, Seattle's Capitol Hill and Pike Place Market, are overcoming the hurdles of implementing a progressive neighborhood energy system in a highly complex existing urban setting.

**Christie Baumel**, Climate Protection Advisor, Office of Sustainability and Environment, City of Seattle

**moderator Liz Dunn**, Director of Sustainable Communities Policy, Preservation Green Lab

**Ben Franz-Knight**, Executive Director/Owner, Pike Place Market Preservation and Development Authority

**Brian Griffith**, Senior Sustainable Design Consultant, Affiliated Engineers NW

**Duncan Thieme**, Principal Architect, SRG Partnership

## Social Sustainability in EcoDistricts: Best Practices in Tools and Methods for Prioritizing Equity Outcomes

Truly sustainable EcoDistricts require full inclusion of all social groups in development efforts. Panelists will share successful practical tools that ensure inclusive, equitable, and socially sustainable processes including, the Energy Democracy Project, the Equity Atlas, Protocol for Assessing Community Excellence in Environmental Health, and Community Partnership for Health and Equity. This interactive session will engage attendees in equity issues of racial equity, gentrification, environmental justice, and the social determinants of health and well-being.

**Eileen Brennan**, Research Professor of Social Work and Sustainability Scholar, Institute for Sustainable Solutions, Portland State University

**moderator Veronica Dujon**, Professor of Sociology, Portland State University

**Anthony Giancatarino**, Coordinator of Research and Advocacy, Center for Social Inclusion

**Kris Smock**, Co-project Manager, Regional Equity Atlas

**Tricia Tillman**, Administrator, Office of Equity and Inclusion, Oregon Health Authority

## Retrofitting the Suburbs

How are vacant big boxes, dead malls, dying commercial strips, aging garden apartment complexes, older office parks and outdated "edge cities" being retrofitted into more sustainable places? Ellen Dunham-Jones will present urban design strategies for re-inhabiting, redeveloping, and regreening underperforming suburban-style properties based on the 400 ongoing case studies in her database and the 80 successful built examples documented in her and June Williamson's 2009/2011 book, *Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*.

**Ellen Dunham-Jones**, AIA, Architect and Professor, Georgia Institute of Technology

## Growing the EcoDistricts Marketplace

Mark Holland will lead our featured speakers in reflecting on the big ideas from the two days of summit. Hear Adam Beck, Don Edwards, Ellen Dunham-Jones and Liz Dunn discuss the state of affairs in sustainable district-scale development and what we can do to further the green cities agenda.

**Adam Beck**, Executive Director, Market Development and Sustainable Communities, Green Building Council of Australia

**Ellen Dunham-Jones**, Architect/Professor, Georgia Institute of Technology

**Liz Dunn**, Director of Sustainable Communities Policy, Preservation Green Lab

**Don Edwards**, Principal/CEO, Justice Sustainability Associates

**moderator Mark Holland**, Vice President of Development, New Monaco Enterprise Corporation

# program THURSDAY SESSIONS

## Neighborhood Certification Around the Globe: Challenges & Prospects

This panel will explore the struggles and promises of certifying sustainability at the neighborhood scale, and will examine programs around the globe, including Australia's Green Star Communities, the UK's BREEAM Communities, Japan's CASBEE for Urban Development, and the U.S.' SITES and LEED-ND. Panelists will compare and contrast the programs: their benefits and costs, the role of government and designers, and how neighborhood certification contributes to the global future.

**moderator** **Eliot Allen**, Principal, Criterion Planners

**Adam Beck**, Executive Director, Market Development and Sustainable Communities, Green Building Council of Australia

**Bert Gregory**, CEO and Principal, Mithun

**Helen Pineo**, BREEAM Communities Manager, Building Research Establishment

**Ayyoob Sharifi**, Ph.D. Candidate, Graduate School of Environmental Studies, Nagoya University (Japan)

## A Zero Net Energy Community at University of California—Davis

West Village is a newly constructed community at the University of California, Davis (UC Davis). With 1,400 current residents and a projected growth to 4,500 residents, the community will provide students, faculty and staff with proximate housing integrated fully into university life. The UC Davis project team will highlight the financial and design approach used to balance energy efficiency and green power investments with mechanism to influence everyday human behavior.

**Dr A. Sidney England, PhD**, Asst Vice Chancellor, Enviro. Stewardship & Sustainability, UC Davis

**moderator** **Robert B. Segar**, Asst Vice Chancellor, Campus Planning & Comm. Resources, UC Davis

**Nolan Zail**, Vice President of Development, Carmel Partners

## EcoDistricts and Urban Ecology: A Novel Approach

Urban environments are home to novel ecosystems; assemblages of organisms and processes that have no historic analog. The same is true for the people: new social ecosystems with diverse populations engaged in community in unprecedented ways. These novel ecosystems are being called upon to provide the natural and social capital required to support healthy and resilient EcoDistricts. This session will explore methods for restoring and regenerating ecosystem functions (biological and social), at the community scale.

**Keith Bowers**, Owner, BioHabitat

**Jason King**, Principal and Owner, TERRA.fluxus

**moderator** **Nicole Isle**, Chief Sustainability Strategist, Glumac

## Portland's Brewery Blocks to DC's Southwest EcoDistrict

How can EcoDistrict developments learn and grow from one another? City planners and industry leaders will discuss how Portland's Brewery Blocks and the newly formed Southwest EcoDistrict, in DC, can help one another to improve livability and resources efficiency.

**Otto Condon**, Principal, ZGF Architects

**Fiona Cousins**, Principal, Arup

**moderator** **Charles Kelly**, Associate Partner, ZGF Architects

**Jill Sherman**, Vice President, Gerding Edlen

**Dennis Wilde**, Chief Sustainability Officer, Gerding Edlen

## Swiss Context and Tools for EcoDistrict Development

Switzerland recently voted to stop nuclear production by 2035, requiring new energy policy mandating better energy use and efficiency. Due to high energy consumption from households, various initiatives have emerged to better conceive of future districts. Switzerland's CREM will present tools to better tackle the integration of sustainable aspects when designing the districts of tomorrow.

**Gaëtan Cherix**, CEO, CREM

**Fabien Kuchler**, Project Manager, CREM

## Behavior + Walkability Revolutions: Design, Occupant engagement, and Valuation for "Green Lifestyles"

Panelists will explore pioneering research from the Brookings and Garrison Institute, and case studies from BedZED and the Blairs Apartments. Learn about new advances in valuing walkability, "persuasion design", metering, and property management tactics for behavior change. Discover how human dimensions of energy consumption can be reshaped through EcoConcierges and other tactics. Dig into walkability metrics that allow stakeholders to improve their place's triple bottom line.

**moderator** **Greg Searle**, Executive Director, Bioregional North America

**Karen Ehrhardt-Martinez, PhD**, Director, Climate, Mind and Behavior, Garrison Institute

**Mariela Alfonso**, Founder, State of Place/President, Urban Imprint, Research Fellow/Adj. Professor, NYU-POLY

## New Energy Cities: A Systems Approach to Local Energy Planning

Cities have long engaged in energy planning, although the reasons vary from city to city. Today's climate imperative has changed the focus, but the challenges of building consensus and crafting the right solutions are as difficult as ever. Stephen will examine the history of urban energy planning; the drivers behind different local planning efforts; and the multi-faceted nature of the decision process, all of which reflect the tremendous complexity of the urban energy system.

**Stephen Hamner**, Research Scientist/Lecturer in Energy Planning, Department of Urban Studies and Planning, MIT

## We Build Green Cities: Making the Business Case for Sustainable Neighborhoods

The Netherlands and Portland are recognized leaders in urban sustainability. While policy and government initiatives are well-known, innovative businesses are the ones driving product design, forming new business models, and creating district-scale solutions that support thriving communities. Hear from a panel of leaders who are bringing together business, government, and civil society to accelerate the rise of green cities.

**Rob Bennett**, Executive Director, Portland Sustainability Institute

**Dr Jacqueline Cramer**, Director, Utrecht Sustainability Institute/Professor in Sustainable Innovation, Utrecht University

**Mark Edlen**, CEO, Gerding Edlen Development

**Jan Karel Mak**, CEO/Chairman, Deerns Group

**moderator** **Noah Siegel**, International Relations Director, City of Portland



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