



The EcoDistricts Summit

October 26-28, 2011
Portland, Oregon

BROUGHT TO YOU BY:



PRESENTED BY:



HOW WE LIVE IN CITIES IS ONE OF THE GREAT CHALLENGES OF OUR TIME

WELCOME

We have created a rich and provocative three days of dialogue and training to grow our understanding of how to make EcoDistricts a reality—not just in a few lucky neighborhoods in a small handful of vanguard cities, but replicated widely in cities around the globe.

The world is entering a new era of urban innovation—an era of integration—where cities are racing to deploy the greenest innovations in energy, water, construction, planning and transportation. That's why we've gathered together the leading projects, practitioners and thinkers on the subject of neighborhood sustainability innovation.

The EcoDistricts Summit gives us a chance to learn from our collective experience, to capture the best solutions and best practices, and to build from our mistakes.

We are excited you're here to engage and spread the solutions that cities need the world over.

Rob Bennett
Executive Director
Portland Sustainability Institute



SCHEDULE

WEDNESDAY, OCTOBER 26

8:00 - 8:45	Launch + Lessons from the C40
8:45 - 10:15	Opening Plenary
10:45 - 12:45	Educational Sessions
12:45 - 2:15	Lunch
2:15 - 4:15	Educational Sessions
4:30 - 5:30	Closing Plenary
5:30 - 6:30	Networking Reception
7:00	Keynote, Jeb Brugmann

THURSDAY, OCTOBER 27

8:00 - 8:45	A New Era of Urban Innovation
8:45 - 10:15	Morning Plenary
10:45 - 12:45	Educational Sessions
12:45 - 2:15	Lunch
2:15 - 4:15	Educational Sessions
4:30 - 5:30	Summit Wrap-up
6:00 - 9:00	EcoDistricts After Party

FRIDAY, OCTOBER 28

9:00 - 1:00	Half-Day Trainings EcoDistricts + District Utilities Planning Sustainable Transportation Improvements Using STARS Living Building Challenge Civic Ecology Training Building Partnerships for Sustainable Cities
9:00 - 4:00	Full-Day Trainings Fundamentals of EcoDistrict Implementation Backyard Biomimicry Workshop
9:00 - 1:00	Pilot Workshops South of Market EcoDistrict Lloyd EcoDistrict South Waterfront EcoDistrict Gateway EcoDistrict Foster Green EcoDistrict

THANK YOU SPONSORS!

PRESENTED BY:



LEADERSHIP SPONSORS:



PANEL SPONSORS:



EVENT SPONSORS:



HOTEL PARTNERS:



MEDIA PARTNERS:



FOOD + BEVERAGE SPONSORS:



COMMUNITY PARTNERS:



TABLE OF CONTENTS

Welcome	2
Schedule	3
Sponsors	4
Table of Contents	5
Featured Speakers	6
Wednesday Program	9
Thursday Program	16
Friday Program: Trainings, Workshops	23
Additional Activities	28
Map	31

CROWDBRITE

Plug in and participate with Crowdbrite!



Contribute to the Summit's overarching themes with the online collaboration space set up in Crowdbrite. Your thoughts, ideas and additions will fuel the dialogue.

Check your registration packet for log-in information and start adding to the discussion!

JEB BRUGMANN

KEYNOTE SPEAKER



Founding Partner, The Next Practice

Jeb Brugmann is a leading practitioner and thinker on strategy and the process of innovation. For 25 years he has been devising solutions to help local communities access the benefits of globalization, and to help global organizations engage in local communities and markets. His work focuses particularly on the critical contribution of innovation at the micro-level of the locality, business model, or consumer cluster to achieve macro-level strategy objectives. As the founder and chief executive of major international organizations and programs, as a social entrepreneur and for-profit private sector entrepreneur, and as a corporate and urban strategy consultant, he has worked on the ground in scores of cities and rural regions in 28 countries.

KEYNOTE: OCT. 26, 7:00 P.M.

SCALING ECO-CITIES: FROM BOUTIQUE TO MAINSTREAM

Keynote lecture is free and open to the public.
See page 14 for more information.

FEATURED SPEAKERS

MARK HOLLAND, MASTER OF CEREMONIES

Vice President of Development, New Monaco Enterprise Corp.

Mark's consulting work focuses largely on integrating sustainability principles into the mainstream development industry, with an eye to developing competitive advantage for his clients and their projects. He is widely known for his ability to "make sense of sustainability" in a pragmatic way that leads to action.



MARK WATTS

Director of Energy & Climate Change Consulting, Arup

Mark provides support to cities around the world in developing strategies and programs to tackle climate change. This includes leading Arup's work as consultants to the C40 group of the world's largest cities. His clients over the last two years have included city authorities in Copenhagen, Toronto, Sao Paulo, Warsaw and Rome, among others.



ELIZABETH HEIDER

Senior Vice President, Skanska and Board Chair, USGBC

Elizabeth's work at Skanska supports the development, design and construction of high-performance green/LEED projects throughout their lifecycle. Her 32-year career encompasses all phases of design and construction from master planning through project closeout.





WEDNESDAY, OCTOBER 26

8:00 - 8:45 SUMMIT LAUNCH

Rob Bennett, Executive Director, Portland Sustainability Institute
 Kevin Decker, GE
 Mayor Sam Adams, City of Portland (video)
 Mark Holland, New Monaco Enterprise Corp.

Sponsored by GE and City of Portland

Lessons from the C40

Mark Watts, Arup



8:45 - 10:15 LEADERSHIP PANEL: CITIES AS CENTERS OF SUSTAINABILITY INNOVATION

Sponsored by Institute for Sustainable Solutions



Ballroom

Susan Anderson, Director, Portland Bureau of Planning & Sustainability

Kevin Decker, GE

Denis Hayes, President and CEO, Bullitt Foundation and Founder of Earth Day

Nancy Hamilton, Director of Business Development, McKinstry

Elizabeth Heider, Board Chair Elect, USGBC and Senior Vice President, Skanska

Mark Watts, Director of Energy & Climate Change Consulting, Arup

Mark Holland, Vice President of Development, New Monaco Enterprise Corp. (moderator)

10:45 - 12:45 EDUCATIONAL SESSIONS

Capacity Building: Lessons from Portland's EcoDistrict Pilots **Room 327**

Naomi Cole, Portland Sustainability Institute (moderator); Pete Collins, South Waterfront Community Relations; Kirsten Cowden, Portland State University, SoMa EcoDistrict; Colleen Gifford, ABC Sustainable Solutions, Gateway EcoDistrict; Sarah Heinicke, Lloyd District; Jalene Littlejohn, Foster Green EcoDistrict

The EcoDistricts Framework is being applied in five Portland neighborhoods representing a range of densities, diversities and interests. The pilots range from a low density, moderate income, primarily residential area to a high density, downtown, institutional district. This session features the leaders from each pilot district and provides an overview of work to date and key themes and lessons learned. It will be highly interactive with questions posed between panelists and the audience.

Assessment: Test Driving the Tools: EcoDistrict Assessment and Strategy Development **Room 236**

Justin Douglas, Portland Development Commission (moderator); Matthew Arnold, SERA Architects; Nicole Isle, Brightworks; Tom Puttman, Puttman Infrastructure

For its initial test drive, a team of experts applied the Portland Sustainability Institute's Assessment Method to East Portland's Gateway neighborhood, one of the City's five pilot EcoDistricts. Their work established a performance baseline and set of targets as well as district-wide sustainability recommendations for all nine EcoDistrict performance areas. This sessions presents their findings.

Infrastructure + Buildings A: Optimizing Biodiversity and Ecosystem Services in the Built Environment **Room 329**

Marilee Stander, AECOM (moderator); Michael Boland, The Presidio Trust; Isaac Brown, AECOM; Corie Harlan, Metro; Mike Houck, Urban Greenspaces Institute

Optimizing urban environments for ecosystem services requires leveraging site opportunities, balancing costs and benefits, and responding to cultural values to ensure sustainability. This session will explore innovative community-scale case studies, in both urban and rural areas, from Singapore, San Francisco and Portland. Portland Metro's Nature in Neighborhoods initiative; AECOM's Index of Biodiversity Potential and SSIM Ecosystem Integration process; and the Presidio Habitats program will be covered. These approaches exemplify the latest advances in ecosystem-based, sustainable community development applied at a district scale. Case studies will explore urban habitat scale and pattern required to support ecosystem services. Each speaker will focus on a different phase of the project lifecycle spanning planning, design and implementation.

Infrastructure + Buildings B: Scaling Building Retrofits

Room 333

Peter Wilcox, Northwest Energy Efficiency Alliance (moderator); Brian Geller, Seattle 2030 District; Faith Graham, Clean Energy Works Oregon; Tom Shircliff, Intelligent Buildings; Jennifer Taylor, SERA Architects



Sponsored by BetterBricks

Building retrofits are a major opportunity to maintain and preserve existing building stock while meeting ambitious sustainability performance goals. While retrofits are successful in a building by building approach, the power of bulk building retrofits across a neighborhood provides a more effective means for implementation and performance outcomes. This session includes an example of three programs/projects: Clean Energy Works Oregon, Seattle 2030 District, and the Edith Green Wendell Wyatt Federal Building. Panelists will discuss the replicability of these strategies, the related community benefits, and the value of deploying the strategies at a neighborhood scale.

Behavior + Community Action: Community-Based Sustainability Initiatives: The Building Blocks of an EcoDistrict

Room 328

Tim O'Neal, SE Uplift (moderator); Steve Couche, SE Portland Tool Lending Library; Bruce Marron, Richmond Neighborhood Sustainability Committee; Jim Newcomer, Transition PDX

Before an EcoDistrict can truly thrive there must be a robust social infrastructure that allows individuals to turn an idea into a community-wide project. In the neighborhoods of Portland, community members are working on building that infrastructure and implementing projects to build community resiliency. Leveraging Portland's unique neighborhood system and existing community organizations, volunteers are creating new models of collaboration to use fewer resources, provide more of life's necessities locally, and prepare for a less energy abundant future. This session will explore three of these projects, and discuss potential for future projects and needs.

Innovation: Tale of Three Cities: Sustainability Frameworks Shaping Urban Eco-Regeneration

Ballroom

Claire Bonham-Carter, AECOM (moderator); Lisa Fisher, AECOM; James McNamara, BioDistrict New Orleans; Akito Murayama, Nagoya University

How can sustainability approaches help distressed cities combat the challenging issues of social equity, economic instability and climate change? Drawing from examples of high profile urban revitalization projects in New Orleans, USA; Nagoya, Japan and Sao Paulo, Brazil this session looks at the value of using sustainability as an organizing principle for district level planning efforts. Each case study will review how a bespoke sustainability framework was developed alongside consideration of financial tools and mechanisms to ensure implementation, drawing on Nagoya Low Carbon Criteria, LEED-ND and Sao Paulo's climate change policy to craft context specific approaches for neighborhoods and districts.

12:45 - 2:15 LUNCH

2:15 - 4:15 EDUCATIONAL SESSIONS

Capacity Building: Equity in EcoDistricts: Addressing Concerns of Low-Income Communities and Communities of Color**Room 327**

Tony DeFalco, Tony DeFalco & Associates LLC (moderator); Donita Sue Fry, Native American Youth & Family Center; Nuin-Tara Key, Metro; Carl Talton, United Fund Advisors; Nathan Teske, Hacienda CDC

Social Equity has not been a driver for environmental innovation in the U.S. A green divide emerges creating environmental haves and have nots. Investments in environmental infrastructure can lead to gentrification and displacement. In this panel we explore ideas, issues and practices, both new and old, that demonstrate ways of thinking and doing to generate equitable outcomes for communities that are not benefiting from the green economy.

Assessment: How Local Governments Can Support Sustainable Neighborhood Projects**Room 236**

Eliot Allen, Criterion Planners (moderator); Troy Doss, Portland Bureau of Planning & Sustainability; Alisa Kane, Portland Bureau of Planning & Sustainability; Kristin Parineh, Palo Alto Planning Department and Green Building Program

Sponsored by City of Beaverton



Local governments can use multiple tools to advance the goals of EcoDistricts. This session will explore several of those tools including LEED-ND, INDEX scenario planning software, and existing planning, zoning and permitting processes. When used together, these devices can influence and catalyze projects that promote sustainable neighborhood planning and implementation.

Infrastructure + Buildings A: District Materials Management Strategies**Room 329**

Matt Korot, Metro (moderator); Kevin DeWhitt, Agilyx Corporation; Andrew Mangan, US Business Council for Sustainable Development; Alex Mitchell, Arup; Harry Pliskin, TransVac Systems LLC

Sponsored by Metro



Typically, urban materials management strategies in the United States aim for large economies of scale, with collection programs and end-of-life processing through material recovery, waste-to-energy or disposal facilities looking to maximize tons of material handled. New approaches and technological developments suggest that efficient and cost-effective management of a community's discards may be feasible on a district-scale. This session will explore scalable approaches in materials reuse, collection and processing.

Infrastructure + Buildings B: District Water Feasibility, Utility and Technology: City of Victoria and Dockside Green

Room 333

Tom Puttman, Portland Sustainability Institute (moderator); Chris Allen, GE Water; Eric van Roon, Corix Utilities

Sponsored by Corix



This session shares the story of how the City of Victoria, B.C. identified district water systems as a solution to help achieve the City's water system goals. From municipal scale water management to district water system operations, this session will provide an in depth overview of the feasibility, utility development and technology selection efforts to create Dockside Green – one of North America's greenest urban districts.

Behavior + Community Action: Partnerships for Seeding Urban Agriculture: Municipal, Civic, Community and Academic

Room 328

Carolee Kokola, AECOM (moderator); Brian Goldberg, AECOM; Melinda Stylos-Allan, Except; Kathryn Lynch Underwood, City of Detroit

In US cities, urban agriculture initiatives tend to emerge from independent efforts by motivated individuals to grow food gardens ranging in scale from the backyard to the block and the neighborhood. Increasingly, civic organizations and municipalities are recognizing that urban agriculture creates social, environmental, and economic benefits for the surrounding community while providing compelling use of under-utilized or vacant urban lands. Creative collaborations with a variety of stakeholders including municipalities, academic institutions, community development corporations, and other entities have been critical to encouraging municipal policy enhancements and planning which can seed urban agriculture projects.

Innovation: Funding, Planning and Policy Development for EcoDistricts: Case Studies from Current Infrastructure Projects – Applying Lessons Learned for Future Development

Ballroom

Tom White, Green Building Services (moderator); Ralph DiNola, Green Building Services; Tom Osdoba, University of Oregon; Llewellyn Wells, Living City Block

Sponsored by Standard Insurance



This session explores some of the financing, planning, and policy challenges of developing a new, district-scale infrastructure for existing and historic neighborhoods, examining emerging examples selected from North America, the U.K. and Europe. EcoDistricts create a unique opportunity for integrated design that requires foresight and systems thinking during the planning stages. We call this approach "Future Ready," which begins with the "end" in mind and considers how operational elements needed tomorrow can be considered and incorporated today. Energy systems supporting an ecodistrict, for example, can be designed and operated based upon the principal of diversity in energy production and use.

4:30 - 5:30

LEADERSHIP PANEL: CREATING A NETWORK FOR URBAN SUSTAINABLE SOLUTIONS

Sponsored by USGBC



Ballroom

Richard Bellingham, Allander Economic Research Institute at the University of Strathclyde

Jeb Brugmann, Partner, The Next Practice

Seth Schultz, Clinton Foundation

Tamar Shapiro, German Marshall Fund

Nico Tillie, City of Rotterdam

Scot Horst, Senior Vice President, USGBC (moderator)

5:30 - 6:30

NETWORKING RECEPTION

Sponsored by Cascadia Green Building Council



7:00 - 8:30

KEYNOTE: JEB BRUGMANN SCALING ECO-CITIES: FROM BOUTIQUE TO MAINSTREAM

Sponsored by Skanska

SKANSKA

Drawing on his experiences with scaling earlier breakthroughs in urban sustainability practice, Jeb will explore how today's pioneering achievements in EcoDistrict development could be mainstreamed and brought to scale in today's risk-averse and risk-burdened urban development industry. The key, he argues, is innovation in development business process, and the creation of local "market ecosystems" for new categories of development that optimize locations, not just buildings.



THURSDAY, OCTOBER 27

8:00 - 8:45 A NEW ERA OF URBAN INNOVATION

A New Era of Urban Innovation

Rob Bennett, Executive Director, Portland Sustainability Institute

Welcome

Wim Wiewel, President, Portland State University

Stockholm: The Journey towards Sustainability

Per Ankersjö, Vice Mayor, City of Stockholm

Gunnar Söderholm, Director for Environment and Health Administration, City of Stockholm

8:45 - 10:15 LEADERSHIP PANEL: DISTRICT-SCALE INNOVATION

Sponsored by McKinstry



Ballroom

Naomi Cole, Program Manager, Portland Sustainability Institute

Brian Geller, Founder and Executive Director, Seattle 2030 District

Caren Heidemann, Urban Development Department, City of Essen

Bryan Stubbs, Managing Director, The Oberlin Project

Howard Ways, Director of Planning and Sustainability, University of the District of Columbia

Llewellyn Wells, Founder and President, Living City Block

Doug Farr, Founding Principle, Farr Associates (moderator)

10:45 - 12:45 EDUCATIONAL SESSIONS

Capacity Building: Private and Public Partnerships: Growing EcoDistricts

Room 327

Charles Kelley, ZGF Architects (moderator); Abe Farkas, ECONorthwest; Colleen Heine, Savannah College of Art & Design; Robert McCracken, Fregonese Associates; Nancy Olmsted, Winzler & Kelly

Private and public partnerships, from the regional scale to the local scale, lead to sustainable renewal in communities. Engagement of key stakeholders (community, government and investors) builds consensus that overcomes barriers; accommodating social changes that enable implementation of sustainable district and neighborhood systems. From a suburb of Savanna, Georgia to a suburb of Portland, Oregon, the potential to capture shifts in perception and to act on new ideas is found to empower communities that afford sustainable choices at the grass roots level. This is nourished by volunteers when supported by government policy and action to create unlikely heroes in support of urban sustainability.

Assessment: Optimizing Systems at the District Scale

Room 294

Clark Brockman, SERA Architects (moderator); Alex Mitchell, Arup; Brian Renehan, Arup; Cole Roberts, Arup

Sponsored by InSinkEerator



This session will communicate a design and procurement process for district scale systems, starting with common questions. When does it make sense to imagine systems at district scale – creating, in effect, a network of buildings? At what scale do select energy, water, and waste technologies make sense? What are the implications of systems optimizing at different scales? What are the variables and tools that support decisions about how and when to proceed? What are the financial implications? The presenters will share their insights into the theory and practical implications of developing at the district scale in order to propel a rich conversation with the attendees.

Infrastructure + Buildings A: District Energy Implementation: Business Models and Partnership Structures

Ballroom

Tom Puttman, Portland Sustainability Institute (moderator); Trent Berry, Compass Resource Management; Joshua Curtis, Seattle Office of Sustainability and Environment; Robert Long, City of Yellowknife; Ken Morrison, Corix Utilities

Sponsored by Energy Trust of Oregon



This session will explore district energy feasibility and implementation emphasizing business and partnership models between cities and utility providers. From risk and revenue sharing to ownership and governance, critical elements of district energy business arrangements will be discussed.

Infrastructure + Buildings B: High Performance Buildings as EcoDistrict Catalysts

Room 333

John Schleuning, SRG Partnership (moderator); Kyle Anderson, GBD Architects; Cyreena Boston Ashby, Oregon Governor's Office of Economic and Business Equity, and June Key Delta Community Center; Denis Hayes, Bullitt Foundation; Lisa Peterson, SERA Architects

Sponsored by BetterBricks and SRG



This session explores the potential for high performance, sustainable buildings to become EcoDistrict catalysts. The Bullitt Center, Oregon Sustainability Center, and June Key Delta Community Center are three Northwest Living Building projects with commitments for impact far beyond their own footprints. Through these case studies, panelists will demonstrate the potential for individual buildings to achieve EcoDistrict goals and provide neighborhood-wide environmental and community value. Each project will highlight the replicability of the technical, financial, and social solutions essential for its success.

Behavior + Community Action: Sustainability Epidemics: Fostering Behavior Change and Sustainable Lifestyles in EcoDistricts

Room 329

Greg Searle, BioRegional North America (moderator); Keir Brownstone, GLOBE/SHSC; Erin Kenzie, Consultant; Dick Roy, Center for Earth Leadership; Geof Syphers, Codding Enterprises

Explore how to make behavior change convenient, compelling, and neighborly at the district scale, moving from theory to practice. First, understand the science and theory of behavior change, decision-making and emotions. Then examine case studies from the E.U., Canada and U.S.: (1) the Center for Earth Leadership uses a replicable process for training citizens to become Agents of Change; (2) GLOBE's Community Champion Program engages staff and residents in conservation practices that build community and reduce the impacts of energy poverty; and (3) One Planet Communities like BedZED, One Brighton and Sonoma Mountain Village employ ergonomic design, eco-concierges and community connectedness.

Innovation: The Great Congestion Pricing Debate

Room 328

Steve Gutmann (moderator); Gunnar Söderholm, City of Stockholm; Mark Watts, Arup

Stockholm and London are two cities that have adopted congestion pricing, but which model works better? Join Mark Watts from London and Gunnar Söderholm from Stockholm as they debate the merits of their cities' programs. Their discussion in Portland will be a timely event as the metro region debates congestion pricing for the Columbia River Crossing. Find out how London and Stockholm are reducing traffic, improving environmental quality and raising funds for transportation.

12:45 - 2:15 LUNCH

2:15 - 4:15 EDUCATIONAL SESSIONS

Capacity Building: Lessons from the Field: Living City Block and Sustainable Neighborhood Retrofit Action Plan

Ballroom

Llewellyn Wells, Living City Block (moderator); Christina Grace, Living City Brooklyn Gowanus; Janet Ivey, Toronto and Region Conservation Authority; Sonya Meek, Toronto and Region Conservation Authority; Scott Pomeroy, D.C. Business Improvement District; Greg Stark, National Renewable Energy Lab

Sponsored by Living City Block



As the EcoDistrict concept continues to mature from idea into implementable action programs, what are the most vital lessons being learned on the ground? Get the inside story on two EcoDistrict initiatives: Living City Block and Sustainable Neighborhood Retrofit Action Plan, each of which are applying an approach in three pilots. Learn what's working and what's not and how the initiatives are being refined to accommodate multiple sites. Themes discussed include community and partner engagement; resource use and reduction opportunity analysis and planning; and innovative finance structuring.

Assessment: District-Scale Assessment and Decision Tools: Getting to the Right Project Investments

Room 294

Steph Stoppenhagen, CH2M Hill (moderator); Trevor Butler, Archineers; Margaret Cederoth, Parsons Brinkerhoff; Jason Steiner, Mithun

Sponsored by CH2M Hill



This panel will present the inside scoop on assessment and decision tools used by the public and commercial sectors across multiple scales of decision making. Individuals are empowered through the Green Energy Website to understand how energy and water savings can impact their pocketbooks. Cities are empowered through BIM decision-making tools that merge analysis, metrics, and design in an iterative process. Regional leaders are empowered through CommunityViz, a long range planning tool showing policy development and delivery. Across scales, a triple bottom line Cost Benefit Analysis (CBA) provides another layer of information to inform decisions.

Infrastructure + Buildings: Toward Net Zero Water: Advancing District-Scale Water Systems

Room 328

Joel Sisolak, Cascadia Green Building Council (moderator); Mark Buehrer, 2020 Engineering; Steve Moddemeyer, CollinsWoerman; Ryan Moore, Seattle Housing Authority; Katie Spataro, Cascadia Green Building Council

Sponsored by ZGF Architects



Interest is growing in water and nutrient management practices at the individual site and neighborhood scales that emphasize “closed-loop” practices for on-site water supply, treatment, reuse and reclamation of the value nutrients found in “waste” water. Several challenges exist that prevent greater acceptance of these systems. This session will present research on net zero water strategies, highlight Seattle’s Yesler Terrace district-scale water planning efforts, and identify opportunities for integration of water and nutrient reclamation cycles.

Behavior + Community Action: Networked Transportation

Room 329

Steve Gutmann, Getaround (moderator); Bryan Barker, Parking Carma; Brodie Hylton, Alta Bicycle Share; Audrey Shuffield, VPSI

This session will explore the rapid changes that information technology is bringing to personal transportation. Internet and mobile technologies are rapidly being applied to transit, car- and van-pooling, parking, and bike- and car-sharing. The panel will explain each of their technologies, and explore how these diverse yet complementary innovations promise to make transportation—especially in cities—much more energy and carbon efficient — and less expensive than the status quo.

Innovation A: Shaping an EcoDistricts Research Agenda

Room 327

Johanna Brickman, Oregon BEST (moderator); Jennifer Allen, Portland State University; Robert Young, University of Oregon

Sponsored by Oregon BEST



EcoDistricts are rapidly emerging within design and planning communities as a powerful model for sustainability — one with few built examples that demonstrate the holistic vision the Portland Sustainability Institute is working hard to bring to fruition. Naturally, any popular concept with a breadth of potential applications that has yet to be definitively proven raises a correspondingly diverse array of questions. Academics and professionals around the world are actively seeking answers to questions at all scales and across topics of technology, policy, human behavior, and economics that might impact the speed and success of the uptake of the EcoDistrict approach. In this session, a group of research program leaders partnered with PoSI will facilitate a discussion regarding the evidence that is needed from the research community to support the viability of EcoDistricts in application. The results will be used to inform a PoSI EcoDistrict Research Agenda that will in turn be used to provide guidance to researchers interested in providing a meaningful contribution to the planning and urban design community.

Innovation B: Ideas to Action: How Creating New Business Models Can Accelerate Innovation and Getting to Scale

Room 333

Tom Osdoba, University of Oregon (moderator); Bob Wise, Cogan Owens Cogan

Cities need to move beyond single properties and early adopters in order to attain desired impacts with regard to energy, composting and urban agriculture, or other critical ecosystem services. District energy systems are built on a foundation of resource sharing that links individual properties through common infrastructure and policy, but the critical element that makes district energy successful is a business model that is focused on quality service delivery and system-level success. This session will provide a creative introduction into building enterprises that can achieve more aggressive goals for environmental performance (e.g., zero carbon neighborhoods), and improve the social and economic outcomes for those neighborhoods. The presenters will provide both a conceptual framework for thinking about these business enterprise models, and detailed scenarios that illustrate the economic and environmental results, highlighting how different business model choices can affect social equity outcomes in neighborhoods.

4:30 - 5:30 SUMMIT WRAP-UP

Join Mark Holland and a select group of participants in identifying key conference themes, trends, and issues that need to be addressed to accelerate the green neighborhood development movement

6:00 - 9:00 ECODISTRICTS AFTER PARTY

Raise a glass or two to EcoDistricts and our collective work in making our communities more sustainable, resilient and vibrant!

Festivities will take place at Davis Street Tavern, 500 NW Davis St. See map on inside back cover.



FRIDAY, OCTOBER 28

9:00 - 1:00 HALF-DAY TRAININGS

Training: EcoDistricts + District Utilities

Building on the district water and district energy utility sessions from the Summit, the objective of this training is to provide more in-depth look at district utility feasibility, development and operations. From district energy to water and waste management. New utilities are being utilized to provide better performing, more cost-effective, and increasingly adaptable infrastructure solutions at the district scale. Learn more about the value proposition of district utilities, how to conduct a district utility feasibility assessment and how to develop a district utility from some of the top district utility specialists in North America. Elements of system performance, finance, risk, and ownership as well as innovative delivery models will be discussed.

Training: Planning Sustainable Transportation Improvements Using the Sustainable Transportation Analysis & Rating System (STARS)

Transportation professionals are struggling to meaningfully improve the environmental, economic and social performance of transportation projects and plans. STARS does more than simply “green up” our current transportation system. Instead, it provides an integrated framework to: (1) fundamentally reevaluate the purpose of a transportation project or plan (e.g. to provide people access to jobs, education and other daily needs); (2) evaluate and prioritize innovative alternatives in the design phase; (3) measure and improve system performance in the ongoing operations and maintenance phases. STARS is being piloted by Santa Cruz, Eugene, Multnomah County Health Department and C-TRAN (Clark County, Washington).

Training: Living Building Challenge: A Visionary Path to a Restorative Future

Learn the fundamentals about the framework that asks the question: “What if every single act of design and construction made the world a better place?” A philosophy, advocacy tool and certification program, Living Building Challenge requires that projects generate all needed energy using clean, renewable resources; capture and treat water through ecologically sound techniques; incorporate nontoxic, appropriate materials; and operate efficiently and for maximum beauty. This half-day workshop will provide context for the Living Building Challenge, describe its key components, and highlight certified and in-progress examples throughout the world.

Training: Civic Ecology Training

Civic Ecology is a whole systems framework for creating sustainable communities. The framework focuses on empowering citizens to envision, create and manage their community “software”: the integrated systems of energy, nutrient, water, waste, material, food, cultural, and economic flows and interactions that constitute the basis for living communities and EcoDistricts. This half day training will equip participants with a working understanding of Civic Ecology principles, its benefits, the five-step CIVIC process, and examples of Civic Ecology applications, with special emphasis on making EcoDistricts. Using the Civic Ecology technique, “Community Flow Mapping”, participants will create concepts for living community systems and projects in a variety of community contexts, assess project viability, and learn how to create meaningful indicators to measure project progress. The session will conclude with a discussion about how to initiate Civic Ecology work in participants’ own communities.

Training: Building Partnerships for Sustainable Cities: Lessons for Collaborative EcoDistrict Design between Faculty, Students and the City

Combining student passion, faculty experience, and community needs can produce innovative, tangible solutions for the creation of a sustainable society. University of Oregon faculty, city staff, neighborhood groups and allied professionals have simultaneously engaged students in hands-on learning while bringing fresh ideas and energy to community issues. This session will emphasize lessons for collaborative process in EcoDistrict design, using examples from NW Portland, Gresham, Salem and Tigard, Oregon. The UO Sustainable Cities Initiative’s unique mixture of teaching, research and policy will be discussed along with online sharing and other models for interaction.

9:00 - 4:00 FULL-DAY TRAININGS

Training: Fundamentals of EcoDistrict Implementation

In-depth and interactive, this full day training will equip professionals and communities with tools to build comprehensive green neighborhood initiatives. Participants will gain a solid grounding in the Portland Sustainability Institute's EcoDistricts Framework and its application. The course will cover strategies to address challenges like organizing stakeholders, financing staff and projects, providing municipal policy support and assessing a district to develop informed project priorities.

Training: Backyard Biomimicry Workshop

Learn about biomimicry in your “backyard” with local leaders in the field and connect with others in your regional biomimicry network. In this biomimicry workshop, you'll co-learn with professionals and students from a wide range of disciplines about the foundations of biomimicry and equip yourself to approach pressing design challenges by drawing inspiration from the natural world — found right in your own backyard!

9:00 - 1:00

PILOT ECODISTRICT WORKSHOPS**South of Market EcoDistrict:****How does an urban EcoDistrict self-activate?**

It's a challenge to find shared goals between apartment residents, a church, major business owners, a private high school and a large public urban university. But that's the task of the South of Market—or SoMa—EcoDistrict. SoMa's steering committee and diverse stakeholders will host the workshop, focusing on finding the common ground to activate their community.

Lloyd EcoDistrict:**How do we value our projects?**

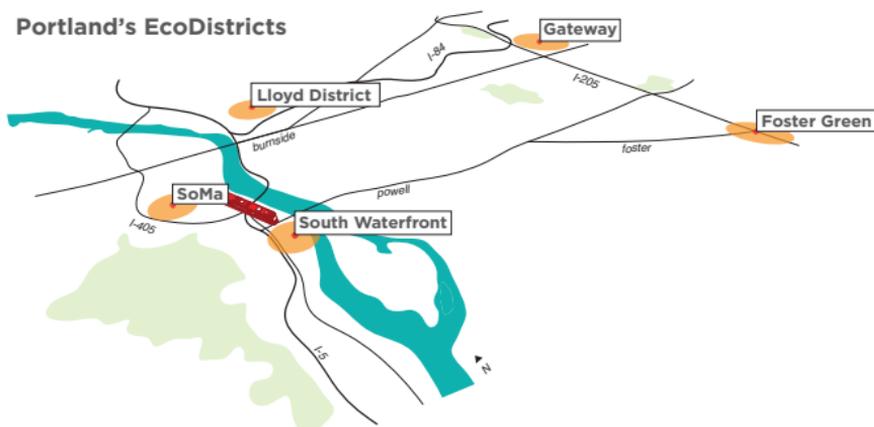
Ready to start prioritizing projects in the district, Lloyd EcoDistrict stakeholders are clear: all projects must be justified by a business case. Join the Lloyd EcoDistrict director and members of the board to help the district prioritize their projects with a particular focus on the value proposition.

South Waterfront EcoDistrict:**Community equitability from scratch: How do we build identity and garner grassroots involvement in a new community?**

South Waterfront's project priorities include integrating green infrastructure, developing district energy systems and developing the community equitably. Join South Waterfront stakeholders as they identify the first steps in starting these projects and how their three themes — buildings, infrastructure, and lifestyle — influence an integrated strategy in the newest development in Portland's urban core.



Portland's EcoDistricts



Gateway EcoDistrict:

How do we ensure diversity and economic health in an EcoDistrict?

Sitting at a major intersection of regional transit and highways, the Gateway EcoDistrict has an engaged community and cultural diversity (77 languages are spoken in local schools), but suffers from poor public image. Large blocks of big box retail, limited walkability, little recent development and a perceived distance from the central city all play into this perception. Join the Gateway EcoDistrict Steering Committee to answer the questions: How can we change the external perception of Gateway to attract economic development? How can we ensure that local residents and recent immigrants benefit from future investments and job creation?

Foster Green EcoDistrict:

How do we weave a thriving future from a diverse past?

The Foster Green EcoDistrict links together three distinct areas across the long narrow Foster Road corridor: a traditional early 20th century neighborhood with a challenged retail core, a new town center development that straddles a freeway and light rail line, and a collection of urban greenspaces including the Johnson Creek wetland, Zenger Farm and Leach Botanical Garden. Foster Green stakeholders will lead the workshop to understand the complex history of the neighborhood and identify the best strategies along this corridor for sustainable development across these three diverse areas.

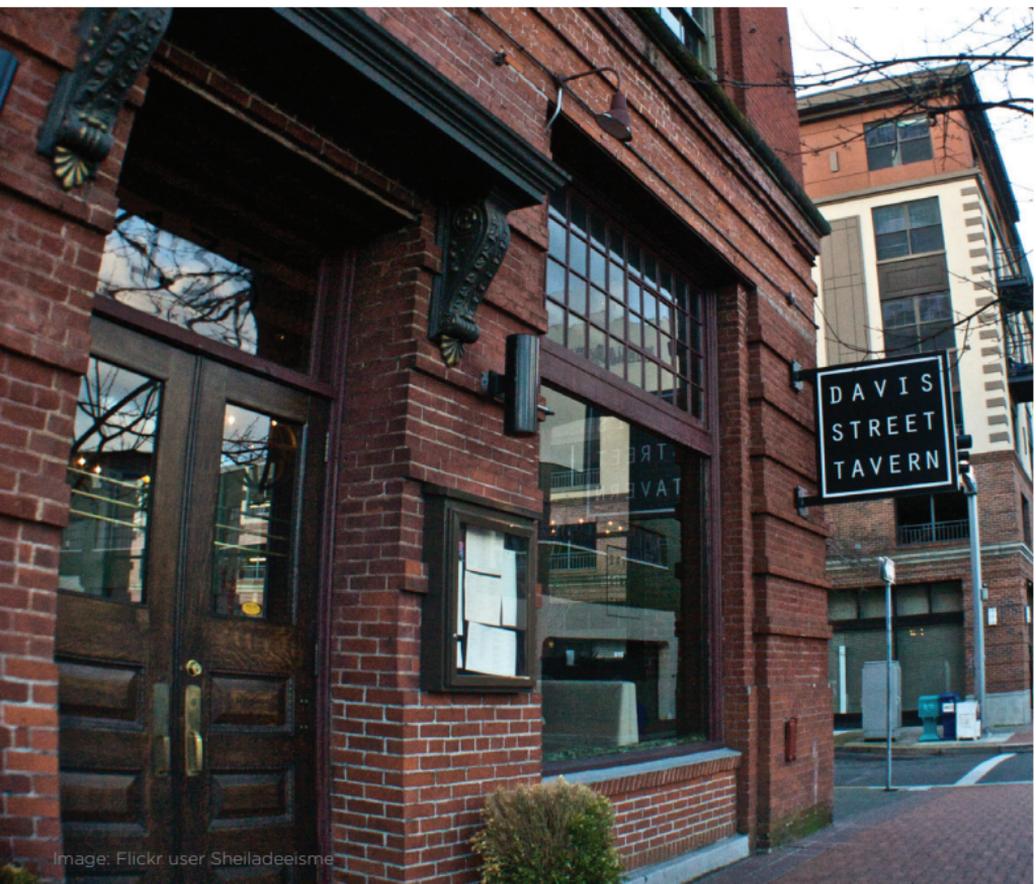
THE AFTER PARTY

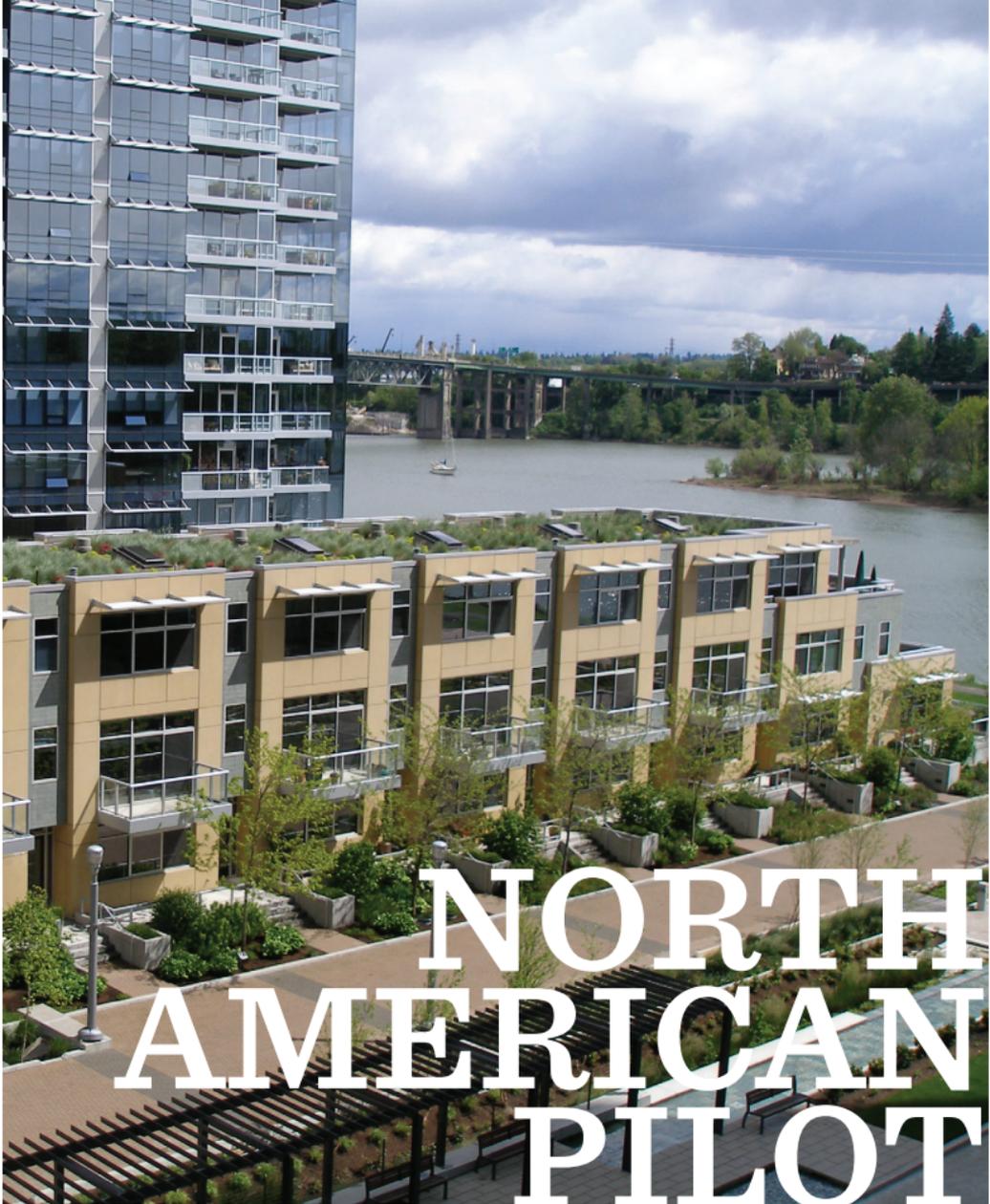
Celebrate the Summit!

Unwind with a drink—or two—and toast our collective work making communities more sustainable, resilient and vibrant!

Invite your friends and make it an evening to remember.

6-9 P.M.
THURSDAY, OCT. 27
DAVIS STREET TAVERN
500 NW DAVIS ST





NORTH AMERICAN PILOT

IN 2012, POSI WILL LAUNCH AN
ECODISTRICTS PILOT PROGRAM
ACROSS NORTH AMERICA

WE ARE LOOKING FOR
NEIGHBORHOODS TO JOIN

PILOT@PDXINSTITUTE.ORG

TRAINING + CONSULTING

Portland Sustainability Institute

The Portland Sustainability Institute created EcoDistricts: a five-phase, comprehensive approach for accelerating sustainable neighborhood development.



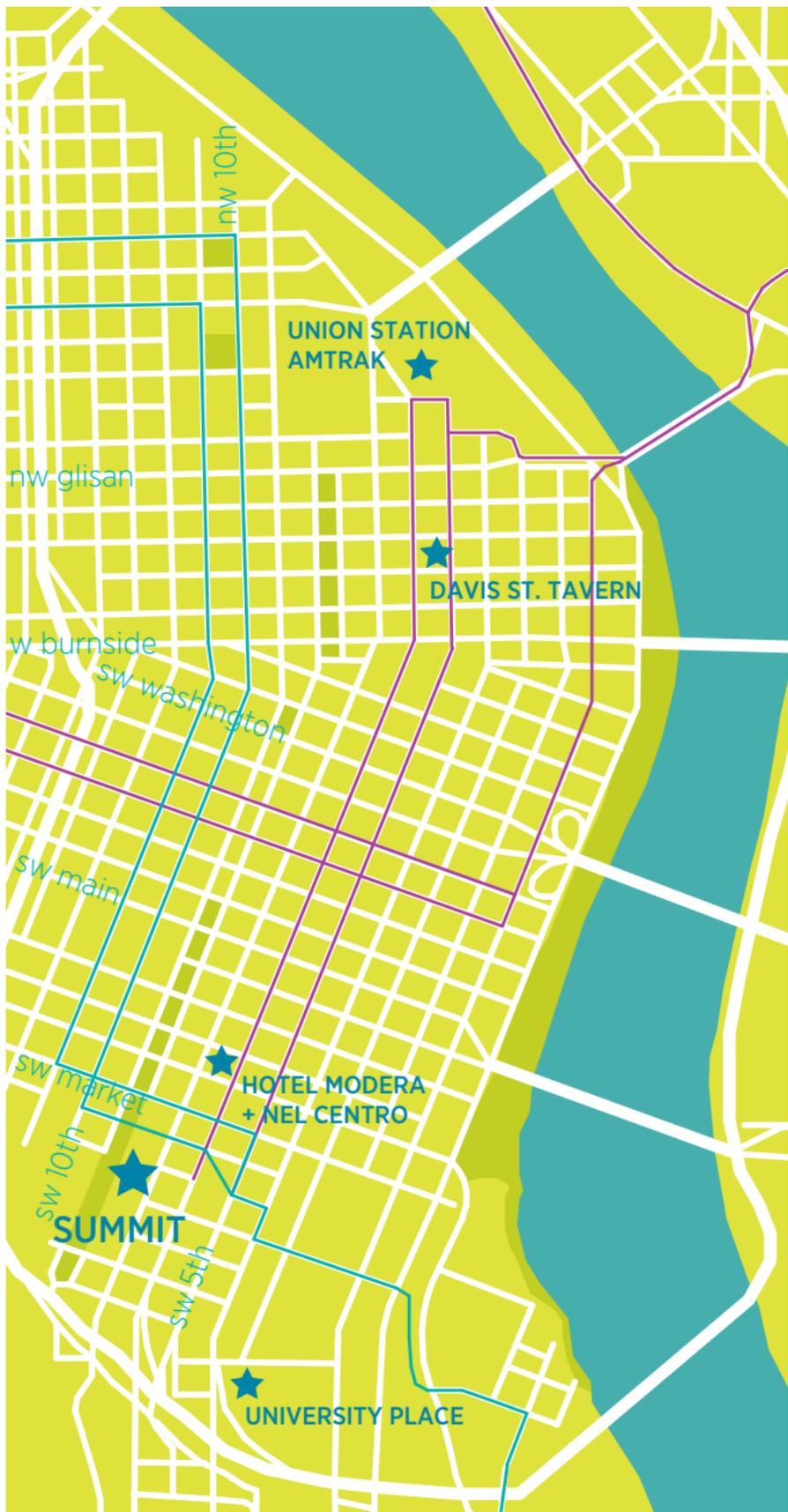
The Five Phases of EcoDistricts

Our suite of tools, resources and services is geared to help cities create successful implementation and policy frameworks to launch EcoDistricts.

Find out more about our training + consulting services.

www.pdxinstitute.org/ecodistricts
training@pdxinstitute.org
consulting@pdxinstitute.org





- STREETCAR
- MAX LINE



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

The Portland Sustainability Institute (PoSI) was founded in 2009 to bring together business, higher education, nonprofit and municipal leaders to drive a set of next-generation initiatives for urban sustainability in the Portland metro region.

Together, we can all lead in a new era of urban innovation.

Stay connected to PoSI

www.pdxinstitute.org

www.ecodistrictsummit.com

www.twitter.com/pdxinstitute

www.facebook.com/ecodistrictsummit

www.vimeo.com/pdxinstitute

© 2011 Portland Sustainability Institute

This brochure is printed on Mohawk Options 100% PC paper made from 100% post-consumer waste and processed elemental chlorine-free; it also is certified by the Forest Stewardship Council (FSC).



Recycled
Supporting responsible use
of forest resources
www.fsc.org
© 1996 Forest Stewardship Council

