The Portland Metro Climate Prosperity Project

Sustainable Economic Development Across the Americas
June 7, 2011
Curitiba, Brazil
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
- 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
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Pressing Challenges

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

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

Source: BEA; metropolitan counties are Benton, Clackamas, Columbia, Deschutes, Jackson, Lane, Marion, Multnomah, Polk, Washington, and Yamhill
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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
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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
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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
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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; Mentorgraphics; TriQuint Semiconductors; FLIR; ESI
- Athletic and Outdoor: Nike HQ; Adidas North American HQ, Columbia Sportwear 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; CH2MHiil; David Evans; McKinstry
- Advanced Manufacturing: Precision Castparts Corp.; Daimler Trucks; ESCO; Gunderson; Oregon Iron Workds; Sapa Priles; Cvraz Inc.
Climate Prosperity Framework

BUILD REGIONAL MARKET FOR CLEAN AND GREEN PRODUCTS AND SERVICES

- Establish Finance Mechanisms for Green Innovation
- Increase Resource Efficiency and Reuse
- Increase Demand for Renewables
- Build Support and Communicate Results
- Regional Climate Prosperity Council
  - Develop Green Talent
  - Grow the Clean Tech Cluster
  - Grow the Forestry + Ag. Cluster
  - Commercialize Green Technologies
- Grow Regional Base of Clean and Green Industries

CREATE & CAPTURE THE BENEFITS OF CLIMATE PROSPERITY

- Reduce Greenhouse Gas Emissions
- Increase Energy & Financial Savings
- Expand Business Opportunities
- Grow Green Talent and Jobs

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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 Catalyst Projects
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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
Thank You

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