



Ecoroofs in Portland: At a Tipping Point?

Sustainable Stormwater Management Division



Presentation to
City Council
March 2, 2011





Ecoroof Program Elements

Ecoroof Incentive

- All approved projects on private property eligible up to \$5 / ft²
- Funds available twice annually through 2013

Technical Development

- Ecoroof Handbook, Ecoroof Plant Report
- Cost Benefit Evaluation of Ecoroofs
- Ecoroof Resource List





Ecoroof Program Elements

Outreach and Education

- Technical Seminars – nearly 500 attendees since 2008
- Vendor Fair – 60 vendors and 550 attendees in 2010
- Ecoroof Blog – over 30,000 hits in its first year

Research and Monitoring

- BES, PSU, OSU





Ecoroof Program Elements

Prioritizing Social Equity and Diversity

- We are reaching out to all communities to increase opportunity and access to these resources
- Ecoroof Construction contract – afforded 30/100 points for diversity; equal to applicant's project approach
- Intended to grow opportunities for professional development in target communities





Ecoroof Industry

Sophisticated

- Beyond pioneering
- Competitive marketplace – prices coming down
- At least 3 business partnerships now offer the full package from design → installation

Robust

- Over 100 local or regional companies/firms on the Ecoroof Resource List

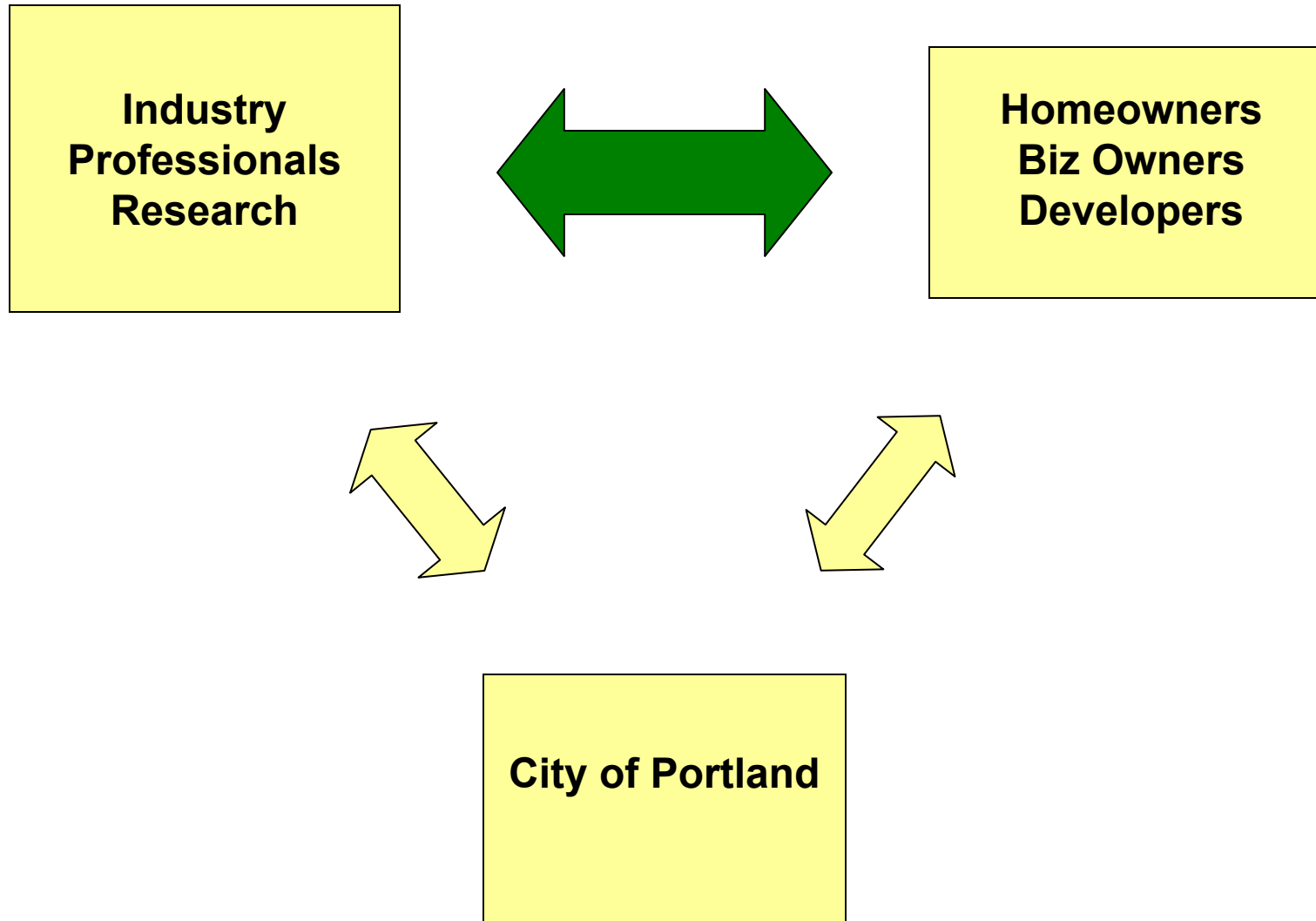
Dynamic

- Green Roof Industry Think-tank





Reaching our targets requires collaboration and partnerships



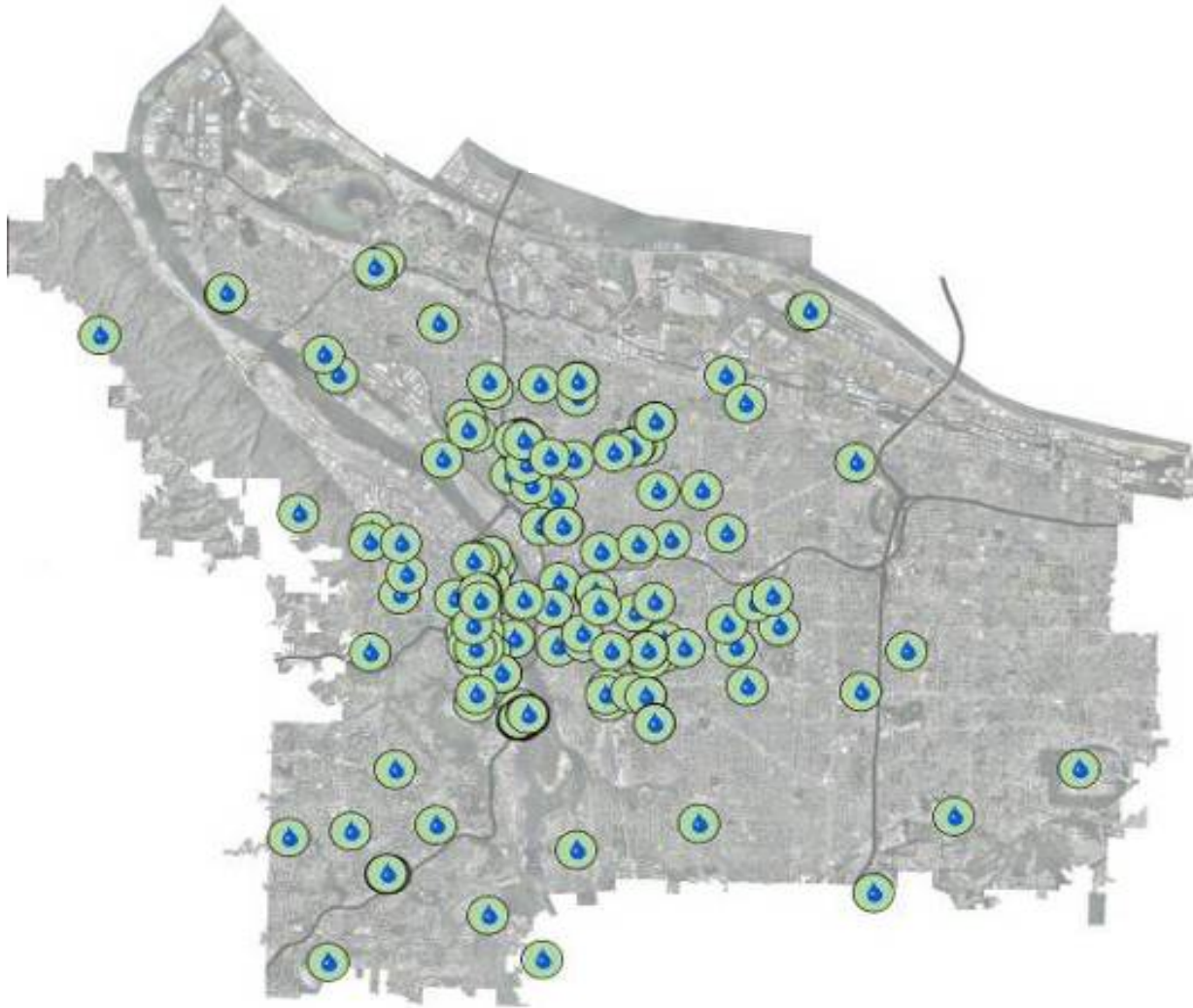


Are we moving towards a tipping point?



Asa Flats and Lofts – NW 13th and Marshall

Ecoroofs are getting built



- Portland has a total of 273 ecoroofs totaling nearly 13 acres
- 125 projects have received the incentive for 8.3 acres

Ecoroofs are getting built: Examples



Private Residence, SW Portland



University of Portland Shiley Hall



Leftbank Annex



International Harvester Bldg - CEID



Ecoroofs are becoming more conventional

- Residential, Commercial, Institutional, Industrial – anywhere there's a roof!
- More conventional use shows greater confidence in the technology and awareness of their value
- In the long run, this could help costs come down as simpler, more practical approaches are developed



Private Residence, SW Portland



Harpoon House, SE Portland



Ecoroofs are being used for multiple purposes

- Solar / Ecoroof integration
- Habitat and Biodiversity
- Rooftop Agriculture
- Energy Conservation
- Significant because it expands how we can use ecoroofs to solve urban challenges



Portland State University



M Financial, NW Portland



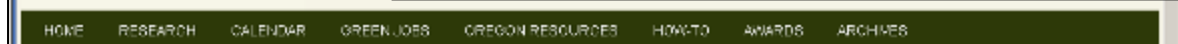
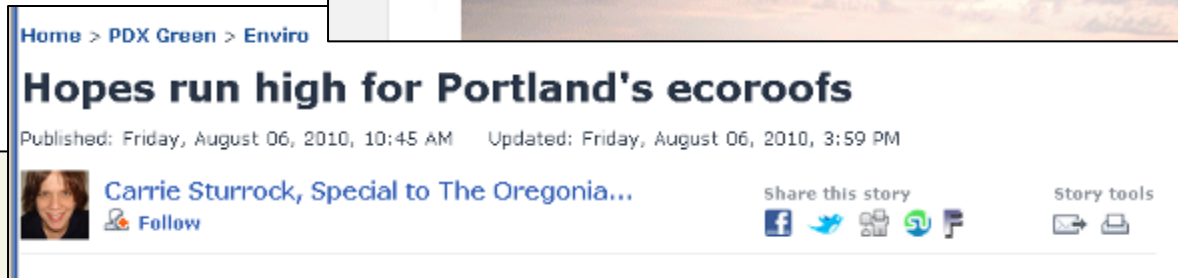
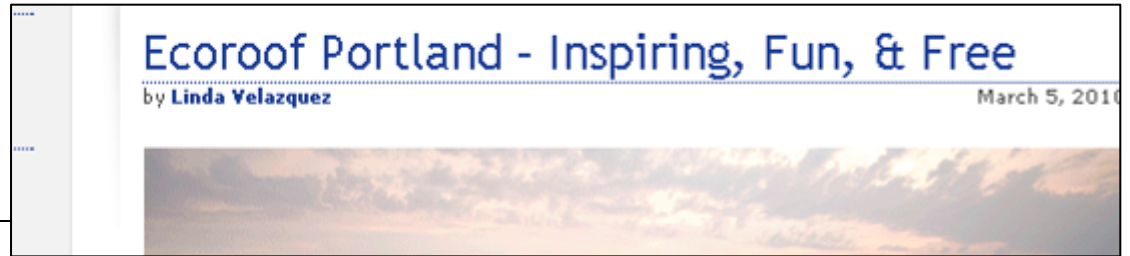
The ecoroof industry is growing

- Practicing and aspiring professionals are responding to opportunities
- Ecoroof Resource List has grown 30% since May 2009 (20+ companies and firms)
- Networks are getting tighter: Greenroof Info Thinktank grows from 4 to 240 members since 2009





Portland is getting recognition



Many projects on the way...



Pearl Family Housing – The Ramona



OHSU

- Over 7 new acres in design or construction
- Largest continuous ecoroof in Portland – Over 31,000 ft²
- Large, visible, beautiful projects in the CEID



Looking Forward

- We need continued City commitment with the green building policy
- We need to recognize ecoroofs provide multiple benefits and may be the best solution for certain urban development challenges





Looking Forward

- We need to encourage ecoroofs for energy conservation and climate change
- We need to encourage ecoroofs to enhance habitat, biodiversity, and agriculture
- We need to evaluate the continuation of an incentive beyond 2013





*We want to thank
City Council for your leadership.*

March: Ecoroof Month!





ECOROOF PORTLAND

Friday, March 18th, 2011

10am-6pm

Oregon Convention Center – Exhibit Hall B

www.portlandonline.com/bes/ecorooftpdx





1200 Building – 1200 SW 12th Ave.
Shawn Sullivan
Architect, Sullivan Architecture LLC



SE 13th and Bidwell

Todd Liebow
Property Manager



PGE – Central Eastside Industrial District

Deane Funk, PGE
Project Manager