PRESS RELEASE

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New Initiative Launched to Reduce Energy, Water and Transportation Emissions

Downtown Portland Property Owners Band Together to Save Money and Resources

October 13, 2016, Portland, ME: Portland is joining the ranks of forward-thinking cities across the U.S. as it launches the Portland 2030 District, a groundbreaking high-performance building district in downtown Portland that aims to dramatically reduce the environmental impacts of constructing and operating buildings, while strengthening Portland’s economy.

The built environment – commercial office buildings, municipal buildings, and multi-family housing -- consumes 75% of all the electricity produced in the U.S. In Maine, transportation emissions account for 42% of all greenhouse gas emissions.

The Portland 2030 District is a program of the Greater Portland Council of Governments. Kristina Egan, Executive Director, said, “This project gives property owners, managers and developers tools to save resources and money. We expect the new Portland 2030 District will be good for the bottom line and for the planet.”

“I’m excited to be part of a joint venture that has proven successful in many other major metropolitan areas that will encourage and facilitate utility and greenhouse gas reductions in the private sector,” said Drew Swenson, President of Paragon Management and Chair of the recently-created Portland 2030 District Leadership Committee. “We can follow in their footsteps to reduce energy and water consumption as well as transportation emissions from some of the largest buildings on the Peninsula in Portland and collectively reduce emissions 50% by 2030.”

Currently, the cities of Seattle, Cleveland, Pittsburgh, Los Angeles, Denver, Stamford, San Antonio, San Francisco, Dallas, Toronto, Albuquerque, Grand Rapids, Ithaca and Austin have established 2030 Districts.

The Portland 2030 District’s first actions will be to:
1) Hold events for property owners and managers to learn about various strategies to reduce energy and water usage
2) Develop strategies to reduce the number of people driving to and parking in downtown Portland
3) Work with local utilities to help ensure utility data is available
4) Create an information hub on best practices, case studies, financing, incentives and preferred vendors within the District’s boundaries.

The Portland 2030 District founding members include the following building owners, managers and community partners: Avesta Housing, CBRE Boulos, J.B. Brown, Paragon Management, Portland Housing Authority, and The Press Hotel.

These founding members have agreed to voluntarily benchmark, monitor and track their buildings’ resource consumption, working with national experts to meet measurable reductions of greenhouse gas emissions, driving trips to the downtown, and water consumption.

To read more about the initiative – http://www.2030districts.org/portland-maine

GPCOG
Founded in 1969, GPCOG is a regional organization focused on building sustainable prosperity and innovation in government. GPCOG serves its 26 member municipalities that stretch from Casco Bay in the east to Sebago Lake in the west and supports economic development, offers transportation and land-use planning, provides mapping services, and promotes energy efficiency and clean fuels.

2030 Districts Network
2030 Districts, an initiative of Architecture 2030, are designated urban areas committed to meeting the energy, water, and transportation emissions reduction targets of the 2030 Challenge for Planning. Led by the private sector, 2030 Districts represent over 140 million square feet of commercial buildings in downtown business districts working to reduce greenhouse gas emissions at a district scale, realizing the benefits of multiple building owners, operators, and occupants working together to share resources, leverage financing, and implement collective strategies.

Architecture 2030
Architecture 2030 is a 501(c)(3) nonprofit research organization with the mission of rapidly transforming the built environment from the major contributor of greenhouse gas (GHG) emissions to a central part of the solution to the climate and energy crises. Architecture 2030 pursues two primary objectives:

- the dramatic reduction in global fossil fuel consumption and GHG emissions of the built environment by changing the way cities, communities, infrastructure, and buildings, are planned, designed, and constructed and;

- the regional development of an adaptive, resilient built environment that can manage the impacts of climate change, preserve natural resources, and access low-cost, renewable energy resources.