


# SUSTAINABLE PORTLAND

*Incorporating sustainability into everyday decision-making*



A photograph of a tree-lined residential street. The trees are lush green and cast shadows on the road. In the background, there are houses, including a prominent white one with a gabled roof. The sky is bright and clear.

The Sustainable Portland Taskforce was established in 2006 by Mayor James Cohen, and Co-Chaired by former Mayor Jill Duson and former Mayor Nathan Smith, to study and comprehensively address issues related to Portland's environmental, economic, and community sustainability. The report produced by this taskforce is the start of a conscious process of reflection, self-evaluation, and recommended actions toward sustainability. Most importantly, the report frames the discussion of how we answer tough questions over the course of our generation's stewardship of this community.

This brochure was developed to summarize the main points of the report developed by the Taskforce and to communicate a unified vision for sustainability among the City's government, residents, institutions, and businesses of Portland. The full report can be found on the City's website at <http://www.portlandmaine.gov/sustainable.htm> (also see the Resources section on the last page).



# SUSTAINABILITY DEFINED

To become a sustainable community, the City of Portland must commit to a continuous process of self-assessment and adaptation. We must identify what we value and commit to the long-term stewardship of these assets, including our clean environment, our economic well-being and our vital neighborhoods. These three values guided the taskforce to define our vision for a Sustainable Portland in terms of a Sustainable Environment, a Sustainable Economy, and a Sustainable Community.

The three components of a Sustainable Portland are intertwined and dependent on one another. For example, the geography, natural systems, and built environment of the City provide the physical backdrop where social interactions occur. Likewise, a truly sustainable economy must be achieved in harmony with and not in exploitation or degradation of its people or place. And a healthy community, in turn, contributes positively to a strong economy and strong environment.

Our challenge in becoming a sustainable community is to systematically incorporate this vision of sustainability into our everyday decision-making. Specifically, when faced with decisions, our City government, residents, institutions, and businesses should ask a series of questions: Is this decision good for the environment, the economy, and the community? Is this good for the long-term? If the answers are “yes,” then the decision will move us toward becoming a more sustainable city.



# A SUSTAINABLE ENVIRONMENT

A scenic winter landscape featuring a snow-covered path along a body of water, with bare trees and a clear blue sky. The path is on the right, leading towards the water on the left. The sky is a clear, bright blue. The water is calm and reflects the sky. The trees are mostly bare, with some snow on their branches. The overall scene is peaceful and serene.

The City of Portland has committed to leadership in climate protection by becoming an ICLEI (Local Governments for Sustainability) member and Clean Air-Cool Planet partner. This strategic partnership has resulted in a greenhouse gas inventory and first steps toward a local action plan for reducing energy use and greenhouse gas emissions.

## *Protecting our natural ecology*

In the broadest sense, the environment is our physical and biological community – our life support system. As a City, we have done an admirable job preserving parks, trails, and open spaces, but sustaining our environment cannot end here. Portland needs to consider the long-term health of its air, its lands, its water, and its surrounding oceans whenever it takes actions.

Portlanders affect their environment with every item they purchase, mode of transportation they choose, land-use and conservation policy they enact, and building they build.

The Sustainable Portland Taskforce has identified a number of key areas where Portlanders can concentrate their efforts in order to remediate and ensure the future of our environment.

**Pollution Prevention** – Pollution prevention means reducing or eliminating waste at the source by modifying production processes, promoting the use of non-toxic or less-toxic substances, implementing conservation techniques, and re-using materials rather than putting them into the waste stream.

**Green Building** – By building structures that use less energy, and generate less waste, we can reduce the impact on our environment and save money in the long run. Existing buildings can also be updated using environmentally responsible materials and efficient systems. As the price of energy skyrockets, the economic payback of efficiency makes green building a sound investment.

**Transportation & Land Use** – Transportation and Land Use decisions are major factors in pollution, green house gas emissions, and habitat loss. Over 30% of Portland’s greenhouse gas emissions are generated by transportation sources. As a City, where we grow and how we travel will have an ever increasing impact on our environment and community health.

**Environmental Management** – An Environmental Management System (EMS) is a set of processes and practices that will enable the City of Portland to reduce its environmental impacts institutionally, while increasing efficiency and reducing costs. An EMS can provide our local government with an effective approach to coordinate across departments to achieve sustainability goals.

## PROGRESS

The City of Portland has a long history of positive environmental stewardship – from sensible land use planning, to leadership in the area of solid waste disposal, to preservation of trails and open space. Our future success in confronting the enormous issues of global warming, habitat loss and sprawl, and toxic pollution will depend on building on our successes and learning from our past. While there remains much more to do, the Sustainable Portland Task Force has highlighted the following areas where the City of Portland, private organizations and citizens have made significant progress:

- Commitment to Climate Protection and Greenhouse Gas Reduction
- Advancement toward Clean Water and Waste-Water Management
- Success in Waste Reduction by 40% (including city-wide recycling)
- Establishment of a More Responsible Land Use Policy
- Creation of Over 30 Miles of New Recreational Trails
- Preservation of Land & Open Space by the City Land Bank Commission
- Progress towards Cleaner Transportation (natural gas, bio-diesel, human powered)
- Stewardship of Casco Bay, Local Rivers and Watershed Health
- Dedication to the Health of the Urban Forest and Street Trees

## CHALLENGES

While Portland has made significant strides toward the goal of environmental sustainability, there remain significant challenges. From improved public transportation, to leadership in energy conservation, to increased air quality, the City of Portland must take a leading role in changing trends and promoting sustainable practices. Here are some notable challenges highlighted by the Sustainable Portland Task Force:

- Redefining Transportation Policy to Favor Public and Alternative Transit
- Adapting to Energy Conservation Policies
- Increasing the Supply of Alternative Energy Sources
- Achieving Sewer Overflow Reduction Goals
- Responding to Climate Change, Rising Sea Levels and Changing Ecological Conditions
- Improving Local Air Quality
- Reducing Household Lead Exposure
- Encouraging Regional Responses and Solutions

## **CASE STUDY: GREEN BUILDING**

When one considers sustainable development, for either new buildings or renovations of existing structures, one must analyze its affects on the environment, economy, and community. Green Building as defined by the Sustainable Portland Taskforce organizes the concept into six basic categories which can be used to evaluate the sustainability of a building,

**Site Selection:** Development of land can have significant impacts on consumption, ecosystems, natural resources, and energy use.

**Water Efficiency:** An important aspect of green buildings to both owners and local infrastructure is reduction in potable water usage.

**Toxic Reduction:** Improved technology can improve the quality and quantity of wastewater and storm water entering into our public water sources.

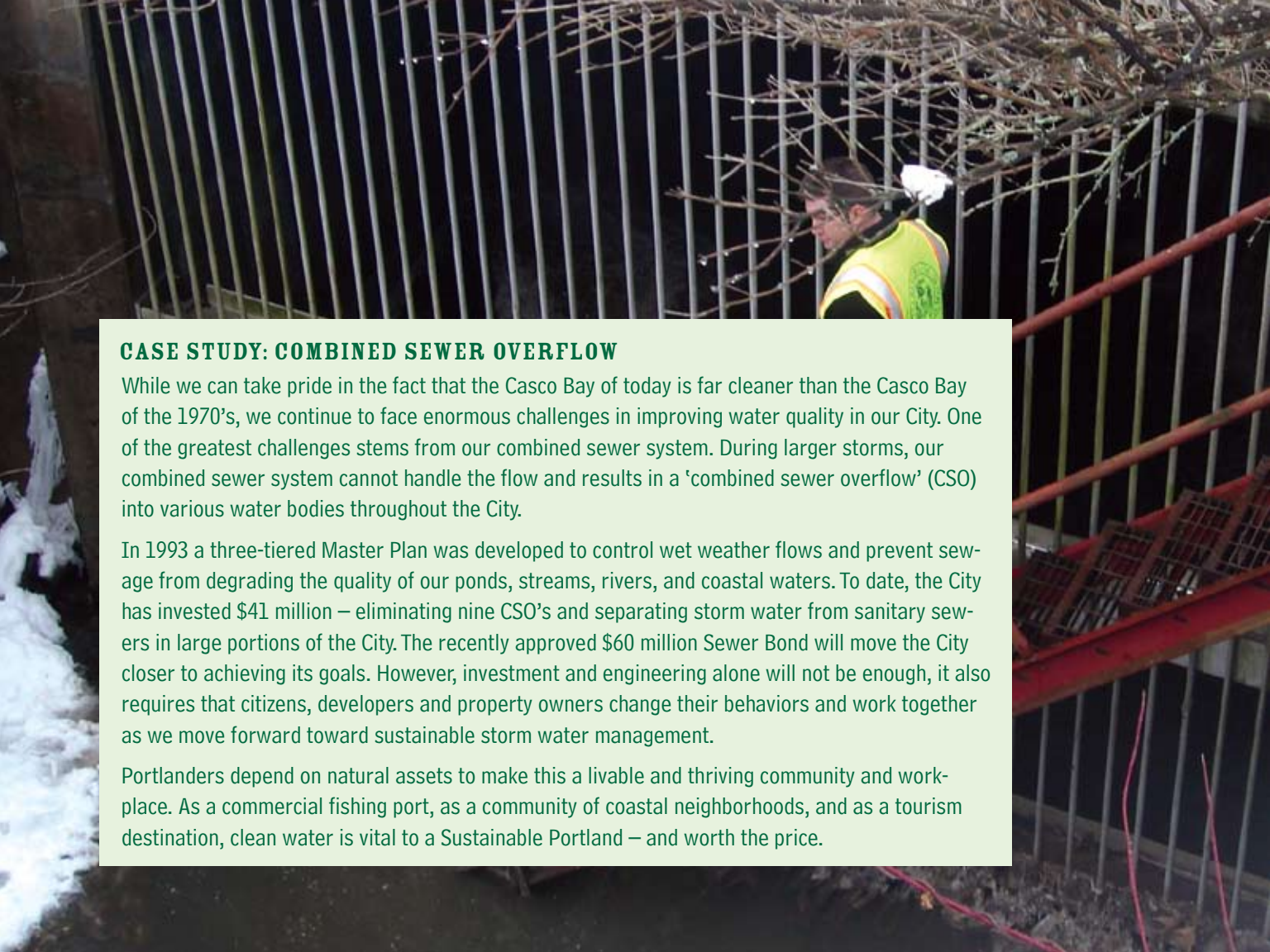
**Energy:** Energy efficiency is another aspect of green building that benefits both the owner and local infrastructure.

**Materials:** Buildings use 40% of global raw materials (3 billions tons annually). Green building projects give preference to the best materials and the handling and installation of those materials to ensure the least environmental impact.

**Indoor Environmental Quality:** People spend 90% of their time indoors. It is therefore imperative to make the interior environment of our buildings as high quality and as healthy as possible.







### **CASE STUDY: COMBINED SEWER OVERFLOW**

While we can take pride in the fact that the Casco Bay of today is far cleaner than the Casco Bay of the 1970's, we continue to face enormous challenges in improving water quality in our City. One of the greatest challenges stems from our combined sewer system. During larger storms, our combined sewer system cannot handle the flow and results in a 'combined sewer overflow' (CSO) into various water bodies throughout the City.

In 1993 a three-tiered Master Plan was developed to control wet weather flows and prevent sewage from degrading the quality of our ponds, streams, rivers, and coastal waters. To date, the City has invested \$41 million – eliminating nine CSO's and separating storm water from sanitary sewers in large portions of the City. The recently approved \$60 million Sewer Bond will move the City closer to achieving its goals. However, investment and engineering alone will not be enough, it also requires that citizens, developers and property owners change their behaviors and work together as we move forward toward sustainable storm water management.

Portlanders depend on natural assets to make this a livable and thriving community and workplace. As a commercial fishing port, as a community of coastal neighborhoods, and as a tourism destination, clean water is vital to a Sustainable Portland – and worth the price.



# RECOMMENDATIONS FOR A SUSTAINABLE ENVIRONMENT

Climate change and energy cost issues have become the defining issues of our time, and increasingly, the citizens of Portland are demanding action. This will require leadership, and commitment, including the ongoing measurement and evaluation of progress.

## Pollution Prevention

- Create a greenhouse emissions reduction action plan for Portland
- Adopt a no-idling policy throughout the city including marine and aviation uses
- Continue to support the Casco Bay Estuary Partnership to reduce toxic pollution
- Develop a storm water management and pollution prevention program
- Continue upgrading the combined sewer and storm water system
- Encourage households and businesses to reduce storm water runoff

## Green Building:

- Require all city funded new construction projects receive LEED certification
- Create new building codes to focus on energy conservation
- Undertake a on-site renewable energy generation demonstration project
- Actively promote the use of alternative sources of energy supply
- Continue energy audits in City buildings
- Prioritize City energy conservation efforts

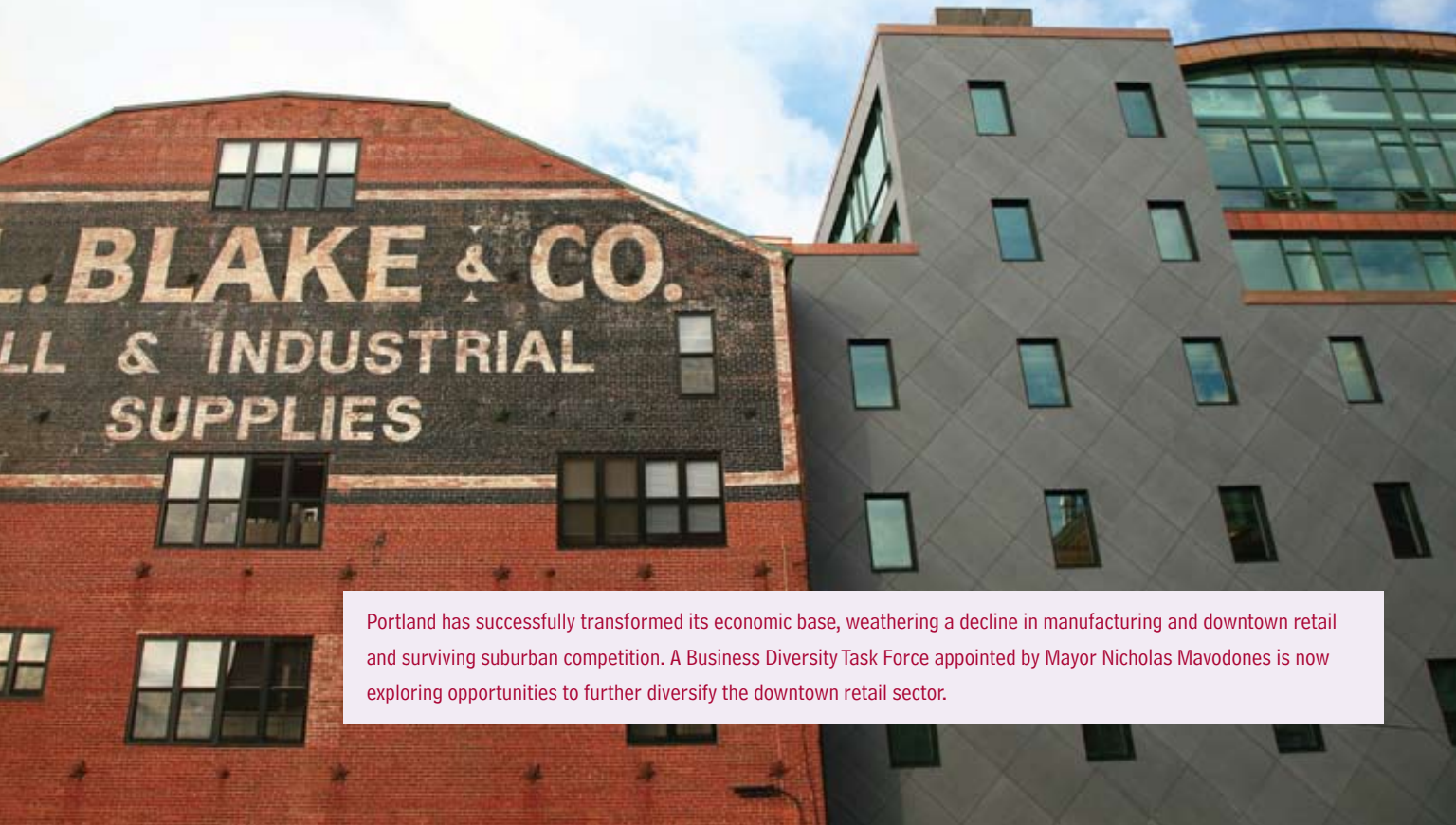
## Transportation and Land Use:

- Promote public bus transportation
- Encourage expanded funding and operations for the METRO bus system and use of the METRO system for public school transportation
- Promote transportation infrastructure improvements
- Draft and implement new site plan and land use standards to achieve environmental goals – decrease impervious surfaces, improved storm water quality, and increased wetlands protection.

## Environmental Management:

- Use City purchasing to support local, green, and recycled products
- Adopt a City policy of pollution prevention as a guiding principle in City decision-making
- Adopt a citywide net zero waste goal for solid and hazardous waste.
- Change out municipal lights and traffic lights to energy efficient fixtures
- Implement an Environmental Management System with a goal of certification under ISO 14000

# A SUSTAINABLE ECONOMY



Portland has successfully transformed its economic base, weathering a decline in manufacturing and downtown retail and surviving suburban competition. A Business Diversity Task Force appointed by Mayor Nicholas Mavodones is now exploring opportunities to further diversify the downtown retail sector.

# *Planning for Long-Term Prosperity*

The second component of a Sustainable Portland is an economy that is built for long-term growth. As Portland looks toward the future we must recognize past success and failure and develop strategies that will enable the vibrant economy of today to continue to sustain Portland for generations to come.

A diverse economy is more adaptable to changing trends, external forces, and to emerging needs and opportunities. The Sustainable Portland Task Force has identified the following areas to concentrate our efforts in order to maintain and develop the diversity and sustainability of our economy.

**Dependable Public Infrastructure** - A sustainable economy requires dependable transportation, telecommunications, and general public infrastructure. These infrastructures enable our diversified workforce to move efficiently, and they enable raw materials and goods to get where they need to go.

**Affordable Housing** - A sustainable economy also requires a stock of adequate and affordable housing within a reasonable distance of the workplace. If workers cannot afford to live where they work, businesses won't be able to grow and prosper.

**Local, Regional, National, and Global Economy** - The economic base must include export industries, products, and services to bring wealth into the local market where it will circulate and multiply – increasing prosperity within the Portland community.

**Education & Workforce Development** - A sustainable economy depends on a well-trained, adaptable workforce and solid entrepreneurial skills. A strong K-12 and higher educational system in and around Portland is crucial to producing adaptive and educated workers who can meet the demands of a dynamic economy.

**Ethical, Ecological and Innovative Business Community** - A City that strives to be economically sustainable will seek businesses which pollute less or not at all, will support and actively encourage locally owned businesses, and will work continuously to strike a balance between building on existing synergies and seeking out new and untested market opportunities.

**Local Investment** - It is clear that sustainable economies are those that retain and re-invest a significant portion of their wealth locally. Greater Portland needs to create and maintain an infrastructure that supports locally-based fledgling, growing, and mature businesses.



## PROGRESS

Portland is the economic center of Maine and a key economic driver of Northern New England. Recent growth in the last thirty years is physically evident by the spread of the formerly narrow downtown business center into the Old Port, Commercial Street, Munjoy Hill, and increasingly into Bayside and the Eastern Waterfront.

Over the past thirty years, new business sectors and industries have emerged and strengthened. The City has invested in public buildings, arts and cultural venues, and improved retail amenities. Small business, tourism and a high quality of life have all played vital roles in the progress of Portland's economy. The Sustainable Portland Task Force identified several achievements that characterize the progress of Portland's economy, including:

- Diversification of our Economy
- Development of a Grass-roots Buy Local Campaign
- Preservation and Development of the Working Waterfront
- Convening of a Creative Economy Summit
- Growth of Nationally Recognized Restaurant Cluster
- Promotion of Biotechnology Sector
- Planning for Bayside Development
- Investment in Quality Education

## CHALLENGES

Even as Portland's economy grows and diversifies, we must be ever vigilant. As any region or business understands, without growth and investment, there is decline as other regions and economies move ahead. As a result, the Sustainable Portland Task Force recognizes that long-term economic success means a process of continual investment and efforts to improve. Some of the key challenges identified include:

- Prevalence of Short-term Thinking
- Existing Barriers to Re-use of Existing Buildings
- Continuing Loss of Retail Diversity
- Declining Marine Economy



### **CASE STUDY: PORTLAND BUY LOCAL CAMPAIGN**

The Portland Buy Local campaign kicked off on July 3, 2006 with more than 150 locally owned, independent businesses as participants. The grassroots group continues to recruit and develop a directory of participating businesses, work on customer incentives, and create materials to educate the general public, media, government, and other local businesses about the benefits of purchasing from locally owned, independent businesses.

Purchases from locally owned, independent businesses leave about three times as much money in the community as purchases from chain businesses, and locally owned businesses create more jobs locally and, in some sectors, provide better wages and benefits than national chains. Local business owners tend to set up shop downtown and in walkable neighborhood business districts, rather than in malls primarily accessible only by automobile. This reduces the amount of driving Portland residents must do to shop for goods and services, and helps to conserve land, rein in sprawl, lessen traffic, and reduce air pollution.

Other benefits include: keeping our unique identity, conserving tax dollars, offering more choices, nurturing community, accessing local owners' expertise, preserving entrepreneurship, and ensuring Portland stands out from the crowd. These are key components of the city's own goals for enhanced sustainability.

Portland has taken an innovative approach to encourage its fishing economy by establishing the Portland Fish Pier and the operation of the Portland Fish Exchange auction. The City has also modified its zoning along the waterfront to promote economic development and diversity while preserving its working waterfront.





# RECOMMENDATIONS FOR A SUSTAINABLE ECONOMY

In the past, Portland has seen the results of chronic underinvestment in terms of nearly a century of weak economic activity. More recently, we have seen the benefits of economic growth and diversification over the last three decades. The Sustainable Portland Task Force encourages us to learn from both experiences, and commit ourselves to the hard work of long-term economic success.

## Dependable Public Infrastructure

- Enhance transportation infrastructure
- Continue to invest in convenient and attractive multimodal transit linkages for both local and regional transportation, including rail, bus, ferry, and the Portland International Jetport
- Connect Portland both as a destination and as a gateway to Northern New England and the Canadian Maritimes

## Affordable Housing

- Continue to promote mixed-use housing, including affordable and student housing
- Aggressively implement Portland's 2002 housing plan, Housing: Sustaining Portland's Future
- Identify and correct any City and State codes that impede recycling and rehabilitation of existing buildings and land

## Local, Regional, National and Global Economy

- Protect and promote waterfront and marine-related businesses
- Promote business linkages in New England and Atlantic Canada
- Promote exportation of local products and services, capitalizing on the Portland "brand" representing quality and the Maine work ethic

## Education & Workforce Development

- Commit to uphold our high quality K-12 and adult educational system through continued innovation and investment in effective programs, facilities, and enrichment activities
- Enhance ties with local universities to ensure a skilled and adaptable workforce, research and development, and spin-off business activity

## Ethical, Ecological, and Innovative Business Community

- Promote and encourage green business practices and businesses specializing in environmental products and services
- Promote and nurture the creative economy for the City
- Promote the emerging innovation economy, including biotechnology and other research-based commerce

## Local Investment

- Support and enhance a citywide system of neighborhood business districts that are neighborhood-oriented, provide walkable services to neighborhood population centers, and are linked by transit
- Adopt a local purchasing preference in the city's purchasing program
- Maintain regular relationships with local business groups
- Promote local food production and marketing that coordinates with the "Buy Local" campaign and expands both local and regional markets for Southern Maine farm and fisheries products

# A SUSTAINABLE COMMUNITY



The City, through the efforts of the Parks and Recreation Department, has systematically inventoried and expanded Portland's urban forest and street tree collection. Partnerships with private groups and individuals have helped to increase tree plantings and stewardship in keeping with the City's reputation as the "Forest City."

# *Strengthening Places & Neighborhoods*

As a City, we recognize the elements of our social system – our community – as the organizations, events and places that bring us together and give us a common identity as Portlanders. If we are to sustain our City, we must recognize and foster the essential social infrastructure that builds relationships, cultivates diversity, and reinforces a positive sense of place. In addition, a Sustainable Portland must address the basic needs of all members of the community – particularly those most at risk. We must address problems associated with mental illness, homelessness, drug addiction, education and vocational deficiencies, and racism. Sustainable communities must be compassionate and provide services to break patterns of social injustice, systemic poverty, and disempowerment of minorities.

**Institutions** - Through our schools, places of worship, civic organizations, arts organizations, and government, we learn, make decisions, and take collective action. Organized social institutions of all types are required in a community for its people to live fully and well.

**Social Places** - These are natural and built places that allow us to gather, conduct business, play, protest, and celebrate. Our public social places that require protection and consideration for sustainability include neighborhoods, school grounds, community centers, markets, public

streets and sidewalks, parks, plazas, beaches, trails, theaters, stadiums and assembly halls. Privately, restaurants, pubs, and dance halls provide invaluable venues for community building and contribute to our economy and sense of place.

**Social and Civic Events** - In addition to organizations and places, there are events in time. These include the holiday traditions, elections, festivals, and once in a lifetime happenings that define the Portland community as unique. These events bring us together and allow us to share experiences across boundaries of age, race, and culture. These events require civic places as venues and, while some are predictable (e.g. a Sea Dogs game at Hadlock Field), others occur as pure chance (e.g. a gathering of neighbors watching an eclipse in North Deering).

**An Engaged Government** - The City of Portland needs to continue its work to promote a sustainable community through promotion of public and private initiatives. Virtually all of the City's departments work daily on activities that promote the sustainability of our community. This report highlights particular activities and emphasizes the need for continued work between City departments to achieve community sustainability goals.



## PROGRESS

Portland has a high quality of life, and has been nationally recognized for such. It is consistently recognized as a top place to raise kids, as a walkable and bikable city, and as a city with a strong cultural core. The Sustainable Portland Task Force noted several actions by the City of Portland that have particularly contributed to this success.

- Adopted Housing Plan to Encourage Density and Affordability
- Continued Delivery of Health and Social Services
- Promotion of Healthy and Active Lifestyles
- Investment in Portland Schools
- Strategic Planning for Portland Parks
- Arts District Planning
- Farmers Market Support
- Historic Preservation Program created and expanded
- Cultural Diversity
- Neighborhood Livability
- Recreational Opportunities

## CHALLENGES

Sustaining Portland's high quality of life requires constant vigilance given the numerous challenges facing our community. The Sustainable Portland Task Force highlighted several of these challenges:

- High Neighborhood Traffic Volumes
- Limited Housing Affordability and Safety
- Limited Walkability to Portland's Schools
- Negative Perception of Urban Density
- Insufficient Development Review Promoting Sustainability Goals
- Lack of Regional Decision-Making
- State Policies Inhibiting Urban Centers



## CASE STUDY: PORTLAND'S HISTORIC PRESERVATION PROGRAM

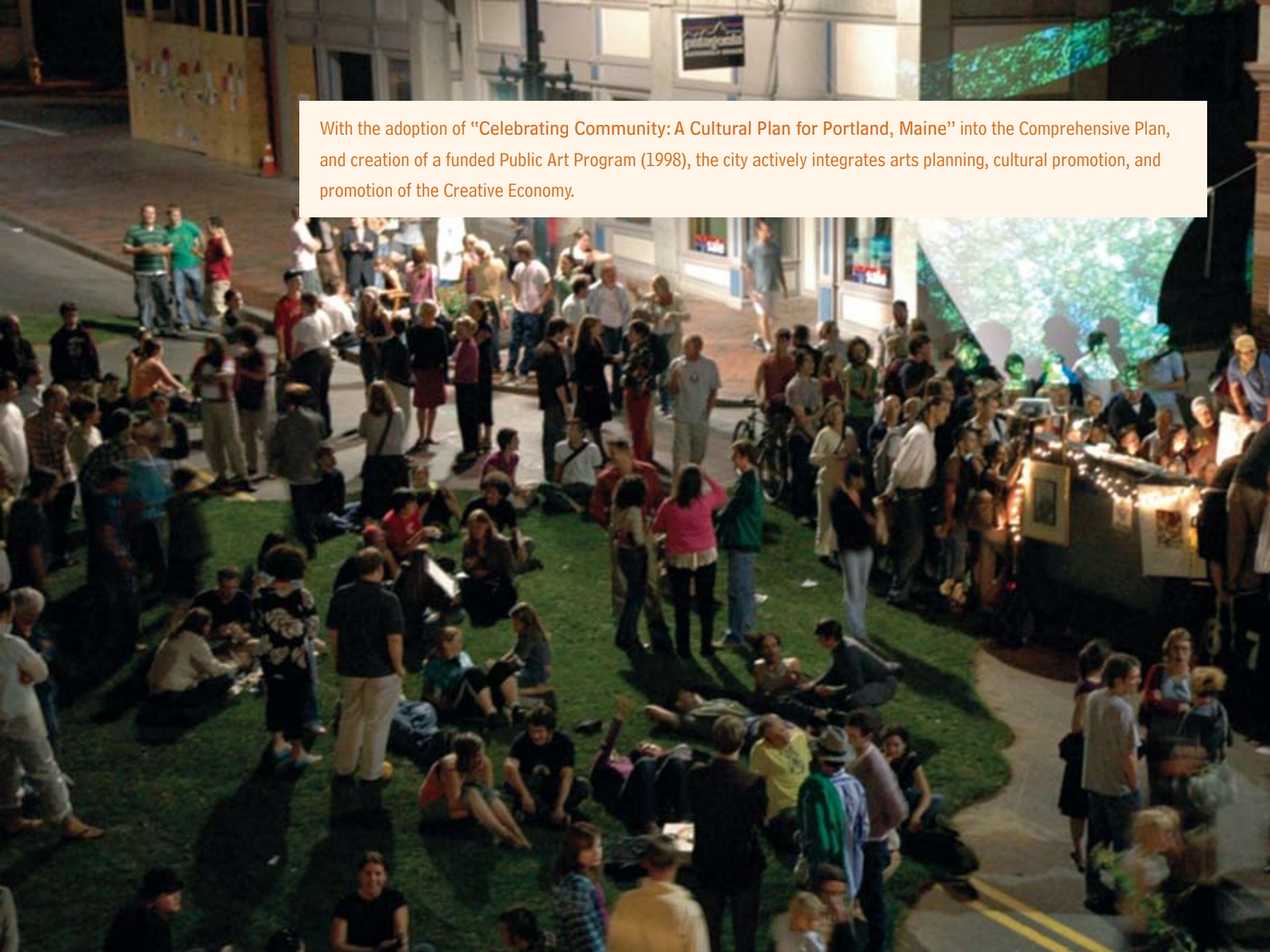
In 1990, the City of Portland created a Historic Preservation program which provides protection for designated landmarks, districts, buildings, landscapes and sites. The ordinance is enforced by a citizen oversight board and administered by City Planning Division staff. By both committing City resources and requiring private citizens to become stewards of community historic resources, the Historic Preservation program plays a vital role in a Sustainable Portland.

**Environmental Considerations:** Historic preservation encourages reuse and maintenance of buildings and materials, rather than replacement. This saves energy and other external costs of new construction. Additionally, redeveloping historic buildings provides competition for “sprawl” alternatives and helps reduce demand for undeveloped land within and outside of the City.

**Economic Considerations:** Historic preservation promotes stability within neighborhoods. Retention of and investment in historic business districts (especially the Old Port and waterfront) promotes tourism, creates a signature “brand” for Portland, supports small business in a vital retail environment, and increases property values district wide.

**Community Considerations:** Historic preservation tends to stabilize neighborhoods, but the rationale for preservation flows from the public value generated from historic structures and development patterns. Portland's identity as a unique and vital city is expressed through its built heritage. By preserving the best of our past, the City encourages sustainability and reinforces community pride of place.

With the adoption of “Celebrating Community: A Cultural Plan for Portland, Maine” into the Comprehensive Plan, and creation of a funded Public Art Program (1998), the city actively integrates arts planning, cultural promotion, and promotion of the Creative Economy.



# RECOMMENDATIONS FOR A SUSTAINABLE COMMUNITY

Portland is fortunate. It has strong neighborhoods and strong community institutions. But there are serious challenges to Portland's continued vitality as a community, prompting the Sustainable Portland Task Force to recommend several steps the City can take to achieve its goals.

## Institutions

- Continue support for social service programming for homelessness, adult education, at-risk youth, public health, and drug addiction
- Support arts and cultural institutions through support for public art, the creative economy, and the Portland Arts and Cultural Alliance
- Increased cooperation between City government and local school administrations
- Promote growth of universities and educational/cultural opportunities within the City

## Social Places

- Continue support for public infrastructure including Merrill Auditorium, Hadlock Field, Cumberland County Civic Center, public recreational facilities, walking trails and bicycle trails, and public amenities

## Social and Civic Events

- Enhance recreational opportunities and promote active lifestyles through schools and park venues
- Support efforts of Creative Economy Steering Committee to enhance opportunities for public events and festivals throughout the year

## An Engaged Government

- Involve citizens in the City's policymaking process
- Implement a neighborhood planning program
- Promote City diversity through hiring practices, English language education and initiatives like the Freedom Trail
- Support an integrated, citywide community volunteer program



## THE FUTURE *Sustaining a Sustainable Portland*

The recommendations found in the Sustainable Portland Task Force Report reflect important investments we can make to promote a Sustainable Portland. It is an extensive inventory of potential actions that will be addressed by private individuals, non-profit and for-profit entities, and the City of Portland over the course of many years.

However, listing action steps is not enough. Both action and accountability are required, and for this reason, the Task-force recommends that the Portland City Council designate the Sustainable Portland Task Force as a standing committee of the community to prioritize sustainability projects, track sustainability benchmarks, and manage sustainability initiatives. This prioritization should occur at every level of the community – individual actions, organizational and business actions, and City actions.

### IMMEDIATE CITY ACTIONS:

- Utilize energy audit data to adopt Climate Change Local Action Plan
- Require minimum environmental performance standards for civic construction projects
- Support local business and sustainable practices through City procurement policies
- Create a city-wide enforceable ordinance to ban un-necessary vehicle idling for both public and private vehicles.

Recognizing the depth and complexity entailed in tracking the benchmarks and implementing the recommendations of the report, there needs to be a dedicated and sustained body responsible for the coordination of effort between a broad range of community stakeholders. The Sustainable Portland Task Force, as such a body, would then be in position to do the following:

- Facilitate Community Stakeholders
- Promote and Plan for Implementation
- Prioritize Actions Based on Shared Knowledge
- Analyze and Prioritize Existing Environmental Risks
- Identify Local, State, and Federal Resources and Programs
- Provide Regular Communication Updates
- Actively Engage Surrounding Communities

In addition to maintaining and producing specific sustainability documents and programs, Sustainable Portland provides a vested stakeholder group to participate at all levels of civic engagement to speak, advocate, and educate on sustainability issues. Engagement – the sharing of knowledge, ideas and values – is the source of action. Sustainable Portland can help to foster a sustainability ethic into individual and collective decision making – and actions in support of such an ethic are our best hope for our community's future.

## RESOURCES *Visit Sustainable Portland online at: [www.portlandmaine.gov](http://www.portlandmaine.gov)*

Sustainable Portland Taskforce Report [www.portlandmaine.gov/sustainable.htm](http://www.portlandmaine.gov/sustainable.htm)  
City of Portland Planning Office [www.portlandmaine.gov/planning/](http://www.portlandmaine.gov/planning/)  
City of Portland Public Works Department [publicworks.portlandmaine.gov](http://publicworks.portlandmaine.gov)  
City of Portland Parks & Recreation [www.portlandmaine.gov/rec/rec.asp](http://www.portlandmaine.gov/rec/rec.asp)  
Maine Department of Environmental Protection [www.maine.gov/dep](http://www.maine.gov/dep)  
Grow Smart Maine [www.growsmartmaine.org](http://www.growsmartmaine.org)  
The Naked Truth Project [www.thenakedtruthproject.org](http://www.thenakedtruthproject.org)  
Maine Organic Farmers and Gardeners Association [www.mofga.org](http://www.mofga.org)  
Maine Energy Investment Corporation [www.renewmaine.org](http://www.renewmaine.org)

Maine Green Lodging Certification Program [www.visitmaine.com](http://www.visitmaine.com)  
Portland Trails [www.trails.org](http://www.trails.org)  
Portland Buy Local [www.portlandbuylocal.org](http://www.portlandbuylocal.org)  
Portland Green Streets [www.portlandgreenstreets.org](http://www.portlandgreenstreets.org)  
Clean Air Cool Planet [www.cleanair-coolplanet.org](http://www.cleanair-coolplanet.org)  
U.S. Green Building Council [www.usgbc.org](http://www.usgbc.org)  
Database of State Incentives for Renewables & Efficiency [www.dsireusa.org](http://www.dsireusa.org)  
U.S. Department Of Energy, Energy Efficiency and Renewable Energy  
[www.eere.energy.gov](http://www.eere.energy.gov)  
Energy Star [www.energystar.gov](http://www.energystar.gov)

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**Design:** Sally Struever, Port City Studios

To become a sustainable community, the City of Portland must commit to a continuous process of self-assessment and adaptation. When faced with decisions, our City government, residents, institutions, and businesses should ask a series of questions:

**IS THIS DECISION GOOD FOR  
THE ENVIRONMENT, THE ECONOMY,  
AND THE COMMUNITY?**

**IS THIS GOOD FOR THE LONG-TERM?**

If the answers are “yes,” then the decision will move us toward becoming a more sustainable city.



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