



# Practitioner Panel

Role of Cities in Advancing Sustainable Consumption  
Workshop

J Lauren Norris

Sustainability Outreach Manager

10/17/2014



Bureau of Planning and Sustainability  
Innovation. Collaboration. Practical Solutions.



# Boots on the Ground

- Lessons learned  
Resourceful PDX
- Building  
infrastructure for  
sustainable  
consumption
- Equity tools



# RESOURCEFUL PDX SAVE MORE. LIVE MORE.

FIND IDEAS FOR MAKING SIMPLE CHANGES  
IN EVERYDAY CHOICES.



*"We plan our meals for the week and make a list before we go to the grocery store. We swap kids' toys and clothes with friends, and share tools with our neighbors. We feel good about saving money and enjoy the connections with our community."*

— CHRIS, SE PORTLAND

[www.resourcefulpdx.com](http://www.resourcefulpdx.com)

Resourceful PDX connects you to Portland's many places and people to help you:

## 1 Buy Smart

Create memories instead of excess stuff by planning ahead.

## 2 Reuse

Choose second hand, salvage and vintage or repurpose something old into a new creation.

## 3 Borrow and Share

Cut down on clutter by borrowing, sharing, swapping and renting items.

## 4 Fix and Maintain

Extend the life of your stuff with basic maintenance and repair.

[www.resourcefulpdx.com](http://www.resourcefulpdx.com)



Bureau of Planning and Sustainability  
Innovation. Collaboration. Practical Solutions.  
City of Portland, Oregon



**Chinook Book**  
Everything we ♥ about Portland

**ReuseAlliance**  
OREGON

The Resourceful PDX program partners do not endorse or assume responsibility for businesses, companies or organizations listed by the Resourceful PDX program.

Printed on 100% post-consumer recycled content paper.

# Resourceful PDX: lessons learned

- Behavior change
- Social norming
- Celebrating/validating what people are doing
- Beyond point of purchase
- Abundance, not personal sacrifice
- Messaging tied to a variety of tested values
- Multi-year seasonal framework
- Actions that have impacts

# Second phase learning

- People don't want the "why" they want "where and how"
- Focus on moments of transition
- Resources look different in different communities



**RESOURCEFUL PDX**  
SAVE MORE. LIVE MORE.

**GROWING FAMILY?**  
Welcome new members into your family without the extra stuff.

*"When expecting our first baby, we were overwhelmed with lists of things we 'had' to buy. By sharing, trading and buying used we're enjoying our family without overspending or wasting resources."  
— KERRY, N PORTLAND*

FIND IDEAS FOR MAKING SIMPLE CHANGES IN EVERYDAY CHOICES.  
[www.resourcefulpdx.com](http://www.resourcefulpdx.com)

Here are just a few of the many local resources to help you get what you need for your new family.

## 1 Buy Smart

Babysitter Exchange | [babysitterexchange.com](http://babysitterexchange.com)  
Green Baby Guide | [greenbabyguide.com](http://greenbabyguide.com)  
So Kind Registry | [sokindregistry.org](http://sokindregistry.org)  
Thinker Toys | 7784 SW Capitol Hwy | 503-245-3936

## 2 Reuse

Beanstalk | 3627 NE 15th Ave | 503-477-7776  
Bella Stella | 2751 NE Broadway St | 503-284-4636  
Piccolina | 2700 SE 26th Ave | 503-963-8548  
Sweetpea's | 8235 SE 13th Ave, Suite 1 | 503-233-1153

## 3 Borrow and Share

Harrison Hill Swap 'n' Play | [harrisonhillswapnplay.com](http://harrisonhillswapnplay.com)  
Southside Swap & Play | [southsideswapandplay.org](http://southsideswapandplay.org)  
St. Johns Swapnplay | [swapnplay.org](http://swapnplay.org)  
Woodlawn Swap n Play | 704 NE Dekum St | 503-799-6600

## 4 Fix and Maintain

Fabric Depot | 700 SE 122nd Ave | 503-252-9530  
Green Furniture Hospital | 916 SE 20th Ave | 503-234-9378  
PDX Seamsters | 3705 SE 39th Ave | [pdxseamsters.com](http://pdxseamsters.com)  
Repair PDX | [repairpdx.org](http://repairpdx.org)

Find more online at [www.resourcefulpdx.com/growingfamily](http://www.resourcefulpdx.com/growingfamily)



**Chinook Book**  
Everything we ♡ about Portland

**ReuseAlliance**

The Resourceful PDX program partners do not endorse or assume responsibility for businesses, companies or organizations listed by the Resourceful PDX program.  
Printed on 100% post-consumer recycled content paper.

# What's Recycling Got?

- Relationships with Markets
- Contracts with collection
- Policies, standards, procedures
- Know what we are counting
- Years of baseline data
- Equity work



# Infrastructure

Policies, measurements, standards

# Relationships

Implementation, feedback

Here are just a few of the many local resources to help you get what you need for your new family.

## 1 Buy Smart

**Babysitter Exchange** | [babysitterexchange.com](http://babysitterexchange.com)  
**Green Baby Guide** | [greenbabyguide.com](http://greenbabyguide.com)  
**So Kind Registry** | [sokindregistry.org](http://sokindregistry.org)  
**Thinker Toys** | 7784 SW Capitol Hwy | 503-245-3936

## 2 Reuse

**Beanstalk** | 3627 NE 15th Ave | 503-477-7776  
**Bella Stella** | 2751 NE Broadway St | 503-284-4636  
**Piccolina** | 2700 SE 26th Ave | 503-963-8548  
**Sweetpea's** | 8235 SE 13th Ave, Suite 1 | 503-233-1153

## 3 Borrow and Share

**Harrison Hill Swap 'n' Play** | [harrisonhillswapnplay.com](http://harrisonhillswapnplay.com)  
**Southside Swap & Play** | [southsideswapandplay.org](http://southsideswapandplay.org)  
**St. Johns Swapnplay** | [swapnplay.org](http://swapnplay.org)  
**Woodlawn Swap n Play** | 704 NE Dekum St | 503-799-6600

## 4 Fix and Maintain

**Fabric Depot** | 700 SE 122nd Ave | 503-252-9530  
**Green Furniture Hospital** | 916 SE 20th Ave | 503-234-9378  
**PDX Seamsters** | 3705 SE 39th Ave | [pdxseamsters.com](http://pdxseamsters.com)  
**Repair PDX** | [repairpdx.org](http://repairpdx.org)

Find more online at [www.resourcefulpdx.com/growingfamily](http://www.resourcefulpdx.com/growingfamily)



Bureau of Planning and Sustainability  
Innovation, Collaboration, Practical Solutions  
City of Portland, Oregon



**Chinook Book**  
Everything we ♡ about Portland

**ReuseAlliance**

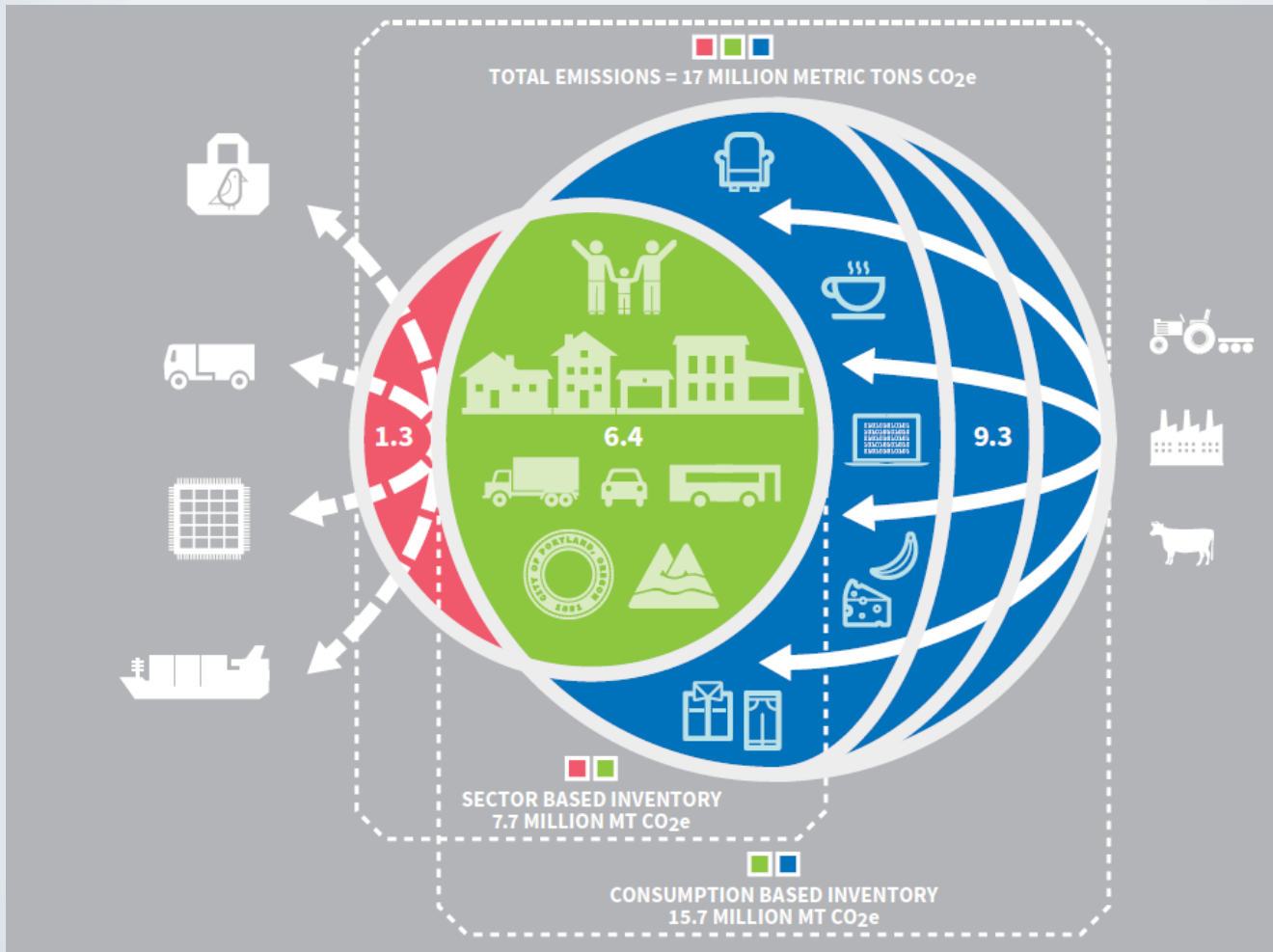
The Resourceful PDX program partners do not endorse or assume responsibility for businesses, companies or organizations listed by the Resourceful PDX program.  
Printed on 100% post-consumer recycled content paper.

# Portland's beginnings

- DEQ and EPA research
- Political support
- Sharing already accepted way of life
- Messaging framework where actions = real change and willingness
- Climate Action Plan 2015- Consumption new priority with clear actions
- Most of them are on consumer not production
- USDN grant to identify measurements



# Starting to inventory carbon emissions



# Beginning successes



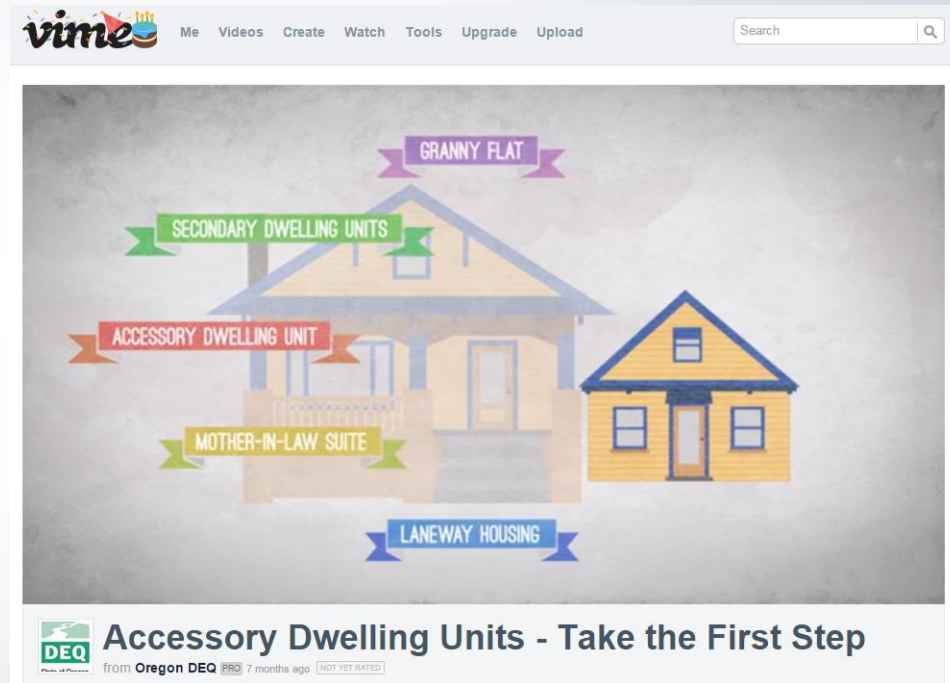
Accessory  
Dwelling Units



Sharing  
Communities

# Accessory Dwelling Units

- DEQ LCA green building technique report: smaller buildings = biggest impact

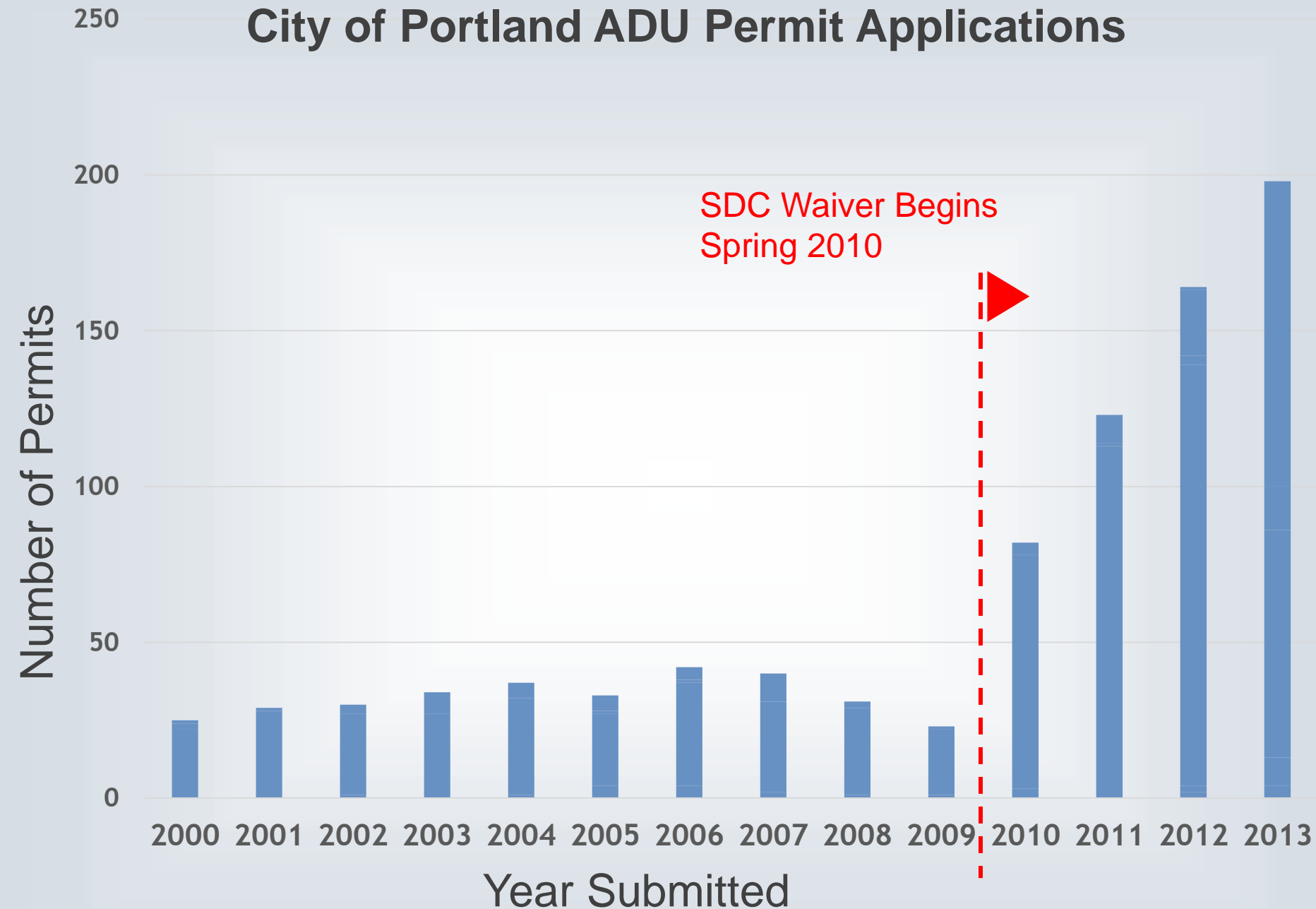


# Promoting ADU's

- Survey of Portland ADU owners
- System Development Charge (SDC) waiver for ADUs until 2016. Saves up to \$12,000
- AccessoryDwellings.org and video
- ADU tour this year 850 tickets (sold out)



# City of Portland ADU Permit Applications



# Sharing Community

- Promoting tool libraries, swap n plays, kitchen shares, food buying clubs
- Reuse Alliance
- Repair PDX
- Neighborhood cleanup reuse pilot
- Multi-family swap events



# What do we need now?

- Priorities?
- Measuring what?
- What reuse, sharing and fixing resources are out there? How are we going to maintain a list?
- Gaps analysis?
- Define baseline and success?
- What policy supports these resources?
- What policies get in the way?

# Relationships and community capacity

- Government role
- Leveraging community infrastructure
- Point of contact
- Ensure standards
- Community capacity to adapt and shift
- Social norm
- Equity balanced with environmental benefits of sustainable consumption



# Tools for equity

- Climate Action Plan - Equity Working Group (EQWG)
- Climate Equity Implementation Guide



# 6 equity measurements of progress

- Benefits and burdens
- Reduce barriers to participation
- Build capacity of communities
- Prevent regressive impacts
- Build and share power
- Create opportunities for wealth and asset development