



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.

City of Portland, Oregon application to the U.S. Mayors' Climate Protection Awards

1. Describe your program.

For almost three decades, Portland has delivered policies, programs, and practices that reduce energy use while strengthening the local economy. A standout example of this work is the City's Multifamily Assistance Program ("MAP"), a program to improve the energy efficiency of multifamily buildings. Since 1987, the program has facilitated the weatherization of 44,000 apartment units by building owners, resulting in lowered utility bills for 100,000 residents and annual energy savings of nearly 75,000 MWh.

City staff are trained in technical aspects of energy-saving measures that qualify for utility and government incentives as well as the nuances of all available rebates, tax credits, and low-interest financing. MAP simplifies what would otherwise be a complicated and time-consuming process for building owners by preparing paperwork, reviewing

contractor bids, and providing guidance, technical advice, and simple persistence. As a result, building owners have invested significant private capital in energy-efficiency improvements.

MAP has improved the lives of residents, upgraded Portland's building stock and reduced tenant turnover. Moreover, MAP has helped local weatherization firms add jobs and redirect funds back into the local economy that previously went to fossil fuels. All this is accomplished while generating considerable energy savings and CO₂ reductions.

2. Why did your city identify the need for this program?

MAP addresses a classic problem in the building industry: Owners invest in capital improvements, but tenants pay the utility bills. In Portland, the City recognized that all parties—and especially the community as a whole—could benefit by helping owners recognize the value of energy-efficiency improvements and by simplifying the project-management process.

3. What were the challenges you faced and overcame to implement it?

Competing demands for investment capital, the cyclical nature of the rental market, and ever-shifting financial incentives for efficiency improvements introduced constant challenges for the program. Over time, MAP staff carefully cultivated relationships and credibility among owners, trade associations, and weatherization contractors and were able to draw upon this goodwill to overcome obstacles.

4. How has the program reduced greenhouse gas emissions in your community?

Reductions in natural gas and electricity usage from MAP result in savings of more than 3.3 million MWh and 1.5 million metric tons of CO₂ over the lifespan of the buildings. Annually, these reductions amount to over three percent of *total* local carbon emissions.

5. How is your program outstanding or innovative?

MAP pioneered the use of carbon offset funding to accomplish these savings. The program also demonstrated that high-quality customer service and a sound business case can simultaneously achieve tremendous energy savings and community benefits.

6. How was the program financed?

MAP receives no City taxpayer dollars; instead, it has been funded entirely by an innovative structure of public, private, and non-profit funding partners, including the sale of the resulting carbon offsets. Funding for a typical year has been as follows:

Sale of Carbon Offsets	\$200,000
Ratepayer Efficiency Funds	\$120,000
<u>Oregon Department of Energy</u>	<u>\$20,000</u>
Total	\$340,000

7. How has your program improved the quality of life of your community?

In addition to adding jobs and dollars to the local economy, MAP has helped lower energy bills for many middle- and low-income families, resulting in significantly increased discretionary incomes.

MAP provides a powerful example of how reducing carbon emissions can improve quality of life, maintain affordable housing, and cultivate business development.