

CITY OF  
PORTLAND

# Whereas

*Whereas*, ecoroofs along with urban forest canopy, greenstreets, rain gardens, invasive species control, and protection and restoration of natural areas, floodplains and stream corridors are all key elements of integrating the built and natural environments and creating livable urban landscapes for humans and wildlife alike, and

*Whereas*, the City of Portland adopted the Portland Watershed Management Plan in 2005 which commits the City to a "comprehensive approach to restoring watershed health" which prioritizes "multi-objective approaches," which restore and mimic the natural hydrological cycle, and

*Whereas*, the long-term success of the Big Pipe Project is dependent upon implementing green strategies to reduce runoff from existing and future development, and

*Whereas*, ecoroofs provide multiple ecosystem services including decreasing stormwater runoff, reducing energy use, filtering air pollutants, reducing urban heat island effect, and helping preserve fish and wildlife habitat, and

*Whereas*, an ecoroof can provide significant economic benefits to property owners including doubling the lifespan of a roof, lowering heating and cooling costs and making a facility eligible for sewer rate discounts, and

*Whereas*, an ecoroof can provide social benefits including improving community livability, creating greenspace in underserved neighborhoods, and connecting the urban community with the natural environment, and

*Whereas*, the City of Portland is committed to adding 43 acres of ecoroofs by July 1, 2013 through its Grey to Green Initiative, and

*Whereas*, the City of Portland has created an incentive program designed to promote ecoroof development that offers up to \$5 per square foot toward the installation of ecoroofs, and

*Whereas*, there is a need to increase both awareness and understanding of the role ecoroofs can play in addressing a variety of urban challenges including equitable access to greenspace, restoration of biodiversity, and long-term ecological sustainability;

*Now therefore*, I, Sam Adams, Mayor of the City of Portland, Oregon, the "City of Roses," do hereby proclaim March 2010 to be

## *Portland Ecoroof Month*

featuring a series of events, presentations and field trips designed to move Portland towards becoming a worldwide leader in ecoroof design and implementation.

