



BROUGHT TO YOU BY
ECODISTRICTS

**FROM THE
NEIGHBORHOOD UP**



ECODISTRICTS INCUBATOR

PORTLAND, OR MAY 29-31, 2013

Welcome to Portland!



We are delighted to host you for an exciting three days of collaboration, relationship building and inspiring ideas with a single purpose—to accelerate district-scale sustainability. The Incubator is an executive-level training and capacity building program, and each year it brings together leaders and innovators from cities across North America to shape the future of green neighborhood development.

In all, our Incubator and annual Summit have served more than 2,000 of the world's leading urban planners, citymakers and policymakers over the last four years. Here, you'll participate in dynamic group work sessions with fellow urban development practitioners and industry experts. District-scale sustainability solutions, such as district energy, green streets, smart grid and comprehensive demand management, are well known. However, the widespread deployment of these strategies has been slow to develop due to a lack of comprehensive policy or implementation frameworks at the municipal level. EcoDistricts provide a way forward. They are an important scale to accelerate sustainability—small enough to innovate quickly and big enough to have a meaningful impact.

By bringing together people like you—the best city and district innovators in North America—the Incubator is creating a network-within-a-network of EcoDistrict leaders to revitalize cities from the neighborhood up. Here you will meet the public officials, industry leaders and civic entrepreneurs who are leading the change in their cities. Each participant brings unique knowledge and experiences that will enrich your work. We hope you will rely on one another as resources and openly share what works—and what doesn't—as we collectively navigate EcoDistrict development.

This resource guide is packed with useful information; a suite of tools, resources and case studies to help you better lead projects when you return home. EcoDistricts are strategic in nature, collaborative in approach and practical in application. With them, urban development practitioners are creating the neighborhoods of the future—resilient, vibrant, resource-efficient and humane. We look forward to the next three days and the achievements to follow in the coming years.

EXECUTIVE DIRECTOR,
ECODISTRICTS

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Agenda

WEDNESDAY MAY 29TH

day 1

10:00 am	Welcome Hotel Monaco FRONT LOBBY	TROY DOSS Senior Planner, Portland Bureau of Planning and Sustainability ADAM BECK Ecodistricts Director, EcoDistricts
10:00 - 12:15	Site Tour South Waterfront	BRIAN NEWMAN Director and Assistant Dean, OHSU Campus Planning, Development and Real Estate DENNIS ALLEN Real Estate, Development, Zidell Yards GERALDINE MOYLE Senior Project Coordinator, Portland Development Commission
12:15 - 1:00	Lunch	
1:00 - 2:15	EcoDistricts Framework Glumac	ROB BENNETT Executive Director, Ecodistricts ADAM BECK Ecodistricts Director, Ecodistricts JO DANKO Vice President, Global Director Sustainable Solutions, CH2M HILL
2:15 - 3:00	City Team Work Session Getting Oriented Glumac	FACILITATORS
3:00 - 5:00	Site Tour Pearl District	TROY DOSS Senior Planner, Portland Bureau of Planning and Sustainability
5:00 - 6:30	Break	
6:30 - 9:00	Opening Reception Wieden + Kennedy	NICK BARHAM Global Director, W+K Tomorrow, Wieden+Kennedy JOE CORTRIGHT Consulting Economist, Impreza

Agenda



THURSDAY MAY 30TH

ECOTRUST

8:00 - 9:00 **Breakfast Keynote Presentation** ROBERT LIBERTY | Director, Urban Sustainability Accelerator, Portland State University

9:00 - 9:20 **Engagement to Governance** ROB BENNETT | Executive Director, EcoDistricts

9:20 - 10:30 **Engagement to Governance Case Studies** DON EDWARDS | Principal and CEO, Justice & Sustainability Associates, LLC
RICK WILLIAMS | Executive Director, Lloyd TMA

10:30 - 10:45 **Facilitated Discussion** ADAM BECK | Ecodistricts Director, EcoDistricts

10:45 - 11:00 **Break**

11:00 - 12:00 **City Team Work Session | Engagement to Governance** FACILITATORS

12:00 - 1:15 **Lunch**

1:15 to 1:35 **District Assessment** ROB BENNETT | Executive Director, EcoDistricts

1:35 - 2:45 **District Assessment Case Studies** TED BARDACKE | Senior Associate, Green Urbanism Program, Global Green USA
PETE MUNOZ | Senior Engineer / Bioregional Team Leader, Biohabitats
TOM PUTTMAN | President, Puttman Infrastructure

2:45 - 3:15 **Facilitated Discussion** ADAM BECK | Ecodistricts Director, EcoDistricts

3:15 - 4:15 **City Team Work Session | District Assessment** FACILITATORS

4:15 - 4:30 **Group Debrief** ADAM BECK | Ecodistricts Director, EcoDistricts

4:30 - 6:30 **Break**

6:30 - 9:00 **Seated Dinner at The Cleaners**
Ace Hotel

Agenda



FRIDAY MAY 31ST

ECOTRUST

8:00 - 9:00 **Breakfast Keynote Presentation** TRENT BERRY | Partner, Compass Resource Management, Ltd.

9:00 - 9:15 **Project Development + Delivery** ROB BENNETT | Executive Director, EcoDistricts

9:15 - 10:05 **Project Development + Delivery Case Studies** TRENT BERRY | Partner, Compass Resource Management, Ltd.
CASEY BENARD | Project Director, Emerald Cities Portland
JILL SHERMAN | Vice President, Gerding Edlen

10:05 - 10:20 **Facilitated Discussion** ADAM BECK | Ecodistricts Director, EcoDistricts

10:20 - 10:35 **Break**

10:35 - 11:15 **City Team Work Session | Project Development + Delivery** FACILITATORS

11:15 - 12:00 **City Team Work Session | Putting the Pieces Together** FACILITATORS

12:00 - 12:30 **Lunch**

12:30 - 2:30 **City Team Report Out**

2:30 - 3:00 **Closing Remarks + Major Themes** ADAM BECK | Ecodistricts Director, EcoDistricts

3:00pm **Adjourn**

EcoDistricts

FROM THE NEIGHBORHOOD UP

4
8

PHASES



PERFORMANCE AREAS



Evolution of EcoDistricts

An EcoDistrict is a new model of public-private partnership that emphasizes innovation and deployment of district-scale best practices to create the neighborhoods of the future - resilient, vibrant, resource efficient and just. It is a flexible framework for cities to accelerate neighborhood sustainability to achieve ambitious sustainability goals and policy outcomes.

2009

- Portland leaders draft a white paper on district-scale sustainability
- We assemble an 80-person technical advisory committee and a mayor's sub-cabinet
- We work with the City of Portland to identify 5 pilot districts + launch the first US EcoDistrict pilot program

2010

- We convene the first EcoDistricts Summit in Portland

2012

- We host the inaugural EcoDistricts Incubator in Portland with 10 North American cities

2013

- We launch our EcoDistricts Cities pilot program
- We rebrand as EcoDistricts with an expanded mission

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Printed Resources

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MORE FROM ECODISTRICTS

- EcoDistricts Summit
- Target Cities Program
- EcoDistricts Workshops + Trainings
- Tools + Research

Electronic Resources

The following resources are available for download as a zipped file at:

<http://www.pdxinstitute.org/images/electronicresources.zip>.

ECODISTRICTS FRAMEWORK

The why, what and how of creating EcoDistricts

ECODISTRICTS ACTION GUIDE

Summary of the five phases of EcoDistrict development, and the four (4) **ECODISTRICT TOOLKITS**  developed to support them

PERFORMANCE & ASSESSMENT METHOD™

- | Performance goals, metrics and methods for identifying project priorities
- | EcoDistrict performance areas, goals and strategies, and metrics for baselining and measuring improvements
- | Rigorous ten-step assessment approach to set project priorities

FINANCING

Resources for funding EcoDistricts from district organization through district monitoring

- | Financing District Organization, Assessment and Monitoring: sources and types of funding to finance these phases of EcoDistricts activities
- | Financing Feasibility and Small-Scale Project Development: various special-assessed and non-tax-assessed mechanisms to fund modest-sized projects
- | Financing District Utilities and Other Large-Scale Project Development: offers various ways of financing infrastructure at the district scale

ORGANIZATION

Resources for engaging a community and developing a governance structure

- | Engagement methods
- | Governance structures

POLICY SUPPORT

Current regulatory challenges, precedent policies and recommended public actions to support EcoDistricts

- | Survey of best practices
- | Recommended short- and long-term public sector actions to support EcoDistricts
- | Project specific recommendations

SNAPSHOTS

TEAMS & PROJECTS

FACULTY & FACILITATORS

STAFF

TEAM SNAPSHOT

Bend, Oregon



RUSS GRAYSON
CITY ENGINEER, CITY OF BEND

Experience with neighborhood development: 10 years consulting engineer; oversees the approval process for public infrastructure required for private development projects
I am interested in learning about: real world examples that provide insight into successful EcoDistrict projects.
I am proudest of: working with parties of competing interests to find broad support for project solutions.
One challenge I'd like to address: is to find ways to move projects from the feasibility stage into reality.



BRIAN RANKIN
PRINCIPAL PLANNER, CITY OF BEND

Experience with neighborhood development: City planning director and long-range planner in Central Oregon; project manager for Bend's UGB expansion proposal
I am interested in learning about: how an EcoDistrict is defined and implemented through incentives and market forces rather than through regulation.
I am proudest of: the City of Sisters' UGB expansion including the LCDC approval of the economic lands component.
One challenge I'd like to address: is how to bridge the gap between the economic development, construction and environmental communities



MIKE RILEY
EXECUTIVE DIRECTOR, THE ENVIRONMENTAL CENTER

Experience with neighborhood development: Served on Newport Avenue Corridor Charrette, the Bend 2030 Vision's Board of Directors and the City of Bend's Sewer Infrastructure Advisory group
I am interested in learning about: engagement processes to build community's capacity around sustainability issues; effective governance structures and financing mechanisms for EcoDistricts.
I am proudest of: how far we have progressed with Bend Sustainable Neighborhood Initiative.
One challenge I'd like to address: is how to frame the discussion about sustainable neighborhoods in a value context—property taxes, return on investment and community value.



SALLY RUSSELL
CITY COUNCILOR, CITY OF BEND

Experience with neighborhood development: 20 years experience in community planning; 8 years on Bend Urban Area Planning Commission
I am interested in learning about: making a community more livable and sustainable.
I am proudest of: joining this team of people with the mission of making our city a better place.
One challenge I'd like to address: is how to translate a vision into execution on the ground.



STACEY STEMACH
PRINCIPAL ARCHITECT, STEMACH DESIGN AND ARCHITECTURE

Experience with neighborhood development: Member of Bend's Sewer Infrastructure Advisory Group; OSU Cascades' Campus Expansion Advisory Committee
I am interested in learning about: tools to bring sustainable strategies to Bend's development code that effect positive, replicable change to the city's fabric.
I am proudest of: seeing how individual efforts together can give results greater than the sum of its parts.
One challenge I'd like to address: is challenging the status quo with limited civic budgets, overwhelmed city staff, developer pressure and a new university campus.

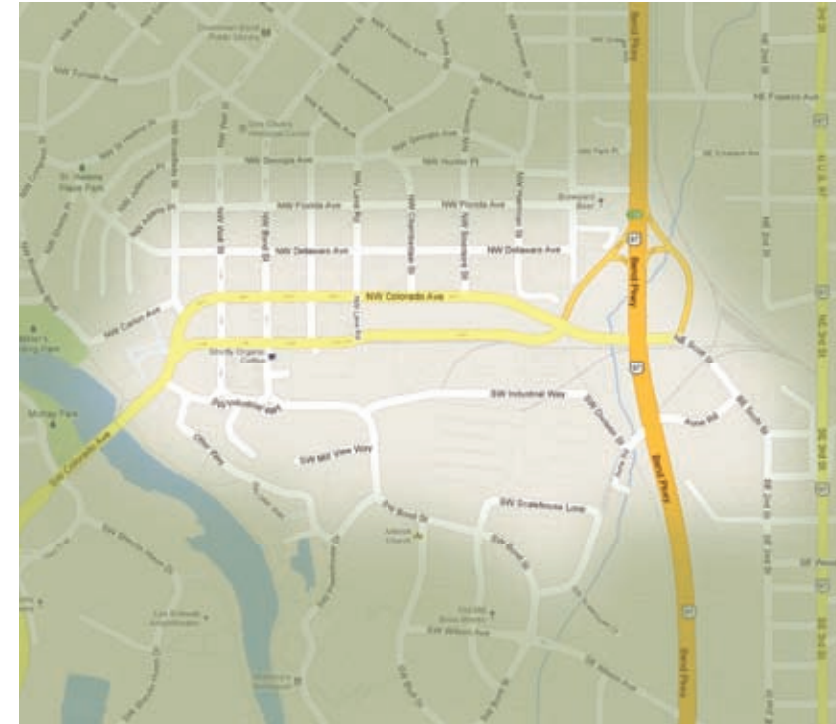


ML VIDAS *team lead*
PRINCIPAL ARCHITECT, VIDAS ARCHITECTURE, LLC

Experience with neighborhood development: Architect and sustainability consultant; Bend Sustainable Initiative convener and facilitator
I am interested in learning about: the best tools and strategies to bring diverse constituencies into our Sustainable Neighborhood effort.
I am proudest of: our successes to date within the Bend Sustainable Neighborhood Initiative.
One challenge I'd like to address: is how to integrate a deep community engagement process into the planning and development of a sustainable neighborhood.

PROJECT SNAPSHOT

Bend Sustainable Neighborhood Initiative (BSNI)



The Bend Sustainable Neighborhood Initiative pilot neighborhood, centered on the Arizona and Colorado Avenue couplet, will create a replicable formula for neighborhoods throughout Bend. The Arizona and Colorado Avenue couplet connects the established downtown and historic residential neighborhoods with the former industrial area. The district's borders are intentionally blurred to bring in various levels of stakeholders and to facilitate connections to other parts of the city.

The initiative aims to encourage denser, more sustainable development of the existing walkable neighborhoods and the underused, car-oriented lands. Although the current development code promotes primarily car-oriented development, we hope to provide the city, its residents and private developers with the rationale and ability to create new, more walkable, sustainable districts within the urban fabric of Bend.

Why this neighborhood?

This neighborhood was selected for its transformational potential; its central location at the confluence of many traffic flows; and its "seed" of existing mixed-use development. Moreover, several private developments are in the early planning stages for this area, including a new Market of Choice grocery store. An academic institution is also considering adjacent properties for potential development of a new four-year university campus.

top 3 Neighborhood PRIORITIES:

1. Engaging, creating buy-in and developing a keen level of commitment from the property owners, citizens, and the city in developing the future vision for the neighborhood
2. Developing a neighborhood identity with an opportunity to formulate a replicable 'signifier' for all Bend sustainable neighborhoods
3. Realizing a successful EcoDistricts model so other areas can readily embrace the development of a sustainable neighborhood

top 3 Neighborhood CHALLENGES:

1. Developing deep, lasting connections across the city while setting an example for integrated infrastructure (i.e. alternative water, sewer and energy solutions and transportation)
2. Evolving City code to support sustainably-based improvements
3. Effectively conveying the economic development potential of a sustainable neighborhood initiative, particularly to business and property owners

Burlington, Vermont



CHARLIE BAKER

EXECUTIVE DIRECTOR, CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION

Experience with neighborhood development: 25 years as community planner and redeveloper
I am interested in learning about: urban redevelopment and job creation, low impact energy and stormwater use strategies and multimodal transportation systems.
I am proudest of: CCRPC's work to align over 60 planning documents and partner organizations around an ECOS plan implementation.
One challenge I'd like to address: is how the regional planning commission can best support urban redevelopment.



JENNIFER GREEN *team lead*

SUSTAINABILITY COORDINATOR, COMMUNITY AND ECONOMIC DEVELOPMENT OFFICE, CITY OF BURLINGTON

Experience with neighborhood development: 25 years community development and participatory planning; co-founder of the New England Municipal Sustainability Network
I am interested in learning about: the interplay between EcoDistricts, LEED ND, and Design 2030, and which components are best suited for the Railyard Enterprise Project.
I am proudest of: securing Burlington's Excellence in Sustainable Community Development Award.
One challenge I'd like to address: is how to build stakeholder support for the EcoDistrict concept including a common definition and understanding.



KRISTEN MERRIMAN-SHAPIRO

SPECIAL PROJECTS MANAGER, COMMUNITY AND ECONOMIC DEVELOPMENT OFFICE, CITY OF BURLINGTON

Experience with neighborhood development: 10+ years public program management with emphasis on planning, permitting, financing, implementation and back-end reporting
I am interested in learning about: holistic, sustainable methods to achieve lasting, positive community development.
I am proudest of: installing a credit union in place of a planned check-cashing/pawn business.
One challenge I'd like to address: is how to sustain community and elected officials' engagement in a multi-year project.



PETER OWENS

DIRECTOR, COMMUNITY AND ECONOMIC DEVELOPMENT OFFICE, CITY OF BURLINGTON

Experience with neighborhood development: 30 years experience in urban design, research, planning and real estate development including the Master Plan for Presidio of San Francisco
I am interested in learning about: Innovative approaches for bio-regeneration and innovative building strategies to transform a long poisoned superfund site on spongy sub-strata.
I am proudest of: publishing my first book, *Beyond Density: Measuring Neighborhood Form in New England Towns* (2008)
One challenge I'd like to address: is how to synthesize and integrate the multiple, complex constraints and opportunities in the area into a compelling vision for a walkable, dynamic, funky, green infra-structured urban district.

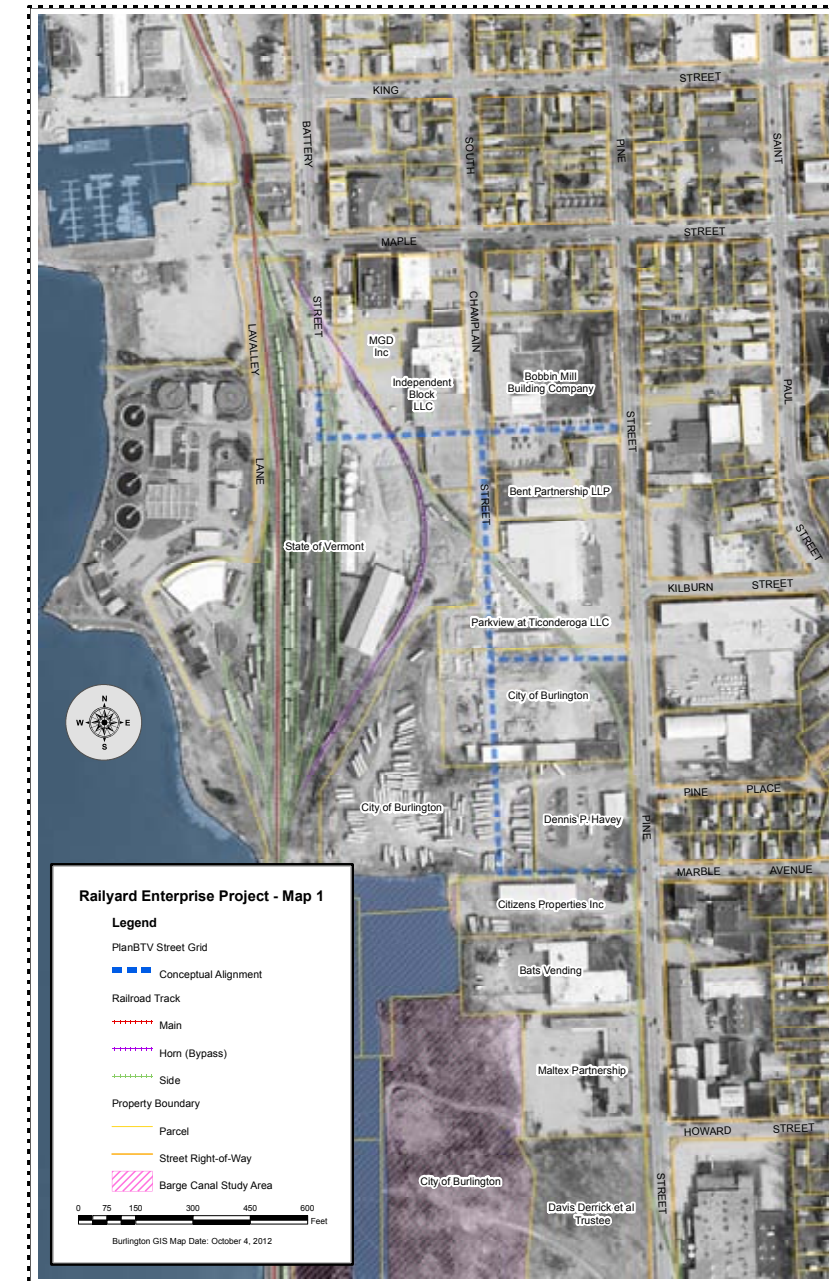


SANDRINE THIBAUT

COMPREHENSIVE PLANNER, DEPARTMENT OF PLANNING AND ZONING, CITY OF BURLINGTON

Experience with neighborhood development: Comprehensive planner for 5 years; managed preparation of plan BTV-Downtown & Waterfront Master Plan
I am interested in learning about: how to incentivize urban mixed-used infill development that builds on sustainability principles.
I am proudest of: securing funding through the Sustainable Communities Federal partnership for the development of plan BTV, and for its successful completion.
One challenge I'd like to address: is how to message the benefit of infill development and best planning practices to get public buy-in.

Railyard Enterprise Project (REP)



The Railyard Enterprise Project (REP) is a mixed industrial and commercial district composed mainly of brownfield, located in the regional rail yard and historic canal. The area borders Lake Champlain and Pine Street, the city's arts and creative culture hub. The REP project area also includes a commercial freight yard, as well as a dense neighborhood of low and middle-income historic housing. The REP neighborhood is both small enough to innovate quickly and large enough to have a meaningful impact that serves as an example for the entire city.

The REP development is in the conceptualization phase, with strong support from city, state, federal and private stakeholders, such as affordable housing advocates and other nonprofit organizations, the small business and arts community, multimodal transportation organizations and a variety of city departments.

Why this neighborhood?

The REP is one of Burlington's most diverse neighborhoods. Since the city became a Federal Refugee Resettlement Community in the late 1990's, the historically disadvantaged area boasts more than 50 languages and ethnic groups that enhance the unique culture of Burlington. The REP also has garnered sufficient political will, financial resources, community feedback and social capital to move development forward. Finally, the area already has a number of sustainable projects underway, including a 7.5 mile bike path that runs along Lake Champlain and a dynamic mix of small to medium eco-friendly businesses that are spurring economic growth in the area.

top 3 Neighborhood PRIORITIES:

1. Reducing traffic congestion and easing the flow of traffic
2. Maintaining and growing the vibrant business scene, and encouraging small business development
3. Meeting the housing needs of the community, while opening up additional public access to Lake Champlain

top 3 Neighborhood CHALLENGES:

1. Traffic congestion along the Pine Street corridor and subsequent air pollution
2. The impact of climate change on Lake Champlain flooding
3. Unknown contamination from the 14-acre brownfield parcel

TEAM SNAPSHOT

Cambridge, Massachusetts



DICK AMSTER

DIRECTOR OF FACILITIES, CAMPUS PLANNING, ENGINEERING, AND CONSTRUCTION, MIT

Experience with Neighborhood Development: 30 years construction management experience in private and institutional settings

I am interested in learning about: how to take what I learn and apply it to the EcoDistrict and the entire campus.

I am proudest of: how my team continues to deliver high quality projects of all types (new construction, renovation and renewal, efficiency, planning, mapping) to MIT.

One challenge I'd like to address: is the significant deferred maintenance backlog.



ALEXANDRA LEE

DEPUTY DIRECTOR, KENDALL SQUARE ASSOCIATION

Experience with Neighborhood Development: 18 years with the Boston Society of Architects; expertise in strategic planning, community outreach, program and financial development and management, fundraising and corporate sponsor relations

I am interested in learning about: working with communities to create places and activities that are developed through a shared vision.

I am proudest of: delivering the 75th Anniversary of the Golden Gate Bridge with over 115 events hosted by 75 partners.

One challenge I'd like to address: is how to provide options for and incentivize use of multi-modal transportation.



BRIAN MURPHY

ASSISTANT CITY MANAGER FOR COMMUNITY DEVELOPMENT, CITY OF CAMBRIDGE

Experience with Neighborhood Development: 7 years as a City Councilor advocating for issues around livable neighborhoods and fiscal responsibility

I am interested in learning about: how to create an atmosphere that encourages stakeholders to voluntarily engage in an EcoDistrict.

I am proudest of: negotiating an agreement between the City and Harvard University that provided additional community open space and affordable housing in the Riverside neighborhood.

One challenge I'd like to address: is convincing multinational corporations in energy intensive industries to engage at a local level around building energy disclosure and sharing best practices with competitors.



MICHAEL OWU

DIRECTOR OF REAL ESTATE, MIT INVESTMENT MANAGEMENT COMPANY

Experience with Neighborhood Development: 20 years of architecture and planning experience and development at MIT

I am interested in learning about: harnessing the record of innovation, entrepreneurship and progressiveness in the Kendall Square neighborhood to execute a sustainability approach.

I am proudest of: developing MIT's campus energy program with the MIT Energy Initiative that has greatly improved energy performance and planning on campus.

One challenge I'd like to address: is how to develop a shared vision for implementing sustainable changes in an economically and socially diverse community.



SUSANNE RASMUSSEN *team lead*

DIRECTOR OF ENVIRONMENTAL AND TRANSPORTATION PLANNING, CITY OF CAMBRIDGE

Experience with Neighborhood Development: Responsible for Cambridge's efforts to reduce greenhouse gas emissions and improve energy efficiency; lead on sustainability and transportation planning for the Kendall Square Planning Study

I am interested in learning about: developing and sharing strategies, technologies, services, products and best practices that can be used as replicable models for other practitioners.

I am proudest of: working for a city that is considered a leader in planning for sustainability.

One challenge I'd like to address: is how to create an EcoDistrict governance structure that stakeholders see as value-added.

PROJECT SNAPSHOT

Kendall Square



Once a salt marsh on the banks of the Charles River, the Kendall Square neighborhood has become a major commercial, innovation and transportation hub. A century ago, Kendall Square served as a major industrial area but now hosts academic, science, research and biotechnology companies. Throughout these transformations, Kendall Square has remained a major transportation center. The Kendall Square T station sees over 28,000 riders per day and the EZ Ride, a public-private commuter connection between Kendall and Boston's North Station, carries about 2,000 riders per day.

Recent efforts led by both government and the private sectors transformed Kendall Square into a true mixed-use district where people can live, work and play. These efforts are now bolstered by a planning study for Kendall Square that significantly improves neighborhood sustainability through the EcoDistricts framework. Sustainable development efforts already underway include the development of 10-acres of potential open space that will create greater connectivity; a 5-year, \$5.5 million plan for street and sidewalk reconstruction; environmental performance regulations for new buildings with green or cool roofs and LEED Gold design standards; and zoning changes that will further reduce dependency on single occupancy vehicles.

Why this neighborhood?

The planning study, supported by MIT and the Kendall Square Association, has created momentum in the Kendall Square neighborhood to become a sustainability leader. In Kendall Square, there exists the drive and innovative spirit needed to find solutions to its challenges. An EcoDistrict pilot, headed by a well-rounded team of stakeholders in Kendall Square, can use the EcoDistrict framework to further extend the reach of current sustainability efforts.

top 3 Neighborhood PRIORITIES:

1. Reducing energy consumption and carbon emissions through building energy efficiency and renewable energy
2. Creating healthy and equitable working and living spaces through open space planning, place-making and complete street design
3. Increasing transit capacity to meet future demand

top 3 Neighborhood CHALLENGES:

1. Unbalanced amounts of energy use due to high density and energy-intensive land use
2. The necessity for community engagement through events and behavior change campaigns
3. Capacity constraints on the city's transit systems

TEAM SNAPSHOT

Charleston, South Carolina



BRYAN CORDELL *team lead*

EXECUTIVE DIRECTOR, THE SUSTAINABILITY INSTITUTE

Experience with neighborhood development: Nonprofit managerial experience in strategic planning, fundraising, and business start-up; educational experience in environmental policy and sustainable redevelopment; president of USGBC-SC
I am interested in learning about: applying the EcoDistricts framework to catalyze urban planning and redevelopment efforts at the neighborhood level.
I am proudest of: SI benchmarking a documented \$2.8 million in energy savings for participating families.
One challenge I'd like to address: is how to utilize the best processes and tools to identify and brand an EcoDistrict.



MARY GOODE GATCH

PRESIDENT, DWELL SMART

Experience with neighborhood development: Leads eco-friendly development initiatives with Dwell Smart
I am interested in learning about: best practices from Portland's current EcoDistricts and others around the country.
I am proudest of: operating a business focused on environmental sustainability.
One challenge I'd like to address: is how to offer affordable and safe housing solutions.



JULIE HENSLEY

DIRECTOR OF PLANNING CHARLESTON COUNTY PARKS AND RECREATION

Experience with neighborhood development: 23 years of planning and management with Charleston County Parks and Recreation Commission
I am interested in learning about: the opportunity to utilize parks and trail connections to help improve the community.
I am proudest of: acquiring 5,000 additional acres in 10 new park sites for the county park system.
One challenge I'd like to address: is converting the image of an industrial area to one that is perceived as "green and livable".



TIM KEANE

DIRECTOR OF PLANNING, PRESERVATION AND SUSTAINABILITY, CITY OF CHARLESTON

Experience with neighborhood development: 9 years directing planning and development for Charleston; planning director for Davidson, North Carolina
I am interested in learning about: techniques for planning at the neighborhood and district scale.
I am proudest of: successfully implementing inward-focused and sprawl-reducing community development plans in Davidson and Charleston, SC.
One challenge I'd like to address: is new ideas for public transit that can be implemented in Charleston.



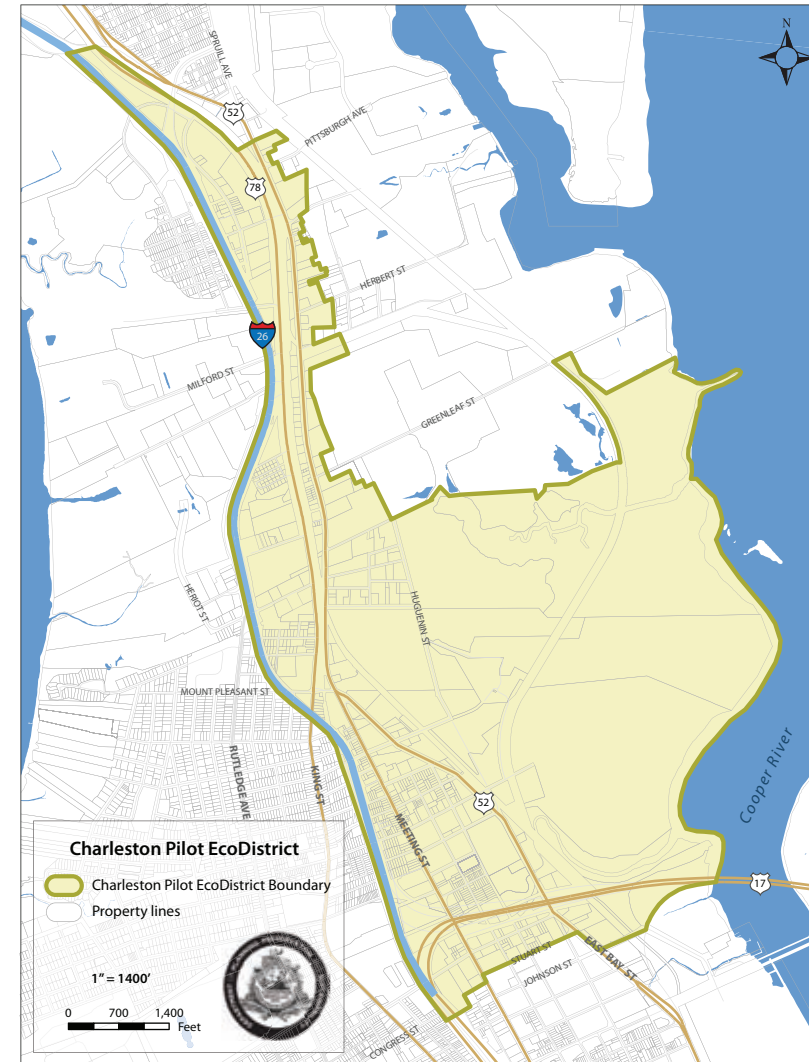
HARRY LESESNE

EXECUTIVE DIRECTOR, CHARLESTON PARKS CONSERVANCY

Experience with neighborhood development: 8 years of neighborhood redevelopment experience in Charleston Mayor's office
I am interested in learning about: public engagement to determine the highest priorities for creating an EcoDistrict.
I am proudest of: the CPC's work in engaging neighborhoods to envision and support better public spaces.
One challenge I'd like to address: is how to improve public infrastructure to expand its use for recreation and transportation.

PROJECT SNAPSHOT

Charleston, SC



The Peninsula of Charleston is the historic center of the city and region. Like all peninsular cities, Charleston's downtown has the challenge of accommodating growth within a constrained geography and within designated historic districts. The 584-acre proposed EcoDistricts pilot area is located in the upper-east side of the Charleston Peninsula and is expected to experience dramatic economic growth that will substantially improve the quality of life for all downtown residents.

The pilot area will receive a considerable amount of public and private investment in the short and medium term. Moreover, development prospects for the pilot area include all land uses - from public space and new residential units to the conversion of 250-acres of former landfill into a regional park. Several planned public development projects will have a substantial public impact, including a redesign of the main east-west street in the area; the conversion of an old rail line to a linear park; and the revitalization of the local food system by organizations such as GrowFood Carolina.

Why this neighborhood?

This project area has been selected as a potential EcoDistrict pilot for the City of Charleston due to its important location, recent increase in developments activity and the projected exponential growth. Additionally, there already exist local grass roots momentum centered on sustainability, creative, tech and arts industries. Multiple vertical development projects are now in the planning or execution stages. This neighborhood could positively change the mechanisms utilized to develop and revitalize Charleston neighborhoods in a responsible, sustainable manner and will serve as an opportunity to accelerate citywide sustainability efforts at a district level.

top 3 Neighborhood PRIORITIES:

1. Providing a framework for site planning and building design based upon the natural physical qualities of the EcoDistrict
2. Implementing public investments in a coordinated, resourceful manner
3. Establishing an identity for the district that is unique and authentic

top 3 Neighborhood CHALLENGES:

1. Catalyzing green infrastructure and building as development occurs
2. Addressing flooding and storm water management issues
3. Implementing and connecting green space

Denver, Colorado



SARAH ANDERSON

WATER QUALITY PROJECT MANAGER, PUBLIC WORKS DEPARTMENT, CITY AND COUNTY OF DENVER

Experience with neighborhood development: 8 years consulting in residential neighborhoods on low impact development and sustainable stormwater management

I am interested in learning about: affordable housing components.

I am proudest of: my 'Green Project of the Year' award by the National Association of Homebuilders for a project in Raleigh, NC.

One challenge I'd like to address: is funding strategies, particularly for maintenance of green infrastructure.



JULIA ERLBAUM

FOUNDER AND PRINCIPAL CONSULTANT, REAL FOOD COLORADO

Experience with neighborhood development: Addresses local food systems and access within communities, especially connectivity between producers and eaters of local food

I am interested in learning about: how food efforts, especially local food, can be integrated in community development.

I am proudest of: the opportunity to participate in the EcoDistricts Incubator.

One challenge I'd like to address: is proactively addressing and building healthy communities.



DAVID MARQUARDT

MANAGER, PLANNING GROUP, PARKS AND RECREATION DEPARTMENT, CITY AND COUNTY OF DENVER

Experience with neighborhood development: Landscape architect with 15 years of private and public sector community planning and development experience

I am interested in learning about: redeveloping neighborhoods that support the long-term social, economic, and physical health of citizens.

I am proudest of: acquiring and redeveloping an entire city block within one of Denver's poorest neighborhoods.

One challenge I'd like to discuss: is how to provide open space for growing needs in an urban area while still addressing water concerns.



MELISSA RUMMEL

PROGRAM MANAGER, DEVELOPMENT DEPARTMENT, DENVER HOUSING AUTHORITY

Experience with neighborhood development: Worked on planning processes, neighborhood stakeholder groups, and relationships with many property owners in Sun Valley

I am interested in learning about: how other cities have pushed EcoDistricts forward through energy and stormwater solutions; alternative community development financing through crowdfunding and the JOBS Act.

I am proudest of: my redevelopment project that converted a historic warehouse building into non-profit office space for 125 employees.

One challenge I'd like to discuss: is gaining support for EcoDistricts development from local utility boards.



PAUL SCHMIECHEN *team lead*

MANAGER, BUSINESS AND COMMUNITY SUSTAINABILITY SECTION, DEPARTMENT OF ENVIRONMENTAL HEALTH, CITY AND COUNTY OF DENVER

Experience with neighborhood development: 25 years of sustainable development, business assistance, environmental management, planning, measurement and evaluation experience

I am interested in learning about: catalyzing the work of many public, private and nonprofit partners to create sustainable opportunities in municipalities.

I am proudest of: certifying the City of Denver to the international ISO 14001 environmental management standard, making Denver the first US city to externally certify all of its departments and operations.

One challenge I'd like to address: is scaling up sustainable neighborhood work while facing stable or declining resources.



TODD WENSKOSKI

PRINCIPAL CITY PLANNER, COMMUNITY PLANNING AND DEVELOPMENT DEPARTMENT, CITY AND COUNTY OF DENVER

Experience with neighborhood development: 18 years of mixed-use and brownfield redevelopment experience focused on inner city neighborhoods and downtowns

I am interested in learning about: district-wide strategies and approaches to implementing sustainable urban design.

I am proudest of: my contribution to the design and implementation of the 16th St. Mall extension and Riverfront Park area in Denver.

One challenge I'd like to address: is how to form long-term partnerships that result in creative financing solutions and district-wide solutions that address varied interests

Sun Valley



The Sun Valley neighborhood is home to approximately 1,400 low-income residents, a power plant, a dead stretch of the South Platte River, the Sports Authority Field at Mile High Stadium and stadium-related surface parking lots. The Sun Valley neighborhood has suffered from isolation, neglect and a lack of investment. Despite these challenges, Sun Valley contains several community amenities that provide a strong urban living infrastructure to build upon, including an elementary school, recreation center, access to hundreds of miles of regional trails, a new library and a new light rail station. Residents and business owners share a sense of pride for this community and strong determination to help it meet its potential.

Significant redevelopment efforts are already underway. Improvements to the greenways and trails have made the region a bike destination and improved the safety and attractiveness of the area. In April 2013, the Regional Transit District's (RTD) West Light Rail Line connecting Sun Valley to downtown Denver began operation. The power plant and related infrastructure are proposed for decommissioning in 2016, with a smaller, "cleaner" steam plant slated for replacement. The Denver Housing Authority is master planning 1,000 new mixed-income housing units in 2014-2015. The Metropolitan Football Stadium District is considering development concepts on their surface parking lots. Finally, this area is one of five priority areas along Denver's S. Platte River corridor focused for investment from the City of Denver for significant park, open space and connectivity improvements.

Why this neighborhood?

The Sun Valley neighborhood is bringing together significant institutional partners to create a sustainable neighborhood. The existing plans and projects combine to create a green, equitable community unlike no other in Denver. The Sun Valley project will build upon the current success of the Denver Housing Authority's (DHA) Mariposa project, which has been recognized by the U.S. Environmental Protection Agency, the U.S. Department of Housing and Urban Development, the Natural Resources Defense Council and others as a pre-eminent example of sustainable neighborhood development and engagement. We believe that creating an EcoDistrict in Sun Valley will dramatically increase the chances of integrated sustainability principles and practices into the redevelopment's DNA.

top 3 Neighborhood PRIORITIES:

1. Creating a sustainability infrastructure, including best stormwater management practices and district energy, which would tap into the Denver steam system
2. Expanding local job opportunities, including the enhancement of light industrial manufacturing
3. Increasing community health and access to local food options through enhanced connectivity to ecosystems along the S. Platte River

top 3 Neighborhood CHALLENGES:

1. Financing for the entire project to leverage existing and planned public investments
2. Spurring private partnerships in an area that is heavily publicly owned
3. Integrating existing light industrial manufacturing jobs with environmentally sustainable redevelopment

Oakland, California



ALIZA GALLO

ECONOMIC DEVELOPMENT MANAGER, DEPARTMENT OF ECONOMIC AND WORKFORCE DEVELOPMENT, CITY OF OAKLAND

Experience with neighborhood development: Responsible for city-wide business attraction, retention and expansion efforts; Economic Development Working Group Co-Lead, OSNI, International Blvd.

I am interested in learning about: strategic investments; large-scale district and state growth strategies; job creation, business development and entrepreneurship opportunities.

I am proudest of: Oakland's recognition as one of the top ten green cities in the United States.

One challenge I'd like to address: is how to balance the need for change, growth and revitalization with the needs of the neighborhood in an equitable manner.



CARLOS CASTELLANOS

DIRECTOR OF REAL ESTATE DEVELOPMENT, EAST BAY ASIAN LOCAL DEVELOPMENT CORP (EBALDC)

Experience with neighborhood development: 19+ years with Real Estate Development department of the EBALDC; Leadership Team, OSNI, International Blvd.

I am interested in learning about: how other neighborhoods have incorporated new infrastructure investments in their community while retaining the character of the neighborhood.

I am proudest of: organizing community perspective on the City of Oakland's International Blvd. TOD plan.

One challenge I'd like to address: is community concern about public safety through a physical development process.



JOËL RAMOS

SENIOR COMMUNITY PLANNER, TRANSFORM

Experience with neighborhood development: 7 years with the Great Communities Collaborative's TOD planning process; serves on community and transportation committees in Oakland; Transportation Working Group Co-Lead, OSNI, International Blvd.

I am interested in learning about: how to ensure that Oakland's residents benefit from present and future investments from Bus Rapid Transit (BRT) and avoid displacement.

I am proudest of: the successful completion of the International Blvd. TOD Plan.

One challenge I'd like to address: is finding ways to ensure local residents and merchants benefit from the expanding Bus Rapid Transit (BRT) system.



TRAM QUANG NGUYEN

ECONOMIC AND HOUSING POLICY COORDINATOR, PLACE MATTERS INITIATIVE OF ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT (ACPHD)

Experience with neighborhood development: Economic and housing policy coordination; Award-winning journalist; Health Working Group Co-Lead, OSNI, International Blvd.

I am interested in learning about: sustainable development strategies that prevent resident displacement; how to develop collaborations to leverage resources and share skills.

I am proudest of: being part of ACPHD's work with community allies and identifying ways to direct capital investment toward disinvested communities.

One challenge I'd like to address: is how to navigate large bureaucracies while being a change agent.



ULLA-BRITT JONSSON

PLANNER, DEPT OF PLANNING AND BUILDING, CITY OF OAKLAND

Experience with neighborhood development: 7 years as a strategic planner; background in organization development; Leadership Team, OSNI, International Blvd

I am interested in learning about: how to create thriving and peaceful neighborhoods; how to facilitate improvements that enhance residents' and workers' health and socio-economic status.

I am proudest of: my contributions to the award-winning community involvement piece of the IBTOD.

One challenge I'd like to address: is how to accomplish my interests listed above.



MARGARETTA LIN *team lead*

STRATEGIC INITIATIVES MANAGER, DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT, CITY OF OAKLAND

Experience with neighborhood development: Led partnership efforts to improve health, housing, education and community development with OSNI, Oakland Green and Healthy Housing Initiative and Oakland Green Retrofits for All Plan

I am interested in learning about: alternative financing for housing and development projects without state redevelopment funds; anti-displacement strategies for residents and small businesses; strategies to enhance community involvement.

I am proudest of: the group collaborations in Oakland putting aside self-interest and building a collective agenda.

One challenge I'd like to address: is how to build political will to promote policies that ask private developers to share neighborhood development costs.

Oakland Sustainable Neighborhood Initiative (OSNI): International Boulevard Corridor



top 3 Neighborhood PRIORITIES:

1. Securing new and non-conventional funding for various types of development and redevelopment
2. Adopting anti-displacement strategies for existing small businesses and long-time, low-income residents
3. Developing Genuine community engagement strategies for long-term community development efforts

top 3 Neighborhood CHALLENGES:

1. High levels of crime and violence that impact every day quality of life issues, including use of public transit
2. Blighted commercial and residential properties and substandard rental housing
3. Direct and indirect displacement risks for low-income and vulnerable merchants and residents from the new BRT system and Oakland's hot market status

The City of Oakland is leading a collaborative effort to integrate affordable housing, public transit and neighborhood revitalization efforts in the International Boulevard Corridor (IBC), a severely economically disadvantaged urban transit corridor. Spanning over seven miles, the IBC project seeks to ensure that residents in Oakland's high poverty, transit-oriented communities receive equitable benefits from expected growth and development in the area.

The IBC proposes comprehensive program objectives and strategies designed to promote community health and equity in sustainability efforts, such as increasing housing affordability, promoting infill and compact development, revitalizing urban and community centers, protecting natural resources and agricultural lands, reducing automobile usage and fuel consumption, strengthening the local economy, improving infrastructure systems and promoting air quality, water conservation and energy efficiency and conservation.

Why this neighborhood?

The International Boulevard Corridor is the focus of OSNI because the project builds on the award-winning International Boulevard Transit-Oriented Development Plan, as well as other recently completed revitalization efforts. The IBC is an area of focus for citywide rezoning efforts to improve land uses and to encourage development. Major transportation improvements along the corridor are anticipated, including a planned Bus Rapid Transit system. Construction of the BRT system is expected to attract large infrastructure investments resulting in significant physical improvements while creating substantial opportunity for new commercial and residential development. Many public and private agencies have identified the IBC as part of their priority operations, and OSNI creates an organized, unified vehicle to coordinate collective energy and resources. OSNI has prioritized project activities that will result in sustainable outcomes such as increased affordable housing, public transit ridership, and new zoning, building and local laws to support smart and equitable growth principles.

TEAM SNAPSHOT

Orlando, Florida



DAVID BARILLA

ASSISTANT DIRECTOR, COMMUNITY REDEVELOPMENT AUTHORITY AND DOWNTOWN DEVELOPMENT BOARD

Experience with neighborhood development: Coordinates \$1.1 billion in public and private investment, which includes residential, commercial, cultural and transportation initiatives
I am interested in learning about: creating innovative sustainability programs that target incremental change.
I am proudest of: a 34-story mixed-use redevelopment project in the downtown's entertainment corridor.
One challenge I'd like to address: is "bridging the gap" between an investment/profit mindset and long-term vision.



JASON BURTON

CHIEF OF COMMUNITY PLANNING, CITY OF ORLANDO

Experience with neighborhood development: Heads Orlando's Community Planning Studio
I am interested in learning about: financing techniques for common energy efficient infrastructure improvements.
I am proudest of: creating redevelopment plans for Orlando's "Main Street" district.
One challenge I'd like to address: is prioritizing potential improvements for our proposed Downtown EcoDistrict.



JIM HUNT

DEPUTY PUBLIC WORKS DIRECTOR AND CITY ENGINEER, CITY OF ORLANDO

Experience with neighborhood development: 30 years of stormwater management for the City of Orlando; neighborhood volunteer and officer for two historic downtown districts
I am interested in learning about: implementation of low impact development.
I am proudest of: Orlando's pioneering of stormwater re-use and retrofit.
One challenge I'd like to address: is redeveloping pre-1984 stormwater pollution abatement infrastructure.



JON IPPELE *team lead*

SUSTAINABILITY DIRECTOR, CITY OF ORLANDO

Experience with neighborhood development: Oversees community-based sustainability plans, energy financing and emerging recycling programs
I am interested in learning about: how other communities are approaching innovative neighborhood planning.
I am proudest of: creating Orlando's first sustainability master plan.
One challenge I'd like to address: is creating innovative finance approaches that leverage scarce public resources for redevelopment.



MYRA MONREAL

TRANSPORTATION PLANNING MANAGER, CITY OF ORLANDO

Experience with neighborhood development: 18 years as an urban planner and civil engineer; manager of sustainable transportation
I am interested in learning about: implementation mechanisms and funding opportunities.
I am proudest of: seeing the implementation of activities, communities and transportation I have planned.
One challenge I'd like to address: is how to balance expectations and minimize the risk when implementing something "new"



KEVIN NOONAN

DIRECTOR OF CONSERVATION AND RENEWABLES, ORLANDO UTILITIES COMMISSION

Experience with neighborhood development: Implementation and management of neighborhood energy efficiency programs; implementation of first Community Solar Farm
I am interested in learning about: how EcoDistricts can increase participation in OUC's energy efficiency and renewables programs.
I am proudest of: how OUC has exceeded goals and expectations in delivering conservation, renewables, and electric vehicle programs.
One challenge I'd like to address: is how to effectively engage the multi-family market in energy efficiency enhancements



CHARLES RAMDATT

DEPUTY DIRECTOR OF PUBLIC WORKS AND TRANSPORTATION ENGINEER, CITY OF ORLANDO

Experience with neighborhood development: 25+ years of experience with planning, permitting, project and construction management for Orlando neighborhood developments
I am interested in learning about: how to overcome challenges of transitioning from traditional to EcoDistrict development.
I am proudest of: environmental, transportation and mixed-used planning for the Southeast Annexation Area of Orlando.
One challenge I'd like to address: is how to provide inducements for developers and property owners to consider large scale "green-style" development options.



KYLE SHEPHARD

ASSISTANT CITY ATTORNEY AND INTERIM DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT, CITY OF ORLANDO

Experience with neighborhood development: 10 years as a municipal land use attorney
I am interested in learning about: Portland - a new city for me.
I am proudest of: my family's deep history in Central Florida.
One challenge I'd like to address: is how to achieve community consensus in code development.

PROJECT SNAPSHOT

Central Downtown Orlando EcoDistricts



Why this neighborhood?

The center of the district serves as the heart of metro Orlando, containing millions of square feet of commercial development. The east side contains high-density residential development with additional available, undeveloped land. On the west side, the traditionally economically disadvantaged neighborhood is seeing greater redevelopment pressures. Connecting the two ends together is a BRT line and a commuter rail station – both currently under construction.

Due to the high rate of growth, the City is preparing to complete a new downtown strategic plan. Approaching the district from an EcoDistricts planning paradigm will serve as a foundation for how the remainder of the downtown strategic plan is conducted. By placing greater emphasis on sustainability, Orlando can demonstrate successful models for redevelopment, ensure the downtown remains an incubator for emerging concepts and businesses and adequately accommodate additional development with existing infrastructure.

top 3 Neighborhood PRIORITIES:

1. Establishing sustainably-focused policies and financing mechanisms to retrofit aging buildings and accommodate 10 million sq. ft. of real estate development
2. Financing sustainable infrastructure, especially for transportation, stormwater and green space
3. Developing a replicable model that can be applied to the remainder of Orlando

top 3 Neighborhood CHALLENGES:

1. Connecting Orlando's east and west sides economically, socially and environmentally
2. Updating aging infrastructure in an integrated, sustainable manner (i.e. complete streets, low impact stormwater design and public art)
3. Fill in critical missing "teeth" with private development projects and public partnerships to determine the next generation of infrastructure: financing, site planning and phasing

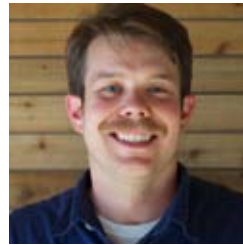
San Diego, California



MARGY BROOKES

LEED AP, EDUCATION AND OUTREACH ADVISOR FOR SUSTAINABLE COMMUNITIES PROGRAM, SAN DIEGO GAS AND ELECTRIC (SDG&E)

Experience with neighborhood development: Sponsored and participated in LEED ND workshops
I am interested in learning about: tailoring neighborhood development best practices for the North Park community.
I am proudest of: my 7 years of educating about sustainability, energy efficiency and renewable energy through SDG&E's Sustainable Communities Program.
One challenge I'd like to address: is how to elevate the concept of sustainability to be a primary value to community members.



KEVIN CLARK

ASSISTANT DIRECTOR, NORTH PARK MAIN STREET

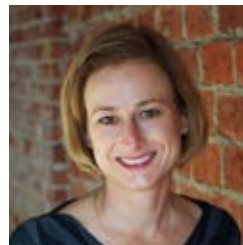
Experience with neighborhood development: North Park Mainstreet assistant director; Urban Studies and Planning scholar
I am interested in learning about: sustainable streetscapes that capture and clean stormwater and city runoff.
I am proudest of: development of the San Diego Parklet demonstration program.
One challenge I'd like to address: is how to pay for sustainable infrastructure with shrinking government spending.



DOUG KOT

AIA, USGBC FACULTY, EXECUTIVE DIRECTOR, SAN DIEGO GREEN BUILDING COUNCIL

Experience with neighborhood development: 10 years as architect, urban planner and energy consultant; project planner on numerous General Plans for neighborhood development
I am interested in learning about: implementing the EcoDistricts model.
I am proudest of: my professional and educational experiences' focus on public good.
One challenge I'd like to address: is how to implement a sustainable built environment within an existing political and business culture that prefers a business-as-usual approach.



ANGELA LANDSBERG

EXECUTIVE DIRECTOR, NORTH PARK MAINSTREET

Experience with neighborhood development: Executive Director of North Park Mainstreet since 2007
I am interested in learning about: how to best translate EcoDistricts framework principles into the economic reality of a small business owner.
I am proudest of: North Park for being the first neighborhood in San Diego to include sustainability metrics in its community plan update.
One challenge I'd like to address: is how to effectively communicate the benefits of sustainability programs to North Park business owners.



PAULINA LIS *team co-lead*

PROGRAM MANAGER, NORTH PARK ECODISTRICT INITIATIVE (TEAM CO-LEAD)

Experience with neighborhood development: International background in sustainable tourism and destination management
I am interested in learning about: how to identify key decision makers for EcoDistrict projects.
I am proudest of: starting the San Diego Sustainable Destination Committee within the San Diego Green Building Council.
One challenge I'd like to address: is how to best motivate sustainability behavior change and encourage community engagement.

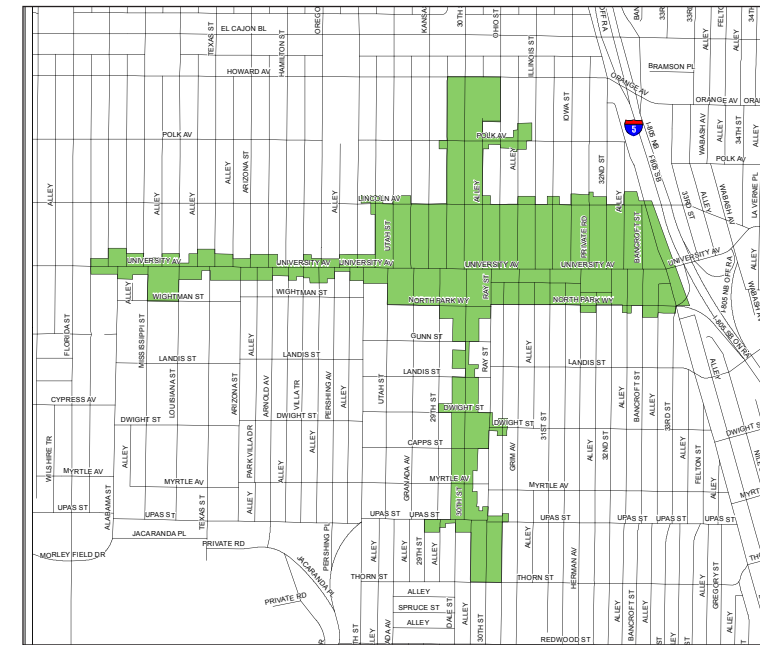


JENNIFER OWENS *team co-lead*

PROGRAM MANAGER, NORTH PARK ECODISTRICT INITIATIVE (TEAM CO-LEAD)

Experience with neighborhood development: 5 years in environmental assessment, remediation and land development engineering; USGBC's Residential Market Development team member
I am interested in learning about: effective strategies for cultivating and sustaining community engagement.
I am proudest of: my contributions toward programs that create brighter communities.
One challenge I'd like to address: is how to keep EcoDistricts goals and initiatives simple and engaging while leading to measurable progress.

North Park EcoDistrict



Sustainable North Park is an initiative that sprouted in 2009 under the umbrella of the North Park Mainstreet (NPMS), the state's first Sustainable Main Street program. Today the partnership of North Park Main Street, San Diego Gas and Electric and the San Diego Green Building Council is working together to create San Diego's first neighborhood-scale program aiming to engage local businesses in 'green' practices, monitor GHG emissions and encourage sustainable infrastructure. North Park community members will work together to establish metrics and set goals to measure the progress in the areas of waste, water and energy use with aspiration to incorporate additional progress indicators. Sustainable North Park will build a strong community of leaders that will move this neighborhood and others in San Diego toward a resilient and sustainable future.

Why this neighborhood?

North Park is one of San Diego's most successful redevelopment stories. Since becoming a Main Street, North Park has transformed into a widely recognized "Creative Community" as well as a local leader in farm to table restaurants and sustainability-focused architecture offices. North Park businesses and residents pride themselves on continually pushing San Diego's boundaries of urban design and economic and community development. North Park is ready to align with a national group of leaders and leverage its commitment as a catalyst to encourage EcoDistricts principals in all of San Diego.

top 3 Neighborhood PRIORITIES:

1. Moving progressively towards 'Complete Streets'-neighborhood walkability and vibrant public spaces
2. Practicing resource efficiency, reclamation and historic preservation
3. Nurturing a thriving, resilient local economy of diverse businesses

top 3 Neighborhood CHALLENGES:

1. Lack of maintenance funding for infrastructure improvements
2. A need for a stronger connection between the City's services and the business community to support our sustainability efforts
3. Absentee property owners who are unwilling to make improvements to their structures

FACULTY+FACILITATOR SNAPSHOTS



TED BARDACKE AICP LEED AP ND, BD&C
SENIOR ASSOCIATE, GREEN URBANISM PROGRAM, GLOBAL GREEN USA

FACULTY

Ted Bardacke is Senior Associate in the Green Urbanism Program at Global Green USA and a Lecturer in Urban Environmental Design and Planning at UCLA. Ted works with affordable housing developers, public agencies, school districts and design and construction industry professionals to advance the sustainability of the urban environment. Co-author of Blueprint for Greening Affordable Housing (Island Press, 2007), he has been involved in the drafting of numerous sustainability reference tools and standards, including the LEED for Neighborhood Development. Sponsored by the US EPA, he has developed a neighborhood sustainability assessment tool based on LEED-ND and is applying it to eight cities a year. Ted has a masters degree from the Columbia School of Architecture and spent 10 years as a foreign correspondent for the Financial Times of London, based first in Mexico City and then in Bangkok.



NICK BARHAM
GLOBAL DIRECTOR, W+K TOMORROW, WIEDEN+KENNEDY

FACULTY

Nick Barham began his advertising career in London in the mid-1990s, working at BBH and then Karmarama, on brands like Levi's, IKEA and Amnesty International. After ten years he moved to Shanghai to join Wieden + Kennedy as Planning Director. In December 2010, Nick moved to Portland as Global Director of W+K Tomorrow. Working across the network to help W+K innovate beyond its core advertising business, he currently explores how emerging tech, sustainability, open data and a bunch of stuff he doesn't know about yet are changing how a communications company could behave and what it makes.



CASEY BARNARD
PROJECT DIRECTOR, EMERALD CITIES PORTLAND

FACULTY

Emerald Cities Portland is part of the Emerald Cities Collaborative, a national non-profit network of organizations working together to advance a sustainable environment while creating greater economic opportunities for all. As Project Director for Emerald Cities Portland, Casey operates as a convener, facilitator and project manager. Casey brings over nine years of experience in nonprofit management, affordable housing, community development, environmental advocacy and law to her role with Emerald Cities Portland. She is a longtime advocate for social justice, environmental justice, and sustainable economic and community development. Casey has served as an AmeriCorps Member, worked for an environmental foundation, coordinated rural community programming for the Nonprofit Association of Oregon, and ran an internship program aimed at bringing more diversity to the conservation field. Casey has a joint BA in Sociology-Anthropology and Psychology from Middlebury College, and a JD and Environmental Law Certificate from Lewis & Clark Law School. Casey is licensed to practice law in Oregon and serves on Metro Regional Government's Public Engagement Review Committee.



TRENT BERRY
PARTNER, COMPASS RESOURCE MANAGEMENT, LTD.

FACULTY

Trent Berry is a management consultant based in Vancouver, BC, focusing on technology evaluation, feasibility and market studies, policy development, ownership and financing and project implementation. With a background in economics, science and planning, his expertise spans energy, water and wastewater. Trent has led many feasibility studies for district energy systems in the Pacific Northwest, including the one serving Vancouver's Olympic Village. He was a fellow with the Portland Sustainability Institute, and has been an advisor to the BC Utilities Commission, assisting in reviews of over \$15 billion in infrastructure projects, rate applications and resource plans.



JOE CORTRIGHT
CONSULTING ECONOMIST, IMPRESA

FACULTY

Joe Cortright specializes in helping businesses, organizations and communities to understand and to respond to the challenges of a knowledge economy. His firm serves as an advisor and analyst for state and local governments, private businesses, foundations and advocacy groups in more than a dozen states. He is recognized as one of the leading authorities on the Oregon economy, and has written numerous reports and studies on Oregon economic issues. He served as a principal consultant to the Oregon Business Plan and the Westside Economic Strategy, and currently serves as a member of the Governor's Council of Economic Advisors.

FACULTY+FACILITATOR SNAPSHOTS



RALPH DINOLA LEED AP BD+C, O+M
PRINCIPAL, GREEN BUILDING SERVICES

FACILITATOR

Ralph DiNola has over 20 years of green building expertise fusing sustainable development insight with engaging, performance-driven outcomes. He is a strategic thinker with the unique ability to apply and assess ideas from concept through implementation, from an individual building to an entire portfolio or master planned development project. Portland projects include the LEED Platinum Mercy Corps Global Headquarters building, Mirabella Continuing Care Retirement Community and Nike flagship store. Farther afield, he directed sustainability consulting strategy on the 77-acre Msheireb Downtown urban redevelopment in Doha, Qatar.



TROY DOSS
SENIOR PLANNER, PORTLAND BUREAU OF PLANNING AND SUSTAINABILITY

FACULTY

Troy Doss is a Senior Planner with the Portland Bureau of Planning and Sustainability and serves as the project manager for the bureau's projects in the Pearl and South Waterfront Districts. He recently completed the Central City 2035 Concept Plan, and is leading the South East Quadrant Plan, a new plan for Portland's Central Eastside Industrial District, as well as the Inner Southeast Station Areas of the new Portland-Milwaukie Light Rail project. He has a Bachelor in Science in landscape architecture from Cal Poly, Pomona and has spent 20-years working in the fields of landscape architecture, habitat restoration, natural disaster mitigation, and urban design.



JOSEPH DANKO
VICE PRESIDENT, GLOBAL DIRECTOR SUSTAINABLE SOLUTIONS, CH2M HILL

FACULTY

Joe Danko brings more than 25 years of experience to his role of overseeing urban development programs and strategic master planning for cities and communities around the world. He has participated in sustainable projects from master planning and financing through design, construction, and operations, including development of environmental management systems, sustainable communities and agriculture, renewable energy applications, climate change assessment, and waste-to-energy systems. Mr. Danko's extensive experience includes creating a Nondestructive Evaluation/Nondestructive Testing company with Bristol Bay Native Corporation in Alaska; providing senior leadership for our total water management business in Alberta, Canada; Project Director of an \$800 million infrastructure utilities project and leading an industrial "zero waste" initiative.



DON EDWARDS
PRINCIPAL AND CEO, JUSTICE & SUSTAINABILITY ASSOCIATES, LLC

FACILITATOR/FACULTY

Don Edwards is considered one of the most deft mediators and process designers working today in the field of land use and development by international, federal, regional, state and local planning, transportation, parks and economic development agencies, corporations, universities, foundations and community-based organizations. A 25 year resident of DC, Don designed and facilitated many of its most complex development projects, including the Strategic Washington Neighborhood Planning Initiative, the Anacostia Waterfront Transportation studies, DC's Transit Alternatives Analysis, the National's Baseball Park, the District of Columbia's Comprehensive Plan and the assessment of the DC Zoning Code's technical and legal infrastructure.



NICOLE ISLE
CHIEF SUSTAINABILITY STRATEGIST, GLUMAC

FACILITATOR

Nicole Isle is the Chief Sustainability Strategist at Glumac a full service consulting engineering firm with 300 employees across 10 offices. With 11 years of sustainability and biological consulting experience, Nicole is a talented Project Manager and Practice Lead for green building and sustainability planning projects. A creative systems-thinker with demonstrated ecological experience, she is a recognized thought leader in sustainability planning, natural systems integration, and biomimicry. With the EcoDistricts Initiative, Nicole led the development of the Habitat and Ecosystem Function Performance Area, helped to complete opportunity studies for two distinct Portland, Oregon neighborhoods and has been engaged with the TAC and Steering Committees.

FACULTY+FACILITATOR SNAPSHOTS



KIM KNOX

PROJECT MANAGER, SHIELS OBLETZ JOHNSEN

FACILITATOR

Kim Knox has a 25-year background in community development with an emphasis on building places that support a diverse range of transportation options. After earning a Bachelor's Degree in Architecture from the University of Oregon, she provided urban design expertise on long-range planning projects for the Portland Bureau of Planning (1982 - 1987). For the next four years, she served as an urban designer for Lane, Frenchman and Associates in Boston, Massachusetts focusing on community redevelopment efforts. As TriMet's land development manager (1991 - 2000), she managed some of the Portland region's earliest transit-oriented development projects. Since joining Shiels Obletz Johnsen (SOJ) in 2000, Ms. Knox has managed over twenty public, private and nonprofit development projects with a range of responsibilities including assembling project teams; securing financing; prioritizing capital investment and development priorities and design, permitting and construction oversight. SOJ is a Portland-based firm specializing in the management of complex urban development projects for public and private clients.



ROBERT LIBERTY

DIRECTOR, URBAN SUSTAINABILITY ACCELERATOR, PORTLAND STATE UNIVERSITY

FACULTY

Robert Liberty was Staff Attorney and Executive Director of 1000 Friends of Oregon, a nonprofit organization dedicated to the implementation, defense and improvement of Oregon's comprehensive land use planning program. He has served as Senior Counsel to Oregon Congressman Earl Blumenauer, advising him on federal policy issues concerning livable communities. In 2004 he was elected to the Metro Council, the metropolitan government in the Portland, Oregon, region and was re-elected in 2008. On the Metro Council he chaired and co-chaired committees considering rail transit investments, regional housing policy and other matters. In his career in higher education, Robert helped establish relationships with sustainable city planning and design efforts in China and participated in one of US HUD's sustainable communities regional planning grants. He has degrees from the University of Oregon Honors College, Oxford University and Harvard Law School and was a Loeb Fellow at the Harvard Graduate School of Design.



GUILLERMO MACIEL

POLICY ADVISOR, MULTNOMAH COUNTY CHAIR'S OFFICE

FACILITATOR

Guillermo's passion resides where equity, diversity and community development intersects with: the sustainable provision of services for vulnerable populations, urban and rural development, the green economy and the development of good paying jobs and the changing demographic of Oregon. Guillermo just recently left a post as policy advisor to Jeff Cogen, Chair of Multnomah County (OR). He worked on Immigration and Public Safety issues, diversity and equity issues, food justice/ security policy, housing assistance services, animal services, vector control, and other areas of health and human services for the County. Guillermo has connected deeply with the environment through his experience as a commercial fisherman and professional farmer. He's proven his dedication to advocacy work, community and constituency development through the non-profit sector and on local and national political campaigns - including Mr. Obama's first election to the Presidency.



PETE MUNOZ

SENIOR ENGINEER / BIOREGIONAL TEAM LEADER, BIOHABITATS

FACULTY

Pete Muñoz is a seasoned engineer who has focused the bulk of his career developing sustainable water infrastructure. A licensed engineer and certified wastewater treatment plant operator, Pete has been involved in over 100 infrastructure projects including wastewater treatment, stormwater management, rain harvesting, environmental remediation, and watershed restoration. He maintains a holistic perspective when examining and addressing water related questions.



BRIAN NEWMAN

DIRECTOR AND ASSISTANT DEAN, OHSU CAMPUS PLANNING, DEVELOPMENT AND REAL ESTATE

FACULTY

Brian Newman is the Director of Campus Planning, Development and Real Estate at Oregon Health and Science University (OHSU) in Portland, Oregon. OHSU is the largest employer in the City of Portland with three campuses, approximately 14,000 employees, 3,900 postgraduate students in four schools, and over seven million square feet of facilities including two hospitals and several off campus outpatient clinics. In this capacity, he works to achieve the University's strategic goals through overall management of space and campus planning, land development, real estate leasing and third-party facilities management contracts. Brian has 20 years of professional experience as both a practitioner and policymaker in land use planning and real estate development. Prior to joining OHSU, he served 5 years as an elected member of the Metro Council. He has a master's degree in City and Regional Planning from UC, Berkeley and a BA from Willamette University.

FACULTY+FACILITATOR SNAPSHOTS



TOM PUTTMAN PE, AICP, LEED AP

PRESIDENT, PUTTMAN INFRASTRUCTURE

FACULTY

Tom Puttman has pushed to redefine infrastructure to create a more sustainable built environment by helping Portland plan and design some of its greenest developments (including EcoTrust, the Brewery Blocks and New Columbia), and by envisioning a sustainable future for Portland in studies like the Lloyd Crossing Sustainable Design and Development Strategy and Portland Community College's Net-Zero Campus Strategy. He has considerable experience in sustainable infrastructure planning and design, finance, regulation and management. Tom is a member of Portland's Watershed and the Portland Plan advisory committees.



JILL SHERMAN

VICE PRESIDENT, GERDING EDLEN

FACULTY

Jill Sherman's work is community development driven. Prior to joining Gerding Edlen, Jill developed multi-family affordable housing for a non-profit community development corporation. Jill heads Gerding Edlen's public-private partnerships and build-to-suit projects for non-profit and for-profit companies. She specializes in projects financed using complex financing structures such as low-income housing tax credits and new markets tax credits. Jill is responsible for new business development as well as management of all predevelopment activities including concept design and budgeting, entitlements, neighborhood outreach, negotiating agreements and financing. Her projects at Gerding Edlen include The Oregon Clinic, Gateway Park and Ride Garage, Eastern Oregon University North Hall and Daugherty Hall, Burlingham Hall, Gilbert Hall, The Casey, Pacific University's Health Professions Campus, Lane Community College Downtown Campus, and Central City Concern Broadway Recovery Clinic and Hooper Center Renovation. She served on the Portland Planning Commission from 2007-2012.



TIM SMITH

PRINCIPAL & DIRECTOR OF URBAN DESIGN AND PLANNING, SERA ARCHITECTS

FACILITATOR

Tim Smith's work in sustainability has received a number of awards including a Progressive Architecture Research Award for Sustainable Communities in the Urban-Rural Interface. He was instrumental in developing the EcoDistrict concept for the City of Portland, a concept he is applying to a number of master planning projects. He has directed SERA's efforts to develop the Civic Ecology community sustainability framework, a topic on which he has lectured and written.



LLEWELLYN WELLS

FOUNDER AND PRESIDENT, LIVING CITY BLOCK

FACILITATOR

Llewellyn is the President and Founder of Living City Block (LCB). LCB has launched partnerships in Denver, Colorado, Brooklyn, New York and Washington, DC. LCB is currently in discussion with other US cities about possible LCB projects. Living City Block will create and implement a replicable, exportable, scalable and financially viable framework for the resource efficient regeneration of existing cities, one neighborhood at a time. Prior to founding Living City Block, Llewellyn spent two and a half years as a VP at Rocky Mountain Institute. He spent 24 years working in the entertainment industry on such highly acclaimed independent films as Bagdad Café, The Grifters, Dogfight and Under Suspicion. Llewellyn won five Emmy awards, a Golden Globe and two Producers Guild awards as one of the original producers of the television series The West Wing.



RICK WILLIAMS

EXECUTIVE DIRECTOR, LLOYD TMA

FACULTY

Rick Williams' background is in parking and transportation demand management. Rick focuses on parking management and transportation demand management programs (TDM) for business districts. Since 1995 he has created comprehensive parking and/or TDM plans for over 50 cities. Rick helped establish the Lloyd TMA in 1995. The LTMA was Oregon's first and currently serves 85 businesses (and their 10,000 employees) participating in the creation and implementation of employer based programs for reducing employee commute trips. The LTMA focus is on parking management, transit, bicycle and pedestrian programs as well as marketing and communications. Single occupant vehicle (SOV) trips to the district have decreased 36% since 1997. The district's transit mode split has risen from 10% to 41%, bicycle commuting from 1% to 6%. In 1999 the LTMA was recognized by the Environmental Protection Agency as having one of America's most innovative business district transportation programs.

More From EcoDistricts

EcoDistricts Summit

Coming to Boston November 12-14, the EcoDistricts Summit is the premier conference dedicated to the global movement to promote sustainable neighborhood development. Each year the EcoDistricts Summit convenes leading municipal policy-makers, developers, business leaders, planners, and community leaders – people with decision-making power – to share best practices and shape the growing EcoDistricts marketplace. More than 60 plenary sessions and panel discussions are carefully curated to introduce conference participants to cutting-edge projects and thought leadership in green buildings, smart infrastructure and community action.

Target Cities

The target Cities Program is a two-year immersion program for leading cities to integrate the EcoDistricts Framework into neighborhood development and revitalization projects (expected launch date Jan. 2014). Key outcomes include:

- Formation/steering group comprised of key municipal agencies, infrastructure and utility providers and key district stakeholders
- EcoDistrict roadmap that guides neighborhood plans and investments
- Catalytic district scale projects (with business plans and funding in place)
- Robust governance and policy structure to guide EcoDistrict investments over time

EcoDistricts Incubator + Practitioner Workshops

The EcoDistricts marketplace is rapidly growing with opportunities to change the way cities view sustainable development. To support market transformation, we offer a suite of services from one-day practitioner trainings to in-depth city and site-specific consulting services to help build the next generation of urban development projects and leaders.

Tools + Research

EcoDistricts leaders are designing the neighborhoods of the future. They need practical tools, training and support to turn their vision into action. Our range of tools and services are designed specifically to help city, development and community leaders revitalize neighborhoods with sustainability in mind. In addition to these tools and services, we're partnering with Portland State University to launch an EcoDistricts Research consortium, with the goal of expanding to a handful of affiliated universities and colleges over the coming year.

CONTACT US AT INFO@ECODISTRICTS.ORG

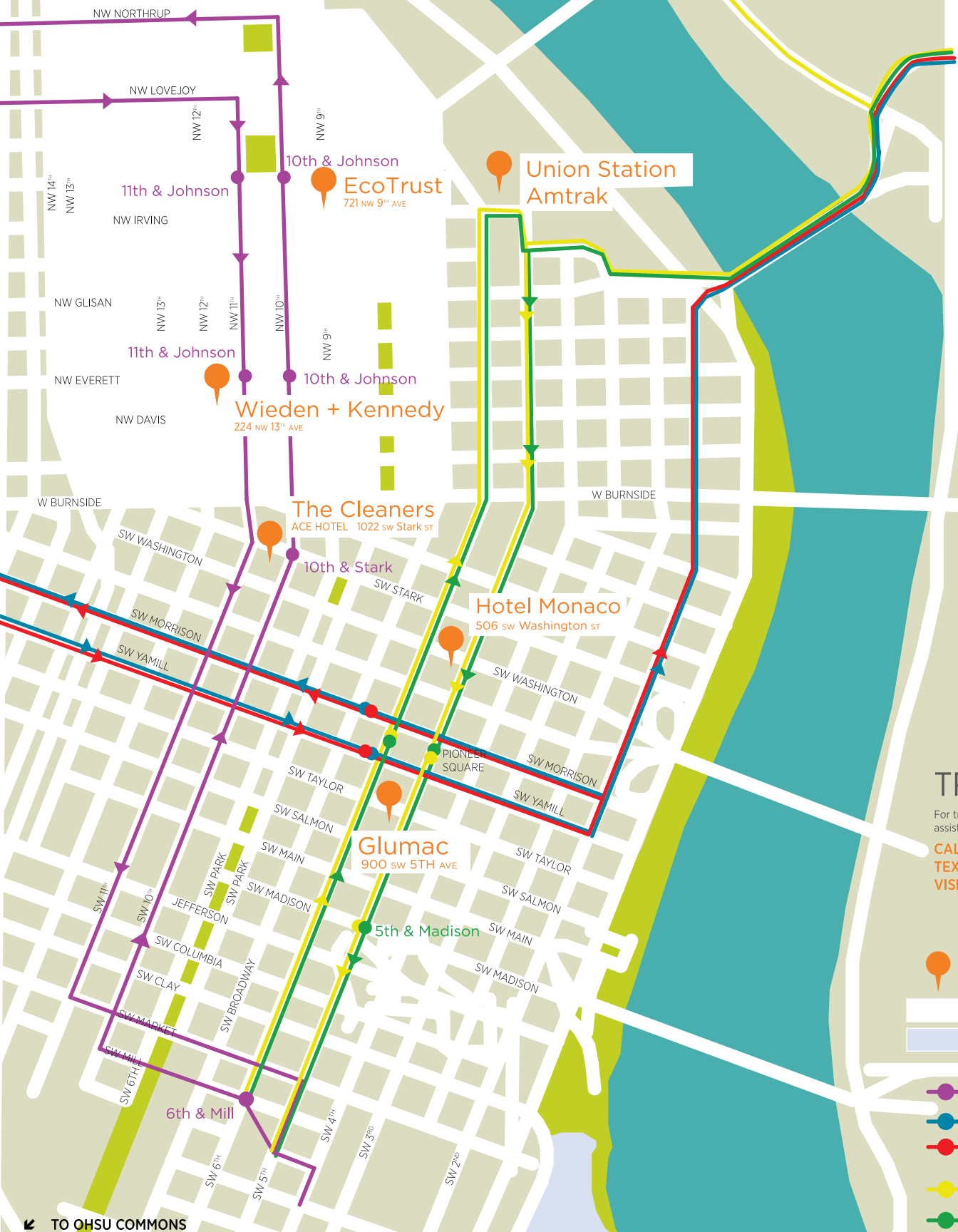
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