

# Fort Collins, Colorado



## JENI CROSS

DIRECTOR OF RESEARCH, THE INSTITUTE FOR THE BUILT ENVIRONMENT

Jeni Cross is the Director of Research for the Institute for the Built Environment and Associate Professor of Sociology at Colorado State University. She earned a bachelor's degree from Colorado State University and received her Ph.D. in Sociology from the University of California at Davis. Her areas of expertise include conservation, community development, professional social networks, social norms, and behavior change. Jeni's passion is applying the tools of social science (theory and research methods) to help communities and organizations create meaningful change. For example, she has created social marketing projects to improve radon mitigation, reduce resource use, and increase energy conservation. Her current research projects focus on how social norms influence energy conservation and how inter-organizational social networks contribute to innovation and sustainability.



## COLIN DAY **team lead**

PROJECTS MANAGER, INSTITUTE FOR THE BUILT ENVIRONMENT

Colin Day is a recent graduate of the Master's in Landscape Architecture program at Colorado State University. He received his bachelor's degree in fine arts from the California College of the Arts, where he focused on painting and drawing. Between his degrees, he worked in the Los Angeles in the film industry as an actor and in art direction. During these years, his interests in sustainability and landscaping grew and eventually eclipsed his passion for film and television. As a longtime resident of cities, his interest in urban design and urban scale sustainability and resilience are what eventually led him into the field of Landscape Architecture. While he continues to have a keen interest in design, his skills in creative problem solving, abstract thinking and client relations, coupled with his passion for sustainable materials and environmental health, provide a sound foundation for project management and civic scale resilience.



## REBECCA EVERETTE AICP

CITY PLANNER, CITY OF FORT COLLINS

Rebecca Everette is a City Planner for the City of Fort Collins, CO, with a background in community engagement, natural resources, communications, and urban and regional planning. She is involved in a wide range of planning efforts, from reviewing development proposals to coordinating long-range plans. The City of Fort Collins is currently updating their plan for the downtown area, and she serves as the staff liaison to a working group focused on energy and environmental topics. Rebecca holds a Master of Urban and Regional Planning from the University of Colorado-Denver, as well as a B.S. in Natural Resources Recreation and Tourism from Colorado State University. She previously worked as a private sector consultant on environmental and community planning projects nationwide.



## BRUCE A. HENDEE ASLA, ICMA

FORMER CHIEF SUSTAINABILITY OFFICER, CITY OF FORT COLLINS

Bruce is the Former Chief Sustainability Officer for the City of Fort Collins, where he founded the Sustainability Services Area. Based on the Triple Bottom Line, the Service Area was developed by bringing together three departments within the City including Economic Health and Environmental Health, and by creating a Social Sustainability Department. In the last four years, the city has enacted multiple programs devoted to reducing its environmental footprint while continuing a high quality economy. Key environmental accomplishments include: enacting one of the most aggressive environmental Climate Action Plans in the nation, adopting a Road to Zero Waste Goal, Chairing Fort ZED (Zero Energy District), developing the international conference Net Zero Cities, developing an Economic Health Strategic Plan, adoption of a Nature in the City Plan, and creation of an Urban Design Master Plan for Midtown along a transit corridor.

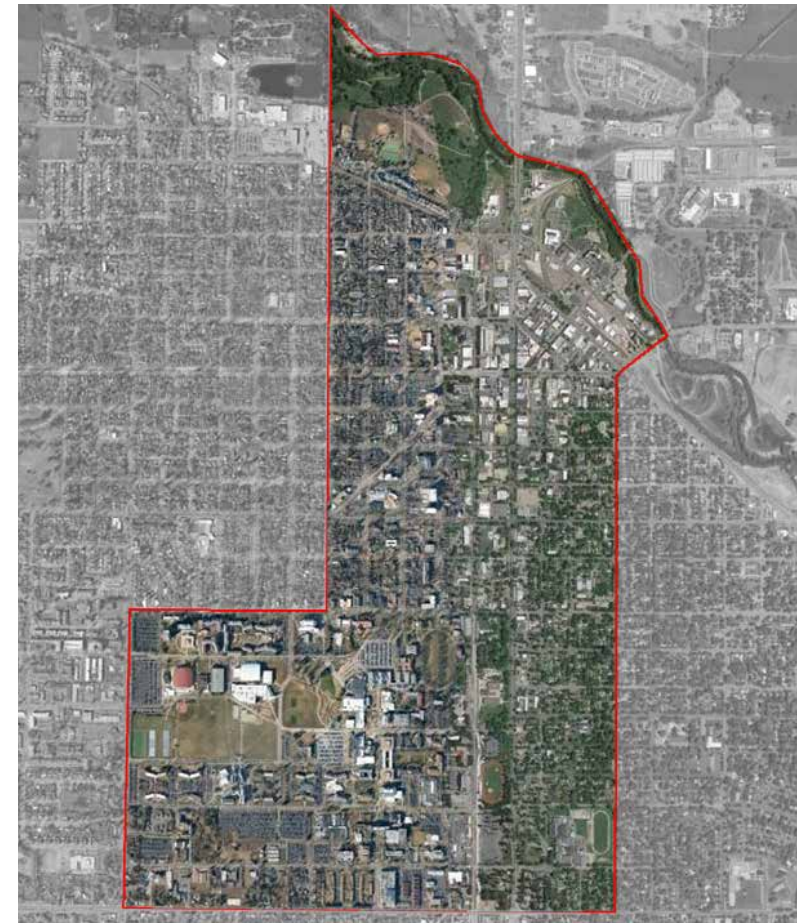


## MELISSA HOVEY

SENIOR ENVIRONMENTAL PLANNER, ENVIRONMENTAL SERVICES DEPT., CITY OF FORT COLLINS

Melissa Hovey manages the air quality programs for the City of Fort Collins, CO and is the project lead for the Green Built Environment program and a member of the Climate Action Plan core team. Melissa has extensive experience in environmental planning and policy development, air resource management, and air quality permitting and monitoring. She received a M.S. in Environmental Engineering from Colorado State University and a B.S. in Civil Engineering from the University of Maine.

# Mason UniverCity District



## Why this Neighborhood?

There is a great deal of interest in ecodistrict framework because it provides a platform to help Fort Collins investigate mechanisms to meet their Climate Action Plans. A successfully implemented EcoDistrict would be a multi-million dollar project with many local organizations and agencies benefitting from the costs of development. The opportunities to leverage existing programs and initiatives at the city and university levels would further encourage a relationship of mutual benefit between the City of Fort Collins and CSU.

## top 3 Neighborhood PRIORITIES:

1. Utilizing the framework in concert with the current relevant City programs to ensure that the district pilots the aggressive Climate Action Plan goals.
2. Furthering the nationally respected CSU research agendas in social, economic and environmental sustainability.
3. Improving access and equity to quality of life and financial vitality for district residents and the entire Fort Collins community.

## top 3 Neighborhood CHALLENGES:

1. Garnering the political and community agreement necessary to obtain municipal support within the available seed-fund project timeline.
2. Ensuring that the identified area has the cultural, infrastructural and capital capacity to meet the standards of the given EcoDistrict framework.
3. Establishing the public process support needed to permit the development that meets the needs of the community to be affected by the proposed changes.

The City of Fort Collins recently adopted a Climate Action Plan with highly aggressive goals, including an 80% reduction in carbon emissions by 2030. To help accelerate community goals, stakeholders are creating an ecodistrict master plan for the Mason UniverCity District. The district, led by the Institute for the Built Environment (IBE), is a 1165-acre area encompassing the downtown Fort Collins District, the Colorado State University main campus, public open lands and Poudre River conservation buffers, neighborhood conservation zones, residential zones, and commercial districts. IBE was recently awarded a seed fund of \$100,000 from the CSU Office of the Vice President for Research to develop an ecodistrict framework for the City of Fort Collins. This grant provides a dedicated staff position for two years to leverage the award with federal and private programs in order to make the city an ecodistrict pilot city. The Office of the Vice President for Research at CSU has also committed staff resources to helping the team apply for long-term funding for ecodistrict planning and research. In conjunction with the development of the UniverCity EcoDistrict master plan, planners will be convening research teams and convene private, public and academic partnerships to 1) assist in development of the plan, 2) establish performance metrics, and 3) assess the outcomes of development in the UniverCity EcoDistrict. The boundaries of the project area were selected to encompass diversity among demographic groups, zoning uses, and key ecological zones. In addition, this district was selected because it is currently undergoing rapid rezoning and redevelopment.