



EVOLVE WITH US.

From the neighborhood up.



ECODISTRICTS

JOIN US.

Our vision is to inspire every city to remake itself from the neighborhood up. We bring together city builders and entrepreneurs, policymakers and urban innovators to create vibrant neighborhoods and smart cities.



City Makers. Unite.



We recently changed our name from the Portland Sustainability Institute to EcoDistricts. With a new name comes an expanded effort to lead the EcoDistricts movement — a growing army of citizens and city makers from Bellingham to Boston and beyond.

Around the world, more people live in cities than ever before. How we live in cities is one of the great challenges of our time. Urban leaders of all stripes, from mayors to community activists, see EcoDistricts as the key to solving many of their challenges, and they are launching transformative projects. In response, we're creating a powerful convening, advocacy, technical assistance and research platform to inform and drive EcoDistrict acceleration - strategic in nature, collaborative in approach and practical in application. At EcoDistricts you'll find people, tools, services and training with a laser-like focus on helping cities and urban development practitioners create the neighborhoods of the future — resilient, vibrant, resource-efficient and humane.

Read on for information and stories from 2012, a year of literal transformation for EcoDistricts and one that saw an unprecedented groundswell of interest here, and everywhere.

Thank you for your support and your participation in the EcoDistricts movement. See you in the neighborhood.

Rob Bennett, Executive Director



PROJECTS



As writer and visionary Richard Florida says, cities are our greatest invention and the key social and economic organizing units of our time.

Of course, cities have to be designed in the right way to generate wealth, improve living standards, and enable the interactions necessary to drive creativity and productivity. With the right design and planning, cities can be engines of innovation full of talented and creative people who accelerate economic growth. And without the proper planning, they can't.

At the dawn of the 20th century, just 14 percent of people lived in cities. Today, cities hold more than half the world's population. By 2030, more than five billion people (six out of every 10 people) will live in cities and urban centers. The question of our time is: How do we create the cities we want – and need – to serve billions of people?

We believe that EcoDistricts are one of the few comprehensive tools available to citymakers for unlocking the full potential of cities. That's why we're launching Target Cities, a two-year immersion program for leading cities that wish to integrate our pioneering EcoDistricts Framework

into neighborhood development and revitalization projects.

The Framework provides a practical template to build support, drive projects and measure results through four action areas: 1) District Organization: organizational formation, building alliances, and setting goals; 2) District Assessment: creating a performance based neighborhood sustainability roadmap that addresses the eight EcoDistrict performance areas; 3) Project Development: launching catalytic district-scale sustainability projects, and 4) District Management: developing district governance to guide long-term project implementation.

The Target Cities program is designed to help cities innovate, to embed performance metrics into projects, and to apply sustainability to a range of neighborhoods, including low income communities that are often left out of sustainable development planning and development.

CAPITOL HILL ECODISTRICT, SEATTLE, WA



Since 1976, Capitol Hill Housing has served low- and moderate-income residents to improve the Capitol Hill neighborhood for all. Today, funded in part by a Bullitt Foundation grant, they're using our EcoDistrict Framework to set ambitious neighborhood-wide sustainability goals and bring together city agencies and neighborhood organizations to act on them. They view a new EcoDistrict as a once-in-a-generation opportunity to improve the neighborhood's vibrancy, well-being and ecological health, and serve as a catalyst for other communities wanting to innovate from the neighborhood up.

"EcoDistricts provide a path for realizing advanced sustainability through behavior change, building design, and infrastructure investments." — Christopher Persons, CEO, Capitol Hill Housing

SEAHOLM ECODISTRICT, AUSTIN, TX



The City of Austin is partnering with us and applying our tools to benchmark and measure an eight-acre downtown mixed use development project. The city is using the EcoDistricts Framework to coordinate activity among major property developers and city agencies to measure neighborhood sustainability performance in an area that will include the repurposed and iconic Seaholm Power Plant, affordable and market-rate housing, retail, a hotel, a new central library, transit and new green space.

"We're applying the EcoDistrict Framework to guide decisions in a complex, rapidly-evolving neighborhood. Developers are excited about the EcoDistrict as a way to differentiate their product and attract and engage residents." — Lucia Athens, Chief Sustainability Officer, City of Austin

INNOVATION DISTRICT, BOSTON, MA



Boston's Innovation District, an emerging center of leading knowledge companies, retailers, manufacturers, and new urban residents, is poised to take sustainability to the neighborhood scale as Boston's pilot EcoDistrict. Overlooking the historic harbor, Fort Point Channel, downtown Boston, and Logan International Airport, the district contains the city's largest tracts of underdeveloped land. The City is encouraging high-efficiency district utility investment, coordinating community-wide action and setting ambitious sustainability goals. With our Framework, Boston's Innovation District can better plan and implement sustainable infrastructure investments and grow the next generation of businesses and residences.

"The Innovation District challenges us to take new approaches – to be more deliberate, more experimental and more sustainable. EcoDistricts offer us a new approach to pursuing urban sustainability at the neighborhood scale." — Thomas M. Menino, Mayor of Boston

PEOPLE



The EcoDistricts movement is a growing army of champions, leaders and practitioners in the U.S., and around the world.

The people behind these projects and many others meet at our annual EcoDistricts Incubator and EcoDistricts Summit to learn, share and collaborate. The Incubator is a three-day executive level training and capacity building program for municipal and community development leaders looking to develop EcoDistrict project(s) in their communities. The EcoDistricts Summit, now entering its fifth year, convenes over 450 people annually for three days of workshops, plenaries, training and dialogue. The Summit has built a reputation for inspirational speakers and dynamic programming. In all, our Incubator and Summit have served more than 2,000 of the world's leading urban planners, citymakers and policymakers over the last four years.

INCUBATOR 2012



SUMMIT 2012



INCUBATOR >> ECODISTRICTS INCUBATOR

In 2012, 51 leaders from 10 North American cities gathered in Portland to participate in dynamic group work sessions with fellow urban development practitioners. The goal: help them shape and accelerate their own EcoDistricts projects. Over three days, with the help of skilled facilitators and industry experts, each city team created an individual EcoDistrict roadmap to guide their project from design through implementation.

Speakers at the Incubator included economist Joe Cortright, who has spent the last several years analyzing the economic benefits of cities that invest in sustainability (what he calls the green dividend), Trent Berry of Compass Resource Management, who is helping cities and universities build low carbon district utility systems, and Nick Barham of Wieden+Kennedy, who discussed how to avoid the pitfalls of traditional sustainability branding.

SUMMIT >> ECODISTRICTS SUMMIT

Each year the EcoDistricts Summit convenes 450 municipal policymakers, 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.

In 2013, we're partnering with the City of Boston to bring the Summit to one of the world's great cities on the forefront of green city innovation. This is the first time the Summit will happen outside of our home city of Portland, marking a significant turning point for the organization and the EcoDistricts movement.

10 CITIES, 10 PROJECTS: 2012 INCUBATOR CITIES

Austin (former industrial lands are reborn as a downtown mixed-use neighborhood), Bellingham (a new waterfront neighborhood emerging at the site of an old mill), Boston (a new center is planned for advanced manufacturing, knowledge companies and housing), Charlotte (mixed-use neighborhood of small businesses and housing rising out of repurposed industrial buildings in the South End), Cleveland (a shrinking inner-city getting new investment, with a focus on urban agriculture and related enterprises),

Guadalajara (a railroad right of way became a civic park in order to spur revitalization), Mountain View (conversion of an office park into Google's low carbon corporate campus of the future), Philadelphia (the South of South Neighborhood seeing new growth near the city center), San Francisco (South of Market area poised for dense, low carbon growth and new transportation options), and University of British Columbia (new mixed-use neighborhood based on principles of regeneration and resiliency).

A photograph of a city street scene. In the foreground, there are several trees with green leaves. A yellow bus is moving across the street, slightly blurred. Pedestrians are walking on the sidewalk. A yellow diamond-shaped sign on a post is visible on the right side of the street. The scene is captured from a low angle, looking down the street.

TOOLS

EcoDistricts leaders are designing the neighborhoods of the future. They need practical tools, training and support to build knowledge and turn their vision into action. In 2012, a range of practitioners from dozens of cities used our practical tools to turn vision into action.

Often, the hardest part of creating an EcoDistrict is getting started. Our tools focus on helping cities and urban development practitioners team up to be more successful across a diverse range of projects, from large scale brownfield redevelopments to low-income neighborhood revitalization, with an emphasis on process management, metrics, integrated project delivery and deep community collaboration. We offer a mix of resources and client services to 1) support project implementation with our EcoDistricts Framework and consulting services, 2) train practitioners and city leaders, 3) and capture and documenting best practices and lessons from the field through our publications and research. Our approach is strategic in nature, collaborative in approach and practical in application. Consider our work in the following cities:

Portland: Over the past three years, we've helped the City of Portland and Mayor's office launch a five-

neighborhood EcoDistrict pilot program. In the Lloyd EcoDistrict, local leaders have transitioned from focusing exclusively on transportation management to setting aggressive goals and launching projects across mobility, energy, water, ecosystem services and waste. Their EcoDistrict designation is helping Lloyd differentiate itself as one of North America's most innovative business districts by advancing solutions that will spark new real estate and infrastructure investments in the coming years.

San Francisco: Since 2012, EcoDistricts has been advising the City of San Francisco to create a comprehensive EcoDistrict policy framework. We are currently facilitating the Central Corridor EcoDistrict taskforce, a 24-square-block area south of Market Street, centered around 4th Street, is currently undergoing a neighborhood planning and rezoning process to better manage and support growth around the new Central Subway.

ECODISTRICTS FRAMEWORK

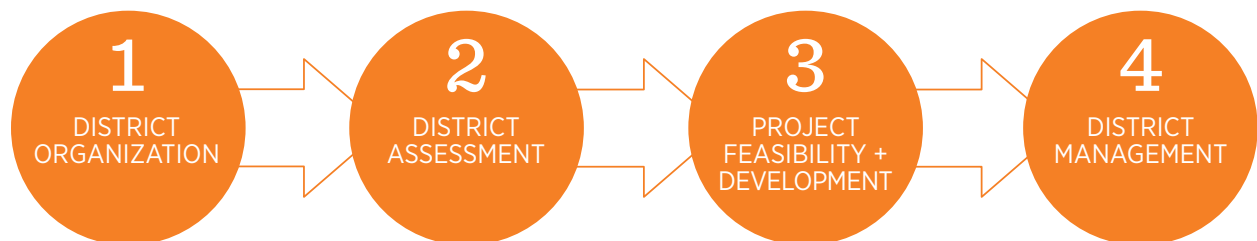
Neighborhoods are complex, whether it is a proposed brownfield district project or an existing neighborhood that reflects the challenges of modern urban reality: multiple landowners, diverse populations, aging infrastructure and building stock, and fragmented local leadership.

First developed in 2009 and modified over the past three years, the EcoDistricts Framework is a practical process management tool to support an upstream, inclusive process to guide innovative district-scale sustainable development projects from concept through implementation. It is specifically designed to



help cities, urban development practitioners, and community organizations team up to build successful EcoDistrict projects, with an emphasis on community collaboration and building enduring alliances among multiple stakeholders; creating a neighborhood sustainability roadmap that meets specific sustainability targets; promoting integrated project delivery; and standing up district-wide management regimes to guide project implementation over time.

In 2013-14, we will embark on a comprehensive engagement strategy with industry leaders to update our EcoDistrict Framework and toolkits to better support market transformation and innovation.



MAKING EQUITY AND INCLUSION HAPPEN

A growing frustration among community activists, political leaders and others working at the neighborhood scale is that many of the current sustainable or “green” neighborhood development projects emphasize environmental outcomes over community benefits, such as poverty alleviation, improved health outcomes, particularly for low-income families and people of color, social cohesion and neighborhood resiliency.

In an effort to strengthen the EcoDistricts Framework, we partnered with OPAL, an influential non-profit environmental justice non-profit based in Portland to develop the EcoDistrict Project Evaluation Framework to more effectively address equity and inclusion. It is designed to ensure that EcoDistrict projects deliver environmental and community benefits with an emphasis on equity, health, access, and livability outcomes.

2012 FINANCIALS

Statement of Financial Position

ASSETS

Cash and cash equivalents	\$118,705
Grants and contracts receivable	\$49,974
Prepaid expense	\$743
Equipment, less accumulated depreciation of \$1688	\$99

Total Assets **\$169,521**

LIABILITIES + NET ASSETS

Liabilities

Accounts payable	\$8,906
Accrued payroll and related liabilities	\$6,801
Deferred revenue	\$15,000

Total Liabilities **\$30,707**

Net Assets

Unrestricted	\$53,385
Temporarily restricted net assets	\$85,429

Total Net Assets **\$138,814**

Total Liabilities + Net Assets **\$169,521**

Statement of Activities

REVENUES + OTHER SUPPORT

Grants and contracts	\$195,000
Contributions	\$342,810
In-kind donations	\$7,020
Fees	\$63,001
Event income	\$93,812
Interest income	\$52
Miscellaneous income	\$350

Total Revenues + Other Support **\$702,045**

EXPENSES

Program services

EcoDistricts	\$251,943
EcoDistricts Summit	\$139,051
EcoDistricts Institute	\$106,055
Training & Consulting	\$39,920
Other Programs	\$9,758

Total Program Services **\$546,727**

Supporting services

Administration	\$76,535
Fundraising	\$62,289

Total Expenses **\$685,551**

Change in Net Assets **\$16,494**

Net Assets, Beginning of Year	\$122,320
Net Assets, End of Year	\$138,814

DONORS + SUPPORTERS

CORPORATIONS

Beam Development
Cadmus
Criterion Planners
SRG Partnership, Inc.
Umpqua Bank
Think AV
Next American City
Andrew Paul Photography
Sustainable Industries
Corix
Governing Magazine
Sustainable Business
Oregon
OHSU
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South Waterfront
Community Relations
International Living Future
Institute
Insinkerator
Intersect Video
Zero Waste Alliance
Mayors & Cities
Interface Engineering
Green Building Services

Nike
Portland General Electric
SERA Architects
ZGF Architects
Skanska
Jones Lang Lasalle
Perkins + Will
Gerding Edlen
CH2M Hill
Mithun
Lane Powell
Glumac
Full Sail Brewing
Hotel Modera

GOVERNMENT & HIGHER EDUCATION

Metro
City of Portland
Portland Development
Commission
Portland State University
Institute for Sustainable
Solutions
Oregon Tech

NONPROFITS

Better Bricks
Energy Trust of Oregon
Enterprise Community
Partners
Living City Block
Ecotrust
Smart Grid Oregon
Green Lents
Cascadia Green Building
Council
Independence Gardens
Mercy Corps NW
Seattle 2030
AIA Portland
Growing Gateway
Green Sports Alliance
US Green Building Council

INDIVIDUALS

Tennise Thorton
Erin Flynn
James Winkler
Jill Baum
Darcy Winslow
Lorrie Vogel

Brian Steelman (*Por Que No*)
Nick Barham
Scott & Laura Lewis
Erin Barnes
Naomi Cole
Christina Bascom
Blue Tree Strategies
Regina Davis
Jean Fordyce
William Lazar
Jeffrey Stuhr
Jonathan Fink
Bradley Malsin

FOUNDATIONS

Blackstone Ranch Institute
EcoWorks Foundation
Kresge Foundation
Bullitt Foundation
Evan and Sara Williams
Foundation
Collins Foundation
Urban Sustainability
Directors Network (USDN)

BOARD + STAFF

BOARD

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Goodworks - A Design Studio, *Design*
Ideaville, *Website & Design*
Puttman Infrastructure, *Green Infrastructure*
GreatBig, *Brand Strategy & Communications*

Join us, and become part of the growing global family that's remaking cities from the neighborhood up.

“These are the people who are going to implement solutions that change our cities and our lives.”

- Nathan Gibson, SKANSKA

LEARN MORE AT: [ECODISTRICTS.ORG](https://ecodistricts.org)