Message From Rob

I founded EcoDistricts five years ago with a simple idea: to make our neighborhoods the center of the global sustainability movement. I was inspired by two simple truths: 1) the community a child is born into does more to influence that child’s future than any other factor; and 2) the neighborhood is the most important scale to implement positive change.

Neighborhood development is complex, messy and requires strong leadership and collaboration. We started EcoDistricts with a focus on two key priorities: defining what success looks like with the launch of EcoDistricts Certified and building a “campfire” to convene and deepen the industry’s commitment to equity and sustainability.

What started as a pilot program in my home city of Portland, Oregon has become a growing movement of thousands of urban and community development leaders across North America and around the world making neighborhood-scale commitments to equity, resilience and climate protection.

In the following pages, you’ll be introduced to people and projects who have led the way in our first five years. With more people moving into cities than at any other time in history and the impacts of global warming being felt the world over, the need for inspired leadership has never been greater.

We at EcoDistricts never take for granted the fact that we get to do what we love every day. We’re constantly inspired by the urban development and community leaders who are tirelessly working to imagine a brighter future.

Thank you for your continued support - from the neighborhood up.

THE GROWTH OF THE ECODISTRICTS MOVEMENT

Support for sustainable and equitable communities has been building momentum over the past two decades. Here are key moments that have shaped and inspired our work.

2000

Sweden Shows the Way: Hammarby Sjöstad in Stockholm and Western Harbour in Malmö tackle district-scale sustainability and inspire a generation of urban developers.

2004

Lloyd Crossing is Published: The City of Portland and area business leaders commission a seminal and award-winning initiative to regenerate a 30-block district using principles of ecological design and economics.
EcoDistricts stands for a new way of building community in which the relationship between the health of people and the planet is deeply considered. Our work is in response to the mounting climate crisis and the widening equity and opportunity gap, which threatens the well-being of our communities, especially our most vulnerable citizens.

In the past five years, a group of civic entrepreneurs, activists, community development professionals, public officials and funders have begun reimagining how communities are designed, built and governed. Determined to create more holistic models of neighborhood redevelopment, a growing number of innovative projects are investing in place-based economic development, green buildings, distributed water and energy infrastructure, mixed-income housing, community open space and improved transit. It is with this backdrop that we created the EcoDistricts Protocol and launched EcoDistricts Certified and the Accredited Professional program to quicken the pace of change and create a more inclusive community of practice.

We are deeply committed to diversity, equity and inclusion. We recognize our responsibility as a predominantly white organization to support people on the front lines who have fought for racial justice for generations as an indispensable element in vibrant and sustainable communities. That’s why we are striving to create an organization that makes good on our ambitious vision and mirrors the multicultural world we live in. We’re fortunate to partner with organizations who are leading the way and supporting our journey: Streetwyze, ioby, Enterprise, PolicyLink, Partnership for Southern Equity, Designing the WE and Race Forward among others. We are challenged and humbled every day by the diversity of voices around our table and the commitment that each participant brings to amplifying the EcoDistricts movement.

EcoDistricts is in business to support local changemakers. We’re aware that the real work happens in our communities. Block by block, neighborhood by neighborhood, district by district, we’re seeing a new and powerful vision for cities and communities take hold.

**PoSI Launched:** The Portland Sustainability Institute kicks off the first conference dedicated to neighborhood sustainability at Portland State University, attracting 100 local urban and community development practitioners.

**Technical Advisory Committee Established to Build the EcoDistricts Framework:** 70+ cross-sector professionals gather to design the first generation of the EcoDistricts Protocol.
STORIES FROM THE FIRST 5 YEARS

SEATTLE: COMMUNITY DRIVEN SUSTAINABILITY
As explosive growth reshapes Seattle, fear of displacement and gentrification is growing. In 2012, Capitol Hill, the NW’s densest neighborhood, tested a new model of community empowerment focused on the intersection of justice, art and sustainability. As interest in the Capitol Hill model grew, the adjacent Central Area Collaborative began their own journey toward sustainable self-determination, with a focus on enriching their African American heritage through economic development, cultural placemaking and energy security. In 2019, EcoDistricts is partnering with area leaders to build on Seattle’s ecodistrict momentum.

PORTLAND: THE EVOLUTION OF INNOVATION
Portland is known for blending multi-modal transit, parks, mixed income housing, green infrastructure and commercial and retail uses in established ecodistricts including the River District and South Waterfront. Now the city is advancing the next generation of ecodistricts through the Innovation Quadrant, a dynamic partnership between Portland State University, Oregon Museum of Science & Industry, Oregon Health Sciences University, Portland Community College, Portland Public Schools and the private sector to advance place-based economic and sustainable development. The goal: a vibrant low-carbon downtown district that powers the next generation of technology and job growth.

Vancouver Olympic Village Opens: The award-winning Olympic Village in Vancouver’s SE False Creek prototypes an ambitious environmental and social agenda. Rob Bennett and Tom Osdoba’s participation in the project inspires them to found EcoDistricts.

Country’s First Ecodistrict Launched: The Lloyd District in Portland starts the country’s first Ecodistrict with the support of local businesses and government. Their vision: become the most sustainable neighborhood in North America.
Seattle’s Capitol Hill EcoDistrict Founded:
Capitol Hill Housing, a Seattle-based community
development corporation that serves the most
densely populated urban village in the Pacific
Northwest, launches the first official ecodistrict
outside of Portland.

EcoDistricts Incubator is Launched: Blackstone Ranch
Institute underwrites a new three-day immersion
workshop to help neighborhood project teams develop
their own sustainability roadmaps. Today, Incubator has
advised over 60 projects from 6 countries.

TORONTO: GENERATION NEXT
East Harbour is the largest commercial project in Canada. When complete, this EcoDistricts
Certified project will add space for a staggering 50,000 workers in 13 million square feet
of office, retail and institutional buildings. To accommodate the growth, East Harbour is
investing in next generation multi-modal transportation, green infrastructure and open
space. A game-changing redevelopment, Sidewalk Toronto, is also underway next door
along the waterfront in a joint effort by Waterfront Toronto and Alphabet’s Sidewalk
Labs to create a technology-driven, mixed-use community. With the regional population
estimated to reach 9.4 million by 2041, Toronto is in a race to build vibrant, high density
neighborhoods to maintain an advantage in the global competition for talent.

SOUTH AFRICA: CAPACITY BUILDING AND PRECINCT
EMPOWERMENT IN JOHANNESBURG AND CAPE TOWN
South Africa’s urban centers are undergoing major spatial reconstruction. In Cape Town,
historic communities of color are rapidly gentrifying for mixed-use housing and commercial
development. Johannesburg is grappling with the housing, transportation and environmental
impacts of the city’s growing population. In 2017, teams from Cape Town and Johannesburg
attended the annual EcoDistricts Incubator and adopted the Protocol as a planning and
management tool. In 2017 and 2018, EcoDistricts delivered a series of capacity-building
workshops in both municipalities to help catalyze sustainable housing development, transit-
oriented design and ecosystem restoration.
PITTSBURGH: THE CENTER OF THE ECODISTRICTS MOVEMENT

Pittsburgh has defied the odds by reimaging an industrial river city into a modern powerhouse of vibrant neighborhoods dedicated to community empowerment and sustainability. Two cases in point – Uptown EcoInnovation District and Millvale. Uptown began as a City-led transit planning process and evolved to become an ambitious sustainability and economic innovation strategy to connect downtown and Oakland. In Millvale, residents gathered ten years ago after floods devastated the borough to implement urban regeneration projects in this former industrial town. Millvale stakeholders came to the 2016 EcoDistricts Incubator and committed to Certification through the award-winning Millvale Pivot Plan. Their success encouraged the nearby communities of Etna and Sharpsburg to join them to create the Triborough Ecodistrict. To celebrate the region’s leadership, Pittsburgh is hosting our 10th EcoDistricts Summit in Fall 2019.

DENVER: A COMMITMENT TO EQUITY + CLEAN ENERGY

Denver dreams big and has the political and business capital to pull it off. Mile High Connects sparked the country’s most aggressive rail transportation project, the redevelopment of Union Station led to a unique public-private partnership for a major transit-oriented development project, and now the Sun Valley EcoDistrict is transforming the region’s most vulnerable neighborhood into a 300-acre showcase for sustainability and development without displacement. In addition, the RiNo Arts District has joined Sun Valley as one of the region’s first two EcoDistricts Certified projects while two other large scale redevelopments, the National Western Center and Peña Station Next, continue to push the envelope on environmental sustainability and smart cities technology.

EcoDistricts Kicks Off Founding Member Campaign:
With support from Enterprise Community Partners, Google, Integral, ARUP, US Green Building Council, Lendlease, ZGF and others, we raise over $400,000 in seed capital to bring EcoDistricts to life.

EcoDistricts is Officially Founded: Rob Bennett, Teague Douglas and JR Ralston launch EcoDistricts with support from the Kresge and Bullitt Foundations and the private sector. Our first home is donated space in ZGF’s offices in Portland’s only LEED Platinum office tower.
San Francisco Central Corridor Embraces Sustainability: The City of San Francisco hires EcoDistricts to advise on the development of the neighborhood plan for South of Market. SF is the first jurisdiction outside of Portland to apply the EcoDistricts Framework.

First EcoDistricts Board Meeting: After almost a year of outreach and recruitment, the inaugural EcoDistricts Board of Directors meets in Boston.
EcoDistricts Summit

Since 2010, the Summit has brought together a remarkable group of citymakers, policy makers, developers, designers, financiers and community leaders to share best practices, present innovative projects, uncover breakthroughs and build a community of practice. The Summit program is designed so that each participant is engaged in hands-on workshops and thoughtful conversations to generate core ideas that advance cutting edge projects. Sessions explore six critical topics: equitable development, health and wellbeing, climate resiliency, green infrastructure, net zero water and energy and cultural placemaking. This participatory experience allows all who attend to take home lessons that are grounded in history, context, experiences and aspirations for urban regeneration and community driven, equitable development.

The Summit also makes an important contribution to the host city by allowing the unpacking of stories behind the city’s neighborhoods and leaning into the wisdom of the participants in “crowdsourcing” proposed shared solutions that advance local work. We’ve been privileged to bring the Summit to some of the country’s most innovative cities, including Portland, Boston, Washington D.C., Denver, Atlanta and Minneapolis-St. Paul. To celebrate the 10th Summit in 2019, we will head to Pittsburgh, an emerging center of the EcoDistricts movement.

“The EcoDistricts Summit convenes the most diverse, dynamic group of attendees I have ever seen at any conference, anywhere.”

Don Edwards, CEO
Justice & Sustainability Associates, Washington D.C.
EcoDistricts Creates Climate Positive Plan for Portland's South Waterfront: EcoDistricts partners with C40 to develop a low carbon roadmap for Portland’s South Waterfront District, the City’s largest brownfield redevelopment in a generation.

EcoDistricts Staff Doubles in Size: EcoDistricts adds new staff in Portland, Oakland and Los Angeles to support Target Cities and the buildout of the Protocol. We become addicted to video conferencing.
ADVANCING THE NEXT GENERATION OF COMMUNITY DEVELOPMENT

EcoDistricts Incubator

For seven years, the three-day Incubator has attracted teams from around the world that are committed to integrating equity, resilience and climate protection into their neighborhood projects. We train diverse, cross-sector teams, representing community and municipal leadership plus developers and A+E professionals whose projects will be enhanced by applying the Protocol. After years of holding Incubator in our home city, Portland, we took the event to South Africa in 2018. In 2019, we are taking Incubator to Pittsburgh, PA, the first time the event has taken place on the east coast.

“We’ve been inspired by what we’ve seen—our tour showed us that green infrastructure can be functional, beautiful—we need to bring these ideas back to our neighborhood.”

Juan Carlos Linares, Executive Director
LUCHA, Chicago

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EcoDistricts Partners with California High Speed Rail Authority to Advise Station Area Planning: EcoDistricts is hired by WSP to provide station area planning support, with a focus on introducing the EcoDistricts Protocol to high speed rail communities between LA and Northern California.

EcoDistricts travels to Canada, Hong Kong, Colombia, UK, Panama and Mexico to Promote District-Scale Sustainability: EcoDistricts presents our work across the world as momentum for district-scale sustainability grows. In total, we deliver 20+ workshops, lectures and listening sessions to over 1000 professionals.
V1. EcoDistricts Protocol Published: After almost two years in development, V1 of the EcoDistricts Protocol is launched as an open-source document online.

Sun Valley EcoDistrict Awarded $30 Million Grant: Sun Valley is one of only six projects awarded a HUD Choice Neighborhood Implementation Grant. St Louis’s Near North Side project, a participant in the EcoDistricts Incubator, is also awarded a $30 million grant in the same year.

INCUBATOR PARTICIPANT CITIES

Atlanta, GA
Auckland, New Zealand
Austin, TX
Bellingham, WA
Bend, OR
Birmingham, AL
Boise, ID
Boston, MA
Boulder, CO
Burlington, VT
Cambridge, MA
Cape Town, South Africa
Charleston, SC
Charlotte, NC
Chicago, IL
Cincinnati, OH
Cleveland, OH
Denver, CO
Detroit, MI
Encinitas, CA
Fort Collins, CO
Grand Forks, ND
Guadalajara, Mexico
Johannesburg, South Africa
Los Angeles, CA
Millvale, PA
Minneapolis - St. Paul, MN
Mountain View, CA
Oakland, CA
Orlando, FL
Philadelphia, PA
Pittsburgh, PA
Portland, OR
Prince George’s County, MD
Rochester, NY
San Diego, CA
San Francisco, CA
Santa Monica, CA
Seattle, WA
St. Louis, MO
Vancouver, Canada
Victoria, Canada
Washington, D.C.

This workshop exceeded my expectations by elevating the conversation above specific technologies and focusing on the organizational framework elements necessary for successful ecodistricts.

Kel Coulson, City of Burnaby
SETTING A PATH TOWARDS SUSTAINABILITY

Recognizing that achieving sustainability takes a powerful vision and a commitment to long-term action, in 2014 EcoDistricts set out to imagine a new model for community development. We began by assembling some of the world’s most innovative urban sustainability experts to help us shape the future of cities, from the neighborhood up. Over three years, over 100 people helped build three important tools to drive change: the EcoDistricts Protocol, EcoDistricts Certified and EcoDistricts Accredited Professional (AP). The end result is a profound call to action for urban leaders to embrace the key trends and address the threats that cities are facing, and to rigorously tackle equity, resilience and climate protection in all future investment decisions.

PROTOCOL

The Protocol is the world’s only comprehensive governance and performance framework to shape and guide district and neighborhood development. Designed to put equity, resilience and climate protection at the heart of every community development decision, the Protocol helps project teams build strong partnerships and a practical roadmap to guide future investments. The Protocol also recognizes that every community is different, providing flexibility for project teams to tailor their strategy to local circumstances, set performance targets based on local conditions and aspirations and measure progress against the Protocol’s Imperatives and Priorities. To learn more, join the 3000+ people from 67 countries and 700 cities who have downloaded the Protocol.

The EcoDistricts Protocol represents an important tool to help city leaders think in an integrated way about sustainability at a scale that is truly effective. Using the EcoDistricts Protocol, cities can build momentum for scalable change that transforms urban sustainability and positions our communities for success in the 21st century.

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Joel Mills, Senior Director
The American Institute of Architects

CERTIFIED

EcoDistricts Certified and Accredited Professional Programs Launched: Four projects that helped develop and refine the Protocol through their participation in Target Cities sign up to become EcoDistricts Certified. The AP program launches with the first cohort of professionals passing the exam.

THE FIRST TWELVE

First 12 Projects Committed to Pursuing EcoDistricts Certified Announced: By the end of 2016, a dozen projects have become part of the first EcoDistricts Certified cohort. The group convenes in October at the EcoDistricts Summit in Denver.
CERTIFICATION

EcoDistricts Certified is the new way to create just and sustainable neighborhoods. Powered by the EcoDistricts Protocol, it provides a flexible, holistic and rigorous “how to” framework for organizing and achieving important public policy, sustainability and investment goals. Through EcoDistricts Certified, neighborhoods commit to equity, resilience and climate protection; form collaborative governance; create a roadmap to guide projects and programs; and measure impact over time. Each step is submitted to third-party verifiers to ensure transparency and accountability. At the end of 2018, 16 diverse and cutting edge neighborhoods and districts have committed to certification from across the US and Canada, with many others to follow.

ACCREDITED PROFESSIONAL (AP)

EcoDistricts Accredited Professional is the only professional credential demonstrating a commitment to creating just and sustainable neighborhoods. The AP program provides practitioners with a fundamental understanding of the EcoDistricts Protocol and Certified verification requirements through a highly interactive in-person and online “Foundation” course and convenient online exam. The results to date are promising. Since launching AP in 2016, we’ve trained over 450 people in 15 cities, and almost 200 individuals have met the requirements to become EcoDistricts Accredited Professionals.

“...I use my EcoDistricts AP, engineering background, policy experience and commitment to justice as part of a more inclusive planning model that addresses issues around displacement and gentrification.

Donna Hope, President
Uhope Consulting

16 PROJECTS  |  16 CITIES  |  2 COUNTRIES  |  16,156 ACRES  |  400K JOBS + RESIDENTS  |  178 ACCREDITED PROFESSIONALS

Millvale EcoDistrict Wins Prestigious National Award:
Millvale, PA receives an APA National Planning Achievement Award, thrusting the small riverside community into the national spotlight. Christine Mondor, the plan’s chief author, is a longtime EcoDistricts advisor.

San Francisco’s Pier 70 Embraces EcoDistricts Protocol: Forest City and AECOM use the EcoDistricts Protocol to guide the sustainability plan of one of the City’s most important redevelopment projects.
5 YEARS OF IMPACT

ECODISTRICTS HAS DRIVEN SUSTAINABLE DISTRICT-SCALE INNOVATION ACROSS...

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**EcoDistricts Travels To South Africa:**
EcoDistricts is hired by USAID’s Low Emissions Development program to introduce the Protocol to Cape Town and Johannesburg. The work begins during Cape Town’s looming water crisis.

**EcoDistricts Protocol Surpasses 3,000 Downloads:** In two years, the Protocol has been downloaded in 67 countries, 707 cities and 48 US states.
2% for Racial Justice: EcoDistricts begins dedicating 2% of our annual budget to address structural racism and white supremacy in our work and is selected to participate in Race Forward’s Racial Equity Realized Program.

EcoDistricts’ Board Members Recognized: Erin Barnes, founder of ioby, is selected to join the inaugural class of Obama Fellows and Doug Farr’s new book Sustainable Nation is named as one of APA’s top 10 books of 2018.
Pittsburgh is Selected to Host the 10th EcoDistricts Summit: Pittsburgh, the national center of the EcoDistricts movement, will host the 10th anniversary of the EcoDistricts Summit in 2019. Pittsburgh is becoming one of the country’s most vibrant and economically diverse cities through innovative neighborhood revitalization.

The EcoDistricts AP Army nears 200: In its first two years, the EcoDistricts AP program has credentialed almost 200 leading urban sustainability practitioners from across North America and beyond, creating an early generation of EcoDistricts advocates.
Codman Square NDC
Collins Foundation
Colorado State University
Community Foundation of Greater Atlanta
Corix Utilities
Cox Enterprises
Creative Energy
dc Office of Planning
dc Sustainable Energy Utility
dc Water
delos Living
denver Housing Authority
denver Water
district Department of the Environment
district of Columbia
downtownDC BID
ecotrust
enterprise Community Partners
epa Denver
Equifax
Ever-Green Energy
evolveEA
Farr Associates
gary Community Investments
gates Family Foundation
gerding Edlen
global Green
Glumac
Google
Green Building Council of Australia
group 14 Engineering
Healthy Buildings
Heritage Bank
InSinkerator
Integral Group
Integrated Environmental Solutions
Interface Engineering
International District Energy Association
Jacobs
JPB Foundation
Kendeda Fund
Kresge Foundation
Lake Flato Architects
lendlease Development
massachusetts Convention Center Authority
McGuireWoods
McKnight Foundation
Metropolitan Washington Council of Governments
Meyer Memorial Trust
Mithun
Municipal Infrastructure Group
National Resource Defence Council
National Western Center
NeighborWorks America
New Belgium Brewery
Northeastern University
Northwest Energy Efficiency Alliance
NRDC
NSTAR
NW Natural
Otak
Pacific Continental
Pacific Institute for Climate Solutions
PAE
Panasonic Enterprise Solutions
Parsons Brinckerhoff
Pepco
Perkins + Will
Piton Foundation
Por Que No?
Portland State University
Prince George’s County Planning Department
Prosper Portland
Public Financial Management
RiverWise Collaborative
Saint Paul Port Authority
SERA Architects
Skanska
Southface Energy Institute
Surdna Foundation
The Summit Foundation
TKF Foundation
todco Group
Turner Foundation
UniverCity
University of Colorado
University of Denver
Urban Strategies
US Bancorp Community Development Corporation
US EPA
US Green Building Council
USDOT
UVM College of Design
Vertical Vision
Virginia Tech
Washington Gas
Washington Gas Energy Services
Washington Metropolitan Transit Authority
Webcor Builders
WSP
YR&G
ZGF Architects
Zipcar

Plus dozens of generous individuals and local businesses who have donated their time, money and knowledge.
LOOKING FORWARD: THE NEXT 5 YEARS

Around the world, cities are undergoing the biggest growth of the past 100 years. More than half of the world’s people now live in cities, a proportion expected to grow to two-thirds by 2050. To support this urbanization, trillions of dollars are flowing into communities. The number of district-scale projects is increasing at a record pace, and cities are making significant investments to build and revitalize neighborhoods, commercial districts and brownfields. At the same time, cities contribute to a vast and growing equity gap where the zip code a child is born into has a bigger role in determining their future than any other single factor.

Here is the good news — there is a growing appetite for innovation as cities seek competitive advantage to attract talent and investment, embrace aging and historically disenfranchised populations, restore cultural integrity, enhance prosperity and respond intelligently to a rapidly changing climate.

Neighborhoods Are the Soul and Life of the City

Yes, neighborhoods sit at the heart of some of the most complex challenges facing city makers today. But they can also become the building blocks of sustainable cities. Neighborhoods provide a uniquely valuable scale to introduce and accelerate investments that can achieve profound improvements in equity, resilience and climate protection. Neighborhoods are small enough to innovate and big enough to leverage meaningful investment and public policy. EcoDistricts will continue to support innovation through tools, services, movement-building and by connecting leading urban thinkers and change makers to the communities who need them.

How we build our cities — from the neighborhood up — is the biggest opportunity of our lifetime.
EcoDistricts is advancing a new model of urban development to empower just, sustainable and resilient neighborhoods. Through an integrated suite of programs, convenings and project certification tools, we aim to mobilize, empower and accelerate sustainable and equitable urban development leadership throughout North America and beyond. Learn more about our approach at ecodistricts.org